

QUESTION ITU-R 99/6

Relationship between quality, quality evaluation methodology, and type of application, in a multimedia environment

(1998)

The ITU Radiocommunication Assembly,

considering

- a) that a wide range of media delivery systems are available today, or are becoming available, for the broadcaster, including Internet itself, what may be called "Internet television", packaged media, etc.;
- b) that such media delivery systems will provide a range of entertainment, educational, and information services;
- c) that the media delivery systems will be used in a range of viewing environments from personal computers to large screen televisions;
- d) that multimedia packages can be considered as "applications". The "application" is a collection of interconnected video, text, audio, and graphics items that can be viewed as a unity, and may use interactivity;
- e) that applications will have different purposes, that will be intended to help, or stimulate the user, to perform certain actions, or for enjoyment;
- f) that the evolution of compression technologies and the availability of new delivery systems impacts quality of service,

decides that the following Question should be studied

- 1 What guidelines can be given for the relationship between quality requirements and multimedia applications provided by broadcasters?
- 2 What evaluation methodologies can be applied to appraise the successfulness of multimedia delivery systems for different applications?
- 3 What relative priority should be given to parameters such as access time, quality of video and audio quality, level of interactivity, navigability of multimedia, for the delivery of multimedia applications?
- 4 What will be the respective weighting of video, audio and interactivity on the overall perception of quality?
- 5 What subjective and objective quality evaluation methodologies and environments (e.g. lighting conditions, viewing distances, contextual effects) should be used or defined to allow the identification of multimedia audiovisual and interactivity quality parameters?
- 6 What methodologies already described in Recommendation ITU-R BT.500 could be used, with adaptation of application specific stimuli, viewing conditions and viewer instructions?
- 7 What is the quality versus bit rate versus content trade-off currently achievable with representative multimedia equipment (e.g. hardware or real time software decoders) using the different encoding techniques applied for the different delivery systems?

further decides

- 1 that the results of the above studies should be included in (a) Recommendation(s);
 - 2 that the above studies should be completed by 2006.
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