MPEG talks to industry

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MP20 Workshop on MPEG Roadmap
Chengdu, CN – 2016/10/19

Welcome!

- The MP20 Workshop on MPEG Roadmap is an event
  - Co-located with the 116th MPEG meeting in Chendu
  - Organised by
    - José Alvarez (Huawei, US)
    - Thierry Fautier (Harmonic), US
    - Tiejun Huang (PKU, CN)
    - Rob Koenen (TNO, NL)
    - Jaeyeon Song (Samsung, KR)
    - Teruhiko Suzuki (Sony, JP)
  - Thanks also to: Weizhong Chen, Xiaojun Gu, Sunny Niu, Yiling Xu and Jiantong Zhao,

MPEG, so far

- MPEG history begin in 1988 – close to 30 years ago

- We have been developing standards that the market tells us are successful
  - MP3, AAC
  - MPEG-2
  - MP4 file format
  - DASH, MMT

- The reasons of success
  - Strong participation of experts from industry
  - Ability to anticipate market needs

MPEG, today

- The market for digital media has substantially evolved

- Almost by the day new technologies become available that make possible new products for new markets

- Many from the industry look to MPEG as a source of standards that enable new digital media markets

- MPEG is developing a 5 year work plan in response to these requests

Why the MP20 workshop

- First opportunity to discuss the MPEG standardisation roadmap iwith industry representatives

- Structure of the workshop
  - Present our plans
  - Initiate a dialogue with key industry representatives
  - Start aligning industry needs and our standardisation work plan

- We plan to continue having MP20 workshops in other areas of the world