



AOM Decoder

As we continue to pay close attention to the ongoing developments with COVID-19 throughout the world and navigate our “new normal,” we are pleased to announce AOMedia initiatives have remained on course.

New AV1 Encoder Initiative Launched

Today, we announced our new [Software Implementation Working Group \(SIWG\)](#), a member-driven initiative designed to aid the development of AOMedia AV1 products and services. The group will use the Scalable Video Technology for AV1 ([SVT-AV1](#)) encoder, developed by Intel in [collaboration with AOMedia member Netflix](#), to demonstrate and benchmark computationally efficient encoding for AV1 and subsequent AOM codecs.

IBC 2020 to Feature Virtual AV1 Panel

At a live online IBC 2020 panel, AOMedia members Amazon Web Services, Facebook, Google, Intel, Netflix, and Tencent will discuss "AV1 commercial readiness," on September 8, 2020. Join us for the panel by [registering here](#).

AOMedia Members in the Spotlight

AOMedia members have also made significant progress. iQIYI, the first company to launch AV1 content in China, has partnered with MediaTek to serve 4K AV1 streams to Android devices. As part of this initiative, [iQIYI developed a proprietary AV1 standard-based QAV1 encoder](#) to enhance AV1's application efficiency. Intel's open-source SVT-AV1 encoder is now part of the extensive [MainConcept codec portfolio](#), making it easier for cloud and edge technology developers and platform providers to leverage AV1's compression efficiency. [Allegro, in its recent member spotlight](#), highlighted the launch of a complete set of AV1 encoding and decoding IPs that are scalable up to 8K, enabling partners to accelerate AV1 capable solutions for consumer devices such as mobile phones. [Visionular](#) has teamed with Agora.io to launch distance learning products and has been working closely with

Twitch and Mozilla to provide highly stable, reliable AV1-based live streaming services that offer low delay.

Regards,

Matt Frost,
AOMedia VP of Communications and Membership
Director at Google

AOMedia Technical Working Group Update

AOMedia's newly chartered working group, the [Software Implementation Working Group \(SIWG\)](#), will focus on developing optimized software implementations of AOMedia standards, to (a) identify areas that are difficult to implement, (b) produce benchmark data, and (c) create production-grade software implementations ready for deployment once the standard is published, or soon thereafter. The group will leverage the [SVT-AV1](#) encoder, developed by Intel in collaboration with AOMedia member Netflix, to accomplish these goals for AV1

The SIWG will later expand to track the research work being undertaken by the Codec Working Group. Facebook's Ioannis Katsavounidis and Tencent's Xiang Li will serve as the SIWG co-chairs, and Intel's Hassene Tmar will serve as the Software Coordinator. The SIWG is made up of AOMedia members, which include some of the [world's leading internet and media technology companies](#). For additional information about the SIWG or membership, visit www.aomedia.org or contact [AOMedia](#).



ALLIANCE FOR OPEN MEDIA

AOMedia and AV1 in the News

- **Android Central**, [AV1 codec: What it is and why it's so important for the future of video](#)
- **Phoronix**, [dav1d 0.7.1 AV1 Decoder Boosts 32-bit Arm Performance By ~28%](#)
- **MainConcept**, [MainConcept Brings Fast, Efficient AV1 Encoding to More Video Platforms](#)
- **Financial Express**, [Zoom effect: Google Duo's invite links are now live; check how to create group video call link](#)
- **The Verge**, [Google Duo now lets you send Zoom-like invite links for group video calls](#)
- **Streaming Learning Center**, [AV1 Turns 2.0](#)
- **RapidTV News**, [iQIYI, MediaTek team to deliver 5G Ultra HD streaming experience](#)
- **Rethink Research**, [MediaTek at heart of Chinese effort to adopt US-backed AV1](#)

[video codec](#)

- **MediaTek**, [MediaTek to Enable Cutting-edge AV1 Video Codec Technology on Android Smartphones](#)
- **Phoronix**, [Intel Gen12/Xe Graphics Have AV1 Accelerated Decode - Linux Support Lands](#)
- **ZDNet**, [Chrome and Firefox are getting support for the new AVIF image format](#)
- **Phoronix**, [AOMedia AV1 2.0 Codec Library Released With Many Improvements](#)

AOMedia Member AV1 News

- **Ittiam**, [Ittiam Systems Announces Mukund Srinivasan's Role as President of Ittiam America](#)
- **iQIYI**, [iQIYI Partners with MediaTek to Provide AV1-powered Ultra HD Streaming Experience in 5G Era](#)
- **Google**, [Chrome to Add Support for AVIF Image Format](#)
- **Intel**, [MainConcept announced it has worked with Intel to integrate Scalable Video Technology for AV1 \(SVT-AV1\) encoder into the MainConcept codec portfolio.](#)
- **Google**, [Google updates its video calling app, Google Duo, with AV1 codec technology](#)
- **Intel**, [Why More Companies Are Using the Open Source AV1 Video Codec](#)

AV1 Resources

The following is AOMedia member AV1 dedicated resource pages.

- **Bitmovin**: <https://bitmovin.com/av1/>
- **Intel**: <https://github.com/OpenVisualCloud/SVT-AV1>
- **Mozilla**: <https://research.mozilla.org/av1-media-codecs/>
- **Visionular**: <https://www.visionular.com/#portfolio>
- **Vimeo Staff Picks** channel will be delivered using the AV1 codec on supported platforms (including the recent versions of Chrome and Firefox). Check out [David Jervidal's](#) Staff Picked film "Capture the North," which is just one example of one of the many videos that will be leveraging AV1.

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