

MediaVerse

A decentralized universe of
media assets at your fingertips

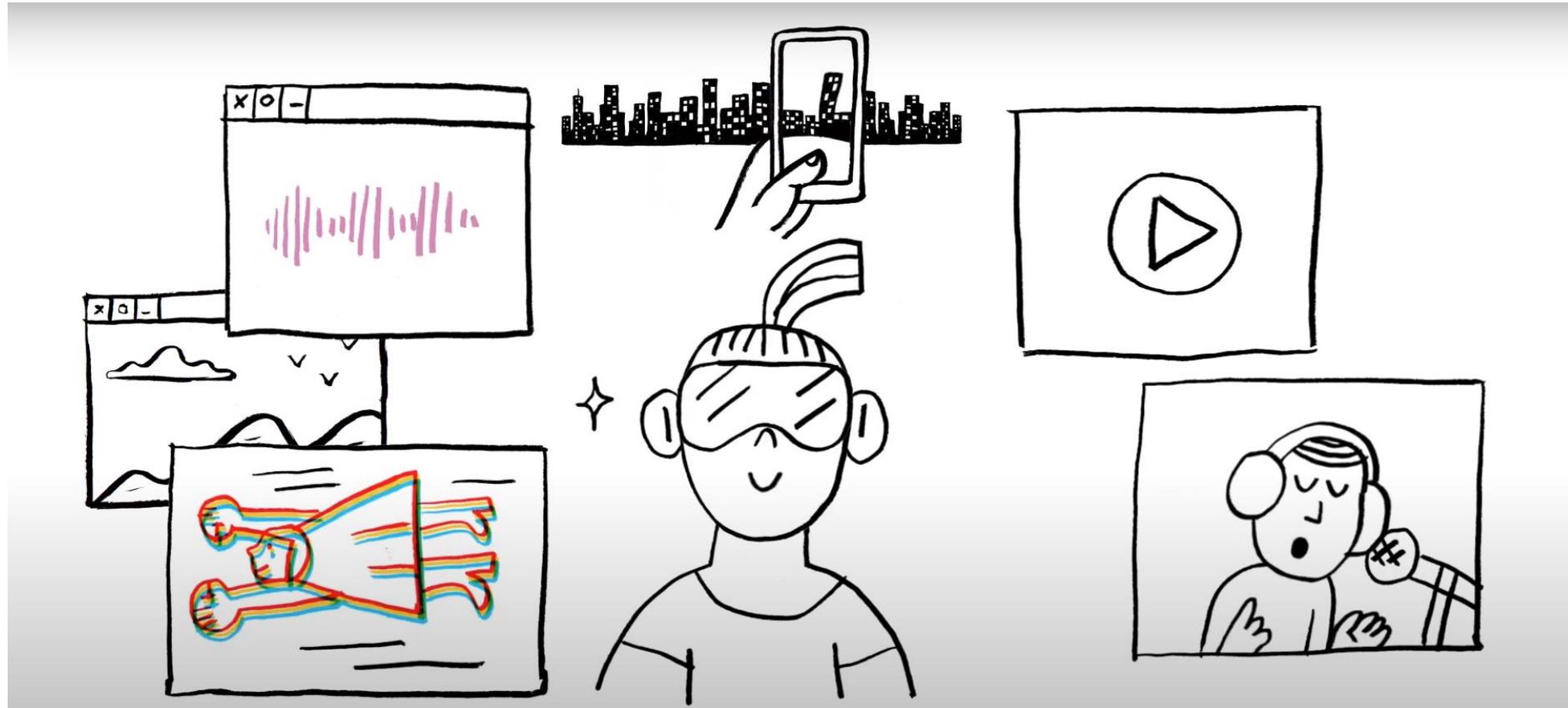
Antonio Calvo Calvo García del Valle
24 May 2023



MediaVerse



The MediaVerse Vision

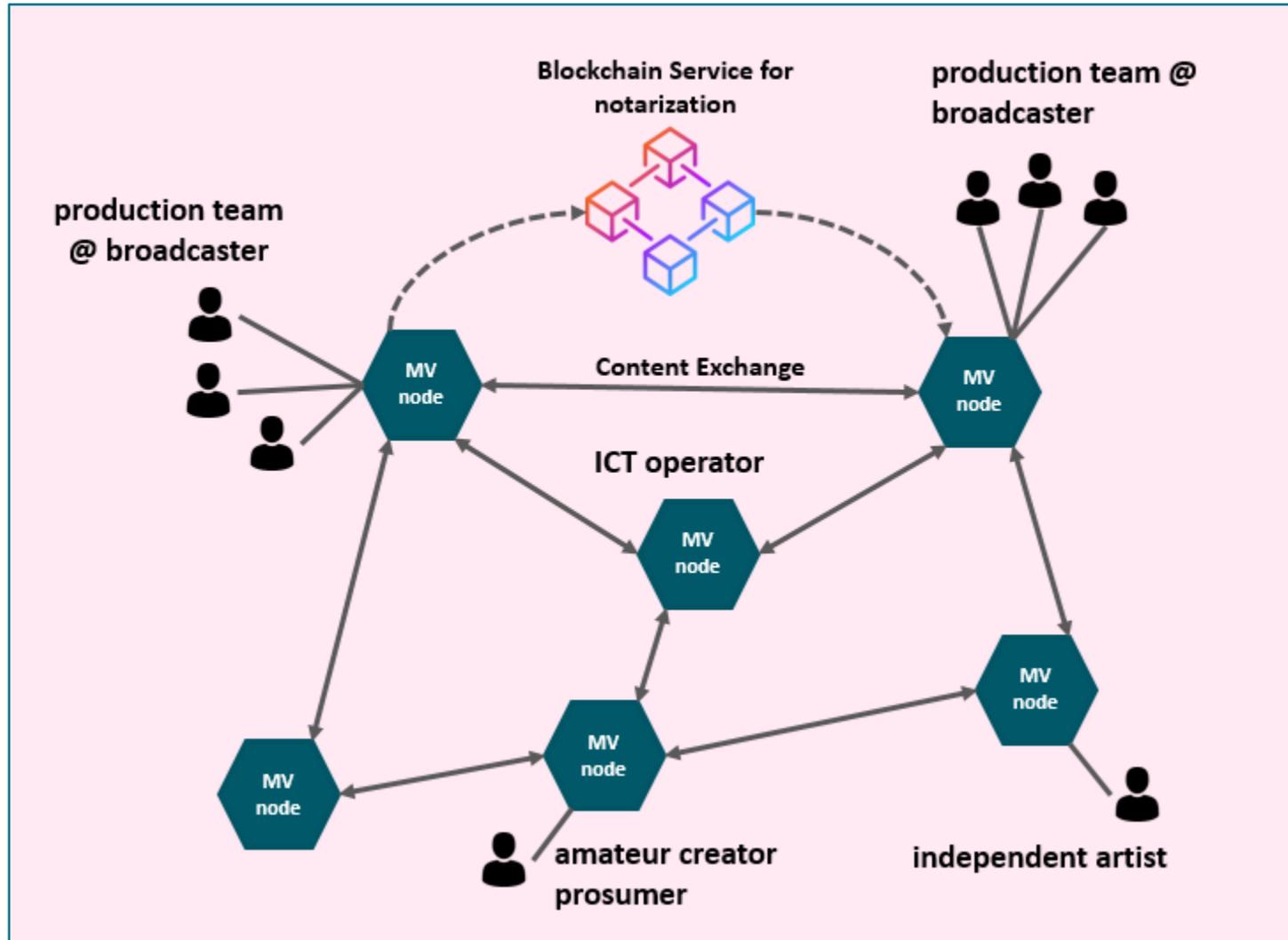




The MediaVerse Vision

- Set up a **decentralized network of intelligent and accessible tools for digital asset management**, allowing barrier-free usage and integration in target media and platforms.
- Allow professionals and laymen alike to express themselves by publishing multimedia content that may be easily shared and licensed
- Empower European stakeholders to enjoy and produce inclusive, diverse, respectful and credible media experiences.

The MediaVerse Vision



MediaVerse Ambition Areas



- **Intelligent media management**

- AI-based media annotation, retrieval and recommendation
- Configurable content moderation
- Optimized media adaptation and delivery

- **Seamless and transparent media rights management**

- Representation of complex ownership relations and licensing possibilities
- Smart legal contracts and smart contracts
- AI-based content identification

- **Advanced authoring of immersive content**

- 360 video storytelling
- Immersive co-creation capabilities
- Accessibility features



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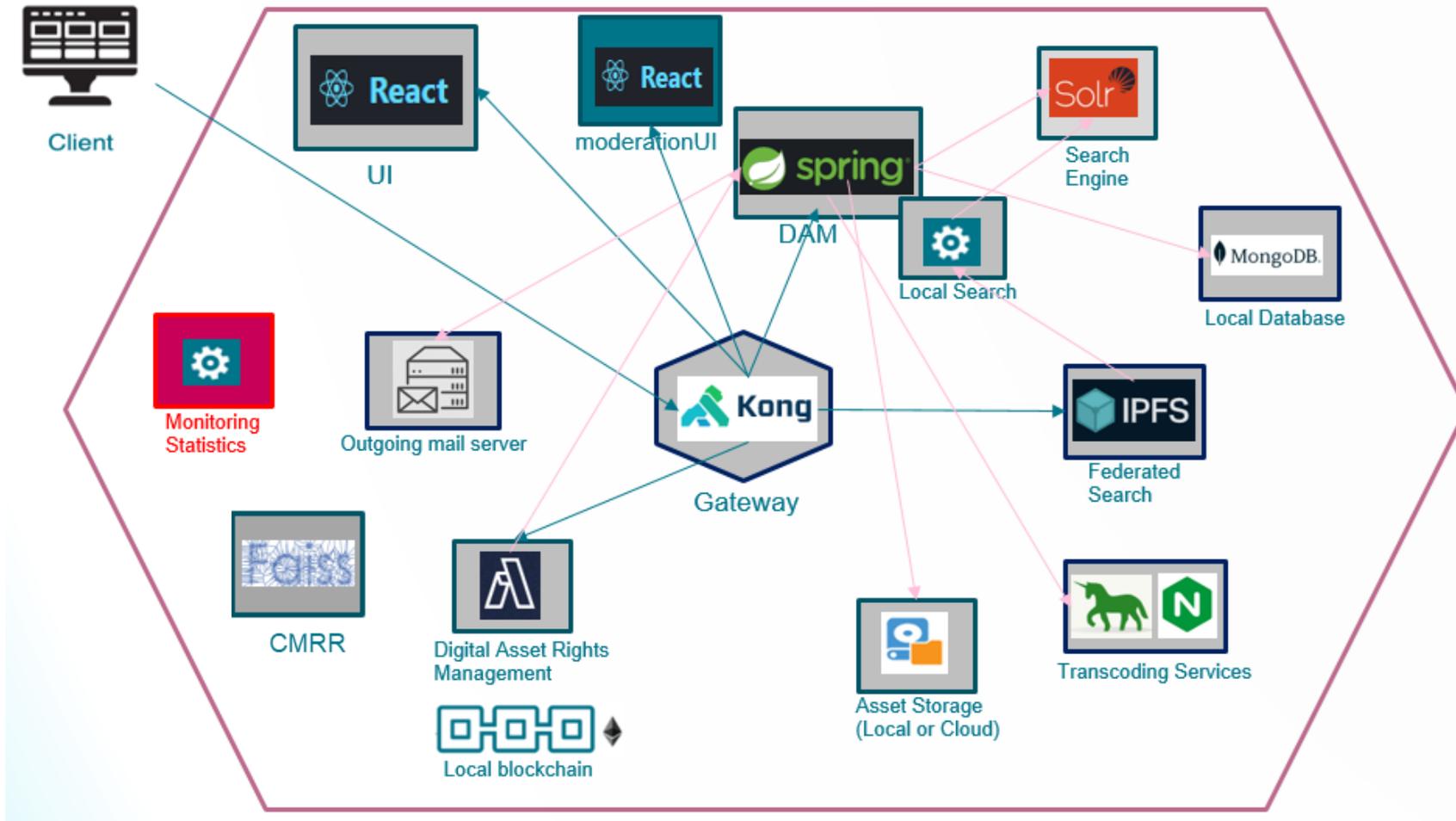
Fader 360 story example

<https://app-api.getfader.com/projects/5cb7bc44-d57f-4fd0-8908-e84f2613b27a/publish>

Decentralized Technical infrastructure

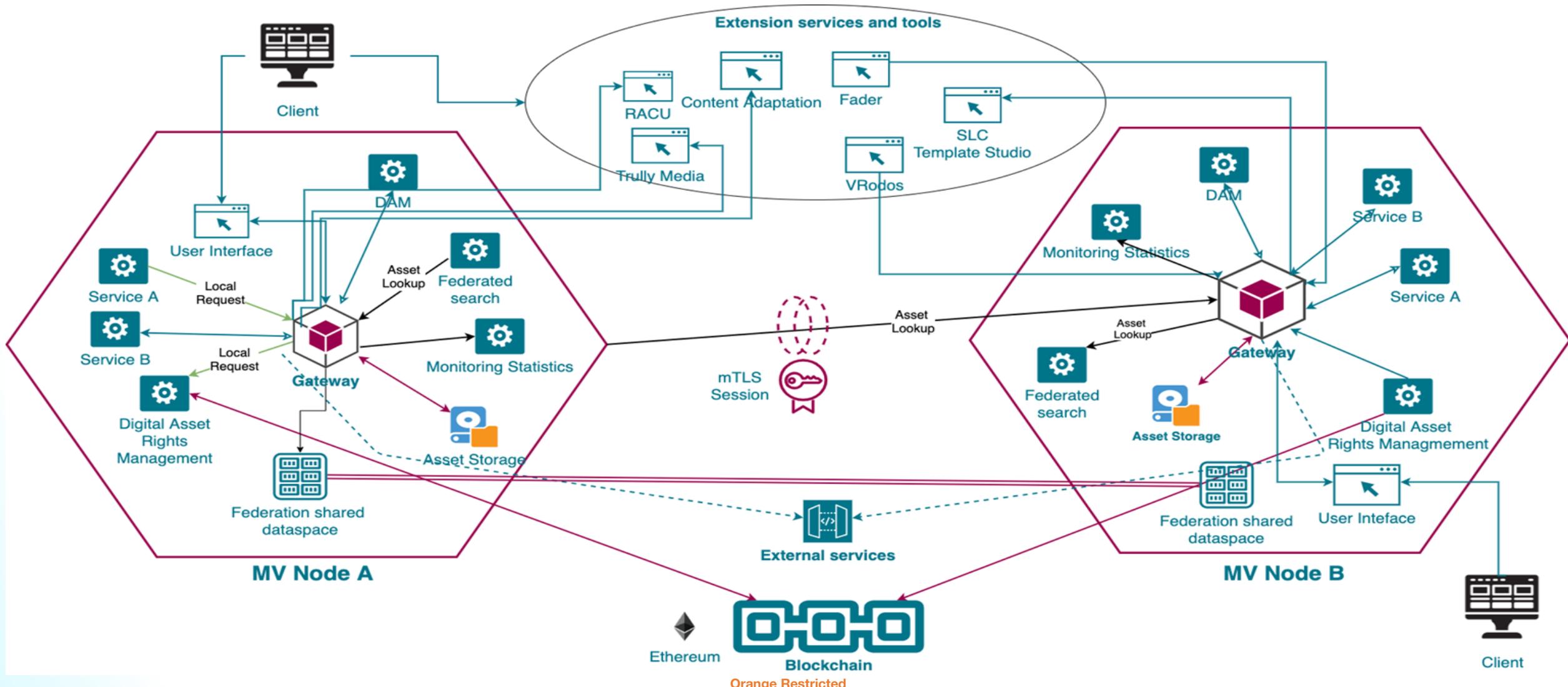


Platform Integration (internal components)





Overall Conceptual Architecture



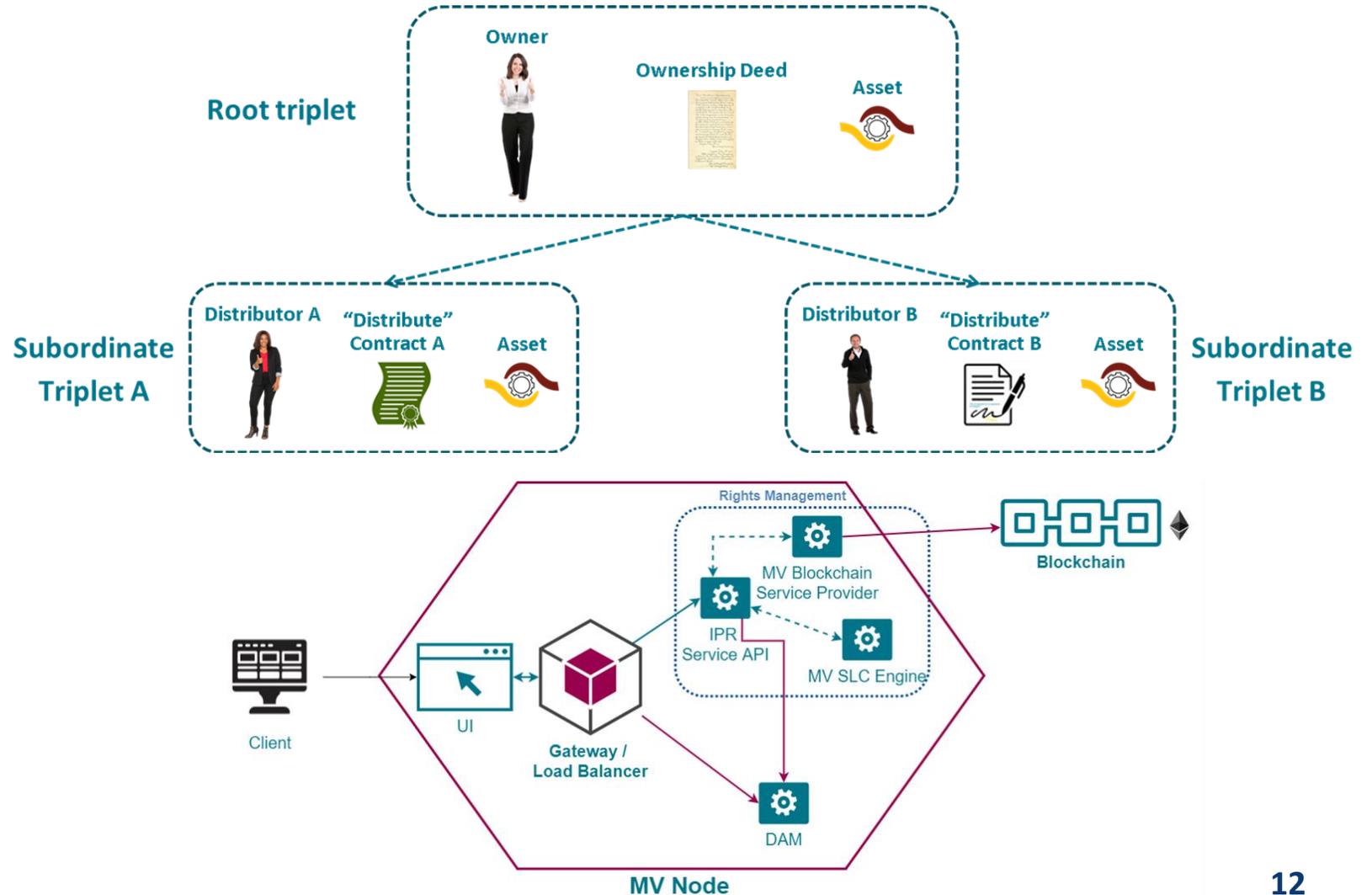
Microservice based Cutting-edge media technologies





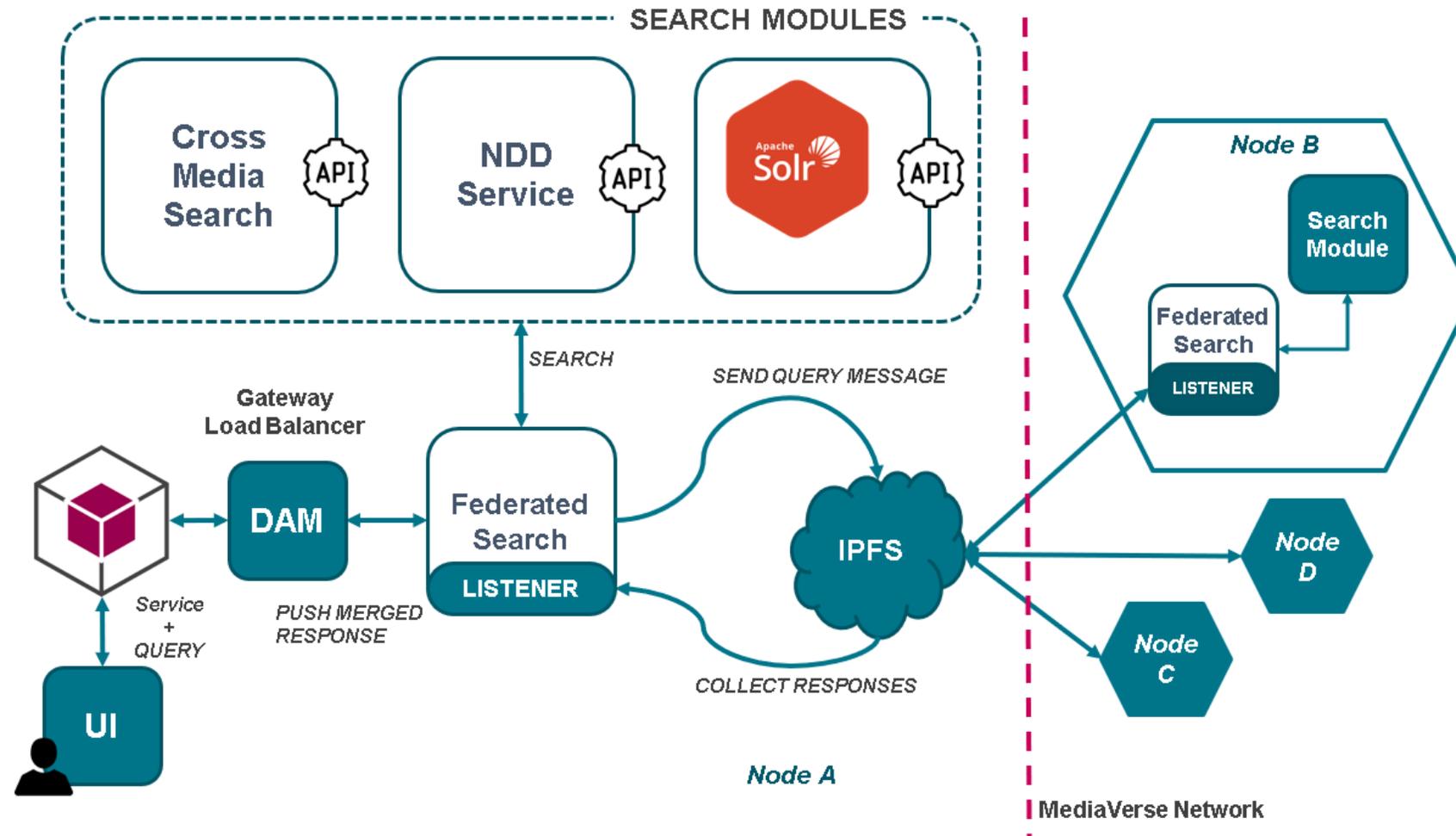
MRM: MediaVerse Triplets Hierarchy

- Blockchain-based approach
- MediaVerse Triplet (SLC)(SCs)
- IPR Service





Federated Multimodal Search





AI-based Media Annotation (MAAM)

Media Type Any Date Any Action Any Objects Any Flags [?] NSFW Disturbing Meme Deepfake [Reset](#)

Sort by Date 36 assets Desc



A pig being held up by a person with the caption hefty there.

meme grooming dog

825 x 549 327 KB

5 days ago by manosetro



I m dreaming of a white christmas group of people in white uniforms.

meme

550 x 413 186 KB

5 days ago by manosetro



When theun adds another million to theholocaust death toll when the u.

meme 4 people 2 bottles

550 x 397 368 KB

5 days ago by manosetro



The hardest part of breaking up with a japanese girlfriend is having to drop.

meme 2 people applying cream

550 x 309 216 KB

5 days ago by manosetro



If i had a dollar for every racism thing ive said some black mother.

meme person sign language interpreting

550 x 378 196 KB

5 days ago by manosetro



extinguishing fire driving car motorcycling

1280 x 720 37s 6 MB

5 days ago by manosetro



person playing bass guitar

480 x 360 10s 762 KB

5 days ago by manosetro



person shaking head

480 x 360 9s 349 KB

5 days ago by manosetro

Truly Media

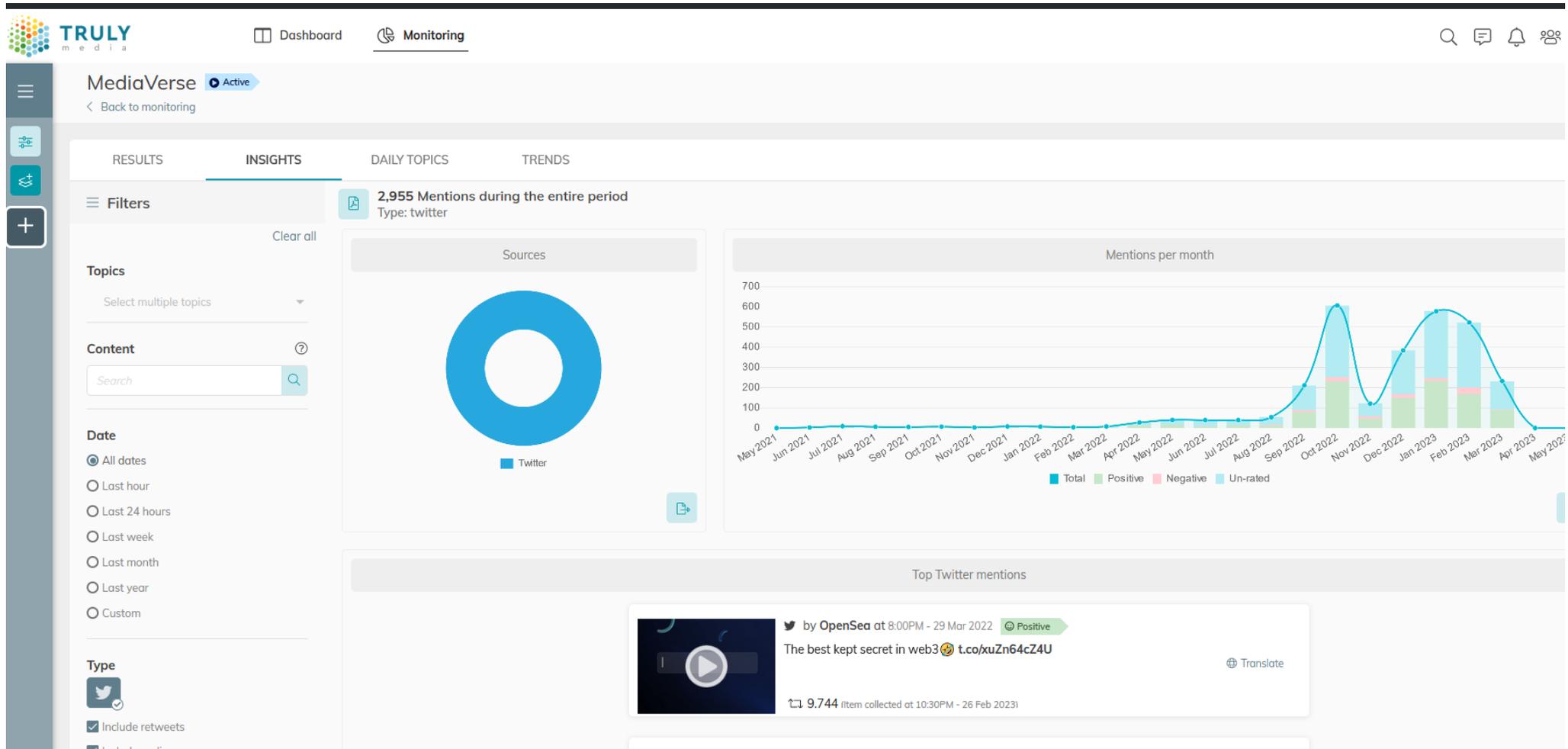


The screenshot displays the Truly Media web application interface. The browser address bar shows the URL <https://lab.truly.media/aggregation>. The page header includes the Truly Media logo and navigation tabs for "Dashboard" and "Monitoring".

The main content area is divided into two columns:

- Live streams:** A section titled "Live streams" with a "+ Add" button. It features a card for "MediaVerse" with a list of associated social media handles: @Livepeer, @Bernstein_Io, @Blender, @UnrealEngine, @HiveBlockchain, @horavision1, @Valossalnc, @SamaAI, @UjoMusic, @musicoins, @PeerTracks, @Vuulr_Official, @AudiusProject, @RealCOSTV, @LBRYcom, @mintbase, @opensea, @Infiniverse_nft, @Sketchfab, @VRdrct, @3dvista, @wonda_vr, @scenevr, @dataverseorg, @InstaVR, @clarifai, and @V7Labs. The card is dated "28 Sep 2022 3:15PM" and has an "Active" status.
- Investigations:** A section titled "Investigations" with a "+ Add" button. It features two cards:
 - MV#2:** Includes tags #MVATC and #MVATC, dated "23 Mar 2023 5:24PM", and has a "Completed" status.
 - MV:** Includes tags #MediaVerse, #MVATC, MVATC, #MediaVerse, #CitizenJournalists, and #ContentCreation, dated "21 Feb 2023 12:21PM", and has a "Completed" status.

Truly Media





MediaVerse Network of Interest

- We would be happy to have your interest recorded in our MVNI: <https://mediaverse-project.eu/community/network-of-interest/>
- More details on the project results and tools: <https://mediaverse-project.eu/results/tools/>
- Set up and manage your own MediaVerse node! <https://github.com/MediaVerse-Project/mediaverse-node>  **GitHub**
- Access one of the currently available nodes and give us your feedback:
 - <https://dashboard.mediaverse.atc.gr/>
 - <https://mediaverse.ari-imet.eu/>
 - <https://mediaverse.mever.gr/>

Thank you!



Consortium Partners



<https://mediaverse-project.eu/>

MediaVerse: A universe of media assets and co-creation opportunities at your fingertips

Co-financed by the EC
under Grant agreement
ID: 957252

