Hot on IT Makes the Future!
Digital Commerce on IT

"Digital Cinema Metadata Portal"

Growth of the Internet and internationalization have highlighted the need for establishment of intercommunication space for digital cinema based on and utilizing Information Technology.

It is indispensable for the field of cinema and/or video literacy to provide education to young people, free spaces for exchanging art works, and a forum for exchange or sharing of transformative digital cinema, for continuous creation of cinematic works, even though a network distribution environment or cinema complexes already exist.

The Digital Cinema Project, NII is contributing to this project through a global network which connects more than 20 universities in Japan, called Super SINET, and whose mission is to provide a common ground for academic information, called Commmons, by bridging academic society and each university's library.

In this Digital Cinema Project, NII is developing a portal site that will inter-connect film schools across Japan based on Creative Commons, with cooperation of both domestic and international entities such as Japan Academy of Moving Images, Nihon University College of Art, University of Fine Arts and Music, and National Institute of Informatics.

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"Content Metadata" and "Comment Metadata"

Realizing Active Content Commerce

Content Commerce is divided into Content Delivery Layer and Metadata Communication Layer. We focus on the latter.

Metadata: Contains data including information verifying content (from simple introduction of the content to purchase agreement).

Metadata Commerce is linked to Content Commerce through Mediation (Content Concierge).

Metadata Commerce System

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Digital Commerce: d-Commerce

We are introducing "d-Commerce", a project that aims at activating the market by revolutionizing content distribution network and creating a mutually reinforcing spiral of content, freely transferable and transformative between common and proprietary domains.

An interdisciplinary approach is taken to establish a framework for exhibiting transformative content that can be utilized without restrictions by attaching Digital Rights Management (DRM) and Digital Rights Expression (DRE).

Digital Commons

Our concept focuses on the balance between proprietary domains and a "commons" domain in which content have more flexibility in terms of sharing and usage conditions; we refer to this kind of content as "transformative" content.

Digital Rights Expression (DRE) is a way to transform content to the category of "exclusive ownership and non-rival resources" by explicitly showing ownership of the content. The second category, "exclusive ownership and resource rivalry", is in the commercial area, where perfect clones are controlled by legislation and technology, more specifically, Digital Rights Management (DRM).

Problems and Inflexibility within Content Delivery Network (CDN) today are preventing it from functioning properly and reaching economic maturity. Major identifiable problems shall be:

1. Funding System: Shortage of private funding, Inexistence of bonds or bank guarantees
2. Rights Protection: Inflexible security in distribution, no risk management, legal standards
3. Home Environment: Individual creator/content holder is cut-off from production-marketing-distribution network, insufficient facilitation of home.

Individuals (HOME)

Creator
Content Holder/Provider
Viewer/Subscriber
Investor

Marketing Promoter
Producer
PR Agency
Advertising Company

Funding Entities
Corporate
Bank
Private Community

Digital Cinema Gate

Cinema Data Mining System