Facilitating media content distribution across industries

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W3C TPAC 2023 Breakout Session
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NHK

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☐ The reach of <u>media content</u>* is limited owing to the fragmentation of

- Delivery methods (Broadcasting/Internet)

- Devices with different functionalities

- Services/Platforms/Industries

*<u>Media Content</u> includes TV programs and radio programs, e-books, and news articles.

☐ To facilitate media content distribution across industries,
We **share use cases** and **issues** for cross-industry distribution

☐ Session Goal: To Identify hints for **cooperation**

- **Among media industry**

- **Across non-media industry**

- ❑ W3C Policy

- ❑ IRC

  - https://irc.w3.org/?channels=%23cross-industry-media-content

    - ❑ #cross-industry-media-content

  - Please enter your name on IRC. <mark>present+</mark>
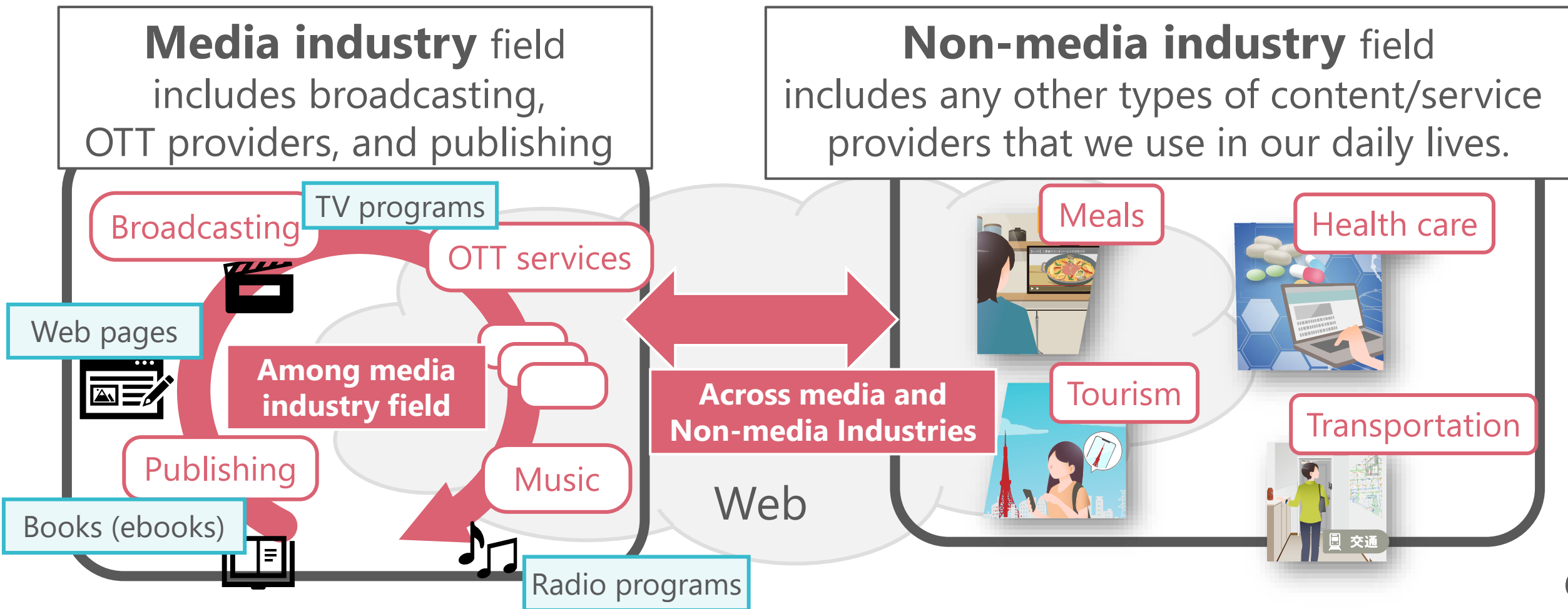
  - If you have any questions, please enter q+ on IRC.

- ❑ Request to take minutes

- ❑ Short self introduction (your name and organization in 30sec.)

  - Local participants

  - Remote participants

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1. Introduction (5 min.)

2. Session Overview (5 min.)

3. Use cases and issues (30 min.)

4. Discussion (15 min.)

5. Conclusion and Future Plan (5 min.)

☐ For discussion in this session, we will provide examples of media content and industry classification.

Media industry field includes broadcasting, OTT providers, and publishing

Non-media industry field includes any other types of content/service providers that we use in our daily lives.

TV programs

Broadcasting

OTT services

Web pages

Among media industry field

Publishing

Music

Books (ebooks)

Web

Radio programs

Across media and Non-media Industries

Meals

Health care

Tourism

Transportation

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☐ NHK has proposed various use cases in which media content can be used across industries.

| (TPAC 2019) | (TPAC 2020) | (TPAC 2021) | (TPAC 2022) |

Home WoT devices work according to TV programs.
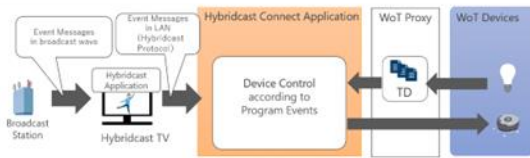
Improving Media Accessibility with WoT devices

Media use case demo in a smart home
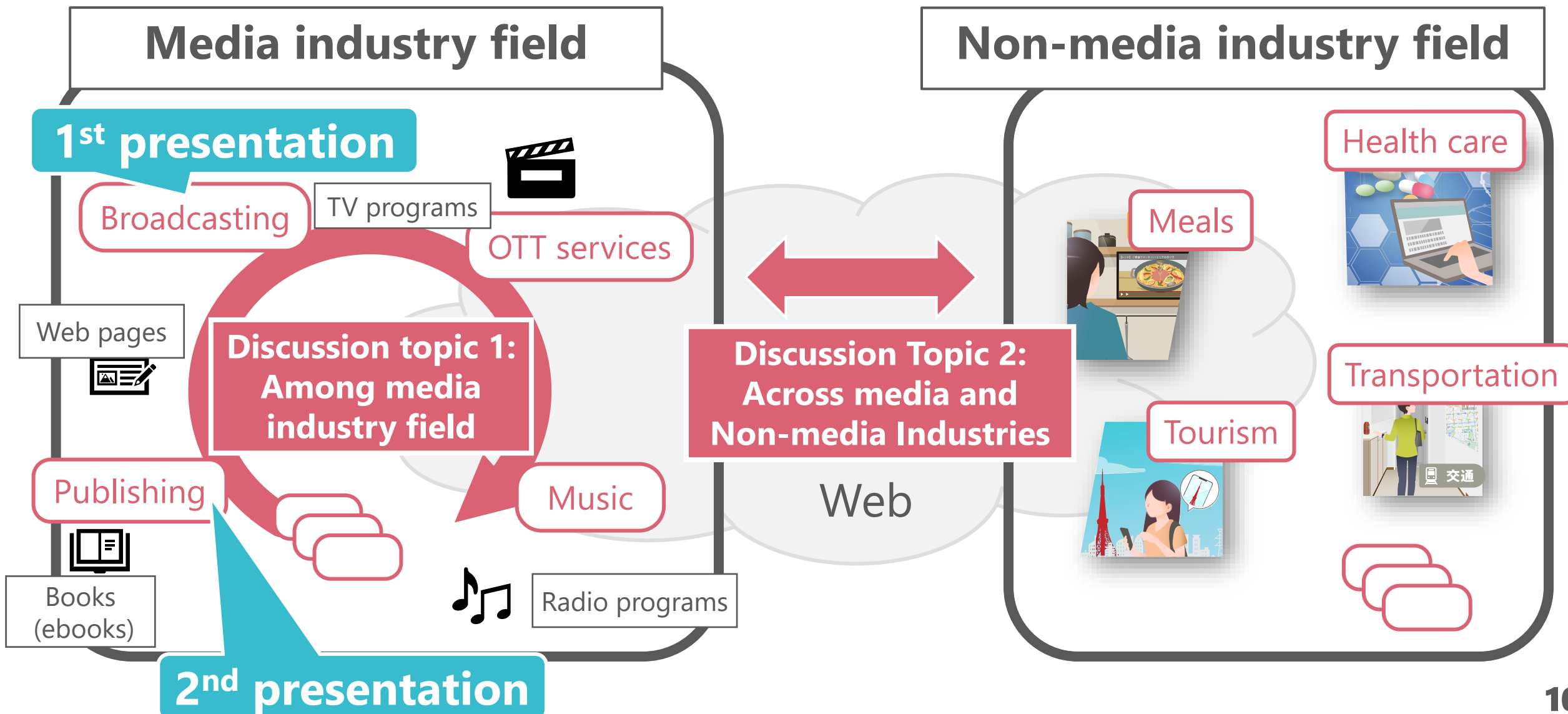

⇨ The need for **common rules for media content metadata** was noted.

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☐ So far, for the inter-industry collaboration, there have been several efforts within and outside the W3C.

- Desirable media player functions, Rights management technologies, Controlling IoT devices through a web, Metadata vocabulary and formats, etc.

☐ Among those, we recognize that **the best practices for usage of media content metadata is not sufficiently shared.**

- Reference use cases, elements bridging different industries, etc.
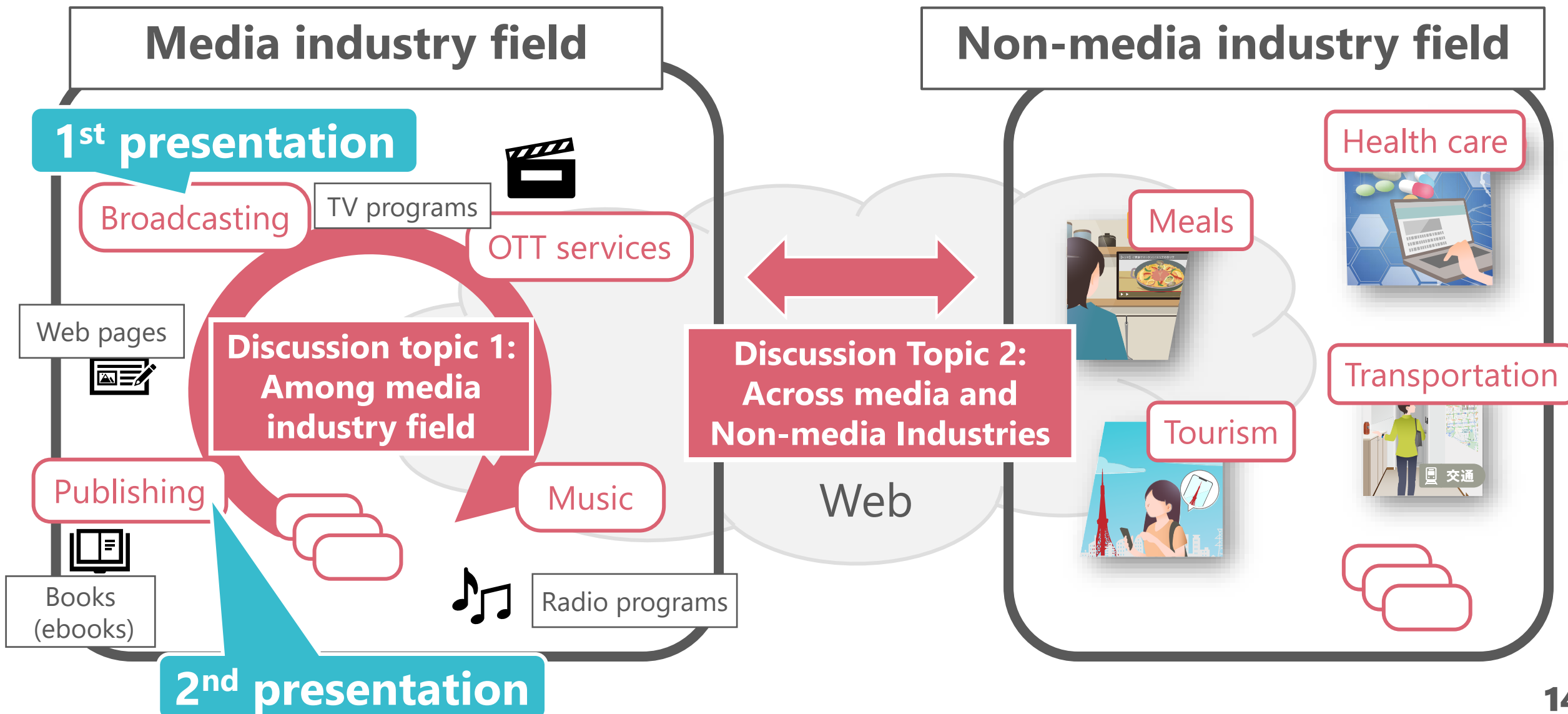
☐ In this session, we focus on this issue.

1. **Outline (5 min.)**

2. **Introduction (5 min.)**

3. **Use cases and issues (30 min.)**

   - Broadcasting

   - Publishing

4. **Discussion (15 min.)**

5. **Conclusion and Future Plan (5 min.)**

Media industry field

Non-media industry field

1st presentation

Broadcasting

TV programs

OTT services

Web pages

Discussion topic 1: Among media industry field

Publishing

Music

Books (ebooks)

Radio programs

2nd presentation

Discussion Topic 2: Across media and Non-media Industries

Web

Health care

Meals

Transportation

Tourism

NHK

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Agenda

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Conclusion and Future Plan

- ❑ We can share the use cases and issues regarding media content distribution across industries

  - Broadcasting use cases

  - Publishing use cases

- ❑ Comments or suggestions for future plan?

  - Community Group?