



Each year on 14 October, the members of the IEC, ISO and ITU celebrate World Standards Day, which is a means of paying tribute to the collaborative efforts of thousands of experts worldwide who develop the voluntary technical agreements that are published as International Standards. The theme for celebration of World Standards Day 2019 is **Video standards create a global stage**.

Advances in video technology have changed our world, revolutionizing entertainment, connecting friends and families across the globe, enriching our communications experiences and enabling major improvements in medical care and education.

The innovation of recent decades has driven a huge leap forward in video quality. And video has also become more accessible, helping people worldwide to share their stories in vivid, moving pictures. These gains in both the sophistication and accessibility of video are built on International Standards.

The video compression algorithms standardized in collaboration by IEC, ISO and ITU have been honoured with two Primetime Emmy Awards, recognizing that these standards are central to industry's ability to meet rising demand for video, one of the most bandwidth-intensive applications running over global networks.

International Standards meet industry demand for powerful compression capabilities. They also enable smooth transitions to the next generation of video compression technology, helping industry to maximize return on each wave of investment.

Having standards recognized and respected all over the world means that video encoded on one device can be decoded by another, regardless of the device being used. This introduces economies of scale that help to grow the market, giving innovators the confidence to invest in new video applications and services.