



Global Standards Management Process

Images, Digital & Electronic Assets

Standards Maintenance Group

Call to Action



What business challenges are being solved?

While product images, and other digital assets, have been shared between trading partners for decades, the last few years has seen a dramatic growth in the type and number of product images used. Subsequently, existing product image standards require more frequent updates and expansion to address: image quality; image format; naming conventions; change management rules, and more. This period of growth has been accompanied by emerging challenges for standard setters as new and innovative ways of achieving business results have emerged in terms of other digital assets (video, 360-degree images, enhanced or computer generated images, image based product recognition, etc.) as well as the computer vision technology changes that enables images to be used, shared and updated in new and innovative ways.

A consistent and global approach to the way product images are shared, managed and used between trading partners is a growing need throughout the supply chain. A product image is an important piece of data for product identification.

With the growth of online shopping*, a dedicated pool of experts is required to maintain the existing standards and guidelines for product images and computer generated (or enhanced) product images. New standards, guidelines and/or best practices may also be required for changes in regulations, complexities around image usage rights and emerging business requirements around the automation of product image sharing, etc.

The new GSMP IDEAs group will also address the related issues of product image storage (often a single very high quality image) and product image delivery (often a specific image format/quality created from the stored image for an individual customer's needs) as well as the management (image changes, metadata, etc.)

Background

In growing global online shopping, product image is a crucial part of the online purchase for brand owners, trading partners, and shoppers. For brand owners and trading partners, product images behave as brand ambassadors depicting the brand and the product in the most efficient way. For online shoppers, product image is the first touchpoint with the product and key in purchase decision making since product images should communicate the same value and experience as touching, feeling and experience the product in a store. In e-retail, images are everything: high-quality product images can drive sales. Studies of online shopping have shown poor quality, or no image can significantly reduce purchase intentions.

Increasing images are shared via URL and guidance and best practices are required for image providers and image recipients using this methodology for new applications such as Verified by GS1.

* 1.8 billion people worldwide purchase goods online. Global online sales amount to 2.8 trillion US\$ (2018).

The GSMP is a community-based forum for businesses facing similar problems to work together and develop standards-based solutions to address them. Active GSMP participants represent industries ranging from retail and consumer goods to fresh foods, healthcare, transport and logistics, government and more—a healthy mix of business and technical people from nearly 60 countries.

Impact

With the growth of online shopping, product images are now firmly in the mainstream of consumer facing solutions. Product Image providers (e.g., Brand Owners), Product Image recipients (e.g., Retailers) and Solution Providers (e.g., Image development agencies) can all benefit from clear and consistent standards for shared Product Images.

Why is this work needed?

Consistency around the globe.

Working group objectives

Process all maintenance Work Requests for GS1 standards and guideline 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 groups and other Standards Maintenance Groups.

This group will build on outcomes of the GS1 Product Image Subteam and Mobile Ready Hero Images Mission Specific Work Group

The IDEAS SMG allows our community to increase savings throughout the value chain by providing clear standards and guidelines for the implementing, storage, sharing and usage of digital assets for online retail websites, Verified by GS1, business-to-business systems and other digital platforms.

Who should join this working group?

Product Image and Digital Asset producers (e.g., Brand Owners), users (e.g., retailers), Solution Providers for Imaging, App Developers, and GS1 Member Organisations who can contribute their expertise and:

- Work towards consensus around a common approach that can be implemented for both global and local requirements
- Provide insights into emerging trends online and key brand recognition factors
- Drive consensus in global supply chains as well as within their own organisation that may require some compromise

How will the working group operate?

This working group will follow GS1's Global Standards Development Process:

- **Propose and validate business need** analyse business needs from industry input as described in any Work Requests and collect additional feedback to ensure that industry objectives are met.
- **Develop guidelines** industry expert members will draft standards & guidelines and present to industry for confirmation and approval.
- **Process all maintenance Work Requests for GS1 standards and guideline related to digital assets** this includes [GS1 Product Image Specification Standard](#); [GS1 Pharmaceutical Image Implementation Guideline](#) & [Mobile Ready Hero Images Guideline](#).

Next Steps

- Join the working group by 6 March 2020: <https://www.gs1.org/standards-development-work-groups#IDEAs>
- Register for the GS1 Images, Digital & Electronic Assets workshop at the Standards Event, Las Vegas, 15-18 June 2020 <https://standards-event.gs1.org/>

Help, questions or need more information please contact:

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