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	Georgette Suggs (Sitation), Patricia Thibaudet (Nestle France)

Last 6 months

- Major work effort to simplify and reorganise the GS1 Product Image Standard (e.g., secondary images vs primary image 'styles').
- Ongoing processing of GSMP work requests on the GS1 Product Image Specification Standard.
- Addressing divergences in product image use.

Risks

- Lack feedback on standard usage (e.g., GS1 Product Video Standard, quick reference guides, etc.)

Next 6 months

- Publish the approved updates to the GS1 Product Image Standards.
- Merge unique components of Product Image Sharing/Delivery Guideline into Product Image Standards.

Risks

- (Differing) interpretation of certain secondary image types and/or image states.
- One image for multiple products/GTINs remains an ongoing challenge.
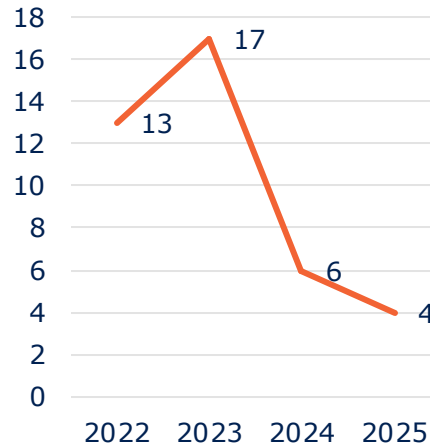
Publication deliverables

1	GS1 Product Image Specifications, 4.5	Mar 2026
2	GS1 Product Image Specifications, 4.4	Apr 2024
3	GS1 Product Video Standard, 1.0	Apr 2024
4	GS1 Mobile Ready Hero Images Guideline, 2.2	Feb 2024

Work Request Activity by year

Chart data points: 2022: 13, 2023: 17, 2024: 6, 2025: 4

Top Work request submitters for 2025

Submitter	Number of WR
GS1 Germany	2
GS1 France	2

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)