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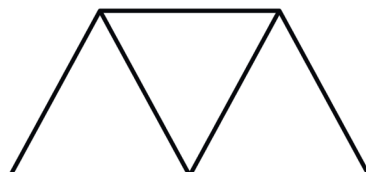
# ***streaming media***

THE BUSINESS &  
TECHNOLOGY OF  
ONLINE VIDEO

***european edition***

# VR

## REALITY CHECK



## BONUS DISTRIBUTION:

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### 360° VR VIDEO: JUST A FAD?

We'll cut to the chase: The answer is no, as content companies and technology vendors go all in on VR, particularly for live events. This article explores the explosion in VR content and gear, takes a look at where it's all headed, and examines the challenges it needs to overcome in order to achieve widespread use.

### INNOVATING BEYOND STANDARDS: ESCAPING THE CONFINES OF MPEG

Did video kill the innovation star? Not exactly, but some question whether encoding innovations are being stifled by the one-codec-fits-all approach that comes from the Motion Picture Experts Group (MPEG). Others argue that the "training wheels" of industry standards are beneficial, with standardization driving adoption. Who is right? And why can't we all just get along? This article explores potential ways to escape from MPEG and how to survive outside the confines of industry standards.

### VIDEO PIRACY: HOW REAL IS THE DANGER?

We've heard the warnings about how rampant online video piracy is, but everyone and their mothers do it. Somehow, the studios that make premium video manage to eke out their billions of dollars each year. The only thing the war against video piracy is doing is sustaining the industry that's supposed to be fighting it.

### VP9 COMES OF AGE

The VP9 codec isn't perfect, but it offers significant advantages over H.264, namely better quality at lower bitrates, provided you've got the time for longer encodes. As it finds wider adoption, Jan Ozer puts it through the paces and examines its pros and cons.

### Also in this issue:

- **Columns** from Jan Ozer, Robert Reinhardt, Dom Robinson, Eric Schumacher-Rasmussen, Tim Siglin, and Jason Thibeault

*All editorial content is subject to change.*

AD SPACE DEADLINE:

**1 August**

AD MATERIALS DEADLINE:

**9 August**

#### STREAMING MEDIA'S EUROPEAN EDITION

is the only magazine in Europe that covers the entire spectrum of online audio and video. It's *the* quarterly resource for executives and technology managers who use rich media in any vertical: enterprise, education, government, media and entertainment, and more.

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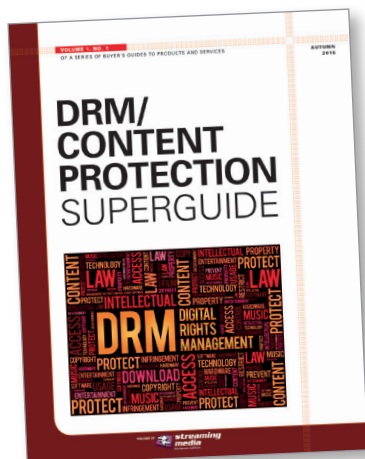
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