MICO Facts

MICO Consortium

MICO

Media in Context
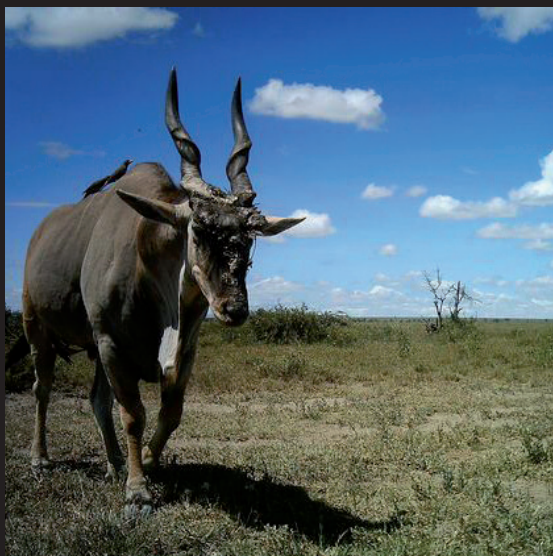
Duration: 36 Months
Website: www.mico-project.eu
EC Grant: € 3.452.000

MICO unites leading research institutions from the information extraction, semantic web, and multimedia area with industry leaders in the media sector.

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

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Coordinator, Austria

Fraunhofer **IDMT** — Fraunhofer
Germany

iNsideOUT10 — Insideout10
Italy

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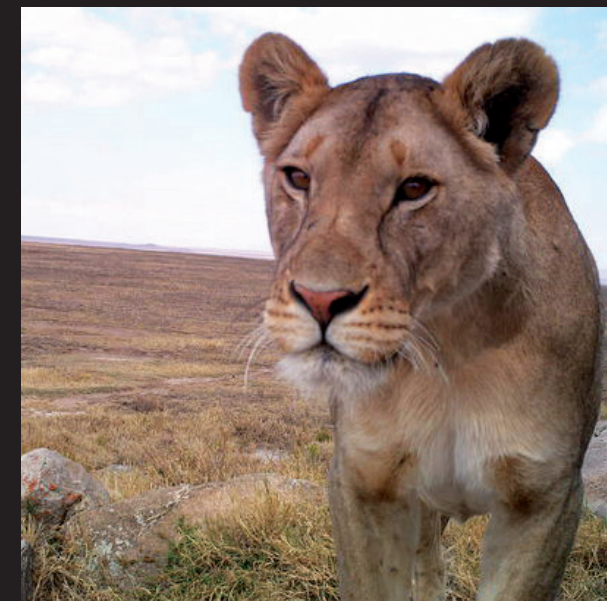
MICO will develop models, standards and software tools to jointly analyse, query and retrieve information out of connected and related media objects (text, image, audio, video, office documents) to provide better information extraction results for more relevant search and information discovery.

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?

1. Media in cross-media context, allowing to analyse media resources as well as connected content, including video, images, audio, text, link structure and metadata;

2. Investigate cross-media analysis along the complete, distributed analysis chain, namely extraction, metadata publishing, querying and recommendations;

3. Develop harmonized models and software services for orchestration of analysis components, representing and publishing of analysis results, and querying and evaluating such results;

4. 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.

MICO Early Adopters

The technology developed in MICO will be evaluated in a number of use cases that exemplify cross-media analysis services at play in familiar technology and workflow environments.

- Zooniverse: crowdsourcing media annotations,
- Zaizi -Alfresco enterprise content management, and
- InsideOut10 - Helix Cloud video sharing platform.

These use cases will 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.

Images are taken from the Zooniverse crowdsourcing project Snapshot Serengeti that will apply MICO technology to better analyse the multimedia content.
https://www.zooniverse.org