

# MP20 Workshop, Co-located with the 117<sup>th</sup> MPEG Meeting

## Global Media Technology Standards for an Immersive Age

MPEG 117 – 18 January 2017 - Geneva



# Workshop Outline

- Welcome!
- Introduction to Roadmap (very short)
- Input and feedback from MPEG's customers
- Discussion
- Conclusions

# Workshop Objectives

- **Invite** 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

# Program

|       |  |  |
|-------|--|--|
| 16:00 | <b>Opening Address</b>   | Leonardo Chiariglione, MPEG            |
| 16:10 | <b>MP20 Roadmap</b>  | Rob Koenen; José Roberto Alvarez, MPEG |
| 16:20 | <b>DVB VR Study Mission Report</b>   | David Wood, EBU                        |
| 16:40 | <b>Video formats for VR: A new opportunity to increase the content value... But what is missing today?</b> | Gilles Teniou, Orange                  |
| 17:00 | <b>Snapshot on VR services</b>   | Ralf Schaefer, Technicolor             |
| 17:20 | <i>Break</i>   |  |
| 17:35 | <b>Today's and future challenges with new forms of content like 360°, AR and VR</b>                        | Stefan Lederer, Bitmovin               |
| 18:55 | <b>The Immersive Media Experience Age</b>  | Massimo Bertolotti, Sky Italia         |
| 18:15 | <b>Discussion</b>  | All Speakers                           |
| 18:40 | <b>Final Remarks, Conclusion</b>   | Chairs                                 |
| 18:45 | End  |  |

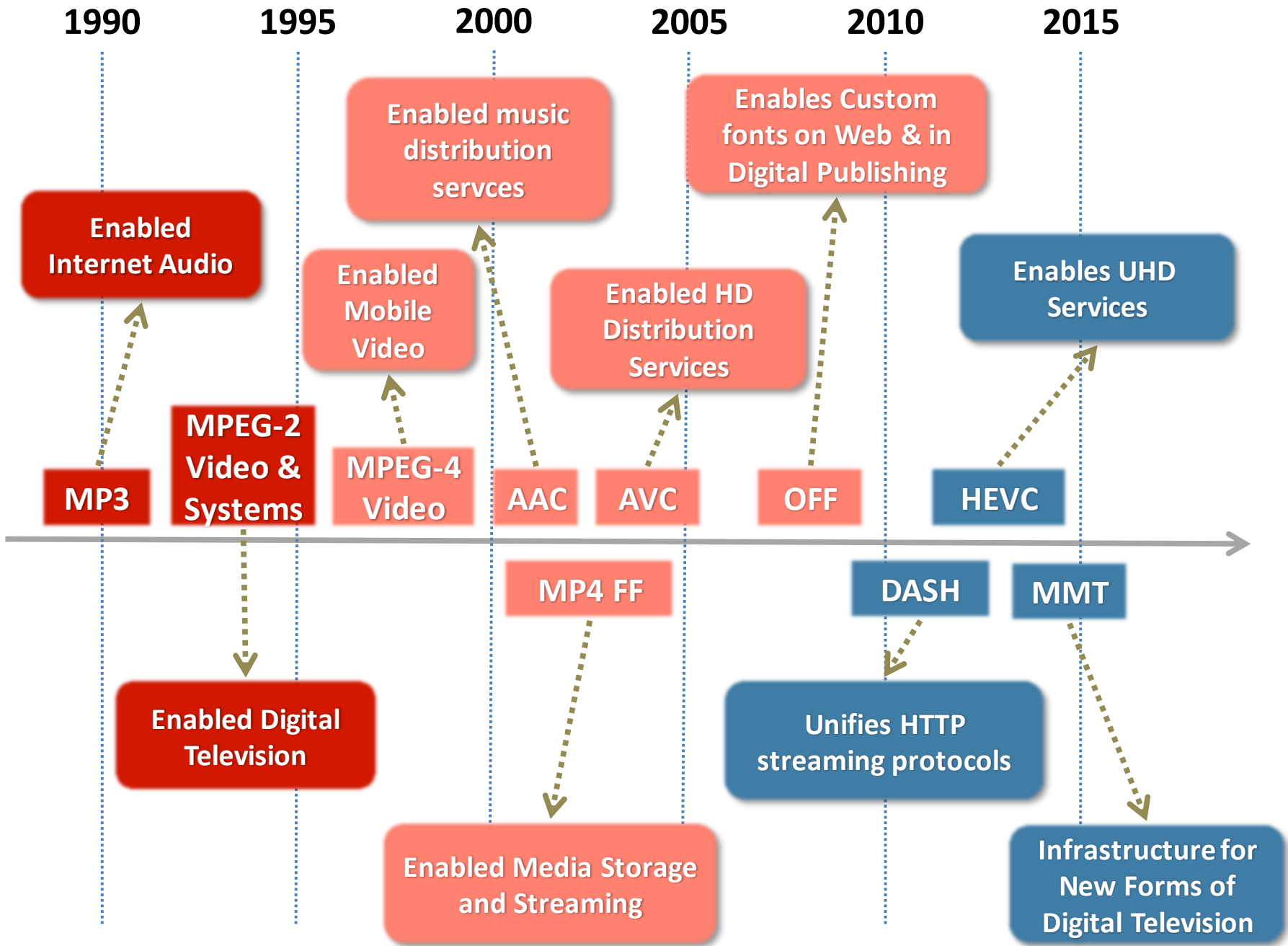
# MP20 Standardisation Roadmap

# 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

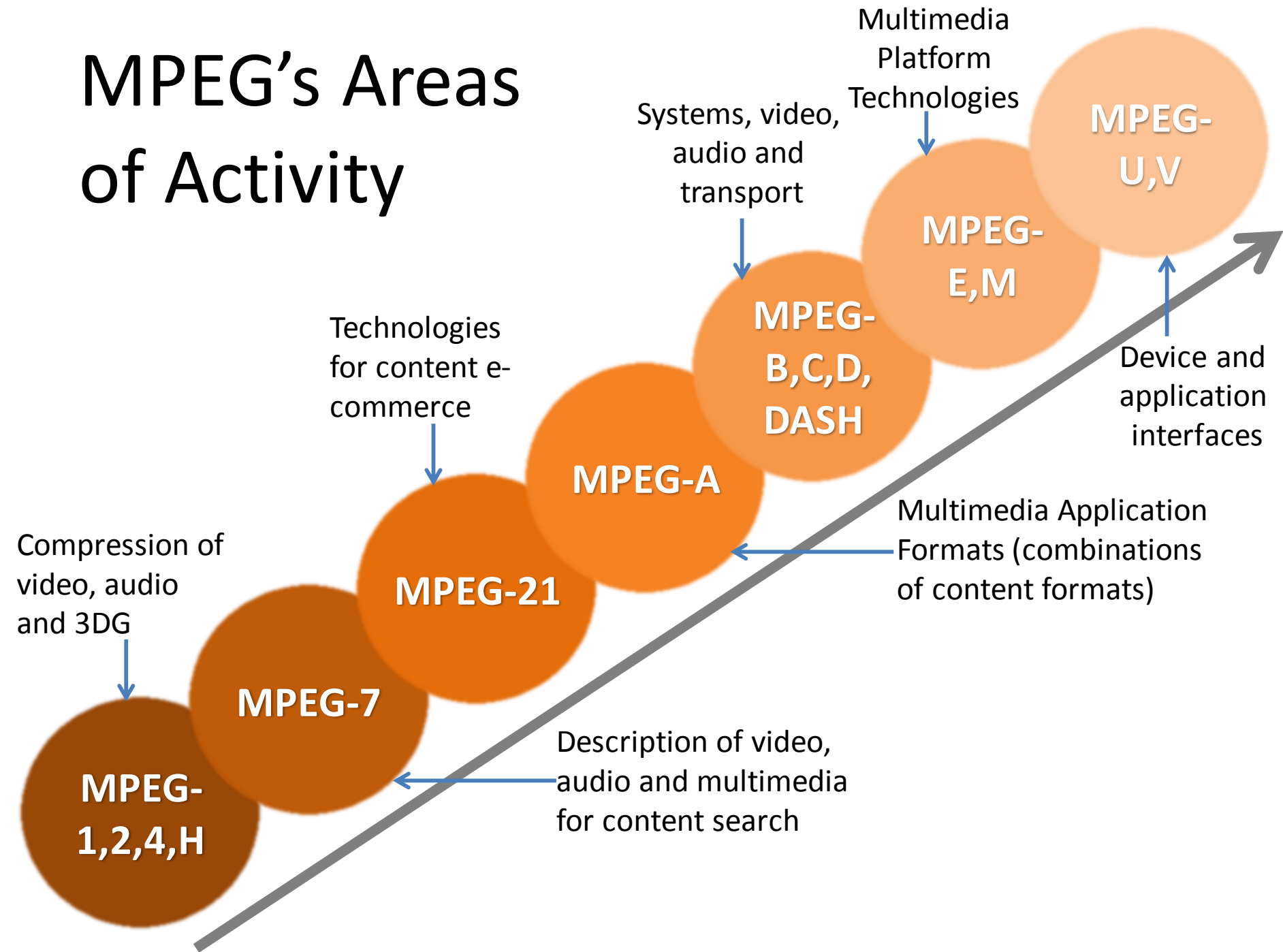




# What is in the Roadmap

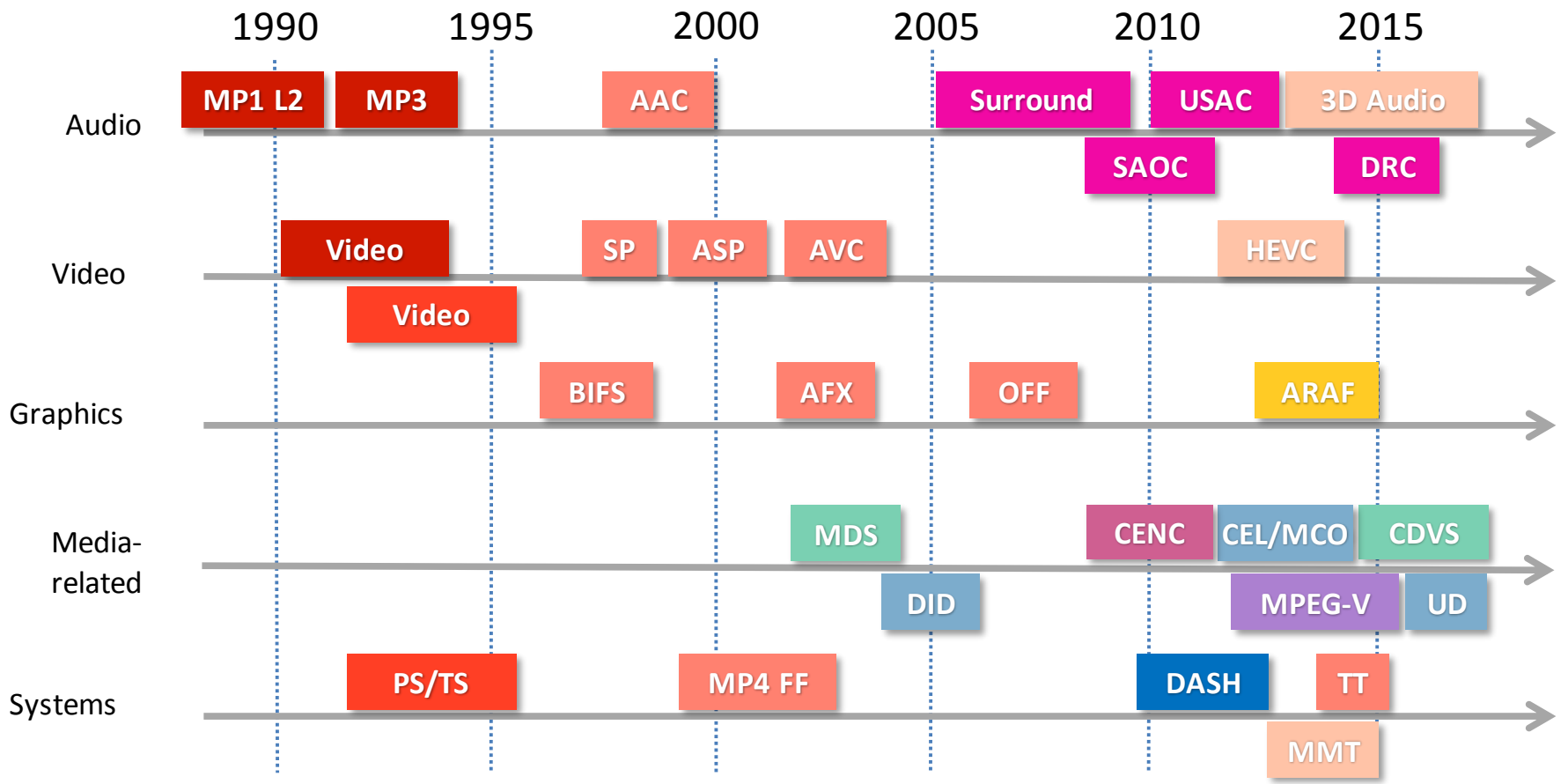
- Our roadmap is a short document.
- It briefly outlines MPEG's most important standards
- It then gives an overview of the areas of MPEG's activities

# MPEG's Areas of Activity



# 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

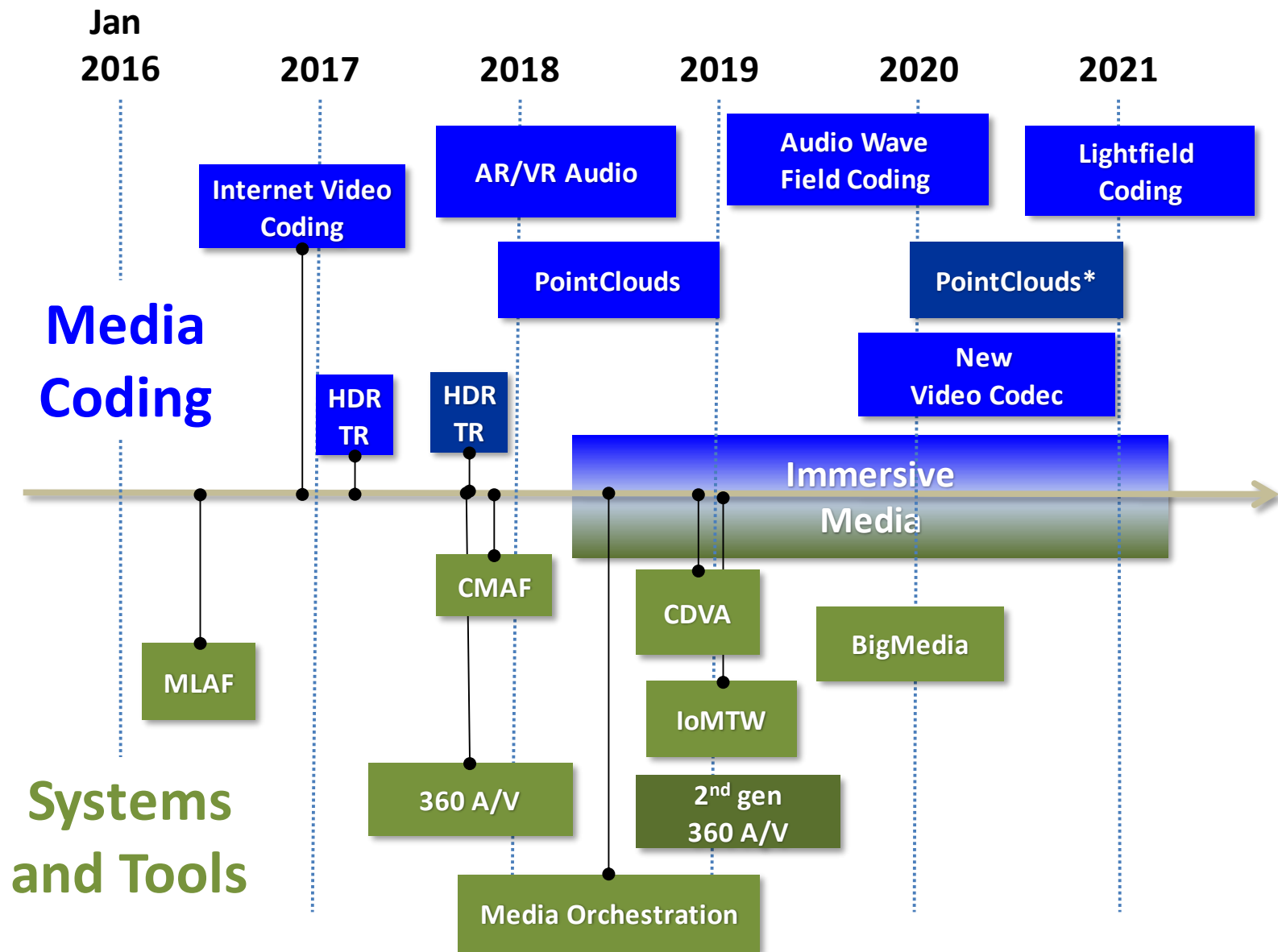


**Colour coding**



# 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



**Media Coding**

**Systems and Tools**

**Immersive Media**

Jan 2016

2017

2018

2019

2020

2021

Internet Video Coding

AR/VR Audio

Audio Wave Field Coding

Lightfield Coding

PointClouds

PointClouds\*

New Video Codec

HDR TR

HDR TR

Immersive Media

MLAF

CMAF

CDVA

BigMedia

IoMTW

360 A/V

2nd gen 360 A/V

Media Orchestration

# 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?

# Thanks!

- Thanks very much to our Speakers!
- Now Please Get Out Soon 😊
- Roadmap Discussion continues tomorrow at 15:00 in Reqs Room