Update on Media Content Metadata Japanese CG

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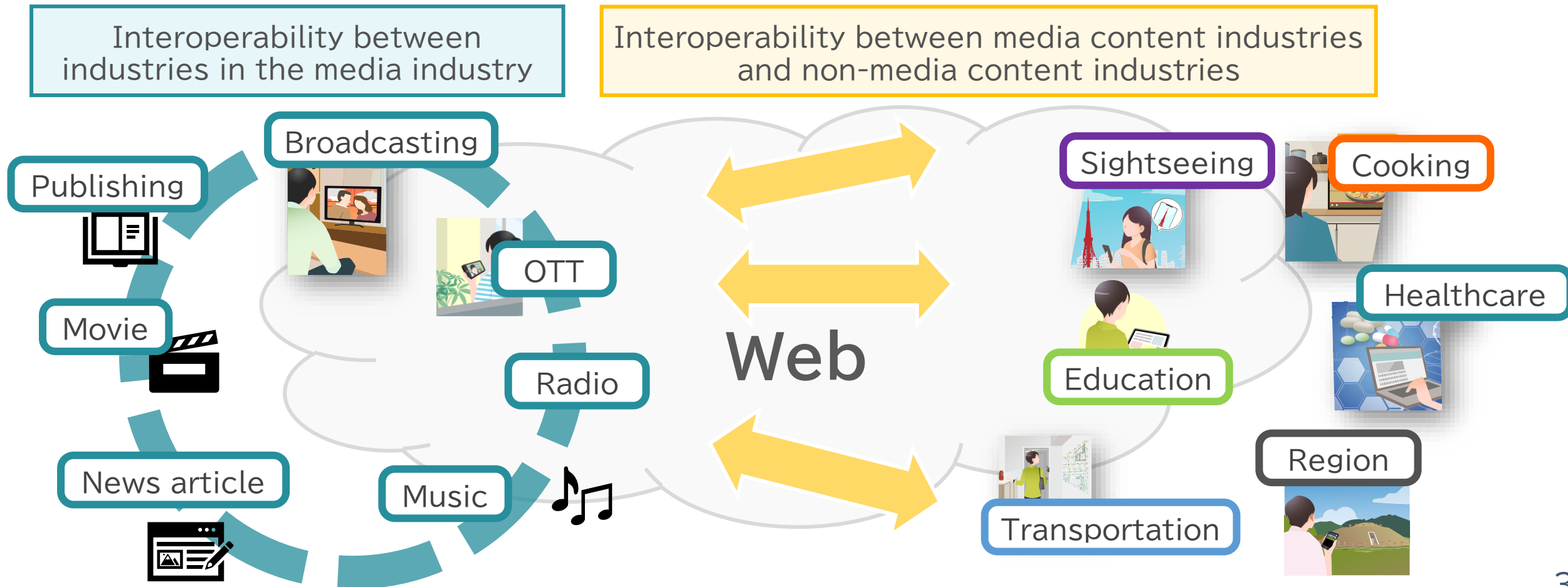
W3C TPAC 2024, MEIG Meeting
September 23, 2024

About MCM-JP CG

> **Media Content Metadata Japanese CG**
> - Group Page: https://www.w3.org/community/mcm-jp/
> - Group Charter: https://github.com/w3c-cg/mcm-jp/blob/main/README en.md

☐ **Mission:** To improve the interoperability of metadata and promote media content distribution across various industries

☐ **Activity:** Sharing use cases, technical challenges and possible implementations for inter-industry collaboration of media content metadata
- This group does NOT create new metadata specifications

☐ **Members:** 41 participants from 19 companies and organizations, including
Broadcaster, Publisher, OTT service provider, Video delivery service provider,
Metadata provider, Event data provider,
TV manufacturer, Browser vendor, Software vendor and W3C

CG Scope

◻ The focus is on the interoperability of metadata related to media content.

Interoperability between industries in the media industry

Interoperability between media content industries and non-media content industries

Broadcasting

Publishing

OTT

Movie

Radio

News article

Music

Web

Sightseeing

Cooking

Healthcare

Education

Transportation

Region

Activities so far

- ❑ Establishment (May 16, 2024)

- ❑ 1st Meeting (June)

  - Review of charter and group management policy

- ❑ 2nd Meeting (July)

  - CG charter published

  - Case studies on publishing content, Input Method Editor, etc.

- ❑ 3rd Meeting (September)

  - Plan to draft CG Report

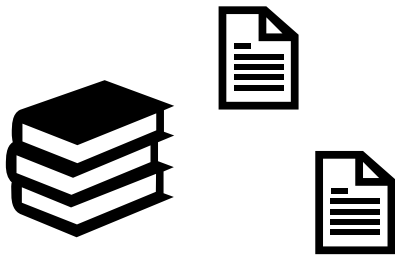 - Case studies on scenes metadata of broadcast programs

Case study in publishing industry

Motivation to contribute

Materializing media content linkage through metadata across industries to expand into other media

Existing use case   https://github.com/w3c-cg/mcm-jp/tree/main/meetings/2024-07-25 (in Japanese)

Converted publishing content available on web

Dictionary metadata for each entry

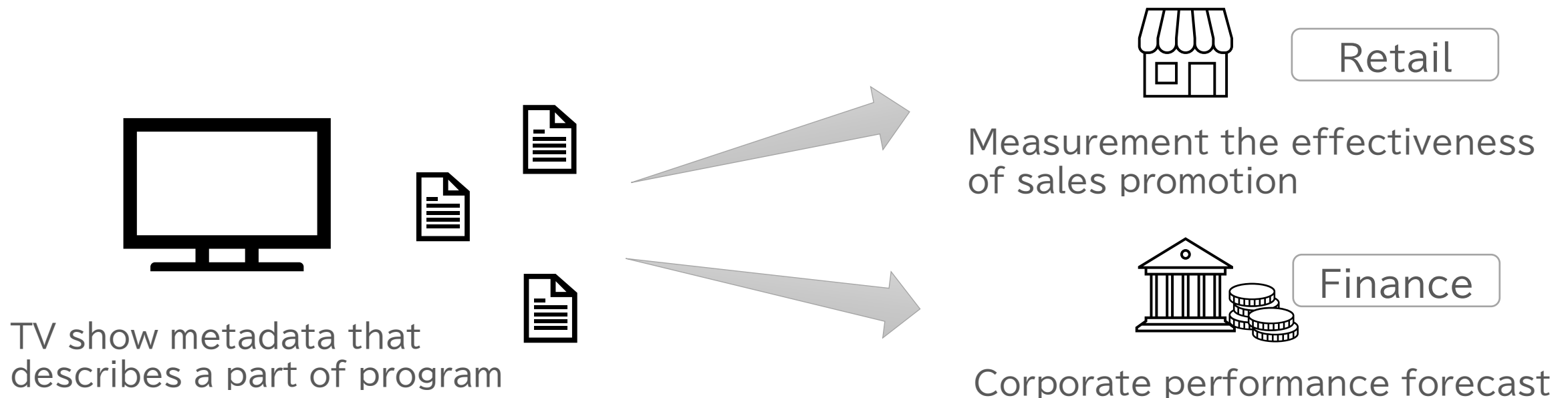Web dictionary service

Case study in broadcasting industry

Motivation to contribute

Co-creation of further use cases using TV Program metadata
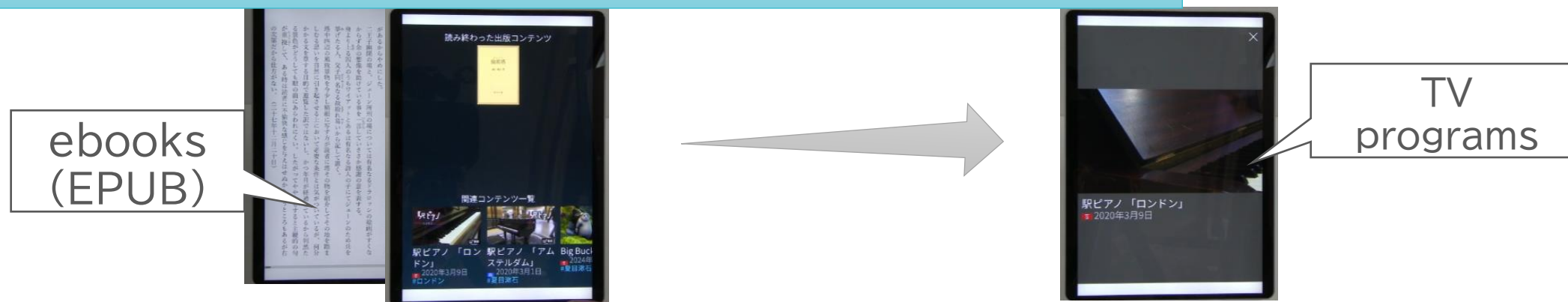
Existing use case https://github.com/w3c-cg/mcm-jp/tree/main/meetings/2024-09-05 (in Japanese)

TV Program metadata utilized in the retail and financial industries

Retail

Measurement the effectiveness of sales promotion

Finance

Corporate performance forecast

TV show metadata that describes a part of program

Prototypes of proposed ideas at CG

EPUB content recommending TV programs

ebooks
（EPUB）

TV
programs

TV programs recommending EPUB content

TV
programs

Hybridcast TV

ebooks
（EPUB）

Combining knowledge from multiple industries can already realizes some in-demand use cases

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Next steps

☐ Increasing case studies:

- Ready for some case studies from other industries

☐ Publishing CG report:

- references based on submitted case studies

Related W3C Groups

☐ Media and Entertainment IG
☐ Publishing BG
☐ Web-based Digital Twins for Smart Cities IG