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| itu-logo | **International telecommunication union****Telecommunication Standardization Bureau** |  |
|  | Geneva, 16 May 2017 |
| **Ref:** | **TSB Circular 15** | **To:**- Administrations of Member States of the Union;- ITU-T Sector Members;- ITU-T Associates;- ITU Academia |
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| **E-mail:** | tsbsg16@itu.int | **Copy to:**- To the Chairman and Vice-Chairmen of ITU-T Study Groups;- To the Director of the Telecommunication Development Bureau;- To the Director of the Radiocommunication Bureau |
| **Subject:** | **New JCA on multimedia aspects of e-services** |

Dear Sir/Madam,

1 It is my pleasure to inform you that ITU-T Study Group 16 agreed at their January 2017 meeting to the establishment of the Joint Coordination Activity on multimedia aspects of
e-services, with Study Group 16 as its parent group and the terms of reference (ToR) set forth in Annex 1.

Mr Mohannad El-Megharbel from the National Telecom Regulatory Authority (NTRA), Egypt, has been appointed as Chairman of the JCA.

2 The role of the JCA is the monitoring and coordination of technical topics related to multimedia aspects of e-services within ITU as well as outside ITU, especially on standardization, taking into consideration the work of relevant other standards development organizations (SDOs), forums and consortia.

3 The first meeting of the new JCA is scheduled to take place in Macau, China on 19 October 2017, collocated with the ITU-T Study Group 16 meeting scheduled in Geneva from
16 to 27 October 2017. The draft agenda for the meeting is attached in Annex 2 to this Circular.

4 A webpage for the new JCA has been set up and can be found at <http://itu.int/en/ITU-T/jca/mmes>.

Yours faithfully,

Chaesub Lee
Director of the Telecommunication
Standardization Bureau

**Annexes:** 2

ANNEX 1
(to TSB Circular 15)

# Terms of reference for the JCA on multimedia aspects of e-services

1. **Scope**

The role of the JCA on multimedia aspects of e-services is the monitoring and coordination of the work on e-services-related technical topics within ITU as well as outside ITU, especially on standardization, taking into consideration the work of relevant other standards development organizations (SDOs), forums and consortia.

*E-services:**For the scope of the JCA on multimedia aspects of e-services, e-service is defined as the combined use of electronic communication and information technology (digital multimedia data collected, processed, transmitted, stored and retrieved electronically) for service delivery in a specific industry area, such as healthcare, education, administration, commerce, transportation, entertainment, etc. The distribution and delivery of e-services can be by a multitude of channels capable of transporting multimedia information, for example the Internet, cable networks, NGN, GSTN,**IMT-2020, future networks, and wireless networks.*

The JCA operates under the terms of Recommendation ITU-T A.1, clause 2.2.

1. **Motivation**

With the advent of the Web and the Internet, multimedia touches almost all aspects of our lives. As the lead Study Group on multimedia aspect of e-services, Questions of SG16 have been working in the key areas of multimedia, such as e-health, accessibility, ITS, human factors, IPTV and advanced content delivery systems such as immersive live environments (ILE).

Inevitably, any e-service will have some elements of multimedia. For example, the use of ultra-high definition video in telemedicine, gamification in education, video surveillance in public safety, and the use of smartphone video for measuring heartbeats. As technology and various services grow, many overlapping areas amongst them may be found.

As the lead Study Group on multimedia aspect of e-services, SG16 has recognized that coordination amongst the different groups involved in this area is desirable for efficiency and progress of technology.

1. **Rationale**
* Identifying that the current topics and their complexity in ITU-T/ITU-R/ITU-D are deemed as important concerns of JCA on multimedia aspect of e-services, such as advanced broadcasting in IBB-TV/IRG-IBB, accessibility in JCA-AHF/IRG-AVA, e-health, natural language translation and information services at and during disaster, an appropriate platform for better addressing the coordination needs identified now and in the future is necessary.
1. **Objectives**
* To identify and co-ordinate activity on multimedia aspects of e-services across all the relevant ITU-T Study Groups (currently ITU-T SGs 2, 9, 11, 12, 13, 15, 16, 17, 20) and to liaise with ITU‑R and ITU-D;
* To collaborate with other cross-sector coordination platforms such as CITS;
* To analyse e-services related work programmes in ITU-T Study Groups, as well as in other SDOs, forums and consortia, for use in its coordination function and to provide information on this work for use by the relevant study groups in planning their work;
* To provide a visible contact point for e-service activities in ITU-T, to seek co-operation from external bodies working in the field of e-services and to enable effective two-way communication with these bodies.
1. **Participation**

Participation is open to official representatives of all ITU-T SGs and TSAG and all ITU-T SG secretariat.

Other ITU groups and relevant external bodies, standardization organizations in particular, may be invited to appoint a representative to join the group.

1. **Working methods**

The JCA on will work primarily by correspondence, but it can also meet in association with meetings of Study Group 16, when necessary. In addition, urgent issues requiring attention can be flagged up at any time and the JCA can convene as appropriate to take action.

1. **Specific tasks**

Within the scope of multimedia aspects of e-services:

* Maintain a list of contacts for e-services in each group participating in the JCA;
* Coordinate with the various groups in ITU-T on standardization activities to avoid duplication of work, noticeably any proposed new and revised work items, and maximize work;
* Advise in the overall planning of tutorials and seminars/workshops (in accordance with Rec. ITU-T A.31);
* Address coordination of activities with relevant SDOs and forums;
* Support the coordinated development of specifications and events for conformance and interoperability testing.
1. **Progress reports**

This JCA will issue a report to ITU-T SG16, the lead Study Group on multimedia aspects of
e-services, after each JCA meeting. TSAG may monitor the activities of this JCA through these reports (see Rec. ITU-T A.1, clause 2.2.8).

1. **Lifetime**

The lead Study Group on multimedia aspects of e-services will decide the termination of this JCA (see Rec. ITU-T A.1, clause 2.2.10).

ANNEX 2
(to TSB Circular 15)

# Draft agenda for the 1st meeting of the JCA on multimedia aspects of e-services(Macau, China, 19 October 2017)

1. Opening, welcome and meeting objectives
2. Approval of the agenda
3. Documentation
4. Review of terms of reference
5. Review of current standardization work on multimedia aspects of e-services
	1. ITU-T Study Groups
	2. other SDOs, forums and consortia
6. Matters requiring coordination
7. Incoming liaison statements
8. List of contact points and representatives from ITU-T SGs and other SDOs and Forums
9. Outgoing liaison statements
10. Follow-up actions
11. Next meeting
12. Any other business
13. Closing

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