

13:30-14:45 Session 3: MPEG-4 AVC Availability

- **Discussion of the challenges set forth by licensing terms and the consequences for adoption**
- **Comparison of AVC's performance versus WM9/VC1 and a status of set-top boxes for both codecs.**
- **Assessment of the availability of encoders and when they will be fully optimized, data rates operators should expect, and the reasons for choosing one codec over another.**

Moderator:

- Sebastian Moeritz, CEO, Dicas GmbH

Panelists:

- David Singer, QuickTime Ecosystems Architect, Apple Computer
- David Price, VP, Harmonic Inc.
- Tim Sheppard, VP, TandbergTV
- Larry Horn, VP, MPEG-LA
- Helene Jay, Director, Via Licensing
- Jon O'Donnell, CTO, Equator