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## **IPTV Interoperability Forum (IIF)**

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*Standards that  
Drive the Business of  
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October 19, 2009

### Via Email

Video Quality Experts Group (VQEG)

Arthur Webster ([webster@its.bldrdoc.gov](mailto:webster@its.bldrdoc.gov)), VQEG Co-Chair

Filippo Speranza ([filippo.speranza@crc.ca](mailto:filippo.speranza@crc.ca)), VQEG Co-Chair

Re: ATIS IIF – Technical Report on a proposed Test Process for  
Perceptual Quality Measurements

Dear Messrs. Webster and Speranza:

The Alliance for Telecommunications Industry Solutions (ATIS) IPTV Interoperability Forum (IIF) and the IIF Quality of Service Metrics (QoS) Committee, in particular, is pleased to share with you a technical report describing a new process in which perceptual quality measurements (sometimes called QoE models) can be validated. This process is separate from a test plan, which we communicated to you in a previous liaison on February 25, 2009.

There is a general concern that the current Perceptual Quality Measurements (PQM) model test processes are not flexible, timely, and open enough. We believe this newly proposed process is better positioned to stimulate innovation and advance the state of the art in this important aspect of the IPTV industry. The technical report highlights issues with the current PQM model test processes and suggests alternatives we believe are more adequate to support the needs of IPTV service providers.

Given this is a new proposed process, the ATIS IIF would appreciate your feedback. We realize not all aspects of this newly proposed process may be addressed, either at all or sufficiently, in the document at this time. The biggest challenge will be to operationalize/implement this process. Thus, as part of the feedback, we hope you provide comment and underlying reasoning regarding:

- a. Strengths and weaknesses of the proposed process.
- b. Possible impediments to implementing such a process and suggestions for how to resolve them.
- c. Possible improvements and enhancements.

In addition:

1. When this process is implemented, who would be possible participants and interested parties from your group?
2. How do you see this process fitting in with current and planned work in your group? What role, if any, can you envisage your group to play in it?

We look forward to your feedback by November 13, 2009, in time for our face-to-face meeting. If you cannot provide feedback by that date, please let us know when we can expect to receive it.

Please note the attached ATIS standard is being provided to VQEG for the purposes of developing industry guidelines or technical reports. Please seek permission before including or reproducing any excerpts from this document into a final VQEG document(s) and/or before retransmitting this document outside of VQEG.

Sincerely,

Dan O'Callaghan  
Chair, ATIS IIF

cc:

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