SMPTE OVERVIEW DOCUMENT

Roadmap for the 2112 Document Suite

Document Roadmap

The SMPTE 2112 suite of documents currently consists of a set of Standards, Recommended Practices and an Engineering Guideline covering the open binding of specific content and distribution channel identifiers to audiovisual content.

It should be noted that, although the 2112-1 and 2112-2 documents focus specifically on the Audience Measurement use case of OBID and OBID-TLC, many other use cases exist for these technologies. Below is a partial list of those. Should any of these require detailed documentation, further documents in the 2112-x suite could be created.

Other OBID/OBID-TLC Potential Use Cases:

- Dynamic ad insertion
- Improved media workflow automation
- Anti-piracy and copyright protection
- Triggering surveys, quizzes, coupons on mobile devices
- Accelerated digital content locker adoption and complete longtail content monetization
- Improved automated content recognition and detection
- Improved second-screen integration and multi-screen content delivery
- On-the-fly media asset assembly
- Reduced asset storage and transmission costs
- Simplified and less costly media reconciliation

Approved July 25, 2018

Documents in the SMPTE 2112 Suite

SMPTE RP 2112-1 – Audience Measurement Using OBID and OBID-TLC
This Recommended Practice covers the use of SMPTE's Open ID (OBID and OBID-TLC) binding as applied to the Audience Measurement use case.

SMPTE EG 2112-2 – Audience Measurement Ecosystem
This Engineering Guideline provides background concerning the Audience Measurement ecosystem as a whole, to which the OBID and OBID-TLC watermarks apply.

SMPTE ST 2112-10 – Open Binding of IDs (OBID)
This Standard covers the open binding of identifiers (Ad-ID and EIDR) to essence by way of audio watermarking, in such a way that those identifiers survive all processing and survive distribution to the viewer.

SMPTE RP 2112-11 – OBID Reference Implementation
This Recommended Practice provides a reference implementation for OBID marks.

SMPTE ST 2112-20 – OBID Time Label and Content Distribution Identifiers (OBID-TLC)
This Standard covers the open binding of time labels and content distribution identifiers to essence by way of audio watermarking, in such a way that those identifiers survive all processing and survive distribution to the viewer.

SMPTE RP 2112-21 – OBID-TLC Reference Implementation
This Recommended Practice provides a reference implementation for OBID-TLC marks.

Relationship of Documents

The figure below shows the relationships among the documents in the 2112-x suite. The OBID and OBID-TLC standards (ST 2112-10 and ST 2112-20, respectively) specify watermarks that are placed in PCM audio. The payload of the OBID watermark relies on SMPTE documents RP 2091-1 for Ad-ID representations and RP 2079 for EIDR identifier representations. The OBID-TLC payload relies on the EIDR Video Service ID.

RP 2112-1 and EG 2112-2 provide additional technical detail and tutorial information surrounding the use of the OBID and OBID-TLC watermarks in the audience measurement use case.

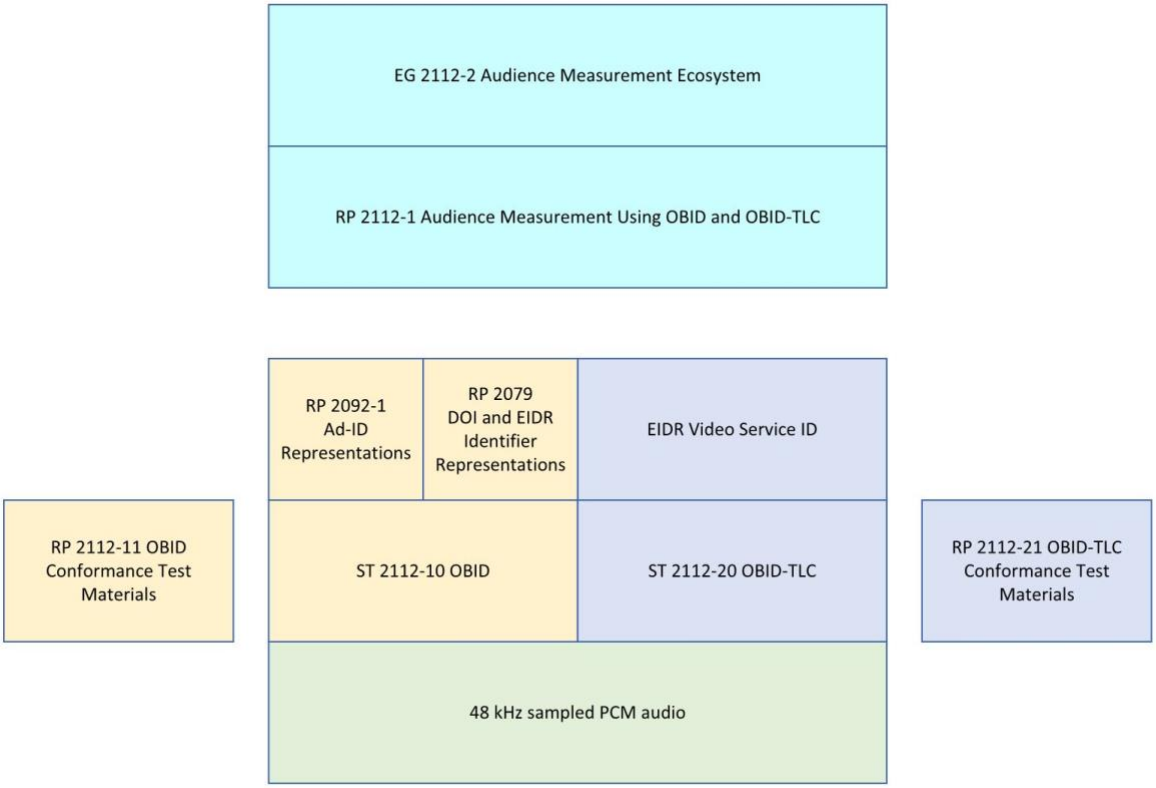

Figure 1: Relationship of OBID Documents