

From: Rich Lappenbusch
Sent: Thursday, January 30, 2003 12:39 PM
To: Amir Majidmehr; Dave Fester; Kurt Buecheler
Subject: FW: Quick sync on Standards for DMD

Attachments: IP Review - Standards Worksheet DMD Draft 1.doc; Standards-DMD-v13.xls

Backgrounder for our meeting on Tuesday at 3.

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----- Original Message -----

From: Pat Griffis
Sent: Saturday, January 25, 2003 12:47 PM
To: Jordi Ribas; See-Mong Tan; Pat Griffis Direct Reports; Marlin Blizinsky
Cc: Mike Beckerman; Ming-Chieh Lee; Ian Mercer; Rich Lappenbusch
Subject: RE: Quick sync on Standards for DMD

This is a great start! I've made a few quick edits and added a column for "resources needed" as we look to FY '04 strategic plan. This is meant to be place holder for additional HC which needs to be assigned either within existing resources or as an addition to it. This part of the big ideas initiative I mentioned. I am coordinating the plan for all of NMPD in conjunction with Marlin Blizinsky of the corp. standards team (although I wonder if NMPD exists anymore with the reorg.?). I've attached a first cut draft from Marlin of "DMD" standards which was just reviewed with Amir and has some complementary info but needs a lot of work. I would ask you to think about the resource need within the activities you've outlined and enter it into the chart. I think will we eventually breakout initiatives within standards orgs and create an aggregate master document which I will put on the NMPD Standards Share. To my team please also add to this document. In DVD forum case, I know of at least 4 WG's that Kilroy is trying to track/drive. Thanks.



IP Review - Standards-DMD-v1
standards Workshe.. 3.xls (32 KB)

----- Original Message -----

From: Jordi Ribas
Sent: Saturday, January 25, 2003 12:21 AM
To: See-Mong Tan; Pat Griffis
Cc: Mike Beckerman; Ming-Chieh Lee; Ian Mercer
Subject: RE: Quick sync on Standards

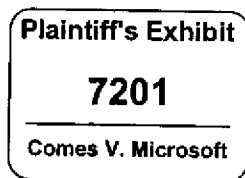
See-Mong – Your part looks great, thanks. I made a few minor modifications overall (see below). Let me know if you have any revisions.

Pat – I'm attaching a spreadsheet with info that See-Mong, Ian and I put together. It lists all the standard efforts that affect the product teams in Mike's org. Please feel free to modify if we are missing anything. Once we get your team's revisions, we can review the final version with Mike.

<< File: Standards-DMD-v12.xls >>
(Mike, Ming – just an fyi on the progress.)

Thanks,
Jordi

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Modifications over v11 added WMFT in M4IF, added CMPT in 3GPP and DBV since we are also pushing/supporting Mats/Tom with codec issues, converted names into aliases for consistency (although it could be done either way), & corrected minor typos

----- Original Message -----

From: See-Mong Tan
Sent: Friday, January 24, 2003 4:08 PM
To: Jordi Ribas; Ian Mercer
Subject: RE: Quick sync on Standards

Here is my writeup There are two lines I am not so up to date on, DVB and SMPTE.

<< File: Standards-DMD-v11.xls >>

----- Original Message -----

From: Jordi Ribas
Sent: Tuesday, January 21, 2003 4:45 PM
To: Ian Mercer; See-Mong Tan
Subject: RE: Quick sync on Standards

Good. No need to meet then.

See-Mong -- I have updated the spreadsheet (attached). Once you are done with your part, we can just pass it to the standards team, Linda, etc. BTW, Mike wanted us to be clear on what the priorities mean, so I added a key to explain the meaning of P1, P2, and P3 at the top. Feel free to modify.

<< File: Standards-DMD-v1.xls >>

Jordi

----- Original Message -----

From: Ian Mercer
Sent: Tuesday, January 21, 2003 4:01 PM
To: Jordi Ribas; See-Mong Tan
Subject: RE: Quick sync on Standards

OSTA

UDF and
Compressed media
disc formats

Is all I would add to the table you have More of a negative involvement in standards than a positive.

-Ian

-----Original Appointment-----

From: Jordi Ribas
Sent: Tuesday, January 21, 2003 3:53 PM
To: Ian Mercer; See-Mong Tan
Subject: Quick sync on Standards
When: Friday, January 24, 2003 10:00 AM-10:30 AM (GMT-08:00) Pacific Time (US & Canada); Tijuana.
Where: 50/3600

Hi Ian -- When we met with the standards team last week, MikeBeck asked See-Mong and I to go around and collect data on standards that product teams in his org are either attending or think we should attend. We are putting together the spreadsheet attached to summarize all the efforts and plan to present it to Mike some time next week.

<< File: Standards-DMD.xls >>

Mike suggested to meet with you to make sure we capture all the standards that your team cares about. You could also give us feedback on the spreadsheet format.

Alternatively, instead of having a meeting, I guess you could simply add some rows to the spreadsheet and pass it back.

Jordi

Standards Worksheet: DMD

Standards	Org Name	Priority	MS Lead	MS Position	Status	Comments
Memberships	IP Policy					
	DVD Forum WG 1/AH0-8/Codec and WG 9 Copy Protection	A+	Will AlexLim	Member, not on Steering Comm	Vote ____ Spec in process MS contributions Don't provide IP	Billg has become involved in adoption of WMV 9 as codec standard Org threatening to adopt watermarks as security measure in WG 9 New CCI type EPN Contributing ID algorithm for ENAV spec
	MPEG-4, Part 10 (JVT) 3GIO Comms - Mobile	A A	GarySull KennethS, TonyPi	Chair Member		Competitor to WMV Due to be completed
	3GIO PCCard	A	NickGeo	Member	Don't provide IP	
Open Source	AAF	A	Skippiz	Board?	In progress	Involvement in storage, security and other issues
NA	CPTWG DVD CCA	A	AndyMo	WG Co-chair Board	In progress	Involvement primarily defensive
	DVB-MHP	A	Sean Hayes SinramR	Chair WG?	Spec adopted	Java-based spec adopted
RAND	OpenGL	A	DAronson	Member	???	Contributed IP
RF	Japanese Camera Industry Association	A	MiStokes / MS KK	Member	???	
RAND	SMPTE	A	PatGriffis, KilroyH	Board, Chair WG, Sponsor	???	Contribute IP
RAND	3GPP	B	IsabelleVH	Board	In progress	Have made RAND-Z contributions?
	ARIB	B	pgriffis, harhan		Inactive?	Java-based spec adopted Did we contribute IP?

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RAND	ATSC	B	Edwin Heredia	Chair WG		Contributed IP. Java-based specs adopted
RAND	CableLabs	B	PatGriffis / KilroyH	--	In progress	Have made RAND and RAND-Z contributions Likely FCC mandate of Java-based specs
RAND	CR Forum (or WTPT)	B	MarthaNa		Not started	In process of joining board. One of several Metadata efforts (list)
	DVD+RW Alliance		Amir/ Aki Houston	Evaluating joining		Still awaiting org documents for evaluation
RAND	ISA	B	MiStokes	Not listed as a member?		Active?
RAND	IEC TC100	B	MiStokes			Provided RAND and RAND-Z IP
RAND	IETF	B	AndersKristian hufema, bernard adoba	Chair WG		Provided RAND and RAND-Z IP
RAND	ISO TC 42	B	MiStokes			Provided RAND IP
RAND	ISO MPEG-21 (File container and format)	B		KirtD		Provided RAND IP
RAND	MPEG-21 (IPMP and DiA)		MarthaNa			
RAND	ITU-R/T	B	Pgriffis, KilroyH	Chair WG		Provided RAND IP
RAND	OSTA	B	Tom Jolly	Member	In progress	
RAND	TV Anytime Forum	B	SkipPiz, KilroyH	Chair WG		Rejected XrML
RF	W3C CSS	B	MichelSu	Chair WG		Provided RAND-Z IP
RF	W3C Vector Graphics	B	MiStokes	Member WG		Provided RAND-Z IP
Other Issues						
Highlights	<p>WMV finished 1st in DVD Forum's blind test of codecs. Bill pushing for positive vote in steering committee Should have significant IP in JVT base specs Reached agreement on AAF after much time and effort. Major positive involvement with video production industry Considerably less danger in CPTWG and DVD CCA (and Congress) than a year ago.</p>					

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	RIAA + IT Industry Agreement Is ATSC Cable Labs harmonizing of the US Cable and Terrestrial middleware specs an opportunity to avoid some of Java's harm to us?
Lowlights	Still having great difficulty in TV- and cell phone-related standards orgs. Java continues strong in these industries No real product alternative to MHP.

Notes:

- Priority Level

A = critical effort in a competitive standards environment.

B = Stds org work is important to our Platform and may become an A in the next 1-5 years.

C = Stds orgs decisions are unlikely to have a major impact on our platform business.

D = Stds org work is peripheral to our core business. We can gain information by staying involved, but have little or no interest in influencing the standards that the organization develops.

- MS Lead: Alias of the owner of Mst's relationship with this stds org.

- MS Position: possibilities include: member/officer/contributor/promoter founder

- Status: options will depend on category:

Memberships: in process, renewed,

Contributions: early draft, in review, approved, published

- Other issues: might include IPR issues, status change, competing standards, standards compliance

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Priority P1. Specific strategic goals DMD is attending & contributing IPR

Priority P2 DMD is

Standards Group	Technology Area	DMD PU	Brief Description	Main Goal	Priority
ISO MPEG-4 Video & ITU-T VCEQ	video codec	CMPT	Next generation of MPEG-4 video codec, aka H.264, JVT, H.26L, or MPEG-4 AVC	Put IPR in standard to seat in future patent pool	P1
MPEG-LA MPEG-4 Visual Patent Pool	video codecs & IPR	CMPT	Pool of IPR owners of MPEG-4 Visual V1-V2 (profiles simple, core, advanced simple, etc.)	Influence licensing terms in line with Windows & Windows Media strategies	P1
MPEG-LA JVT H.264 Patent Pool	video codecs & IPR	CMPT	Pool of IPR owners of H.264 video codec	Influence licensing terms in line with Windows & Windows Media strategies	P1
ISO MPEG-4 Audio	Lossless audio codecs	CMPT	First lossless audio codec from MPEG, by same group that developed MP3 and AAC	Put IPR in standard to influence patent pool	P1
M4F (MPEG-4 Industrial Forum)	codecs, systems, networking	CMPT, WMFT	Industrial forum to promote all of MPEG-4 parts, interoperability, etc	Track	P1
DVD Forum AdHoc Group 8 for HD codec selection	video codec	CMPT	Group is doing blind tests to select best codec for HD DVD (Red laser) to DVD Forum Steering Committee WMV-9 adopted	Win blind tests with WMV-9 to gain tech credibility from top Studios and OEMs. Get DVD (Red laser) to DVD Forum Steering Committee WMV-9 adopted	P1
ATSC robust mode codec	audio and video codecs	CMPT	Group will select compression technology to send bitstreams under error conditions	Get WMA and WMV adopted as ATSC codecs	P2
Open Mobile Alliance (OMA) device DRM	Device DRM	CMPT (& WTPF)	Defines DRM for wireless devices	Get Nokia to adopt Windows Media in their hand-sets	P2
OSTA	UDF and Compressed media disc formats	WM Tools	HighMAT competitor	No goals. No plan to support	P3
MPEG-21	DRM		Digital rights management for MPEG Wireless multimedia, multimedia messaging, mobile phones		P1
3GPP/WMB/OMA	Wireless	WMFT, CMPT		Try to insert WM technology into standard	P1
IETF/CDN	Enterprise	WMFT	Enterprise CDN internetworking	Influence if MS decides to get into eCDN space	TBD
IETF/AVT	Networks	WMFT	Protocols for streaming	Monitor protocol developments	P2
DVD-Forum	DVD	WMFT	DVD technology. Focusing on High-Definition DVD and interactive DVDs.	Ensure that no MS-unfriendly technologies get into the standard. Ensure that MS can play the standard.	P2
AAF	File format	WMFT	Authoring interchange format for the Pro space	Support to get entry into pro authoring space	P1
DVB	Codec	WMFT, CMPT	Low bitrate codecs for IP delivery (DVB-AVC) and content protection (DVB-CPT)		P2
SMPTe	File format	WMFT	File formats and metadata for professional/broadcast market (W25). File formats and Content Protection for Digital Cinema (D28)	Ensure that an MS-unfriendly technologies get into the standard	P2

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DMD attending	Others from MS attending	Status	Next Meeting	Completion	Resources Needed
JordR	GarySull (Chairman) MSR Bejin	Significant amounts of MS technology incorporated into standard (6 patents and 3 likely for simplest profile) JordR is not attending now, but is still tracking/maintaining IPR License was completed in meetings during 2001-2003. We will attend the AdCom meetings were the patent pool members monitor the adoption of the standard by the industry, and modify licensing terms accordingly.	March 03, TBD	FDIS March 03, IS Summer 03	
GarrettG, JordR	BartE	Our patents in JVT-H 264 will not be granted until 2004-2005, so we will not have a seat in the pool until then. BartE, GarySull, JordR and MingCl are investigating old MS codec patents to see if any fit H.264	TBD	AdCom meetings will continue for several years.	
Cannot attend	Cannot attend		Unknown publicly. First call for patents is until Jan 03	Meetings start in 03 and will last several years	
JamesDJ	JinLi (MSR)	Proposal submitted along with MS Research and being evaluated by the standard	March 03, TBD		2004
GarrettG (attended once)	GarySull & MSR Bejin (attend sporadically)	M4F continues to meet regularly. It has recently embraced the promotion of H.264	TBD	Expected to continue for several years	
KilroyH, JordR (so others involved in Status)		WMV-9 has won the two separate blind tests (one in Warner Bros. and the other in Panasonic Hollywood Labs). H.264 selected for political reasons. Warner Bros supports WMV-9. MingCl and his team are doing tech work. AlexLim & PGMIBs are organizing side meetings with top Studios and OEMs to gain support for WMV-9. WPoolc and BillG are helping in high level meetings. Standards team is suggesting to contribute WMA and WMV to these tests. It is unclear whether open spec is a requirement. H.264 is being proposed, so our chances to win with closed specs are small.	Feb 03. Adhoc HD codec demos for top Studios. New encodings needed.	Decision of Steering Committee expected in late February	
HHerecia (tracking)	P. Griffin/Board		Call for proposals until Feb 7	TBD	
ScottFie	No one (BrooksC?)	OMA v1 is being developed by Nokia, Sony, Philips, Intertrust, etc as a DRM standard for wireless devices. Nokia is asking Microsoft to do a joint proposal with them for OMA v2 & make that our Mercury V2 in WMT. In exchange, they will adopt WMT in their hand-sets. The system group is active on UDF specification, MPA and MPV efforts by OSTA are somewhat competitive to HighMAT and we have no plans to support them or to contribute in any way.	TBD	On going	
No one	No one	XrML adopted. ContentGuard owns IP, and Microsoft has minority stake in ContentGuard. Other work outside rights expression remains.	Dec 9-13 2002, Japan	Dec 9-13 2002, Japan	
MatsM		MPEG-4 video, Narrowband AMR audio and timed text adopted (no Microsoft technology).	Feb 24, Berlin, Germany	Feb 24, Berlin, Germany	
TBD		Architecture for CDN peering established by Cisco, Inktom. MS participation is essential if we get into the eCDN space. That has not been decided yet. DMD contact is Bret O'Rourke	TBD	TBD	
AndersK1		Protocol evolution stabilized. Work on payload formats for RTP continues. Draft spec reached for eNav XHTML/SMIL interactivity. Animation specs next potentially based on SMIL + SVG. Emviva tried to propose MPEG-4 BIFS but was rejected. Flash making a strong play for their format, and may still succeed.	Mar 16, 2003, San Francisco, CA	Mar 16, 2003, San Francisco, CA	
KilroyH, ShayaS SkipPiz, JAlkovic, SeeMongI TomHon (Codecs), ShayaS (Content Protection)		Go ahead by senior management to engage and promote AAF. Working with Adam Berns in biz dev for demo projects to be announced at NAB.	20-Jan-03	20-Jan-03	
		For DVB-AVC see TomHon's mail from Amsterdam. DVB-CPT is currently drafting technical requirements.	Feb 21, 2003, London, UK	Feb 21, 2003, London, UK	
			Nov 5-6, 2002, TBD	Nov 5-6, 2002, TBD	
SkipPiz, KilroyH		Currently, MXF + RP210 (Metadata) is the direction SMPTE is going. This includes D28 for D-Cinema. WMF is currently not present anywhere in this space.	Feb 27-Mar 1, 2003 Seattle	On going	

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