

Digital Sheet Music standardization at AMEI

Jan. 25th, 2015

Taro Tokuhiro

Music e-Publishing Working Group
Association of Musical Electronics Industry

Who we are

- AMEI
 - Association of Musical Electronics Industry
- AMEI : 7 committees
 - MIDI Standard committee
 - Copyright & Software committee
- C & S committee : 5 working groups
 - Karaoke WG
 - Digital music distribution licensing WG
 - Music e-Publishing WG
 - Manufacturers, publishers, contents providers, and software companies

Who is this guy?

- Taro Tokuhiro
 - SES Business Development Dept., Yamaha
 - Education (K12 to lifelong learning)
 - ICT
 - Worked on several IT driven projects
 - Researcher
 - Educational technology
 - Business ecosystem

Definition : Digital Sheet Music / e-Score

- What is DSM?
 - Digital authoring
 - ex. Finale, Sibelius
 - Digital delivery
 - ex. sheetmusicdirect.com
 - Digital performance support
 - ex. Smartmusic, Weezic
- AMEI's understanding for DSM
 - All of those three types

Why is standardization necessary?

- Why, what, and how on standardization
 - Market growth & efficiency = Adaptation
 - Technical/business providers to adapt to new standards
 - Customer to adapt to new technology
 - Use Case is a key
 - Standard should actually be used
 - Technology will change, but use case won't
 - Customer will do only what they are accustomed to do
 - plus decent amount of new use cases
 - Collaborative work
 - MMA, MusicXML community, music industry, ...

Is standardization the right tool?

- Pros/Cons of standardization
 - WTO GPA
 - Agreement on Government Procurement
 - Gravity center for conversation/negotiation
 - Overhead cost
 - Fees
 - Processes
- Need to make a right decision

IEC and AMEI's DSM standardization

- IEC TC100 TA10
 - IEC : International Electrotechnical Commission
 - TC100 : Audio, video and multimedia systems and equipment
 - TA10 : Multimedia e-publishing and e-book
- MIDI 1.0 will be published as new IS
- Strong relationship to TA10

Digital Sheet Music at IEC

- Past activity
 - Sept. 2013 Presentation to DSM to IEC GM at Shenzhen
- IEC GM at Tokyo
 - Nov. 8th, 2014
 - Made a presentation at Future Project section of TC100 TA10
 - *“Requirements for international standardization of digital sheet music”*
 - Got positive feedback from attendees

Next steps in AMEI's DSM standardization

- Next steps

- AMEI to submit Technical Report draft on Feb.

- TR = Not an international standard document

- Snap shot of current technologies available on the market

- The TR will be published after voting process

- Digital Sheet Music might be proposed as new IS project at TC100 TA10.

Where are we

- Research phase
 - Writing up the TR is a perfect exercise
- Decision making
 - Is standardization necessary?
 - Is de jure/de facto standardization necessary?
 - Is this the right place?
 - Do we have enough information/voices?
- Implementation
 - Standardization process

Summary

- Market Growth
- Adaptation
- Use Cases
- Collaboration

Contact

- Association of Musical Electronics Industry
 - <http://amei.or.jp/>
 - amei_info@amei.or.jp
- Taro Tokuhiro
 - taro.tokuhiro@music.yamaha.com