

Media Content Metadata

Practical Approaches for Cross-Industry Collaboration

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Chair, Media Content Metadata Japanese CG

W3C TPAC 2025 Breakout Sessions
November 11, 2025

Session Overview

- **Media content metadata** is a key enabler for cross-industry service deployment and value creation.
- This session will explore practical approaches to improve media metadata interoperability, focusing on industry use cases.
- We will present the outcomes of MCM-JP CG activities with live demonstrations and invite feedback from participants.
 - MCM-JP CG was launched following breakout in TPAC2023

Session Goal:

- To report on metadata interoperability efforts across media sectors
- To gather feedback for future collaboration.

Session Information

- W3C participation policies
 - Code of Ethics and Professional Conduct
 - Antitrust and Competition Guidance
- IRC
 - <https://webirc.w3.org/?channels=mcm>
 - #mcm
 - Please enter your name on IRC. present+
 - If you have any questions, please enter q+ on IRC (or raise your hands).
- Request to take minutes
- Short self introduction (your name and organization in 30sec.)
 - Local participants
 - Remote participants

Agenda

1. Introduction and background [10]
2. MCM-JP CG activities and key findings [15]
3. Feedback and discussion [10]
4. Wrap up: Identifying next steps [5]
5. Demo showcases [15]

Agenda

- 1. Introduction and background [10]**
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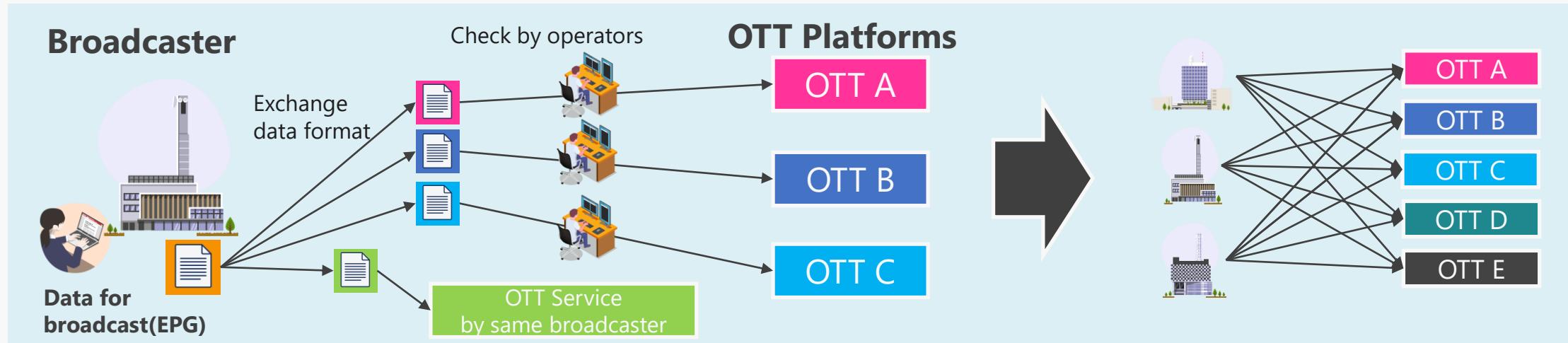
Session Overview & Background

- 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



MCM-JP CG following breakout in 2023

- To address these issues, MCM-JP CG was established to collect and share such cases across industries.
 - Focus on domestic case studies first (Japanese CG)
 - Share internationally shared issues at MEIG/TPAC
- This session will
 - present the outcomes of one year of **MCM-JP CG activities**.
 - invite feedback and discussion for future directions.
 - and include live demonstrations.

Agenda

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Mission and Scope of MCM-JP CG

- **Mission:**

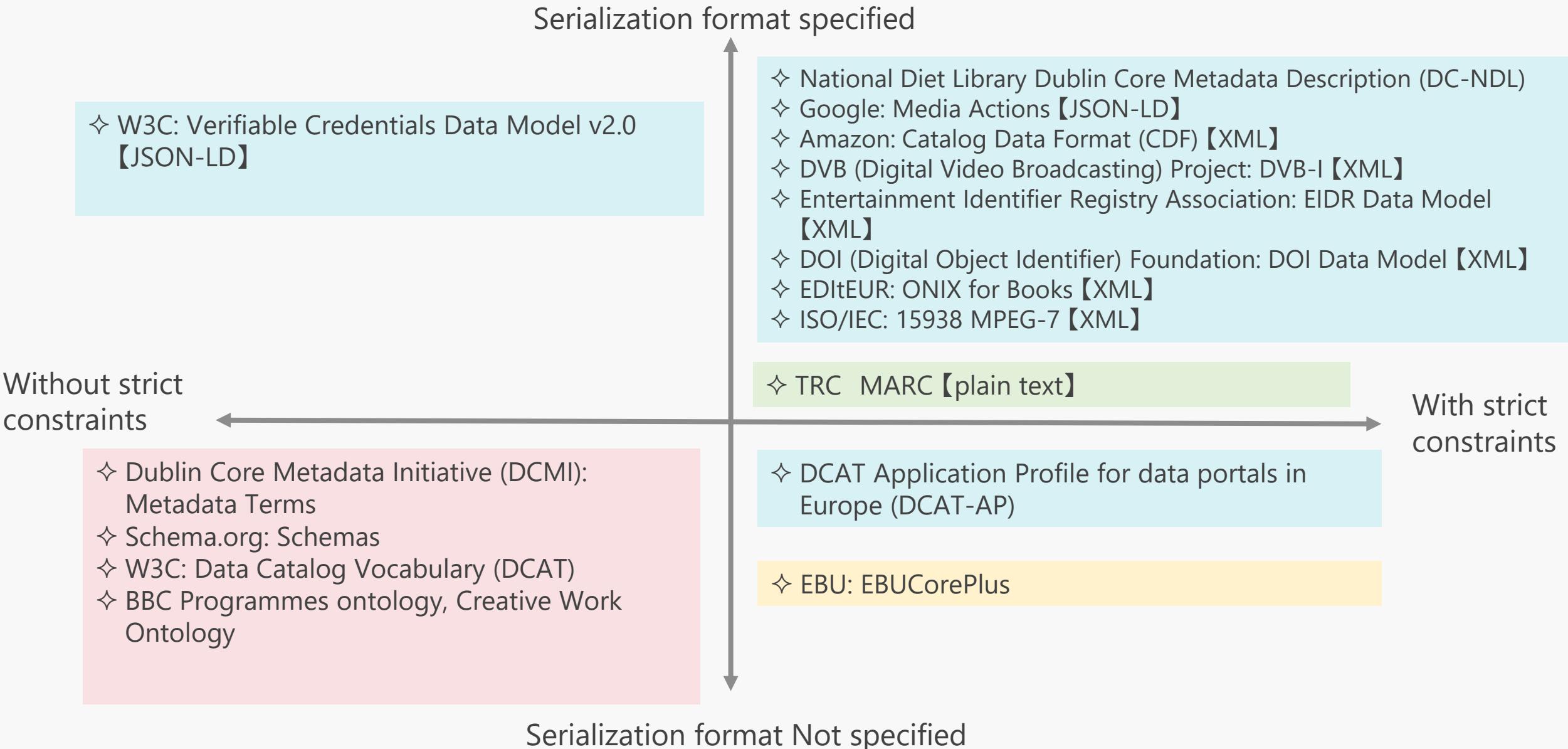
- Promote interoperability of media metadata across industries.

- **Scope:**

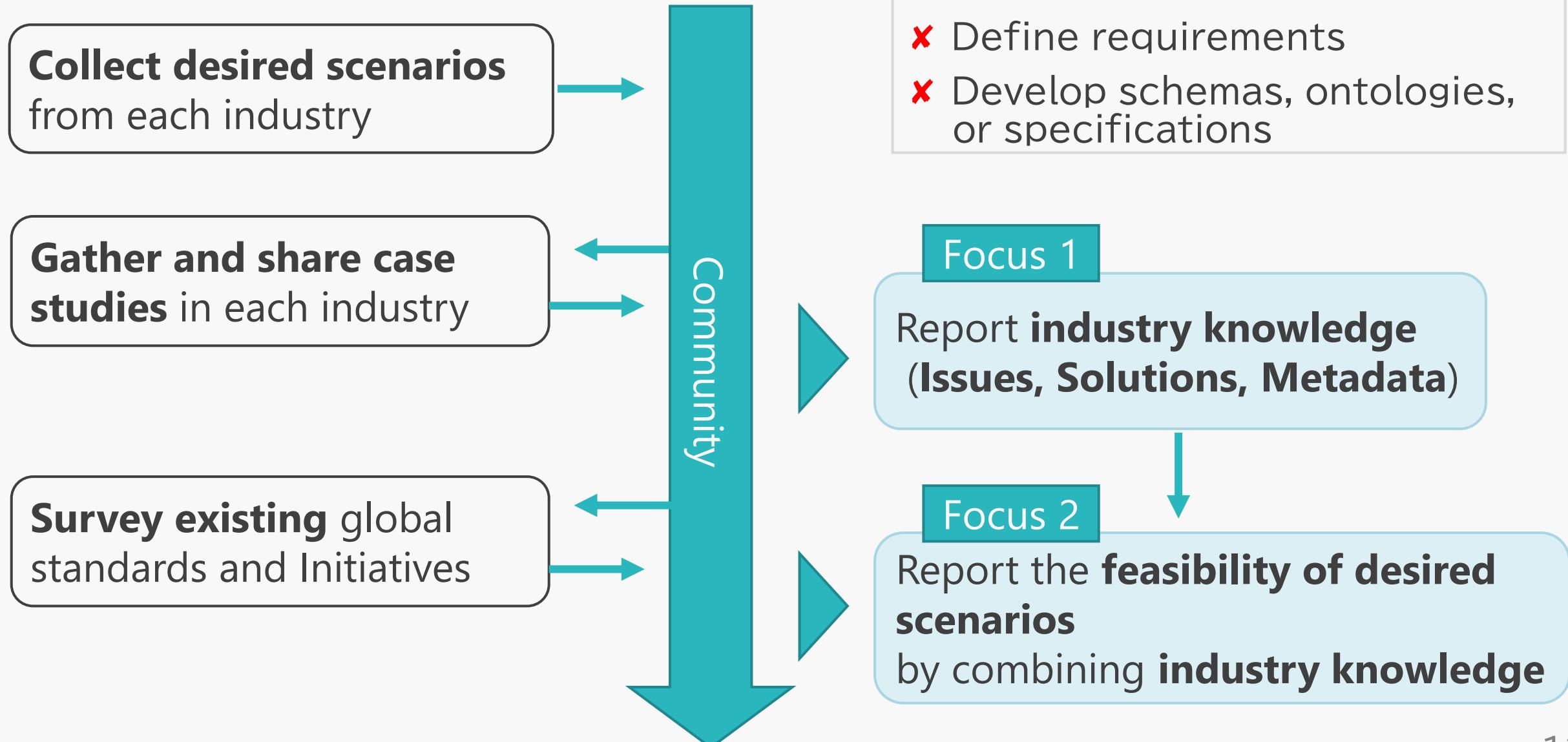
- Collect and share practical case studies from each industry.

- 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.

Eventia

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



"TV metadata" by
M Data Co., Ltd

Broadcasting

Event info

3. Further related
metadata appears

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Publishing

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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

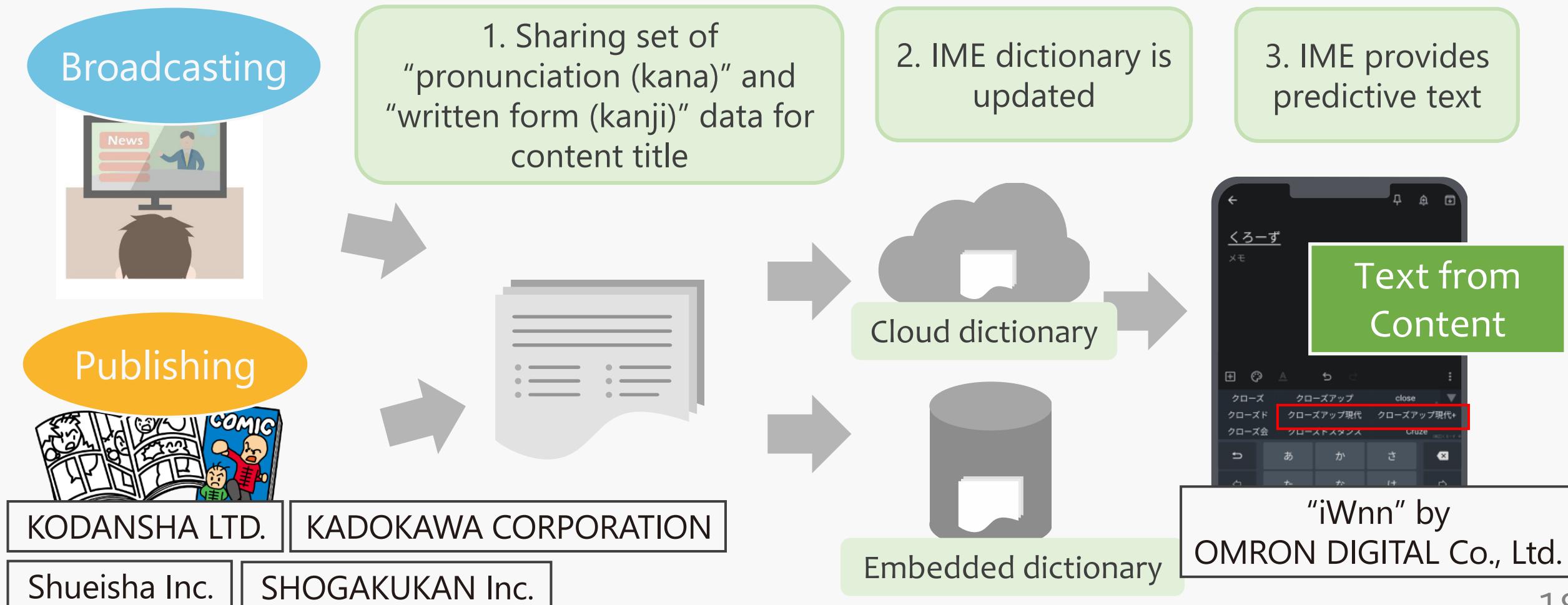


In-vehicle infotainment system

"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

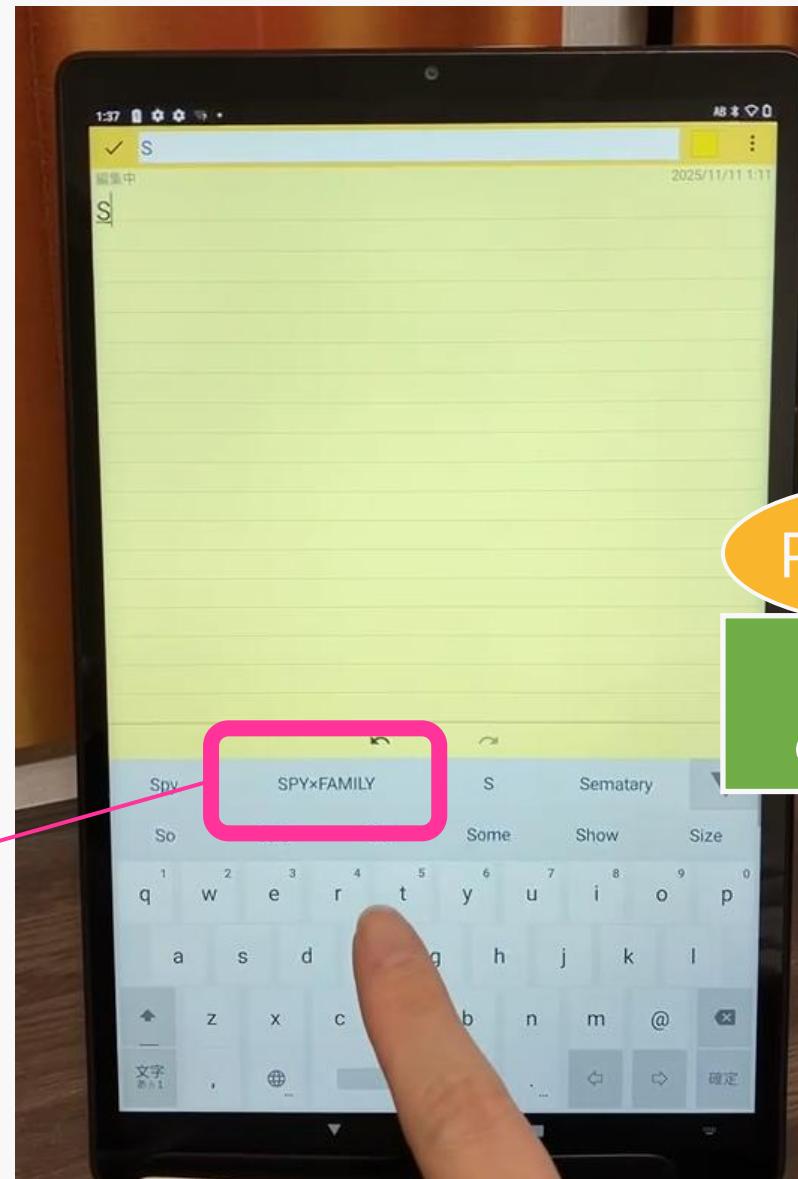
'S'



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

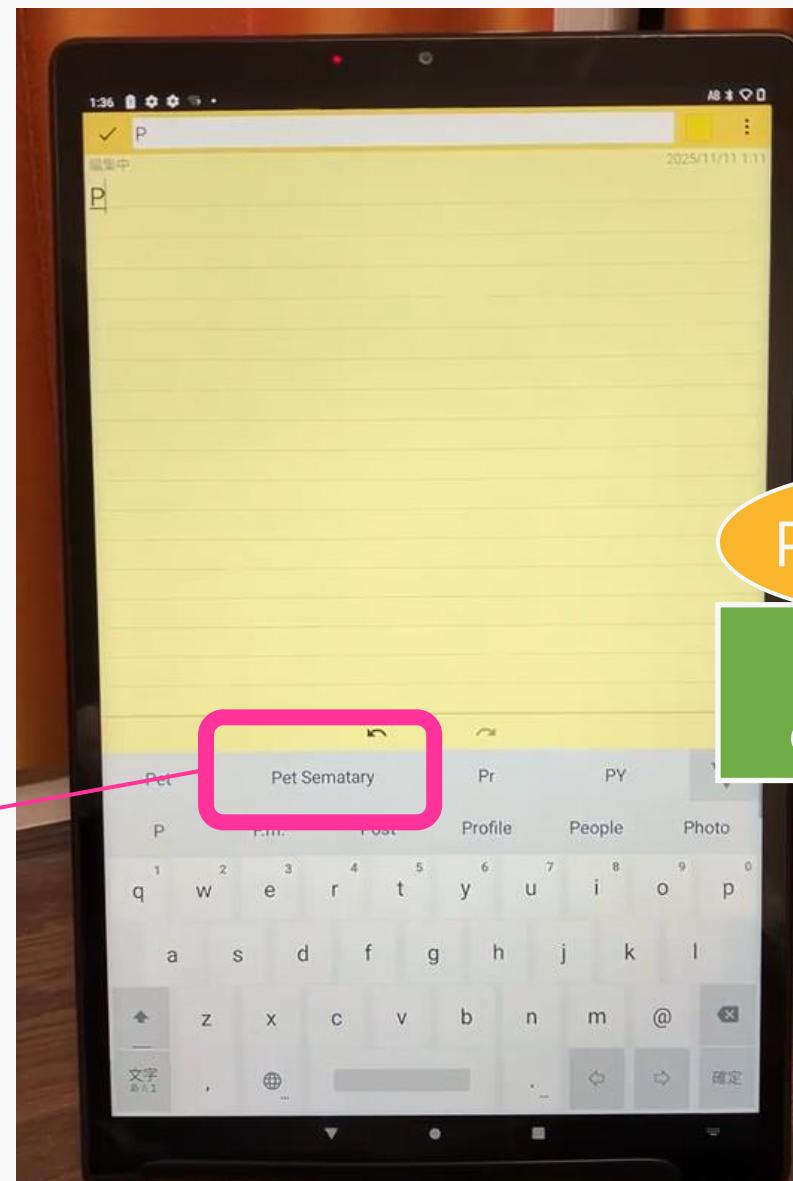
'p'



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'



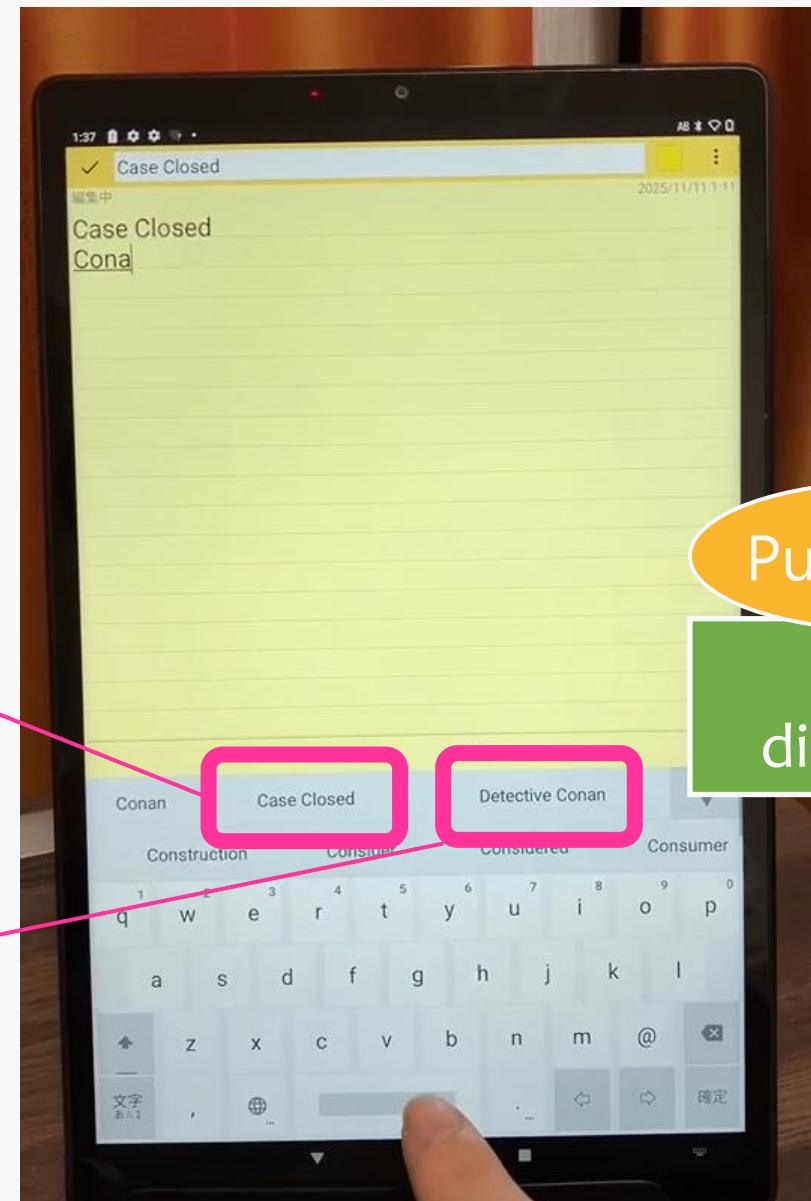
Predictive text

"Case Closed"

Official English title

"Detective Conan"

Literal translation of
the original Japanese title



Publishing

IME
dictionary

"iWnn" by
OMRON DIGITAL Co., Ltd.

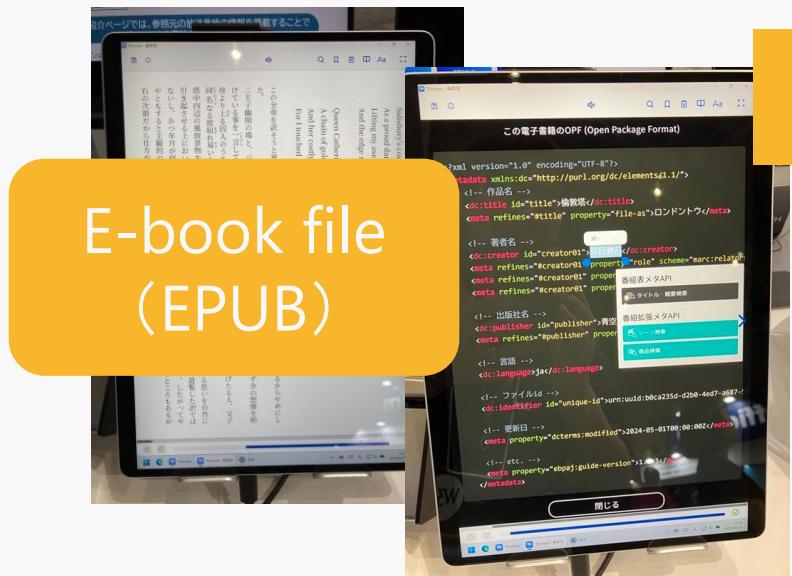
Demo 4: Auto-correct in content search with IME dictionary

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



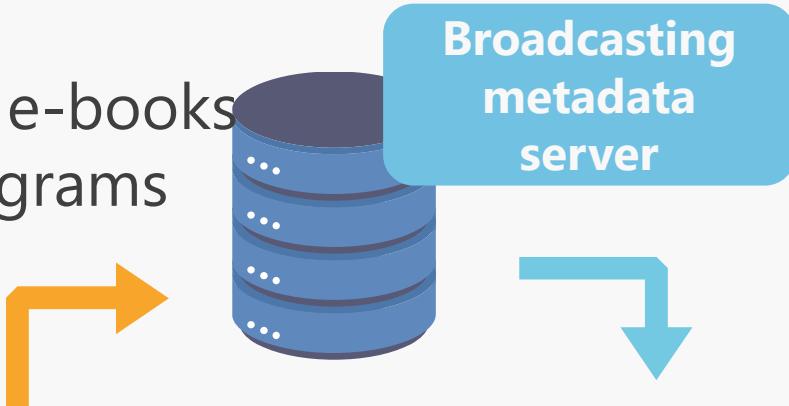
Demo 6: Book recommends TV program

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



E-book file
(EPUB)

E-book reader
app



遷移



"TV metadata"
by M Data Co., Ltd

discover TV programs
related to the content
of the book they are
reading

NHK

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



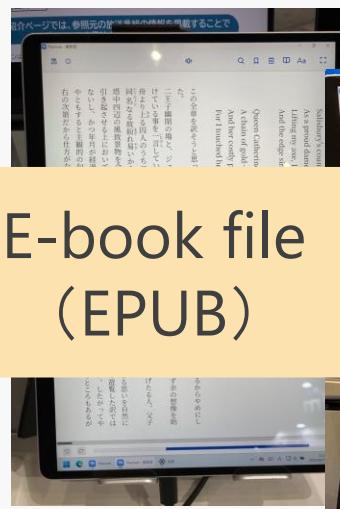
Broadcasting

“TV metadata” by M Data Co., Ltd

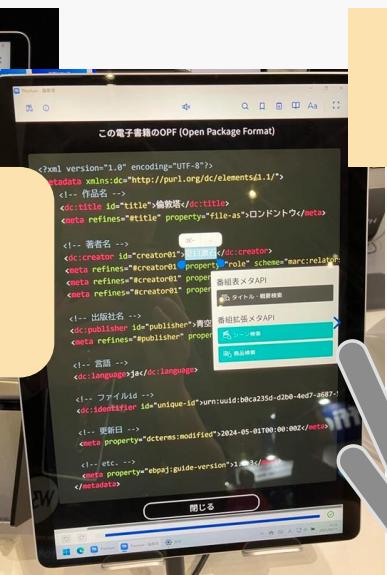
Verified that broadcasting metadata includes information for promotion, such as books introduced on TV programs (e.g., ISBN, program title, broadcast date/time)

Demo 6: Book recommends TV program

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



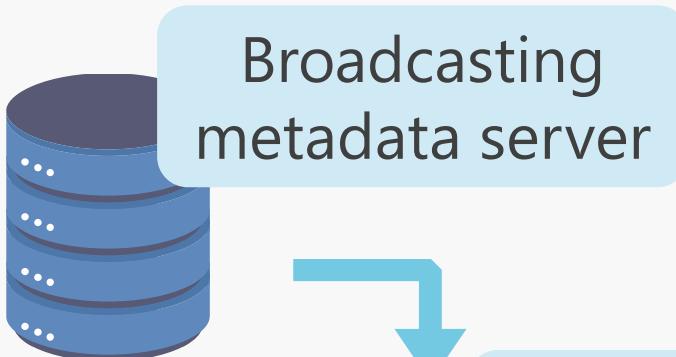
E-book file
(EPUB)



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

Section conclusion

- MCM-JP CG approaches
 - Gathering desired scenarios from each industry
 - Focusing on existing industry metadata
- MCM-JP CG outcomes so far
- Industry knowledge has been incorporated into the CG report
 - (including use cases, issues, solutions, and existing metadata)
- Six feasible scenarios were identified by combining multiple bodies of industry knowledge
- Expectations for continuing the CG
 - Some scenarios do not yet reach best practices
 - Knowledge from other participants may help realize these scenarios

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Topics for discussion

- Topic A: Scope of practical collaboration areas
- Topic B: Requirements for promoting initiatives and building partnerships
- Topic C: Scope of the MCM-JP CG and role sharing with other standardization groups

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Demo Showcases

On-site participants only