

You're invited!

Media Coding Industry Forum Event during IBC

September 17, 2019

Amsterdam, Netherlands

Meeting Location

Crowne Plaza Amsterdam - South
George Gershwinaan 101, Amsterdam
1082MT, Netherlands (Holland)

About Us

The Media Coding Industry Forum (MC-IF) is an open industry forum with the purpose of furthering the adoption of MPEG Standards, initially focusing on VVC, by establishing them as well-accepted and widely used standards for the benefit of consumers and industry. MC-IF works on the non-technical aspects of deployment of media standards, notably including licensing, by facilitating cross-industry discussion. MC-IF is also intended to become a hub for information related to implementations, tools, and guidelines for usage of VVC and related standards.

Learn More

MC-IF was formed in September 2018 and has held a launch event during IBC in Amsterdam in September 2018, an open meeting in October 2018 in Macau, a Workshop on the future of Video Codec Licensing in January 2019 in Sunnyvale, US, and an Open Meeting and Outreach Event in May 2019 in Yokohama, Japan. During 2019, a Board of Directors has been elected and 4 Working Groups have been established. The event in Amsterdam will consist of two parts; the first is open to anyone interested to find out more about MC-IF and the second part is for MC-IF members only. More information about MC-IF can be found at www.mc-if.org.

Register

Preregistration for the meeting is required: <https://www.eventbrite.com/e/media-coding-industry-forum-event-during-ibc-tickets-65720458661>. Lunch will be provided.

Agenda

| Time | Session | Availability |
|-------------------------|--|---------------------------------------|
| 10:00 a.m. – 10:30 a.m. | Introduction and Overview of MC-IF | Open Session, Open to non-members |
| 10:30 a.m. – 12:30 p.m. | Panels related to video codec licensing <ul style="list-style-type: none">- Pool administrators and licensors- Implementers and licensees | Open Session, Open to non-members |
| 12:30 p.m. – 1:30 p.m. | Lunch | Included |
| 1:30 p.m. – 2:30 p.m. | Keynote speeches <ul style="list-style-type: none">- Media codec commercial drivers and deployment from an application standard perspective | Open Session, Open to non-members |
| 2:30 p.m. – 5:00 p.m. | MC-IF Work Group Meetings | Closed Session, MC-IF members only |