Task Force on Interoperability and Machine-Readability

Report for the CEO Coalition
Brussels, 24th Jan 2014
Problem
Age classification is a walled garden practice.

Objective
Let’s tear down the garden walls.

Participants
The group that keeps moving things.

The Data Model
The result of the discussions.

Activities in 2013
Report on the task force agenda in 2013.

Outlook
What’s next?
The problem

Houston, the industry has one.

Fragmented age classification systems, first machine-readable labels got off the starting blocks.

It is difficult for market players to keep an overview on existing systems. New players are deterred from market entry.

The are complex requirements for content producers, who have great costs to adapt to different systems.

Fragmentation hinders producers of parental control software to implement all existing national schemes.
Fragmented age classification systems produce way too much knowledge to be left to closed national systems.
Starting Point 2

Parents need more information about the types of content children use, or want to use.

Plus, the amount of rated content and the extension of parental control software are directly connected.
There is a window of opportunity right now to streamline the process of future electronic labeling:

By making existing and future schemes technically interoperable. And providing a framework for all future ones.
With one single data model, existing and future classification systems and software will be able to provide, deliver and understand age classification data from all around the world. More information means better informed consumers – and better options to inform and protect children.
The main objective of the task force is to propose a technology-neutral data model for electronic content labels.
(1) The data model is technology-neutral to reach maximum openness and compatibility between different systems and languages.

(2) It considers existing electronic labeling systems to ensure that these are not undermined by the interoperable data model.

(3) It thoroughly takes into account existing national and supranational classification schemes right from the start.
Coalition’s Participants*

* attendance in meetings; no indication for endorsement
External Participants*

* attendance in meetings; no indication for endorsement

- British Board for Film Classification (BBFC)
- eco (Association of the German Internet Industry)
- EUN / European Schoolnet
- FSM (Voluntary Self-Monitoring of Multimedia Service Providers)
- Hans Bredow Institute for Media Research
- JusProg
- NICAM
- Optenet
- PEGI
- Protegeles
- SRDA (Center for Social Responsibility in the Digital Age)
Activities
What we did throughout 2013

step 1
Extending attendance
Joining of rating bodies, filter software providers, content providers, family associations, ISPs and mobile providers

step 2
Outreach
Outreach to interested parties and establishing a W3C community group; http://www.w3.org/community/agelabels/

step 3
Discussion
Exploration of feasibility of pre-defined content descriptors vs. open field approaches, interrelations between specific fields and openness for new risks; assessment of IP and trademark related issues

step 4
Data Model
Final draft is currently being checked among the Task Force members; agreement on final version expected for late January; publication/distribution will start accordingly
Stakeholders

Where a data model might unite schemes and content providers.

Compatible Age Labels

- Websites
- Classification databases
- Smart-TV Portals
- App Markets
- Video on Demand Platforms
- UGC platforms
- Parental control software
Data Model

One vocabulary to connect all systems.
With electronic and interoperable classification information, the world of age classification and child protection-related meta-data can finally grow together, making the protection of minors truly digital.
Only a data model that is feasible in practice is a good one. Now’s the time to demo it!

The ICT PSP pilot project MIRACLE* will start on 1\textsuperscript{st} Feb 2014, subject to a Grant Agreement.

* Machine-readable and Interoperable Age Classification Labels in Europe
One common data model will be the most important specification to bring age labels to the third millennium, resulting in reduction of cost, complexity and information efficiency for all stakeholders in the value chain of online content.
Whether you have specific questions or just want to know what we’re up to, feel free to check our documents or send us a message.

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W3C community group site:  
http://www.w3.org/community/agematerials/