The Streaming Video Technology Alliance

IETF 123 MOPS Update

July 2025, Madrid

Glenn Deen SVTA


Advertising
Edge Storage
Immersive Video
Low Latency Streaming Working
Measurement/ QoE
Metadata
Edge
Encoding & Packaging
SVTA Working Groups
Segments Conference Planning
DASH-IF +multiple subgroups
Networking and Transport
Open Caching
Players and Playback
Security
Streaming Audio
Streaming Video Operations

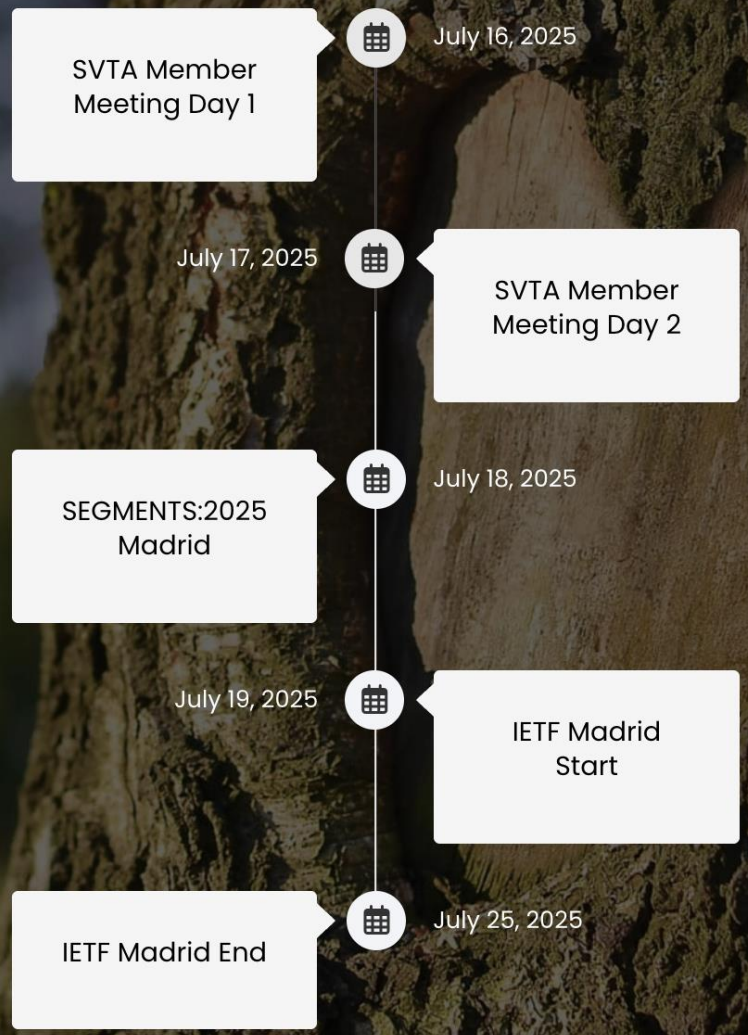
Last Week In Madrid

ONE TRIP TO MADRID, THREE EVENTS!

SEGMENTS + SVTA Member Meeting + IETF Madrid

We understand how hard it is to justify travel. That's why we've positioned **SEGMENTS:2025 Madrid** right after the SVTA Member Meeting and right before IETF Madrid. The best part? They are all in the same hotel!

With one round trip, you'll be able to dig deep into SVTA Working Group projects, operational topics of SEGMENTS, and, the many technical areas covered at IETF meetings.



SVTA Segments 2025: Agenda

Delivering Stories At Scale: A Fireside Chat With Mark Ison of ITVx
— Jason Thibeault, Mark Ison

Ads in Identity Crisis: Solving Ad Creative Confusion in Streaming Workflows
— Katie Stroud

Orchestrating the Future of Media Workflows
— Magnus Svensson

The Evolution of Scalable Video Encoding: From On-Prem to Cloud to IaaS
— Leo Nieto

MOQtail: Stream Responsibly
— Ali C. Begen

Software-Defined Edge Storage
— Andreas Dotzler

Multi-everything: Our journey towards application syndication
— Antonio Vieira

Challenges in benchmarking video streaming systems
— Nicolas Le Scouarnec

Media over QUIC in Practice: Early Lessons from a Live Edge
— Mike English

SVTA Segments 2025: Agenda

Breaking Mach-1 with your CAT token
— Opale Duviver

Modernizing P2P for OTT: Real-World Lessons in SSAI and Speed
— Mathias Lacaud

Panel: Code to Playback: The Challenges and Pitfalls of Player Development
— Thasso Griebel, Alvaro Velad Galvan, Rob Koenen, Nicolás Levy

CTV Ad Formats: Herding Heroes, Not Cats
— Katie Stroud

Non-Linear Streaming Ads: The Present & The Future
— David Hassoun

Structured Concurrency Framework for a Short-Form Video Player
— Thomas Offner

Optimizing Video Streaming: Enhancing Quality and Reducing Energy Consumption through Luminance Management
— Minh Nguyen

The Right Interaction at the Right Time
— Reinhard Grandl

ONE TRIP TO MONTREAL, THREE EVENTS!

SEGMENTS + SVTA Member Meeting + IETF Montreal

We understand how hard it is to justify travel. That's why we've positioned **SEGMENTS:2025 Montréal** right after the SVTA Member Meeting and right before IETF Montreal. The best part? They are all in the same hotel!

With one round trip, you'll be able to dig deep into SVTA Working Group projects, operational topics of SEGMENTS, and, the many technical areas covered at IETF meetings.

SEGMENTS:2025 MONTREAL

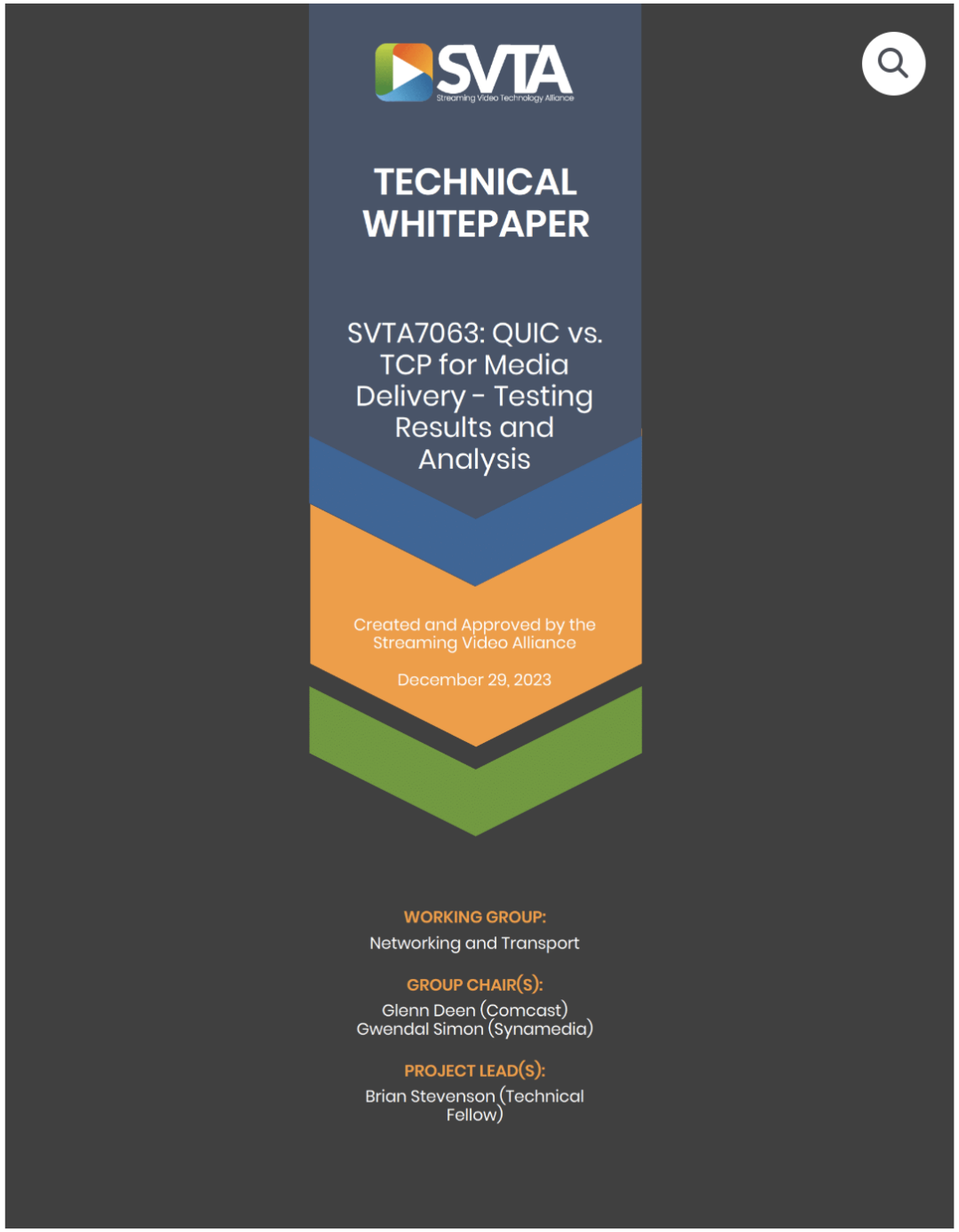
Coming Fall 2025:

3 Day Member Meeting

+

1 Day SVTA Segments Conference

Week Ahead of IETF124



About This Document

This document details the results of the first phase of testing in the QUIC/TCP project.

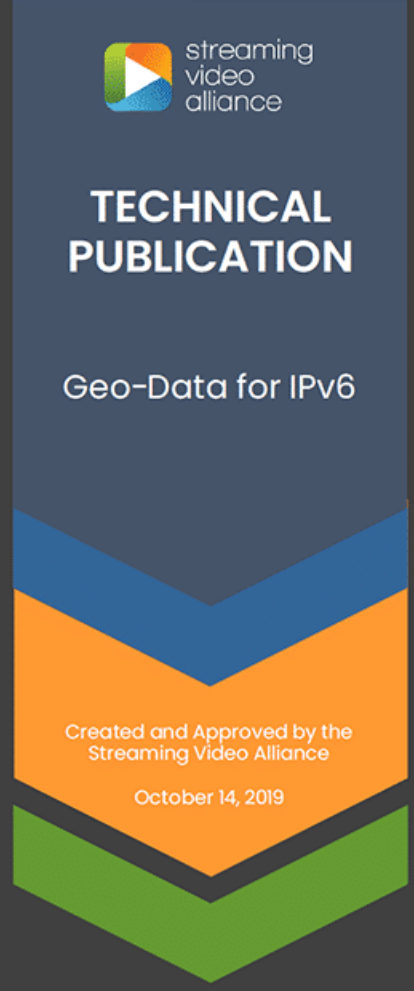
Document Details

Working Group	Networking and Transport
Chairs	Glenn Deen (Comcast NBCUniversal) Gwendal Simon (Synamedia)
Publication Date	January 29, 2025
IPR	SVTA IPR (Version 9/26/2023)
Leads	Brian Stevenson (SVTA)
Current Version	1.1
Number of pages	30
Contributors	Brian Stevenson (SVTA) Ravid Hadar (CompiraLabs)

SVTA5010: Geo-Data to IPv6

There are many different approaches to associating attributes to an IP address and many different attributes that can apply. There are also several different approaches to delivering that data. This document will focus on attributes that fall into three categories: Identity, Service, and Location. Identity can include a user's name, the upstream service provider, an enterprise network, university, or department. Services can include attributes such as a W-Fi network, cable, wireless, infrastructure, and enterprise. Finally, location attributes can identify city, state, zip codes, country, region, or geocodes. A collection of attributes would form objects with their associated values, and these objects can be related to an individual IP address or a range of addresses to create an IP addressing object. These IP address objects can also be tied to an IP address object in a parent child relationship to provide as much detail as desired by the source. This document provides a JSON object model and schema to represent how those attributes can be tied to an IP address in a common format for controlling the access to streaming video using geo-location data for IPv4 and IPv6 addressing.

Note: access controls, privacy, and the management of privileged information (PII) will not be defined here and will be left to other efforts.



WORKING GROUP:
Geo (Sub-group of Networking & Transport)

GROUP CHAIR(S):
Jason Lee (Digital Envoy)
Ben Jones (Neustar)

PROJECT LEAD(S):
Jason Lee (Digital Envoy)
Ben Jones (Neustar)

IAB Workshop on IP Address Geolocation (ip-geo) (ipgeows)

https://datatracker.ietf.org/group/ipgeows

In-Scope Topics

The following topics are considered in-scope; however, this list is non-exhaustive:

Actionable requirements for IP address geolocation, including:

- How applications that use IP-geo information leverage this data, such as search engines, video streaming platforms, Content Delivery Networks (CDNs), speed test sites, etc. What challenges, technical requirements, or business requirements does IP-geo data currently address?
- Formatting of IP-geo files, including Comma Separated Value (CSV), JavaScript Object Notation (JSON), and text files
- Methods and frequency of updating, publishing, distributing, and consuming IP-geo data
- Trust and privacy issues related to IP-geo data
- Gaps and problems in current IP-geo approaches
- Alternative approaches to addressing use cases that may not involve IP-geo

Logistics

Initial submissions due: 2025-10-03

Workshop Location: Online

Workshop Dates: 3 days, dates TBD, week of 1-5 December 2025

SVTA
Streaming Video Technology Alliance

More Information

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