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# ***streaming media***

THE BUSINESS &  
TECHNOLOGY OF  
ONLINE VIDEO

***european edition***



## **EUROPEAN READERS' CHOICE AWARDS 2020**

STREAMING MEDIA MAGAZINE EUROPEAN EDITION

AV1 IS HERE:  
COMPARING THE CODECS

TAKING THE PULSE OF  
STREAMING VIDEO TECHNOLOGY 2020

THE ALGORITHM SERIES:  
VIDEO PLAYER PERFORMANCE

## THE 2020 STREAMING MEDIA EUROPEAN READERS' CHOICE AWARDS

It's the only awards programme in the online video industry where the winners are chosen by the people who actually use these products and services every day. We'll announce the winners in 13 categories, from Best Streaming Innovation to Video Player Solution, and everything in between.

## AV1 IS HERE: COMPARING THE CODECS

Now that AV1 decoding is available in Android, Chrome, Firefox, and maybe Apple TV, it's time to start considering AV1 for high-volume distribution. There are at least five versions of AV1, including codecs from the Alliance for Open Media, AWS Elemental, Mozilla, Intel, and VisionLunar. In this roundup, Jan Ozer takes a preliminary look at how they compare in performance and encoding quality.

## TAKING THE PULSE OF STREAMING VIDEO TECHNOLOGY 2020

The technology to produce, deliver, and scale streaming video has progressed immeasurably since that first live baseball game in 1995. But where are we today?

### 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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*All editorial content is subject to change.*

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Is there parity between streaming video quality and broadcast? Can streaming video scale to broadcast-like scope? Will the fear of piracy hold back growth? Although the popularity of streaming services is clear, there's more work to be done. This article explores the current state of streaming video technology, as well as the hurdles which still need to be overcome, and offers some thoughts on when streaming might surpass broadcast as the dominant means of "watching TV."

## THE ALGORITHM SERIES: VIDEO PLAYER PERFORMANCE

In this installment of our continuing look at the "math behind the magic," Tim Siglin breaks down the numbers that publishers use to benchmark and improve the performance of video players on consumer devices, from mobile phones to smart TVs.

### Also in this issue:

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

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