



Document Identifier: DSP4013

Date: 2023-05-17

Version: 4.2.0

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8 **DMTF Policy for Developing DMTF Press**
9 **Releases, Digital Media, and Supporting Third-**
10 **Party Marketing and PR Efforts**

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12 **Supersedes: 4.1.0**

13 **Document Class: Policy**

14 **Document Status: Published**

15 **Document Language: en-US**
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46 This document's normative language is English. Translation into other languages is permitted.

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Introduction

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80 This document outlines the process for developing and approving DMTF press releases, digital media, and
81 securing and approving supporting quotes from DMTF for press releases and marketing efforts by third
82 parties such as members, alliance partners and partner organizations.

83 Press releases typically require a quick turn-around and are publicly visible for a limited period of time.

84 Other third-party marketing requests are typically requests for support for items that will be publicly visible for
85 a significant period of time. Examples of this type of request include:

- 86 • Quote from DMTF in marketing materials (Web sites, product collateral, etc.)
- 87 • Book foreword

88 Digital Media content typically requires a quick turn-around and is publicly visible for a significant period of
89 time. Examples of this type of request include:

- 90 • DMTF generated marketing content on the DMTF website
- 91 • 3rd Party upcoming events and coverage of DMTF & its standards
- 92 • Social Media Content

93 All requests must adhere to the requirements outlined below.

94 This document was prepared by the Executive Committee.

95 DMTF is a not-for-profit association of industry members dedicated to promoting enterprise and systems
96 management and interoperability. For information about the DMTF, see <http://www.dmtf.org>.

97

98 **DMTF Policy for Developing DMTF Press Releases, Digital**
99 **Media, and Supporting Marketing and PR Efforts**

100 **1 Roles and responsibilities**

101 This clause of the document defines the roles and responsibilities for the Policy for Developing DMTF Press
102 Releases, Digital Media, and Supporting Marketing and PR Efforts.

103 In the event that the VP of Marketing is unavailable, the vice chair of the Marketing Task Force may
104 temporarily act in their stead with respect to the processes defined in this document provided at least three
105 other DMTF Executives have given their approval.

106 In the event that the person selected to fulfill the role of either Spokesperson or Approver is unavailable for a
107 significant period of time, another may be selected according to the selection process defined in this
108 document.

109 For any 3rd party engagement that requires an in-person, online, or virtual interview including at industry
110 events or through analyst meetings, the DMTF representative must be a Spokesperson for the organization
111 and have received DMTF media training.

112 This document is also subject to the rules and responsibilities specified in DSP4014.

113 **2 DMTF policy for developing DMTF press releases**

114 DMTF press releases are developed by DMTF PR and approved by the VP of Marketing, Executive
115 Committee and the Board before distribution.

116 **2.1 General process for DMTF press releases**

117 All requests will be considered DMTF confidential. Potential topics for DMTF press releases will be discussed
118 and determined within DMTF's weekly Marketing Task Force meetings, based on DMTF's current goals.
119 Once a subject and desired distribution date is determined, the press release approval process is as follows:

- 120 1) DMTF PR drafts press release and sends to VP of Marketing.
- 121 2) VP of Marketing reviews press release.
- 122 3) DMTF PR incorporates any feedback from VP of Marketing.
- 123 4) Marketing Task Force reviews press release.
- 124 5) DMTF PR incorporates any feedback from the Marketing Task Force and forwards to the Executive
125 Committee for review and approval..
- 126 6) Executive Committee reviews and approves revised press release.
- 127 7) The Board approves the press release by either (a) board meeting vote (if timing allows) or (b)
128 electronic ballot. All board members must approve the press release before distribution.
- 129 8) DMTF PR provides approved press release to Regional Subcommittee(s) for translation, if
130 applicable.*
- 131 9) Once materials are completed and distributed, DMTF PR will send final press release to Executive
132 Committee and Board as an FYI and post the news to the DMTF website.

133 *The DMTF Marketing Task Force regularly reviews its PR calendar with the Regional Task Force and
134 Chapters to determine which announcements should be translated and/or distributed in regions other than the
135 U.S.

136 **3 DMTF policy for supporting third-party marketing and PR efforts**

137 **3.1 General requirements for marketing requests**

138 The following requirements apply to marketing requests from third parties, including alliance partners,
139 consortia partners, and DMTF members:

- 140 • Each request must outline a specific press release or public relations/marketing activity, including
141 digital media, for which a DMTF quotation may be desired to support the request.
- 142 • All requests must contain a draft of the press release or other materials, the suggested quote (if
143 applicable) and the expected announcement or completion date.
- 144 • Each request must be directed to DMTF's public relations firm at press@dmf.org

145 All requests will be considered confidential by DMTF and its PR agency.

146 Please note that due to DMTF's member and member product/services neutrality policies, DMTF is unable to:

- 147 • provide supporting quotes that endorse specific companies
- 148 • provide supporting quotes that specifically endorse products or services
- 149 • be part of a release or materials that compare member companies

150 See ANNEX A for examples of acceptable DMTF supporting quotes.

151 **3.2 Approval process for member company press releases**

152 The process for obtaining DMTF approval for supporting press release quotes is as follows:

- 153 1) Member submits suggested quote and draft press release to DMTF PR and may recommend a
154 DMTF officer to serve as Spokesperson to whom the quote will be attributed. If the member does
155 not suggest a quote or recommend a Spokesperson, DMTF PR will do so.
- 156 2) DMTF PR confirms selection of an appropriate DMTF 'Spokesperson' to whom the quote will be
157 attributed and, one person to act as 'Approver', with the requesting member company. To ensure
158 confidentiality, DMTF PR will attempt to select a Spokesperson and an Approver who is acceptable
159 to the member company. The Spokesperson and Approver selected cannot be from the requesting
160 company, nor can they both be from the same company. Otherwise, all DMTF executive officers are
161 considered qualified Spokespeople:
 - 162 • DMTF President
 - 163 • DMTF Chair
 - 164 • DMTF Vice-Chair
 - 165 • DMTF VP of Marketing
 - 166 • DMTF VP of Finance
 - 167 • DMTF VP of Technology
 - 168 • DMTF VP of Membership

- 169 • DMTF VP of Alliances
- 170 Please click [here](#) for a list of current DMTF officers.
- 171 3) DMTF PR reviews and revises quote as appropriate and submits to the Approver for review and
172 approval. Full release will be provided for context.
- 173 4) DMTF PR incorporates any feedback from the Approver and submits quote to Spokesperson for
174 approval. Full release will be provided for context.
- 175 5) DMTF PR incorporates any feedback from Spokesperson and returns approved quote to member
176 company.
- 177 6) Once release has been publicly distributed, DMTF PR sends the release with the DMTF quote to
178 Executive Committee and Board as an FYI and post the news to the DMTF website.
- 179 NOTE: Approval of third party requests from members of Regional Marketing Subcommittees
180 will be handled by the subcommittee. The Subcommittee will notify the DMTF Marketing Task
181 Force of the request upon receipt so that the Board and Executive Committee may be
182 informed*If the selected Approver or Spokesperson is unavailable, DMTF PR will select an
183 alternate from the list of DMTF executive officers.

184 **3.3 Handling confidentiality issues between DMTF spokesperson and requesting** 185 **member company**

186 The member company requesting a quote can indicate when there are confidentiality issues between the
187 DMTF spokesperson's company and the requesting company. In this case, the process would be modified as
188 follows:

- 189 1) Member submits quote and draft press release to DMTF PR.
- 190 2) DMTF PR will select an appropriate DMTF 'Spokesperson' to whom the quote will be attributed and
191 confirm two appropriate DMTF 'Approvers' with the requesting member company to ensure
192 confidentiality. The approving officer(s) selected cannot be from the requesting company, nor can
193 both DMTF "Approvers" be from the same company. All DMTF executive officers are considered
194 qualified approvers:
- 195 • DMTF President
 - 196 • DMTF Chair
 - 197 • DMTF Vice-Chair
 - 198 • DMTF VP of Marketing
 - 199 • DMTF VP of Finance
 - 200 • DMTF VP of Technology
 - 201 • DMTF VP of Membership
 - 202 • DMTF VP of Alliances

203 Please click [here](#) for a list of current DMTF officers.

- 204 3) DMTF PR reviews and revises quote as appropriate and submits to the Approvers for review and
205 approval. Full release will be provided for context.
- 206 4) DMTF PR incorporates any feedback from the Approvers.
- 207 5) DMTF PR returns approved quote to member company.

- 208 6) 24 hours before the press release is released DMTF PR sends full quote to the Spokesperson.
209 7) Once release has been publicly distributed, DMTF PR sends to Executive Committee and Board as
210 an FYI and post the news to the DMTF website.

211 *If the selected Approver or Spokesperson is unavailable, DMTF PR will select an alternate from the
212 list of DMTF executive officers.

213 **3.4 Approval process for member company digital media & other marketing (non- 214 PR) requests**

215 The process for obtaining DMTF approval for supporting general marketing activity (content may be used on
216 social media, blog posting, events, and other outlets) is as follows:

217 1) Member submits suggested marketing and if applicable a suggested quote to DMTF PR. Member
218 may recommend a DMTF officer to serve as Spokesperson to whom the quote will be attributed.

219 2) If a quote is requested, DMTF PR confirms selection of an appropriate DMTF 'Spokesperson' to
220 whom the quote will be attributed with the requesting member company. To ensure confidentiality,
221 DMTF PR will attempt to select a Spokesperson who is acceptable to the member company. The
222 Spokesperson selected can be from the requesting company, however this will require approval
223 from the DMTF Executive Committee. Otherwise, all DMTF executive officers are considered
224 qualified Spokespeople:

- 225 • DMTF President
- 226 • DMTF Chair
- 227 • DMTF Vice-Chair
- 228 • DMTF VP of Marketing
- 229 • DMTF VP of Finance
- 230 • DMTF VP of Technology
- 231 • DMTF VP of Membership
- 232 • DMTF VP of Alliances

233 Please click [here](#) for a list of current DMTF officers.

234 3) DMTF PR reviews and revises content & quote as appropriate and returns suggested material to
235 member company.

236 4) Once agreed to by the member company, DMTF PR submits marketing material and quote (if
237 included) to the Executive Committee for approval.

238 5) DMTF PR informs member company of Executive Committee approval to distribute content publicly.

239 6) Once content has been publicly distributed, DMTF PR sends the material to the Executive
240 Committee and Board as an FYI and post the news to the DMTF website.

241 *If the selected Spokesperson is unavailable, DMTF PR will select an alternate from the list of
242 DMTF executive officers.

243 **3.5 Approval process for alliance partner press releases**

244 All alliance partner press release requests, including requests for joint press releases (on behalf of DMTF and
245 an alliance partner) or for supporting quotes, require Board approval. If an alliance partner requests a DMTF
246 quote for their press release, the process is as follows:

- 247 1) Alliance partner submits suggested quote and draft press release to DMTF PR, who edits
248 messaging as appropriate and assigns a Spokesperson.
- 249 2) DMTF PR reviews press release and sends to VP of Marketing for review.
- 250 3) VP of Marketing reviews press release.
- 251 4) DMTF PR incorporates any feedback from VP of Marketing and sends quote to Spokesperson for
252 review.
- 253 5) DMTF PR incorporates any feedback from Spokesperson.
- 254 6) Executive Committee reviews press release.
- 255 7) DMTF PR incorporates any feedback from Executive Committee.
- 256 8) Executive Committee reviews and approves revised press release.
- 257 9) DMTF PR provides approved press release to Regional Subcommittee(s) for translation, if
258 applicable
- 259 10) Once materials are completed and distributed, DMTF PR will send final press release to Executive
260 Committee and Board as an FYI, and post the news to the DMTF website.

261 *If the selected Approver or Spokesperson is unavailable, DMTF PR will select an alternate from the
262 list of DMTF executive officers.

263 **4 DMTF policy for Digital Media**

264 **4.1 Digital Media Definition**

265 Any marketing coverage available online, excluding press releases, which is created from the following
266 sources

- 267 • DMTF Generated Media
- 268 • DMTF Affiliate Generated Media
 - 269 ○ Member companies, alliance partners, consortia partners
- 270 • External 3rd Party Generated Media

271 **4.2 General process for DMTF generated Digital Media**

272 DMTF generated media includes all marketing requests for online content, except press releases, from any
273 DMTF body.

274 **4.2.1 Promoting DMTF generated Digital Media on the DMTF Website**

275 All requests will be considered DMTF confidential. Potential topics for DMTF generated Digital Media content
276 on the DMTF website will be discussed and determined within DMTF's weekly Marketing Task Force
277 meetings, based on DMTF's current goals. Once a subject and desired distribution date is determined, the
278 digital media release to DMTF's website approval process is as follows:

- 279 1) Digital Media is proposed within any DMTF Body and informs DMTF PR

- 280 2) DMTF PR works with the DMTF body to create a draft of the digital media content and sends to
281 Marketing Task Force.
- 282 3) Marketing Task Force reviews digital media content.
- 283 4) DMTF PR incorporates any feedback from the Marketing Task Force and forwards to the Executive
284 Committee for review and approval.
- 285 5) Executive Committee reviews and approves digital media content.
- 286 6) Digital Media content is posted to the DMTF website.
- 287 7) Digital Media posting is specifically highlighted to the Board in the monthly marketing report

288 **4.2.2 Promoting DMTF generated Digital Media on Social Media**

289 All requests will be considered DMTF confidential. Potential topics for promoting digital media on social media
290 will be discussed and determined within DMTF PR, based on DMTF's current goals. Once a subject and
291 desired distribution date is determined, the digital media release to social media process is as follows:

- 292 1) DMTF PR initiates and creates the digital media content
- 293 2) DMTF PR publishes digital media on social media.
- 294 3) DMTF PR provides a recap of social media publications in Marketing Task Force and Executive
295 Committee meetings
- 296 4) A general recap of Digital Media publications is provided to the Board in the monthly marketing
297 report

298 **4.3 General process for 3rd Party generated Digital Media**

299 All requests will be considered DMTF confidential. Any DMTF member, alliance partner, or body can identify
300 3rd party digital media by notifying DMTF PR. The source of the 3rd party digital media can be from one of the
301 following (this list is recommended, but not exclusive)

- 302 • Member Companies
- 303 • Alliance Partners
- 304 • Consortia Partners
- 305 • Other DMTF Partners
- 306 • References to DMTF & its standards in other publications such as in newsfeeds, blogs, etc

307 Please note that due to DMTF's member and member product/services neutrality policies, DMTF is unable to:

- 308 • provide supporting quotes that endorse specific companies
- 309 • provide supporting quotes that specifically endorse products or services
- 310 • be part of a release or materials that compare member companies

311 See ANNEX A for examples of acceptable DMTF supporting quotes.

312 **4.3.1 Promoting 3rd Party Upcoming Events on the DMTF Website**

313 All requests will be considered DMTF confidential. Potential topics for 3rd party upcoming events content on
314 the DMTF website will be discussed and determined within DMTF's weekly Marketing Task Force meetings,
315 based on DMTF's current goals. Once a subject and desired distribution date is determined, the 3rd party
316 upcoming events release process is as follows:

- 317 1) DMTF PR drafts digital media content and sends to Marketing Task Force.
- 318 2) Marketing Task Force reviews digital media content.
- 319 3) DMTF PR incorporates any feedback from the Marketing Task Force and forwards to the Executive
320 Committee for review and approval.
- 321 4) Executive Committee reviews and approves digital media content.
- 322 5) Digital Media content for the 3rd party upcoming event is posted to the DMTF website.
- 323 6) Digital Media posting is specifically highlighted to the Board in the monthly marketing report

324 **4.3.2 Promoting 3rd Party Digital Media on Social Media & DMTF 'In the News'**

325 All requests will be considered DMTF confidential. Promoting 3rd party digital media on social media will be
326 determined within DMTF PR, based on DMTF's current goals. The 3rd party digital media release process is
327 as follows:

328 If DMTF PR has any doubt of conflict at any step in the release process then approval through the Executive
329 Committee shall be required

- 330 1) DMTF PR initiates and creates the digital media content
- 331 2) DMTF PR publishes digital media on social media &/or DMTF 'In the News'.
- 332 3) DMTF PR provides a recap of social media publications in Marketing Task Force and Executive
333 Committee meetings
- 334 4) A general recap of Digital Media publications is provided to the Board in the monthly marketing
335 report

336 **4.4 Digital Media Escalation Policy**

337 If any member company disagrees with a digital media publication the following process, a notification is
338 made to both the DMTF VP of Marketing and the DMTF President. Upon receipt of this notification, the
339 escalation process is as follows:

- 340 1) The Executive Committee with the DMTF President as Chair contacts all DMTF Officers on a
341 motion to determine the following (a single question of which the Officer can respond yes or no)
 - 342 • *Does the publication of digital media fall within the definition and policy for publication*
 - 343 • The Executive Committee voting policy per DSP4014 applies
 - 344 • Ballot can be taken and declared outside of scheduled Executive Committee meeting
- 345 2) If publication is deemed out of scope this will result in the immediate removal of the digital media
346 content
- 347 3) Further discussion of the removed content & recording of the vote will occur at the next scheduled
348 Executive Committee meeting
- 349 4) The member company who raised the original disagreement is notified of the decision
- 350 5) The Board is notified of the escalation & outcome
- 351 6) The digital media content is specifically highlighted to the Board in the monthly marketing report
352
 - The Board can determine whether to take further action on the issue

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ANNEX A (informative)

Examples of acceptable DMTF supporting quotes

357

358 *Jeff Hilland, President of the Distributed Management Task Force (DMTF), the organization behind the*
359 *Redfish standard, commented that, “The Redfish standard continues to gain adoption and interest, and is*
360 *equally suited for managing large, scale-out environments and single stand-alone platform management.*
361 *Demonstrations from DMTF member companies are a testament to the public availability and true*
362 *interoperability of the standard, and we applaud AMI for showcasing its demonstration at this year's Intel*
363 *Developer Forum.”*

- 364 • From American Megatrends, Inc., “American Megatrends to Demo MegaRAC Composer Pod
365 Management Software at Intel Developer Forum 2016 in San Francisco”

366 *“We are happy to have Insyde Software support the Redfish standard,” said Jeff Hilland, president of*
367 *the DMTF. “As demonstrations from DMTF member companies are a testament to the public availability*
368 *and true interoperability of the standard, we applaud Insyde Software for showcasing its demonstration*
369 *at this year's Intel Developer Forum.”*

- 370 • From Insyde Software Announcement, “Insyde Software Demonstrates Its DMTF Redfish Product
371 Advancements”

372 *“DMTF is pleased to be collaborating with the ODCA to accelerate industry adoption of interoperable*
373 *cloud standards,” said Winston Bumpus, DMTF President. “We believe this collaboration will help define*
374 *customer requirements in the cloud space and ensure that our key standards, such as OVF, are widely*
375 *accepted throughout the IT industry. By combining DMTF’s knowledge in systems management*
376 *standards with ODCA’s expertise in customer-driven usage models, we have a unique opportunity to*
377 *ensure that the standards we develop, like our work-in-progress cloud infrastructure management*
378 *interface (CIMI) specifications, will meet customer needs.”*

- 379 • From ODCA Announcement, “Open Data Center Alliance and Distributed Management Task Force
380 to Collaborate on Interoperable Cloud Management.”

381 *“We’re thrilled to welcome Flexera Software to DMTF,” said Winston Bumpus, DMTF president.*
382 *“Having an industry leader with Flexera Software’s depth and breadth of understanding around software*
383 *licensing and usage management –across producers and consumers – will help us establish practical*
384 *standards that take into account the needs of both groups. These standards will have an impact on*
385 *cloud computing for years to come.”*

- 386 • From Flexera Software Announcement, “Flexera Software Joins Distributed Management Task
387 Force to Help Develop Cloud Licensing Standards.”

388 *“DMTF is committed to enabling interoperable management of IT systems worldwide by bringing the IT*
389 *industry together to collaborate on the development, validation and promotion of systems management*
390 *standards,” said Mike Baskey, DMTF Chairman. “As the use of cloud environments accelerates, the*
391 *industry needs to consolidate on a set of accepted standards. Contributions like the Oracle Cloud*
392 *Elemental Model subset of the API will help speed development and adoption of cloud-related*
393 *standards.”*

- 394 • From Oracle Announcement, “Oracle Announces Oracle Cloud Resource Model Application
395 Programming Interface”

396 *“As companies become increasingly distributed across geographies, the need for remote management*
397 *capabilities increases,” said Winston Bumpus, DMTF president. “Products implementing DASH enable*
398 *interoperable management solutions that allow for low-cost management across networks, offering*
399 *increased efficiency while maximizing availability. We’re very pleased to have Realtek join us to*
400 *demonstrate their DASH products at MMS.”*

- 401 • From Realtek Announcement, “Realtek to Demonstrate DASH Implementation at Microsoft
402 Management Summit 2009”

403 *“For ISVs who want to enable customers to quickly and easily deploy solutions in a heterogeneous*
404 *environment, the DMTF OVF standard provides an open, secure, portable, efficient and extensible*
405 *format for the packaging and distribution of virtual appliances,” said Winston Bumpus, DMTF president.*
406 *“To help facilitate this, we rely on contributions from member companies like Citrix during the standard*
407 *development process – and we welcome the Citrix open source implementation to help speed adoption*
408 *of the newest DMTF standard.”*

- 409 • From Citrix Announcement, “Citrix Drives Adoption of Virtual Appliance Portability Standard for
410 Enterprises and Clouds”

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414
415

ANNEX B (informative)

Change log

Version	Date	Description
1.0.0	2010-04-15	
2.0.0	2012-01-12	Updated Press Release Process
3.0.0	2016-08-09	Updated Press Release Process and Marketing Committee to Marketing Task Force
3.1.0	2016-11-21	Updated roles and responsibilities. Cleaned up introduction for consistency.
4.0.0	2017-09-19	Added Digital Media Process. Changed title to include Digital Media.

416

Bibliography

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418 http://www.dmtf.org/sites/default/files/standards/documents/DSP4014_2.6.1.pdf

419