

# R&D Improving Media Standards

- A few things brewing in R&D
- Media Standards

## A few things brewing in R&D



## Internet Tracking (Listings)

• Different mechanisms / Same info (DD)

## • One Data Feed / Multiple Uses

• Mechanism to specify what fields get to be used by who for what reason?

## • OUID

• Basic layout design done (easy part) – now need to populate (harder part)

## • PUID

• Separate Workgroup : ECCMA / RESO versions

## Media Standards – Survey



• Online : 2015-05-26 - 2015-05-29

### • Survey Target ::

- RESO membership (all)
- MLSs (provided by *Wave Group*)
- Canadian boards & associations

### • Great Response ::

• **150** respondents!

### • Why?

- Determine scope of photo issues anecdotal reports
- Cross-Workgroup (Transport WebAPI, DD media fields, R&D problem id)

# Media Standards – Survey – Q1 KEAL ESTATE STANDARDS ORGANIZATION

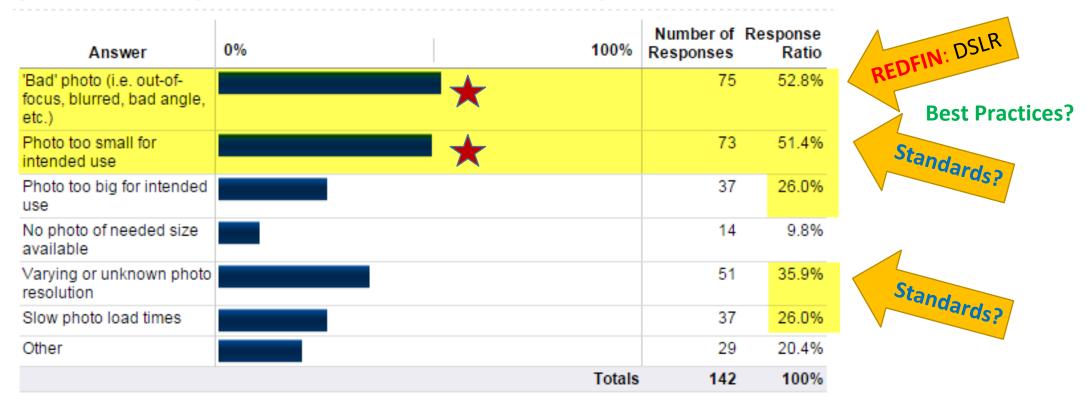
#### What area(s) do you most closely associate yourself with? Check all those that apply.

Answer	0%	100%	Number of Responses	Response Ratio
MLS			100	69.9%
Board or Association			57	39.8%
MLS Vendor			16	11.1%
Application Vendor/Provider (Client or Server)			25	17.4%
Broker			10	6.9%
Other			1	<1%
		Totals	143	100%

# Media Standards – Survey – Q2 KEAL ESTATE STANDARDS ORGANIZATION

#### \* What photo issues do

you most commonly encounter? Check the ones that are most problematic.



## Media Standards – Survey – Q2 Other – Most Common

Orientation / Aspect Ratio / White Banding / Cropping / Branding

Standards?

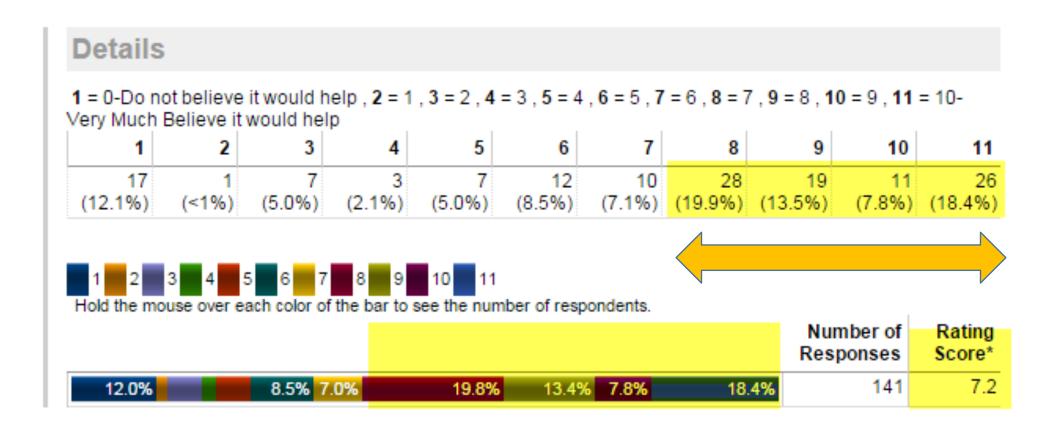
**Best Practices?** 

- Watermarking, Branding Name/TM : Overlay position & size
- Copyright details
- Too many binary image transfers
  - Not using mod / date indicator + reorder issue
  - Storage & transfer times
  - Use of URL would be better (one high-res image resized on-the-fly)
  - Too many images
- Lack of control (resolution, size) once in the wild

### Media Standards – Survey – Q3 RESO REAL ESTATE STANDARDS ORGANIZATION

Do you believe that a RESO standard framework for relatively categorizing (i.e. Thumbnail, Medium, Large, Best), and making known (i.e. exposing) what image sizes are available, along with a means of obtaining the most suitable image for a given purpose (i.e. better than Thumbnail, but not Best quality, to display on a tablet for instance), would help improve the photo issues you encounter in question 2?	<ul> <li>Convention:</li> <li>LMT - Keep</li> <li>Approx. size/quality</li> <li>MLS dependent</li> </ul> Absolute Quality: <ul> <li>No standard</li> <li>Vendors compete</li> </ul> Trend: <ul> <li>Best +++</li> </ul>
1 = 0-Do not believe it would help       2 = 1       3 = 2       4 = 3       5 = 4       6 = 5       7 = 6       8 = 7       9 = 8       10 = 9       11 = 10-Very         Much Believe it would help       1       2       3       4       5       6       7       8       9       10       11       Responses       Score*	<ul> <li>Diff form factors</li> <li>Relative:</li> <li>Ordered</li> <li>Quality Description</li> </ul>
*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.	<ul><li>Range Query</li><li>Best option</li></ul>

### Media Standards – Survey – Q3 RESO REAL ESTATE STANDARDS ORGANIZATION



## Media Standards – Survey – Q4 Comments – Summary (1)

- High Res Images get diluted along the way; not used to their fullest!
- No standard *Last Modified Date/Time Stamp* (DD!)
- Hard to specify & educate agents on image requirements
- Need minimum & recommended image size standards at MLS level
- Categorizing will help MLSs better define image sizes for REALTORS
- Standards are nice; enforcing compliance is another issue
- Want rich image metadata (i.e. caption, branding, copyright, etc.)
- Cost concerns for storing & serving multiple image sizes

## Media Standards – Survey – Q4 Comments – Summary (2)

- Vendor image size restrictions
- Focus on a video standards!
- Standards will help better feed 3<sup>rd</sup> party websites
- Top realtor.ca complaints (1) Image size & quality (2) Too few photos
- Helping vendors create best practices around compressing, storing (in the cloud - CDN) fordelivering varied image sizes could help
- Focus on having one high res image resize from that on-the-fly
- Do not allow enhanced, stretched, distorted images

## Thank You / Questions?



## • Questions?

- Email me if you are interested in joining ::
  - R&D Workgroup
  - PUI Workgroup
    - Ipd@EquiNetConsulting.com

**Paul Desormeaux** 

• Thank you!