Ecma International

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Standards@Internet Speed

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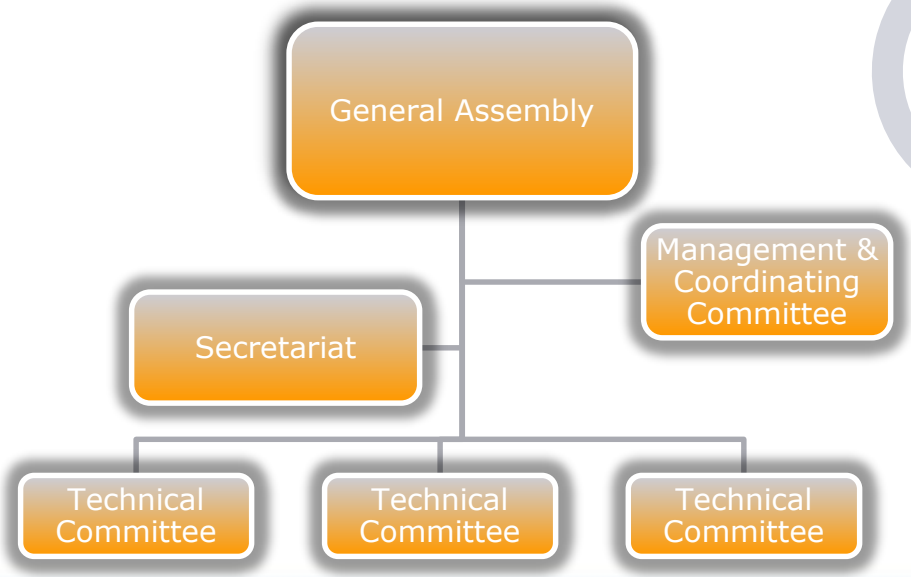
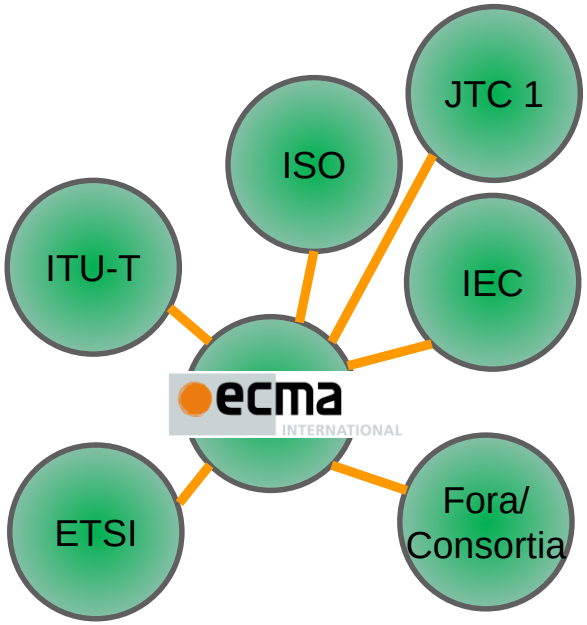
Executive Summary…

Two staged efficient process





Effective liaisons

Executive Summary
2 of 2

- Technical content of Standards and TRs developed under expert control
- Efficient, transparent and customizable standards development process
- One vote per member organization (on technical level): 5 member categories
- Proven track record: **520 publications, since 1961; some 239 standards fast-tracked to other SDOs**
- Solid infrastructure and highly efficient secretariat support available
- Hands-on guidance, if needed: each TC supported by dedicated secretary
- Patent policy: RAND conditions (not necessarily, but also including royalty-free)

Technical solidity allows 5-month (minimum in optimum case) fast-track procedure towards International ISO/IEC standard

Facts 1 of 3

Two decision levels:

- Technical: TC, TG with technical experts
- Managerial: General Assembly (GA)/Coordinating Committee (CC)

Five membership categories, to reflect the diversity of stakeholders in the ICT industry:

- Paying: Ordinary (OM), Associate (AM), Small and Medium-sized Enterprise (SME), Small Private Company (SPC)
- No charge: Not-for-Profit (NFP)

Note: Members are organizations, not individuals

Voting:

- Simple majority: technical (TC) and simple managerial (GA) issues such as the creation of a new TC, budget changes: in a TC each member can vote, and has one vote; in the GA only Ordinary members can vote, and have one vote each.
- Qualified majority (two thirds of all Ordinary members must be in favour): GA issues like publications, budget, new members, new membership types, expulsion, changes of membership class, By-laws, Rules, and IPR

Note: Voting in a TC or TG is very rare

Facts 2 of 3

Ecma International is a not-for-profit association under Swiss Law/Geneva, established in 1961

Purpose of Ecma: Development and publication of standards/TRs for Information & Communication Technology and Consumer Electronics

Track record: 519 publications (standards/TRs), 237 also published by ISO/IEC

Ecma publications are free of charge and can be freely downloaded from the Ecma website www.ecma-international.org

A-liaison with ISO/IEC JTC 1 accelerates Ecma technical input into JTC 1

ISO/IEC fast-track procedure (5-month international ballot) originally proposed by Ecma and accepted in 1987

Facts 3 of 3

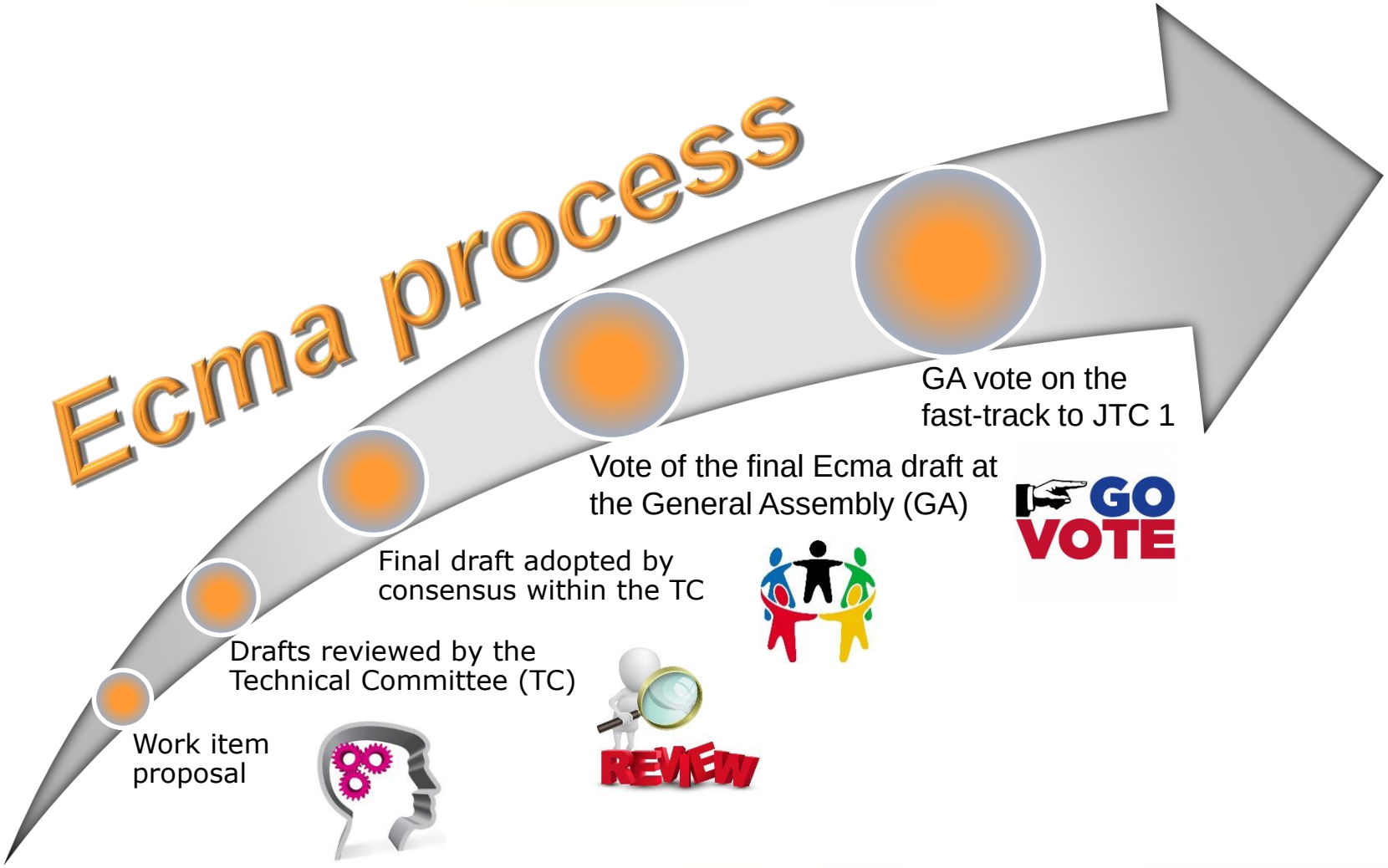
Formed in 1961 by major multinational computer hardware manufacturers present in Europe.

Originally "ECMA" stood for "European Computer Manufacturers' Association".

In 1994 - due to the high reputation and wide public knowledge - the "brand name" was kept, but changed to simply "Ecma" (now with capital and small letters, signalling the change of the original mission of the Association).

- "International" was added because membership is from around the world, in Asia, Australia, Europe and North America.
- Broad scope of standardisation topics including hardware, software, communications, consumer electronics, media, storage, environmental subjects, etc…

Dynamics, or efficient standardisation process 1 of 3



Dynamics, or efficient standardisation process 2 of 3

To begin work, several (3, or more) existing or potential Ecma members **must agree** a standard is required:

- If the work (area) is new, the GA has to approve it by simple majority, and the Secretary General of Ecma forms a new Technical Committee (TC) responsible for creating the standard.
- If the work fits in an existing TC, then the TC has to approve a project for the new work.

Industry experts work together in the TC to create and prepare the standards for industry use, by means of successive drafts.

An editor, or editing team, is responsible for the drafts: An editor is essential for the contribution-driven progress in a TC.

TCs may use additional tools, e.g., a spreadsheet to control open issues and their progress.

Dynamics, or efficient standardisation process 3 of 3

Ecma staff provides "hands on" process guidance, manages procedures for forwarding and escalation, editing and structure of the standards under development.

The infrastructure for the TCs and the GA consists of a web site for working documents, electronic mail facilities and archive, etc.

IPR and other non technical issues must be resolved outside technical meetings.

Ecma is designed to defuse and separate the political from the technical:

- **"No" votes at the TC may only be for technical reasons**
- **ALL members, not only Ordinary members, can vote at TC level**
- **At GA "No" votes and abstentions are not counted, only "Yes" votes are counted: only Ordinary members can vote at GA level**

When the Ecma General Assembly approves a standard for publication, the GA may also decide to submit it to ISO, IEC, ISO/IEC JTC 1 and/or ETSI for their approval and publication.

Membership 1 of 3

Ordinary (Full)

Google
HEWLETT PACKARD
HITACHI Inspire the Next
IBM
intel
KONICA MINOLTA
Microsoft
PayPal
YAHOO!

Associate

airbnb
NETFLIX
NIPPON SIGNAL THE NIPPON SIGNAL CO.,LTD.
Canon
NXP founded by Philips
OMRON
RICOH
FUJITSU
salesforce
GoDaddy
TOSHIBA
JREM

SME Members

AXA Rosenberg
China IWNCOMM
METEOR
SHape

SPC Members

bocoup Knowledge Initiatives
QUADRAC
TILDE

Not For Profit Members

Archive Disc Test Center

BAM Bundesanstalt für Materialforschung und -prüfung

Dr. G.R. Damodaran College of Science

EPFL ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE

ETH

IT R&D Global Leader ETRI

法政大学 HOSEI University

humanitarian TOOLBOX

imec

Imperial College London

INDIANA UNIVERSITY

Indian Institute of Technology Delhi

INGENIEURS DU MONDE

Inria

ICT

IT University of Copenhagen

NHK Japan Broadcasting Corporation

JS Foundation

Kahu Research

BERKELEY LAB

McGill

mozilla

OITDA

radio france

RMIT UNIVERSITY

Teikyo University

The LIBRARY of CONGRESS

UEC TOKYO

UC Santa Cruz

USF UNIVERSITY OF SOUTH FLORIDA

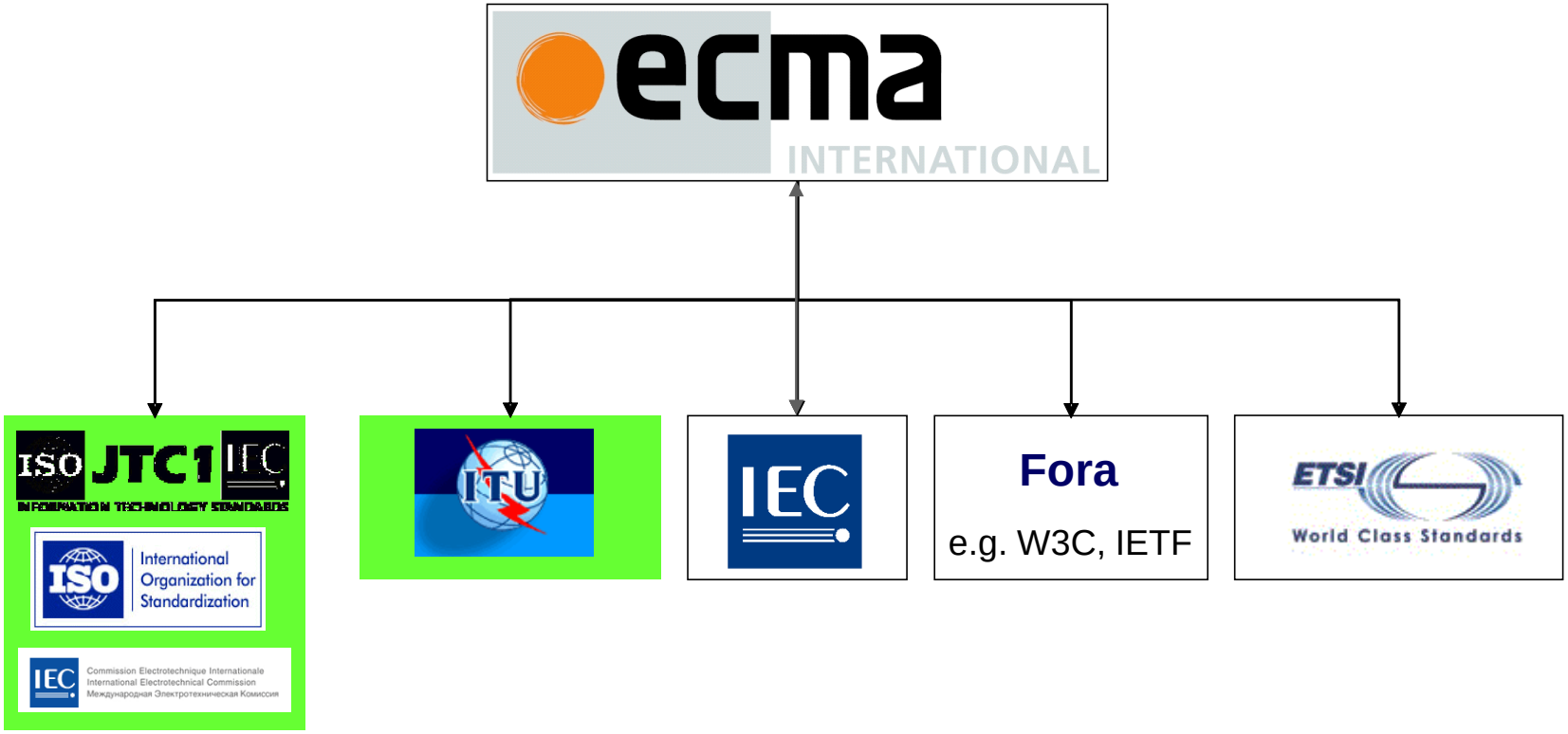
VCI

Members: their Rights and Duties

Rights and Duties	Ordinary	Associate	SME	SPC	NFP	Non-Ecma
Voting Rights in GA	Yes					
Participation in GA	Yes	Yes	Yes		Yes	
Participation in CC and Management	Yes					
Participation in TC	Yes	Yes	Yes	1 TC	Yes	
Chairmanship of TC	Yes					
Voting Rights in TC	Yes	Yes	Yes	1 TC	Yes	
Percentage of full membership fee*	100	50	25	5	0	
Access to standards and TRs	Yes	Yes	Yes	Yes	Yes	Yes
Access to working documents	Yes	Yes	Yes	1 TC	Yes	On special request

***The full annual membership fee since 2000-01-01 is CHF 70'000.**

Relation with some SDOs



IPR Policy

Ecma IPR policy has several components (which is more extensive than e.g. of ISO and IEC) :

•**Copyrights**: Ecma International grants a non-exclusive, royalty-free license to obtain (on paper or per download), reproduce and use the information contained in its standards. On Software Copyright an experimental policy is in force (with Royalty Free BSD like license)

•**Trademarks**: Ecma International has internationally trademarked its logo and some Ecma standards' name.

•**Patents**: Solid and proven patent policy and practice, similar to the patent policies of other SDOs (ITU-T / ISO/ IEC/ ETSI,..): minimum RAND conditions along with a Royalty Free (RF) Patent Policy (this is important to some Open Source Project communities such as related to basic web standards)

What is Ecma's value?

A proactive, problem solving experts' group that ensures "high speed" publication of international standards;

Right balance between process and agility

Offers industry a "fast-track" to global standards bodies, through which standards are made available on time;

Solid IPR policy and practice

Balances Technical Quality and Business Value:

- Quality of a standard is pivotal, but the balance between timeliness and quality as well: Better a good standard today than a perfect one tomorrow!

Further advantages:

- International membership with an international reputation
- "Pay one price and participate as much as you want"
- "Bring new work – only need 3 members to sponsor – no extra cost"

Ensuring the right match in Ecma working methods

- **Ecma: small working structures (15 companies or less), working fast, consensus easy to achieve**
- **Public reviews made possible: process defined, use is not systematic (by topic, TC choice to use it)**
  - *Input to and review of intermediate drafts either from general public or targeted at organization in liaison*
  - *Adherence to WTO principles for given standardization topics*
- **Speed or wide consensus: Ecma can do either**
  - *Ecma experience, like elsewhere, is that the wider the consensus, the more time it takes*
- **Ecma part of the larger standardization landscape**
  - *choice to have an Ecma standard as final step or to propose it to other SDOs, e.g. to JTC 1 for fast-track*

Our goal for the next decade

- **Continue to play a key role in the extraordinary development in IT, telecommunications and Consumer Electronics,**
  - *via dissemination of new technologies,*
  - *and delivery of first class standards to its members, partners and the standard user community.*
- **Continue to bring in major contributions**
  - *Move technology from our members to mature standards*
- **Collaborate with the world's major SDOs**

Example:

Download ECMA-262 (free of charge) from

(alternatively order the CD-ROM with ALL Ecma publications)

Thank you!

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