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A theoretical framework for the design of web presence and associated online marketing strategy for cultural: Museums in Saudi Arabia approach

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This research explores the development of a theoretical framework of the web presence can be usefully and practically employed with a view to increasing the number of visitors to cultural organisation such as museums in Saudi Arabia (KSA). The research adopts a qualitative and quantitative research method approach including a critical review of relevant literature on web-presence (website and social media design) and digital marketing to determine how these online technologies can provide as innovative means of promoting cultural organisations online in KSA. At present, KSA uses mainly traditional methods for museum promotion which have a number of problems and limitations as the new challenge is not only how to reach your audience but how to engage with them. However with the adoption of internet technology, KSA are quickly entering an information-based age and there is also the need for a shift in paradigm to correct misguided notions that the museum is just for children or a place for keeping worn-out artefacts. The research describes the development of a new web-presence framework and argues it can give a number benefits namely: Wider dissemination of information about museums to visitors; promotion of e-museum for people far away, promotion of Saudi's heritage, faith and culture online through social media; improved visitor's satisfaction, effective management of visitors by museum workers; and effective payment online before actual visiting museums. The research concludes with a number of recommendations for policy-makers in KSA to take full advantage of the internet and social media to effectively promote cultural organisation through its web presence using the framework in order to engage with visitors for greater competitiveness.

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A combined deterministic-statistical analysis of compressed multimedia streams

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The strong interest in the multimedia delivery in fixed and mobile networks has been testified over and over in the most recent years. Nevertheless, it is well known that video must be compressed before being transmitted over network channels, for bandwidth saving purposes. For this reason, a deep comprehension of the main compressed video characteristics is needed, especially by designers and engineers, to design, manage and evaluate the communication services and exploit at best the network resources. Usually, two different approaches are utilized to describe the main trends of multimedia data sets (in terms of long sequences of frame sizes): The deterministic and statistical approaches. Nevertheless, they are developed separately. The main novelty of this work is that these two different aspects are combined together, proposing two methodologies that contribute to characterize in deep detail the video data, under both the points of view. More specifically, the deterministic approach exploits of the Generalized Prony Spectrum (GPS) analysis. The trends of the data set are caught by a set of parameters that fully characterize the function. The statistical analysis is carried out by exploiting the scaling properties of the beta-distribution function. Also in this case, the video data set can be effectively reduced to a small set of parameters that statistically describe the data flow. To validate both the methods, a wide variety of video traces, both bi- and three-dimensional, is considered. Results found give an interesting and complete idea of the level of detail in the video traces description.

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