TECHNICAL REPORT

ISO/IEC TR 23000-1

Information technology — Multimedia application format (MPEG-A) —

Part 1:
Purpose for multimedia application formats

Technologies de l'information — Format pour application multimédia (MPEG-A) —

Partie 1: Objectif des formats pour application multimédia

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ISO/IEC TR 23000-1, which is a Technical Report of type [3], was prepared by Joint Technical Committee ISO/IEC JTC 1, *Information technology*, Subcommittee SC 29, *Coding of audio, picture, multimedia and hypermedia information*.

ISO/IEC TR 23000 consists of the following parts, under the general title *Information technology — Multimedia application format (MPEG-A)*:

— *Part 1: Purpose for multimedia application formats* [Technical Report]

— *Part 2: MPEG music player application format*

— *Part 3: MPEG photo player application format*

— *Part 4: Musical slide show application format*

Introduction

ISO/IEC 23000 (also known as "MPEG-A") is a new MPEG standard developed by selecting existing technologies from all published MPEG standards and combining them into so-called "Multimedia Application Formats" or MAFs.

MPEG-A aims to serve clearly-identified market needs by facilitating the swift development of innovative and standards-based multimedia applications and services. This application-driven process results in normative specifications of multimedia formats, along with reference software implementation, allowing interoperability at an application level.

Information technology — Multimedia application format (MPEG-A) —

Part 1:
Purpose for multimedia application formats

1   Scope

This Technical Report provides an overview of the MPEG-A standard highlighting the rationale for such a new standard.

Furthermore, it describes the specific concept behind the Multimedia Application Formats (MAFs), which constitute the parts of this Technical Report.

Finally, the report gives a high-level description of the existing Multimedia Application Formats.

2   Terms and definitions

For the purposes of this document, no new terms and definitions are relevant.

3   Symbols (and abbreviated terms)

ATSC   Advanced Television Steering Committee

DVB   Digital Video Broadcasting

DVD   Digital Versatile Disk

ISMA   Internet Streaming Media Alliance

JPEG   Joint Photographic Experts Group

MAF   Multimedia Application Format

MP3   MPEG-1 Audio Layer III

MPEG   Moving Picture Experts Group