**Legal multimedia content access simplified for consumers**

*New ITU-IEC metadata standard for cross-platform IPTV*

***GENEVA, Switzerland, 2013-05-22 –*** *Cooperation between the* [*IEC*](http://www.iec.ch) (International Electrotechnical Commission), the world’s leading standards body in electrotechnology, and ITU (the International Telecommunication Union) *has produced a new metadata standard to enable rights information interoperability in IPTV (Internet Protocol Television) services. This provides a standardized framework, such as that accompanying material under copyright, to ensure that multimedia content can be shared legally across different platforms.*

[Recommendation ITU-T H.751 “Metadata for rights information interoperability in IPTV services](http://www.itu.int/ITU-T/recommendations/rec.aspx?rec=11878)” is technically aligned with [IEC 62698](http://webstore.iec.ch/Webstore/webstore.nsf/ArtNum_PK/47638?OpenDocument) *Multimedia home server systems – Rights information interoperability for IPTV*. The parallel texts are the first product of an inter-agency cooperation initiated in 2008 in São Paulo, Brazil, at a high level meeting between experts from [IEC TC (Technical Committee) 100](http://tc100.iec.ch/index_tc100.html): *Audio, video and multimedia systems* *and equipment* and [ITU-T SG(Study Group) 16](http://www.itu.int/en/ITU-T/about/groups/Pages/sg16.aspx): *Multimedia coding, systems and applications*.

Members of [IEC TC 100/TA (Technical Area) 8](http://tc100.iec.ch/about/structure/tc100_ta8.htm) and ITU-T SG 16 have joined their knowledge and expertise to develop an international solution to the issue of interoperability of digital rights information. Better access to digital content improves the consumer experience.

IEC 62698 recognizes that as consumers become increasingly mobile, digital media solutions need to deliver flexibility across technology platforms and devices, while protecting content producers rights.

ITU-T H.751 | IEC 62698 provides clear mechanisms for flexible digital distribution that allow for simple exchanges of content, enabling service providers to implement common interpretation and integration of rights information. The standard targets interoperability to ensure that service providers and device manufacturers can easily exchange rights information across their current content management systems.

ITU-T H.751 | IEC 62698 gives the high-level specification of the metadata for RII (rights information interoperability), defining the common semantics and core elements on RII. The standard in other words finds the greatest common denominators in rights expressions (syntactic embodiments of rights) to encourage the mutual use of rights information.

**Notes for Editors:**

*IPTV (Internet Protocol television)* is the delivery of television services to subscribers via a packet switched network that employs the IP protocol, rather than being delivered through traditional land, satellite or cable television formats.

*Metadata* refers to data describing aspects of data, or information about information presented in the form of “structured, encoded data that describe characteristics of information-bearing entities to aid in the identification, discovery, assessment and management of the described entities”.

*IPTV metadata* is information on multimedia services and content which provides a descriptive and structural framework for managing IPTV services spanning television, audio, video, text, graphics and data.

*Rights information metadata* in particular refers to information on the rights granted to end-users of multimedia content, stipulating pre-defined ‘utilization functions’ including *permissions* to view/hear, copy, modify, record, excerpt, sample, store or distribute content; *restrictions* on times or hours content can be played, viewed or heard; and *obligations* such as payment.

**About the IEC**

The IEC (International Electrotechnical Commission) brings together 164 countries, and nearly 13 000 experts cooperate on the global IEC platform to ensure that products work everywhere safely with each other. The IEC is the world's leading organization that prepares and publishes International Standards for all electrical, electronic and related technologies and administers Conformity Assessment Systems that certify that components, equipment and systems conform to them.

IEC work covers a vast range of technologies: power generation (including all renewable energy sources), transmission, distribution, Smart Grid, batteries, home appliances, office and medical equipment, all public and private transportation, semiconductors, fibre optics, nanotechnology, multimedia, information technology, and more. It also addresses safety, EMC, performance and the environment. [www.iec.ch](http://www.iec.ch)

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