Time	Duration	Title	Presenter
14:00	5	Openning (ITU-T SG21 Chair and ISO/IEC JTC 1/SC 29 Chair)	
Session I - Challenges (moderator: Iraj Sodagar)			
14:05	20	Short-comings and Evolution of the ISOBMFF	Cyril Concolato (Netflix)
		The ISO Base Media File Format (ISOBMFF, ISO/IEC 14496-12) has been foundational to multimedia streaming for over two decades. Born from the QuickTime File Format, it underpins virtually every internet video format in use today — MP4, fragmented MP4, CMAF — and has been progressively extended to support new codecs, encryption schemes, immersive media types, and low-latency delivery paradigms. This talk reviews the trajectory of ISOBMFF, examines where the format falls short of today's and tomorrow's requirements, and identifies concrete opportunities for standardization.	
14:25	20	From Pixels to Semantics: Where Streaming Trends Meet the Container	Christian Timmerer (Bitmovin)
		The next inflection in streaming isn't a codec, it's three pressures (efficiency, low-latency live, and AI-native media) converging on the systems layer, with possible implications for the MPEG Systems and ITU-T SG21 roadmap drawn from Bitmovin and the ATHENA lab.	
14:45	20	Future Media Streaming Services	Jin Young Lee (ETRI)
		This presentation introduces ETRI's recent and ongoing research on intelligent media services, discusses key challenges in media delivery, and identifies potential areas for future standardization in multimedia streaming services.	
15:05	20	Trend analysis of ultra-low latency real-time communication and ultra-Low latency streaming	Huawei
		This presentation will conduct an in-depth analysis on ultra-low latency RTC and ultra-low latency live streaming, and forecast the future development trends of relevant core technologies.	
15:25	10	Break	
Session II - Opportunities (moderator: Xin Shen)			
15:35	20	Standards & Open-Source: Enabling next steps of connected media experiences	Frederic Gabin (5G-MAG)
		Standardization is not the end goal, it is the starting point for building open, interoperable ecosystems in an increasingly fragmented media connectivity landscape. This presentation highlights how 5G-MAG bridges the gap between specification and implementation by transforming standards into open-source software assets. Through its Reference Tools and collaborative framework, 5G-MAG enables validation of design assumptions, accelerates interoperability, and fosters ecosystem readiness. Ultimately, this work helps translate standards into real-world deployments, paving the way for next-generation connected media experiences.	
15:55	20	Heterogeneous networks, unified standards: navigating future media horizons	Emily Dubs (DVB)
		Over the next decade, media distribution will increasingly rely on a hybrid landscape where heterogeneous networks – combining satellite, terrestrial DTT, 5G Broadcast, fixed broadband and cellular networks – must seamlessly interwork. This presentation analyzes these trends to highlight the critical need for unified service layers, codecs and packaging standards capable of bridging these diverse architectures. Moving beyond a foreseeable future, the session will conclude with a forward-looking perspective, posing open questions on how future standardization must eventually adapt to accommodate the long-term evolution of consumer devices and entertainment experiences.	
16:15	20	Media Streaming Beyond OTT: 3GPP SA4 Perspectives on Advanced Delivery	Gilles Teniou (3GPP SA4)
		This presentation will provide a 3GPP SA4 perspective on future media-system standardization, mostly focusing on two ongoing directions: Advanced Media Delivery and Media Aspects for 6G. 5G advanced work on advanced media delivery addresses near-term extensions to 5G Media Streaming and MBS. Its objective is to identify key issues, collaboration models between application providers and the 5G System, deployment architectures, high-level call flows, candidate APIs and potential normative follow-up work. The study on Media aspects of 6G provides the longer-term perspective: media services will increasingly include AI-enabled applications, distributed inference, multimodal interaction, video understanding, real-time conversational AI, agent communication and compute-assisted media processing. The presentation will identify the potential needs on the definition of common media-system metadata, metrics, traffic descriptors, delivery profiles and test methodologies that bridge current advanced media delivery and future 6G AI media services.	
16:35	30	Break	
Session III - Deep dive in media over QUIC (moderator: Youngkwon Lim)			
17:05	30	MOQ - rational, differences and opportunities	Will Law (Akamai)
		This talk shares the rationale behind the development of Media Over QUIC Transport, highlights the technical benefits it brings to media distribution, the differences it has with legacy protocols and presents areas of standardization opportunity that exist adjacent to the core protocol.	
17:35	20	Unifying Streaming and Real-Time Communications: The Role of Media over QUIC in Next-Generation Standardization	Ali Begen (OzU)
		This presentation will analyze how MOQ unifies the paradigms of real-time communication and mass-scale distribution. Furthermore, it will explore the strategic alignment and integration opportunities between MOQ Transport and future MPEG/ITU standards (such as network-friendly media containers and DASH evolution) to deliver seamless, end-to-end, ultra-low latency experiences over heterogeneous networks.	
17:55	5	Closing (ITU-T SG21 Chair and ISO/IEC JTC 1/SC 29 Chair)	

Non-member registration is available at https://www.itu.int/en/ITU-T/Workshops-and-Seminars/2026/0714/Pages/default.aspx