

Towards Self-Producing Media

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Abstract. The digital media and games industry is worldwide one of the biggest IT based industries. Recent observations therein showed that current production workflows may be potentially improved as multimedia objects are mostly created from scratch due to insufficient reusability capacities of existing tools. The amount of digital content that may be potentially reused is constantly growing. This is not only true for content in commercial databases but also for the vast amount of digital content on the Web. Therefore we work on a solution to increase the reusability potential of digital content, which aims to establish a semi-automatic adaptability framework for previously created digital content based on semantic technologies. With this solution producers will be able to face the huge amount of content available, ie. they may be able to select which content to reuse and include it in their work. Rich semantic descriptions of the content will allow to select and handle content automatically in order to ease search, retrieval and automation of several processing steps in the media production chain.