

# AD HOC NEWS

## Convergence - Video Convergence Forum to Develop and Promote Open Specifications

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The Video Convergence Forum (VCF), launched today at NetEvents EMEA Press Summit, is a new industry forum dedicated to the development and promotion of open interface specifications and consistent business models for the online delivery of video content. This industry is growing at an incredible pace with comScore reporting 28 billion video views in October 2009 in the US alone, and a combined 12 billion views in Germany and France. The VCF will strengthen and grow the online video industry from broadcast television through to mobile to mobile video streaming, explains 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 monetization processes. It means a total but flexible integration of the video ecosystem. From a

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From a user's perspective, the VCF is committed to nothing less than seamless delivery of video content. From a business perspective 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 monetization of online viewing whether via ad insertion or subscription.

Online video delivery stakeholders including content owners, service providers, broadcasters, transcoding companies, and online ad insertion companies are invited to register for the Forum's Foundation Online Briefing on 17<sup>th</sup> February via [www.vcoForum.org](http://www.vcoForum.org).

Access more information at [www.vcoforum.org](http://www.vcoforum.org).

## **About the Video Convergence Forum**

The Video Convergence Forum (VCF) is a global industry alliance 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 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 VCF develops specifications and implementation agreements to promote all aspects of online video interoperability. For more information, please visit the VCF web site [www.vcoForum.org](http://www.vcoForum.org)