

Join Consortia or SSOs ?



China Electronics Standardization
Institute

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Relations between Consortia and SSOs (1)

Consortium characteristics:

- ◆ Quick reaction to market need
- ◆ Diffusion of advanced technology
- ◆ Relevance to development of industry



Relations between Consortia and SSOs (2)

No absolute conflict between consortia and SSOs, however consortia complement to SSOs.

- ◆ The process of development of standards
- ◆ The practical cases



JTC1's PAS procedure and Fast Track process

The Fast-Track process:

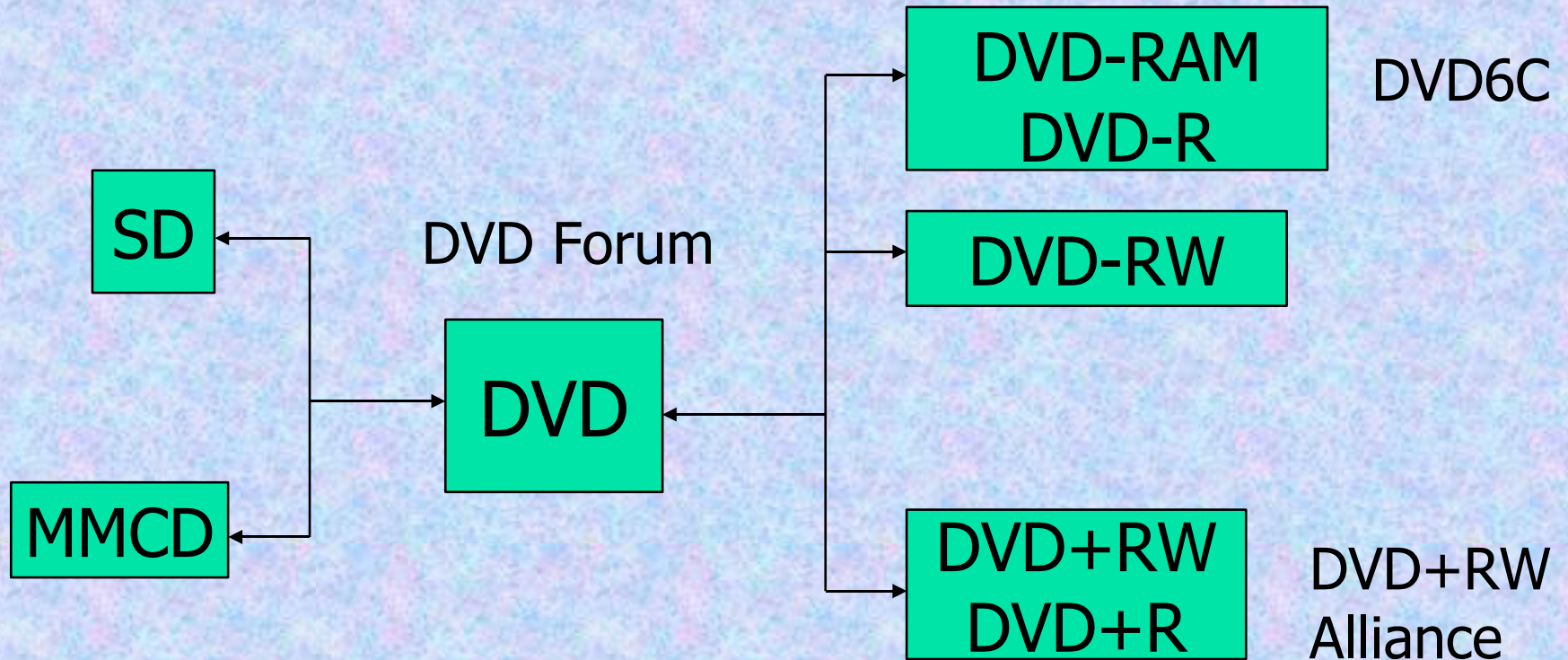
A-liaison, the Accelerated Approval Procedure (AAP), the Enquiry Stage (leapfrogging early stages of the ISO standard-setting procedure), final Draft International Standard.

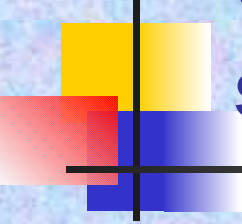
PAS procedure:

Based on the Fast-Track process. Recognized PAS submitter are less restrictive than those for an A-liaison membership.

Case 1: DVD recordable standards (1)

Overview on process of development of DVD standards





Case 1: DVD recordable standards (2)

DVD Forum Founding Members

Hitachi

Sony

Matsushita

Thomson

Mitsubishi


Time Warner

Pioneer

Toshiba

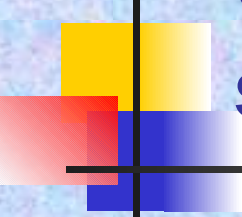
Philips

JVC



Case 1: DVD recordable standards (3)

DVD+RW Alliance	DVD6C
Philips Sony HP Yamaha Thomson Dell Verbatim Microsoft	Hitachi Matsushita Mitsubishi JVC Time Warner Toshiba IBM



Case 1: DVD recordable standards (4)

ECMA TC 31

DVD6C	DVD+RW Alliance	Non-Core Members
Hitachi	Philips	Fujitsu
Matsushita	Sony	Le Carvenec Consultants
Mitsubishi	HP	NEC
JVC	Thomson	Plasmon
Pioneer	Ricoh	Samsung
Toshiba		
IBM		



Case 2: Java standards (1)

Sun's maxims "Write Once Run Anywhere"

Cross-platform compatibility is essential to WORA and therefore to Java development. Sun has created a standardized application programming environment.



Case 2: Java standards (2)

First join in JTC1:

- ◆ March 1997, Sun applied as 'recognized PAS procedure'
- ◆ Sun withdrew from the PAS process, because it did not agree with changes in the PAS procedure. The new procedures implied that Sun would have had to turn standards maintenance and evolution of Java over to JTC1.



Case 2: Java standards (3)

Second join in ECMA:

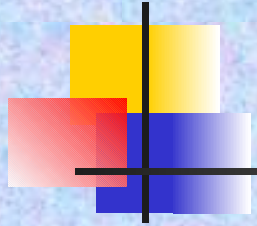
- ◆ April 1999, Sun formally approached the ECMA to seek to forward Java updates through ECMA by way of the Fast Track process.
- ◆ December 1999, Sun withdrew from ECMA ,because Sun thought that “ECMA has formal rules governing patent protections; however, at this time there are not formal protections for copyrights or other intellectual property”



Join in consortia and SSOs

Because of complement of consortia to SSOs, companies can gain benefits from joining consortia and SSOs.

- ◆ Quickly transform company's technology or de facto standards to international standards
- ◆ Collect information of market rival
- ◆ Protect company's IPRs
- ◆ Prevent other company from manipulating process of development of standards by IPR



Thank you!