

JANUARY/FEBRUARY 2020  
VOL. 17, NO. 1



# ***streaming media***

THE BUSINESS &  
TECHNOLOGY OF  
ONLINE VIDEO

## DEALING WITH **deep fakes**

### **ALSO:**

SETTING THE STANDARDS:  
VVC AND MPEG-5

8K AND BEYOND:  
HOW MUCH IS TOO MUCH?

THE ALGORITHM SERIES:  
CDN ROUTING

REMOTE MULTICAM  
PRODUCTION IN THE CLOUD



## DEALING WITH DEEP FAKES

We've written a lot about the positive impacts of AI and machine learning, but what about those who want to use it for nefarious purposes? In this article, we dive into the world of deep fakes—how they're made, how to spot them, and what they mean for the future of video.

## PLANES, TRAINS, AND AUTOMOBILES: VIDEO ON THE MOVE

For years, one of the central promises of streaming media has been that you can watch almost anything you want almost anywhere you want. We look at the latest developments in truly mobile video in vehicles of all sorts, from the subway to the skies.

## 4K, 8K, AND BEYOND: HOW MUCH IS TOO MUCH?

While 4K has reached mass consumer adoption, there's still a shortage of content, but that hasn't stopped the technology sector from pushing the envelope on higher resolutions. IBC brought several 8K demos, and people are getting serious about 16K as well. So what does the future hold for ultra-HD, both on the production and the consumer sides?

## THE ALGORITHM SERIES: CDN ROUTING

Delivering content at scale requires precise content caching or replication, optimized network paths, and strategic server placement. What are the key algorithms used to balance strategic core and edge architecture demands while potentially lowering operational costs? This article, the first in our new Algorithm Series, dives into the math behind the magic of streaming media delivery.

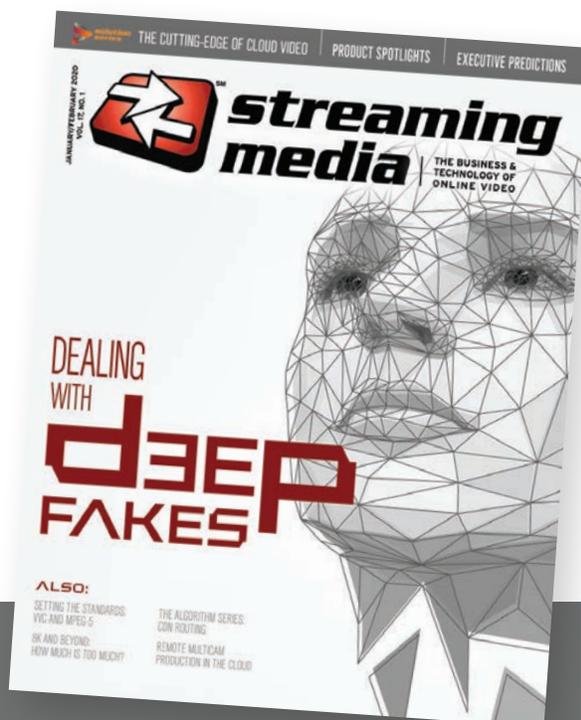
**MPEG 2020: VVC, EVC, AND LCEVC**  
MPEG plans to launch three different codecs in 2020. To put that in perspective, there was a 9-year gap between MPEG-2 and H.264, and 10 years between H.264 and HEVC. Jan Ozer looks at the promises these new codecs make and the perils they bring.

### Also in this issue:

- **Behind the Screens**
- **Streaming Toolbox**
- **Columns** from Jan Ozer, Jason Thibeault, Tim Siglin, Robert Reinhardt, Troy Dreier, Liam Moran, and Eric Schumacher-Rasmussen

*All editorial content is subject to change.*

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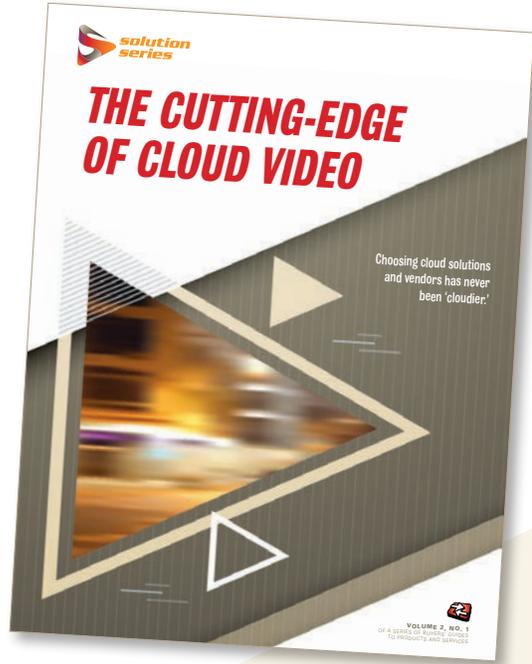
# ***THE CUTTING-EDGE OF CLOUD VIDEO***

Choosing cloud solutions  
and vendors has never  
been 'cloudier.'



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As cloud services have matured, more and more companies are switching or supplementing their on-prem efforts. But choosing cloud solutions and vendors has never been "cloudier." Several factors in the workflow need to be considered before committing and redistributing resources in the video ecosystem. That's exactly where this **Solution Series** comes in. Here, we look at the facts that will help you determine your needs, show real-world scenarios, and provide in-depth looks at leading solutions that offer the best workflow, with speed and cost as top considerations.



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