



The update on joint work between  
ITU-T SG 16 and IEC/TC100:

## **IEC 62698 (RII) and ITU-T H.751**

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100/AGS5x

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## **Background on this collaboration**

- High level meeting in Sao Paulo, November 2008
  - ITU-T/SG 16 and IEC/TC 100 recognized that the candidate of the collaboration work will be a project related to IEC 62227 : permission code .
- Exchanged the progress results with ITU-T SG 16
  - Liaison letter attaching CD made by TA8 on April, 2011
- IEC 62698 became International Standard in May 2012
- ITU-T Rec. H.751, a parallel -text of IEC 62698 was Consented at SG16 Plenary in Jan. 2013
- This report gives the recent update on the recent use, implementation and deployment, of this joint work

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## What is a Rights Information Interoperability (RII)?

RII is metadata that would help diverse rights information work together to support a healthy ecosystem for digital content. Thanks to its flexible and simple structure, it can not only encompass existing basic rights expressions but express license conditions such as shares to rights holders, roles, and mandates.

**Descriptive metadata**

- Title
- Main Title
- Alternate Title
- Duration
- Derivation
- Performer
- Creators/Composers
- Authors
- Arrangers and Adaptors
- Others Rights Holders
- Publishers and sub-Publishers

**Rights Management metadata**

- Identifiers
- Classes
- Roles
- Types of rights
- Shares
- Purpose of use
- Territories
- Mandates

Content ID    Rights Holder ID    License Conditions

RII rights metadata (IEC62698)

A global standard interface of rights management metadata

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## RII and DRPC

Digital Rights Permission Code (DRPC) evolves to Rights Information Interoperability by ITU-T & IEC in April,2013

- Which Content - From Whom to Whom - Under What Terms

- [1] Content ID: (identifies the content)
- [2] From ID: (identifies the rights holder or permission manager)
- [3] To ID : (identifies the distributor, consumer or device)
- [4] N Digital Rights Permission Code :  
(expresses specific, detailed usage permission conditions)

### DRPC ≡ RII

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## ITU-T H.751 (2013) = IEC62698(2013)

**GENEVA, Switzerland, 2013-05-16**– Cooperation between the [IEC](#) (International Electrotechnical Commission), the world's leading standards body in electrotechnology, and ITU (the International Telecom Union) has produced a new metadata standard to enable rights information interoperability in IPTV (Internet Protocol Television) services. This provides a standardized framework, such as that accompanying material under copyright, to ensure that multimedia content can be shared legally across different platforms.

[Recommendation ITU-T H.751 “Metadata for rights information interoperability in IPTV services”](#)

is technically aligned with

[IEC 62698 Multimedia home server systems – Rights information interoperability for IPTV.](#)

The parallel texts are the first product of an inter-agency cooperation initiated in 2008 in São Paulo, Brazil, at a high level meeting between experts from [IEC TC \(Technical Committee\) 100: Audio, video and multimedia systems and equipment](#) and [ITU-T Study Group 16: Multimedia coding, systems and applications](#).

## H.751 (2013) = IEC62698(2013)

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## Implementation and Deployment

- Recently, RII has been implemented and deployed in the following areas:
  - RII for Rights societies
  - RII for Digital Broadcasting
  - RII for DRM
  - RII for Digital Music Distribution

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## RII for Rights societies

- 1) Artist Commons activity
- 2) CCD activity

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## Digital Broadcasting

- RII-compliant coding of broadcasting materials, including ad material IDs are now part of the Association of Radio Industries and Businesses' ARIB-STD-B10 "SERVICE INFORMATION FOR DIGITAL BROADCASTING SYSTEM", which controls broadcasting technical specifications in Japan.
- The new digital broadcasting service in Japan, ISDB-Tsb (nicknamed "V-Low"), expected to start in 2015, will be based on this new standard.
- I hope that this move will trigger the formation of a consensus across various industries, including advertising, commercial broadcasting, magazines, and newspapers, to be equipped for the era of digital content distribution.

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## IEC Digital Music Distribution

- RII is used for watermarking copyright information in the ultra-high-quality (96kHz/24bit) audio service in Japan
- This service, released by Hivelinx Co., Ltd. in February 2014, sells 414 jazz, blues, and soul numbers performed by first-class musicians in high-quality sound sources owned by members of the Recording Industry Association of Japan (RIAJ) via a USB flash drive
- This service is offered in the cloud environment without Digital Rights Management (DRM).
- RII is in place for assuring legal usage

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## IEC RII for DRM

- RII-compliant DRM "Mytheater MaxDRM has been developed by Mytheater Co., Ltd. and put into operation in February 20, 2014.
- This DRM realizes a life-control function while implementing RII-based permission conditions for film, game, and e-book content.
- This life-control DRM is revolutionary because it enables the clearing of a content file after a predefined amount of time has elapsed. For instance, when downloaded film content comes with permission from its rights holder to view it for one month, the content file itself will be erased after the period has ended.
- When a file is downloaded to a PC and the like, the file physically remains there forever: this fear or fixed concept that a content holder tends to have is eliminated with the appearance of this new service. Using this time-restricted DRM makes it possible for content holders to attach various conditions to their permission to use their content.

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## Related Activities

- Activities at ALAI (International Literary and Artistic Association )**
- Proposal to WIPO approach**

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## Activities at ALAI

- Following presentations were made at ALAI (International Literary and Artistic Association) related to RII**
  - **Dublin Congress, July 2011 in Dublin**
  - **Kyoto Congress, October 2012**
  - **Tokyo, January 25, 2014 (The ALAI Japan Study Day)**

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## Dublin Congress

- The Congress was held under the theme of “Expansion and Contraction of Copyright: Subject Matter, Scope, Remedies” and I explained the content of DRPC in the following meeting during Session 4 on Day 2.
- Session 4. Enforcement of Rights in an Era of Digital Communications: National Laws and Private Agreements
- 4.2 Private Agreements Addressing “User-Generated Content”
- Chair: Judge Peter Charleton
- Is the Solution Collective Licensing or Is There Room for Private Licensing? (Patrick Gruter, Vice President, Government Relations Europe, The Walt Disney Company)
- Implementation of Agreements - Content Identification Systems (Simon Morrison, Copyright Policy & Communications Manager, Google)
- Implementation of the Digital Rights Permission Code (Takahito Iida, Director, Platform Business Division, Dentsu Inc.)

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## Kyoto Congress

- (2) The theme was “Copyright and Related Rights in the ‘Cloud’ Environment.”
- I explained RII in the following meeting during Session 4 on Day 1.
  - Session 4. New Business Models for Effective Protection of Copyright and Related Rights in the “Cloud”—the Role of Electronic Rights Management in New Business Models
  - Chair: Paolo Marzano

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## Proposals to WIPO

- After these presentations for two years in a row at ALAI Congresses, Dentsu took part in WIPO's IMR Project from November 2011, where I submitted a proposal to WIPO in 2013.
- The concrete content of the proposal was the establishment of a working group whose purpose would be to authorize part RII as a WIPO code, including the first two digits of the Content ID (which defines content type), H (Holder), and U (User).
- This proposal is still under consideration at WIPO (as of March 2014).

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## Future Plans

- A high-level meeting between IEC TC100 and ITU-T SG16 is planned for early 2015
- Collaboration between ISO is also sought for.
- A workshop on Rights Interoperability is planned to be held during ITU-T SG16 meeting in February 2015
- Participation of WIPO is expected.
- Stronger promotion expected for RII

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Thank you for your attention.

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