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| INTERNATIONAL TELECOMMUNICATION UNION | | **IPTV-GSI** |
| **TELECOMMUNICATION STANDARDIZATION SECTOR**  STUDY PERIOD 2009-2012 | | **IPTV-GSI-C-473** |
| **English only**  **Original: English** |
| **Question(s):** | 13/16 | Singapore, 20-27 September 2010 |
| **CONTRIBUTION** | | |
| **Source:** | Cisco Systems | |
| **Title:** | Proposals for revised text of H.IPTV-AM.1 regarding scope, overview and genre metadata | |

1. Abstract

This contribution proposes modified content for H.IPTV-AM.1 “IPTV application event handling: Audience measurement for IPTV distributed content services”. It proposes to modify and add text concerning scope, overview and genre metadata, in clauses 1, 6 and 9.

1. Proposals
2. There was much discussion regarding the scope of AM1 at the last Geneva meeting. The main question was whether to set the scope or if it would be naturally set by the contributions that were made. It was proposed to discuss one-by-one which services should be included, but there was not enough time. This proposal is to set the scope to a limited set of services. Setting the scope of AM1 also is important to ensure that AM0 supports all the specific services. AM0 is targeted for final contributions in December 2010.
3. AM1 starts with an overview that does not yet prepare the reader fully for what is to come. This proposal is to modify clause 6, overview, to provide the reader with a more complete introduction, while minimising repetition of AM0.
4. There is no single global definition of genre; therefore multiple definitions of genre should be supported. It is proposed to modify all descriptions of genre to use the flexible scheme of genreType and genreID, (similar to already adopted for contentType and contentId) where genreType specifies the type of scheme specifying genre and genreID is a text value of that scheme. This impacts clauses 9.1, 9.2, and 9.4.

**Content for Proposal 1 –** Modify text of clause 1 “Scope”

**From**

This Recommendation describes audience measurement for IPTV distributed content services.

**To**

This Recommendation describes audience measurement for five IPTV distributed content services, including: linear TV, VoD, n-PVR, c-PVR and advertising.

**Content for Proposal 2** – Replace the existing clause 6, “overview” with the following text.

# 6 Overview of audience measurement of distributed content services

Audience measurement (AM) measures and reports upon several types of information regarding end-users’ IPTV experience. This is permitted to occur, only with the permission of those users. AM supports two IPTV service categories, including distributed content services and interactive services, and a diverse set of end-user devices. This recommendation focuses on audience measurement of specific distributed content services, e.g., linear TV, VoD, n-PVR, c-PVR and advertising. Each service and end-user device may have unique associated information, which may be categorised as follows:

1. User info (stored data e.g. age, gender, and event data e.g. creation, update or deletion of this data)
2. System environment (stored data e.g. device configuration, and event data e.g. user device configuration)
3. User context (current data e.g. duration on current channel, mobile location)
4. Application (user initiated) event – (content and device events e.g. fast forward content, resize video)

Audience Measurement functions as defined in [b-ITU-T H.IPTV-AM.0] defines architecture and mechanisms which support the above measurements for IPTV services. This recommendation details the application of distributed services to AM functions, including: service specific functional requirements and architecture, procedural flows, measured events and associated metadata.

**Content for Proposal 3** – (1) Modify table 2 “Common elements for linear TV audience measurement” and associated text under table 2. (2) Table 5 and associated text under table 5, and (3) table 7 and associated text under table 7.

1. Modify table 2 “Common elements for linear TV audience measurement” and associated text under table 2.

**From:**

| Channel Genre | Channels Genre if it is provided by IPTV SP | O | “sport”, “news”, “scientific”, “entertainment” |
| --- | --- | --- | --- |
| Content Genre | Content Genre | O |  |

**To:**

| Channel Genre | Channels Genre if it is provided by IPTV SP | O | channelGenreType and channelGenreId |
| --- | --- | --- | --- |
| Content Genre | Content Genre | O | contentGenreType and contentGenreId |

**From:**

* Channel Genre – expanded description TBD, variable name TBD, values TBD, source TBD, format TBD
* Content Genre – expanded description TBD, variable name TBD, values TBD, source TBD, format TBD

**To:**

Channel Genre – Channel Genre is defined by the actual identifier (channelGenreId) and an attribute (channelGenreType) which describes the content identifier’s type, format TBD, the sources of channel genre includes the audiovideo stream and/or a database.

* Content Genre – Channel Genre is defined by the actual identifier (contentGenreId) and an attribute (contentGenreType) which describes the content identifier’s type, format TBD, the sources of channel genre includes the audiovideo stream and/or a database.

1. Modify Table 5 and associated text under table 5

**From:**

|  |  |  |  |
| --- | --- | --- | --- |
| Content Genre | Content Genre | O |  |

**To:**

| Content Genre | Content Genre | O | contentGenreType and contentGenreId |
| --- | --- | --- | --- |

**From:**

* Content Genre– expanded description TBD, variable name TBD, values TBD, source TBD, format TBD

**To:**

* Content Genre – Channel Genre is defined by the actual identifier (contentGenreId) and an attribute (contentGenreType) which describes the content identifier’s type, format TBD, the sources of channel genre includes the audiovideo stream and/or a database.

1. Modify table 7 and associated text under table 7.

**From:**

|  |  |  |  |
| --- | --- | --- | --- |
| Content Genre | Content Genre | O |  |

**To:**

| Content Genre | Content Genre | O | contentGenreType and contentGenreId |
| --- | --- | --- | --- |

**From:**

* Content Genre – expanded description TBD, variable name TBD, values TBD, source TBD, format TBD

**To:**

* Content Genre – Channel Genre is defined by the actual identifier (contentGenreId) and an attribute (contentGenreType) which describes the content identifier’s type, format TBD, the sources of channel genre includes the audiovideo stream and/or a database.

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