

IWA 44:2025-07 (E)

Global Media Identifier (GMI) for distribution channels and brands

Contents		Page
Foreword		iv
Introduction		v
1 Scope		1
2 Normative references		1
3 Terms and definitions		1
4 Construction of a GMI		4
4.1 General characteristics		4
4.2 Representation of the GMI		4
5 GMI Check Digit		5
5.1 General characteristics		5
5.2 Procedure for calculating the check digit unit		5
5.3 EXAMPLE		5
6 GMI kernel metadata elements		6
7 GMI extended metadata elements		6
8 GMI assignment		7
9 GMI interoperability with other IDs		7
9.1 Interoperability with DOI		7
9.2 Interoperability with QR Codes		7
Annex A (normative) Metadata elements		8
Annex B (informative) Governing and operating the GMI		12
Annex C (informative) Integrity, transparency and security of GMI		18
Annex D (informative) Guidelines and best practices for potential usage of the GMI by external parties		21
Annex E (informative) Media data taxonomy		23
Annex F (informative) Workshop participants		27
Bibliography		28