

Press Release: MICO Media in Context

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MICO is a European Commission part-funded research project to provide cross-media analysis solutions for online multimedia content.

MICO will develop models, standards and software tools to jointly analyse, query and retrieve information out of connected and related media objects (text, image, audio, video, office documents) to provide better information extraction results for more relevant search and information discovery services.

The Facts

Part-funded by the Seventh Framework Programme (FP7) Collaborative Project
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Project Budget
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www.mico-project.eu

Scientific Coordination

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Why MICO?

With the tremendous increase in multimedia content on the Web and in corporate intranets, discovering hidden meaning in raw multimedia is becoming one of the largest challenges.

Analysing multimedia content is still in its infancy, requires expert knowledge, and the few available products are associated with excessive price tags, while still not delivering sufficient quality for many tasks.

This makes it almost impossible for normal companies, particularly SMEs, to make use of this technology. Also, analysis components typically operate in isolation and do not consider the context (e.g. embedding text) of a media resource.



What will MICO focus on?

- “media in cross-media context”, allowing to analyse media resources as well as connected content, including video, images, audio, text, link structure and metadata;
- investigate cross-media analysis along the complete, distributed analysis chain, namely extraction, metadata publishing, querying and recommendations;
- develop harmonized models and software services for orchestration of analysis components, representing and publishing of analysis results, and querying and evaluating such results;
- contribute its main software development results as Open Source components to two established Apache projects, Apache Marmotta and Apache Stanbol, simplifying the use of the technology in industrial products.

How will MICO validate the results?

The technology developed in MICO will be evaluated in 2 complementary use cases: crowdsourcing media annotations, and a video sharing platform.

On the one hand, these use cases provide real-world needs and requirements which will drive the research and development activities, and serve as a means to validate the benefit of the technology to intermediaries like the platform providers as well as to end users.

On the other hand, they serve as showcases and thus play an important role for the dissemination and exploitation of the project results (with a focus on the scientific and research community for Zooniverse, and a huge selection of potential industry users in the case of InSideOut10 and Zaizi).

