

For Immediate Release

RADICAL CHANGES IN CONSUMER PATTERNS PREDICTED TO REVOLUTIONISE BROADCAST MEDIA

- **iCast at Media Lab Europe Showcases Research, Enabling All Consumers to Become Media Producers**
- **Easy-to-use and Interactive Camera Technology will Allow Creation of Films in Minutes**
- **Wireless Broadband will Allow Content to be Shared Worldwide**

Dublin, 25th November 2002 – iCast, a Media Lab Europe Open_House on the future of broadcast media today brought together over 100 key thinkers in the sector who debated a radical shift in the broadcast industry that is changing consumers from passive media audiences into active media producers.

Marc Davis assistant professor with University of California, Berkeley spoke about the research he began at the MIT Media Lab, saying that, “Consumers will be able to create and share high quality digital media content effortlessly within the next five years as a result of user friendly, automated media capture devices.”

By radically reinventing the paradigm of media production and consumption, Davis’ research will enable consumers to make short movies in minutes with little or no work. The software will automate the processes of direction, cinematography and editing. The key to its success will be the development of systems which create descriptions of media content and structure (metadata) that then use those descriptions to automatically produce customised and personalised media.

Commenting on the findings of iCast, Dr. Kenneth Haase, acting director of Media Lab Europe said, “Technology will dramatically change the relationships among consumers and producers of media. The proliferation of producers and the variety of consumption patterns will accelerate, as new tools and technologies create

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wondrous opportunities for consumers, producers, and the businesses and devices in between.”

iCast also investigated new genres of interactive content, distributed media databases, mobile communication, storytelling and broadcasting. The other key speakers were V. Michael Bove Jr., Head of Object-Based Media Group, MIT Media Laboratory who presented “Sharing and Playing Well with Others: Everything We Need to Know about the Future, We Learned in Kindergarten” and Jess Cleverly, executive producer in Children's Drama at BBC who presented, "Gather Round - the Fire's Lit: Storytelling in the Interactive Age."

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Note to Editors

About Open_House

Open_House at Media Lab Europe is a series of monthly research driven forums for business and research professionals. Featuring some of the best minds from MIT and the Media Lab family, keynote speakers are also drawn from the worlds of business and academia. Attendees get the opportunity to immerse themselves in the future with global thought leaders, technology experts and Media Lab Europe researchers. Open_House also provides an opportunity for attendees to exchange views with other senior professional, envisage futures and gain insight to help share research and business directions.

About Media Lab Europe

Media Lab Europe is a university-level research and education centre located in the new digital media district in Dublin, the Digital Hub. Founded in July 2000, Media Lab Europe is a direct result of a 10-year joint venture between the Irish Government and the world-renowned MIT. As the independent European research partner of MIT Media Lab, the purpose of Media Lab Europe is to "invent the future" and adopt an interdisciplinary approach in researching the way new technologies can impact people's lives and environments. With a 100 people now working across eight different research and supporting areas, Media Lab Europe has 10,000 square metres of research space.

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