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**Information technology — Multimedia  
content description interface —**

**Part 5:  
Multimedia description schemes**

**AMENDMENT 4: Social metadata**

*Technologies de l'information — Interface de description du contenu  
multimédia —*

*Partie 5: Schémas de description multimédia*

*AMENDMENT 4: Métadonnées sociales*

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## Foreword

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Amendment 4 to ISO/IEC 15938-5:2003 was prepared by Joint Technical Committee ISO/IEC JTC 1, *Information technology*, Subcommittee SC 29, *Coding of audio, picture, multimedia and hypermedia information*.

This Amendment provides means for describing a person beyond the context of the `Person DS`. The description especially targets the annotation of a person's interests in the context of social networking platforms as well as the collaborative review and rating of media entities.

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# Information technology — Multimedia content description interface —

## Part 5: Multimedia description schemes

### AMENDMENT 4: Social metadata

*In 4.4.1, replace the entire text of the subclause with the following text:*

#### 4.4.1 Introduction

This subclause specifies the top-level types. The top-level types are used in complete descriptions to describe multimedia content and metadata related to content management. Each top-level type contains the description tools that are relevant for a particular description task, i.e., describing an image or a video. The following top-level types are defined in this subclause:

- CompleteDescriptionType (abstract): top-level type for complete descriptions.
  - ContentDescriptionType (abstract): top-level type for complete descriptions of multimedia content.
    - ContentEntityType: top-level type for describing multimedia content entities such as images, videos, audio, collections, and so forth.
    - ContentAbstractionType (abstract): top-level type for describing abstractions of multimedia content:
      - SemanticDescriptionType: top-level type for describing semantics of multimedia content.
      - ModelDescriptionType: top-level type for describing models of multimedia content.
      - SummaryDescriptionType: top-level type for describing summaries of multimedia content.
      - ViewDescriptionType: top-level type for describing views and view decompositions of audio-visual signals.
      - VariationDescriptionType: top-level type for describing variations of multimedia content.
  - ContentManagementType (abstract): top-level type for describing metadata related to content management:
    - UserDescriptionType: top-level type for describing a user of a multimedia system.

- `MediaDescriptionType`: top-level type for describing the media information of multimedia content.
- `CreationDescriptionType`: top-level type for describing the process of creating multimedia content.
- `UsageDescriptionType`: top-level type for describing the usage of multimedia content.
- `ClassificationSchemeDescriptionType`: top-level type for describing a classification scheme for multimedia content.
- `MediaReviewDescriptionType` (abstract): top-level type for describing collaborative media review and rating:
  - `IndividualMediaReviewDescriptionType`: top-level type for describing a review conducted by a single entity.
  - `AggregatedMediaReviewDescriptionType`: top-level type for describing a review that has been aggregated from several individual (or aggregated) reviews.

The top-level types are organized under the type hierarchy shown in Figure 3. The `CompleteDescriptionType` forms the root base type of the hierarchy. The top-level types `ContentDescriptionType` and `ContentManagementType` extend `CompleteDescriptionType`. The top-level types `ContentEntityType` and `ContentAbstractionType` extend `ContentDescriptionType`.

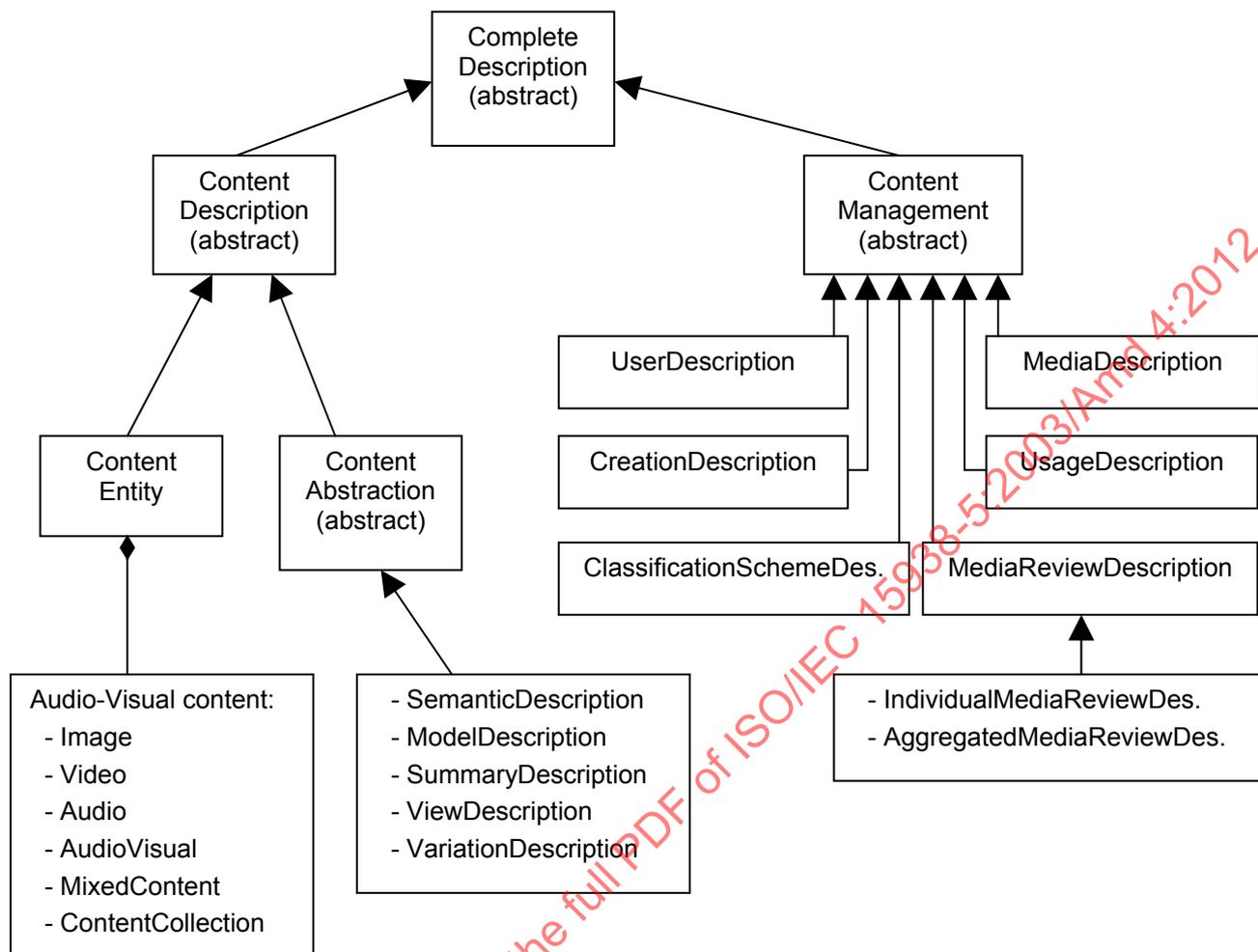


Figure 3 — Illustration of the type derivation hierarchy for top-level types

In 4.4.4.2, replace schema definition by the following Schema text:

```

<!-- ##### -->
<!-- Definition of Content management top-level types (4.4.4) -->
<!-- ##### -->

<!-- Definition of ContentManagement Top-level Type -->
<complexType name="ContentManagementType" abstract="true">
  <complexContent>
    <extension base="mpeg7:CompleteDescriptionType"/>
  </complexContent>
</complexType>

<!-- Definition of UserDescription Top-level Type -->
<complexType name="UserDescriptionType">
  <complexContent>
    <extension base="mpeg7:ContentManagementType">
      <sequence>
        <element name="User" type="mpeg7:AgentType" minOccurs="0"/>
        <element name="UserPreferences" type="mpeg7:UserPreferencesType"
minOccurs="0" maxOccurs="unbounded"/>
        <element name="UsageHistory" type="mpeg7:UsageHistoryType" minOccurs="0"
maxOccurs="unbounded"/>
      </sequence>
    </extension>
  </complexContent>
</complexType>

```

```

    </sequence>
  </extension>
</complexContent>
</complexType>

<!-- Definition of MediaDescription Top-level Type -->
<complexType name="MediaDescriptionType">
  <complexContent>
    <extension base="mpeg7:ContentManagementType">
      <sequence>
        <element name="MediaInformation" type="mpeg7:MediaInformationType"
maxOccurs="unbounded"/>
      </sequence>
    </extension>
  </complexContent>
</complexType>

<!-- Definition of CreationDescription Top-level Type -->
<complexType name="CreationDescriptionType">
  <complexContent>
    <extension base="mpeg7:ContentManagementType">
      <sequence>
        <element name="CreationInformation" type="mpeg7:CreationInformationType"
maxOccurs="unbounded"/>
      </sequence>
    </extension>
  </complexContent>
</complexType>

<!-- Definition of UsageDescription Top-level Type -->
<complexType name="UsageDescriptionType">
  <complexContent>
    <extension base="mpeg7:ContentManagementType">
      <sequence>
        <element name="UsageInformation" type="mpeg7:UsageInformationType"
maxOccurs="unbounded"/>
      </sequence>
    </extension>
  </complexContent>
</complexType>

<!-- Definition of ClassificationSchemeDescription Top-level Type -->
<complexType name="ClassificationSchemeDescriptionType">
  <complexContent>
    <extension base="mpeg7:ContentManagementType">
      <choice>
        <element name="ClassificationScheme"
type="mpeg7:ClassificationSchemeType" maxOccurs="unbounded"/>
        <element name="ClassificationSchemeBase"
type="mpeg7:ClassificationSchemeBaseType" maxOccurs="unbounded"/>
      </choice>
    </extension>
  </complexContent>
</complexType>

<!-- Definition of MediaReviewDescription Top-level Type (AMD/4) -->
<complexType name="MediaReviewDescriptionType" abstract="true">
  <complexContent>
    <extension base="mpeg7:ContentManagementType">
      <sequence>
        <element name="ContentRef" type="mpeg7:ReferenceType"/>
      </sequence>
    </extension>
  </complexContent>
</complexType>

```

```

        <element name="Tags" type="mpeg7:KeywordAnnotationType" minOccurs="0"/>
        <element name="FreeTextReview" type="mpeg7:TextualType" minOccurs="0"
maxOccurs="unbounded"/>
        <element name="MediaRating" type="mpeg7:RatingType" minOccurs="0"
maxOccurs="unbounded"/>
        <element name="IdentityRating" type="mpeg7:RatingType" minOccurs="0"/>
        <element name="QualityRating" type="mpeg7:MediaQualityType" minOccurs="0"
maxOccurs="unbounded"/>
    </sequence>
    <attribute name="reviewTime" type="mpeg7:timePointType" use="required"/>
</extension>
</complexContent>
</complexType>

<!-- Definition of IndividualMediaReviewDescription Top-level Type (AMD/4) -->
<complexType name="IndividualMediaReviewDescriptionType">
    <complexContent>
        <extension base="mpeg7:MediaReviewDescriptionType">
            <choice>
                <element name="Reviewer" type="mpeg7:AgentType"/>
                <element name="ReviewerRef" type="mpeg7:ReferenceType"/>
            </choice>
        </extension>
    </complexContent>
</complexType>

<!-- Definition of AggregatedMediaReviewDescription Top-level Type (AMD/4) -->
<complexType name="AggregatedMediaReviewDescriptionType">
    <complexContent>
        <extension base="mpeg7:MediaReviewDescriptionType">
            <sequence>
                <element name="ObservationPeriod" type="mpeg7:TimeType"
maxOccurs="unbounded"/>
                <element name="ReviewCount" type="nonNegativeInteger"/>
            </sequence>
        </extension>
    </complexContent>
</complexType>

```

At the end of 4.4.4.3, add the following:

Semantics of the MediaReviewDescriptionType:

Name	Definition
MediaReviewDescriptionType	Top-level type for describing collaborative media review and rating. MediaReviewDescriptionType extends ContentManagementType.
ContentRef	Reference to the content or identifier of the content that is reviewed.
Tags	Free text descriptive keywords about the content.
FreeTextReview	Textual reviews of the content.

<i>Name</i>	<i>Definition</i>
MediaRating	<p>Rating of the media content (i.e., how much the User likes the media content). RatingType is defined in 8.2.6.</p> <p>Terms for the RatingScheme of the media rating are specified by the MediaRatingSchemeCS.</p>
IdentityRating	<p>Rating that indicates whether the content is the actual content it should be (i.e., to mark fakes). RatingType is defined in 8.2.6.</p> <p>Terms for the RatingScheme of the identity rating are specified by the IdentityRatingSchemeCS.</p>
QualityRating	<p>Rating of the media quality of the content. MediaQualityType is defined in 8.2.6.</p> <p>The terms defined in the QualityRatingSchemeCS can be used in the RatingScheme.</p>
reviewTime	Date and time when the review was conducted.

Semantics of the IndividualMediaReviewDescriptionType:

<i>Name</i>	<i>Definition</i>
IndividualMediaReviewDescriptionType	<p>Top-level type for a review conducted by a single entity.</p> <p>IndividualMediaReviewDescriptionType extends MediaReviewDescriptionType.</p>
Reviewer	<p>Entity that performed the review. AgentType is defined in 7.5.2.</p> <p>Note: the RatingSource of the QualityRating should not differ from the Reviewer.</p>
ReviewerRef	<p>Reference to the entity that performed the review.</p> <p>Note: the RatingSource of the QualityRating should not differ from the ReviewerRef.</p>

Semantics of the AggregatedMediaReviewDescriptionType:

<i>Name</i>	<i>Definition</i>
AggregatedMediaReviewDescriptionType	<p>Top-level type for a review that has been aggregated from several individual (or aggregated) reviews.</p> <p>AggregatedMediaReviewDescriptionType extends MediaReviewDescriptionType.</p>
ObservationPeriod	Time period in which all individual reviews that this

Name	Definition
	aggregated review aggregates where conducted.
ReviewCount	Number of all individual reviews that this aggregated review aggregates.

At the end of 4.4.4.4, add the following:

The following example shows the use of the content management type `MediaReviewDescriptionType` for describing media review information for an individual media review and for an aggregated media review.

```

<Mpeg7>
  <Description xsi:type="IndividualMediaReviewType" reviewTime="2011-12-
01T17:40:00">
    <ContentRef href="http://example.com/content/some.content"/>
    <IdentityRating>
      <RatingValue>0</RatingValue>
      <RatingScheme style="higherBetter" worst="1" best="0"
href="urn:mpeg:mpeg7:cs:IdentityRatingSchemeCS:2012:1">
        <Name>Identity</Name>
      </RatingScheme>
    </IdentityRating>
    <QualityRating>
      <QualityRating type="objective">
        <RatingValue>40.05</RatingValue>
        <RatingScheme style="higherBetter"
href="urn:mpeg:mpeg7:cs:QualityRatingSchemeCS:2001:2.3">
          <Name>PSNR Y</Name>
        </RatingScheme>
      </QualityRating>
    </QualityRating>
    <ReviewerRef href="http://example.com/user/john.doe"/>
  </Description>

  <Description xsi:type="AggregatedMediaReviewType" reviewTime="2011-12-
02T00:00:01">
    <ContentRef href="http://example.com/content/some.content"/>
    <FreeTextReview>Nice movie, but the end was quite sad.</FreeTextReview>
    <FreeTextReview>Best movie I have seen in years.</FreeTextReview>
    <MediaRating>
      <RatingValue>4.5</RatingValue>
      <RatingScheme style="higherBetter" worst="1" best="5"
href="urn:mpeg:mpeg7:cs:MediaRatingSchemeCS:2012:1">
        <Name>Five-Star</Name>
      </RatingScheme>
    </MediaRating>
    <ObservationPeriod>
      <TimePoint>2011-12-01T00:00:00</TimePoint>
      <Duration>P1D</Duration>
    </ObservationPeriod>
    <ReviewCount>42</ReviewCount>
  </Description>
</Mpeg7>

```

After 7.5.7, add 7.5.8:

## 7.5.8 UserProfile DS

### 7.5.8.1 Introduction

The UserProfile DS provides means for describing a person beyond the context of the Person DS. The description especially targets the annotation of a person's interests in the context of social networking platforms.

### 7.5.8.2 UserProfile DS syntax

```

<!-- ##### -->
<!-- Definition of UserProfile DS (7.5.8) -->
<!-- ##### -->

<!-- Definition of UserProfile DS (AMD/4) -->
<complexType name="UserProfileType">
  <complexContent>
    <extension base="mpeg7:PersonType">
      <sequence>
        <element name="PublicIdentifier" type="mpeg7:UniqueIDType" minOccurs="0"
maxOccurs="unbounded"/>
        <element name="Description" type="mpeg7:TextAnnotationType"
minOccurs="0"/>
        <element name="TimeZone" type="mpeg7:TimeZoneType" minOccurs="0"/>
        <element name="PrimaryLanguage" type="language" minOccurs="0"/>
        <element name="Relations" type="mpeg7:RelationsType" minOccurs="0"/>
        <element name="PersonalInterests" type="mpeg7:PersonalInterestsType"
minOccurs="0"/>
      </sequence>
      <attribute name="sex">
        <simpleType>
          <restriction base="string">
            <enumeration value="male"/>
            <enumeration value="female"/>
          </restriction>
        </simpleType>
      </attribute>
    </extension>
  </complexContent>
</complexType>

<!-- Definition of TimeZone datatype (AMD/4) -->
<complexType name="TimeZoneType">
  <attribute name="value">
    <simpleType>
      <restriction base="string">
        <pattern value="Z|((\-|\+)\d{2}:\d{2})"/>
        <!-- Restricted version of the time zone part of ISO 8601 -->
      </restriction>
    </simpleType>
  </attribute>
  <attribute name="dst" type="boolean" default="false"/>
</complexType>

<!-- Definition of Relations datatype (AMD/4) -->
<complexType name="RelationsType">
  <sequence>

```

```

    <element name="Affiliation" type="mpeg7:AffiliationType" minOccurs="0"
maxOccurs="unbounded"/>
    <element name="Relation" type="mpeg7:RelationType" minOccurs="0"
maxOccurs="unbounded"/>
  </sequence>
</complexType>

<!-- Definition of RelationBase datatype (AMD/4) -->
<complexType name="RelationBaseType" abstract="true">
  <complexContent>
    <extension base="mpeg7:DSType">
      <sequence>
        <element name="Role" type="mpeg7:ControlledTermUseType">
          <annotation>
            <documentation xml:lang="en">
              Proposed Classification Schemes:
urn:mpeg:mpeg7:cs:AffiliationRoleCS:2012 and
urn:mpeg:mpeg7:cs:RelationRoleCS:2012
            </documentation>
          </annotation>
        </element>
      </sequence>
      <attribute name="dateFrom" type="mpeg7:timePointType"/>
      <attribute name="dateTo" type="mpeg7:timePointType"/>
    </extension>
  </complexContent>
</complexType>

<!-- Definition of Affiliation datatype (AMD/4) -->
<complexType name="AffiliationType">
  <complexContent>
    <extension base="mpeg7:RelationBaseType">
      <choice>
        <element name="Organization" type="mpeg7:OrganizationType"/>
        <element name="OrganizationRef" type="mpeg7:ReferenceType"/>
        <element name="PersonGroup" type="mpeg7:PersonGroupType"/>
        <element name="PersonGroupRef" type="mpeg7:ReferenceType"/>
      </choice>
    </extension>
  </complexContent>
</complexType>

<!-- Definition of Relation datatype (AMD/4) -->
<complexType name="RelationType">
  <complexContent>
    <extension base="mpeg7:RelationBaseType">
      <choice>
        <element name="Person" type="mpeg7:PersonType"/>
        <element name="PersonRef" type="mpeg7:ReferenceType"/>
      </choice>
    </extension>
  </complexContent>
</complexType>

<!-- Definition of PersonalInterests datatype (AMD/4) -->
<complexType name="PersonalInterestsType">
  <sequence>
    <element name="Activity" type="mpeg7:SemanticBaseType" minOccurs="0"
maxOccurs="unbounded"/>
    <element name="Interest" type="mpeg7:SemanticBaseType" minOccurs="0"
maxOccurs="unbounded"/>
  </sequence>

```

```

    <element name="Favorite" type="mpeg7:SemanticBaseType" minOccurs="0"
maxOccurs="unbounded"/>
  </sequence>
</complexType>

<!-- Definition of ExtendedElectronicAddress datatype (AMD/4) -->
<complexType name="ExtendedElectronicAddressType">
  <complexContent>
    <extension base="mpeg7:ElectronicAddressType">
      <sequence>
        <element name="InstantMessagingScreenName"
type="mpeg7:InstantMessagingScreenNameType" minOccurs="0" maxOccurs="unbounded"/>
      </sequence>
    </extension>
  </complexContent>
</complexType>

<!-- Definition of InstantMessagingScreenName datatype (AMD/4) -->
<complexType name="InstantMessagingScreenNameType">
  <simpleContent>
    <extension base="string">
      <attribute name="service" type="anyURI" use="required"/>
    </extension>
  </simpleContent>
</complexType>

```

**7.5.8.3 User Profile DS semantics**

Semantics of the UserProfileType:

<i>Name</i>	<i>Definition</i>
UserProfileType	Describes the social metadata of a person. UserProfileType extends PersonType.  Terms for the Role of the Address are specified by the AddressRoleCS.
PublicIdentifier	Unique identifier, e.g., for login of a user or for referencing a person.
Description	Textual description of the person.
TimeZone	The time zone that the person resides in.
PrimaryLanguage	The person's preferred language for communication.
Relations	List of affiliations and relations the person has with other people and entities.
PersonalInterests	List of personal interests of the person.
sex	Sex of the person. This attribute specifies the biological sex rather than the social gender of a person.

Semantics of the `TimeZoneType`:

<i>Name</i>	<i>Definition</i>
<code>TimeZoneType</code>	Type for representing time zones.
<code>value</code>	Value for the time zone offset represented relative to UTC as specified in ISO 8601.
<code>dst</code>	Indicates whether the time zone offset uses daylight saving time (DST).  Note: the <code>dst</code> does not indicate whether the daylight saving time is currently active in that time zone.  Note: the <code>dst</code> value does not affect the interpretation of the time zone offset.

Semantics of the `RelationsType`:

<i>Name</i>	<i>Definition</i>
<code>RelationsType</code>	Type for a list of affiliations and relations.
<code>Affiliation</code>	Affiliation that a person has or had with another entity (e.g., education, employer).
<code>Relation</code>	Relations that a person has with another person (e.g., family member, life partner, friend).

Semantics of the `RelationBaseType`:

<i>Name</i>	<i>Definition</i>
<code>RelationBaseType</code>	Abstract base type for affiliations and relations. <code>RelationBaseType</code> extends <code>DSType</code> .
<code>Role</code>	Role of the relation that the other entity has with that person.  Terms for the <code>Role</code> of the affiliation are specified by the <code>AffiliationRoleCS</code> .  Terms for the <code>Role</code> of the relation are specified by the <code>RelationRoleCS</code> .
<code>dateFrom</code>	Start date of the affiliation or relation.
<code>dateTo</code>	End date of the affiliation or relation (if applicable).

Semantics of the `AffiliationType`:

<i>Name</i>	<i>Definition</i>
-------------	-------------------

<i>Name</i>	<i>Definition</i>
AffiliationType	Type for affiliations that this person has with other entities (i.e., organizations or person groups). AffiliationType extends RelationBaseType.  Terms for the Role of the affiliation are specified by the AffiliationRoleCS.
Organization	Organization with which this person has an affiliation.
OrganizationRef	Reference to the organization with which this person has an affiliation.
PersonGroup	Person group with which this person has an affiliation.
PersonGroupRef	Reference to the person group with which this person has an affiliation.

Semantics of the RelationType:

<i>Name</i>	<i>Definition</i>
RelationType	Type for relations that a person has with another person. RelationType extends RelationBaseType.  Terms for the Role of the relation are specified by the RelationRoleCS.
Person	Another person with which this person has a relation.
PersonRef	Reference to another person with which this person has a relation.

Semantics of the PersonalInterestsType:

<i>Name</i>	<i>Definition</i>
PersonalInterestsType	Type for personal interests.
Activity	An activity that the person likes to carry out.  Note: the activity is usually represented through a SemanticType. However, this standard does not mandate a specific representation.
Interest	Something that the person is interested in or likes.  Note: the interest is usually represented through a SemanticType. However, this standard does not mandate a specific representation.
Favorite	A favorite thing for the person (e.g., favorite book, movie, song, etc.).  Note: the favorite thing is usually represented through a SemanticType. However, this standard does not mandate a specific representation.

Semantics of the `ExtendedElectronicAddressType`:

Name	Definition
<code>ExtendedElectronicAddressType</code>	Type for electronic addresses that accommodates user names for instant messaging tools. <code>ExtendedElectronicAddressType</code> extends <code>ElectronicAddressType</code> .
<code>InstantMessagingScreenName</code>	User name through which the person can be found on a particular instant messaging service.

Semantics of the `InstantMessagingScreenNameType`:

Name	Definition
<code>InstantMessagingScreenNameType</code>	Type for user names on an instant messaging service.
service	Identification of the instant messaging service.

#### 7.5.8.4 UserProfile DS examples (informative)

The following example shows the use of the `UserProfile` DS for describing a User named John Doe, his relations and affiliations, as well as his personal interests.

```
<Mpeg7>
  <Description xsi:type="UserDescriptionType">
    <User xsi:type="UserProfileType">
      <Icon xsi:type="ImageLocatorType">
        <MediaUri>http://example.com/user/john.doe/profile.jpg</MediaUri>
      </Icon>
      <Name dateFrom="1970-01-01">
        <GivenName>John</GivenName>
        <GivenName>Doe</GivenName>
      </Name>
      <Address>
        <NameTerm href="http://example.com/places/scary.place"/>
        <Role href="urn:mpeg:mpeg7:cs:AddressRoleCS:2012:1">
          <Name>Current Home</Name>
        </Role>
        <GeographicPosition>
          <Point latitude="66.6" longitude="66.6"/>
        </GeographicPosition>
        <PostalAddress>
          <AddressLine>Elm Street</AddressLine>
        </PostalAddress>
      </Address>
      <ElectronicAddress>
        <Email>john.doe@example.com</Email>
      </ElectronicAddress>
      <PublicIdentifier>http://example.com/user/john.doe</PublicIdentifier>
      <Description>
        <FreeTextAnnotation xml:lang="en">John is a nice and happy
        person.</FreeTextAnnotation>
      </Description>
    </User>
  </Description>
</Mpeg7>
```