

**Title: "An application guide for the concept of QoE"**

**Abstract:** The ITU-T defines QoE as "the degree of delight or annoyance of the user of an application or service" (Recommendation ITU-T P.10/G.100). ITU-T P.10/G.100 also states that the assessment of QoE can be described as comprehensive when it includes many of the specific influencing factors, for example a majority of the known factors. However, many measurement solutions currently being offered in the market use the term "QoE" in many differing meanings, some of them conflicting among themselves and most of them in conflict with the current definition established by ITU. For example, objective-only methodologies are being used to measure QoE, a very subjective concept as per ITU-T P.10/G.100. This presentation aims to bring detailed attention to the current concept of QoE, its possible measurement approaches. The talk also introduces the Application Guide for the concept of QoE (G.CQoE), a recently initiated work item in ITU-T Study Group 12 to address the issue related to the misuse of QoE terminology.