

## ANNEXE

L'annexe reprend la liste des projets sélectionnés dans le cadre des appels à propositions EAC/01/2002

### **Sélection suite à l'Appel à Propositions EAC/01/2002 Soutien à la mise en œuvre de projets pilotes**

		Pays	Action	Soumissionnaire	Pays participants	Titre	Budget total
1		S	1	Bonnier Media AB, Bredband	S, N, FI, DK,	BMB-SE	8.365.4
2		I	2	Elsacom S.p.A.	I, E, UK, F	ORPHEUS	2.821.7
3		A	4	JOANNEUM RESEARCH	A, NL, UK, D, B, PL	BIRTH	1.818.627.
4		F	2	Agence pour le Développement du Cinéma Numérique AND-Cinéma	F, UK, B, I	D-Cinema Europa Network	6.247.500.
5		B	4	BELGAVOX S.A.	B, F, A, L, EL, I	NODAL	1.995.000.
				<b>TOTALS</b>			<b>21.248.317,</b>

## **DESCRIPTION OF PROPOSED PILOT PROJECTS**

### **1. BONNIER MEDIA BREDBAND (BMB-SE)**

The ultimate goal of this project is to create a completely new type of -on-demand entertainment service with a fully digitalized distribution chain of movies, TV programmes and other forms of video-based entertainment, transmitting from one central point to broadband-connected households in all the Nordic countries.

The objective is to create a new type of entertainment service, with films, TV programmes, music videos and games all available on demand.

This service should ultimately be seen on a TV set, through a set-top box, but during the first phase, it will also work via PC.

With the introduction of this on-demand service, we have the opportunity to open up and create a new market for high quality local and European content. The lower distribution cost will make it possible to offer a wider variety of content, not only the most commercially interesting products.

### **2. ORPHEUS**

ORPHEUS aggregates a wide network of digital cinema theatres across Europe, combining all the elements (technology, content production and distribution, theatrical exploitation) that support the current development process of Digital Cinema. ORPHEUS Theatres are located in six major EU cities (Berlin, Rome, Vienna, Paris, Barcelona, Manchester), but the network is open to other theatres interested in joining the Project. In these theatres, ORPHEUS proposes real-life applications with a common feature and scope : the promotion and diffusion of EU cultural audiovisual products throughout a theatre network bridging several territories across Europe.

A total of six digital contents, selected among restored Classic Movies and Opera Productions, will be delivered via satellite and projected in the cinema theatres participating to the project. ORPHEUS wants to demonstrate how new technologies can contribute to EU cultural preservation, supporting policies promoted by National and EU institutions.

The projet (duration 12 months) faces all technical, business and marketing issues relevant to cinema theatre exploitation of the above contents, with the aim of maximising advantages for Exhibitors and Producers, while delivering cultural entertainment to a Europe-wide public.

### **3. BIRTH**

The project BIRTH aims at building up a multimedia-based, multilingual pool of archive material from the first broadcasting days 50 years ago for online access by different user-groups. Audiovisual content as well as accompanying text and photographic material will be collected from six major European broadcast archives in order to give online access to the first years of European television-history in a way it has never -been presented before. Both factual information and the atmospheric "touch" of a new media's early days will be accessible to the user. This implies

- Research and collection of representative audiovisual material from "tv's early days" ,
- Transfer of the material to a digital long-term preservation format and the generation of digital preview-material,
- Implementation of an on-line archive pool for TV archive material containing both metadata and audiovisual material.

To keep the project results after the project end a business model is created in order to earn the money necessary for maintaining the portal. This will be realized by providing 3 kinds of accesses with different fees (general public for free -B2C, scientists with a flat rate per year and professional access with a rate per item -B2B).

### **4. D-CINEMA EUROPA NETWORK**

L'objectif du projet D-Cinema Europa Network est de démontrer que la diffusion numérique haute définition permet de distribuer des longs-métrages à l'échelle européenne dans des conditions techniques et économiques beaucoup plus avantageuses que celles du 35mm et pour une qualité de projection au moins égale.

La première année, nous envisageons d'équiper avec des projecteurs D-Cinema six salles et de mettre à niveau quatre salles déjà équipées, soit un total de dix salles dans au moins six pays européens et d'y diffuser environ dix films selon des méthodes inédites en matière de post-production, de sous-titrage et de transmission (sur support physique numérique ou par satellite).

Les partenaires du projet (prestataires techniques, exploitants, distributeurs, producteurs des films diffusés) seront étroitement associés à ces expérimentations : ils participeront à la réflexion sur les perfectionnements à apporter aux méthodes mises en oeuvre mais aussi sur la façon dont doivent évoluer les relations entre les professionnels européens de la chaîne de diffusion cinématographique afin que la haute définition numérique devienne un procédé fiable, pratique et économique de distribution trans-régionale des longs-métrages.

Nous pensons aboutir à ce résultat après trois ans d'expérimentations.

### **5. NETWORK FOR ON-LINE DIGITAL AUDIOVISUAL LIBRARIES - NODAL**

NODAL aims at establishing the first pan-European portal linking and extendible network of European audiovisual archives into a shared e-commerce platform. The project responds to a

widely felt need of the stakeholders active in the audiovisual archive business and brings together different categories of content providers and producers.

NODAL builds upon the technological developments of previous European projects such as Sinamma, Sinatra and Paxos, which has delivered the prototype on which the NODAL system will be based. NODAL integrates a multilingual search and retrieval system with on-line the material he/she needs for production. NODAL will devote important efforts to community building and will work as an open system likely to include further archives after completion of the pilot phase. A part of the work will be dedicated to lay down the basis for the transformation of the platform into a permanent and economically viable pan-european service for the community of audiovisual archives and producers.