Terms of reference for AI and multimedia authenticity standards collaboration

1. Scope

These Terms of Reference (ToR) apply to the operation of the AI and multimedia authenticity standards collaboration convened by ITU under the World Standards Cooperation (WSC). Herein, the AI and Multimedia Authenticity Standards Collaboration (AMAS) is the "Collaboration".

2. Objectives

The main objectives of the Collaboration are to:

1. Provide a global forum for dialogue on priority topics for discussion across standards organisations in the area of AI and multimedia authenticity;

2. Map the landscape of technical standards for AI and multimedia authenticity including but not limited to watermarking, provenance and deepfakes detection while facilitating sharing of knowledge on lessons learned from different stakeholders

3. Identify gaps where new standards are required given the fast moving nature of the AI and multimedia authenticity landscape.

4. Support the policy, regulatory requirements and government policy measures with regards to AI and multimedia authenticity to facilitate transparency and legal compliance with but not limited to protection of privacy of users, authorship and the rights of owners and consumers.

The Collaboration recognizes the value and importance of:

– pooling/sharing resources to establish technically sound, globally harmonised standards in the areas of AI and multimedia authenticity.

– identifying and having filled gaps in the set of standards in the areas of AI and multimedia authenticity currently available, and

– bringing together standards bodies and other pertinent organisations involved in development of standards in the areas of AI and multimedia authenticity

Any interpretation of the policies and procedures set forth herein shall be in accordance with the intent specified in this Section.

3. Collaboration structure

The Collaboration is comprised of Collaboration Participants (see section 5) and the Collaboration Management (see Section 6).

The Collaboration itself shall operate as a consensus-based group consistent with the procedures of the WSC. The Collaboration Management shall create its procedures in published form.

The Collaboration activities are structured in three main pillars of action

a) Technical activities pillar – This pillar would undertake the mapping of the standardisation landscape in the areas of AI and multimedia authenticity including the identification of gaps where standards are needed, but not currently available,

to support the policies that governments, industries, and other stakeholders want to implement.

    b) Communication pillar– This pillar would provide a forum to communicate the work done in different standards development bodies so that the knowledge is disseminated to the intended stakeholders (i.e., governments, policymakers, educators, consumers representatives, etc).

    c) Policy pillar – Provide a forum for connecting with governments to discuss alignment of policies with the standards developed and lessons learned.

4. Main Pillars

The objectives and key activities of the pillars are described in this section.

4.1 Technical Activities

The main objectives of the Technical Activities Pillar are to:

    a) Map the standardisation landscape in the areas of AI and multimedia authenticity.
    b) Identify gaps where new, revised or extended standards are needed, such as to support the policies that governments want to implement.
    c) Recommend and cross-reference existing standards and interoperability opportunities where appropriate.
    d) Promote new opportunities for addressing open or arising challenges.

Key activities include:

1. **Mapping and Analysis**:
   o Conduct comprehensive mapping of existing technical standards.
   o Analyse the readiness and adoption level of these standards in industry and in support of policy and regulatory requirements.
   o Analyse synergies and interoperability of existing technical standards.
   o Provide feedback to the developers of these standards about additional requirements and improvements.
2. **Gap Analysis**:
   o Identify areas where new standards are needed, considering the fast moving nature of AI and synthetic content technologies.
3. **Collaboration and Coordination**:
   o Facilitate collaboration between different standards bodies.
   o Recommend collaboration opportunities to ensure consistent and complementary standard development.
4. **Reporting and Recommendations**:
   o Provide monthly reports to the Collaboration Management on findings and progress.
   o Collaborate with the communication pillar for communication strategy on new standards and updates to existing standards.

4.2 Communication

The main objectives of the Communication Pillar are to:

a) Provide a forum for communicating the work done in different standards development bodies.
b) Disseminate knowledge to intended stakeholders, including governments, policymakers, industry, and academia.

Key activities include:

1. **Information Sharing**:
   o Regularly share updates on the progress of standards development, specifically the advancement of the Technical standards and the Policy pillar.
   o Ensure that information is accessible and understandable to all stakeholders.
2. **Outreach and Engagement**:
   o Prepare key messaging to ensure consistency of communication.
   o Engage with the Collaboration Management to align communication and outreach activities.
   o Conduct outreach activities to raise awareness about standards and their importance.
3. **Documentation and Reporting**:
   o Prepare and distribute regular reports, newsletters, and updates.
   o Leverage social media to grow awareness.
4. **Events and Workshops**:
   o Organise events, webinars, and workshops to facilitate knowledge exchange.
   o Provide platforms for stakeholders to discuss and collaborate.

   o Facilitate representation at relevant events such as AI Safety Summit, AI for Good, and the G20.

4.3   Policy

The main objectives of the Policy Pillar are to:

a) Provide a forum for connecting with governments to discuss the alignment of policies with the standards developed.
b) Share best practices cross-country to inform policy development.

Key activities include

1. **Policy Alignment**:
   o Facilitate discussions with government representatives to align standards with policy goals.
   o Ensure that standards support legal and regulatory frameworks.
2. **Knowledge Exchange**:
   o Share lessons learned from different jurisdictions.
   o Promote the adoption of best practices in policy development.
3. **Advocacy and Support**:
   o Advocate for the adoption and implementation of standards in policy frameworks.
   o Provide technical support and guidance to policymakers.
4. **Documentation and Reporting**:
   o Prepare and distribute reports on policy discussions and outcomes.
   o Document best practices and case studies.

5. Collaboration participants

Standards Development Organizations (SDOs) are welcome to participate in the Collaboration. Anyone interested in participating in the Collaboration should contact the Collaboration Management. All participants in and all contributions to the Collaboration shall have equal status in the technical work and shall be considered on equal terms.

Collaboration Participation is open to:

– representatives of SDOs and industry consortia in the areas of AI and multimedia authenticity

6. Collaboration management

The "Collaboration Management" comprises representatives of ITU, ISO, IEC, C2PA, IETF and JPEG, along with a Chair and at least three vice-chairs. Each Vice Chair would be invited to lead one of the pillars of action.

The Chair and Vice Chairs are appointed by election by the Collaboration Management representatives.

The various SDOs, as well as other interested Stakeholders and organisations, may also appoint liaison officers and representatives.

The term of office of the chair and the vice-chairs is two years. Renewal of appointment is acceptable.

7. Revision of ToR

Any member of the Collaboration Management may propose a revision of this ToR. The Collaboration Management shall, in consultation with the revision proposer(s), propose the draft revised ToR, and seek consensus of the Collaboration Management.

8. Meetings

The Collaboration meetings will also provide a platform to exchange information and keep experts updated on standardisation work and emerging trends in the areas of AI and multimedia authenticity. The representatives of involved SDOs are invited to submit to the Collaboration meetings status reports in the areas of AI and multimedia authenticity standardisation ongoing in their respective organisations. The Chair will allocate time in the agenda of the Collaboration meetings to present and discuss any issue related to these status reports.

In addition, the Collaboration Management will try to organise workshops and events back-to-back with the Collaboration meetings to maximise resources and foster participation in the Collaboration.

Collaboration meeting venue and dates shall be proposed by the Collaboration Chair and consensus shall be sought among Collaboration Participants. Remote participation will be provided for meetings.

All decisions concerning venue and meeting dates shall be in accordance with the intent of Section 2.

9. Documents and contributions

The Collaboration shall maintain a document registry and electronic distribution archive (e.g., an email reflector for circulation of all documents and discussion). The ITU

Telecommunication Standardization Bureau (TSB) will assist the Collaboration Management with secretarial tasks for the first year. Subsequently, the Collaboration Secretariat will rotate among the WSC members on an annual basis.

Participants intending to submit a document for discussion at a particular meeting should make that document available to all meeting participants at least seven calendar days before the meeting using electronic document handling. A registration deadline several days in advance of the start of the meeting shall be announced for each meeting. A "late or unannounced" document shall be accepted only with the consensus of the meeting participants, or otherwise deferred to a subsequent meeting. This policy shall be stated in the invitation that is provided for every meeting to all participants.

All Collaboration documents and contributions shall be available to Collaboration Participants in electronic form. Participating SDOs may make the documents and contributions available to their membership.

10. Working methods – general policies and procedures

Each Collaboration meeting and meetings of the respective pillar will determine by consensus any action needed to advise on any work item, subject of the Collaboration review.

11. Liaison statements (LS)

The Collaboration shall conduct liaison communications process for inviting feedback from external bodies of interest through liaison statements. SDOs participating in the Collaboration are encouraged to also forward relevant LSs they receive to the Collaboration. Collaboration outgoing liaison statements are approved by consensus of the Collaboration participants and dispatched by the Collaboration Secretariat.

12. Promotion and public relations activities

Any public relations or promotional activities initiated by the Collaboration shall be approved by the Collaboration Management.

13. Reporting

A meeting report shall be provided by the Collaboration Chair within 14 days after the conclusion of each meeting and made available electronically to Collaboration Participants.

14. Termination

The Collaboration may be terminated by consensus of the Collaboration Management.

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