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**INTERNATIONAL ORGANIZATION FOR STANDARDIZATION**

**ORGANISATION INTERNATIONALE DE NORMALISATION**

**ISO/IEC JTC 1/SC 29/WG 2**

**MPEG TECHNICAL REQUIREMENTS**

**ISO/IEC JTC 1/SC 29/WG 2 N482**

**Geneva (CH) – October 2025**

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| --- | --- |
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| **Status** | **Approved** |
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# Introduction

With the objective of identifying research and industry active areas for which MPEG is expected to be in capacity to develop requirements prior to the definition of technical standards, the WG2 has launched a dedicated activity called Market Needs.

Market needs are considered to be **complementary information** to technical requirements and use cases. This template is **requested** for work prior to an exploratory stage, and for new amendments, versions or profiles of an existing standard.

This document describes the Market Needs questionnaire template as well as the process and timeplan description in annex.

**Market and practical considerations questionnaire**

# Topic presentation

|  |  |
| --- | --- |
| A – Topic presentation | |
| A.1 | Please introduce the activity/domain that requires the development of new technology |
| *Free response* |
| A.2 | Please provide a brief description of high-level scenarios expected to be impacted by the technology.  For each of them, are there any associated high-level requirements? |
| *Free response* |

# Timing aspects

|  |  |  |
| --- | --- | --- |
| B - Timing aspects | | |
| B.1 | Necessary date for completion of specification, if known. | |
| *Free response* | |
| B.2 | When are compliant products/services required to be available? | |
| *Free response* | |
| B.3 | Is the technology already implemented? | |
| Please select | * already products/services deployed * Proof of concepts/prototype * Planned roadmaps * Nothing yet * Other: (please specify) |

# MPEG Technologies

|  |  |
| --- | --- |
| C - MPEG technologies | |
| C.1 | Are there existing MPEG or other standards/technologies addressing the proposal? |
| *Free response* |
| C.2 | If yes, why are they deficient or don’t meet the need? |
| *Free response* |
| C.3 | If not, will a new specification be required? Any dependency to existing MPEG or other standards |
| *Free response* |
| C.4 | Which MPEG WG(s) is(are) expected to be impacted by the development of the technology? (if known) |
| *Free response* |

# Market reach

|  |  |
| --- | --- |
| D - Market reach | |
| D.1 | Please indicate the target ecosystem (horizontal market, retail, vertical, professional…) and any geographical limitation (worldwide, region based…) |
| *Free response* |
| D.2 | Is there any market research available associated to the proposed requirements? |
| *Free response* |

# MPEG Organisations’ interest

|  |  |  |  |
| --- | --- | --- | --- |
| E - Organisation interest | | | |
| E.1 | Please list the organisations supporting the development of the technical work within MPEG of this activity, including (for each of them) their level of support and constituency.   1. Please indicate the level of interest for each represented organisation by selecting one of the following options:  * **interested** (only) * **active** (participation to the development of a technical solution)  1. Please indicate the most representative constituency of each represented organisation by selecting one of the applicable following options:  * **Academic** * **Research lab** * **Service provider** * **Device manufacturer** * **Equipment vendor** * **Network operator** * **Technology provider** * Other (specify) | | |
|  | **Organisation** | **Level of interest** | **Constituency** |
|  | *MyCompany* | *Active* | *Technology provider* |
|  |  |  |  |

NOTE: Organisations not member of MPEG may be listed in a different table.

# Additional information

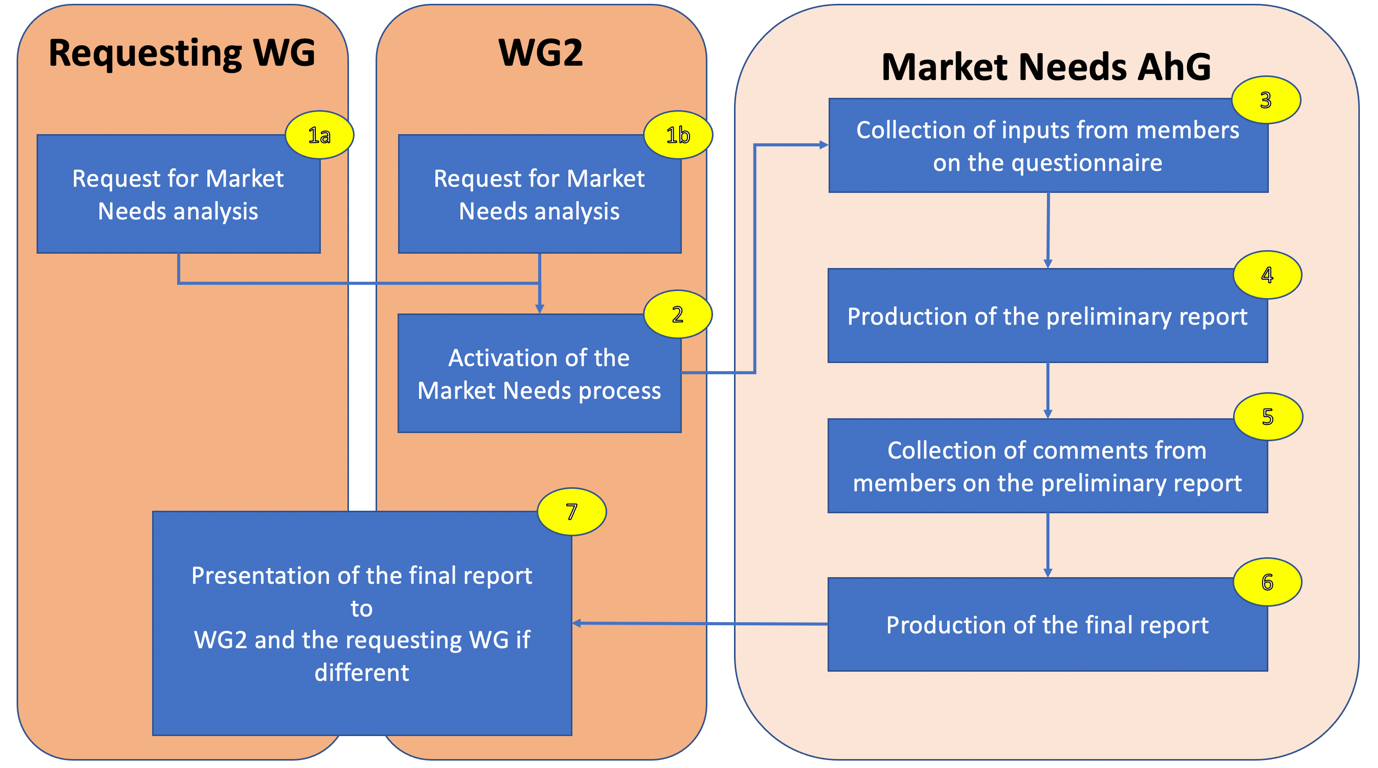
|  |  |
| --- | --- |
| F – Additional information | |
| F.1 | Please provide any additional information that you think relevant for assessing the market needs |
| *Free response* |

*[NOTE: This annex is for information only and is not intended to be included into the responses to the questionnaire and can therefore be removed in responses.]*

# Annex A: Process and Timeplan

## A.1 Process

The figure 1 below presents the different stages of the Market Needs analysis.



**Figure 1: Diagram of the Market Needs process**

* Stage1
  + A Market Needs analysis may be requested on a particular topic from any MPEG WG or AG to WG2, (in Figure 1: request coming from WG2: Stage 1b; request coming from any other WG or AG: Stage 1a)

*NOTE: During the following stages, the WG and/or AG requestor of the Market Needs analysis is responsible for ensuring and tracking the participation of members to the considered activity*.

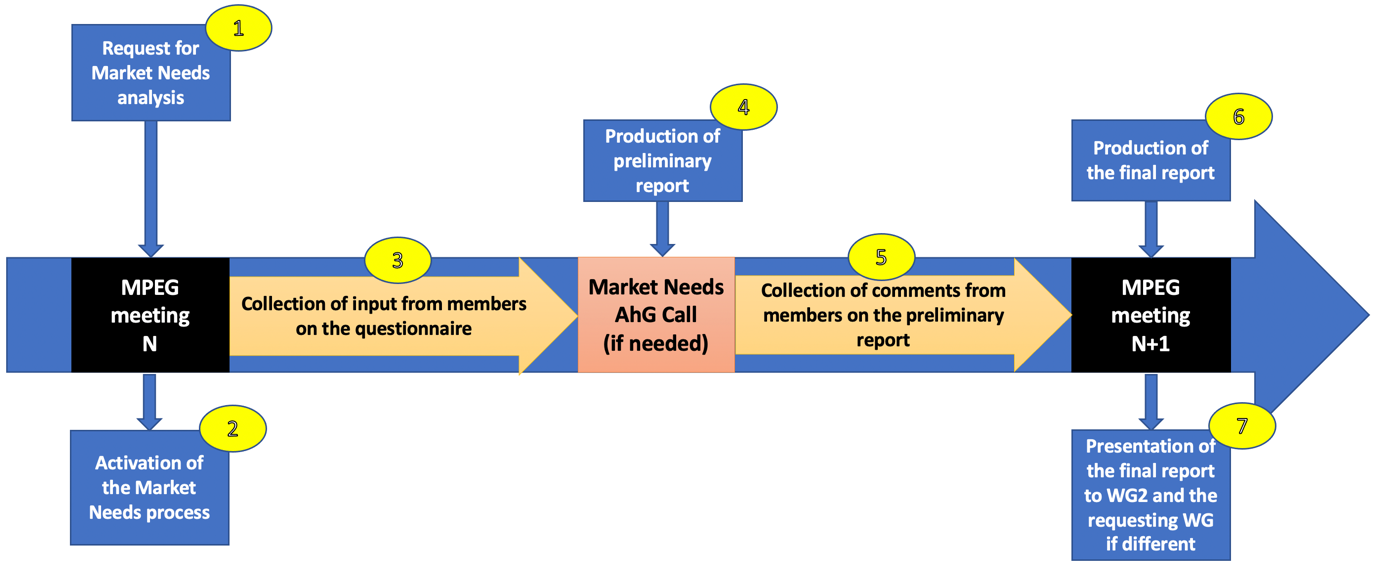
* Stage2
  + During a WG2 plenary session, it is decided to activate the Market Needs process
    - Appoints the Market Needs AhG chairs for leading the process
    - Agree on the expected completion date of the analysis (see timing aspects below for more information) and deadlines for contribution submission.
* Stage3
  + The WG and/or AG requesting the Market Needs analysis invites MPEG members to provide inputs on the topic for which the Market Needs analysis has been initiated via contributions to the WG2/Market Needs AhG.
    - Distribution of the latest version of the Market Needs template
    - Planning of the decidated conference calls until the following MPEG meeting if needed
  + Interested members provide their responses as individual contributions to the MPEG Document system until the agreed deadline
* Stage4
  + The Market Needs AhG chairs compile the responses into a single document: ***Preliminary report***
* Stage5
  + The Market Needs AhG invites MPEG members to review the ***Preliminary report*** and provide comments, if any, as individual contributions to the MPEG document system.
* Stage6
  + The Market Needs AhG chairs produce a ***Final report*** incorporating the comments provided on the Premilinary report.
* Stage7
  + The Market Needs AhG chairs present the ***Final report*** to WG2 and the requesting WG if different, for decision.

## A.2 Timeplan

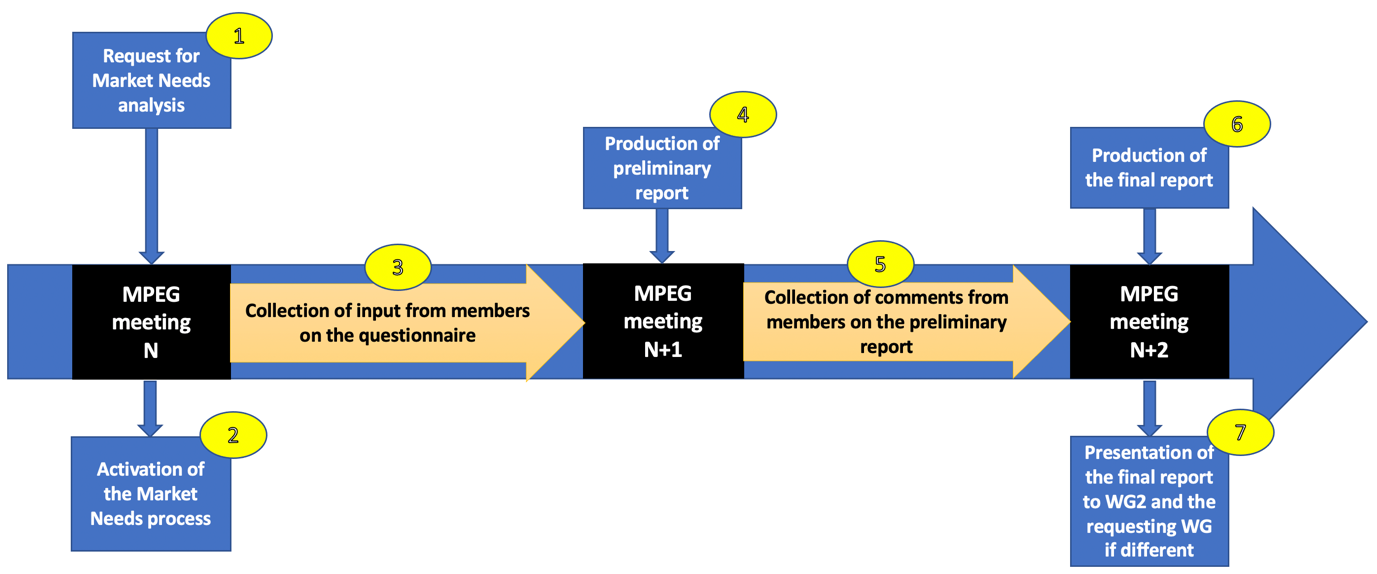
It is understood that some topics such as a profile definition may require less time than a completely new area.

Depending on the type of technology to be developed, the Market Needs analysis is expected to last between 1 and 2 meeting cycles.

The figures 2 and 3 are illustrations of Market analyses covered over one meeting cycle and two meeting cycles respectively.



**Figure 2: Timeplan of the Market Needs process over 1 meeting cycle**



**Figure 3: Timeplan of the Market Needs process over 2 meeting cycles**