MCM-JP CG Update
Interop Tokyo 2025 Demo

W3C Media & Entertainment IG meeting
August 5, 2025

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Mission & scope of MCM-JP CG

- Mission
  - Promote interoperability of media metadata across industries
- Scope:
  - Collect and share case studies from each industry in practice:
    - Best practices
    - Adopted metadata specifications, proprietary rules
    - Related challenges

What we do (and don’t do)

■ What we do

- ✓ Gather and share metadata specs
- ✓ Provide in practice interoperability examples

■ What we don’t do

- ✗ Define new standards or formats
- ✗ Create new schemas or ontologies

MCM-JP CG Demos at Interop Tokyo 2025

- MCM-JP CG exhibited as part of the W3C booth
- Demonstration
  - Verified feasibility of cross-industry metadata linkage
  - Demonstrated interoperability scenarios using real-world metadata
- Interop Tokyo Overview
  - Japan’s largest IT and interoperability exhibition

Use Cases & Demos (Overview)

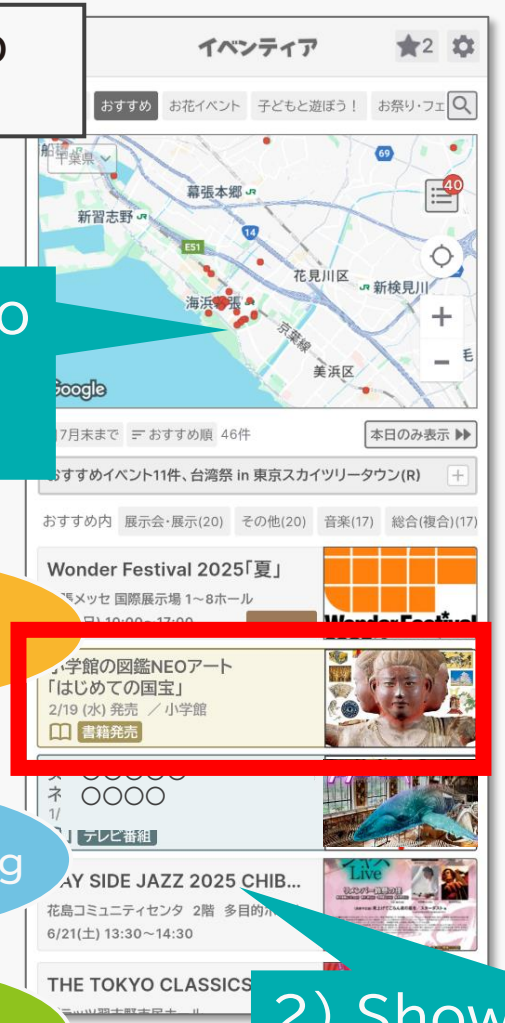
- 6 proof-of-concept demos developed to validate metadata interoperability

Industry	Metadata Source	Demo No.
Broadcasting	ARIB (Broadcast STD), Schema.org, Proprietary	1, 2, 3, 5, 6
Publishing	ONIX, EPUB, Dublin Core	1 – 6
Event Info	Proprietary	1, 2
Location	W3C (Geolocation)	1, 2
IME dictionary	Proprietary	3, 4

Demo 1) Event info service linking with broadcasting & publishing metadata

"Eventia" App
by Jorte Inc.

1) Display event info based on date and location



Publishing

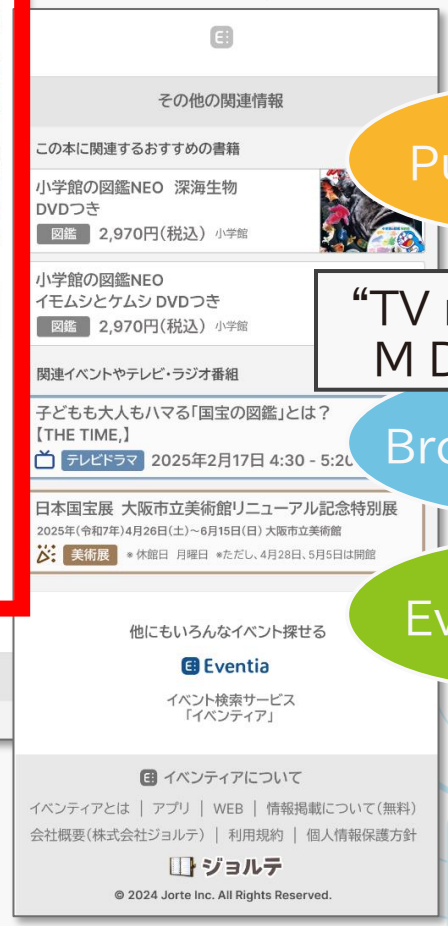
Broadcasting

Event info

2) Show related broadcasting and publishing info

Publishing

3) Further related metadata appears



Publishing

"TV metadata" by M Data Co., Ltd

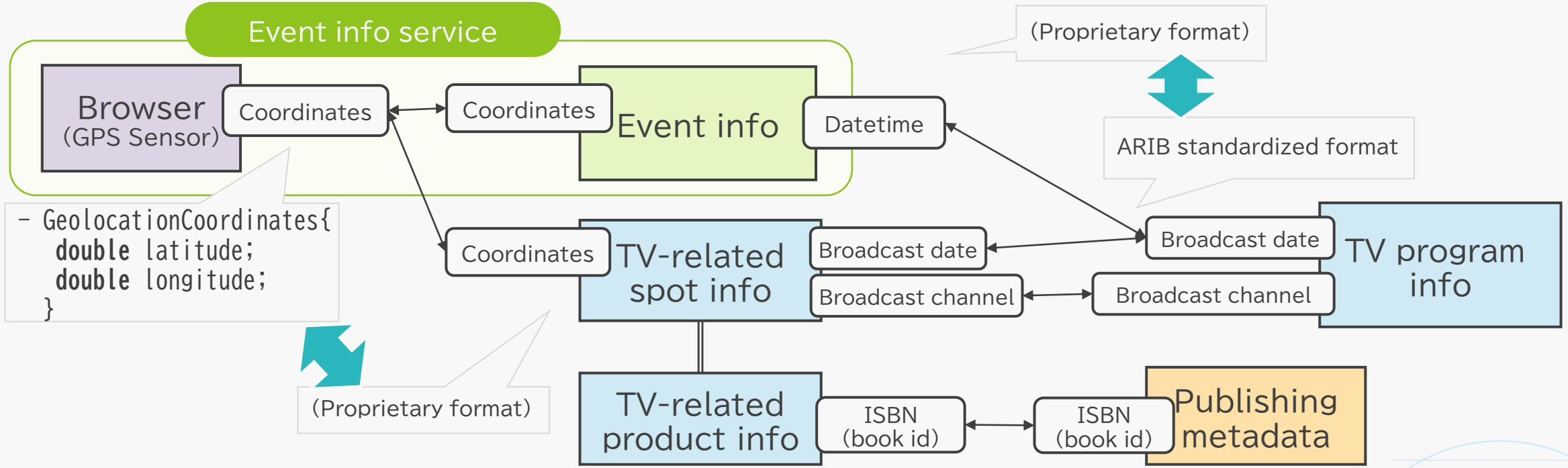
Broadcasting

Event info

Video (Demo 1)

イベンティア
獅子舞のお出迎え
小学館の図鑑NEOアート「はじめての擬態」
みどりの森の探検隊（サンプル）
戦国武将EXPO
光の祭典2024
第10回酒蔵角打ちフェス
おでん＆地酒フェス
第九特別演奏会2024
Japan Hot Cocktail Fa...
花やしきのカウントダウ...
隅田川マルシェ「お正月...
ジョージア国立バレエ「く...
ジャパンフェスタ in AD...
足立区
荒川区

Event Info Service Prototype: Interoperability Scenario



- Verified interoperability scenario based on previous verification
- Key elements:
  - Coordinates (latitude, longitude), Datetime
- Extracted issues:
  - Different interpretations of fields (e.g., data-type)
  - Lack of controlled vocabulary shared across industries (e.g., genre, description)

Next Steps: TPAC 2025 Breakout Session

- Session goal
  - Discussion on media metadata interoperability with live demo
- Draft agenda
  - Live demos (selected prototypes from Interop demo)
  - In-depth technical session
  - Open discussion & feedback

Closing

- Key Takeaways
  - MCM-JP CG focuses on “Collect & Share” activities
  - Demonstrated verification results at Interop Tokyo 2025
  - Next: Build on these results at TPAC 2025