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From: Jane Thacker, ISO TC 46/SC 9 Secretariat

Title: **Liaison statement to ISO/IEC JTC 1/SC 29/WG 11 on Functional Requirements for Identifiers and Descriptors in Content Delivery and Rights Management**

ISO TC 46/SC 9 continues to follow with interest the work of JTC 1/SC 29/WG 11 on the MPEG-21 project. We were pleased to note in the follow-up to WG 11's March 2001 meeting in Singapore that the MPEG-21 work on Digital Item Identification and Description will be making use of existing ISO identifier schema in future drafts of TR 21000 for the Multimedia Framework.

As noted in our earlier liaison statement (N 303), the organizations involved in the administration of identifier systems and projects within ISO TC 46/SC 9 have formed a Joint Initiative to work together on issues relating to the interoperability of their identifier schema. This Joint Initiative is being coordinated and assisted by the ISO TC 46/SC 9 Secretariat.

The work of their Joint Initiative has been divided into several phases. Phase 1 consists of an analysis of the requirements for identifiers and descriptors in three broadly defined business functions that are central to the content industries: production, distribution, and the management and protection of intellectual property rights. The purpose of this analysis is to establish a shared frame of reference for describing the nature of the business and information transactions that take place in the course of production, distribution, and rights management. It focuses specifically on

the requirements of the originators, producers, distributors, registration authorities, and rights administrators involved in the development and delivery of intellectual and artistic content.

Phase 1 of this Joint Initiative is nearing completion and the main deliverable of this phase is the attached document "*Content Delivery and Rights Management: Functional Requirements for Identifiers and Descriptors for Use in the Music, Film, Video, Sound Recording, and Publishing Industries*". This study was prepared with the invaluable assistance of Mr. Tom Delsey for the following participants in the Joint Initiative: the International Federation of the Phonographic Industry (IFPI); the International Association for the Collective Management of Audiovisual Works (AGICOA); the International Federation of Film Producers Associations (FIAPF); the International Confederation of Societies of Authors and Composers (CISAC); the ISSN International Centre; ISO TC 46/SC 9/WG 3 project management; and the International ISBN Agency.

ISO TC 46/SC 9 plans to issue the attached Functional Requirements study in the near future for broader consultation as an ISO Technical Report. In the meantime, we are submitting this document to JTC 1/SC 29/WG 11 for its consideration in future development of the MPEG-21 Technical Report 21000 on the Multimedia Framework.

The participants in this Joint Initiative have also submitted this Functional Requirements study as part of a collective response to the recent MPEG Call for Requirements on a Rights Data Dictionary and Rights Expression Language (submitted as JTC 1/SC 29/WG 11 MPEG2001/M7208). That response is attached to and supported by this liaison statement.

Their response points out several difficulties in the approach that MPEG is currently taking with its RDD-REL project. Although it focuses primarily on technical aspects, it also refers to some broader policy issues that arise from the RDD-REL project. Those policy issues are described in greater detail in a separate submission to MPEG-21 on behalf of producer rights holders (see JTC 1/SC 29/WG 11 MPEG2001/M7207).

The attached analysis of Functional Requirements for identifiers and descriptors in the content industries is organized into four segments:

1. A **conceptual business architecture** that identifies the functions performed by individuals and organizations involved in the production and distribution of intellectual or artistic content and the management of rights associated with that content. The conceptual business architecture provides a perspective on the business environment designed specifically to assist organizations responsible for the development and administration of identification and description schemas for intellectual content and products in understanding the relationships between their organizations and other content industry players involved in production, distribution, and rights management. Details of the conceptual business architecture are documented in section 6 of the attached Functional Requirements document.
2. An **information architecture** that provides a structured representation of and definitions for the key entities (i.e., the objects, agents, activities, events, etc.) involved in these

business functions and the primary relationships between those entities. Details of the information architecture are documented in section 7. The information architecture for content delivery and rights management is depicted in a set of three interconnected entity-relationship diagrams, each of which focuses on a major business function: rights management (Figure 2); content production (Figure 3), and content distribution (Figure 4).

3. The **attributes and relationships** associated with each of the entities identified in the associated information architecture. Details of the attribute and relationship definitions are shown in an annex containing a set of tables that list and define the attributes of each of the entities identified in the information model and the relationships that operate between each of those entities. The attributes listed in those tables have been derived in part from an analysis of data elements for the following ISO identifier schema and projects: ISSN; ISBN; ISAN; ISWC; ISRC; and ISTC.
4. A generic set of **user transactions** to which the attributes and relationships associated with the *content*, *product*, and *property* entities in the information architecture are mapped. Details of the user transaction definitions and mapping are documented in section 9.

ISO TC 46/SC 9 hopes that this PDTR on "*Content Delivery and Rights Management: Functional Requirements for Identifiers and Descriptors for Use in the Music, Film, Video, Sound Recording, and Publishing Industries*" will be referenced in future versions of MPEG TR 21000 and that it will serve to inform and guide future work within related MPEG-21 project areas.

Attached documents:

1. *Content Delivery and Rights Management: Functional Requirements for Identifiers and Descriptors for Use in the Music, Film, Video, Sound Recording, and Publishing Industries*. Draft, May 30, 2001. 77+ pages.
2. Joint Response to the MPEG Call for Requirements for a Rights Data Dictionary and a Rights Expression Language. [Submitted to MPEG as JTC1/SC29/WG11 M7207]
Submitted by: International Association for the Collective Management of Audiovisual Works (AGICOA); International Confederation of Societies of Authors and Composers (CISAC); International Federation of Film Producers Associations (FIAPF); International Federation of the Phonographic Industry (IFPI); International ISBN Agency; ISO TC46/SC9/WG3—International Standard Textual Work Code (ISTC); ISSN International Centre.

Related documents:

- JTC1/SC29/WG11 M7208: *Producer Rights Holder Response to MPEG Call for Requirements for a Rights Data Dictionary and Rights Expression Language*. Submitted by: International Federation of the Phonographic Industry (IFPI); Recording Industry Association of America (RIAA); Motion Picture Association (MPA) and International Federation of Film Producers Associations (FIAPF).
 - JTC 1/SC 29/WG 11 N 4044: *Call for Requirements for a Rights Data Dictionary and a Rights Expression Language (Re-issue)*.
 - JTC 1/SC 29/WG 11 M 7169 (draft): WD 21000-3, *Information Technology – Multimedia Framework – Part 3: Digital Item Identification and Description*.
 - JTC 1/SC 29/WG 11 N 4118: Liaison Statement Regarding Liaison Statement from ISO TC 46/SC 9 to WG 11 on MPEG-21 Projects Concerning Digital Item Identification. [Also issued as ISO/IEC JTC 1/SC 29 N 4179.]
 - ISO TC 46/SC 9 N 303 (February 27, 2001): Liaison Statement on MPEG-21 Projects Concerning Digital Item Identification. Accompanied by "*International Standard Identifiers for Use in the Music, Film, Video, Sound Recording, and Publishing Industries: Joint Response to the MPEG Call for Proposals for Digital Item Identification and Description*" [distributed to MPEG as JTC1/SC29/WG11 M7001].
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