

## Smart Services CRC Research Program

1. Audience and Market Foresight – qualitative and quantitative techniques to detect and anticipate changes in media consumption patterns, tuned to specific businesses.
2. Social Media: tools for User-Generated Content – qualitative and quantitative tools to foster the formation of social networks around products and services, and to provide users and media organisations with richer tools for managing UGC.
3. Personalisation – comprehensive techniques to understand individual needs, preferences and context by applying multiple data-mining techniques to the digital trails left by customers across products and services including the detection of fraud.
4. Multi-channel Content Distribution & Mobile Personalisation – how to provide a uniform experience across multiple channels and platforms, drawing heavily on context-aware networks
5. Immersive Multi-media Services – development of new immersive technology for collaborating and experiencing rich media as well as social research into environments such as 2<sup>nd</sup> Life, to understand how they may be applied successfully commercially.
6. Common Business and Service Frameworks – methods and tools to identify and create business processes and services and to plan and prioritise investments into delivering services and into streamlining business processes that produce and consume these services. A business strategy approach to identify new or improved services and map to creation.
7. Service Aggregation – methods and tools to create composite services and their lifecycle management including alignment of policies, privacy, security, governance, transaction management, quality of service and other key elements of service provision. Tools to analyse and manage complex sets of services.
8. Service Delivery Framework – based on use cases and outputs from Service Aggregation and Common Business and Service Frameworks, develop a foundation framework of the next generation of service-orientation – service ecosystems, to enable services to be seamlessly repurposed into new business contexts and delivered into new markets by different channels.
9. One-Stop Personalised Financial Services – methods and tools to increase the interaction of customers on banking sites and enable them to do multiple banking activities across various access devices with assurance as to trust and privacy issues.
10. Education and New Media – methods and tools to effectively integrate digital assets into educational practices, build communities of interest with access to rich data sets and immersive interfaces, and deliver teachers and students a platform for improved learning and quality experience.
11. Services 2020 – modelled on the basis of strategic workshop engagement with CRC participants, to frame the CRC research program in terms of the future and enabling technologies that may come out of the CRC or other places