

Open Technologies Institute for Digital Video Distribution (OTI)

It aims to become the leading European institute for research, development and training in digital video distribution technologies, through the convergence of world-class software, usability, licensing and business model competencies, centered around free/open licenses.

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Executive Summary

World-class leaders from industry, academy and FLOSS (free/libre and open source software) communities will guide young talents in redefining the relationship between video content producers and viewers based on freedom, openness and choice.

- Location:** Audiovisual Telematics Park (first 6-12 months in Formello's Industrial Zone)
- Spaces:** 1.100 – 1.500 sq.mts.
- Promoters:** Telematics Park, Telematics Freedom Foundation, CRAT Consortium,
- Start Up Funding:** 1.5-2M euros. 80% Telematics Park, 20% industrial sector leaders

The Institute will create a specialized leading research center and attract the best talents worldwide through major joint-venture partnerships with university departments, institutions and industrial non-profit organizations, as well as the first industrial entities from the Lazio Region and the University of Rome La Sapienza. The management will be carried out jointly by academic and industrial partners.

- ◆ Legal & Business Models Department: offers courses on key emerging business models, licensing and terms of use for the monetization of audiovisual content and client and server-based telematic solutions for their fruition or delivery, primarily via open IP networks
- ◆ Technology and Usability Department: offers courses and workshops on technologies, usability, user experience design, on servers and client technologies for digital distribution to the living room, but also mobile and desktop contexts.

Each department will have in management:

- ◆ Courses: Masters (1-2 years) and mini-degree (4 months); Professional Updates (2-5 days)
- ◆ Laboratories: the 500k euros lab will provide: all major multimedia end-user devices inworld markets, primarily for the living room but also mobile; specialized server-side equipment; eye-tracking software and hardware and other equipment for the simulation and evaluation of usability and user experience.
- ◆ Local Telematic Services: Its localization within the Park ensures: very large, flexible and scalable connectivity for research and projects; on-demand and dedicated point-to-point connectivity with foreign partners; access to special local and external CDN services; hosting; geographically redundant backup; remote storage; other advanced services.

Funding Feasibility

The project cost is estimated in 1.5-2M euros, in order to sustain the startup costs and the expected operating losses during the first 3 years of operations. The Telematics Park, conditional on the solid participation of world class no-profit and industrial partners, is ready to formally commit to:

1. Contribute 4 times the equity contributed by Industrial Partners, up to a maximum of 1.000.000 euros.
2. Offer rental office and lab space to the Institute, designed by world class architect, at rates that are at least 20% below market values of ordinary non-designer office space.
3. Very actively pursue regional and EU research funding. (we are already bidding for 600k euros regional grant for FLOSS media center research and development.

Start-up:

- ◆ Cost: 235K. Project expenses (15k), rental deposit (30k), tech equipment (100k), furnishings (30k), launch marketing (60k)
- ◆ Funding: Telematics Park (120k), Lazio Region (115k)

Operational Yearly Costs:

- ◆ Cost: 800K/year: Teaching (400k), Researchers (200k), Admin. Staff (80k), rent (15k), utilities (10k), tech equipment maintenance and upgrade (95k).
- ◆ Income from Services: income from students (80%); corporate training (200k)
- ◆ Income from Funding: Telematics Park (300k); private sponsors (min 3-5%); institutional sponsors (15% max)

Final Partners

TELEMATICS PARK (www.parcotelematico.it/en): Role: main contributor.

TFF (www.telematicsfreedom.org): Telematics Freedom Foundation. Role: Research projects coordination and european grants planning.

KALTURA (www.kaltura.com): Role: technological partner, teaching.