



We are happy to announce the launch of our new quarterly newsletter called the “AOM Decoder.”

We are also celebrating AV1’s first anniversary. We are seeing widespread adoption of AV1 both in the wild and across member AV1 implementations in browsers, operating systems, streaming media sites and online video devices.

At this year’s [National Association of Broadcasters \(NAB\)](#) event in Las Vegas in early April, AOMedia members showcased a wide array of AV1 demos and activities. On day one at NAB, [Intel and Netflix announced](#) a new, open, royalty-free, high-performance video codec for content creators, developers and service providers: Scalable Video Technology for AV1 (SVT-AV1). AOMedia members Amazon, ATEME, Bitmovin, Ittiam, NGCodec, and Socionext all displayed their latest AV1 encoder-based solutions at their booths, to learn more read the [media alert](#). Google demoed AV1 video playback in Chrome using encodes from YouTube, Ateame, NGCodec, and Visionular. Microsoft’s John Simmons presented open media standards, including AV1, and AV1 support by Microsoft.

We’ve included the full list of AV1 Demos which were on display at NAB at the end of this newsletter.

Looking Ahead – AV1 Adoption Accelerating & AV2 On The Horizon

We have also made outstanding progress in advancing AV1 adoption and optimizing AV1 performance. Plans for AV2 are underway and early development has begun.

AOMedia published the AVIF Standard, an image format that wraps an AV1 keyframe, similar to HEIC/MIAF. You can find the specification document [here](#).

And please don’t forget to complete the form below regarding AV1 formats. As AV1 becomes pervasive in our industry we would like to understand what are the most commonly used storage and delivery formats - [click here](#).

If you have any questions or would like learn more about the Alliance for Open Media

don't hesitate to reach out to me or Zach Hamm, AOMedia Chair at membership@aomedia.org.

Regards,

Matt Frost, AOM VP of Communications and Membership; Director at Google

Help Us Learn What Formats Are Important To You?

To ensure that AV1 becomes pervasive in our industry, it is essential that AV1 can be easily deployed in any of the most commonly used storage and delivery formats. We are seeking your feedback on what formats are most important to your company. We would also like to know whether your company would actively participate in the development of those specifications. Developing a successful standard requires widespread participation and development of a reference implementation, so please provide your feedback by completing [this form](#).



AOMedia Member Spotlight: Ittiam

Ittiam's Mukund Srinivasan, Chief Business Officer & Senior Vice President talks about what's new and exciting at Ittiam with respect to their AV1 based solutions.

“Our highest quality preset encoder is faster by a magnitude of 5x. We made real-time playback of HD content possible on both mid- and high-range consumer devices. We continue to be focused on our partners' needs and prioritize bringing our expertise to solve the biggest time-to-market objectives for companies looking to bring AV1 based solutions to the market”.

[Read Ittiam's Member Spotlight on AOMedia's website.](#)

If you are interested in becoming an AOM member, [click here](#) to learn more.

AV1 In The News

- CNET, [Samsung Throws its Weight Behind Open Video Standard AV1](#)

- IBC, [AV1: Codec Wars Erupt](#)
- IBC, [From the cloud to 5G: NAB 2019 in review](#)
- Mozilla Blog, [The Rapid Progress of The AV1 Video Format Over The Past Year, written by Michael Larabel in Mozilla](#)
- Streaming Media, [NAB 2019: Twitch Talks VP9, AV1 and its Five-Year Encoding Roadmap](#)
- Streaming Media, [NAB '19: Netflix and Intel Release SVT-AV1 Codec as Open Source](#)
- 9to5Google, [Android Q I/O tidbits: Google adds native support for AV1 Video Codec](#)

AOMedia Member AV1 News

The following is the latest member news:

- Allegro, [Allegro DVT Introduces the Industry First Real-time AV1 Video Encoder Hardware IP for 4K/UHD Video Encoding Applications](#)
- Elemental (AWS), [AWS Delivers Nimble Cloud Workflows, High-quality Viewing Experiences at NAB 2019](#)
- Intel, [Intel, Netflix to Deliver AV1 Scalable Codec to Power Next-Gen Compression Tech for Visual Workloads](#)
- NGCodec, [V-Nova And NGCODEC Ship Industry's Lowest Cost Real-Time Uhd Encoding](#)
- NGCodec, [NGCODEC Demonstrates First Cloud Based 4K AV1 Hardware Encoding Solution At NAB 2019](#)
- Samsung, [Samsung Joins the Alliance for Open Media Board of Directors](#)

AV1 At NAB 2019

Recap Of AOMedia 2019 AV1 Demos At The National Association of Broadcasters (NAB) 2019 Event:

ATEME

www.ateme.com

ATEME showcased the AV1 encoder available today as a software update in its in-production TITAN solution. ATEME also demonstrated video quality of UHD HDR AV1 video playback on a consumer device.

AWS Elemental, an Amazon Web Services company

<https://www.elemental.com/about-us>

AWS Elemental showcased AV1 sports content encoded in 720p60 format and 500 Kbps bitrate. This technology demonstration illustrated the capabilities of the next-generation AV1 codec to improve video quality and reduce storage and distribution costs for live and VOD applications.

Bitmovin

www.bitmovin.com

AV1 Popup with Microsoft was held on Wednesday, April 10, 2019, "AV1 Readiness on Microsoft Devices" Microsoft's John Simmons presented on open media standards, including AV1, and AV1 support by Microsoft.

Ittiam Systems

<https://www.itiam.com/>

Ittiam Systems showcased its Content Adaptive Encoding (CAE) technology with a significantly faster version of the AV1 encoder.

Google

www.google.com

Google and NGCodec showcased real-time 4K AV1 encoding using Xilinx FPGA programmable hardware, as well as AV1 video playback in Chrome via YouTube.

NGCodec

<https://ngcodec.com/nab>

NGCodec demonstrated the world's highest-compression-efficiency live 4K AV1 encoder demo using Xilinx FPGA programmable hardware.

Socionext

<http://socionext.com>

Socionext showcased its cloud-based AV1 real-time encoder and shared their upcoming production roadmap.

Join us on Twitter!



Copyright 2019
Alliance for Open Media
All Rights Reserved
Project of the Joint Development Foundation
Terms of Service