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Information technology — Multimedia application format (MPEG-A) — Part XX: Messaging Media Application Format (MeMAF)

WD stage

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The committee responsible for this document is ISO/IEC JTC1 SC29.

Information technology — Multimedia application format (MPEG-A) — Part XX: Messaging Media Application Format (MeMAF)

# Scope

The scope of this part of the standard is the definition of a Media Application Format that can be used for Messaging Services and other download/upload and media storage and exchange applications. Hence, it is referred to as Messaging Media Application Format (MeMAF). The main target of the messaging application format are:

* The packaging of media assets into a single container file for transactional exchanges (upload, download, storage, etc.)
* The instructions on how the media assets are to be processed for a desired experience, providing an entry point as well as a processing of the media assets
* Permit playback on a wide variety of end devices, preferably on existing ones.
* Allow generation and recording of the messages on constrained devices (e.g., mobile devices, etc.), but also allow generation of professionally produced messages.

To support basic interoperability, a baseline profile is defined which minimizes options. Beyond the baseline profile, additional profiles are defined that enable richer experiences.

MeMAF is a profile of ISO BMFF and does not define any new functions or boxes. MeMAF defines specific profiles based on the ISO Base Media File Format (ISOBMFF), each defining a conformance point that provides interoperability between MeMAF conformant devices (MeMAF players) and MeMAF presentations/messages that support that profile.

MeMAF supports different entry points that enable composition and rendering of different messaging experiences. Among others, the following experiences are defined:

* 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.

# Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO/IEC 14496‑1, Information technology — Coding of audio-visual objects — Part 1: Systems

ISO/IEC 14496‑12, Information technology — Coding of audio-visual objects — Part 12: ISO base media file format

ISO/IEC 14496‑14, Information technology — Coding of audio-visual objects — Part 14: MP4 file format

ISO/IEC 14496‑15, Information technology — Coding of audio-visual objects — Part 15: Carriage of network abstraction layer (NAL) unit structured video in the ISO base media file format

ISO/IEC 14496‑30, Information technology — Coding of audio-visual objects — Part 30: Timed text and other visual overlays in ISO base media file format

ISO/IEC 23001‑7, Information technology — MPEG systems technologies — Part 7: Common encryption in ISO base media file format files

ISO/IEC 23000‑19, Information technology — Multimedia application format (MPEG-A) — Part 19: Common Media Media Application Format (CMAF) for segmented media

IETF RFC 5234, Augmented BNF for Syntax Specifications: ABNF, https://tools.ietf.org/html/rfc5234

IETF RFC 6381, The ‘Codecs’ and ‘Profiles’ Parameters for “Bucket” Media Types, <https://tools.ietf.org/html/rfc6381>

# Terms, definitions, symbols, abbreviated terms and conventions

## Definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

— IEC Electropedia: available at <http://www.electropedia.org/>

— ISO Online browsing platform: available at <http://www.iso.org/obp>

To be done

## Abbreviated terms

|  |  |
| --- | --- |
| ABNF | augmented backus-naur form |
| URI | uniform resource identifier |
| URL | uniform resource locator |
| URN | uniform resource name |
| USAC | unified speech and audio coding |
| UTC | coordinated universal time |
| UUID | universally unique identifier |
| VOD | video-on-demand |
| VCL | video coding layer |
| VPS | video parameter set |
| VUI | video usability information |
| VVC | versatile video coding | |
| XML | eXtensible Mark-up Language |

## Conventions

# Overview of Messaging Media Application Format

## Background and Assumptions

*Editor’s Note: this text is specific for Messaging Applications and may be used to an Annex to show how the formats can be used in messaging services.*

Messaging services typically define a message container. Such a container typically carries one or more body parts with the actual message content, for example, an emoji used in a reaction, a plain text or rich text message of the reply, a link, or richer media types. An important feature of messages are body parts that include media content, such as still images, graphics, voice messages, audio, video, and other media types. These types of media play a crucial role in enhancing the multimedia aspect of the messages.

The focus of this part of the standard is the definition of the *message body* part that includes the multimedia content, referred to as *MPEG multimedia messaging body part* (3MBP) and the definition of a 3MBP is based on the ISO Base Media File format [13]. The 3MBP is either a single ISO BMFF file with associated metadata for identification of the file, or a collection of files describing the relationship of the files for combined playback experience.

This specification does not prescribe a specific encoding method for the 3MBP; it allows for the utilization of existing functionalities and standards, for example the ones defined in OMA MMS PDUs [7][8][9][15] or MIMI message containers [6]. This standard may be used with a fully specified Messaging Service, but it may as well be used as part of a proprietary messaging services as message body, or more specifically as 3MBP. It may also serve to support interoperability across different messaging services. It is assumed that the identification of the file in the system is primarily addressed by a *media type* that is compatible to the IANA media type, subtype, and parameters as defined in IETF RFC 2046 [12]. For example, it may tell if the content is video or audio and it may provide parameters such as the codec in use. This specification defines, or at least assigns to each defined 3MBP a media type.

In order to use 3MBPs as defined in this specification as part of a message container format, it is expected that the message container format supports the following functionalities:

1. It can carry an octet string representing the *content* of the 3MBP
2. It can signal the *media type* of the content.
3. The content and media type of the content is not restricted but allows to include formats that are not defined in the core container format.

In addition, a message container format may support one or more of the following functionalities in alignment of definitions in IETF MIMI [6] and IETF RFC 2046 [12]:

* the body can have multiple, possibly nested parts, referred to as sub-parts, that share a relation, for example, alternatives, related, or parallel.
* it may have body parts that reference external content via URI that will be processed automatically. It includes a media type and may optionally include the size of the data, an expiration timestamp or other parameters. The content may be rendered with the other parts of the message, or a be downloaded or rendered separately.
* it may have body parts for which the content is encrypted.

## System Description (Informative)

*Editor’s Note: this text is specific for Messaging Applications and may be used to an Annex to show how the formats can be used in messaging services.*

Based on the background and assumptions in clause 4.1, Figure 4.2-1 provides an example system for a messaging services and highlights scope of this part of the standard, namely the definition of a *MPEG* *multimedia messaging body part* (3MBP), i.e. the ISO BMFF files as well as the associated metadata including the media type.



Figure 4.2-1 Example system for MPEG Multimedia Message exchange

*Editor’s Note: More details on the exact interoperability of the standard needs to be added.*

A Messaging Service Sender instructs a 3MBP generator to generate an 3MBP, for example using an API. This for example allows to define configurations on codecs, size, experiences or other attributes of the 3MBP. The details of such an API are outside the scope of this standard. The sender adds the 3MBP to a Container Message, including the 3MBP metadata parameters that provide information about the 3MBP. Metadata includes, but is not limited to:

* The media type of the 3MBP, including subtypes and parameters for codecs, etc.
* The size of the 3MBP
* Accessibility or language information about the 3MBP
* processing requirements of recommendations of the files included in the 3MBP

The client of the messaging service receives the container message that includes the above information. The client communicates with a 3MBP player its capabilities whether the 3MBP can be played back, and if multiple alternatives are present, which of those are to be selected. Then the messaging service client instructs the 3MBP player to playback the 3MBP as part of the messaging service, based on the processing requirements and instructions. Playback may be combined with additional instructions for a player, including play, pause, seek, etc.

## Client Model (Informative)

*Editor’s Note: this text is specific for Messaging Applications and may be used to an Annex to show how the formats can be used in messaging services.*

The Figure 4.3-1 provides an example of the MeMAF player model in the the Messaging Service Client for the formats defined in this specification. In this figure, the the 3MBP parser receives the 3MBP, and playback instructions. The Messaging Service Client may use metadata provided in a container message for playback selection. Such metadata may for example include codec capability information, language codes, accessibility information and other information for the selection of alternative parts in the 3MBP.

The Messaging Service Client then provides the sub-parts for processing and decoding to the related sub-part processors, and controls those for playback. The rendered message output may be handed back to the Messaging Service client for inband rendering or may be rendered directly.

In the context of this document, the sub-parts and file parser conform to formats defined in the ISO Base Media File format [13].



Figure 4.3-1 — MeMAF Player model

## Data Model of 3MBP

For further study.

## Defined Brands and Profiles

# Common Track Constraints

## General Track Constraints

## Video Track Constraints

## Audio Track Constraints

## Text/Subtitles Track Constraints

# Track Constraints in Multi-Part 3MBPs

# Common Item Constraints

# Encryption and Security

# Profiles

## Baseline Profile

## Image Profile

## Immersive Profile

# Media Profiles

1. (informative)  
     
   Hypothetical Playback Model for a MeMAF Player