Next Codec Generations

As seen from Google

Our View of the Codec Future

- Video usage is growing faster than bandwidth.
- Video quality (image size) is growing faster than bandwidth.
- We are beyond the flat picture, and will be getting much further beyond it.

We need new codecs.

Cadences we can achieve

- 2 years to develop a codec worth shipping
  - We did it with VP9. We need to do it again.
- Multiple codecs supported in production
  - At any time, at least 2 generations in production, 1 in development
  - Older codecs don’t stop working, but fade in importance.
- Using one codec for everything will not return - we will have to support several

Properties we need of the product

- Significantly better than what we have now
  - where “better” has many dimensions
- Available to users quickly and efficiently
  - Promotes fast adoption
  - Royalty-free is *by far* the easiest way to achieve this
  - Revenue needs to come from products and services, not licenses
- Specifications openly available
  - Engenders trust - “no back doors”

Properties we need of the process

- Fast - able to live in the 2-year cadence
  - Need constant communication across the community (as seen in open source projects)
- Open - allows anyone to contribute
  - Requires open access to drafts, tests, material…..
- Decreases IPR risk
  - Participants MUST check their IPR at the door (something like the W3C model)
- Organizational form? What works!