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| **ITU - Telecommunications Standardization Sector**  STUDY GROUP 16 Question 6  **Video Coding Experts Group (VCEG)**  51st Meeting: 16–24 October 2014, Strasbourg, France | Document VCEG-AY11 (r1) |

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| **Source** | **Q6/16 Rapporteur and identified MPEG coordinators.**  **Coordinators: Gary Sullivan, Jens-Rainer Ohm, Jörn Ostermann and Youngkwon Lim** |
| **Title** | **Brainstorming panel discussion session on future video coding** |
| **Purpose** | **Call for participation** |
| **Status** | **Prepared by rapporteur jointly with identified MPEG coordinators** |

**Brainstorming panel discussion session on future video coding**

As planned at the July 2014 SG 16 meeting in Sapporo, JP, a brainstorming panel discussion session hosted jointly by VCEG and MPEG will be held in conjunction with their upcoming meetings in Strasbourg, France. The event will be held on Tuesday 21 October at 2:00 p.m. (1400 hours) and will be open to interested parties.

The session will begin with brief remarks by invited panel guests from some of the key members of the video industry community, followed by Q&A and open discussion of the topics.

Specific questions requested to be addressed by the panel members include the following:

1. How much additional compression (compared to HEVC) do you foresee to be needed for your market(s)? What are the desirable frame rates and resolutions?
2. What should be "the bar" to surpass to make a new standard? (in terms of tradeoff of compression benefit versus complexity, compatibility with existing designs, etc.)
3. How would it affect your business (and in what time frame) if a new video codec would deliver 25% reduction in data rate for the same video quality compared to HEVC?
4. Do you see market segments where HEVC may not be successful due to lack of functionality?
5. What will be the applications with highest amount of video data delivery 5-10 years from now?
6. What would change if the industry uses the new codec as (partly or totally) royalty-free?

The list of panel members is as follows.

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| **Name** | **Affiliation** | **Function** |
| Mark Russell | Ericsson | CTO, Product Area Mediaroom, Business Unit Support Solutions |
| Harald Alverstrand | Google | Standards coordinator |
| Zhong Luo | Huawei | Director, Huawei West Europe Industry & Standards Dept |
| Anne Aaron | Netflix | Leader, Video Algorithm Team |
| Stéphane Pateux | Orange | Director of Research Domain “Customer Experience & Devices” |
| Paul Torres | Qualcomm | Sr. Director of Product Management |
| JeongHoon Park | Samsung | VP, Advanced Media Lab |

Questions regarding arrangements for the discussion may be addressed to members of the organizing committee, as listed below.

Gary J. Sullivan (garysull@microsoft.com)

Jens-Rainer Ohm (ohm@ient.rwth-aachen.de)

Jörn Ostermann (ostermann@tnt.uni-hannover.de)

Youngkwon Lim (young.l@samsung.com)