

TF-Media meeting Mars 18-19 2010

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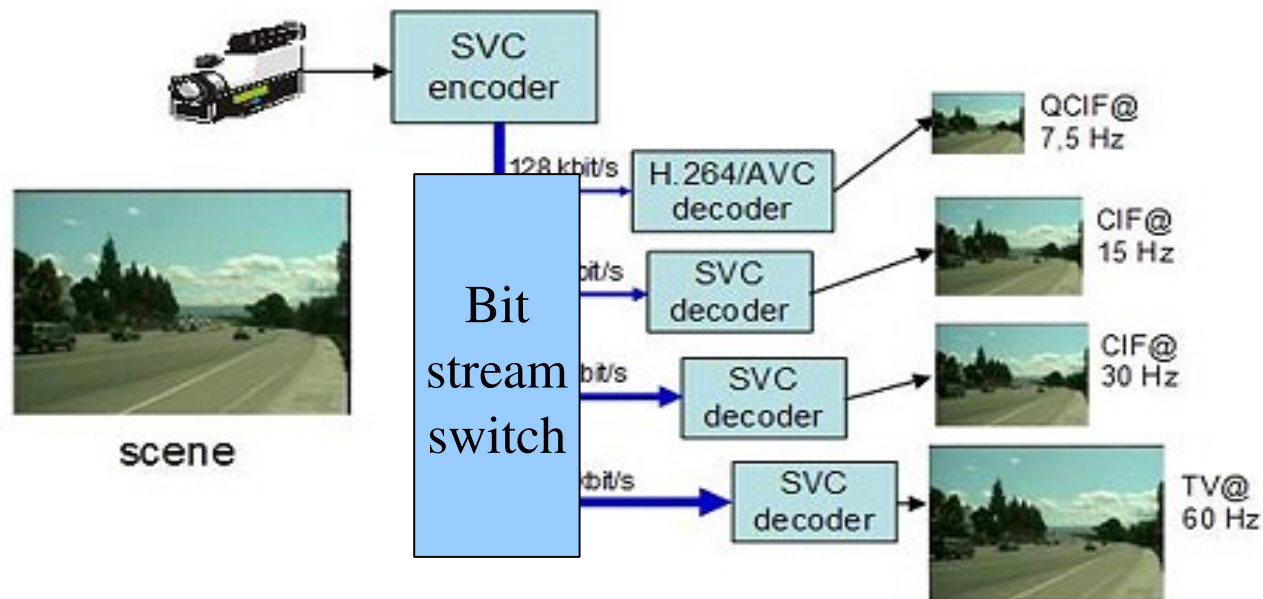
UNINETT, Norway

Outline

- Open Scalable Video Coding
- Work item A: Progress, updates, plans
- Liaison with T-CPR

Open Scalable Video Coding (SVC)

- What is SVC ?



- Historically: (Some) SVC support in MPEG-2, H.263 and MPEG-4

Open Scalable Video Coding (SVC)

- **Why SVC?**

- Record all lectures =>
 - For 20k student university: 50 000 hours / year
 - Super HD quality (H.264): 1000 TB / year ?
- Terminal heterogeneity
 - Lecture playback <---> Mobile devices
- How?
 - “Simulcast” (multiple copies)=> What rates?
 - Real-time transcoding => poor scaling
 - SVC =>
 - Single instance of encoded stream
 - ~20% overhead (H.264 SVC)
 - Drop packets (bitrate peeling) to reduce rate

Open Scalable Video Coding (SVC)

- **Open SVC?**

- Ogg Vorbis bitrate peeling
 - Exists as concept (single impl.)
 - 100 \$ bounty on Xiph.org
- Theora bitrate peeling
 - Possible but complex
 - Low/no priority: Long list of other develop. challenges
- Motion JPEG 2000
 - Legal status similar to Theora, i.e. free but potential submarine patents
 - Intra-frame => high quality, but medium/low compression

WI A: Knowledge dissemination and service promotion

- **Progress and updates**

- *Organizing talks*

- Presentation tomorrow

- *Promote media prod/manag/dist to academic comm.*

- *Policy and legal issues*

- Presentation tomorrow

- *Liaise with TF-CPR*

- TF-Media presented av TF-CPR meeting
 - Common effort to collect best practise in promoting media use in HEI

WI A: Knowledge dissemination and service promotion

- **Plans**
 - *Organizing talks*
 - Meta-data expertise to next TF-Media meeting (?)
 - *Promote media prod/manag/dist to academic comm.*
 - Build on TF-CPR relationship
 - *Policy and legal issues*
 - Web2Rights presentations
 - *Liaise with TF-CPR*
 - Co-locate TF-CPR and TF-Media meeting in autumn

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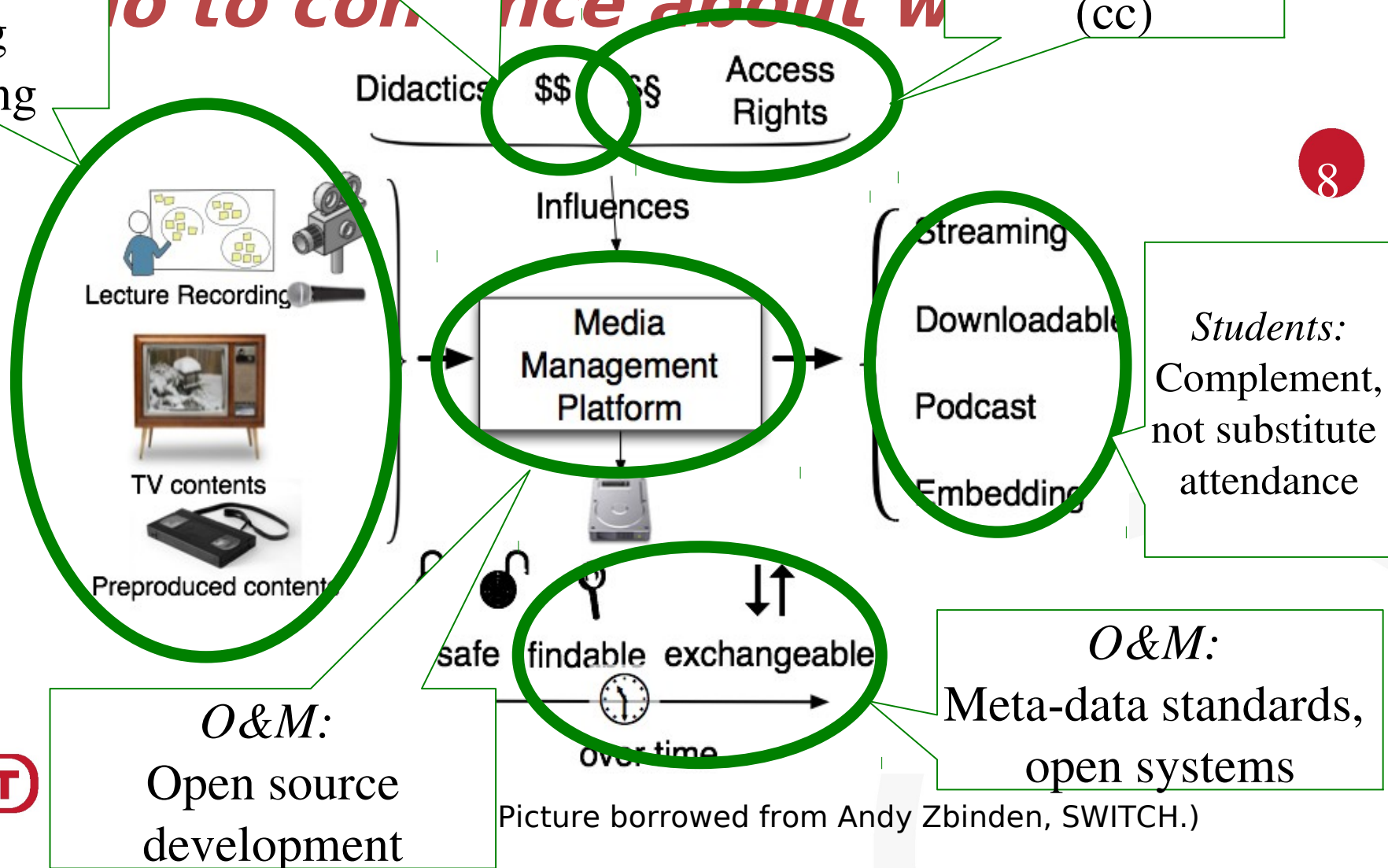
Liaison with TF-CPR

The *Funding institutions:* motion issues

Academic staff:
Posing
Preparing

Funding institutions:
Keep money coming

Academic staff:
(cc)



Picture borrowed from Andy Zbinden, SWITCH.)

Liaison with TF-CPR

The service promotion issues

Who to convince?	About what?
Academic staff	Preparing content (cc) rights
Students	Complement not substitute
HEI O&M	Metadata standards Open systems/source

Liaison with TF-CPR

The service promotion issues

How to proceed?

- Collect best practices in Wiki
 - TF-CPR helps out
- Other....?