



Is the Message in the Media?

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Semantic Media Interfaces



<http://media.cwi.nl>

EXIF.org



Multimedia



flickr™



Tagging



Web



Semantic Web





No style coherence



Uniform colour scheme, images scaled for head size



Images cropped

EXIF.org



Multimedia



xmp™
Adding Intelligence to Media

flickr™

Tagging



Web



FOA

semantic
Web



What do you think of the war in Afghanistan?

I am not a fan of military actions



I cannot think of a more effective solution



War has never solved anything

Two billions dollar bombs on tents



Multimedia Montage

- We need more than metadata about content
- When creating new combinations of images and video we need continuity, e.g.
 - lighting conditions
 - background sound
 - gaze direction of speaker
 - left, centre, right
 - framing continuity
 - close-up, medium shot, long shot
 - camera movement
 - none, pan left/right, shaking, tilt up/down, zoom in/out

Multimedia (Metadata) on the Semantic Web



To make the annotated media part of the Web, we need

- XML to describe the presentation
- URIs to point to the media *and* to the annotations
- RDF to attach the metadata
- ontologies to explain what the metadata means
 - which may use MPEG-7 descriptions