

NRK AKTIVUM

ePORTAL: THE NEW MUSIC SHOP

NRK AKTIVUM, the commercial subsidiary of the Norwegian Broadcasting Corporation NRK, will launch a web site for download of commercial music.

NRK is the main public station in Norway, with 3 TV channels, 3 national FM-channels and several DAB and Internet channels. NRK is in a process of making all archives digital in order to make the legacy easy available for the digital file based production in radio and TV. Digitalised archives also give the possibility to offer the content to the public, and this is the background for aiming to a new portal.

In addition to purchase and download of commercial music, the site will offer download of NRK's own productions, purchase of spin off effects, availability of playlists, news, sports, weather forecasts and program schedules and articles related to programmes. The download of music is done in cooperation with the rights organisations and the music labels.

NRK AKTIVUM'S VISION

NRK AKTIVUM wants their site to be "The Number One" for all kind of Internet users in Norway. Not only those who want to download the latest hits, but also those who want to find music they never knew about and music that is no longer available on the market. This availability of material is possible by using the Digital Music Archive (DMA) as a source. DMA, launched in NRK this year, is delivered by Discovery Reply, and contents 3 million titles which represent all records purchased by NRK since 1970.

The music download will be a portal for the users to be more familiar to the productions of NRK and the variety of programmes and material that NRK can offer from all their digital archives.

THE PROJECT

The installation, delivered by discovery sysko, will be based on the experience and know-how gathered by those companies and their partners through different installations all over Europe. In this project standard functionalities are mixed with the extended search possibilities built into the DMA archive, based on specifications written by trained and experienced archivists and users, supplied by Discovery Reply and discovery sysko.

The services offered will go beyond what is known today from "similar" sites as "if you like this you will also like that" or most downloaded lately. This installation will do deeper analyses of the music and the need of the customers and will combine this using the latest of semantic technology. Such features will offer a variety of music that no other download site can offer and is therefore important both for the music industry, but also for NRK handling the cultural heritage of Norway and as a public station responsible for the culture offer to the public.

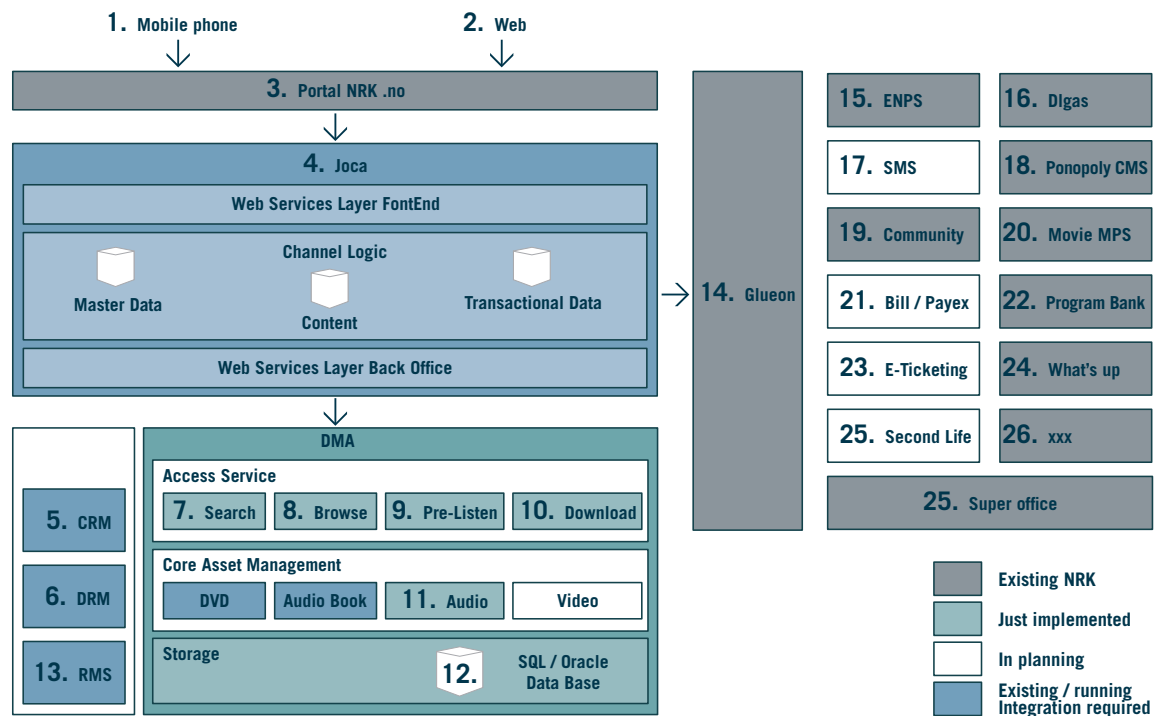
Music pre-listening will be possible both by mobile phones and through Internet. Purchase and download of music will include not only music, but also extended information about the records, additional material, images and an offer of DVDs and books.

PROJECT SCHEDULE

The contract between NRK AKTIVUM and discovery sysko was signed in August 2007 and in September the same year a test pilot was available for internal use. Parts of the system are already online.

The whole system will be launched in October 2008, ready for use for music lovers, first all over Norway, but later also available for international use.

TARGET ARCHITECTURE NRK MUSIC SHOP



Discovery Reply, part of Reply, is focused on Multimedia Asset Management solutions and is specializing in large digital media digitization, archiving, cataloguing and distribution projects. Discovery Reply offer is threefold: Solutions based on Discovery Reply™; System Integration on Discovery Reply™ or 3rd parties solutions; Advisory on Digital Media Projects.

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discovery sysko supports media convergence processes, merging TV, radio, internet, print and telecommunication with a distinctive focus in consulting services and products for managing digital media. discovery sysko bases its Multimedia Asset Management and Archiving solutions on Discovery Reply™, Reply's proprietary platform for Digital Asset Management.

To know more, please visit www.discovery.sysko.de or contact info@discovery.sysko.de

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