Third Italian-Austrian Workshop

Giovedì 23 Gennaio, ore 15:30

Scenarios for Collaborative Architectures for Monetizing Broadcast Archive Content. An Evaluation from a Technical and Business Viewpoint
Univ. Prof. Dr. GABRIELE KOTSIS, Johannes Kepler University Linz

Venerdì 24 Gennaio, ore 9:30

The impact of ICT on the individual and the society
Professor emeritus Dr. GÜNTER HARING, University of Wien

Venerdì 24 Gennaio, ore 11:00

N2Sky - Towards a Virtual Organization for Computational Intelligence Fostering Services in the Clouds
Univ. Prof. DI Dr. ERICH SCHIKUTA, University of Wien

Coordinatore: Prof. DANIELE TESSERA

Workshop

Giovedì 23 Gennaio 2014, ore 15:30
Venerdì 24 Gennaio 2014, ore 9:30
Sala Riunioni
Via Musei, 41 - Brescia
Scenarios for Collaborative Architectures for Monetizing Broadcast Archive Content – An Evaluation from a Technical and Business Viewpoint

Univ. Prof. Dr. GABRIELE KOTSIS, Johannes Kepler University Linz

Abstract

Broadcasters own huge assets in form of audio-visual archives or licensing rights for content from 3rd parties. A few public broadcasters grant free access to their consumer of their own produced content. Another trend are social media networks, where consumers are exchanging selected clips as form of digital goods on the Internet for ‘fun’ to share the experience of funny movie segments. Within the scope of this paper we focus on the investigation of potential scenarios for providing clips via common broadcasting platform for sharing these across social media. We develop the idea of a digital clip gift shop and present a technical solution as well as a discussion about it's business potential. The digital clip gift shop is discussed on the basis of four scenarios, where we identified the technical architectural components. In addition we give an overview of the commercial potential of a digital clip gift shop that is providing video clips for consumers that enables these to exchange them on social networks. We conclude with a discussion of the opportunities for broadcaster and content provider to provide a digital clip shops online to enable consumers to exchange digital content via social networks.

Biography

Gabriele Kotsis received her masters degree (1991, honored with the Award of the Austrian Computer Society), her PhD (1995, honored with the Heinz-Zemanek Preis) and the venia docendi in computer science (2000) from the University of Vienna. Since December 2002 she is holding a full professor position at the Telecooperation Department at the Johannes Kepler University of Linz. Her research interests include performance management of computer systems and networks, workgroup computing, mobile and internet computing, telemedia and telecooperation. She is author of numerous publications and co-editor of several books. From 2003 to 2007 she was president of the Austrian Computer Society. Since October 2007 she is Vice Rector for research at the Johannes Kepler University of Linz.
The impact of ICT on the individual and the society

Professor emeritus Dr. GUENTER HARING, University of Wien

Abstract:
Information and communication technology influences heavily the life in any respect. We experience these changes both in private life and at work in different dimensions, watching ourselves and the individuals next to us. But also the society as a whole is influenced by this technology. In this workshoplike unit I will discuss the various dimensions of these changes based on the personal experiences of the audience.

Biography
Guenter Haring is professor emeritus in Applied Computer Science at the University of Vienna, Faculty of Computer Science since October 2010. He joined the University of Vienna in October 1985. During this period of 25 years he was primarily working in the area of analysis and design of computer and communication systems with special focus on performance issues. He was leading many international and national projects in this area.
He was founding member of the Computer Measurement Group – Central Europe and the Austrian Center for Parallel Computation. From 2000 until 2004 he was Dean of the Faculty of Business Administration and Computer Science and from 2004 until 2008 he was founding Dean of the Faculty of Computer Science at the University of Vienna. From 2006 until 2010 he was member of the steering committee of the Network of Excellence on Future Internet funded by the EC.
N2Sky - Towards a Virtual Organization for Computational Intelligence
Fostering Services in the Clouds

Univ. Prof. DI Dr. ERICH SCHIKUTA, University of Wien

Abstract

Virtual Organizations are playing an important role by reducing the gap between humans and Information Technology. Virtual Organization, another face of resource sharing orchestration, provides ease of access to globally dispersed users. Computational Intelligence is an active research area which focuses on the development of approaches for problem solving mimicking nature. In the last few years the Computational Intelligence community is striving hard to build an online community to share resources such as data, algorithms, human expertise, procedures and methods. Existing Virtual Organizations are often fixed to specific domain and so forth hard to extend. Thus, there is a strong need to establish a generic platform which is flexible and dynamic. The advantages are twofold, first to support tools confirming to the Software-as-a-Service (SaaS) paradigm, and secondly, to create a powerful online community portal for the Computational Intelligence society. This talk reports on RAVO, A Reference Architecture for Virtual Organization, which allows to build VO from scratch.

As use case of RAVO we present N2Sky, a novel Cloud-based neural network simulation environment, which follows the service oriented Web 2.0 principle. N2Sky provides to the computational intelligence community a framework for the exchange of neural network specific knowledge, as neural network paradigms and objects, by a virtual organization environment. It follows the sky computing paradigm delivering ample resources by the usage of federated Clouds. The system implements a transparent environment aiming to enable both novice and experienced users to do neural network research easily and comfortably. N2Sky is built using the RAVO Reference Architecture for Virtual Organizations which allows itself naturally integrating into the Cloud service stack (SaaS, PaaS, and IaaS) of service oriented architectures.

Biography

Erich Schikuta is professor at the University of Vienna. He obtained a Bachelor degree in mathematics and Master and Ph.D. degrees in computer science from the University of Technology of Vienna. His research interests are in the area of parallel and distributed computing (with a specific focus on grid computing and service-oriented architectures), neural network simulation and database systems, which is reflected in more than 150 peer-reviewed papers. He is an expert evaluator and reviewer of the European Commission (FP5, FP6, and FP7) and several other European research and funding organizations (e.g. INRIA). He has also been a member and chair of many program committees of conferences.