This summer has been a busy and productive one for AOMedia members. As you'll see from the examples below, use of AOMedia’s AV1 video codec continues to accelerate. To help spread the word about how AOMedia members are already using AV1 to improve the quality and availability of streamed content, we’ve spotlighted some of those deployments at key events, such as IBC in September. Here are some of the highlights:

**AV1 Advances and Innovations**

- **Realtek** launched the first worldwide 4K UHD set-top box SoC (RTD1311) that integrates AV1 video decoding and multiple Conditional Access System (CAS) functions – a major accomplishment due to the accelerated development timeframe.

- **Cisco** unveiled its real-time, high-quality AV1 encoder optimized for video collaboration that reduces bandwidth for next-generation content while avoiding the licensing challenges that have plagued the deployment of HEVC.

- In late June, AV1 demos and presentations from across the ecosystem were on display at Vimeo’s [Big Apple Video conference](https://www.vimeo.com/907236980) featuring AOMedia members Cisco, Intel, Visionular, Amazon (Twitch), and NGCodec. Vimeo also recently launched support for AV1 and announced that additions to Vimeo’s beloved Staff Picks are now delivered in AV1 on any supported platform (including recent versions of Chrome and Firefox).

**Look for AOMedia at IBC in Amsterdam**

AOMedia members – ATEME, AWS, Bitmovin, Google, Intel, Ittiam, Socionext, and more – will be in full force at [IBC](https://www.ibc.org) in Amsterdam, September 13-17, showcasing a variety of AV1 deployments. If you plan to demonstrate AV1 technology at IBC or attend the event, please let us know by emailing our AOMedia PR team contact: Jessie Hennion at jhennion@virtualinc.com. I will be at the conference and available to speak with media as AOMedia’s official spokesperson.

Intel has collaborated with IBC to host the first [Visual Cloud Conference](https://www.visualcloudconference.com) on Friday, September 13. This conference will feature industry players including AOM members.
AV1 will also be featured at the YouTube Living Room Conference on September 13 at 1:00 p.m. Please request invitations by email.

We are very excited about the widespread adoption of AV1 across the ecosystem. If you have any questions or comments on the above, please don’t hesitate to share your thoughts by contacting AOMedia Chair Zach Hamm or me through AOMedia’s collaboration portal. If you receive a media inquiry, please email our AOMedia PR team contact Jessie Hennion at jhennion@virtualinc.com.

Regards,

Matt Frost,
AOMedia VP of Communications andMembership
Director at Google

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**Featured AV1 Demos and Presentations**

- **Big Apple Video Conference (BAV) 2019** - Presented by Vimeo and Mozilla
  - **Cisco** - Real-Time AV1 Codec, Cisco’s presentation at BAV2019 - AV1 in video collaboration
  - **Twitch** - Towards a healthy AV1 ecosystem for UGC platforms
  - **Videolan** - High-performance AV1 coding with dav1d and Eve
  - **Visionular** - Aurora - An AV1 Encoder for VoD and Real-Time Communications
  - **Intel** - SVT-AV1 Overview, Latest Performance Results and Roadmap

- **AllThingsRTC2019** - Presented by new AOM member Agora.io
  - **Google** - Opening Keynote: The Past, Present, and Future of AV1
  - **Visionular** - Machine Learning for AOM/AV1 and its Application in RTC

- **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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**AV1 Resources**

- AV1 dedicated resource pages:
  - Bitmovin: [https://bitmovin.com/av1/](https://bitmovin.com/av1/)
  - Facebook:
Vittorio Giovara, Vimeo's Lead of Video Encoding, talks about what's new and exciting at Vimeo with respect to AV1.

"We're excited that the focus is on refining the current specifications and tooling and are looking forward to continuing our work and contributions. We also admire AOMedia's efforts in promoting open and royalty-codecs at major industry events, and we're looking forward to getting more involved with those. A portion of our production content is already using AV1 in day-to-day use: we have most of our recent Staff Picks content (a curated channel with the best of the best videos on Vimeo) with an AV1 rendition, which is used as the default codec for any supported platform (as of this writing Firefox and Chrome)."

- Vittorio Giovara

Read Vimeo's Member Spotlight on AOMedia's website [here](https://www.vimeo.com/330716120785217/videos/engineering-at-facebook/330723190784510/).

AOMedia Member Spotlight: Vimeo

If you are interested in submitting a member spotlight blog, please fill out the form [here](https://github.com/OpenVisualCloud/SVT-AV1).

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**Streaming Media, [Vimeo Announces Support for AV1 Codec, Starts With Staff Picks](https://www.streamingmedia.com/Streaming-Media/Vimeo-Announces-Support-for-AV1-Codec,-Starts-With-Staff-Picks)**


**Developer Tech, [Firefox update debuts WebRender, updated AV1 decoder](https://www.developer-tech.com/2019/03/firefox-update-debuts-webrender-updated-av1-decoder)**


**The Inquirer, [Firefox 67 adds even more speed and some extra privacy](https://www.theinquirer.net/2019/03/14/firefox-67-adds-speed-extra-privacy)**

**UCToday, [Cisco Delivers Real-Time AV1 Video Codec](https://www.uctoday.com/2019/03/cisco-delivers-real-time-av1-video-codec)**

**AndroidPolice, [Android Q will have native support for data-saving AV1 video codec](https://www.androidpolice.com/2019/03/14/android-q-will-have-native-support-for-data-saving-av1-video-codec)**
The following is the latest member news. If you have any member news to share, please click here.

- Agora.io IBC2019 post, *Real-time engagement is a game-changer for all industries*
- Agora.io release, *AllThingsRTC Highlights Opportunities, Growth in Real-Time Communications Space*
- Cisco Blog, *Cisco Leap Frogs H.264 Video Collaboration with Real-Time AV1 Codec*
- Realtek blog, *Realtek Launches Worldwide First 4K UHD Set-top Box SoC (RTD1311), Integrating AV1 Video Decoder and Multiple CAS Functions*
- Vimeo Blog, *AV1: Setting a new standard for video codecs*
- Xilinx Blog, *Buffer Be Gone! Xilinx Acquires NGCodec to Deliver High-Quality, Efficient Cloud Video Encoding*

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** AV1 At IBC 2019 **

**ATEME**
- Booth 1.D71
- ATEME will be showcasing advanced AV1 transcoding with an in-house AV1 transcoder. The demo will showcase new HDR appealing video content.

**AWS Elemental, an Amazon Web Services company**
- Booth 5.C80
- AWS Elemental will show sports content encoded using AV1 in 720p60 format at a bitrate of 500 Kbps. This technology demonstration illustrates the capabilities of the next-generation AV1 codec to improve video quality and reduce storage and distribution costs for both live and VOD applications.

**Bitmovin**
- Booth E12
- Bitmovin will demo its production-ready solution optimized over the reference software to deliver the highest quality VoD and live AV1 playback in Chrome and Firefox, with end-to-end support from encoding to play-out.

**Google**
- **YouTube Living Room Conference**
  - Friday, September 13 at 1:00 p.m.
  - AV1 will be featured at the YouTube Living Room Conference. Please contact youtube-devices@google.com for invitations and location details.
**Hall 14, Booth E01**
- YouTube will showcase AV1 launched at scale
- Partnership presentations with AOMedia Member:
  - Saturday, Sept. 14, 2019, at 2:30 p.m. at the Google Booth Theater
    - AOMedia member Xilinx / NGCodec will present on the business ROI of open codecs
  - Sunday, Sept. 15, 2019, from 12:30 p.m. at the Google Booth Theater
    - AOMedia member Visionular will present on their commercial AV1 encoder Aurora

**Ittiam**
- Ittiam will be demoing to partners its Content Adaptive Encoding (CAE) with a significantly speeded-up version of the AV1 encoder. To request a demo, please email aom@ittiam.com.

**Intel**
- **Visual Cloud Conference**
  - Friday, Sept. 13, 2019, 1:30 - 6:30 p.m.
  - The RAI, Room E102 (Corridor right of Hall 10)
  - Join industry thought leaders for dialogue around the future of streaming media and other visual cloud services. The conference includes a dedicated AV1 panel session - “Video will remain foundational to Visual Cloud – realizing the future of AV1”. This panel will feature leading AOMedia members and VOD providers discussing why the codec is key to the delivery of compelling visual experiences. This event is free to attend and open to all IBC attendees. Feel free to register using Intel's Customer Code #6451 for free exhibition pass and access to the Visual Cloud Conference.
  - Event invitation is attached.

- **AV1 Partner Meetup**
  - Sunday, Sept. 15, 2019, 4:00 – 5:30 p.m.
  - The RAI, Hall 15, Meeting Room MS31
  - This event will provide attendees an opportunity to network with the AV1 community members and hear insights from some of the thought leaders in AV1. Cocktails and Hours d’ Oeuvres will be served.
  - Event invitation is attached or you can request invitation by email.

**Mozilla**
- Intel Meeting Room
- Mozilla will be demoing AV1 playback in Firefox and its Firefox Reality VR experience, as well as a real-time AV1 encoder and related analysis tools.

**Socionext**
- Booth 5.C34
- Socionext will demo its cloud-based AV1 real-time encoder and will provide the roadmap for its upcoming production.

**Visionular**
- Hall 14, Booth E01 (Google)
- Sunday, Sept. 15, 2019, from 12:30 p.m. at the Google Booth Theater
- Visionular will present on their commercial AV1 encoder Aurora

**Xilinx / NGCodec**
- Hall 14, Booth E01 (Google)
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- Xilinx / NGCodec will present on the business ROI of open codecs

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**Join us on Twitter!**