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Information technology — Multimedia service platform technologies —

Part 1: Architecture

*Technologies de l'information — Technologies de la plate-forme de
services multimédia —*

Partie 1: Architecture

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2. www.iso.org/directives

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The committee responsible for this document is ISO/IEC JTC 1, *Information technology*, Subcommittee SC 29, *Coding of audio, picture, multimedia and hypermedia information*.

This second edition cancels and replaces the first edition (ISO/IEC 23006-1:2011) which has been technically revised.

ISO/IEC 23006 consists of the following parts, under the general title *Information technology — Multimedia service platform technologies*:

- *Part 1: Architecture*
- *Part 2: MPEG extensible middleware (MXM) API*
- *Part 3: Conformance and reference software*
- *Part 4: Elementary services*
- *Part 5: Service aggregation*

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Introduction

ISO/IEC 23006 is a suite of standards that has been developed for the purpose of enabling the easy design and implementation of media-handling value chains whose devices interoperate because they are all based on the same set of technologies, especially MPEG technologies, accessible from the middleware APIs, elementary services and aggregated services.

ISO/IEC 23006 was referred to as MPEG Extensible Middleware (MXM) in its first edition, and it specifies an architecture (Part 1), an API (Part 2), a conformance and reference software (Part 3) and a set of protocols which MXM Devices had to adhere (Part 4).

ISO/IEC 23006 is referred to as Multimedia Service Platform Technologies (also abbreviated as MPEG-M) in its second edition, and it conserves the architecture and design philosophy of the first edition, while stressing the Service Oriented Architecture character. It also specifies how to combine elementary services into aggregated services (Part 5).

This second edition has been specified to address the demand of service specification for an advanced IPTV terminal (AIT). It also aims at leveraging on advanced technologies to bring into IPTV services the buoyancy of new exciting initiatives – sometimes assembling millions of users in a fortnight – that pop up almost every day with new features such as open APIs and the possibility for third parties to provide applications to those APIs.

The scope of the MPEG-M is to support the service providers' drive to deploy innovative multimedia services by identifying a set of Elementary Services (ESs) and defining the corresponding set of protocols and APIs to enable any user in an MPEG-M value chain to access those services in an interoperable fashion. Note that an MPEG-M value chain is a collection of users, including creators, end users and service providers that conform to the MPEG-M standard.

In many real-world MPEG-M value chains, service providers would not be able to exploit the potential of the standard if they were confined to only offer ESs. Therefore service providers typically offer bundles of ESs, known as Aggregated Services (ASs). In general, as shown in Figure 1, there is a plurality of service providers offering the same or partially overlapping ASs. For example, an SP offering User Description Services may offer Content Description Services as well.

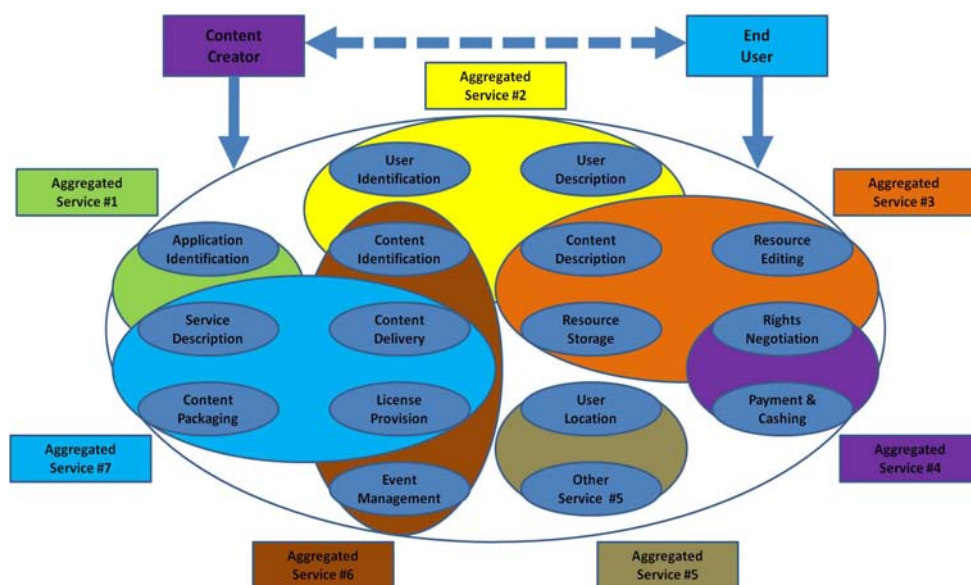


Figure 1 — Typical devices in a media-handling value chain

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Starting from ISO/IEC 23006 elementary services, the aggregation of services can put together a certain amount of services generating a complex ISO/IEC 23006 value network, having different topologies and associating services in several ways. For example, the Payment and Cashing and Rights Negotiation ESs are aggregated to create AS#4, while Content Delivery and License Provision ESs are both shared between AS#6 and AS#7.

Thanks to the ISO/IEC 23006 suite of standards, aimed at facilitating the creation and provisioning of vastly enhanced IPTV services, it is envisaged that a thriving digital media economy can be established, where:

- developers can offer MPEG-M service components to the professional market because a market will be enabled by the standard MPEG-M component service API;
- manufacturers can offer MPEG-M devices to the global consumer market because of the global reach of MPEG-M services;
- service providers can set up and launch new attractive MPEG-M services because of the ease to design and implement innovative MPEG-M value chains;
- users can seamlessly create, offer, search, access, pay/cash and consume MPEG-M services.

The MPEG-M suite of standards extends the devices capabilities with advanced features such as content generation, processing, and distribution by a large number of users; easy creation of new services by combining service components of their choice; global, seamless and transparent use of services regardless of geo-location, service provider, network provider, device manufacturer and provider of payment and cashing services; diversity of user experience through easy download and installation of applications produced by a global community of developers since all applications share the same middleware APIs; and innovative business models because of the ease to design and implement media-handling value chains whose devices interoperate because they are all based on the same set of technologies, especially MPEG technologies.

The ISO/IEC 23006 suite of standards is subdivided into five parts:

Part 1: Architecture (the present document): specifies the architecture that can be used as a guide to an MPEG-M implementation;

Part 2: MPEG Extensible Middleware (MXM) Application Programming Interface (APIs): specifies the middleware APIs;

Part 3: Conformance and Reference Software: specifies conformance criteria and a reference software implementation with a normative value;

Part 4: Elementary Services: specifies elementary service protocols between MPEG-M applications; and

Part 5: Service Aggregation: specifies mechanisms enabling the combination of Elementary Services and other services to build Aggregated Services.