

IBC 2026: Media Coding Industry Forum Demonstrates New Features and Capabilities of Versatile Video Coding

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EINPresswire.com/ -- The Media Coding Industry Forum (MC-IF) returns to Amsterdam for IBC 2026 to demonstrate the latest features and capabilities driven by Versatile Video Coding (VVC) as the codec moves from development and early ecosystem experimentation to commercial deployment at a national scale in Brazil.

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Increased participation in IP pools from global device and smartphone manufacturers as well as greater VVC-enabled chip production from manufacturers point towards a market that is moving closer to state of readiness for VVC adoption.

What remains before the industry to address, is how VVC will establish itself among existing codecs, and what progress has been made toward addressing

interoperability concerns. During IBC 2026, MC-IF member organizations will offer demonstrations of VVC’s enhanced capabilities expected to open up new revenue generation models across the future video value chain.

“In the first half of 2026, there has been positive gradual progress for the next level of adoption of VVC,” said Justin Ridge, president of MC-IF and principal engineer in Nokia’s Multimedia Research and Standardization unit. “System on chip manufacturers are including more VVC capabilities and content providers are starting to express more interest in the codec. MC-IF members are bringing forward use cases for VVC that enable different parts of the ecosystem to visualize what is possible with the standard.”

MC-IF members will be showcasing several demonstrations at Hall 2-2.B13 throughout IBC 2026. Analysts, press and other parties interested in learning more, or meeting with, MC-IF member organizations can check out the following demonstrations from:

* ARM NEON-Optimized VVC Software Decoder for Mobile – MC-IF will preview a mobile-focused

VVC/H.266 software decoder designed to enable high-performance, real-time 8-bit and 10-bit video playback on ARM64 Android devices using NEON acceleration. The implementation targets decoding performance up to 150% faster than existing software decoder baselines while optimizing power consumption and memory requirements for sustained playback on mobile and lower-memory devices. Designed for low battery consumption, the decoder targets up to 12 hours of sustained HD playback. An open-source roadmap, including planned access through C/C++, FFmpeg and Android JNI, is intended to encourage broader industry participation and accelerate development of mobile VVC applications.



On the Frontier of Media Coding Advancement

* Efficient Multi-CDN Live Streaming with CMMF and VVC presented by Dolby – Dolby’s Efficient Multi-CDN Live Streaming with CMMF and VVC demo showcases a standards-based streaming solution that combines the compression efficiency of Versatile Video Coding (VVC/H.266) with the robustness of the ETSI/3GPP Coded Multi-Source Media Format (CMMF). The Dolby team will demonstrate the same live VVC stream delivered to two Android playback devices: one using conventional single-source delivery and the other using CMMF to reconstruct the stream from multiple sources across different CDN and network paths.

This side-by-side comparison illustrates how multi-source delivery can improve streaming reliability and service continuity when network conditions change and CDNs become impaired. By combining VVC’s superior compression efficiency with CMMF’s resilience capabilities, the demo highlights a scalable and standards-based approach to delivering high-quality video experiences over heterogeneous networks.

* Leveraging Multilayer VVC for Content Overlay and Spatial/Quality Scalability presented by InterDigital and NHK – InterDigital and NHK’s demo explores two aspects of the Multilayer VVC profile, specifically content overlay and spatial/quality scalability.

The content-layering element demonstrates VVC-enabled content personalisation by reframing the base layer and overlaying additional content in an enhancement layer, such as captions or sign language translations, which allows users to choose between viewing the base layer or a selected enhancement layer. The scalability element demonstrates how a VVC enhancement

layer can deliver significant quality improvements over the base layer in broadcast and streaming applications, with much better efficiency than independent encoding.

The demonstration platform relies on a VVC multilayer software decoder. The two dual-layer configurations are compared with single-layer coding and an upscaled base layer: HDR UHD with an HD base layer using a 2x scaling ratio, and SDR HD with a 720p base layer using a 1.5x scaling ratio. In both cases, approximately 25% of the total bitrate is allocated to the enhancement layer. This InterDigital/NHK demonstration is aligned with the VVC multilayer coding verification test, published in April 2026 as JVET-AP2033-v2.

* Real-time VVC Live Streaming on Mobile Devices presented by Qualcomm and Alibaba – Qualcomm and Alibaba's demo showcases an end-to-end live streaming workflow using VVC for efficient real-time video delivery to mobile devices. The demo illustrates how VVC can reduce bitrate while maintaining high visual quality and clarity, enabling improved mobile viewing experiences under bandwidth-constrained conditions. By demonstrating live VVC encoding, transmission, and playback on mobile platforms, the demo highlights the readiness of VVC for practical low-latency streaming applications and its potential to deliver higher-quality video more efficiently across mobile networks.

Be part of the future of video coding—join the Media Coding Industry Forum! If your company works anywhere in the VVC ecosystem—whether it's chipsets, devices, software, streaming, broadcasting, or networks—being part of the Media Coding Industry Forum (MC-IF) is a smart move. MC-IF brings the industry together to drive awareness, adoption, and integration of VVC across the board.

Ends

About MC-IF

The Media Coding Industry Forum (MC-IF) is an open industry forum with the purpose of furthering the adoption of MPEG standards, initially focusing on VVC, by establishing them as well-accepted and widely used standards for the benefit of consumers and industry. Ready to get involved? Visit us at www.mc-if.org or [LinkedIn](#) and reach out at info@mc-if.org.

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