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THE BUSINESS &
TECHNOLOGY OF
ONLINE VIDEO

european edition

A BRAVE NEW (CODEC) WORLD

The State of AV1, VVC, and HEVC

ALSO IN THIS ISSUE:

INNOVATIONS IN LOSSLESS AND
ULTRA-HIGH RESOLUTION COMPRESSION

WHAT ABOUT THE HARDWARE? GPU, CPU,
AND FPGA FOR ENCODING AND STREAMING

VERTICAL MARKET FOCUS:
MEDICAL AND PHARMACEUTICAL



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A BRAVE NEW (CODEC) WORLD: THE STATE OF AV1, VVC, AND HEVC

AV1 and HEVC are a year older while VVC is a year closer. What do we know about encoding and decoding performance, comparative quality, platform support, and royalty structure? This article will tell you.

WHAT ABOUT THE HARDWARE?: GPU, CPU, AND FPGA FOR ENCODING AND STREAMING

Hardware codecs in FFmpeg in CPUs, GPUs, and FPGA form-factors deliver significant performance gains over x264/x265, but have a reputation for lower quality and use a completely different command set. This article discusses the performance and quality of these codecs and details the FFmpeg command syntax. If you're interested in hardware-accelerated encoding for Live and VOD, this article should give you a great head start.

INNOVATIONS IN LOSSLESS AND ULTRA-HIGH RESOLUTION COMPRESSION

As the streaming industry debates the merits of AV1 versus HEVC for 1080p high frame rate and 4K UltraHD, there's a whole other debate brewing in market verticals that require sub-frame latencies and lossless compression at data rates hundreds of times higher than the typical Netflix 4K stream. This article explores innovations in lossless and ultra-high data rate compression, including those that may soon trickle down to consumer media streaming solutions.

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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THE 2019 STREAMING MEDIA EUROPE READERS' CHOICE AWARDS

Once again, we present the results of the only awards program in the industry where the winners are picked by the people who actually use their products and services. Which companies will take home this year's coveted prizes?



VERTICAL MARKET FOCUS: MEDICAL AND PHARMACEUTICAL

Streaming video and audio have revolutionised virtually every business, and the medical and pharmaceutical industries are no exception. Tim Siglin takes a look at some of the most innovative use cases, from live streaming surgeries to sales and training.

ALSO IN THIS ISSUE:

- **Reviews:** Telestream Wirecast, Microsoft Stream
- **Columns** by Dom Robinson, Jan Ozer, Tim Siglin, Jason Thibeault, and Eric Schumacher-Rasmussen

All editorial content is subject to change.

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