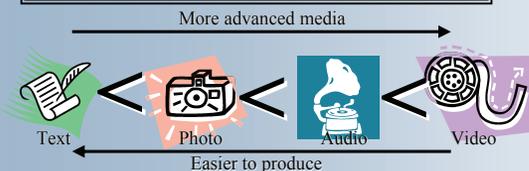


## INTRODUCTION

- Ordinary users can easily publish content using blogs.
- This publishing style is becoming more advanced.
  - Photologs (Photograph)
  - Podcasts (Audio)
  - Video blogs (Video)
  - ...
- The more advanced media becomes, the larger the logistical gap becomes between that and text-based blogging.
  - Because advanced media is difficult to produce for users.**

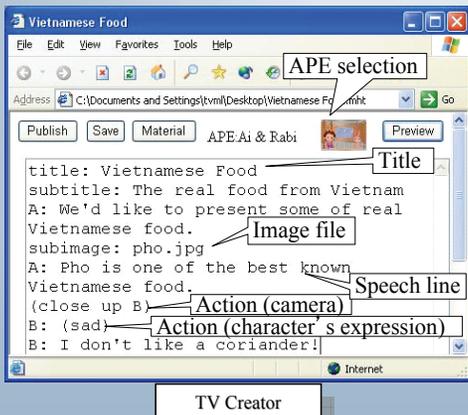


## THE GOAL AND SOLUTIONS

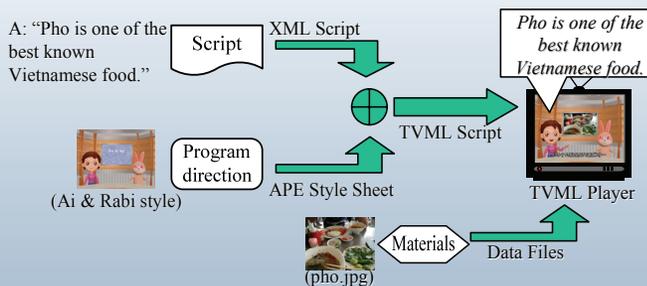
- The easy production and distribution of video blogging so that it is as easy as text-based blogging.**
  - Program production based on script descriptions using web-browsers.
  - Dividing programs into script and program direction using style sheets.
  - Movie rendering and encoding on the server side.
  - Program distribution using RSS feeds.

## PROGRAM PRODUCTION BASED ON SCRIPT DESCRIPTIONS

- TV Creator is a browser-based script editing tool.
- Users write a script, and insert some materials on the TV Creator.
- Program direction is determined by selecting a direction style sheet called APE (Automatic Production Engine).
- TV Creator puts out the script in XML format.

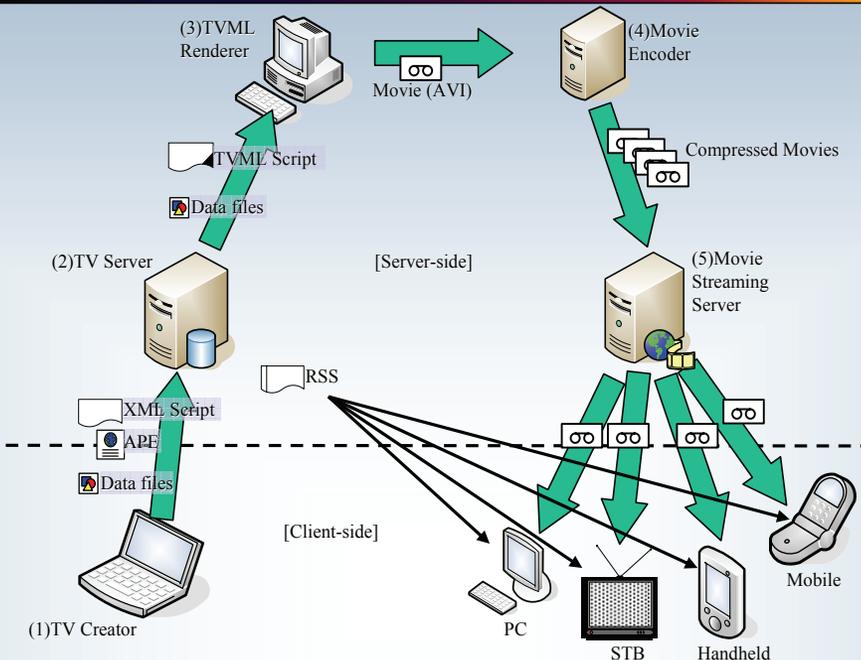


## DIRECTION STYLE SHEET: APE



- XML script and APE are converted to TVML (TV program Making Language) script.
- APE produces the theme of the program and controls the visuals and sets of the program.
- TVML is a computer language that describes the TV programs for the player.
- TVML Player reads the TVML script and plays the TV program using computer graphics and a voice synthesizer.

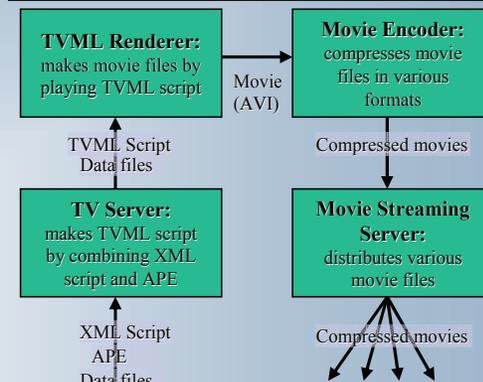
## SYSTEM OVERVIEW



This system consists of:

- |                                    |   |
|------------------------------------|---|
| (1) <b>TV Creator:</b>             | Browser-based script editor                     |
| (2) <b>TV Server:</b>              | Content management system                       |
| (3) <b>TVML Renderer:</b>          | TVML rendering system                           |
| (4) <b>Movie Encoder:</b>          | Encodes the original movie into various formats |
| (5) <b>Movie Streaming Server:</b> | Distributes the movies                          |

## SERVER-SIDE MOVIE RENDERING AND ENCODING



## RSS FEED AND PROGRAM DISTRIBUTION



- Compressed movie files are transferred to the Movie Streaming Server and available to the public.
- The TV Server makes an RSS by extracting the title, headlines and so on from the XML script.
- The video contents can be made available in formats adaptable to PCs, set-top boxes, iPods and mobile phones.

## CONCLUSIONS

- This system makes it extremely easy to create and distribute video programs.
- The production process is as easy as text-based blogging.
- No special software is needed for production and viewing.
- Viewers can access the video contents using various devices

## FUTURE WORK

- Load distribution of movie rendering and encoding.
- How to make wide variety of APEs.