

# Joint Task Force on Networked Media (JT-NM)

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## **Vision:**

*New business opportunities are enabled through the exchange of professional media, including file-based and live content, across a network taking advantage of the benefits of IT-based technology at an affordable price.*

## **Mission Statement:**

*In an open, participatory environment, map out a strategy for developing a packet-based network infrastructure for the professional media industry by bringing together manufacturers, broadcasters and industry organizations (standards bodies and trade associations) with the objective to create, store, transfer and stream professional media.*

## **Objective:**

*The primary objective of this Task Force is to ensure interoperability in packet-based systems (networking, equipment and software) for professional media. This includes defining an agile, on-demand, packet-based network infrastructure designed to support a variety of distributed, automated, professional media (file- and stream-based) workflows for local, regional and global production supporting any format, standards-based, for interoperability to facilitate new workflows and reduce total cost of ownership and to speed-up content time-to-market.*

## **Method & Approach:**

Representatives of the three organizations will lead this Task Force. It will take a industry, user and standards leadership role to coordinate the activities of its members and of constituent and allied organizations. The Task Force will use a phased approach to meet its Mission and Objectives; the phases will be used as gates to determine whether or not sufficient progress has been made to continue to the next phase.

There are three phase defined:

- Phase 1: Define the business-driven use cases & requirements
- Phase 2: Define the framework & reference architecture
- Phase 3: Define & coordinate the tasks to realize the output of Phases 1 & 2

As a preliminary to Phase 1, the Task Force will be asked to validate the “first pass” Phase work line items, defined below.

### Phase 1: Define the business-driven use cases & requirements

- Determine business-driven use cases and requirements to help the industry prioritize focus and efforts.
- Determine high-level technical user requirements.
- Survey and report on current industry activity.
- Perform and report on a gap analysis based on the above.
- Identify & recruit members and others to perform work items.
  - Including use cases (create, refine, add to, etc.).
  - Other work items as defined by the above tasks.
- Evaluation point: Validate Phase 1 achieved its goals

### Phase 2: Define the framework & reference architecture

- Develop and describe the framework & reference architecture
- Identify approaches to propagate & disseminate & make it real
- Develop & describe necessary “existence proofs”, including:
  - Proof of Concepts
  - Testing & Interop
  - Plugfests
- Develop, describe & recruit international participation
- Focus on professional media applications (non-consumer)
- Evaluation point: Validate Phase 2 achieved its goals

### Phase 3: Define & coordinate the tasks to realize the output of Phases 1 & 2

- Fully define the work efforts (original & coordinating).
- Recruit qualified, international, cross-type individuals & teams.
- Kick-off the sub-Task Force teams to fill the identified gaps by
  - Working with VSF/EBU/SMPTE to create work groups
  - Coordinate VSF/EBU/SMPTE existing work groups
  - Create & coordinate VSF/EBU/SMPTE work groups
- Monitor & support the sub-Task Force teams to success.
- Report to the VSF, EBU and SMPTE on a quarterly basis
  - To validate progress towards the Mission & Objectives
  - To identify any additional sub-Task Force work needed
- Final report

## **Out of Scope**

The following areas are defined as *Out of Scope* for the Task Force:

- The Task Force will not write standards
- The Task Force will not work on signal processing/transformation
- The Task Force will not define Universal Codecs
- The Task Force will not be an *exclusive* group
- The Task Force will not duplicate work done by other groups