MIRACLE showcase implementation report

In line with conclusions of the first review of the MIRACLE project NCBI prepared the showcase of the MIRACLE implementation in the Czech Republic. Possibility of the use of rich datasets of online multimedia content were discussed with the Czech TV and the UPC/Liberty Global TV channel provider, however such possibility was excluded due to technical and administrative issues connected with such an implementation. After the analysis of the pathways for implementing in the Czech Republic NCBI decided to start developing its own database system based on client–server architecture. Considered the fact, that in the Czech Republic is age labelling based on self-regulation and NCBI at the moment doesn't have any possibility to connect to other existing databases NCBI started to build its own demo-database. Initial data set stored into the database consists of 100 items.

The set of the age-labelled titles (existing database) was the issue, which NCBI had to face from the beginning of the developing process. NCBI started the negotiation with the representative of the Czech TV. As the Czech TV uses simplified version of the NICAM's Kijkwijzer questionnaire, it seemed like to be a good starting point for building the MIRACLE demo using this existing data and prepare just an API for database accessing and transforming existing age labels to MIRACLE compatible format. Unfortunately the top management of the Czech TV was requiring a guarantee that a standardization body will approve the MIRACLE standards in the future. Moreover as long as MIRACLE apps. wouldn't have at the moment a tangible outcome in the Czech Republic neither is adopted by the Czech regulation body, the Czech TV is not able at the moment to take advantage of the MIRACLE project outcomes neither share its data for demonstration purposes.

Similar situation is also with the channel TV provider UPC. The UPC offers clear and easy to use age labels presentation especially for its movie titles, there is unfortunately no chance to access the data. The local UPC subsidiary which prepares the local rating data for the labelling has no any access to the Liberty Global multilingual database and whole rating system is maintained by the external partner RedBee. Regarding the labelling of linear streaming – it depends only on the online content provider who has the copyright to offer/supply the online audio-visual content and UPC only adopt the original rating. In general UPC is not the instance nor authority, which provides the rating and sets age label of the content. It is only "service provider". The age labelling is outside the impact of the local UPC.

All things considered NCBI came to the decision to build its own demo database and develop application showcase. The result is accessible here: http://miracle.vekovaklasifikace.cz.

Technical specification of the MIRACLE showcase

- The MIRACLE showcase has been realized using Ruby on Rails framework, http://rubyonrails.org/, which is based on programming language Ruby.
- The database actually contains 100 items; 50 webpages positive for children, 25 videogames, 25 movie titles.

- The MIRACLE showcase is based on client/server architecture using MySQL database, server part runs on Nginx on the operating platform OS Linux – Debian 7. Server is regularly updated with security patches.
- Application is installed on virtual private server of the external provider and runs as a web service on the URL: http://miracle.vekovaklasifikace.cz.
- XML validity is checked for compatibility with MIRACLE XSD schema.

MIRACLE showcase – functionality

The MIRACLE showcase basic view shows list of all items in the database. We could see name of the title, age specification and we also have a possibility to show XML specification for each title.

Title	Age	Url	Show XML
Grand Theft Auto V	18		Show XML
The SIMS 4	12		Show XML
Mafia 2 Special Extended Edition	18		Show XML
Mortal Kombat X	18		Show XML
Cities: Skylines Deluxe Edition	3		Show XML
Polda 6	12		Show XML
Zaklínač 3: Divoky Hon	18		Show XML
Starcraft 2: Legacy of the Void	16		Show XML
Project Cars	3		Show XML
Wolfenstein	18		Show XML
Shadows: Heretic Kingdoms	16		Show XML
Total War: ATTILA	16		Show XML
Resident Evil: Relevations 2	18		Show XML

It is possible to search for concrete title using text entry box on the top of the page. The search procedure is implemented for the name of the title. If there is match between searched string and title/titles in the database, the result is shown on the search result page.

Miracle ☰

Listing records

[search box]

Search

Title	Age	Url	Show XML
GTA: Vice City Stories	18		Show XML
GTA V	18		Show XML

There is a possibility to see XML code source of the concrete title. XML specification contains relevant entity and age classification label. XML validity is checked against MIRACLE XSD schema.

Miracle ☰

GTA: Vice City Stories XML

▤ Back

```xml
<?xml version="1.0" encoding="UTF-8"?>
<age-declaration xmlns="http://www.miracle-label.eu/ns/" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
 <issuer>
  <age-issuer>NCBI</age-issuer>
  <issuer-url>http://www.ncbi.cz/</issuer-url>
  <issuer-licence>http://www.ncbi.cz/license</issuer-licence>
  <last-change>2015-06-28</last-change>
  <country>
   <country-code>eu</country-code>
   <country-code>cz</country-code>
  </country>
 </issuer>
 <scope>

  <scope-titles>
   <scope-title class="NCBI-title-cs">GTA: Vice City Stories</scope-title>
    <scope-title class="NCBI-subtitle-cs"></scope-title>
  </scope-titles>
 </scope>
 <rating>
  <age>18</age>
 </rating>
</age-declaration>
```

The MIRACLE showcase offers the possibility of entering the inputs into the database. User have to use the login text entry boxes on the page: http://miracle.vekovaklasifikace.cz/users/sign_in.

Log in

Email

> info@ncbi.cz

Password

> ••••••••••

☐ Remember me

[Log in]

Login for demo purposes is:
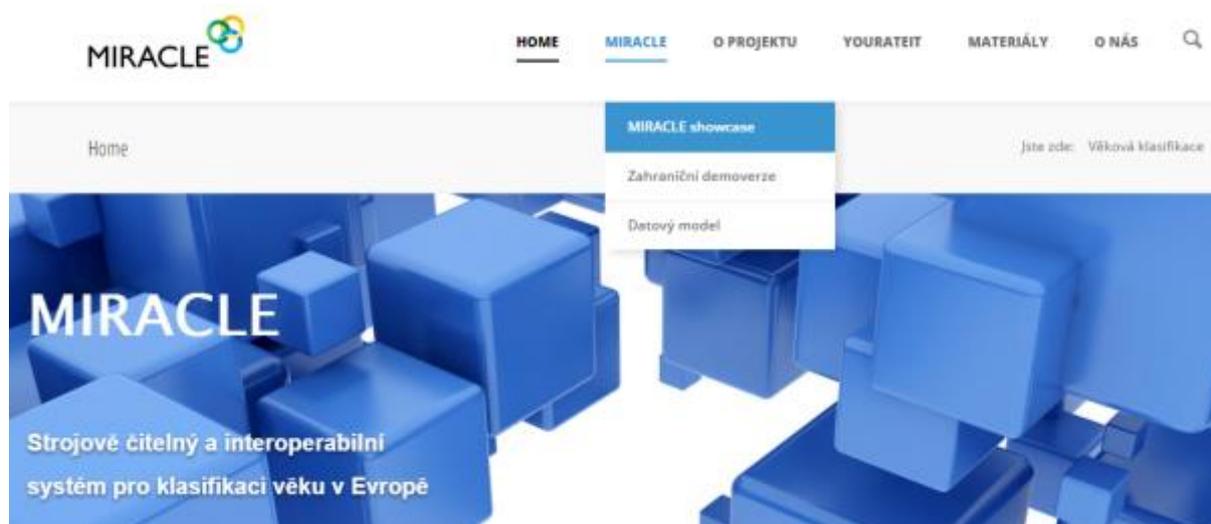
Email: info@ncbi.cz

Password: M1rAclenCB1

If the login succeeded, logged user could *Edit, Destroy* and *Add new record* into the database. The whole editing features are accessible using *Record* item in the main menu.

Miracle   Home   **Records**   Přihlášen:

Listing records

➕ New Record

Title	Url	Age			
Grand Theft Auto V		18	Show	Edit	Destroy
The SIMS 4		12	Show	Edit	Destroy
Mafia 2 Special Extended Edition		18	Show	Edit	Destroy
Mortal Kombat X		18	Show	Edit	Destroy
Cities: Skylines Deluxe Edition		3	Show	Edit	Destroy
Polda 6		12	Show	Edit	Destroy
Zaklínač 3: Divoky Hon		18	Show	Edit	Destroy
Starcraft 2: Legacy of the Void		16	Show	Edit	Destroy
Project Cars		3	Show	Edit	Destroy
Wolfenstein		18	Show	Edit	Destroy
Shadows: Heretic Kingdoms		16	Show	Edit	Destroy
Total War: ATTILA		16	Show	Edit	Destroy

Information web page: Vekovaklasifikace.cz

The MIRACLE showcase is also the part of the web page Vekovaklasifikace.cz, http://www.vekovaklasifikace.cz. User could find it under *MIRACLE/MIRACLE showcase* item in the main menu. On the page is the text briefly describing MIRACLE showcase. In the first sentence is also the hyperlink with active redirection to the page miracle.vekovaklasifikace.cz, where showcase is running.

The main goal of the webpage Vekovaklasifikace.cz is to present all relevant information regarding age classification issues and MIRACLE project on one place (translation of the name of web page domain to En is "*age classification*"). This web page contains information about age classification and content labelling in the Czech Republic on one common place. On this web page NCBI also presents MIRACLE project, runs MIRACLE showcase (as mentioned above in the document) and collects all relevant resources in one repository for free download (studies, researches, acts, recommendations etc.). User could find it under *MATERIALY* item in the main menu.

MIRACLE

HOME   MIRACLE   O PROJEKTU   YOURATEIT   **MATERIÁLY**   O NÁS

Materiály   Jste zde: **Home** / Materiály

Zde najdete základní materiály o problematice věkové klasifikace obsahu v prostředí České republiky. Jde o různé rešerše, studie, koncepty a přehledy doporučených řešení, které byly zpracovány různými autoritami za účelem posouzení a případného doporučení řešení při projednávání odpovídající legislativy, která by mohla stanovit základní pravidla označování obsahu.

Studie a výzkumy

Audiovisual content principles 74.67 KB
Download

Crossmediální studie ATO červen 2015 2.07 MB
Download

Etický kodex AV obchodního sdělení 171.49 KB
Download

Jednotný systém klasifikace audiovizuálních produktů podle věkových hranic - Posouzení psychologů 120.61 KB
Download

Be aware of the fact that MIRACLE is the international project the NCBI also presents information about project partners with hyperlinks to running demos. User could find it under *MIRACLE/Zahraniční demoverze* (foreign demoversion) item in the main menu.

MIRACLE

HOME   **MIRACLE**   O PROJEKTU   YOURATEIT   MATERIÁLY   O NÁS

Zahraniční demoverze   Jste zde: **Home** / Zahraniční demoverze

MIRACLE showcase

Zahraniční demoverze

Datový model

Funkční demoverze stávajících řešení věkové klasifikace MIRACLE nabízí organizace NICAM, BBFC a FSM.

NICAM

Organizace NICAM je původem z Nizozemí a problematikou věkové klasifikace obsahu se již zabývá dlouhodobě. Její systém věkové a obsahové klasifikace Kijkwijzer je uznávaným konceptem a stal se vzorem i na mezinárodní úrovni. Systém doporučila pro nasazení a provoz na území ČR Rada pro rozhlasové a televizní vysílání a Česká televize v současnosti využívá část hodnoticího dotazníku věkové klasifikace Kijkwijzer jako základ pro vlastní klasifikaci vysílaného obsahu. Demoverzi řešení MIRACLE kompatibilního označování věkové vhodnosti obsahu najdete zde.

BBFC

Britská BBFC je klasifikaci obsahu také zabývá již řadu let a v tuto chvíli disponuje bohatou databází klasifikovaného obsahu, čítající statisíce položek. Organizace je přímo propojena s britským poskytovatelem obsahu BBC a ve své klasifikaci se zabývá především filmovou a televizní tvorbou. V databázi však nechybí ani položky z oblasti videoher.

Oba uvedené modely pracují s architekturou klient/server, tedy vlastní budovanou a postupně doplňovanou databází položek, kterou spravují samostatně a nabízí přístup prostřednictvím databázové aplikace.

There are organizations of project partners introduced: NICAM (which has big relevancy for the Czech environment due the cooperation with the Czech TV regarding age classification process and age classification questionnaire) and it's Kijwijzer, BBFS, FSM/JusProg with the concept age-*.xml and also the NICAM/BBFC partnership UGC labelling concept YouRateIt. NCBI also asked for becoming a partner for YouRateIt concept. After the acceptance from the NICAM and BBFC organizations the development of the relevant iframe code with the YouRateIt questionnaire translated to the Czech language has started.

When iframe will be ready, one microsite on the Vekovaklasifikace.cz web portal is dedicated to demonstrate YouRateIt abilities.

The Vekovaklasifikace.cz is the web page, where general public could find information, tools, resources and relevant hyperlinks to organizations, which are involved to age labelling issues in the Czech Republic as well as in other countries. Everybody, who is interested in age labelling and classification issues, has opportunity to find relevant information on one place. NCBI will continue to make Vekovaklasifikace.cz website available after MIRACLE project ends.

The Czech TV as a MIRACLE project partner for the future

As we mentioned above in the document and also in the *MIRACLE Implementation Strategy Report* regarding development of the database application showcase with MIRACLE compatible inputs we started negotiation with representative of the Czech TV. As the Czech TV uses very simple rating system for labelling broadcasted content based on Kijkwijzer questionnaire since autumn 2014 and has built the database with more than 200 rated items till today, it seemed the existing database be good starting point for creating the database with MIRACLE compatible data. We negotiated with the representative of the Czech TV about the possibility to develop an API to existing database that maps their existing data to MIRACLE data structure. The result of this negotiation was unfortunately negative. The representative of the Czech TV emphasized necessity of label certification as well as existence of some sort of the certification authority that could confirm trustworthiness of the set label. There is no willingness to invest money and personal capacity to the project without no confirmation for its sustainability and further development in the future. They also would like to see some concrete and tangible outcome in the Czech Republic. Especially some sort of the application like age sensitive firewall filtering, search engine filtering, parental control etc. will be appreciated and could help to decide about supporting and cooperation in the future. Till this time there is no interest from the Czech TV representative to sign *Letter of intent* as well as for closer cooperation within the project.

Audiovisual Media Services Directive https://ec.europa.eu/digital-agenda/en/audiovisual-media-services-directive-avmsd is under discussion in the Europe Commission and when take an action, the Czech Republic has to accept it in two years. This could rapidly change the situation in the frame of age labelling in the Czech Republic. This process could also bring more effort to implement MIRACLE apps and bring them available on the market.

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