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### **Video Convergence Forum launches**

From Colin Mann in Barcelona

A global industry alliance has been launched at the NetEvents EMEA Press Summit for online video delivery solution providers – including content owners and hosting companies, broadcasters, equipment and software vendors, user device manufacturers and ad-insertion companies. The mission of the Video Convergence Forum (VCF) is to accelerate the interoperability of all video solutions in order to enable the delivery of any media over any network to any device. The industry forum is dedicated to the development and promotion of open interface specifications and consistent business models for the online delivery of video content.

"The VCF will strengthen and grow the online video industry – from broadcast television through to mobile to mobile video streaming," explained Daniel Bar-Lev, the Forum's CEO. "It will do that by facilitating a level of interoperability that simply does not exist today. There is no, as yet, integration across the different web, transcoding and streaming infrastructures, receiving devices, storage and delivery environments, and content monetisation processes. It means a total but flexible integration of the video ecosystem."

From a user's perspective, the VCF says it is committed to nothing less than seamless delivery of video content. From a business perspective it says it is also about creating a framework for inserting information all along the video delivery chain that is needed to ensure high quality and secure, consistent monetisation of online viewing – whether via ad insertion or subscription.

The VCF is holding a Foundation Online Briefing on 17th February. Online video delivery stakeholders – including content owners, service providers, broadcasters, transcoding companies, and online ad insertion companies – are invited to register via [www.vcoForum.org](http://www.vcoForum.org).