Ultra HD Forum Brings AI, IP Workflows, and VVC to IBC 2025 While Expanding Membership and Guidelines

Fremont, CA – September 8, 2025 – As Ultra HD continues to mature within real-world media workflows, the Ultra HD Forum remains a key industry resource for tracking innovation, documenting implementation, and fostering collaboration across the ecosystem. At IBC 2025, the Forum will showcase advances in AI-enhanced content processing, full-IP live production, and next-gen codec support, including VVC.

Four Leading Demos at IBC 2025

The Forum's booth in Hall 14 (14.C11) will host four hands-on demonstrations that illustrate practical advances in Ultra HD delivery:

- **Pixop** will present its latest AI-powered upscaling and SDR-to-HDR enhancement tools for both live and on-demand content.
- **BBright (Hexaglobe Group)**, **Ateme**, **Jünger**, and **Dolby** will run a live end-to-end ST 2110-41 IP workflow, with content provided by CANAL+, showcasing Dolby Vision and Dolby Atmos.
- **Cutz**, in partnership, will feature a new AI-based encoding approach demonstrated during the French Open with France TV, vastly optimizing bandwidth while preserving quality.
- **MC-IF** will return with state-of-the-art VVC demonstrations, highlighting the codec's potential across multiple use cases.

The Forum thanks all participating companies, particularly ATEME, BBright, Cutz, Dolby, Jünger, MC-IF and Pixop.

New Members and 2025 Initiatives

The Forum welcomes **Pixop** and **Cutz.** These additions underscore the Forum's growing relevance in AI, content enhancement, and next-gen production workflows.

This year, the Forum is expanding its activities to:

- Integrate AI into scalable personalization and adaptive distribution,
- Encourage academic collaboration on streaming sustainability,
- Promote real-world automation and smarter UHD workflows.

VVC Added to Forum Guidelines

Version 3.3.1 of the Forum's Guidelines, now available, officially includes **VVC (Versatile Video Coding)** support. The Forum has also released new Executive Briefs: on (1) Ultra HD production at the Paris Olympics, (2) Brazil's next-generation DTV+ system fresh from Olympic trials and an experimental Rio launch, and (3) introducing Dolby's Repository File workflow, simplifying HDR and Next Generation Audio distribution. All publications are free and available at ultrahdforum.org/guidelines.

UHD Service Tracker Hits 340+ Services

The Forum's **Ultra HD Service Tracker** now monitors over **340 active UHD services**, a 15% increase over last year. The tool's new interface allows filtered searches with dynamic charting to visualize global UHD adoption trends.

Member Briefing & Breakfast at IBC

Yasser Syed, PhD, Comcast Distinguished Engineer and the Forum President, will host a **members' breakfast and strategy session** on Saturday morning, open to members and invited guests. Topics will include Forum priorities for 2025 and an update on ongoing **merger discussions** with other industry organizations.

"Content today exists in many forms, across resolutions, colour spaces, and dynamic ranges, reflecting both legacy workflows and Ultra HD's evolution," said Syed. "At IBC 2025, we're highlighting real-world tools, including AI, that can enhance and adapt content for modern delivery workflows and diverse viewing platforms."

About Ultra HD Forum:

Founded in 2015, the Ultra HD Forum accelerates Ultra HD adoption by establishing best practices for the future of television. The Forum is a crucible for interoperability testing and standard synchronization. For more information, please visit https://ultrahdforum.org or follow us on LinkedIn @UltraHDForum.

Media Contact:

Marta Twardowska-Rienks, Ultra HD Forum
Email: marta@wolfpackcoms.com
Mobile: +31 621184585

For briefings, demo tours, or sustainability discussions, visit Booth 14.C11 in Hall 14 or contact the Forum team.