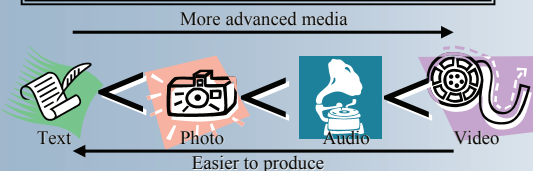


INTRODUCTION

- 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.**

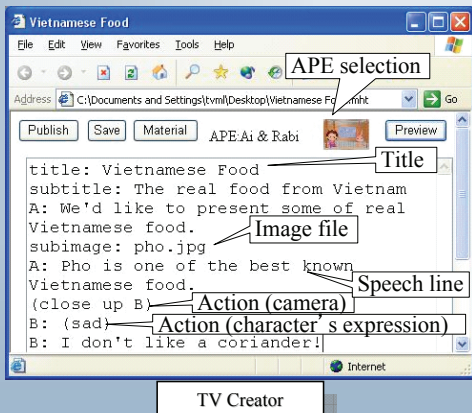


THE GOAL AND SOLUTIONS

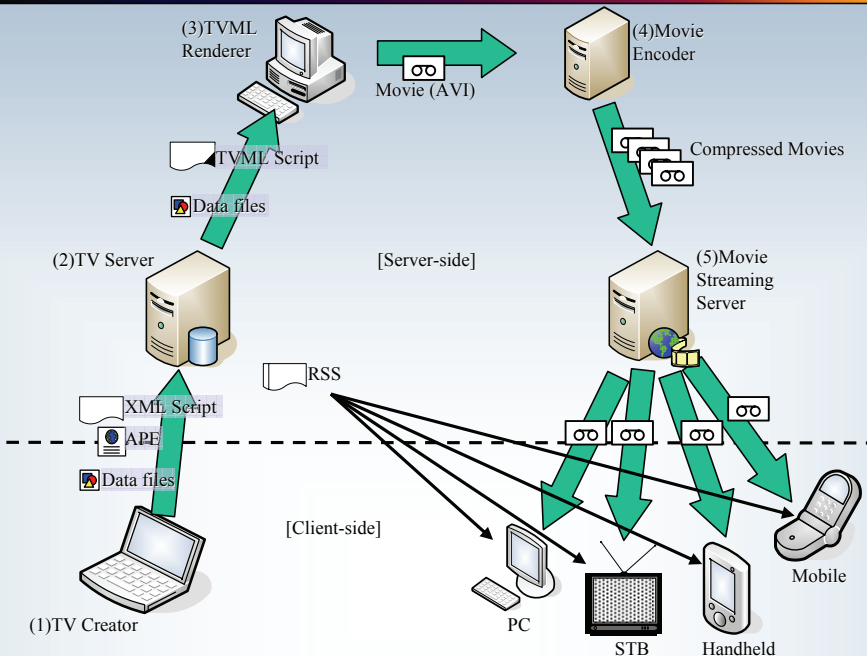
- The easy production and distribution of video blogging so that it is as easy as text-based blogging.**
 - Program production based on script descriptions using web-browsers.
 - Dividing programs into script and program direction using style sheets.
 - Movie rendering and encoding on the server side.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

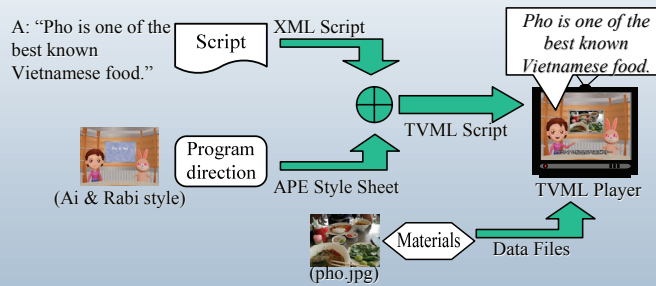


SYSTEM OVERVIEW



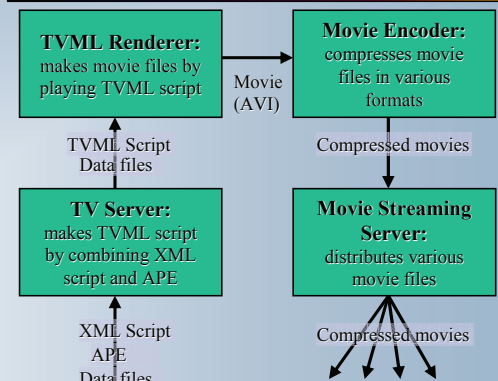
- This system consists of:
- | | |
|------------------------------------|---|
| (1) TV Creator: | Browser-based script editor |
| (2) TV Server: | Content management system |
| (3) TVML Renderer: | TVML rendering system |
| (4) Movie Encoder: | Encodes the original movie into various formats |
| (5)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

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.

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.