

3GPP TSG-SA4 Meeting #128

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中国移动
China Mobile



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Thoughts on Market Relevance

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- ❑ During previous meetings, companies held differing views on the definition of “market relevance” .
- ❑ Instead of subjective opinions, a **quantifiable assessment framework (see slide 5)** for determining market relevance can be used, taking into account:
 - Include various factors, each assigned different weights.
 - Factors for market-relevance are determined based on insights from research studies/reports, and previous discussions.
 - The score for each scenario is calculated based on factors and is then used to determine priority.



Qualcomm

For formats produced on devices:

- Are there market-relevant devices that can capture and produce such content?
- Can we capture test sequences with existing devices?
- Are there existing test sequences?
- Do we have contributors of test and reference sequences?

For formats produced professionally:

- Do well-defined contribution formats exist?
- Do well-defined reference and test sequences exist?
- Are there existing test sequences?
- Do we have contributors of test and reference sequences?

XIAOMI

- 3GPP devices and network elements involved in the scenario,
- Description of end-to-end workflows from and to 3GPP devices.
- The current device implementations and services running at scale should be considered to assess market relevance,

Nokia

- Does the technology address a real current or future problem or need in the market?
- Potential for the technology to disrupt existing markets.
- Size of the potential market and its growth potential.
- Long-term viability and sustainability of the technology in the market. Technologies that can adapt to evolving market needs and technological advancements are more likely to remain relevant over time.
- Presence of strategic partnerships and integration within larger ecosystems, as demonstrated by industry collaborations.

Proposed Framework for Assessing Market Relevance

Factors	Weight	Scoring criteria	Scenario A:	Scenario B:	Scenario X:
Interoperability	25%	<ul style="list-style-type: none"> -Do well-defined contribution formats exist? -Do well-defined reference and test sequences exist? 			
Implementation constraints	20%	<ul style="list-style-type: none"> -Are there market-relevant devices that can capture and produce such content? -Setup/Maintenance cost? - The current device implementations and services running at scale 			
Feasibility	20%	<ul style="list-style-type: none"> -Are there existing test sequences? -Do we have contributors of test and reference sequences? -Can we capture test sequences with existing devices? 			
Ecosystem	20%	Presence of strategic partnerships and integration within larger ecosystems, as demonstrated by industry collaborations.			
Innovation	15%	<ul style="list-style-type: none"> -Does the technology address a real current or future problem or need in the market? -Potential for the technology to disrupt existing markets. 			
Score					

- Document the table from slide 5 into a permanent document to serve as the quantifiable assessment framework for determining Market Relevance for proposed scenarios.

- ❑ We are supportive of using Qualcomm' s proposal (S4-240955) as the general guidance for progressing the study. However, considering time constraints and copyright issues, it should be **recommended but not mandatory** to avoid using test and reference sequences that are already used in the the development of codecs.
- ❑ We suggest using existing market services/products as references for identifying video formats and candidate codecs, and defining configuration parameters for each codec.
- ❑ We hope that different companies can lead each scenario, this will enable parallel testing and thus the evaluation process can be more efficient.