GSMP Images, Digital & Electronic Assets (IDEAs) Standards Maintenance Group (SMG)

Project Lead: David Buckley

Business purpose

Process all maintenance Work Requests for GS1 standards and guidelines related to digital assets (images, videos, 360-degree images, 3D, etc.) This group will act as a pool of experts for creation, storage, sharing, quality, implementation guidance, exchange and naming of digital assets and coordinate with associated Mission Specific Work Groups and other Standards Maintenance Groups.

Stakeholders

SDL	David Buckley
CE/Sol Liaison	Open
SME	Elsa Braz
AG Liaison	open
Chairs	Josee Gladu (GS1 Canada), Patricia Thibaudet (Nestle France)

Last 90 days

- Progressed work on new GS1 Product Video Standard & GS1 Product Images training.
- Ongoing processing of GSMP work requests on the GS1 Product Image Specification Standard.

Risks

- Multiple work items putting pressure on the time/priority

Next 90 days

- Product Image Sharing/Delivery Guideline, Video Standard & Pharmaceutical Image Implementation Guideline
- Finalise GS1 Product Images training
- Update to Mobile Ready Hero Images Guideline to remove references to the Global Data Dictionary.

Risks

- Long term a Meta Data approach needed. Some users have already adopted, others happy with existing "legacy" solution.
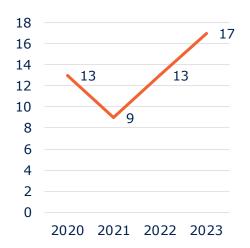
Publication deliverables

1	GS1 Product Image Specifications, 4.3	Jun 2024
2	GS1 Product Video Standard, 1.0	Apr 2024
3	GS1 Mobile Ready Hero Images Guideline, 2.2	Feb 2024
4	GS1 Product Image training	Feb 2024

Work Request Activity by year for Q1-3

Year	Value
2020	13
2021	9
2022	13
2023	17

Top Work request submitters

Submitter	Number of WR
GS1 Canada	8
GS1 Finland	2
GS1 Czech Republic, GS1 France. GS1 Switzerland, GS1 Germany. GS1 UK, GS1 US, Mondelz, Global Office	1 ea.

New risks (scope and resources) identified	No	Change request included	No

Legend	Complete	Not Started	On Time	Risk of being late	Change needed (not recoverable)