

Call for presentations for ITU-T SG 21 and ISO/IEC JTC 1/SC 29 joint workshop on Media Streaming Services - What's next

As the landscape of multimedia streaming continues to evolve with the advent of next-generation integrated networks (mobile, broadband, and cable) and the emergence of new media streaming protocols, the industry stands on the verge of the next round of transformative opportunities after the shift from analog to digital and from the legacy media delivery to OTT delivery, driven by the tight integration of advanced networks, edge computing, and media services, and integration of AI technologies. Simultaneously, the rapid integration of AI across various sectors of the multimedia ecosystem introduces unprecedented challenges and opportunities, reshaping the industry's trajectory.

The ITU-T Study Group 21 and MPEG Systems Working Group (ISO/IEC JTC 1/SC 29/WG 03) have consistently delivered industry-recognized standards for multimedia service systems over the past several decades. The MPEG-2 Systems, a.k.a. ITU-T H.222.0, which has been jointly developed by two organization has changed multimedia service from analog to digital. The MPEG-DASH standards played key role in the deployment of OTT services. Understanding the coming waves, both organizations aim to engage with industry experts to explore these challenges and opportunities, ensuring that future standardization efforts are strategically aligned with the most critical and impactful targets.

To facilitate deep engagement with the industry the ITU-T SG21 and MPEG Systems Working Group jointly organize a workshop on **Tuesday, July 14 14:00 – 18:00 in Geneva, Switzerland** during our co-located meetings. The primary goal of the workshop is to hear from the industry experts and get better understanding the challenges and the opportunities for future standards in the area of multimedia streaming services. For this purpose, both organizations invite the industry experts to share their views with us at the workshop. The following list shows some example topics.

- Next generation media delivery over heterogeneous networks
- Consumer-centric delivery and content repurposing
- Smart home and in-home media distribution
- End-to-end ultra-low latency streaming
- Network-friendly media containers
- Media container improvements
- Volumetric media service
- Media delivery for spatial computing
- Energy consumption/sustainability/accessibility

The workshop will be organized per sessions with onsite oral presentations preferentially (remote presentation will be supported, if needed). Please send a presentation proposal by

13 June 2026 including title, author(s), and an abstract of 500 words by email to the following persons (ITU-T SG21 Counselor and the convenor of MPEG Systems WG):

- Stefano Polidori, tsbsg21 @ itu . int
- Youngkwon Lim, young . L @ samsung . com

The final detailed program will be made available by **27 June 2026** through a dedicated webpage, which will be linked from ITU-T Study Group 21 main website: <https://itu.int/go/tsg21> and the corresponding MPEG website: <https://www.mpeg.org/>. Information about acceptance/rejection of the contributions will be conveyed to proponents prior to that date.

The dedicated workshop webpage will also include the specific and separated registration, as well as the logistics details to attend the workshop.

The detailed logistics information about the ITU-T SG21 upcoming meeting is available in TSB Collective Letter 6/21 (<https://www.itu.int/md/T25-SG21-COL-0006/en>) while the information about the MPEG Systems Working Group can be found at <https://155.mpeg-meeting.com/>.
