New experiences in MPEG

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MPEG, so far

- MPEG history began 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-1,2,4,H: Compression of video, audio, and 3DG
- MPEG-7: Description of video, audio, and multimedia for content search
- MPEG-21: Technologies for content e-commerce
- MPEG-A: Multimedia Application Formats (combinations of content formats)
- MPEG-B,C,D,DASH: Systems, video, audio, and transport
- MPEG-E,M: Multimedia Platform Technologies
- MPEG-U,V: Device and application interfaces
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