



100/AGM(Secretariat)526

Terms of reference of TA/GMT

IEC/TC 100 TA 11	Secretariat Japan	Date 2007/10/9
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Title of TA Multimedia quality

A. Scope To develop international standards for the user's quality of experience relevant to audio, video and multimedia equipment and systems. The scope includes assessment method, measurement method, guideline and solution to provide the user with quality of experience.

B. Justification Consumers have an expectation of a certain quality of experience when interacting with audio, video and multimedia content. This includes timeliness and reliability of content delivery, synchronization of streams and audio video reproduction, and quality of display and its rendering of the content. The TA will develop international standards for the assessment and measurement of the user's quality of experience relevant to rendering content in audio, video and multimedia equipment and systems. It will also develop guidelines for how users can control aspects of their systems to improve their quality of experience or that of their audience and how equipment and system designers can incorporate relevant functionality into their product to help optimize performance. Measurement methodology may include subjective and objective assessment. In accordance with the request (100/AGS(Secr.)246, 100/AGS(Secr.)247) of the 20th AGS meeting in Berlin, the new TA of the scope is proposed. There are two existing projects (PT 62312 and PT 62503) to be allocated in the new TA. As shown in the discussion of AGS meetings, new project proposals for this area, e.g., multichannel audio surrounding and loudness data, digital image quality, will be expected.
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C. Officers
B.1 Technical Area Manager (TAM) Nominated by the TC 100 Secretariat for appointment by TC 100 chairman Proposed by JP NC Technical Area Manager Junichi Yoshio
B.2 Technical Secretary (TS) Nominated by the TC 100 Secretariat for appointment by TC 100 chairman NC Technical Secretariat UK NC Technical Secretary Mark Yonge

D. Work programme Allocated projects and milestones: See annex

E. Liaisons Liaisons: JTC1/SC29
A liaisons:
B liaisons: EBU

D liaisons:
AES, SMPTE

Name or signature of the secretary
Dr. Shuji Hirakawa

Work programme for TC 100/TA11

1. PT 62312-1, 2

Title: Guideline for synchronization of audio and video Part1 and Part2

Scope: To draft a Technical Specification specifying the guideline of general methods for synchronization of audio and video signal especially for well synchronized lip-sync.

2. PT 62503

Title: Multimedia quality - Method of assessment of synchronization of audio and video

Scope: This international standard provides a subjective (or perceptible) and statistical method of assessment of overall difference of delays between real world and reproduced scene in terms of video and accompanying audio recoded in a medium.

3. NWP 100/1240/NP

Title: Quality of multimedia information – Vocabulary

Scope: This Technical Specification specifies the vocabulary for quality of multimedia information.