

Recommendation **ITU-T F.743.25 (06/2024)**

SERIES F: Non-telephone telecommunication services

Multimedia services

Procedures and requirements for multimedia data asset management

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Recommendation ITU-T F.743.25

Procedures and requirements for multimedia data asset management

Summary

Recommendation ITU-T F.743.21 provides a high-level overview of a data asset management framework with its corresponding objects, activities and supports. A standard multimedia data asset management procedure is needed in order to manage data assets effectively so that the value of multimedia data assets can be maintained and added. The procedures can help different enterprises to identify, recognize, share, exchange and apply multimedia data assets in a unified and standardized way.

Recommendation ITU-T F.743.25 contains the procedures for the life cycle management of multimedia data assets. The procedures include multimedia data asset catalogue management, identification, registration, application, inventory check, change, assessment and disposal. It also provides the detailed requirements for each part of the procedures, and the use cases of how these processes can be applied are also provided in an appendix.

History*

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Keywords

Data asset, data asset management, management procedure.

* To access the Recommendation, type the URL <https://handle.itu.int/> in the address field of your web browser, followed by the Recommendation's unique ID.

FOREWORD

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The World Telecommunication Standardization Assembly (WTSA), which meets every four years, establishes the topics for study by the ITU-T study groups which, in turn, produce Recommendations on these topics.

The approval of ITU-T Recommendations is covered by the procedure laid down in WTSA Resolution 1.

In some areas of information technology which fall within ITU-T's purview, the necessary standards are prepared on a collaborative basis with ISO and IEC.

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Recommendation ITU-T F.743.25

Procedures and requirements for multimedia data asset management

1 Scope

This Recommendation specifies the procedures and requirements for multimedia data asset management. The procedures mainly include catalogue management, identification, registration, application, inventory check, change, assessment and disposal of multimedia data assets. Detailed requirements and use cases for each part of the procedure are also provided in this Recommendation.

2 References

The following ITU-T Recommendations and other references contain provisions which, through reference in this text, constitute provisions of this Recommendation. At the time of publication, the editions indicated were valid. All Recommendations and other references are subject to revision; users of this Recommendation are therefore encouraged to investigate the possibility of applying the most recent edition of the Recommendations and other references listed below. A list of the currently valid ITU-T Recommendations is regularly published. The reference to a document within this Recommendation does not give it, as a stand-alone document, the status of a Recommendation.

[ITU-T F.743.21] Recommendation ITU-T F.743.21 (2020), *Framework for data asset management*.

3 Definitions

3.1 Terms defined elsewhere

This Recommendation uses the following terms defined elsewhere:

3.1.1 data asset [b-ITU-T X.1750]: An electronically recorded data resource, owned or controlled by an organization.

3.1.2 data asset management [ITU-T F.743.21]: A set of business functions for planning, controlling and providing data and information assets, including developing, executing and monitoring data related plans, policies, programs, projects, processes, methods and procedures, so as to control, protect, deliver and improve the value of data assets. Data asset management requires a full integration of business, technology, and management to ensure that the value of data assets is maintained and added.

3.1.3 multimedia information [b-ITU-T Y.4551]: Digital information that uses multiple forms of information content and information processing, such as text, pictures, audio, video, three-dimensional panoramic pictures and digital maps, which informs or entertains users.

3.2 Terms defined in this Recommendation

None.

4 Abbreviations and acronyms

This Recommendation uses the following abbreviations and acronyms:

DAM	Data Asset Management
DB	Database
ICT	Information and Communication Technology

IT	Information Technology
MDA	Multimedia Data Asset
MDAM	Multimedia Data Asset Management
NM	Network Management

5 Conventions

In this Recommendation, the following conventions are used:

- The keywords "**is required**" indicate a requirement which must be strictly followed and from which no deviation is permitted if conformance to this Recommendation is to be claimed.
- The keywords "**is recommended**" indicate a requirement which is recommended but which is not absolutely required. Thus, this requirement needs not be present to claim conformance.

6 Overview

[ITU-T F.743.21] provides a high-level specification of a data asset management (DAM) framework with its corresponding objects, activities and supports. A standard multimedia data asset management procedure is needed in order to manage data assets effectively so that the value of multimedia data assets can be maintained and added. The procedures can instruct the owners to manage their multimedia data assets in a standard way, and help different enterprises to identify, recognize, share, exchange and apply multimedia data assets in a unified and standardized way.

In the data asset management domain, there are some concepts that should be clearly distinguished.

- Data: are usually collected and created by network equipment or information technology (IT) systems, and are usually stored in databases or other medias. The word data is used very widely, and there are many kinds of data types, for example, multimedia data, network traffic data, service data, network management data, user preference data, etc. Data can be either the original data, or data processed for some specific use.
- Data asset: is a kind of data resource which is owned or controlled by an organization or enterprise. These data assets are in electrical form and are also viewed as properties of the organization or enterprise, which usually can create added values.

Based on the above description, not all "data" are "data asset". Only those that are specifically selected and recorded as property of the organization or enterprise can be classified as data asset. They are a kind of information not just in electronic form, but can also be viewed as assets, which can create added value for the owner, and can be registered, applied, checked, changed, assessed and disposed as a normal asset.

This Recommendation focuses on multimedia data asset (MDA), which is a special case of data asset with the contents mainly stored in multimedia form (such as text, pictures, audio, video, three-dimensional panoramic pictures, digital maps etc.), and it is one of the most popular forms of data assets in the industry. The procedures for multimedia data asset management (MDAM) described in this Recommendation may include: MDA catalogue management, identification, registration, application, inventory check, change, assessment and disposal. The procedures and the detailed requirements for multimedia data asset management will be provided in the following clauses, and the example use cases for the above procedures are provided in Appendix I.