**New non-normative work item justification template**

*NOTES:*

* *This template should be used to provide the required information on proposed* ***new non-normative work items****. It does* ***not*** *apply to Recommendations, as these should be proposed using the A.1 template.*
* *This form should be completed by submitters and annexed to Contributions proposing to start a new non-normative work item. Replace yellow-highlighted text with the appropriate information.*
* *It should also be updated as needed by the Rapporteur and then annexed to the Question meeting report where the proposal was agreed. One annex should be added for each new work item.*

Start of template

Annex HH

A.13 justification for proposed draft new ITU-T B.xyz "Multimedia authentication framework, workflows and procedures"

|  |  |  |  |
| --- | --- | --- | --- |
| **Question:** | Q6/21 | **Proposed new ITU-T Technical report**  | Daejeon, KR |
| **Reference and title:** | ITU-T B.xyz "Multimedia authentication framework, workflows and procedures" |
| **Base text:** | Q6/21 contribution VCEG-BY019 | **Timing:** | 2026-07 |
| **Editor(s):** | Iraj Sodagar, Dolby, irajs@live.com…. | **Approval process:** | Agreement |
| **Purpose and scope** (Define what this document will address and its intent or objectives in order to indicate the limits of its applicability): General end-to-end framework for multimedia authentication including prescribing various collaborative scenarios for media authentication covering production, repurposing delivery and consumption of the media, prescribing the best practices that covers the use of various media authentication workstreams using standards as well as nonstandard technologies. |
|  |
| **Summary** (provides a brief overview of the proposal): This report provides an end-to-end framework for multimedia authentication for various use cases such as broadcast, broadband distributions and live/low latency/ on-demand streaming, real-time communication, ingesting the content for production and consumption by professional and public consumers. The framework describes the workflows for various use case, the role of each actor and entity, the interface requirement between various entities, and the requirements for each entity functionalities and features.  |
|  |
| **Relations to ITU-T Recommendations or other documents (approved or under development):** |
|  |
| **Liaisons with other study groups or with other standards bodies:** **ISO/IEC JTC1/S29/WG1****ISO/IEC JTC1/S29/WG3****ISO/IEC JTC1/S29/WG6****C2PA** |
|  |
| **Supporting members that are committing to contributing actively to the work item:** |
| List names of supporting Member States, Sector Members, Associates, Academia |

End of template