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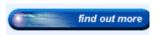
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Jelly-v: the future of music-video-entertainment

On April 1st, a beta-version of Scopas Interactive Vision's music channel went online. The new service was officially launched on June 8th.

Founded in February 2000, the Mainz-based (Germany) company was set up by partners Scopas Medien AG and the investment bank, German State Rhineland-Palatinate.

Wolfgang Groening, manager of Scopas Interactive Vision, said: "We launched our music channel as the first service of its kind in Europe.

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"You can compare it with MTV, but our viewers have the ability to choose from a list of titles, create rundowns and play their own show. Our self-developed editorial system, NewsBox, runs as a background task, providing the interface between the editor and the machinery. The system is database oriented and integrated into the website via ASP."

Scopas Interactive Video general manager Wolfgang Groening (left), and content manager Manfred Klinke

Groening added: "The streaming technology that we use is based on Microsoft Windows Media Player and Server. Due to the exponentially increasing demand will cooperate with a so-called 'streaming-enabler'. They will mirror the video database at strategic knots on different server systems and control each single request then. After completion, such a system is scalable without limits. Unfortunately, the name of the enabler is still a secret because the negotiations in progress."

As an Internet pioneer, Jelly-v depends on wideband technologies. Transmissio rates, that are much faster then ISDN, will change the media environment - TV the Internet will not be a dream anymore.

The centrepiece of Jelly-v is the profiler. "The customer who wants to run his ow playlists of video clips and who wants to know more about the music scene fits exactly into our profiler", says Groening. After selecting his criteria - i.e. genre, mood, and decade - the profiler automatically selects a program flow. Jelly-v is dedicated to entertain as well as to provide e-commerce services such as buyin CDs. Customers have the ability to preselect an individual playlist out of the Jell box. Members of the Jelly-club earn Jelly-beans for recommending another customer or just for time spent online. Payouts include t-shirts, DVD movies, MI DVD players. The list of items as well as the list of music titles is increasing.

At the moment, the Jelly-v website runs a powerful NT server from Hewlett-Packard. All video clips are stored on a UNIX server in conjunction with a DB/2 database. Level 3 in Frankfurt/Main provides the server. Level 3 was describ in the international newspaper USA Tod:

in the international newspaper USA Today
as: "A dream team with a dream network
and a killer business plan".

With the fundamental change in communication technology at hand, they are th
first to build an end-to-end Internet Protocol (IP) network from the ground up. A:
everyone can see when logging onto the **www.jelly-v.de** website, a media strea
download for archiving or editing purposes is impossible. So copyright protectio
author and interpret is secured. Streaming media means that the user/custome
only view and playback the clip as long as he is logged onto the Internet. Once t
user logs off, the data information is ineffective and cannot by played or saved.

The currently formats for streaming media are Microsoft's Windows Media, Rea
Media from Real Networks and Apple's QuickTime. Due to the great circulation
Jelly-v uses exclusively Windows Media in its current version. It guarantees the
highest degree of compatibility without the loading and fitting of additional
programs/plug-ins. In order to be able to serve many customers simultaneously
Jelly-v depends on the powerful NT-Webserver technology from HP. They are
fuelling the Internet backbone directly out of the Level 3 facilities.

NewsBox is an editorial system for dynamic, high-powered Websites developed
Scopas Medien AG. The system allows the editorial administration and
management of Jelly-v as well as the administration of the Jelly-club and beans
The administration and care of the contents can be performed decentralised ov
the Internet.

The design of profiler and other parts of Jelly-v have been made with the vector
based Macromedia Flash software. Flash allows representations and animation
far exceed the limits/restrictions of HTML. A special Flash technology feature th
Jelly-v employs is accessibility to databases and the editorial system, NewsBox
This form of the high-powered Flash combines new possibilities with the full
functionality and flexibility of the website.

How and when this new portal might influence the traditional broadcast industry
(MTV, VIVA) is yet to be seen. There are new ideas and new ways to increase e
commerce. Start-up companies like Scopas Interactive Video are heading in ne
directions. One thing's for sure, Jelly-v is the first European webcaster of its kin

Reinhard E. Wagner

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