

New experiences in MPEG

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2nd workshop on Immersive Live
Experiences Geneva, CH – 2017/01/18

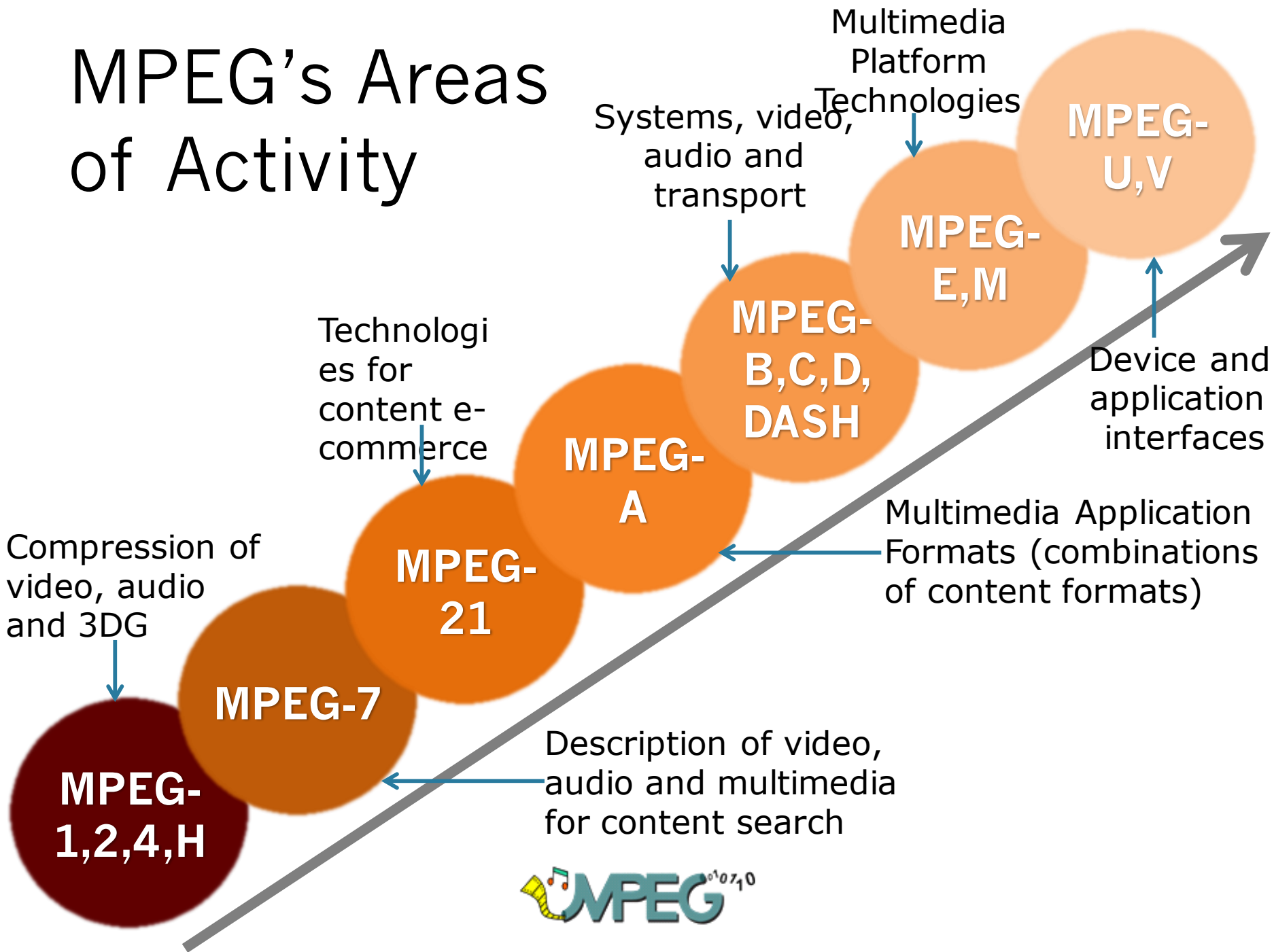


MPEG, so far

- 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



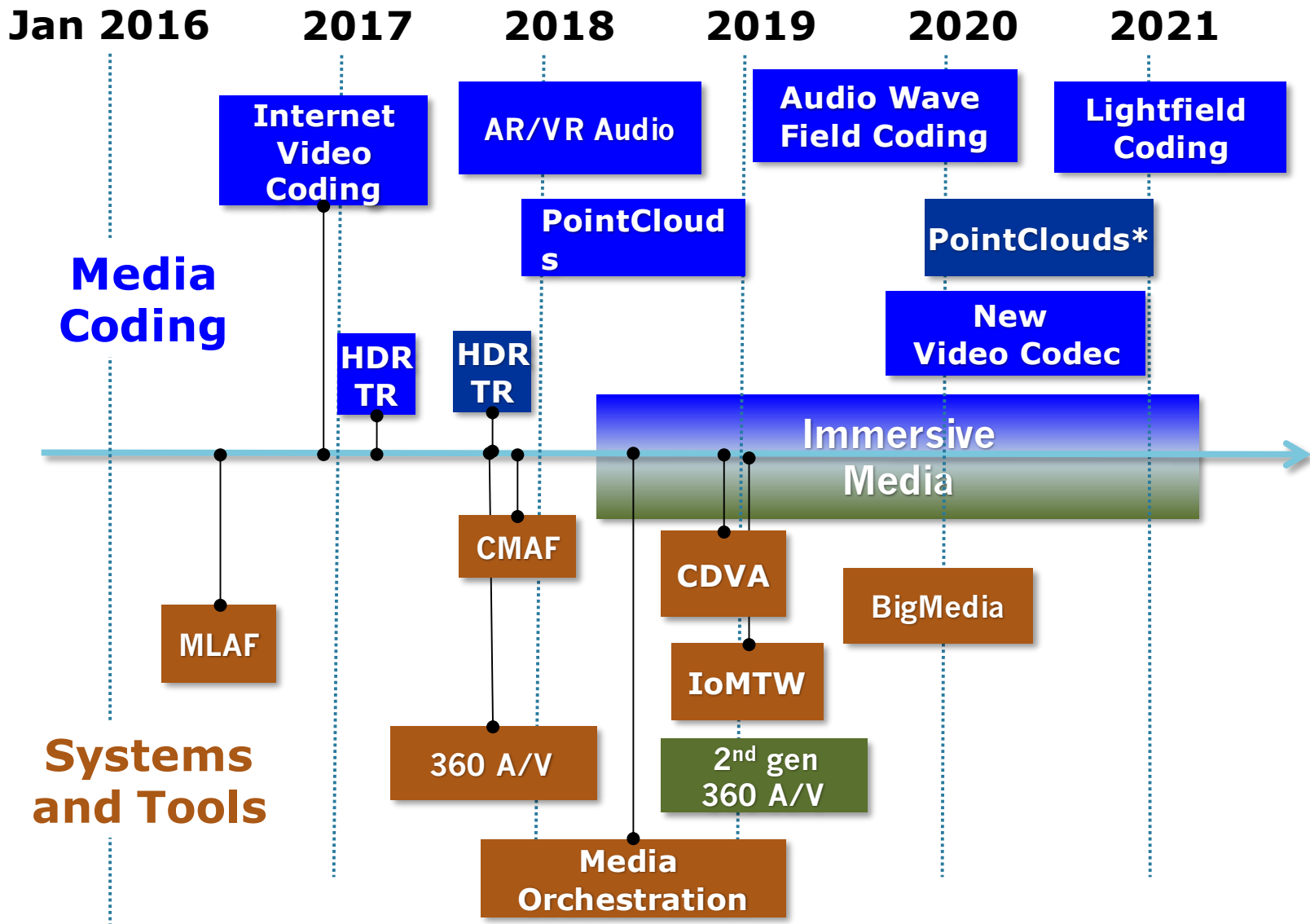
MPEG's Areas of Activity



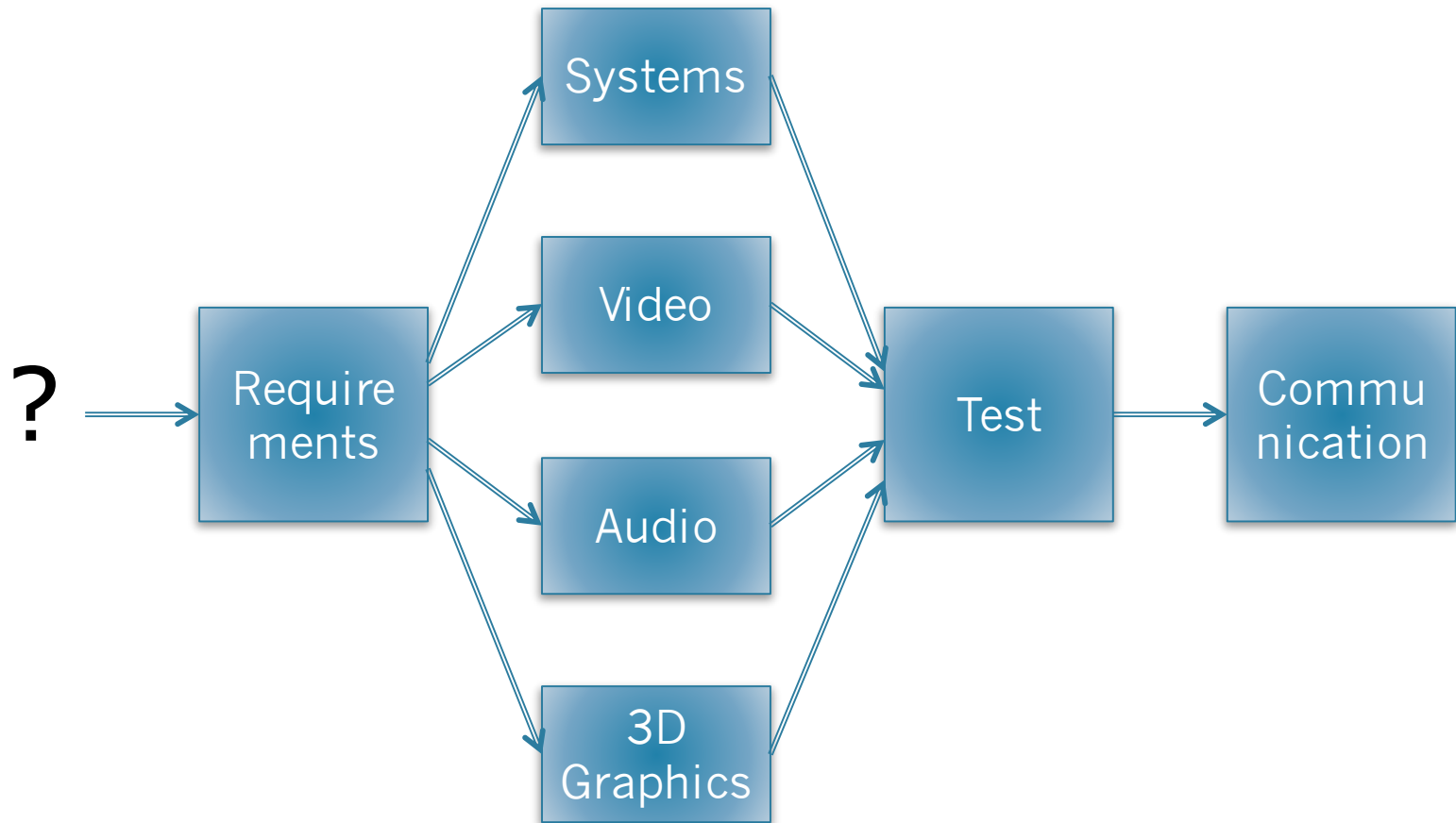
MPEG, today

- The market for digital media has substantially evolved
- Almost every day new technologies become available to make new products for old and 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
- The MP20 workshops are opportunities to discuss the MPEG standardisation roadmap with industry

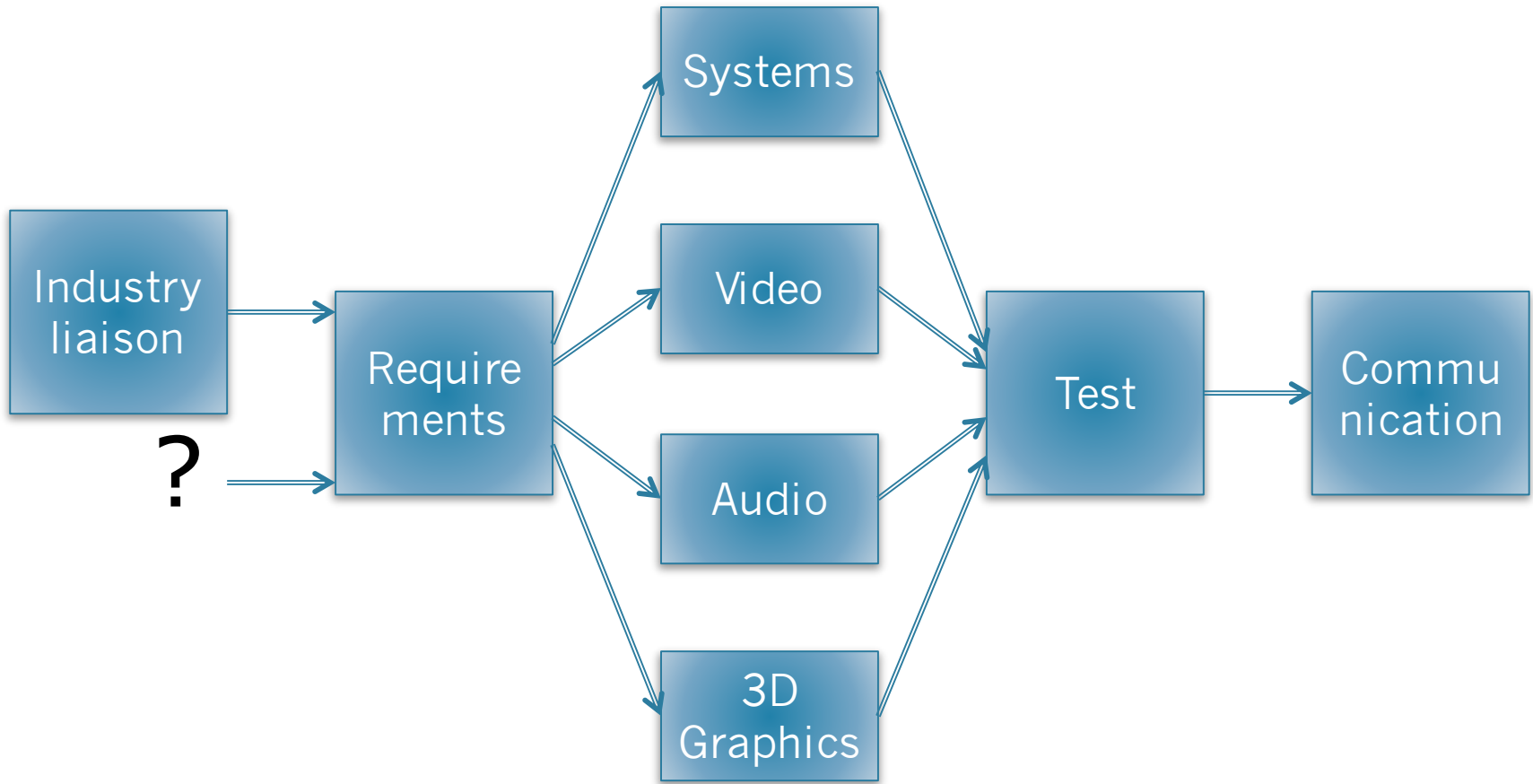




The MPEG organisation, today



The MPEG organisation, as I would like it to be





MPEG

The image features a large, stylized logo for MPEG. The letters 'M', 'P', and 'E' are rendered in a teal, blocky font with a black drop shadow. The letter 'G' is also teal but has a more rounded, cursive-like shape. To the left of the 'M', a yellow film strip with black sprocket holes curves upwards. Above the film strip, two musical notes with orange stems and red dots are positioned. To the right of the 'G', the binary sequence '010710' is written in a black, sans-serif font, with a slight shadow effect behind it.



MPEG

A smaller version of the MPEG logo, featuring the same teal block letters, yellow film strip, musical notes, and binary code as the larger version above.