ISO/IEC JTC 1/SC 29 "Coding of audio, picture, multimedia and hypermedia information"
Secretariat: **JISC**
Committee manager: **Koike Mayumi Ms.**

Liaison statement from SC 29/WG 3 to 3GPP SA4 on Messaging media application format [SC 29/WG 3 N 1090]

Document type	Related content	Document date	Expected action
Project / Other		2023-10-30	

Description

In accordance with Recommendation 11.1.1 at the 13th WG 3 Meeting, 2023-10-16/20, Hannover, Germany, the SC 29 Secretariat sends this liaison statement to 3GPP SA4. [Requested action: For SC 29's information]

ISO/IEC JTC 1/SC 29/WG 03

MPEG Systems

Convenorship: KATS (Korea, Republic of)

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INTERNATIONAL ORGANIZATION FOR STANDARDIZATION
ORGANISATION INTERNATIONALE DE NORMALISATION
ISO/IEC JTC 1/SC 29/WG 03 MPEG SYSTEMS

ISO/IEC JTC 1/SC 29/WG 03 N1090
October 2023, Hannover, DE

To	**3GPP SA4**
Title	**Liaison statement on Messaging media application format (PROMISE)**
Source	**WG 03, MPEG Systems**
SN	**23393**

ISO/IEC JTC 1/SC 29/WG 03 MPEG Systems would like to thank 3GPP SA4 for your liaison letter on Messaging Application Format (PROMISE) (S4-231437).

Based on your input as well as input from multiple experts for our 13th meeting in Hannover, DE from October 16 to 20, 2023, MPEG Systems has initiated a project referred to as "Messaging Media Application Format (MeMAF)." The considered scope of this project is the definition of a Media Application Format that primarily can be used for Messaging Services. To support basic interoperability, a baseline profile with minimum options would be defined. Beyond the baseline profile, additional profiles are expected to be defined that enable richer experiences. MeMAF is expected to be a profile of ISOBMFF and it would not directly define any new functions or boxes. MeMAF would support different entry points that enable composition and rendering of different messaging experiences. Among others, the following experiences are expected to be supported:

- An A/V multimedia message that includes video, audio and possibly text to be presented jointly in a synchronized manner.
- A message for which an image is the primary entry point
- A message that enables 3D and immersive experiences

The following output documents regarding this project has been published:

- WG02N0XXX Draft Requirements for a Media Application Format addressing Messaging Services
- WG03N1082 Preliminary Draft of Messaging Media Application Format (MeMAF)

In addition, MPEG Systems has added a mandate related to this project to

the AHG on Application Formats with multiple AHG calls to discuss this project. Please find the detailed information from the Annex A.

With respect to your questions in the letter, we would like to provide the following responses.

1) *to provide feedback on the availability or, if not, on the interest to develop a basic container format of the ISO BMFF for messaging services, in particular MMS, by either upgrading or replacing the 3G file format.*

   At this stage, MPEG does not have a container format particularly suitable for messaging service, but with the efforts mentioned above, MeMAF, we have clearly shown the interest to develop such a format and invite 3GPP to provide input into the requirements and technical process by usual means.

2) *to provide feedback on creating a new profile for MIAF that includes widely adopted and implemented HEVC profiles and supports 10 bits and the usability with other media types.*

   At this stage, MPEG does not have a MIAF profile completely satisfying your requirements. However, we believe that in the process of MeMAF, such a profile can be developed for MIAF. Your input and support on this matter is welcome.

We invite you to provide your views and comments on the above MeMAF documents, as well as the timeline to what extent this meets your requirements.

Our meeting schedule can be found at https://www.mpegstandards.org/meetings/

Annex A AHG on Application Formats

Name	AHG on Application Formats
Mandates	CMAF (Common Media Application Format) 1. Study the TuC and the preliminary WD, and solicit further input 2. Solicit feedback on the open issues on GitHub and GitLab MIAF (Multi-Image Application Format) 1. Solicit feedback on the open issues on GitLab MeMAF (Messaging Application Format) 1. Study the draft requirements, working draft and solicit further input, in collaboration with 3GPP SA-4.
Chairmen	Cyril Concolato (Netflix), Krasimir Kolarov (Apple) and Thomas Stockhammer (Qualcomm)
Duration	Until next meeting
Reflector(s)	CMAF - mpeg-cmaf@lists.aau.at MIAF, VIAF, MeMAF - mpeg-maf-dev@lists.aau.at
Subscribe	CMAF - https://lists.aau.at/mailman/listinfo/mpeg-cmaf MIAF, VIMAF, MeMAF - https://lists.aau.at/mailman/listinfo/mpeg-maf-dev
Meeting	Room Size: 0 MeMAF Calls: o November 6, 2023 16:30 – 18:00 CET o December 18, 2023 16:30 – 18:00 CET o January 19, 2024 16:30 – 18:00 CET Logistics • Zoom: http://iso.zoom.us/my/stockhammer, Passwd as of MPEG#144 • Chairs create issues in gitlab to collect comments. • If MPEG#145 repository is not yet available, use MPEG#144 repository. Calendar - Subscription link for MPEG AHG Calls: http://mpeg.expert/live/nextcloud/remote.php/dav/public-calendars/HAwkATGsmc5bN3Qy?export - Public link for MPEG AHG Calls http://mpeg.expert/live/nextcloud/index.php/apps/calendar/p/HAwkATGsmc5bN3Qy