ANSI Committee on Education

Standardization Case Studies

ACCOMPANYING QUESTION AND ANSWER WORKSHEET

As appropriate, please suggest recommended study, test or quiz questions / answers to accompany the case study proposed above.

Proposed Question	What is MPEG-M?
Proposed Answer	MPEG-M is a suite of ISO/IEC standards (ISO/IEC 23006) that has been developed under the auspices of Moving Picture Experts Group (MPEG). MPEG-M, also known as MPEG Extensible Middleware (MXM) or Multimedia Service Platform Technologies (MSPT), facilitates a collection of multimedia middleware application programming interfaces (API) and elementary services as well as service aggregation so that service providers can offer users a plethora of innovative services by extending current internet protocol television (IPTV) technology toward the seamless integration of personal content creation and distribution, e-commerce, social networks, and Internet distribution of digital media.

Proposed Question	What is the problem that MPEG-M addresses?
Proposed Answer	Effective and efficient design, implementation, and interoperability issues in delivering and exchanging innovative multimedia web services in different scales hindering end-user experiences and new business opportunities, such as those generated from IPTV and OTT services.

Proposed Question	Name three service providers that utilize multimedia IPTV content.
Proposed Answer	Hulu, Netflix, and Apple TV.

Proposed Question	What are the ongoing goals of MPEG-M as IPTV services continue to evolve in the future?
Proposed Answer	To leverage advanced technologies so that IPTV services continue to be dynamic, offering a buoyancy of exciting new initiatives and features such as open APIs and the possibility for third parties to provide applications to those APIs.