MP20 Workshop, Co-located with the 116th MPEG Meeting

Industry Meets MPEG
MPEG 116 – 19 Oct ’16 - Chengdu
Workshop Outline

- Welcome!
- Introduction to Roadmap
- Input and feedback from MPEG’s customers
- Discussion
- Conclusions
Workshop Objectives

• **Invite** traditional, non-traditional and disruptive industry representatives to MPEG
• Inform industry of MPEG’s **strategic intentions**
• **Collect feedback** from industry
• Identify **needs for standards**
• Goal: enable large **markets to flourish** through MPEG standards
<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Speaker/Details</th>
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<tbody>
<tr>
<td>13:00</td>
<td>Opening Address</td>
<td>Leonardo Chiariglione, Convenor, MPEG</td>
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<tr>
<td>13:10</td>
<td>MP20 Roadmap</td>
<td>Rob Koenen; José Roberto Alvarez, MPEG Vision Ad Hoc Group</td>
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<td>13:25</td>
<td>AVS related Standards and Testing</td>
<td>Dr. Wenhui Dong, SARFT</td>
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<td>13:50</td>
<td>Current Status and Prospect of K-UHD with New Media Services</td>
<td>Dr. Chieteuk Ahn, ETRI</td>
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<td>14:15</td>
<td>8K broadcasting toward Tokyo Olympics</td>
<td>Mr. Yuji Yamana, NHK</td>
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<td>14:40</td>
<td>Break</td>
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<td>15:00</td>
<td>Future of Video Evolution</td>
<td>Mr. Toshiyuki Ogura, Sony Corporation</td>
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<td>15:25</td>
<td>Future Media Network in the 5G Era</td>
<td>Prof. Wenjun Zhang, Shanghai Jiao Tong University</td>
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<td>15:50</td>
<td>Emerging Markets, Specialized Standards</td>
<td>Mr. Wenfei Jiang, Alibaba Cloud</td>
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<td>16:15</td>
<td>Break</td>
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<td>16:30</td>
<td>Virtual Reality—A new way of entertainment.</td>
<td>Mr. Wenbo Sun, LetinVR Digital Technology Company</td>
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<td>16:55</td>
<td>Virtual Reality: The New Era of the Future World</td>
<td>Mr. Raymond Pao, HTC</td>
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<td>17:20</td>
<td>Discussion</td>
<td>End around 18:00</td>
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MP20 Standardisation Roadmap
Why a Standardisation Roadmap?

- MPEG has created, and is still producing, media standards that enable huge markets to flourish
- MPEG works on requirements from industry
- Many industries represented in MPEG, but not all of MPEG’s customers can or need to participate in the process
- MPEG wants to inform its customers about its long-term plans (~ 5 years out)
- ... and collect feedback and requirements from these customers
- ... including in this session
What is in the Roadmap

• Our roadmap is a short document.
• It briefly outlines MPEG’s most important standards
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• Our roadmap is a short document.
• It briefly outlines MPEG’s most important standards.
• It then gives an overview of the areas of MPEG’s activities.
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-B,C,D,DASH: Multimedia Application Formats (combinations of content formats)
- MPEG-E,M: Systems, video, audio and transport
- MPEG-U,V: Multimedia Platform Technologies
- Device and application interfaces
What is in the Roadmap

• Our roadmap is a short document.
• It briefly outlines MPEG’s most important standards
• ... it then gives an overview of the areas of MPEG’s activities
• ... and then an overview of all MPEG’s standards
Significant Developments inform MPEG’S Roadmap

• The relentless increase of IP-distributed Media
• Mobile media, higher quality, more immersive formats (UHD, VR, AR)
• The Internet of Media Things & Wearables
• Big Media Data
• Cloud-based media processing, storage and delivery
Questions to MPEG’s Customers

• Which **needs** do you see for **media standardisation**, between now and years out?
• What MPEG standardisation **roadmap** would best meet your needs?
• To accommodate your use cases, what should **MPEG's priorities** be for the delivery of specific standards? For example, do you urgently need something that may enable basic functionality now, or can you wait for a more optimal solution to be released later?