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ISO/IEC JTC 1/SC 29/WG1
(ITU-T SG16)

Coding of Still Pictures

JBIG

Joint Bi-level Image
Experts Group

JPEG

Joint Photographic
Experts Group

TITLE: Call for Participation on ISO/IEC 19566-8 (JPEG Snack)

SOURCE: WG1

PROJECT: JPEG Systems Part 8: JPEG Snack

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Call for Participation on ISO/IEC 19566-8 (JPEG Snack)

1 Background

The need for an efficient and interoperable image format is self-evident when we consider that snack culture [1] contents are spreading rapidly. Considering the current global trend of digital media consuming, contents are becoming increasingly image-rich in order to deliver information quickly and clearly, so that people may enjoy contents during their short free time, such as commuting time on public transportation.

In particular, the Z generations, who naturally encounter the Internet from a young age and feel familiar with IT technology, are using smartphones and social network services (SNS) freely in their daily lives. Most services provide the ability to create and share stories using simple decorating functions such as inserting phrases into photos and videos taken in daily life, and a short form of 15 seconds to 1 minute long that allows us to share exciting experiences providing rich content.

According to the survey [2], the length of each type of contents preferred by South Korean in their 20s tends to prefer contents in a form that is easier to deliver and quicker than a large amount of information, as shown in Table 1. Also, as a result of investigating the length of video playback and the concentration of viewers, although 2 minutes or less playback length, only 50% of participants watched videos to the end, and the longer the playback time, the lower the viewer's interest [3].

Table 1. Preferable playback length of each contents [2]

Type	Video	Illustrates	Text	Picture	Infographic
Length	43 sec.	17 slides	30 lines	10 pages	9 slides

Creating and consuming short-form content are expanding, and this global trend of content consumption is that people want to enjoy anytime, anywhere through a mobile device connected to the Internet, such as snacks that you can enjoy anytime, anywhere. Since the spread of snack culture and the use of various types of short-form contents are increasing, the need for the development of a JPEG-based media format addressing these needs is emerging in the content market.

Hence the JPEG Committee has launched JPEG Snack to define the file format construction and the metadata signalling and descriptions which enable animation with transition effects to deliver interoperable rich image experiences

2 Purpose

The JPEG committee goal is to develop a JPEG Snack standard as a part of the JPEG Systems standard, and immediately start the technical development of solutions that cover the functionalities described in the JPEG Snack use cases and requirements document available at the JPEG web site [4].

Considering the above context, and since JPEG committee intends to interact closely with the actors in this domain, interested parties are invited to participate and propose technical contributions for developing the JPEG Snack standard according to workplan below.

3 Workplan

Part	Title	WD	CD	DIS	FDIS	IS
8	JPEG Snack	20/10	21/01	21/04	21/10	22/04

4 Contacts

If you are interested to contribute to this standardization activity, please contact Andy Kuzma (andy.kuzma@intel.com), JPEG Systems and Integration Subgroup Chair.

To stay posted on the action plan for JPEG Snack, please consult our website at www.jpeg.org and/or subscribe to our mailing list (<http://jpeg-systems-list.jpeg.org>).

References

[1] https://en.wikipedia.org/wiki/Snack_culture

[2] Digieco,

https://www.digieco.co.kr/KTFront/board/board_view.action?board_seq=10371&board_id=issue_trend

[3] <https://wistia.com/learn/marketing/does-length-matter-it-does-for-video-2k12-edition>

[4] "JPEG Snack use cases and requirements," JPEG document, WG1N88017