



雲端策展之意涵與可能商機

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大綱

- 策展之意涵
- 為何談策展：媒體演進與雲端應用趨勢
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 - 影音：Newsy、9x9.tv
- 雲端策展之可能商機



策展之意涵

- 基本定義：
- Curate (讀音Q-rate)，中文譯為「策展」。
- Curator
「策展人」，是「圖書館的館長」、也是「博物館的策展人」。
- 策展，是一套將資訊透過專業素養進行整合、篩選、過濾、重組、推廣、傳播的流程。
- 釋義：
- 圖書館長：
增加圖書館的借閱量。
(非藏書量)不寫書，而是提供一套良好的目錄系統，並且主動辦書展讓民眾願意借閱。
- 博物館策展人：
增加展覽的參訪人次
(非博物館的館藏量)，制定一個吸引人的主題進而規劃展覽



為何談策展： 媒體演進與雲端應用趨勢



Media
consumer



Content is King



為何談策展： 媒體演進與雲端應用趨勢

Media consumer =
producers



Media consumer =
producers



Users are creators, too much Content, No "king."



為何談策展： 媒體演進與雲端應用趨勢

Media consumer
= creators

= curators



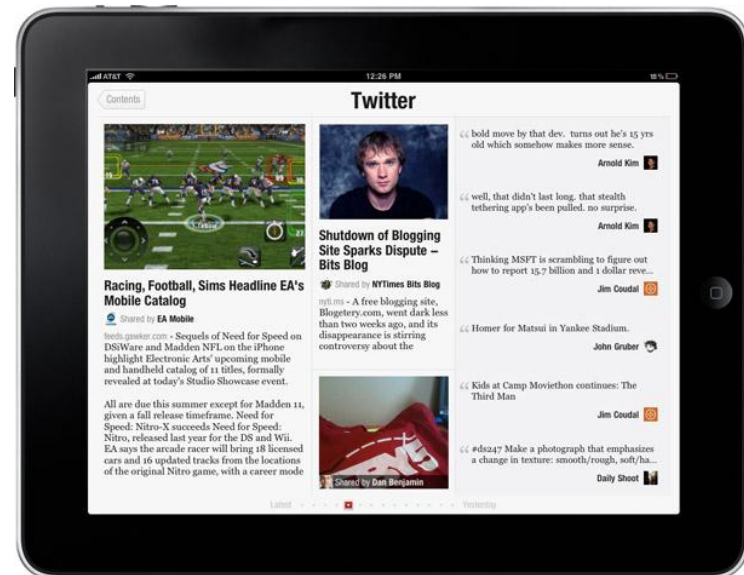
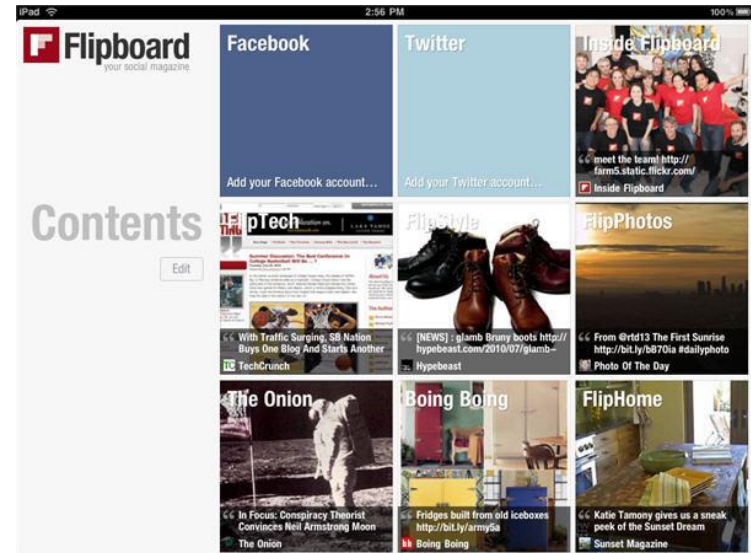
Curation is the king of Kings



雲端策展應用服務介紹

FLIPBOARD

- *limited information curated by Social community.
- *multi-media support text, photo, video
- *one of the most popular app in iOS and Android.



雲端策展應用服務介紹

NEWSY

- Newsy
 - *limited news curated and reported by anchor
 - *multi-video source, follow fair-use law
 - *another popular app

The screenshot displays the Newsy website interface. At the top, the Newsy logo is followed by the text "beta" and "MULTISOURCE VIDEO NEWS ANALYSIS". Navigation links include "My Account", "Logout", "Newsy Blog", and a "Connect" button. A horizontal menu lists categories: HOME, WORLD, U.S., POLITICS, BUSINESS, ENTERTAINMENT (highlighted), TECH/SCI, and ENVIRONMENT. The main content area features an article titled "Should Vuvuzela Horns be Banned at World Cup?" with a 5-star rating. The article is dated June 14, 2010, at 3:13 PM and includes social media sharing options for "2 releases", "Like", "Share", and "Buzz!". The article text states: "World Cup officials consider a ban on a popular noisemaker, but fans worry it would mean an end to a beloved South African tradition." Sources listed are Telegraph (UK), CTV News, Al Jazeera, euronews, AllAfrica.com, and ESPN. A large video player shows a crowd of people with the "newsy" logo in the top left corner and the "Telegraph" logo in the bottom right corner. To the right of the video player is a sidebar with "RELATED" content: "Wendy's Recalls Dirty Disco CD" (June 15, 2010), "Gary Coleman's Ex-Wife Seeking Control o..." (June 13, 2010), and "Green's Gaffe Gives Media a Field Day" (June 13, 2010). Below the video player are tabs for "COMMENTS", "TRANSCRIPT", "EMBED", and "SHARE". The "COMMENTS" tab is active, showing "8 COMMENTS | POST A COMMENT". A comment from "Dan from Team Beirut" is visible, dated June 14, 2010. A watermark "App Appeal" is visible in the bottom right corner of the screenshot.



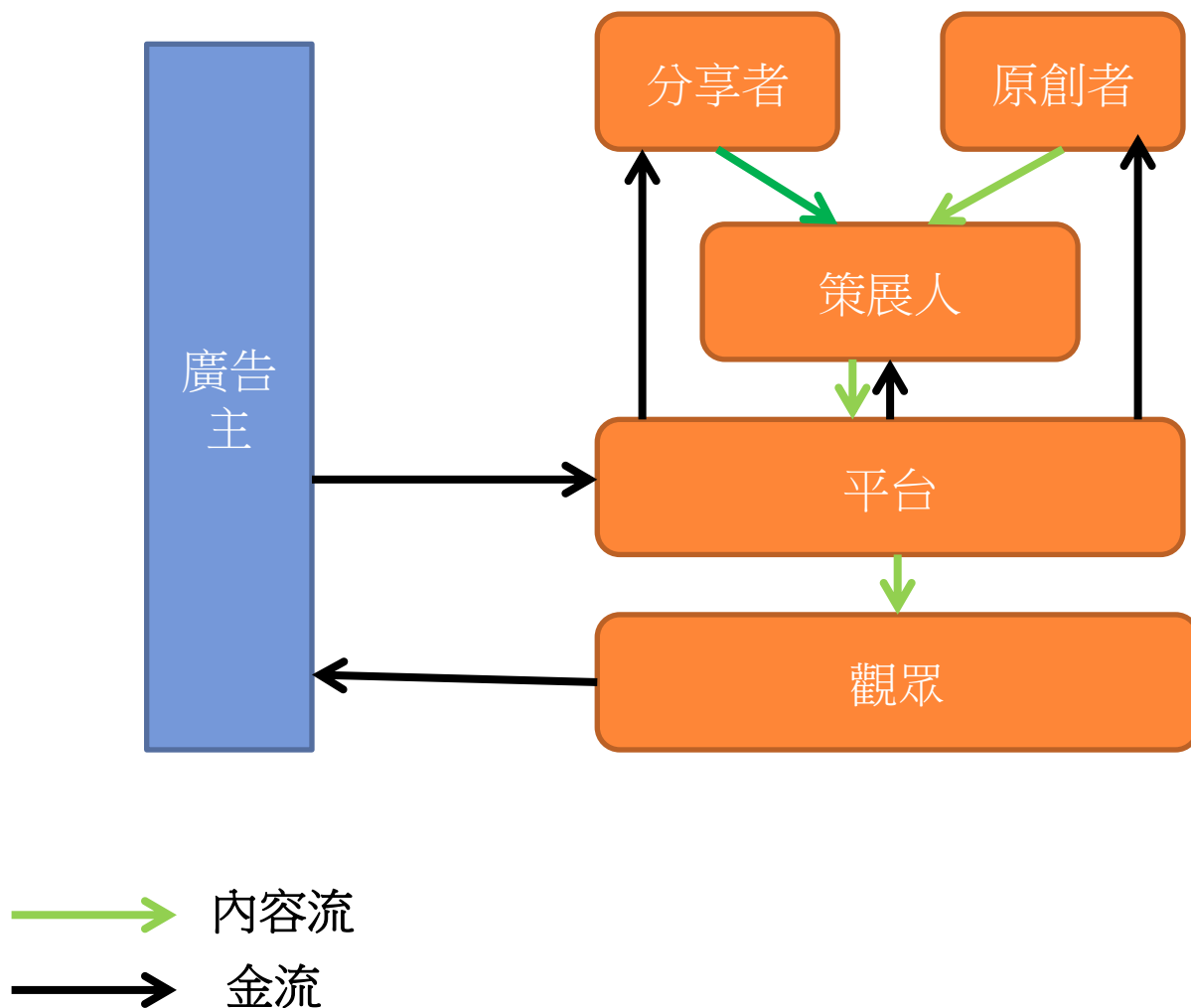
雲端策展應用服務介紹

9x9.TV

- 9x9.tv
 - *limited channel curated by curators
 - *Youtube video source, project Gallery partner
 - *video nature designed for TV-watching experience



雲端策展之可能商機 一個全新的媒體生態

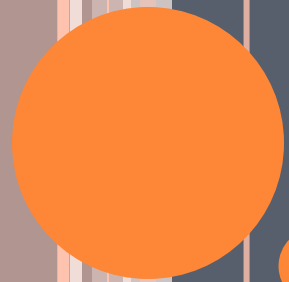


雲端策展之可能商機 一個全新的媒體生態

○ 前提：

1. 遊戲規則是CC而非著作權規範(COPY RIGHT)，**CC創用之契約概念**必須發展得更為成熟。
2. 素人創作的風氣必須更盛，足以對主流媒體形成衝擊。





● TO BE CONTINUED....



Thank you