

A number of big industry names, including **Amazon, Cisco, Google, Intel, Microsoft, Mozilla** and

Netflix

, team up in the name of next generation video technology to form the

Alliance for Open Media

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Formed with the aim to "create a new, open royalty-free video codec specification," the alliance should build on previous work in the field by its members, namely Mozilla's **Daala**, Cisco's **Thor** and Google's

VP9/10

. The eventual codec will interoperable, web-optimised and scalable to any device or bandwidth, with support for real-time video delivery.

It will also allow user for both commercial and non-commercial content-- an important factor for members Amazon and Netflix.

An unstated aim is probably to bypass the royalty demands of industry groups such as **MPEG LA**, the

group licensing video formats such as H.264 and H.265, and HEVC video codec owner

HEVC Advance

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The alliance hopes to bring in more members from 2016 before setting to take on the codec competition.

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