



IPTV Feature Editorial

February 15, 2010

Online Video: Any Media, Any Network, Any Device



By [Bob Emmerson](#), TMC European Editor

“Any media, any network, any device” is the mantra of the Video Convergence ([News - Alert](#)) Forum, which was launched at the NetEvents EMEA Press Summit. This is a new industry forum that has been formed to develop and promote open specifications and consistent business models for the delivery of online video content.

VCF stated objective is to address the needs of: content owners, hosting companies, service providers, broadcasters, device manufacturers, transcoding companies, and online ad insertion companies. The foundation meeting will be held on Feb. 17 at Palau Nacional, Barcelona. The location adjoins the Mobile World Congress ([News - Alert](#)).

Participants will have the opportunity to be involved in the creation of the leadership board comprising founding members, and to take part in the nomination and appointment of interim technical and marketing co-chairs. Those unable to attend can find out more at an interactive online session held at 6 p.m. CET (12 noon EDT) that day on www.vcoForum.org. Further meetings are planned in the U.S. during the course of the next three months.

Daniel Bar-Lev, the Forum’s CEO, said: “The VCF will strengthen and grow the online video industry – from broadcast television through to mobile to mobile video streaming. It will do that by facilitating a level of interoperability that simply does not exist today. Right now we are faced with a plethora of individual solutions – for device detection, bandwidth selection, ad insertion, optimized delivery, rights management decisions, and so on. But there is as yet no integration across the different Web, transcoding and streaming infrastructures, receiving devices, storage and delivery environments, and content monetization processes. Realizing this objective involves a total, but flexible integration of the video ecosystem and the rewards will be staggering.”

Brendon Mills, president and CEO, Ripcode, said: “Video content providers are moving beyond the traditional broadcast market into video that is delivered via complex IP Networks. Video technology increasingly needs to become “network-aware” and the VCF is chartered to build an open-standard workflow model around new technologies such as adaptive IP delivery and HTML5. Users are still dazzled by the breadth of content available to their smartphones, but when it comes to serious mobile business you need specific content available at your fingertips. HTML5 may be the future, but a lot of valuable material lies in the past.”

Jim Machi, senior vice president of marketing, Dialogic ([News - Alert](#)), said: “The success of video-based applications are also dependent on completely open interoperability. Video ringtones through to IVR live video customer representatives and mobile surveillance – this market is only just beginning. The innovation and profitability of these value-add video services will grow much faster if the value to the user is available at high quality in every location. Interoperability of all members of the online video ecosystem is essential.”

Bob Emmerson is TMC's ([News - Alert](#)) European Editor. To stay abreast of the latest news affecting the European market, check out Bob's columnist page.