

Towards seamless multimedia production and multi-platform delivery



Mobile production tools

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Mobile production tools



- Mobile tools and services
 - gather video or images in the field using mobile devices and upload to a site for post-production and editing
- Benefits of the new tools and services
 - very fast ad-hoc news delivery (capturing unexpected events)
 - news from inaccessible places and covert news gathering
 - alternative when SNG equipment isn't available
 - enabling citizens to contribute to the news process
- Technical requirements
 - mobile phones/PDAs that capture good quality video and images
 - on-device review and edit tools to enable selection of the best content
 - wireless broadband connectivity to be able to send and download content
 - integrated back-end tools so that insertion into the final publication (print, web or other mobile service) can be fast and efficient
 - secure connectivity and security of content access to prevent competitor and other unauthorised access

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What's available?

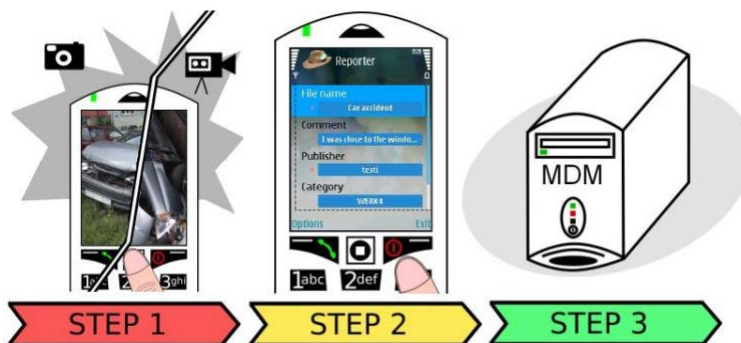
- Nokia Mobile Journalism Toolkit (MoJo) trial
 - collaboration between Nokia and Reuters
 - Nokia N95 phone plus 8 GB memory to enable large content files to be stored
 - Peripherals supplied : fold-up Bluetooth keyboard, tripod, solar charger, Sony microphone
 - Content uploaded to a dedicated blog site : images and text



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What's available?

- Fromdistance - Mobile Professional Reporter tools
 - tools on phone to enable one click recording and sending of the content to the publisher site
 - some simple tagging and editing tools available to add textual narration
 - not as advanced as the Nokia/Reuters tools but Citizen version also available



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What's available?



- Flixwagon
 - tools for Nokia Series 60 phones
 - allows the user to capture and upload video from their phone to their blog
 - fun tool for consumers (mobile multimedia twitter) rather than a professional content production tool
- Many sites for citizen journalism and organisations experimenting such as
 - BBC (UK)
 - OhmyNews (Korea)
 - Ground Report (US)
 - Slashdot (technology news)
 - and many more

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What supports mobile production?



- High quality, small size hardware
 - mobile phones have increasingly high resolution cameras (5M pixels and 8M pixels)
 - light weight peripherals
- Easy to use editing tools
 - familiar web interface
- Integrated with mobile services for news consumption
 - mobile subscribers can sign up for Reuters services
 - cycle time from news capture to news consumption decreases
- Encouragement to citizens to join in
 - Reuters incentive to people contributing material from the US political conventions
 - Fromdistance Citizen version for users with Smartphones
 - Ground Report offers money for contributions

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Winners and losers?



- **Who benefits?**
 - Mobile products manufacturers
 - Mobile operators (e.g. increased data revenues)
 - Mobile service providers (already many mobile news services for end-users)
 - Publishing companies (more content, faster)
 - End-users of news services (more choice)
- **What are the risks?**
 - Lower quality content (technical and editorial)
 - Results depend on the skills of the journalist
 - Reliance on ad-hoc methods reduces reliability of the content value chain
 - Publishers risk being inundated with content from consumers
 - Possible copyright issues if the source is not verifiable
 - Possible loss of control of the content

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What technology is still needed?



- **Automated tagging**
 - enabling content to be identified and tagged with minimal intervention by the journalist
 - off-line content analysis and annotation to supplement mobile content annotation
- **Automated uploads**
 - enabling content which has been specifically tagged and annotated to be uploaded at cheap tariffs
 - background backups for busy journalists with simple control triggers
- **Quality improvement tools**
 - video processing for reduction of motion artifacts
 - noise reduction for audio captured ad-hoc
- **Content management tools for the publisher**
 - automated analysis of incoming content for pre-selection of what is sent to the editor
 - security and trust mechanisms to ensure verification of the source

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