

Grassroots Arts Contribution to the Future Internet PPP

Video Conducting User Centric Media

Our Offer to The Future Internet PPP

- **Novel iTV Productions, Tools and Methods with our Expert Team of Video Conductors**
- **Our Know How from the two ICT- IPs LIVE and Citizen Media developing novel interactive formats for User Centric Media experiences**



Our Innovation: Novel Video Conducting Methods and Tools



*Photo Source: Minority Report of Steven Spielberg,
<http://www.wikinomics.com/blog/uploads/minority-report-ui.jpg>*

Ensuring a quality of interactive storytelling by

- Real-time multi-stream video directing and linking
- Responding to the audience's mood

Our Video Conducting Experience: The Olympic Games 2008



- In the IP LIVE we video conducted with the ORF and the Austrian Telecom the interactive Olympic Games 2008 show as a user centric media experience.

- The user was able to communicate with the Video Conductor via:

- Voting
- Implicit Feedback
- Explicit Preferences
- Skype

