JOINT ITU-IEC WORKSHOP ON RIGHTS INFORMATION INTEROPERABILITY

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ITU HEADQUARTERS, GENEVA

OPENING ADDRESS

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Distinguished colleagues
Ladies and gentlemen,

Good afternoon and welcome to this Joint ITU-IEC Workshop on Rights Information Interoperability.

Let me begin by thanking Jack Sheldon and his colleagues at IEC for their collaboration in organizing this event.

We are very appreciative of our cooperation with IEC which flourished in the area of Rights Information Interoperability.

ITU-T SG16 and IEC TC 100 initiated their collaboration in 2008, and they reached an important milestone with the approval of Recommendation ITU-T H.751 and International Standard IEC 62698 in 2013.

The standard embodied by these two technically aligned texts serves a pressing market need.

It provides a framework for communicating rights information metadata, to improve the ease with which multimedia content can be shared across different platforms.

The standard answers to the digital media industry's need for more flexible digital distribution.

It enables simple exchanges of multimedia content by giving service providers the ability to implement common interpretation and integration of rights information.

Service providers employ different technologies and systems in their management of digital content and associated rights information. The standard targets interoperability to account for this diversity of content-management systems.

Of course, this is of great benefit to consumers.

It overcomes the lack of interoperability in rights information metadata that has heightened the risk of customers being locked into solutions offered by a single service provider.

In sum, the standard gives greater flexibility to both service providers and customers, while concurrently protecting content producers' rights.

ITU-T H.751 | IEC 62698 is the first result of the collaboration between ITU-T SG16 and IEC TC 100, and I look forward to the future successes that this collaboration is sure to produce.

Today's dynamic ICT industry is supported by a dynamic standardization ecosystem. To ensure that standardization processes are efficient – that they produce high-value standards – the cooperation of standards bodies is crucial.

I would also like to add that our value proposition cannot be limited to standards development. It is equally essential that we communicate how our standards can be used as tools to benefit business, policy and regulation.

This is exactly the value of workshops such as this one.

We are fortunate to have an excellent line-up of speakers. We will receive expert insight into the challenges facing the digital content industry, particularly with respect to Rights Information Interoperability, and we will receive guidance from ITU-T SG16 and IEC TC 100 on the technical tools we have at our disposal to address these challenges.

The digital content industry is a huge part of the ICT eco-system, and underlying this industry we find a wide range of business interests – content owners and aggregators, publishers, broadcasters, manufacturers and more.

I am glad to see such a variety of stakeholders gathered in this workshop. We will take a holistic view of the issues at play, tackling them from business, legal and technical perspectives.

We need to understand the demands of all stakeholders. This helps us to identify common ground – where commonalities exist, we can work in unison to develop technical frameworks to support industry growth and innovation.

Thank you. I wish you all a very informative workshop.