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
.



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
.

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

Go **Alliance for Open Media**