Digital Asset Management
Domain Exploratory Group Proposal
FINAL
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1. Proposers

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2. Exploratory Group Scope

Build consensus and draft a proposed charter to address existing and emerging standards as they relate to the management, protection, digital rights, portability, access, availability and other areas of concern with respect to the management of digital virtual assets.

This Exploratory Working Group should not be confused with the 3D Digital Asset Exploratory Group, which is concerned with 3D file formats and portability between virtual worlds. This exploratory group is concerned with the transport, exchange, monetization, access, and so forth related to 3D digital assets up the stack to the asset itself. We will not address rendering and focus on asset agnostic standards and methods to create a clear point of demarcation.

3. Potential Working Group Goals (and Non-Goals) and Deliverables

The proposed charter and working process document would outline the motivations, objectives, milestones, schedule, deliverables and activities that will be required in order to bring together different companies, SDOs and alliances to discuss, evaluate and agree upon existing and evolving standards that meet key criteria to manage and protect the digital assets of consumers, creators, brands and companies in The Metaverse.

Early examples of possible activities to be captured in the charter include:

- **Guiding Principles**
  - Set forth guiding principles such as openness, portability, inclusivity, privacy and security that will guide our effort.
  - Use human-centric and ethical design principles with consideration of effects on under-represented groups and marginalized populations.
  - Limit barriers to entry and encourage diversity, equity and inclusivity both within the working group and in evaluating solutions.

- **Requirements & Key Criteria**
  - Define concise requirements needed to meet criteria for a system and/or protocols that support secure management of digital assets in The Metaverse which may not be limited to the following topics:
    - Role of blockchain (there are considerations like cross-chain asset exchange)
    - Increasing competition, reducing barriers to entry
    - Ensuring fair competition, increasing transparency between partnerships / ventures
    - Decentralization (and varying degrees thereof)
    - Free movement of assets between virtual worlds
    - State management for persistence across virtual worlds and saved state
    - Version control, authoring, introducing, updating and deprecating assets
    - Persistent storage, high availability, low latency
    - Data movement performance (size of asset data, transfer speed)
    - Cyber security of asset data

- Authenticity and asset compliance
- Self-sovereign identity management
- Smart contracts (if blockchain-based)
- Standard metadata fields
- System limiting features like gas fees (if using blockchain)
- Asset behavior, properties and admissibility

- **Scope**
  - Clearly define which areas will be in scope and those that will be out of scope.
  - Identify all risks and work to mitigate.

- **Objectives & Deliverables**
  - Clearly define the objectives and deliverables for the working group
  - Define time-bound objectives with key results.

- **Market Assessment**
  - Perform an assessment of current and evolving standards and solutions in the industry.
  - Evaluate current projects in the market that address digital asset management including existing cloud DAM solutions, NFTs, SDAC and others.

- **Projects**
  - Possible projects could include interoperability and benchmark testing.
  - Developing a test suite to validate protocols, platforms and implementations.

- **Engagement**
  - Collaborate with and complement existing digital asset management initiatives
  - Outreach to vendors (game engines, 3D asset authoring tools, etc..)
  - Outreach to online game operators, simulation providers, digital twin system providers
  - Outreach to SDOs, alliances.
  - Outreach to legal/IP standards groups and/or associations

4. Coordination
- Metaverse Standards Forum 3D Asset Interoperability Working Group
- Metaverse Standards Forum Avatars and Apparel Working Group
- Open Metaverse Alliance for Web3
- Open Metaverse Foundation
- Open Metaverse Interoperability Group (W3C Community Group)
- Candle
- W3C Decentralized Identifiers (DID) Working Group
- W3C Web of Things (WoT) Working Group
- IEEE P2874 Working Group
- Spatial Web Foundation

5. Risk Factors
Need to come to agreement on scope and ensure there is no overlap with other working groups, in particular 3D asset Interoperability Exploratory Working Group and Avatars and Apparel Exploratory Working Group.

6. Target timeline to create proposed Domain Working Group charter
8 weeks

7. (Participants contact Main Contact to be added)

<Forum members who wish to **proactively contribute** to this activity>

Supporters are expected to contribute to the initiative in a meaningful way. Please only sign up if you are able to dedicate time and contribute to the working group.

- Samuel Safahi, Candle Labs
- Matthew Dowd, intermeta
- Patrick Cozzi, Cesium <patrick@cesium.com>
- Laura Bock Blumes, Bold Villages
- JB Benjamin, Djinn Technologies Ltd.
- Giovanni Petrantoni, Fragnova Foundation
- Ida Kymmer, Journee
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- Raj Wadha,Amdocs
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- Aleissia Laidacker, Open Metaverse Association
- Elijah Tai, zesty.market, zesty.xyz & web3xr.com
- Jared Bienz, Microsoft
- Seth White, Volume Innovate
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- Pete Daukintis, Microsoft
- Nicolas PERRET, Fora Ante (former member of Collada standard definition at Khronos)
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- Dylan Fox, XR Access,
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- Rama Harihara, Intel
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- Jay Essadki, Ozone Metaverse
- Santosh Mallesan, Verizon
- Isaac Korn
- Stephen Hauer, Poliigon
- Eric den Boer, Cardano NFT-DAO
- Aurélien Vaysset, Emersya
- Jules Urbach, OTOY/Render Network
- Antonio De Cicco, Showefy

8. References

- Forum Topic Brainstorm Sheet: Listed as "Metaverse item exchange standards (Digital Asset Management Exploratory Working Group)"