Facilitating media content distribution across industries

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W3C TPAC 2023 Breakout Session
September 13, 2023
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.)
The reach of media content* is limited owing to the fragmentation of:
- Delivery methods (Broadcasting/Internet)
- Devices with different functionalities
- Services/Platforms/Industries

*Media Content 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
Request for participants

- W3C Policy

- IRC
  - [link](https://irc.w3.org/?channels=%23cross-industry-media-content)
  - #cross-industry-media-content
  - Please enter your name on IRC. present+
  - 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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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.

- Broadcasting
  - TV programs
- OTT services
- Publishing
  - Web pages
  - Books (ebooks)
- Music
- Radio programs

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

- Meals
- Health care
- Tourism
- Transportation

**Across media and Non-media Industries**
NHK has proposed various use cases in which media content can be used across industries.

Background: NHK’s Past Use Cases in W3C

- **(TPAC 2019)**
  - Home WoT devices work according to TV programs.

- **(TPAC 2020)**
  - Improving Media Accessibility with WoT devices

- **(TPAC 2021)**
  - Media use case demo in a smart home

- **(TPAC 2022)**

The need for **common rules for media content metadata** was noted.
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.)
Presentations and Discussion Topics

Media industry field

1st presentation
- Broadcasting
- TV programs
- OTT services
- Music
- Web pages
- Publishing
- Books (ebooks)

Discussion topic 1: Among media industry field

2nd presentation
- Radio programs

Non-media industry field

Discussion Topic 2: Across media and Non-media Industries

- Health care
- Meals
- Tourism
- Transportation

Web
1. Outline (5 min.)

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Discussion topic 1: Among media industry field
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2nd presentation

Discussion Topic 2: Across media and Non-media Industries
- Meals
- Health care
- Transportation
- Tourism

Non-media industry field

NHK
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?