

Media Content Metadata

Practical Approaches for Cross-Industry Collaboration

minutes: <https://www.w3.org/2025/11/10-mcm-minutes.html>

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W3C TPAC 2025 Publishing Business Group Meeting
November 11, 2025

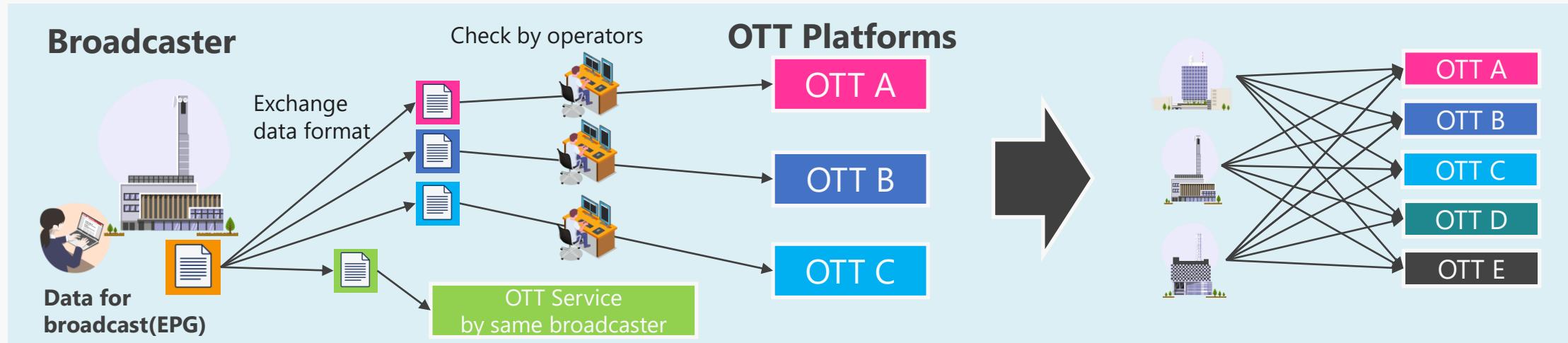
Session Overview & Background

- At TPAC 2023, a breakout session on media metadata interoperability:
 - Media content providers such as **broadcasters and publishers presented the challenges they face in practice.**
 - Shared the need for ongoing discussion based on practical industry case studies.
 - Reference:
 - [Facilitating media content distribution across industries](#) (minutes)

Session Overview & Background

Example of issues introduced at TPAC 2023 (from broadcasters):

- **Operational costs are rising** due to:
 - Adapting data exchange for **each** OTT platform's API/data format
 - Verifying data **separately** for **every** platform



Session Overview & Background

- To address these issues, **MCM-JP CG** was established to collect and share such cases across industries.
- Tomorrow breakout session will
 - present the outcomes of one year of CG activities.
 - invite feedback and discussion for future directions.
 - and include **live demonstrations**.

Mission and Scope of MCM-JP CG

- **Mission:**

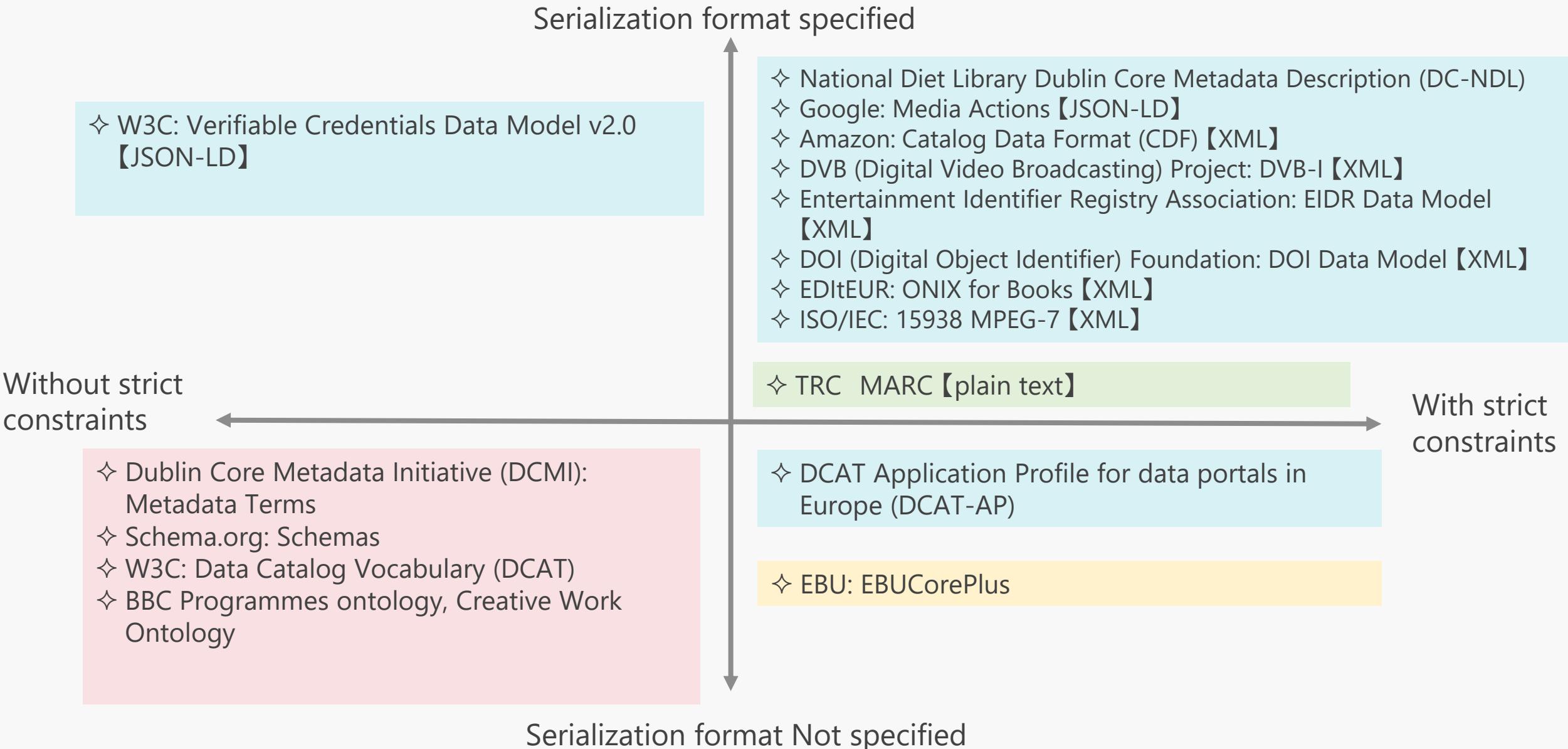
- Promote interoperability of media metadata across industries.

- **Scope:**

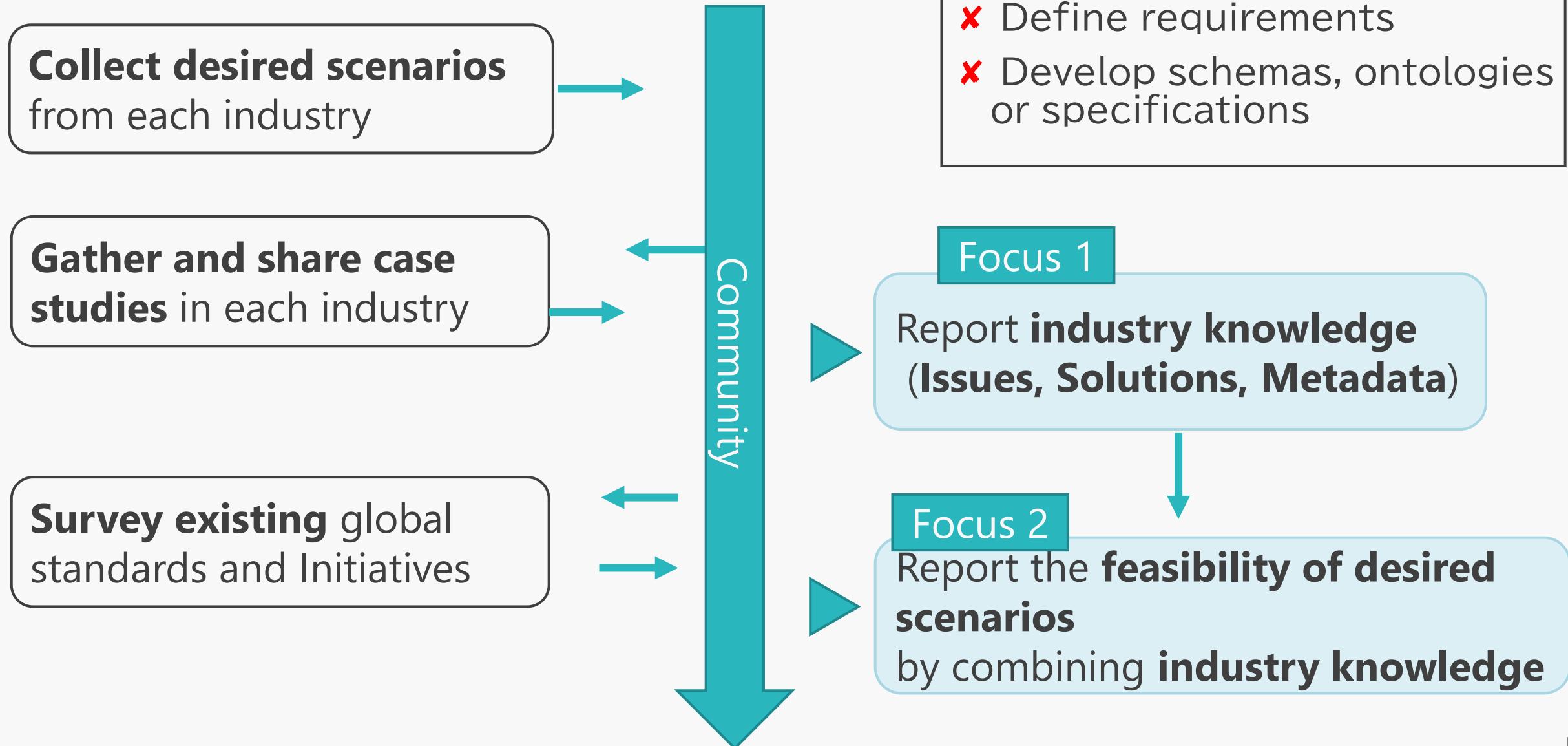
- Collect and share practical case studies from each industry.

- Best practices
- Adopted metadata specifications
- Proprietary rules
- Related challenges

Overview of Selected Specifications related to Media Content



MCM-JP CG Activities



Outcomes by focus area

- Focus 1: Industry knowledge
 - 10+ case studies collected from CG members in each industry
(Issues, solutions, and metadata gathered and documented)

- Focus 2: Feasibility of desired scenarios
 - 6 use cases verified using only existing industry metadata
 - Live demonstrations prepared for breakout session!

Focus 2: Feasibility of desired scenarios

- Some of scenarios that CG members wish to realize can be implemented using only existing industry metadata.

Live demo

Prototype 1

**Event linked with
TV & Book**

Live demo

Prototype 3

**IME* linked with
TV & Book**

Text input tool for
Japanese/Chinese/Korean



Demo 5
TV show recommends Books

Prototype 2
**Event & TV & Book
+ Car system**

Live demo

Prototype 4
**Book Search
enhanced by IME**

Demo 6

EBook recommends TV

Demo 1: Event Info linked with Book & TV program

"Eventia"
by Jorte Inc.

Event info

Publishing

Broadcasting

"TV metadata" by
M Data Co., Ltd

Demo 1: Event info linked with book & TV program

“Eventia”
by Jorte Inc.

1. Display event info
based on
date and location

Publishing

Broadcasting

Event info



2. Show related
broadcasting and
publishing info

Publishing



3. Further related
metadata appears

Publishing

“TV metadata” by
M Data Co., Ltd
Broadcasting

他にもいろいろなイベント探せる

Eventia

イベント検索サービス
「イベントア」

イベントアについて

イベントアとは | アプリ | WEB | 情報掲載について(無料)
会社概要(株式会社ジョルテ) | 利用規約 | 個人情報保護方針

ジョルテ

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Demo 2: Event info linked with book, TV & car system

"Eventia"
by Jorte Inc.

Event information service

"TV metadata"
by M Data Co., Ltd

Event info

Broadcasting

Publishing

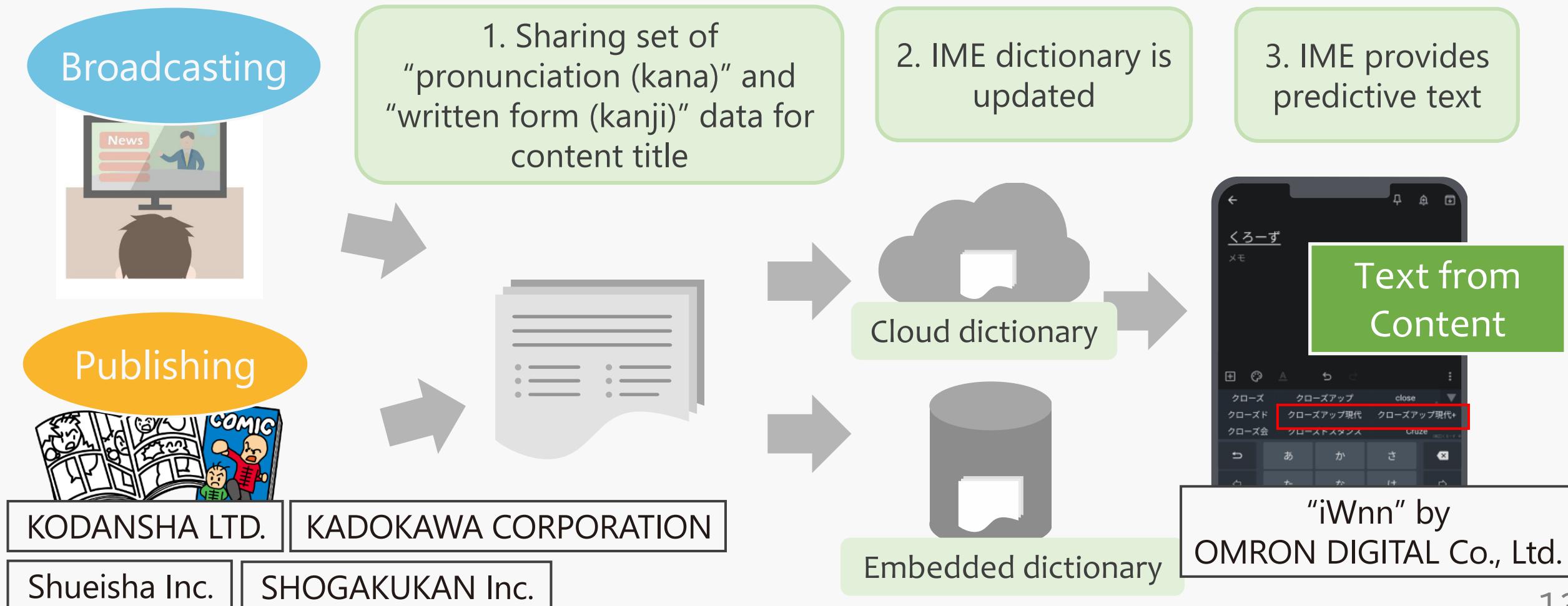


In-vehicle infotainment system

"NetFront Browser for Automotive" ACCESS CO., LTD.

Demo 3: IME* + Metadata for Broadcasting & Publishing

* IME (Input Method Editor): Text input tool for Japanese/Chinese/Korean, which often provides predictive text and autocomplete features.



Demo 3: IME + Metadata for Broadcasting & Publishing

User input

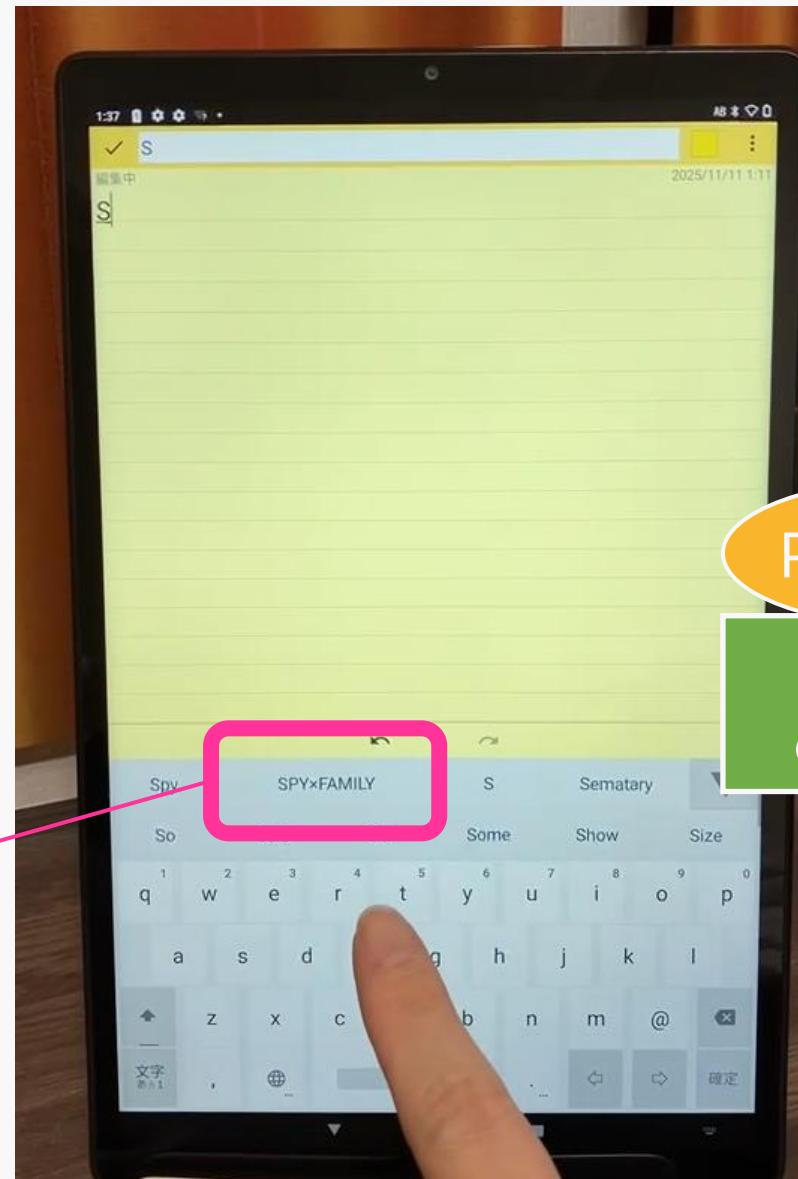
'S'



Predictive text

"SPY×FAMILY"

Includes special character ('×')



Publishing

IME
dictionary

"iWnn" by
OMRON DIGITAL Co., Ltd.

Demo 3: IME + Metadata for Broadcasting & Publishing

User input

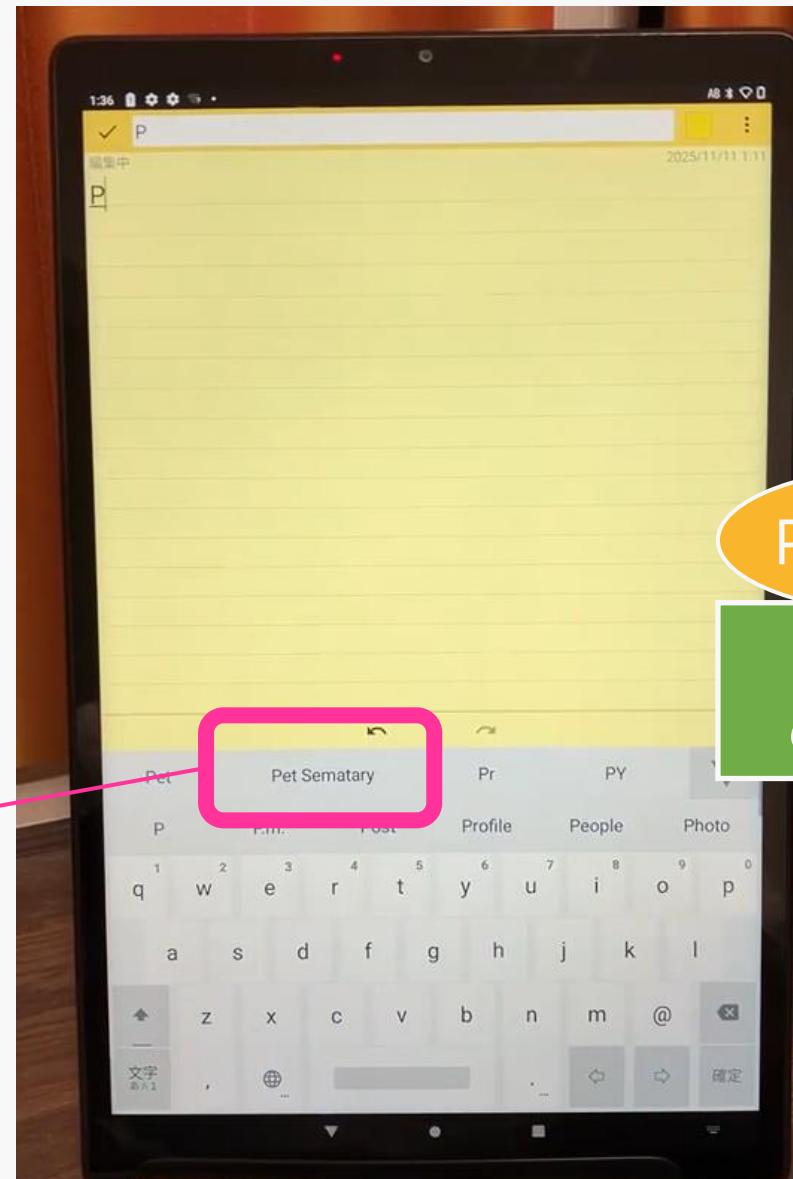
'p'



Predictive text

"Pet Sematary"

Intentional misspelling
by author (e.g., 'Sematary')



Publishing

IME
dictionary

“iWnn” by
OMRON DIGITAL Co., Ltd.

Demo 3: IME + Metadata for Broadcasting & Publishing

User input

'conan'



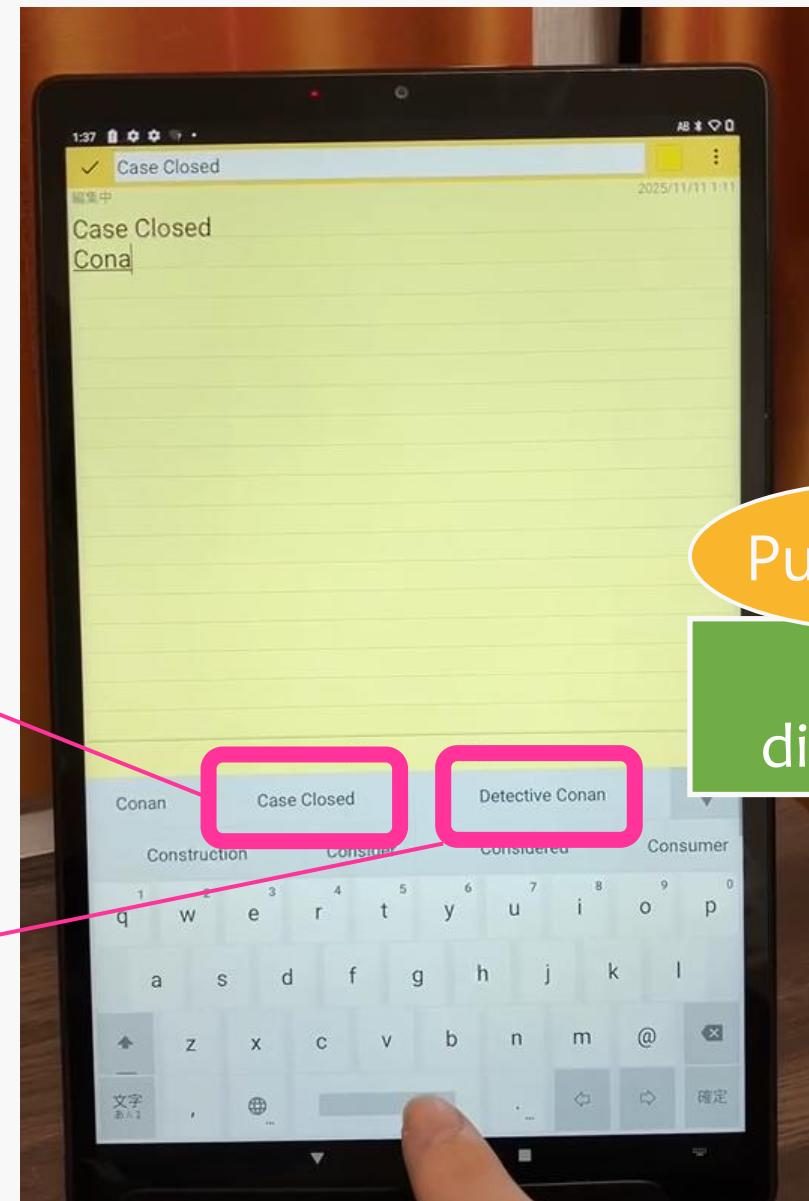
Predictive text

"Case Closed"

Official English title

"Detective Conan"

Literal translation of
the original Japanese title



Publishing

IME
dictionary

"iWnn" by
OMRON DIGITAL Co., Ltd.

Demo 4: Auto-correct in content search with IME dictionary

- User incorrect input is auto-corrected with IME dictionary
- Improving search accuracy for both consumer and business use cases



Demo 5: Publishing promotion linked with TV program

- When a book is featured on a TV program, that information is reflected in the publisher's promotional activities and recommendations

SHOGAKUKAN Inc.

小学館
SHOGAKUKAN

Recommending a book according to ISBN described in TV metadata

TV program titled “OO” introduced the book (ISBN: 978-4092172678)

TV



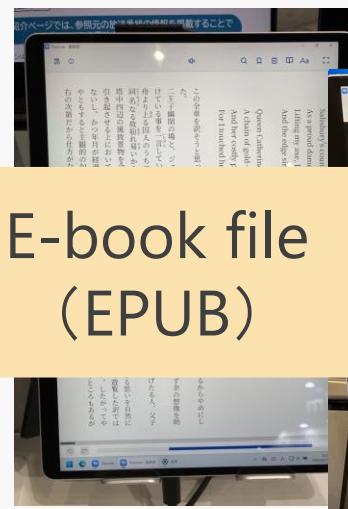
Broadcasting

“TV metadata” by M Data Co., Ltd

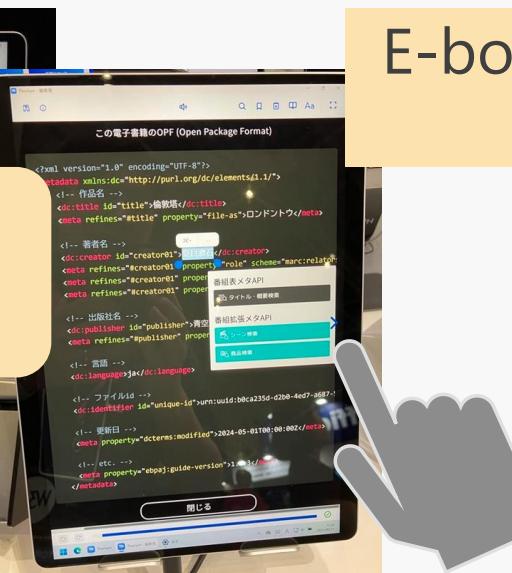
Verified that broadcasting metadata includes information for promotion, such as books introduced on TV programs (e.g., ISBN, program title, broadcast date/time)

Demo 6: Book recommends TV program

Using metadata embedded in e-books
to search for related TV programs



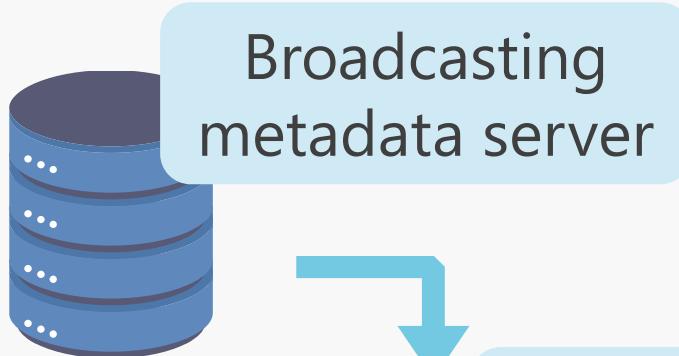
E-book file
(EPUB)



E-book reader
app



遷移



Broadcasting
metadata server

"TV metadata"
by M Data Co., Ltd

Discover TV programs related
to the content of the book



NHK

Key Points from the Discussion

- Bibliographic information such as manga titles can already be shared. However, content-level elements (e.g., character bios and storylines) require further structuring and rights clearance before they can be made available.
- Publishing metadata is not designed for collaboration with other industries, but this CG could transform our approach.
- Metadata semantics may be the same, but formats differ, so we need to recognize equivalent values across different representations.
- It would be nice to describe the mechanism in a generic manner, so it helps both Japanese and international industries.
- There is potential for collaboration with international standards like DVB-I, which are working on accessible content guides for TV

Conclusion

- We will further collect industry case studies and knowledge to advance our activities.
- We will continue our collaboration with MEIG and the Publishing BG.