

Leicester.TV

Driving Community Involvement

Sean Clark

Cuttlefish Multimedia Ltd.

www.cuttlefish.com

www.cuttlefish.org

Introducing Sean Clark

- Director of Cuttlefish Multimedia Ltd.
- Director of Cuttlefish Digital Arts
- Former researcher at Loughborough and Derby Universities
- www.cuttlefish.com/seanclark.html
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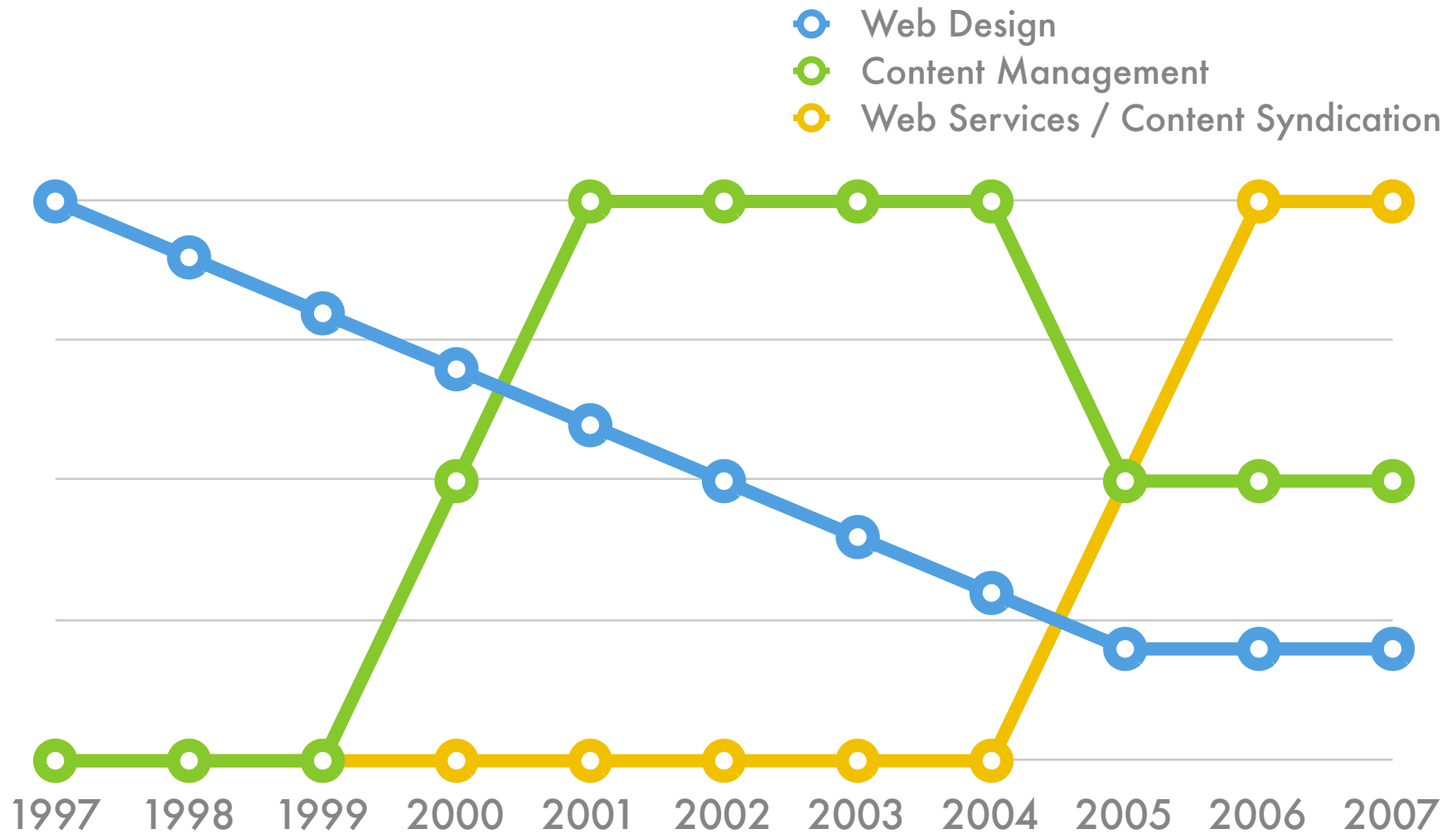
Introducing Cuttlefish Multimedia Ltd.

- Loughborough-based Internet company
- Focus on Content Management, Web Services & Content Syndication
- Work with local authorities, businesses, community & arts organisations
- Shortly opening an office at The Depot
- Recent support from Creative Leicester Shire, First Enterprise and EM Media

Pineapster 2.0 : A Platform for Creativity

- Pineapster.co.uk Music Community
- 2,500+ Members, 300+ bands
- Pineapster 2.0
- Not Just Music
- A Platform for Creativity
- Private Beta in August
- www.pineapster.com

A Quick History of Web Development



'Emerging Technologies'

- Semantic Web / Web 2.0
- XML, XHTML, CSS
- RSS, Atom, Podcasting
- JavaScript, AJAX
- Mobile Multimedia / 3G, WiFi
- Location-based Services / GPS

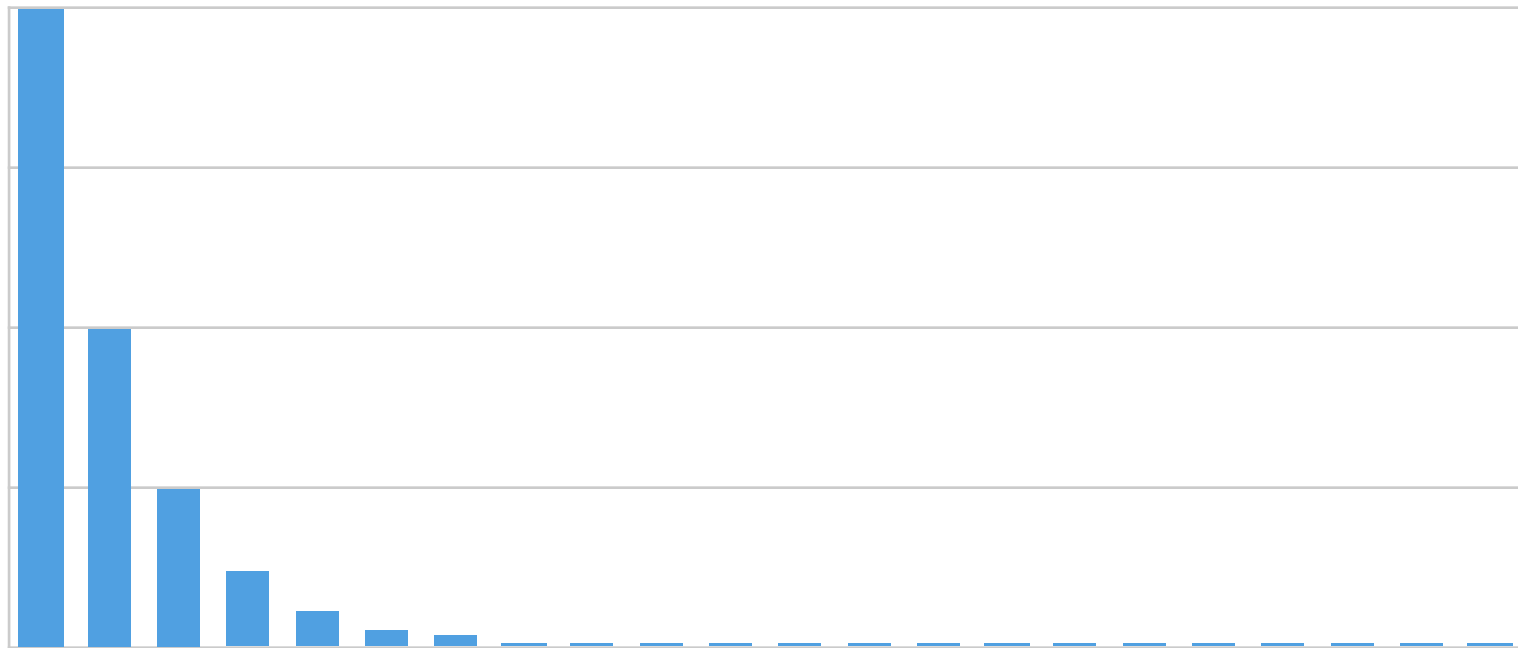
Leicester.TV in Context

- Why now?
- Extensive broadband take-up
- New content syndication technologies
- New content creation technologies
- New content presentation technologies
- New paradigms

The Rise of Social Networking

- Amazon Recommends...
- Friends Reunited
- Del.icio.us, Flickr
- MySpace
- YouTube, last.fm, digg.com

Wagging the Long Tail



<http://www.wired.com/wired/archive/12.10/tail.html>

'Web 2.0'

- A new paradigm for the Internet?
- Content Syndication
- User categorisation / tagging
- XML, APIs and 'mashups'

Citizen Journalists and Bloggers

- Camera Phones
- Low-cost DV cameras and editing
- RSS, RDF, Atom etc.
- Blogs, podcasts, vidcasts, photocasts
- Little orange buttons

Delivery to Multiple Devices

- TV
- PC/Laptop
- iPod
- 3G Mobile
- Kiosk
- Slingbox / LocationFree

A Vision for Leicester.TV

- “A Channel for Every Viewer”
 - Select the content of interest to you
 - Share your interests and favourites
 - Upload your own content
 - Form groups and communities
 - Display the content on your Web Site

"A Channel for Every Viewer"

