

P1857.6

Submitter Email: wgao@pku.edu.cn
Type of Project: New IEEE Standard
PAR Request Date: 21-Oct-2013
PAR Approval Date: 11-Dec-2013
PAR Expiration Date: 31-Dec-2017
Status: PAR for a New IEEE Standard

1.1 Project Number: P1857.6
1.2 Type of Document: Standard
1.3 Life Cycle: Full Use

2.1 Title: Standard for Digital Media Content Description

3.1 Working Group: Audio Video Coding Working Group (C/SAB/AVS_1857_WG)

Contact Information for Working Group Chair

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3.2 Sponsoring Society and Committee: IEEE Computer Society/Standards Activities Board (C/SAB)

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4.1 Type of Ballot: Individual

4.2 Expected Date of submission of draft to the IEEE-SA for Initial Sponsor Ballot: 05/2014

4.3 Projected Completion Date for Submittal to RevCom: 10/2014

5.1 Approximate number of people expected to be actively involved in the development of this project: 20

5.2 Scope: The standard for digital media content description specifies digital media content descriptors as well as their supporting tools to satisfy the requirement of searching in large scale multimedia data and support applications such as visual surveillance and mobile computing. This standard consists of three parts: 1) label, classification and core metadata, 2) visual object description, and 3) audio object description.

5.3 Is the completion of this standard dependent upon the completion of another standard: No

5.4 Purpose: The standard provides compact descriptors to represent the audio/visual features and describe the category, attribute, property and context information of the multimedia data, which can facilitate content searching and indexing, save bandwidth for transmission, enable hardware support for descriptor extraction and matching, ensure interoperability of multimedia applications and ubiquitous platforms, simplify design of audiovisual application, and enhance performance on visual surveillance, mobile computing, augmented reality and other applications which demand high bandwidth.

5.5 Need for the Project: There are some alternative specifications with similar purpose but they are created mainly for the broadcasting industry and do not have the scalability of the content descriptions to satisfy the need for large scale multimedia data searching and mobile computing.

5.6 Stakeholders for the Standard: Stakeholders being benefited includes but not limited to

- Audio and video products (hardware or software) manufacturers or vendors
- Video and audio service providers, including broadcasting operators, Internet video service providers

- Aural and visual content providers

Intellectual Property

6.1.a. Is the Sponsor aware of any copyright permissions needed for this project?: Yes

If yes please explain: The submission in plan includes video part and audio part. There is no copyright issue for audio part as it has not been published by any other entity. The video part is an extension version of the national standard of China GB/T 20090.2-2006 in Chinese. The SAC (Standardization Administration of China) owns the copyright of all national standards of China. The authors of the GB/T 20090.2-2006 reported to the SAC (Standardization Administration of China) which owns the copyright of all national standards of China. The response from SAC (in oral but not on paper) is that it is encouraged to promote national standards as standards of other organizations, including ISO, IEC and IEEE.

6.1.b. Is the Sponsor aware of possible registration activity related to this project?: No

7.1 Are there other standards or projects with a similar scope?: Yes

If Yes please explain: For multimedia content description, ISO/IEC developed MPEG-7. It is used mainly for the broadcasting industry, which requires accurate frame rate, and assured bandwidth. It is not specific for large scale Internet multimedia searching, and does not match the needs of the mobile computing environment.

and answer the following

Sponsor Organization: ISO/IEC

Project/Standard Number: MPEG-7

Project/Standard Date:

Project/Standard Title: MPEG-7

7.2 Joint Development

Is it the intent to develop this document jointly with another organization?: No

8.1 Additional Explanatory Notes (Item Number and Explanation): GB/T 20090.2-2006, Chinese National Standard, Information technology - Advanced coding of audio and video - Part 2:Video