NO-Reference METRICS - VQEG

OH, THE PLACES YOU’LL GO....

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What Direction?

- Industry Guidance
- Sharing Research
- Writing a Recommendation
NORM Solution Areas / Markets

- Entertainment
  - Video Services
  - Social Media
  - VR/AR

- Industry
  - Telecon
  - Computer Vision

- Public Safety & Health
  - Medial
  - First Responders

- Transportation
  - Computer Vision
  - HMI

What markets have clearly defined needs/gaps, that need to have recommendations developed?

- What’s the business need?
- Why hasn’t it been solved?
- What needs to be part of a standard/recommendation vs. product?
- Does VQEG have representation from the “consumer” of the solution?
Strategic Discussion

• There hasn’t been much activity between F2F meetings
  – Few calls
  – Few presentations
  – Limited participation

• Who needs No-Reference Metrics?
  – Do they know they need them?
  – Are they asking for a solution?
  – Are there alternatives? (in use or in development)

• What do we want to accomplish?
  – Is it a recommendation, or support of other SDOs?
    • Who’s going to do the work?
    • What can we accomplish?
  – Is it research collaboration?

Jeremy’s View:
NORM fills the gaps between parametric and Full Reference methods.
Agreeing on methodology to match subjective (MOS) has hampered No-Reference for decades?
NORM Solution Areas / Markets

• For writing a recommendation, let’s either “hibernate” or “hunt”
  
  HIBERNATE
  – Do we need a “study” phase to ask industries & SDOs to identify gaps (rather than us)?
  – Do we need new resources/participation in VQEG?
  – What would the requirements be to leave hibernation and hunt?

  HUNT
  – What can we accomplish in 6 months?
  – Who represents the “consumer” that can guide decisions & provide narrow set of requirements?
  – Who has organizational commitment, resources, & can commit?