## ITU-T Workshop

## Video and Image Coding and Applications (VICA)

## **Abstract**

Geneva, 22 – 23 July 2005

Speaker: David McNally

Genista/Switzerland

Session: 6: Future trends in VICA

Title of Presentation: Perceptual video quality metrics for encoder optimization

Video codecs have reached a very high level of sophistication and complexity. For these mature systems to provide optimal quality from the perspective of an end user, perceptual quality information should be part of the codec control mechanism. This presentation will outline a suite of perceptual video quality metrics and will detail how they can serve to optimize codec performance for various application scenarios.