

Task Force on Interoperability and Machine-Readability

Report for the CEO Coalition

Brussels, 24th Jan 2014

Content

What's Inside

Problem

Age classification is a walled garden practice.

Objective

Let's tear down the garden walls.

Participants

The group that keeps moving things.

The Data Model

The result of the discussions.

Activities in 2013

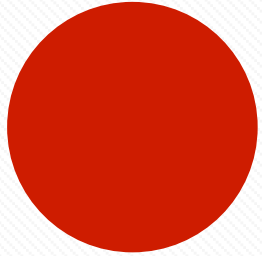
Report on the task force agenda in 2013.

Outlook

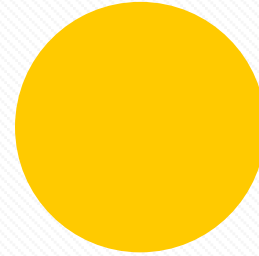
What's next?

The problem

Houston, the industry has one.



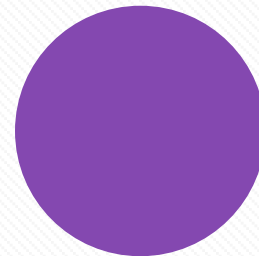
Fragmented age classification systems, first machine-readable labels got off the starting blocks.



The are **complex requirements for content producers**, who have great costs to adapt to different systems.



It is **difficult** for market players **to keep an overview** on existing systems. New players are **deterred from market entry**.



Fragmentation **hinders producers of parental control software** to implement all existing national schemes.

Starting Point 1

Oh, I see.

**Fragmented age classification systems
produce way too much knowledge
to be left to closed national systems.**

Starting Point 2

Exactly.

Parents need more information about the types of content children use, or want to use.

Plus, the amount of rated content and the extension of parental control software are directly connected.

Starting Point 3

Now we're talking.

There is a window of opportunity *right now* to streamline the process of future electronic labeling:

By making existing and future schemes technically interoperable. And providing a framework for all future ones.



With one single data model,

existing and future classification systems and software will be able to provide, deliver and understand age classification data from all around the world. More information means better informed consumers – and better options to inform and protect children.

Objective

That's what we're up for.

The main objective of the task force is to propose a technology-neutral data model for electronic content labels.

Objective

That's what we're up for.

- (1) The data model is **technology-neutral** to reach maximum **openness** and compatibility between different systems and languages.
- (2) It **considers existing electronic labeling systems** to ensure that these are not undermined by the interoperable data model.
- (3) It thoroughly **takes into account existing national and supranational classification schemes** right from the start.

Coalition's Participants*

* attendance in meetings; no indication for endorsement



Apple[®]



NOKIA

 **BlackBerry[®]**

 **OPERA[™]**
software

Telefonica

 Deutsche
Telekom

External Participants*

* attendance in meetings; no indication for endorsement

- British Board for Film Classification (BBFC)
- eco (Association of the German Internet Industry)
- EUN / European Schoolnet
- FSM (Voluntary Self-Monitoring of Multimedia Service Providers)
- Hans Bredow Institute for Media Research
- JusProg
- NICAM
- Optenet
- PEGI
- Protegeles
- SRDA (Center for Social Responsibility in the Digital Age)

Activities

What we did throughout 2013



Extending attendance

Joining of rating bodies, filter software providers, content providers, family associations, ISPs and mobile providers



Outreach

Outreach to interested parties and establishing a W3C community group;
<http://www.w3.org/community/agelabels/>



Discussion

Exploration of feasibility of pre-defined content descriptors vs. open field approaches, interrelations between specific fields and openness for new risks; assessment of IP and trademark related issues

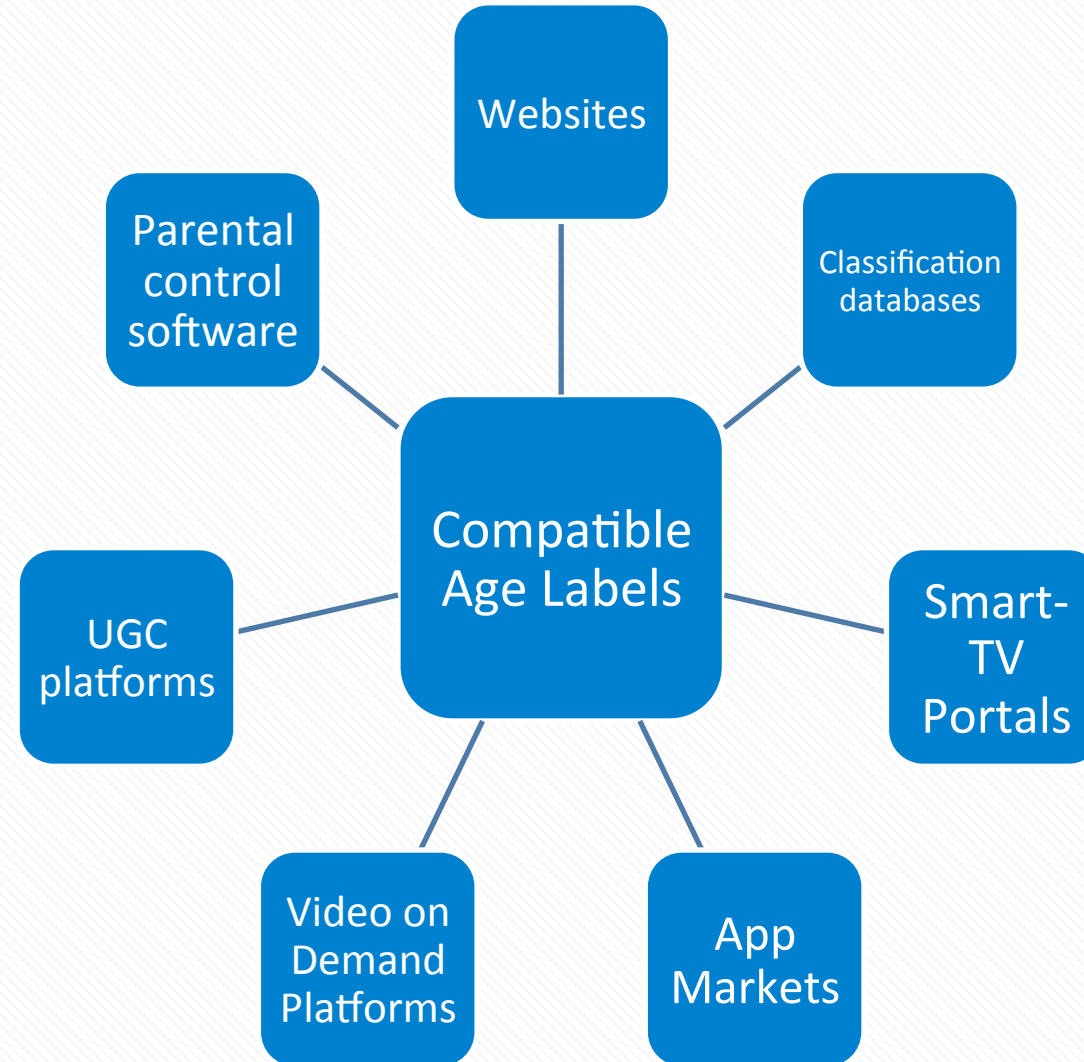


Data Model

Final draft is currently being checked among the Task Force members; agreement on final version expected for late January; publication/distribution will start accordingly

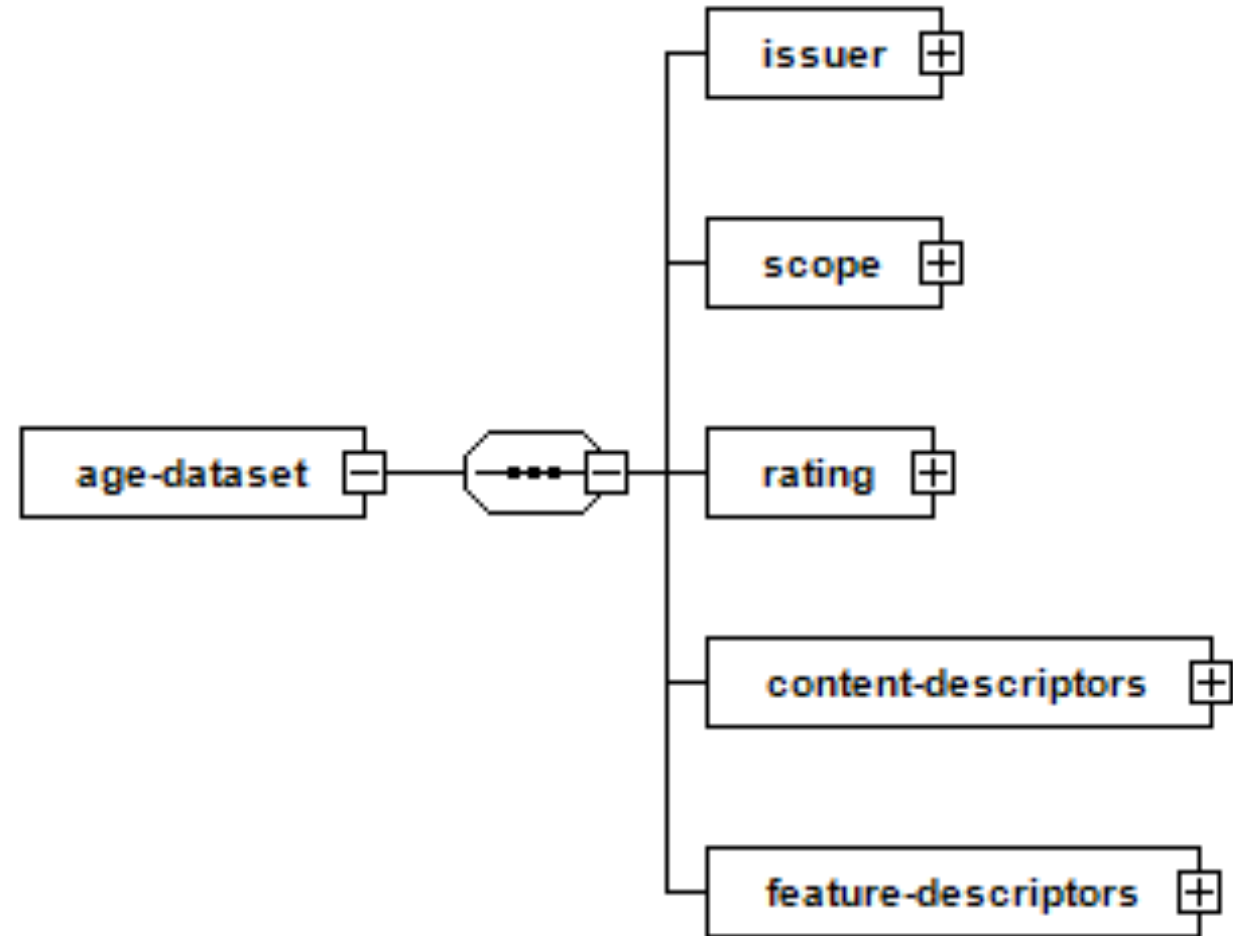
Stakeholders

Where a data model might unite schemes and content providers.



Data Model

One vocabulary to connect all systems.





With electronic and interoperable classification information,

the world of age classification and child protection-related meta-data can finally grow together, making the protection of minors truly digital.

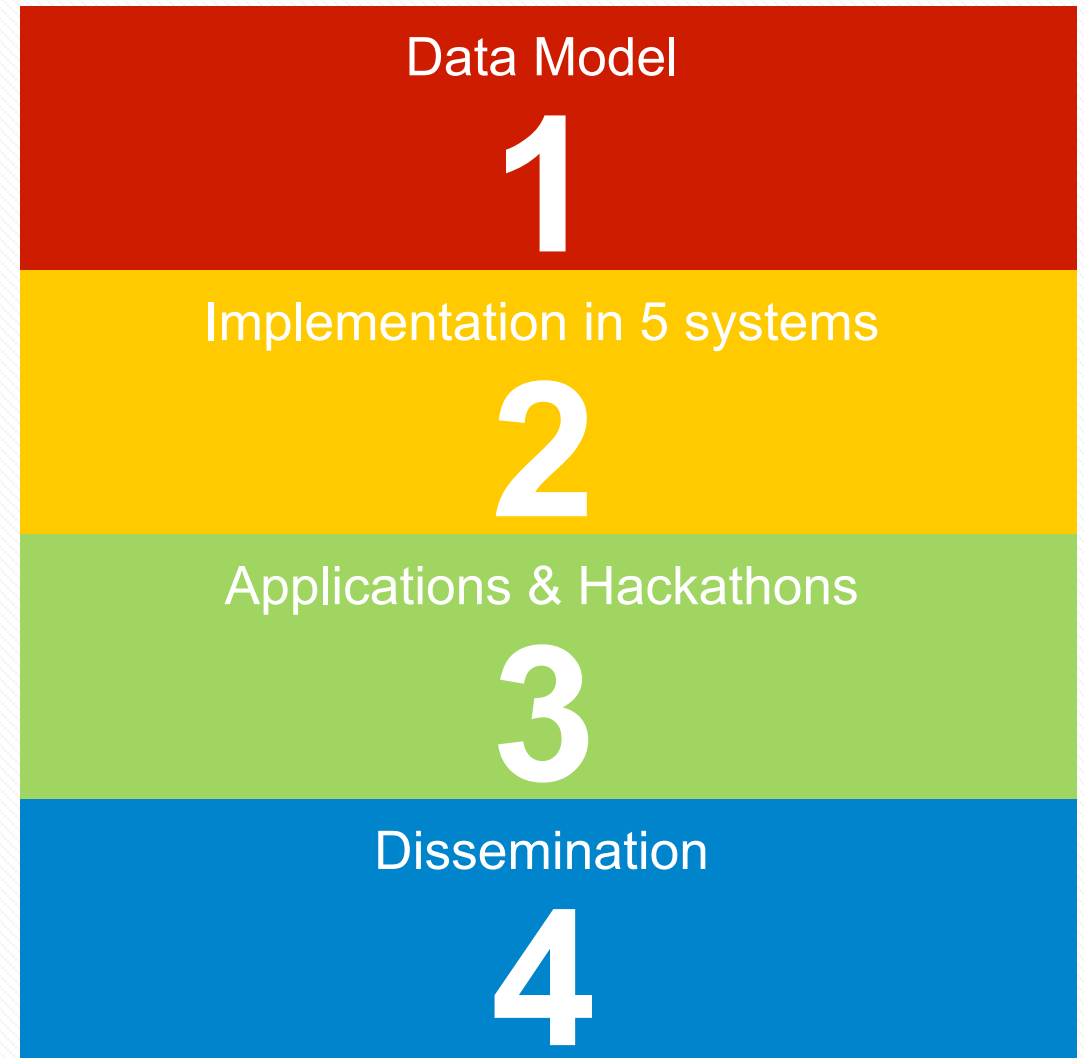
Outlook

What's next?



Only a data model that is feasible in practice is a good one. Now's the time to demo it!

The ICT PSP pilot project MIRACLE* will start on 1st Feb 2014, subject to a Grant Agreement.



** Machine-readable and Interoperable Age Classification Labels in Europe*



One common data model

will be the most important specification to bring age labels to the third millennium, resulting in reduction of cost, complexity and information efficiency for all stakeholders in the value chain of online content.

Contact

How to reach the Task Force

Whether you have specific questions or just want to know what we're up to, feel free to check our documents or send us a message.

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W3C community group site:
<http://www.w3.org/community/agelabels/>