DMAG areas of research:

- **Creation, management and distribution of multimedia content in a secure and interoperable way**
  - Electronic commerce of multimedia services and products
  - Metadata interoperability and ontologies
  - Security, privacy and digital management of rights along the content lifecycle
  - Multimedia search
  - Context handling and semantics
  - Event reporting
  - Privacy and rights in online social networks
  - Contribution to standardization

DMAG Multimedia Information Protection And Management System (MIPAMS) Architecture:

- Registration
- Supervision
- Governance
- Content
- Protection
- Adaptation
- Trusted Client + Intermediary
- Certification Authority
Impact of DMAG on MPEG/JPEG standardization:

- ISO/IEC 15938-12: MPEG Query Format
- ISO/IEC 21000-4: IPMP Components
- ISO/IEC 21000-5: REL Profiles
  - Mobile And optical Media (MAM)
  - Dissemination And Capture (DAC)
  - Open Access Content (OAC)
- ISO/IEC 21000-8: MPEG-21 Reference Software
- ISO/IEC 21000-15 AMD1: Security in Event Reporting
- ISO/IEC 21000-19: Media Value Chain Ontology
- ISO/IEC 23000-7: Open Access Application Format
- ISO/IEC 23006: Multimedia Extensible Middleware

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