ITU-T Workshop
Video and Image Coding and Applications (VICA)

Abstract

Speaker:	David Hands BT/UK
Session:	5: Performance measurements and assessments
Title of Presentation:	Towards a standardised perceptual quality metric for multimedia

Where once only cinema and televisions would play host to moving pictures, we now have video and multimedia services delivered to home PCs, PDAs and mobile phones. Indeed, television services themsleves can now be delivered directly to handheld devices. As this market develops, the reproduction quality of the media will become an important differentiator between products and services. Making the right decision on the trade-off between quality and bandwidth is going to be commercially vital. Industry will need to carefully assess emerging codecs, displays and network performance requirements to provide consumer-grade quality to go with the high value content. To make informed decisions on these issues, the industry will require access to equipment that can measure the perceptual quality of video delivered to a range of devices. This equipment must provide repeatable, reliable and accurate measurements of perceptual quality to be of real value. This presentation will cover the progress of the VQEG Multimedia task in providing the framework to evaluate new methods for measuring the perceptual quality of video prepared for mobile, PDAs and PCs.