



# INVITATION

## Kick-off Meeting for the International Workshop Agreement (IWA) Unique Media Identifier (UMId) for distribution channels and brands

Wednesday, 21 February 2024  
at DIN  
Burggrafenstr. 6, 10787 Berlin, Germany

The Global Media Registry (GMR) and DIN are pleased to invite interested stakeholders from public and private sector organizations worldwide to participate in the ISO International Workshop Agreement (IWA) on Unique Media Identifier (UMId) for distribution channels and brands.

### **Background**

In July 2023, DIN (Germany) submitted a proposal to the Secretariat of ISO's Technical Management Board (TMB) for the development of an ISO International Workshop Agreement (IWA) on *Unique Media Identifier (UMId) for distribution channels and brands*.

DIN is willing to provide the secretariat for the development of this IWA.

Please find attached as annex:

- Annex 1:       Respective IWA proposal on UMId
- Annex 2:       Practical information on the kick-off meeting venue
- Annex 3:       IWA workshop participation registration form

## Purpose

The IWA aims at enhancing the integrity of content indexation and recommendation, primarily by online platforms (e. g. search, streaming and social media). This is intended to be achieved by harmonising and improving the effectiveness of respective signalling along the distribution chain by means of a unique identifier of channels and brands.

In addition, the deliverable of the IWA may be used by other stakeholders that engage with mass media and content distribution online such as providers/operators of advertising technology and public sector actors (e. g. regulatory authorities). For the avoidance of doubt, the proposer wishes to clarify that this indicator is about the means of distribution of media only, not about individual pieces of content. Thus, its purpose is to unambiguously identify the respective source, for example in order to trace back and identify its ultimate beneficial owner. Accordingly, it will be designed to provide signal transparency and integrity in a neutral way, not a value judgement about the trustworthiness of the content itself.

## Draft Scope

The document will provide a syntax specification of a Unique Media Identifier (UMId) and guidance on how to use it. UMId(s) can be allocated to distribution channels and brands and enables their unambiguous identification.

For more information about the proposal, please refer to **Annex 1**, as approved by the Technical Management Board of ISO.

## Compliance with ISO process

DIN, the German member body of ISO, guarantees its support in the management and publication of the IWA in compliance with ISO Directives, following the principles of international standardization: transparency, fairness and consensus.

GMR, the proposer of the IWA, nominates Mr L'uboš Kukliš as the Chairperson (to be confirmed at kick-off).

DIN appoints Mr Gregor Roschkowski (DIN) as the Secretary of the IWA.

## To participate

Please fill in the registration form, attached as **Annex 3**, and return it at the latest by the 2024-02-08 to the secretariat: [gregor.roschkowski@din.de](mailto:gregor.roschkowski@din.de).

The Workshop will be open to registered participants only.

## Time schedule for the ISO IWA

The kick-off workshop will take place at DIN on **21 February 2024**.

A possibility to join virtually will be provided.

If deemed necessary, further workshops will take place at the following schedule:

2024-04-24 1st Workshop Meeting

2024-07-17 2nd Workshop Meeting, followed by public consultation

2024-11-20 3rd Final Workshop Meeting (Disposition of comments, Approval of Publication)

Once the discussions have reached their conclusion, the final text of the IWA as arising from the Workshop consultations and meetings will be submitted to ISO for publication.

ISO members may market and promote the document through their regular channels.

ISO will hold the copyright to the document.



## Meeting information of the Kick-Off Meeting (Hybrid mode)

Date: 2024-02-21 (Wednesday)

Time: 12:00 to 18:30 Local Time (CET); 11:00 – 17:30 UTC

Venue: Burggrafenstr. 6, 10787 Berlin, Germany ([directions to DIN](#))  
More information on the venue in **Annex 2 Practical Information**.

Zoom: <https://iso.zoom.us/j/98502071811?pwd=S1JEZlpRdG9yWFIBelpha1I4SHFydz09>

Password: 813266 (if needed)

### Draft agenda:

	Draft Timing (CET)
<b>1. Opening of the meeting</b> <a href="#">ISO Code of Ethics and Conduct</a>	12:00
<b>2. Roll call of workshop members</b>	12:20
<b>3. Adoption of the agenda</b>	12:40
<b>4. Appointment of Chairperson</b>	12:50
<b>5. IWA 44; Unique Media Identifier (UMId) for distribution channels and brands</b>	
5.1 Purpose and objectives	13:00
5.2 Comments received during the consultation of the proposal	13:30
5.3 Title and scope	14:30
<b>Lunch Break</b>	1:00
5.4 Document structure	16:00
5.5 Bibliography and related standards, specifications or other documents	17:00
<b>6. Allocation of work packages</b>	17:30
<b>7. Recommendations and actions</b>	18:00
<b>8. Any other business</b>	18:20
<b>9. Closure of the meeting</b>	18:30

Fee: None; although all expenditures including transportation, accommodation, health insurance and visa fees will be paid by your own organization.



## Questions

Should you have any question, as Workshop secretary, I will be glad to be of assistance.

Sincerely,

Gregor Roschkowski

Secretary of the workshop

DIN Standardization

[gregor.roschkowski@din.de](mailto:gregor.roschkowski@din.de)

Berlin, 2023-11-15



## PROPOSAL FOR AN INTERNATIONAL WORKSHOP AGREEMENT

A proposal for an International Workshop Agreement (IWA) shall be submitted to the secretariat of the Technical Management Board at ISO/CS ([tmb@iso.org](mailto:tmb@iso.org)). Proposals will be referred to the ISO Technical Management Board for approval (4-week ballot).

Once the proposal for the IWA is approved by the TMB, the proposer will be requested to prepare an announcement/ invitation to the workshop, which will be circulated to the ISO members by ISO/CS. Please note that the announcement must be made at least 90 days in advance of the agreed date to allow potential attendees adequate time to plan on attending the workshop (Annex SI.3).

See the [ISO Supplement Annex SI](#) for full details of the Procedure for the development of IWAs.

### Proposer

*A proposal to hold an ISO workshop for the purpose of developing one or more IWAs on a particular subject may come from any source, including ISO member bodies, liaison organizations, corporate bodies etc. An organization that is not an ISO member body or liaison organization, or is not international in scope, shall inform the ISO member body in its country of its intent to submit such a proposal.*

Global Media Registry (GMR)

The Global Media Registry (GMR) is a non-profit social enterprise that supports transparency, accountability and pluralism in the digital information space. The GMR is a service provider and solution hub for newsrooms, regulators and policy makers, and for all stakeholders that engage with the media industry. The GMR fills the gap between campaigns-driven advocacy NGOs, implementation-oriented media development organisations, and academia.

The GMR is a member of the Global Forum for Media Development (GFMD), a consortium member of the Global Media & Internet Concentration Project (GMICP) and a member of the Media Freedom Cohort of the Summit for Democracy.

### Contact details of proposer

**Name:** Olaf Steenfadt (GMR) & Gregor Roschkowski (DIN)

**Email:** [o.steenfadt@mediaregistry.org](mailto:o.steenfadt@mediaregistry.org) & [gregor.roschkowski@din.de](mailto:gregor.roschkowski@din.de)

### Title of the proposed IWA

Unique Media Identifier (UMId) for distribution channels and brands

### **Purpose and justification**

The IWA aims at enhancing the integrity of content indexation and recommendation by online platforms (e. g. search, streaming and social media).

This is intended to be achieved by harmonising and improving the effectiveness of respective signalling along the distribution chain by means of a unique identifier of channels and brands.

In addition, the deliverables of the IWA will be used by all other stakeholders that engage with mass media and content distribution online such as providers/operators of advertising technology and public sector actors (e. g. regulatory authorities).

For the avoidance of doubt, the proposer wishes to clarify that this indicator is about the means of distribution of media only, not about individual pieces of content. Thus, its purpose is to unambiguously identify the respective source, for example in order to trace back and identify its ultimate beneficial owner. Accordingly, it will be designed to provide signal transparency and integrity in a neutral way, not a value judgement about the trustworthiness of the content itself.

Insofar it is expected that ethical concerns about so-called inclusion or exclusion lists, that might be misused for the purpose of censorship and of which the proposer is fully aware, are not applicable to this proposal. It might even help to mitigate related risks by preventing mismatches and mix-ups that are rampant in this space. This is a result of the fact that all stakeholders concerned (such as social media platforms and search engines, the advertising sector and public actors, like regulators, and academia) do already use identifiers each, to index media companies, channels and their assets, but that those are not harmonized yet. This is what the unified identifier aims to achieve.

### Which Problem is addressed by the IWA?

The functioning of our shared information space depends on digital infrastructure and platforms. Their protocols and algorithmic-driven recommender systems determine how we see the world online. Accordingly, authoritative and credible information deserves prominence, while harmful or even illegal content must be demoted or deleted. Our proposal aims at harmonising and improving the effectiveness of respective signalling along the distribution chain of content and thus, to enhance the integrity of services. In order to work properly, recommender systems require up-to-date criteria by which content is included, promoted or even excluded based upon inclusion lists of trustworthy sources of content, or exclusion lists of bad actors. Currently, the datasets upon which these decisions are based are provided in real time by an increasing number of external actors, such as NGOs and ad-tech providers, but are also compiled internally by platform owners. A problem occurs when these different lists result in ambiguities or mismatches. This might be the case with brands of the same name (there are several dozens of media outlets called 'Phoenix'), or with affiliates, syndicated channels or sister-brands of the same origin, but with different editorial lines (e. g. Al Jazeera, Phoenix or Fox). Even when a web-domain or social media account is always distinct, it might not be immediately clear to which media outlet or company it belongs. This could lead to conflicting or wrong signals, misleading algorithmic indexation and negatively impacting site integrity and user experience.

Bad actors could even capitalise on this deficiency and try to game the recommender systems with similar sounding names of channels, accounts or brands.

### How can the problem be solved by the IWA?

Like tax IDs, phone or car registration numbers, a system of unique identifiers for media – or, more generally speaking, content providers – could be useful to address this issue. In principle, many forms of identifiers already exist, of course, as each actor in this space is using them as a mere necessity of database management. What's missing, however, is harmonisation – both vertically (between platforms and signals providers) as well as horizontally (platforms, ad-tech amongst each other respectively). Standardisation will diminish costs, reduce errors, add efficiencies, and increase the speed in which systems can identify and tag both respected and potentially untrustworthy content. The instrument of industry standard setting could be one useful path to achieve this goal in a fully self-regulatory and consensual, but still authoritative way. One example for such a convention are the two- or three-letter country codes stipulated by ISO, or the three letter codes for airports. Another one is the international bank account number IBAN. Specific to the content creation process, the International Standard Name Identifier (ISNI or ISO 27729) is an identifier for the public identity of parties is another widely adopted, but less well-known example. The syntax of these identifiers could range from a simple number or abbreviation, to a string of numbers and letters that also include additional information (like the two-letter country prefix in the IBAN, for example). At this stage, we would not predict, let alone determine which final shape these unique identifiers could take. One main advantage of the official standard setting protocol is that these technical questions would be discussed, and final specifications agreed on, in a transparent and tested, inclusive process. The legitimacy that derives from it is a prerequisite for successful implementation, in other words voluntary usage across the marketplace.

The proposer is aware of a broad range of existing indicators, like call signs used in the United States (USA) to identify terrestrial television and radio stations. The purpose of this proposal is, however, not to replace them, but to add a holistic and global framework with a view on harmonizing them.

The proposer has also been made aware of similar issues related to the proposed UMIId, that have already been discussed and dealt with by ISO/TC 204 *Intelligent transport systems*. The ITS architecture includes flows for distributing information both from authorized central sources (e.g., government and other information service providers) as well as in a peer-to-peer environment. For the safe and efficient operation of the transport network, signal integrity is essential. While the problem laid out in this proposal is not identical to that faced by ITS, related learnings are appreciated to feed into the UMIId development. Certainly, any solution aimed at securing integrity in complex, dynamic environments is not a trivial task that can be resolved in one meeting or workshop. Insofar, the existing work of ISO/TC 204 will be gladly taken into account during the elaboration phase of this IWA.

The current relevance of the topic (information integrity and the threat of disinformation) requires a prompt jointly developed solution. Therefore, the option of an IWA has been chosen instead of an elaboration via the International Standard (IS) development track.

**Does the proposed IWA relate to or impact on any existing work in ISO committees?**

Yes       No

**Please list any relevant documents and/or ISO committees***ISO/TC 46/SC 9 Identification and description*

Pre consultations with ISO/TC 46/SC 9 Leadership already took place in June 2023. The proposed IWA does not interfere with ISO/TC 46/SC 9 projects. Experts from ISO/TC 46/SC 9 are invited to join the workshop.

*ISO/TC 204 Intelligent transport systems*

In a pre-consultation the Leadership of ISO/TC 204 provided detailed comments on the proposed UMIId regarding similar demands in the *Intelligent transport systems* (ITS)

*ISO/TC 289 Brand evaluation*

ISO/TC 289 develops international standards supporting the international practice of brand evaluation and brand management.

*IEC/TC 100 Audio, video and multimedia systems and equipment**ISO/IEC JTC 1 Information technology***Relevant stakeholders (list of organizations that may be interested)**

- Agency for Audio and Audio-Visual Media Services of the Republic of Macedonia (AVMU)
- Conseil supérieur de l'audiovisuel (CSA), Belgium
- European Broadcasting Union (EBU)
- European Platform of Regulatory Authorities, EPRA
- Global Disinformation Index (GDI)
- International Telecommunication Union (ITU)
- Internews
- Office of Communications (Ofcom), UK
- Check-my-ads, USA

## To be confirmed:

- Organisation for Economic Co-operation and Development (OECD) [as Observer]
- European Commission, DG CNECT [as Observer]
- L'Autorité de régulation de la communication audiovisuelle et numérique (Arcom), France
- Meta Platforms Inc.
- TikTok Technologies

**Member body willing to act as secretariat**

DIN - German Institute for Standardisation



**Number of meetings to be held (if more than one is envisaged) and proposed dates**

4 Meetings:

2024-02-21	Kick-Off Meeting
2024-04-24	1 <sup>st</sup> Workshop Meeting
2024-07-17	2 <sup>nd</sup> Workshop Meeting, followed by public consultation
2024-11-20	3 <sup>rd</sup> Final Workshop Meeting (Disposition of comments / Approval of Publication)

**Annexes are included with this proposal (give details)**

Concept note of the proposal  
DIN Reply on the Consolidated feedback from the pre consultation

The DIN logo consists of the letters 'DIN' in a bold, sans-serif font, enclosed within a white square that is itself centered within a larger blue square.

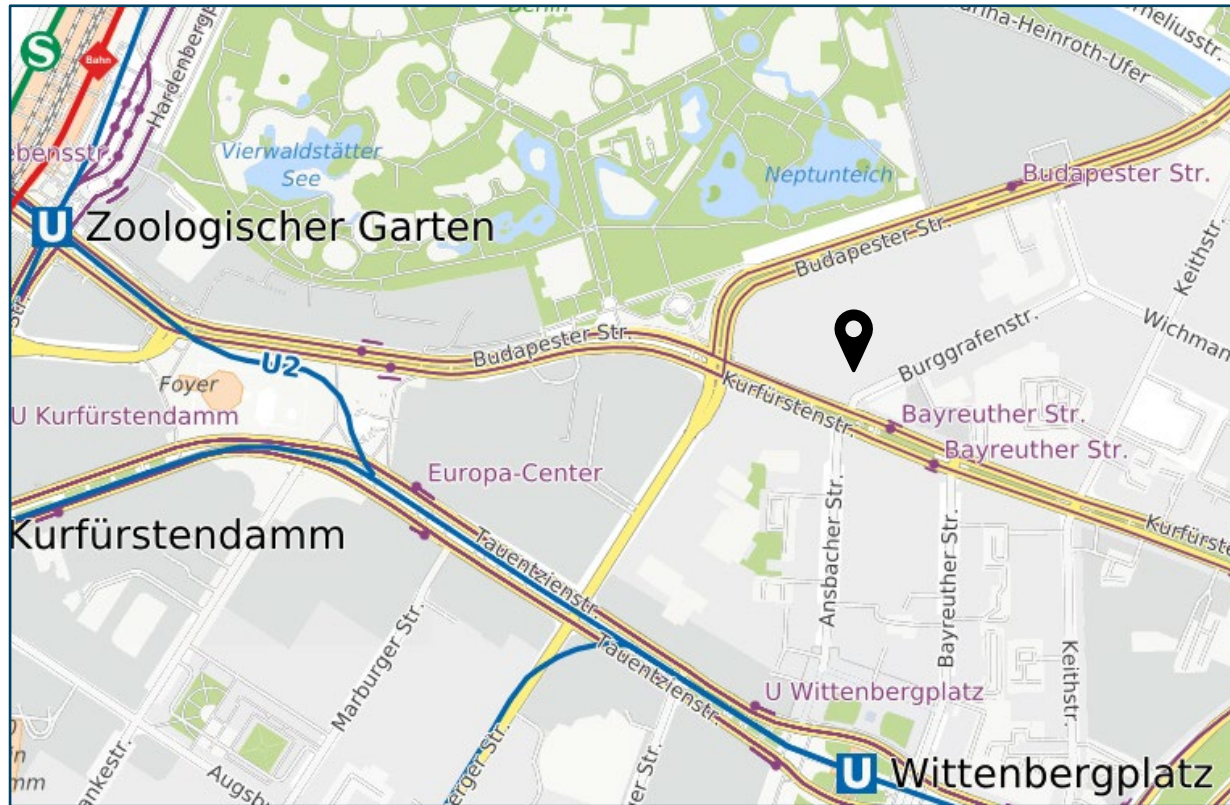
**IWA Kick-Off Meeting**  
**2024-02-21, (Berlin, Germany)**

***Unique Media Identifier (UMId) for distribution channels and brands***

**Practical information**

IWA Kick Off Meeting; UMI, Practical information

# Meeting venue



Deutsches Institut für Normung  
Burggrafenstr. 6  
10787 Berlin



U1, U2, U3 - Wittenbergplatz  
U2, U9 - Zoologischer Garten



S3, S5, S7, S9, RB23, RE1, RE2, RE7  
- Zoologischer Garten



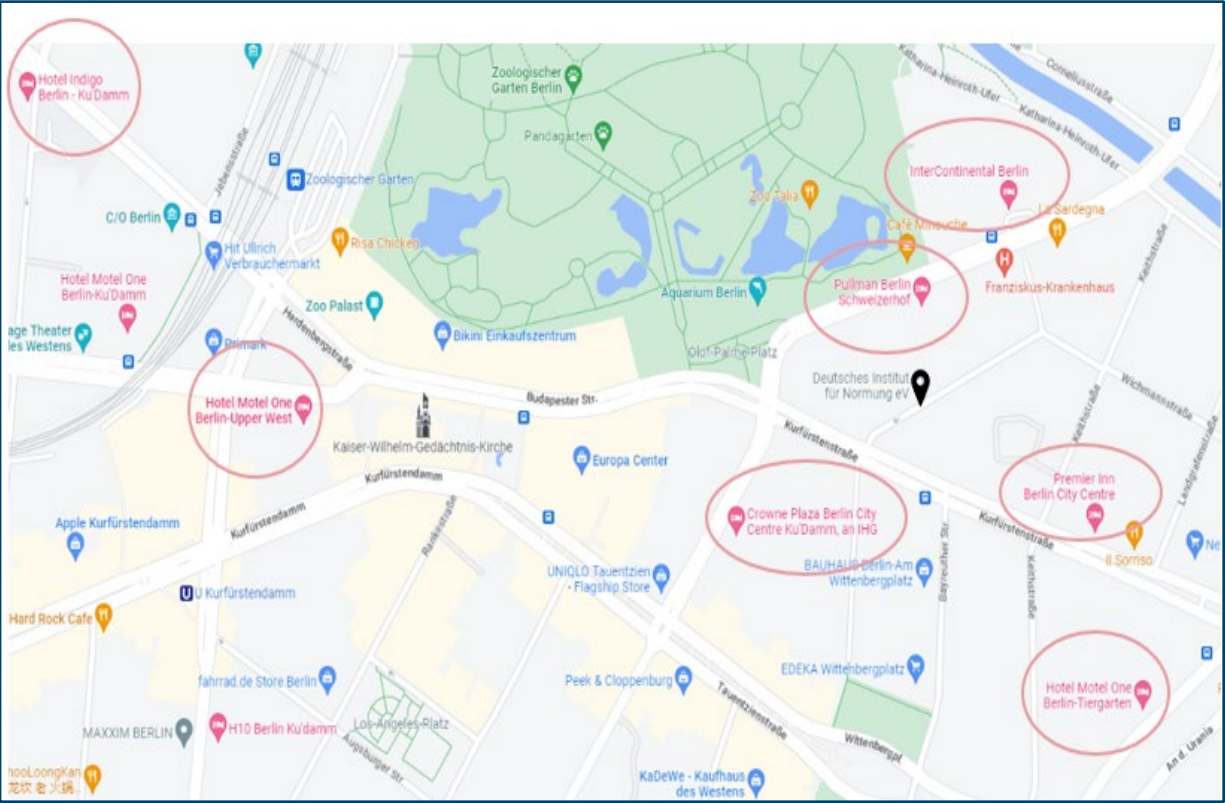
~45min from BER to Station Zoo  
<https://ber.berlin-airport.de/en.html>

IWA Kick Off Meeting; UMIId, Practical information






# Accommodations



Several hotels near DIN.



# Practical information for visitors

-  **TELEPHONE**  
The international country code for Germany is +49.
-  **PLUGS**  
230 volts/50 Hz (you may need an adaptor!).
-  **WIFI**  
WIFI free access is guaranteed to all experts and delegates in meeting rooms of the venue.
-  **BERLIN TOURIST INFORMATION**  
Official website of the Berlin Tourist Information Centre: <https://www.visitberlin.de/en>
-  **MUSEUMS**  
<https://www.museumsportal-berlin.de/en/planen-organisieren/berlins-museums/>

# VISA information



## VISA

Germany is a member of the European Union and part in the Schengen Agreement

More information: <https://www.auswaertiges-amt.de/en>

The following information is necessary for invitation letters

- First name
- Family name
- Female/Male
- Date of Birth
- Place of Birth
- Passport No.
- Company/Organization/National standardisation body
- Complete address (of the Company/Organization/National standardisation body) (**including ZIP Code**)
- Period of stay (date of arrival/date of departure)
- E-mail and mobile number (needed for UPS delivery)

Please submit your enquiry for invitation letters (if needed) as soon as possible.

Contact person: Ms Kerstin Bülow, E-Mail: [kerstin.buelow@din.de](mailto:kerstin.buelow@din.de)