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Description générée automatiquement ISO/IEC JTC 1/SC 29/WG 2 N435

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MPEG Technical requirements   
Convenorship: SFS (Finland)**

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**INTERNATIONAL ORGANIZATION FOR STANDARDIZATION**

**ORGANISATION INTERNATIONALE DE NORMALISATION**

**ISO/IEC JTC 1/SC 29/WG 2**

**MPEG TECHNICAL REQUIREMENTS**

**ISO/IEC JTC 1/SC 29/WG 2 N435**

**Geneva (Switzerland) – January 2025**

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| --- | --- |
| **Title** | **Template of the MPEG WG2 Market and practical considerations for a next generation video codec** |
| **Source** | **WG 2, MPEG Technical requirements** |
| **Status** | **Approved** |
| **Serial Number** | **24910** |

# Introduction

To help ensure that actions are in accordance with industry needs, MPEG is conducting a ‘market needs’ study for a next-generation video codec. Both MPEG and non-MPEG members are invited to submit comments using this template.

These ‘market needs’ studies have been performed by MPEG in the past for a diverse range of technical areas. The template below is written in a generic way and has not been specifically modified for the specific next-generation video work. Market needs are considered to be **complementary information** to technical requirements and use cases. This template is **requested** for work prior to an exploratory stage, and for new amendments, versions or profiles of an existing standard.

**Market and practical considerations questionnaire**

# Topic presentation

|  |  |
| --- | --- |
| A – Topic presentation | |
| A.1 | Please introduce the activity/domain that requires the development of new technology |
| *Free response* |
| A.2 | Please provide a brief description of high-level scenarios expected to be impacted by the technology.  For each of them, are there any associated high-level requirements? |
| *Free response* |

# Timing aspects

|  |  |  |
| --- | --- | --- |
| B - Timing aspects | | |
| B.1 | Necessary date for completion of international standard and supporting material (e.g., compliance material, reference software…), if known. | |
| *Free response* | |
| B.2 | When are compliant products/services required to be available for deployment? | |
| *Free response* | |
| B.3 | Is the technology already implemented? | |
| Please select | * already products/services deployed * Proof of concepts/prototype * Planned roadmaps * Nothing yet * Other: (please specify) |

# Existing MPEG Technologies

|  |  |
| --- | --- |
| C - MPEG technologies | |
| C.1 | Are there existing MPEG or other standards/technologies addressing the proposal, either completely or partially? |
| *Free response* |
| C.2 | If yes or partially addressed, why are they deficient or don’t meet the need? |
| *Free response* |
| C.3 | If not, will a new specification be required? Any dependency to existing MPEG or other standards |
| *Free response* |
| C.4 | Which MPEG WG(s) is(are) expected to be impacted by the development of the technology? (if known) |
| *Free response* |

# Market reach

The goal of a market needs study is to enable informed, fact-based decisions. Therefore, assertions should preferably be justified by verifiable data and/or logical discussion. Expression of preferences without logical reasoning or supporting facts are discouraged, and if included should be clearly identified as a ‘company position’.

|  |  |
| --- | --- |
| D - Market reach | |
| D.1 | Please indicate the target ecosystem (horizontal market, retail, vertical, professional…) and any geographical limitation (worldwide, region based…) |
| *Free response* |
| D.2 | Is there any market research available associated to the proposed requirements? |
| *Free response* |

# MPEG Organisations’ interest

|  |  |  |  |
| --- | --- | --- | --- |
| E - Organisation interest | | | |
| E.1 | Please list the organisations supporting the development of the technical work within MPEG of this activity, including (for each of them) their level of support and constituency.   1. Please indicate the level of interest for each represented organisation by selecting one of the following options:  * **interested** (only) * **active** (participation to the development of a technical solution)  1. Please indicate the most representative constituency of each represented organisation by selecting one of the applicable following options:  * **Academic** * **Research lab** * **Service provider** * **Device manufacturer** * **Equipment vendor** * **Network operator** * **Technology provider** * Other (specify) | | |
|  | **Organisation** | **Level of interest** | **Constituency** |
|  | *MyCompany* | *Active* | *Technology provider* |
|  |  |  |  |

NOTE: Organizations not member of MPEG may be listed in a different table.

# Additional information

|  |  |
| --- | --- |
| F – Additional information | |
| F.1 | Please provide any additional information that you think relevant for assessing the market needs |
| *Free response* |