

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?

- **OID**

- 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



* 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



* What photo issues do you most commonly encounter? Check the ones that are most problematic.

Answer	0%	100%	Number of Responses	Response Ratio
'Bad' photo (i.e. out-of-focus, blurred, bad angle, etc.)		★	75	52.8%
Photo too small for intended use		★	73	51.4%
Photo too big for intended use			37	26.0%
No photo of needed size available			14	9.8%
Varying or unknown photo resolution			51	35.9%
Slow photo load times			37	26.0%
Other			29	20.4%
Totals			142	100%

REDFIN: DSLR

Best Practices?

Standards?

Standards?

Media Standards – Survey – Q2

Other – Most Common



- **Orientation / Aspect Ratio / White Banding / Cropping / Branding**

- 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

Best Practices?

- **Lack of control (resolution, size) once in the wild**

Media Standards – Survey – Q3



relatively

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?

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	Number of Responses	Rating Score*
											141	7.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

- Convention:**
 - LMT - Keep
 - Approx. size/quality
 - MLS dependent
- Absolute Quality:**
 - No standard
 - Vendors compete
- Trend:**
 - Best +++
 - Diff form factors
- Relative:**
 - Ordered
 - Quality Description
 - Range Query
 - Best option

Media Standards – Survey – Q3



Details

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
17 (12.1%)	1 (<1%)	7 (5.0%)	3 (2.1%)	7 (5.0%)	12 (8.5%)	10 (7.1%)	28 (19.9%)	19 (13.5%)	11 (7.8%)	26 (18.4%)



Hold the mouse over each color of the bar to see the number of respondents.



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 **3rd 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) for delivering 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
 - lpd@EquiNetConsulting.com
- Thank you!

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