



Creating Infinite  
Possibilities.

# Perceptual Video Coding Optimization Techniques: Most Recent Trends and Future Directions

Alex Giladi

Fellow

Comcast

[alex\\_giladi@comcast.com](mailto:alex_giladi@comcast.com)

## **Part I: Brief Introduction:**

- **Contrast Sensitivity Function (CSF)**
- **Just Noticeable Difference (JND) Curves**
- **Perceptual Quantizer (PQ) Electro-Optical Transfer Function (EOTF)**

## **Part II: Perceptual Quantization Matrices**

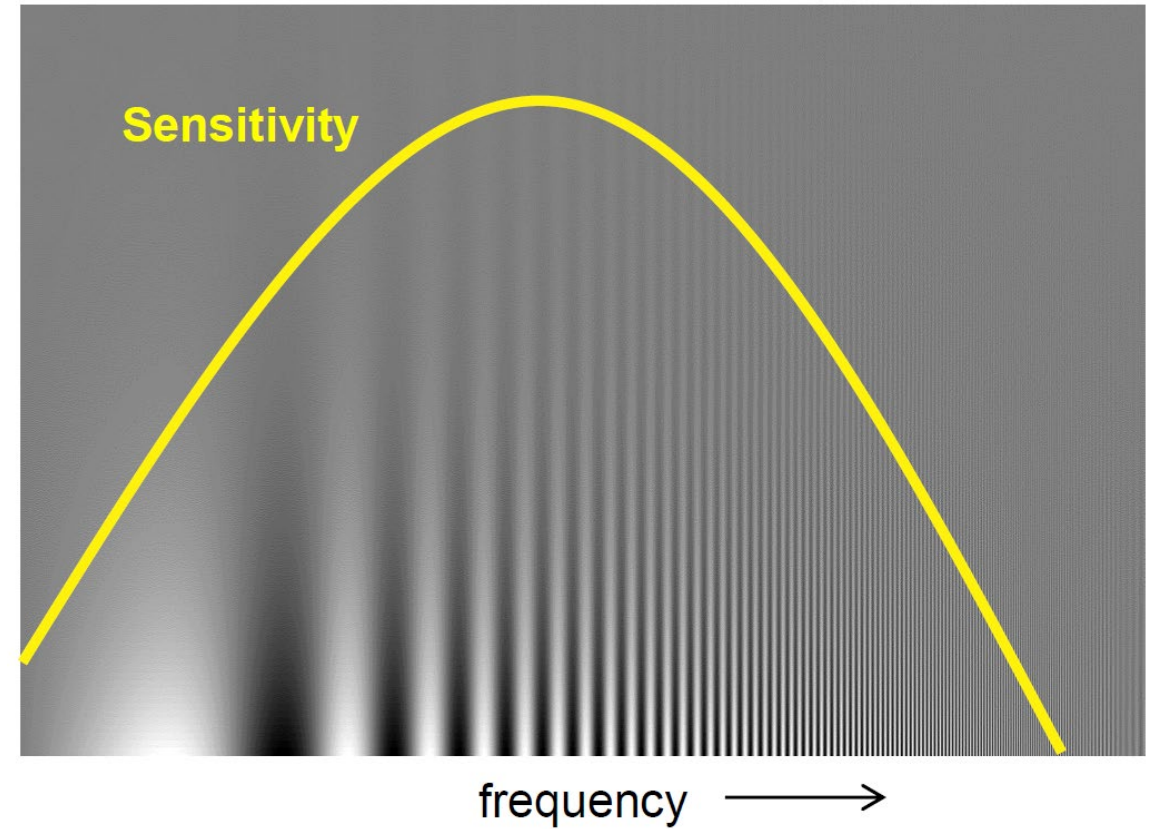
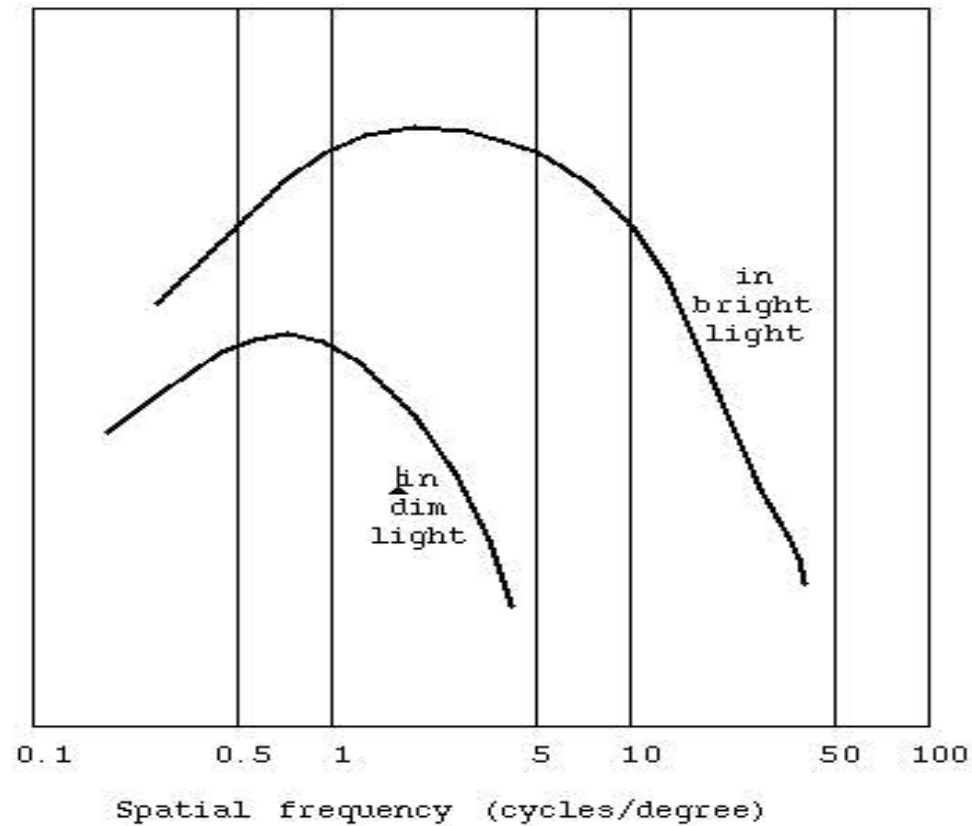
- **For UltraHD Displays**
- **For Mobile Devices**
- **Detailed Experimental Results**

## **Part III: Perceptual Video Masking Framework**

- **Background**
- **Joint Forward and Backward Video Masking Framework**
- **Detailed Experimental Results**

## **Part IV: Summary and Future Directions**

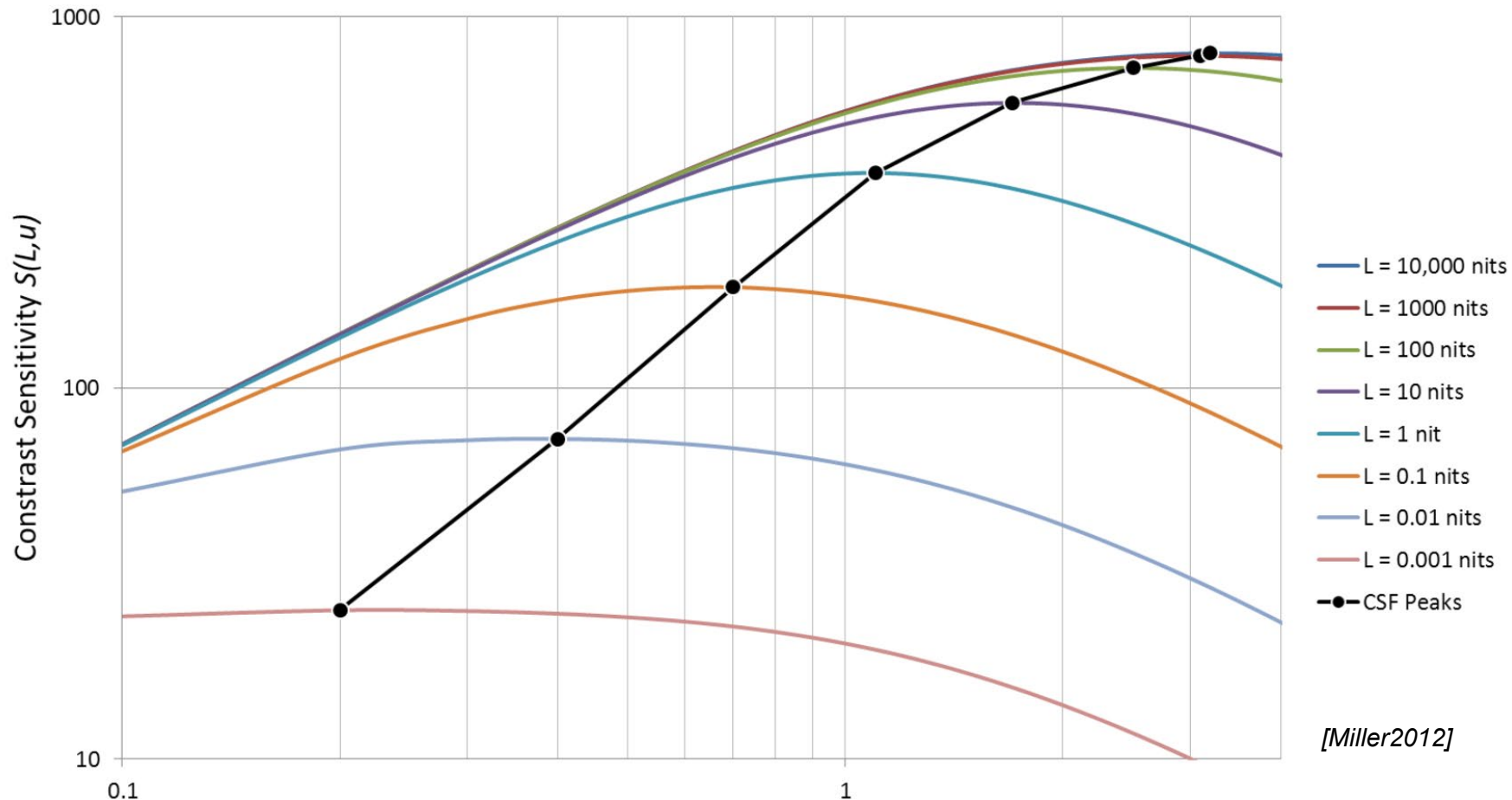
## Relative Sensitivity of Human Visual System (Log Scale)



[Reinhard2016]

**The contrast detection threshold depends on the spatial frequency of a stimulus.**

## Tracking peaks of Contrast Sensitivity Functions

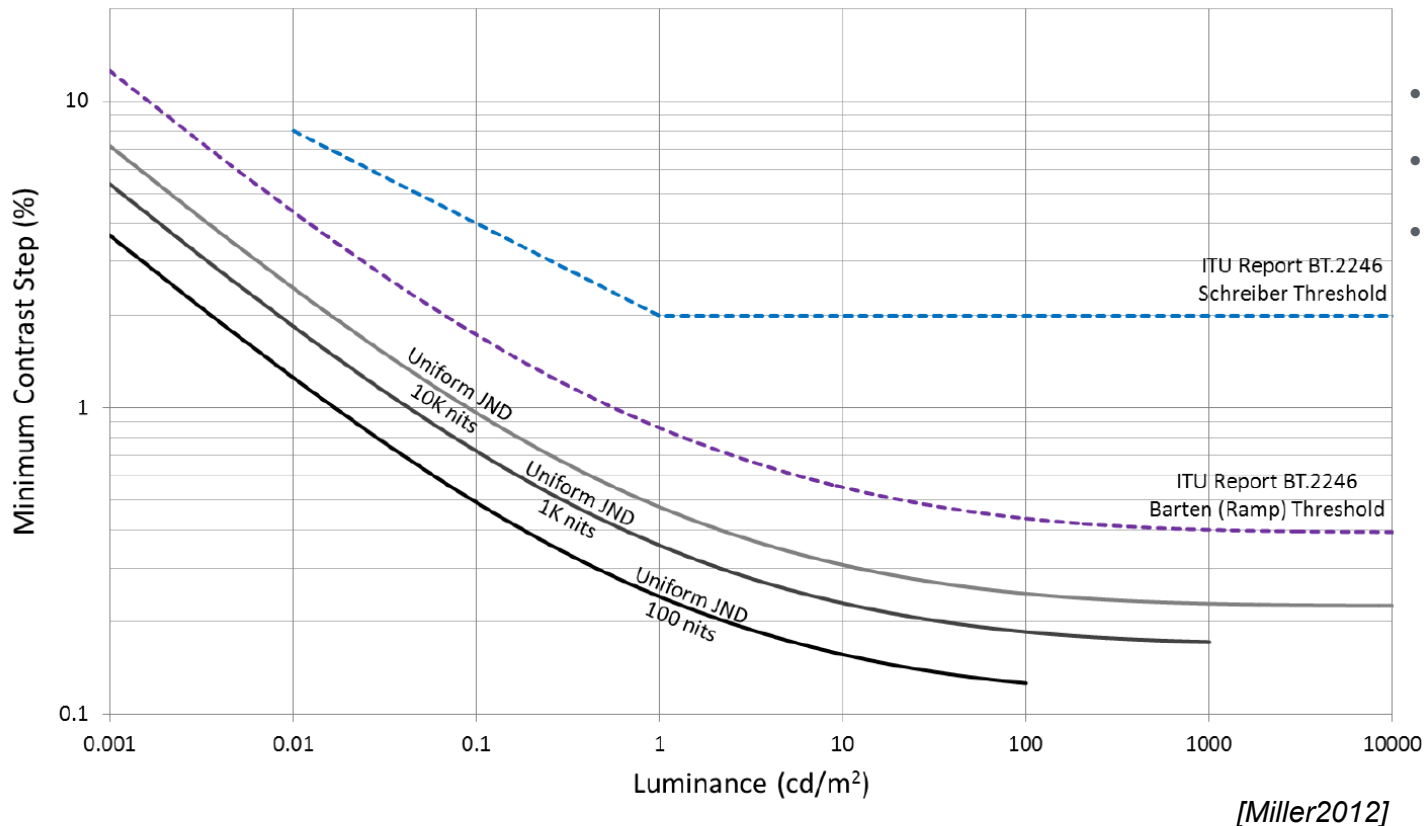


**The peak of the CSF at a given luminance level refers to the lowest detection threshold at that luminance level.**



# Just Noticeable Difference (JND) Curves

- **Converting CSF to Contrast Steps;**
- **Building Optimized Curves.**



## Functional Approximation is Desired:

- Functional form instead of look-up table (LUT);
- Helpful for standardization;
- Simpler to document.

- Maximize the dynamic range of the signal by setting each quantization step to be **proportional to the Just Noticeable Difference (JND)**;
- **Most efficient use of bits throughout entire range!**
- Iterative Electro-Optical Transfer Function (EOTF) computation;
- Exploiting the Barten CSF model in the range 0 to 10000 nits.

### Defined in SMPTE ST 2084:

The linear color values proportional to the desired optical output  $Y$  are related to the non-linear color values proportional to an input signal  $V$ .

$$Y = L \left( \frac{V^{1/m} - c_1}{c_2 - c_3 V^{1/m}} \right)^{1/n}$$

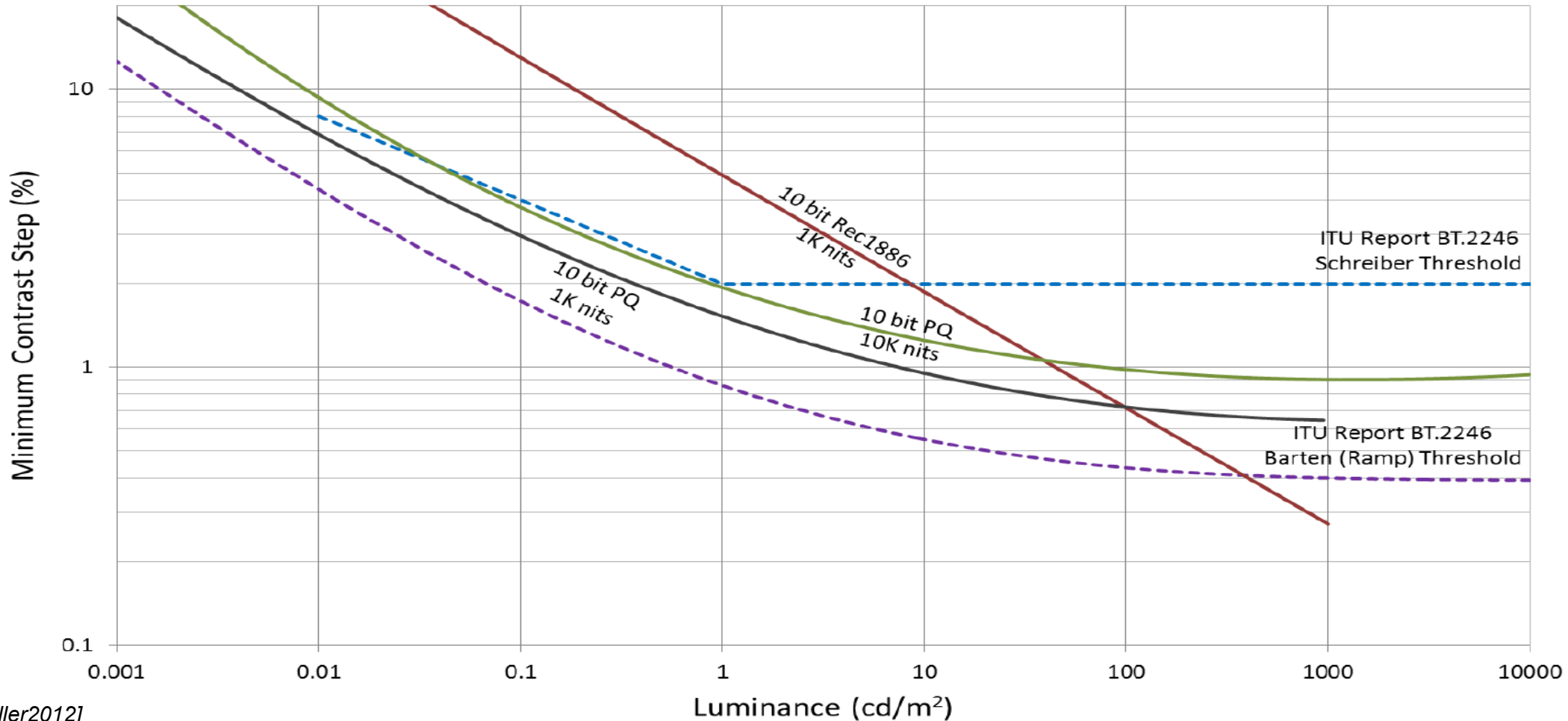
$0 \leq V \leq 1$   
 $L = 10,000$   
 $m = 78.8438$   
 $n = 0.1593$   
 $c_1 = 0.8359$   
 $c_2 = 18.8516$   
 $c_3 = 18.6875$

[Reinhard2016; Miller2012]

# Contrast Sensitivity Function (CSF) – Cont.

- **10-bit PQ still near or below perceptual thresholds.**

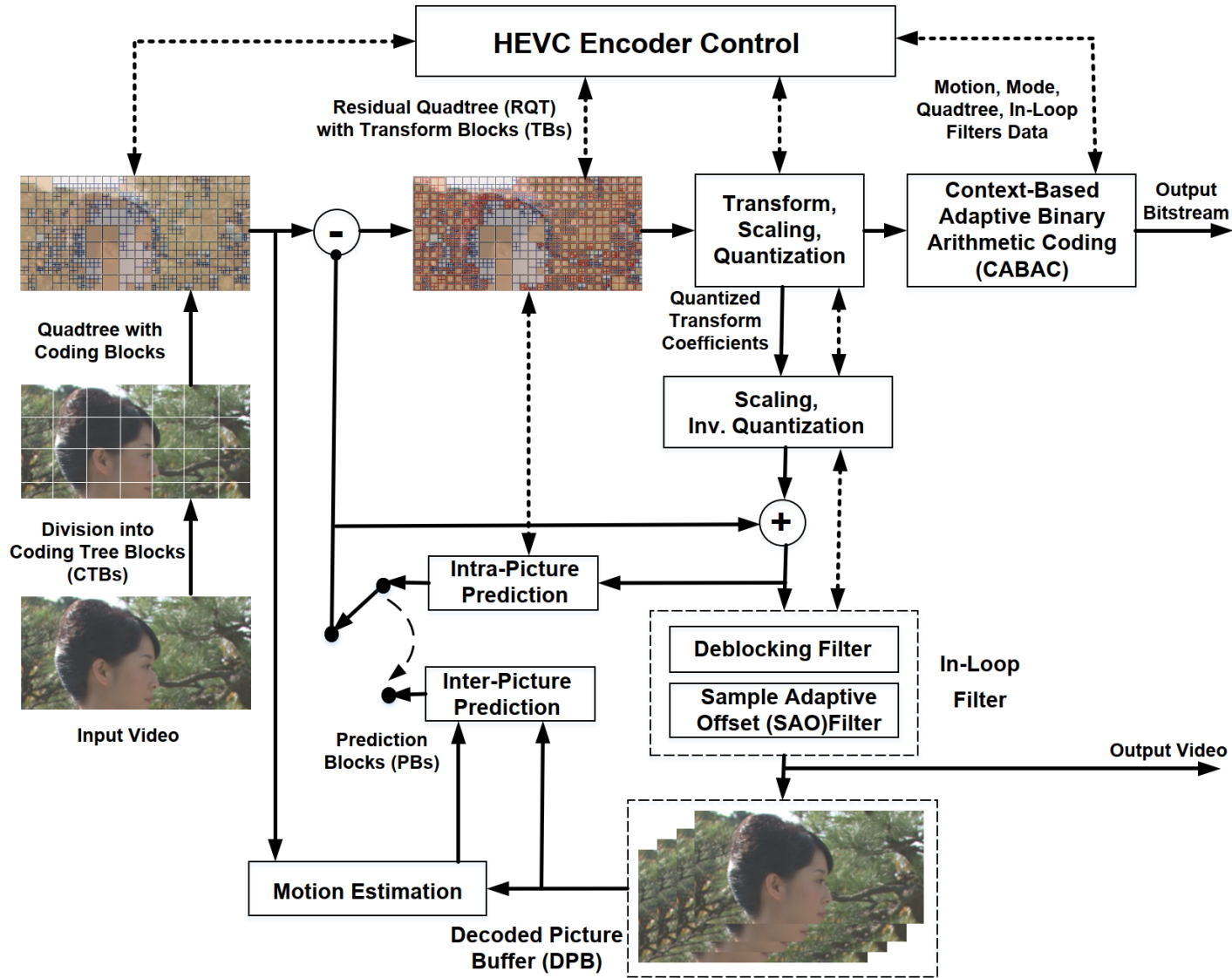
- 10 bit video is the norm;
- HEVC Main 10 profile is used for distribution.



- The H.266/MPEG-HEVC standard was approved and published in 2013, as Recommendation ITU-T H.265 and ISO/IEC 23008-2;
  - HEVC provides approximately twice compression efficiency of its predecessor H.264/MPEG-AVC;
  - The deployment of the High-Efficiency Video Coding (HEVC) is constantly increasing.
- **2013: HEVC version 1;**
  - **2014: HEVC version 2** - Range Extensions (RExt), Scalable Extensions (SHVC), Multiview Extensions (MV-HEVC);
  - **2015: HEVC version 3** - 3D Video Coding Extensions (3D-HEVC);
  - **2016: HEVC version 4** - Screen Content Coding Extensions (HEVC-SCC);
  - **2018: HEVC version 5** - additionally containing SEI messages that include omnidirectional video SEI messages, a Monochrome 10 profile, a Main 10 Still Picture profile;
  - **2019: HEVC versions 6 and 7** - additionally containing SEI messages for SEI manifest and SEI prefix, additionally containing the fisheye video information SEI message and the annotated regions SEI message, along with some corrections to the existing specification text.
  - **2021: HEVC versions 8** - additionally containing a shutter interval information SEI message.

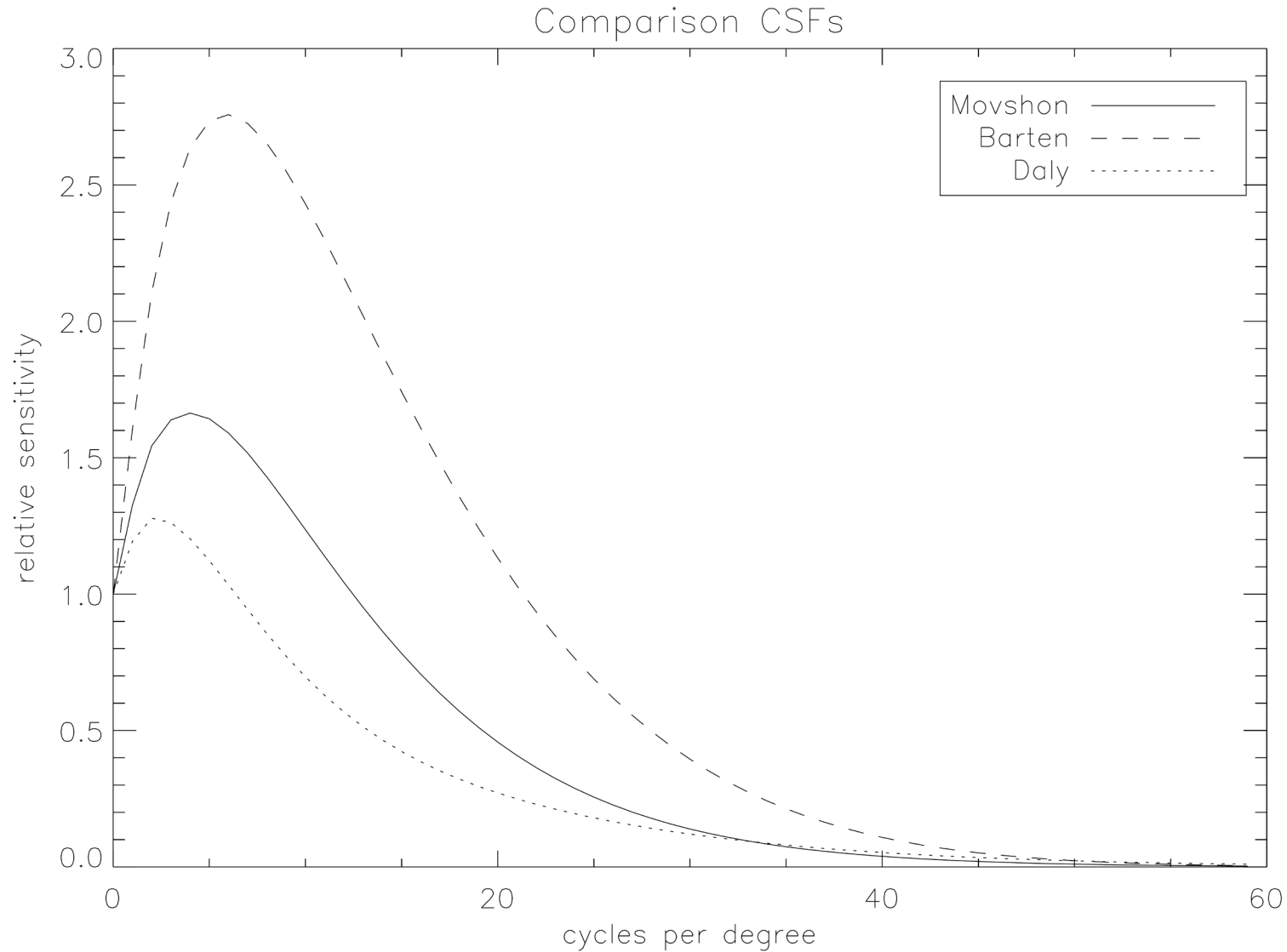


# H.265/MPEG-HEVC Coding Loop



- The default quantization matrices of the HEVC video compression standard follow a **Daly CSF Model** developed for the **JPEG image compression standard** in 1993;
- However, initially the JPEG quantization matrices has been developed for **Standard Dynamic Range (SDR) low resolution images** (e.g., 512x512 images of “Lena” and “Barbara”);
- So, the benefit of using **default HEVC quantization matrices for compressing HDR high resolution videos (e.g., 3840x2160) is very limited;**
- In addition, the **Daly CSF model does not consider as many Human Visual System (HVS) parameters as Barten model does**, and it follows the HVS CSF less accurately, thereby utilizing less accurate human visual frequency weighting matrix (FWM).

# HEVC Quantization Matrices



The following steps have been carried out for generating perceptual quantization matrices (QMs):

1. **Fitting a Daly CSF Model curve into the Barten CSF Model curve** to derive a human visual **Frequency Weighting Matrix (FWM)**;
2. **Optimizing the FWM coefficients**, which are in the range between 0 and 1, by raising them into a power of  $\beta$ :  **$FWM(i, j) = FWM(i, j)^\beta$  where  $\beta > 1$** , thereby:
  - Relatively small coefficients will become much smaller;
  - Relatively large coefficients will be insignificantly reduced.

Thereby, **high frequencies are attenuated much stronger than low frequencies.**

3. For **chroma FWM, raising each coefficient into a larger power** due to reduced sensitivity of Human Visual System (HVS) to chrominance.
4. **Deriving corresponding QM coefficients** for Intra and Inter-picture prediction as well as for Luma and Chroma components.

The experiments were conducted with the following 4K HDR video sequences:

- 1) “Lucy” (provided by NBCUniversal) – action scenes, mixed motion;
- 2) “Everest” (provided by NBCUniversal) – mountains view, snow scenes, mostly slow motion;
- 3) “Warcraft” (provided by NBCUniversal) – various computer-generated content, mostly fast motion;
- 4) “Regatta” (provided by UltraHD forum) – water scenes, mostly fast motion.

<b>Tested Video Sequences</b>	<b>No. of Frames</b>	<b>Frame Rate Per Second</b>	<b>Resolution</b>	<b>Dynamic Range</b>
<b>Lucy</b>	<b>8425</b>	<b>24</b>	<b>3840x2160</b>	<b>HDR</b>
<b>Everest</b>	<b>7202</b>	<b>23.98</b>	<b>3840x2160</b>	<b>HDR</b>
<b>Warcraft</b>	<b>8177</b>	<b>23.98</b>	<b>3840x2160</b>	<b>HDR</b>
<b>Regatta</b>	<b>5841</b>	<b>59.94</b>	<b>3840x2160</b>	<b>HDR</b>



# Experimental Results (Cont.)

## For UltraHD Displays:

## Target Bit-Rate Configuration

Tested Video Sequences	BD-BR SSIMPlus Proposed QMs vs. Default HEVC QMs	BD-BR SSIMPlus Proposed QMs vs. no QMs
Lucy	-13.5%	-15.5%
Everest	-3.8%	-5.9%
Warcraft	-6.1%	-6.0%
Regatta	-10.6%	-11.9%

### Regatta Video Sequence – 5841 frames, 3840x2160, HDR, 59.94fps

Target Bit Rate	SSIMPlus (no QMs)	SSIMPlus (Default HEVC QMs)	SSIMPlus (Proposed QMs)	Minimal SSIMPlus (no QMs)	Minimal SSIMPlus (Default HEVC QMs)	Minimal SSIMPlus (Proposed QMs)
6,000	83.09	83.14	84.16	68	68	70
8,000	86.31	86.42	87.49	74	74	75
10,000	88.61	88.74	89.80	78	78	79
12,000	90.28	90.42	91.40	81	81	83
14,000	91.49	91.65	92.56	84	84	85

As it is seen, there are very significant **SSIMPlus score improvements of more than 1 point**, which is visually clearly noticeable.

## For Mobile Devices:

### Target Bit-Rate Configuration

Tested Video Sequences	BD-BR SSIMPlus Proposed QMs vs. Default HEVC QMs	BD-BR SSIMPlus Proposed QMs vs. no QMs
Lucy	-15.5%	-16.8%
Everest	-21.4%	-22.2%
Warcraft	-5.9%	-7.8%
Regatta	-22.2%	-23.9%

### Regatta Video Sequence – 5841 frames, 3840x2160, HDR, 59.94fps

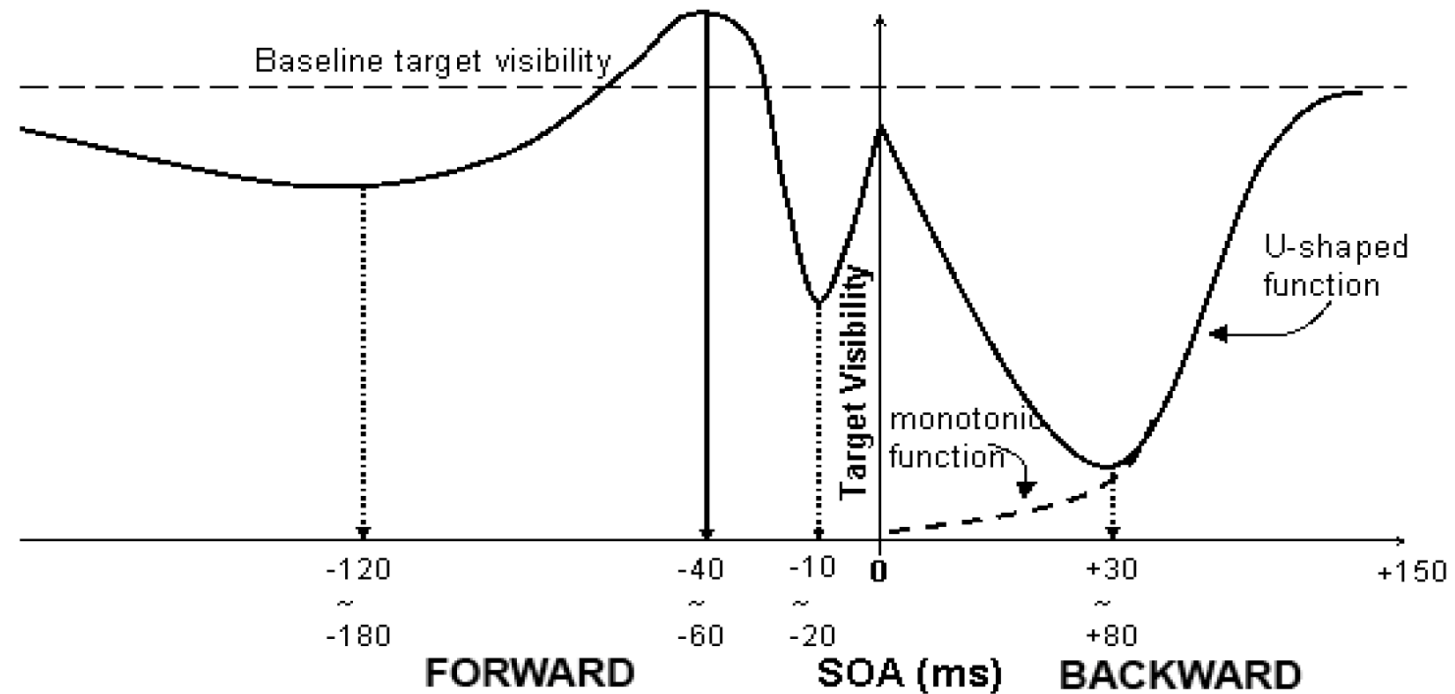
Target Bit Rate	SSIMPlus (no QMs)	SSIMPlus (Default HEVC QMs)	SSIMPlus (Proposed QMs)	Minimal SSIMPlus (no QMs)	Minimal SSIMPlus (Default HEVC QMs)	Minimal SSIMPlus (Proposed QMs)
2,000	76.82	76.85	78.61	48	48	54
3,000	82.06	82.10	83.48	58	58	65
4,000	84.82	84.87	86.10	65	66	72
5,000	87.20	87.28	88.48	73	73	77

As it is seen, there are very significant **SSIMPlus score improvements of up to about 2 point**, which is visually clearly noticeable. In addition, the minimal SSIMPlus score is increased by a very significant number of up to **7 points**.

- ✓ **We transport more pixels:** vast majority of new TVs support UltraHD, more 4K linear content is available
- ✓ In 2021 OTT streaming accounted for 71% of Comcast broadband traffic ;
- ✓ **>97.5% time our players are playing highest-resolution representation**
- ✓ Aggregated **CDN storage and egress costs** are key components in the overall cost of delivery
- ✓ **Codec inertia:** changing codecs is expensive due to costs of replacing old CPE, multi-codec consumes more storage
- ✓ **Streaming-oriented HVS-based optimizations are the key target.**
- One of the promising approaches for increasing video coding gain is applying *visual masking*:
  - **Reduced capacity of perceiving and fine detail around a scene cut**
  - **Scene cut locations are unique – optimizations there result in aggregate peak bandwidth reduction**

- Masking approach is based on so-called **interruption theory**: under certain conditions, **a pattern mask can erase the target data** (e.g., a video frame content) [Adzic2014]
- Generally, backward masking reduces visibility of the target stronger than forward
- **Low energy stimuli results in U-shaped visibility over time, while high energy stimuli results in a monotonic function**
- Many impairments introduced by **quantization prior to a scenecut would be masked by the new scene after the scenecut** [Adzic2014]

## Human Visual System psychophysical model of visual masking: Visibility of a target (e.g., a scenecut), as a function of Time:

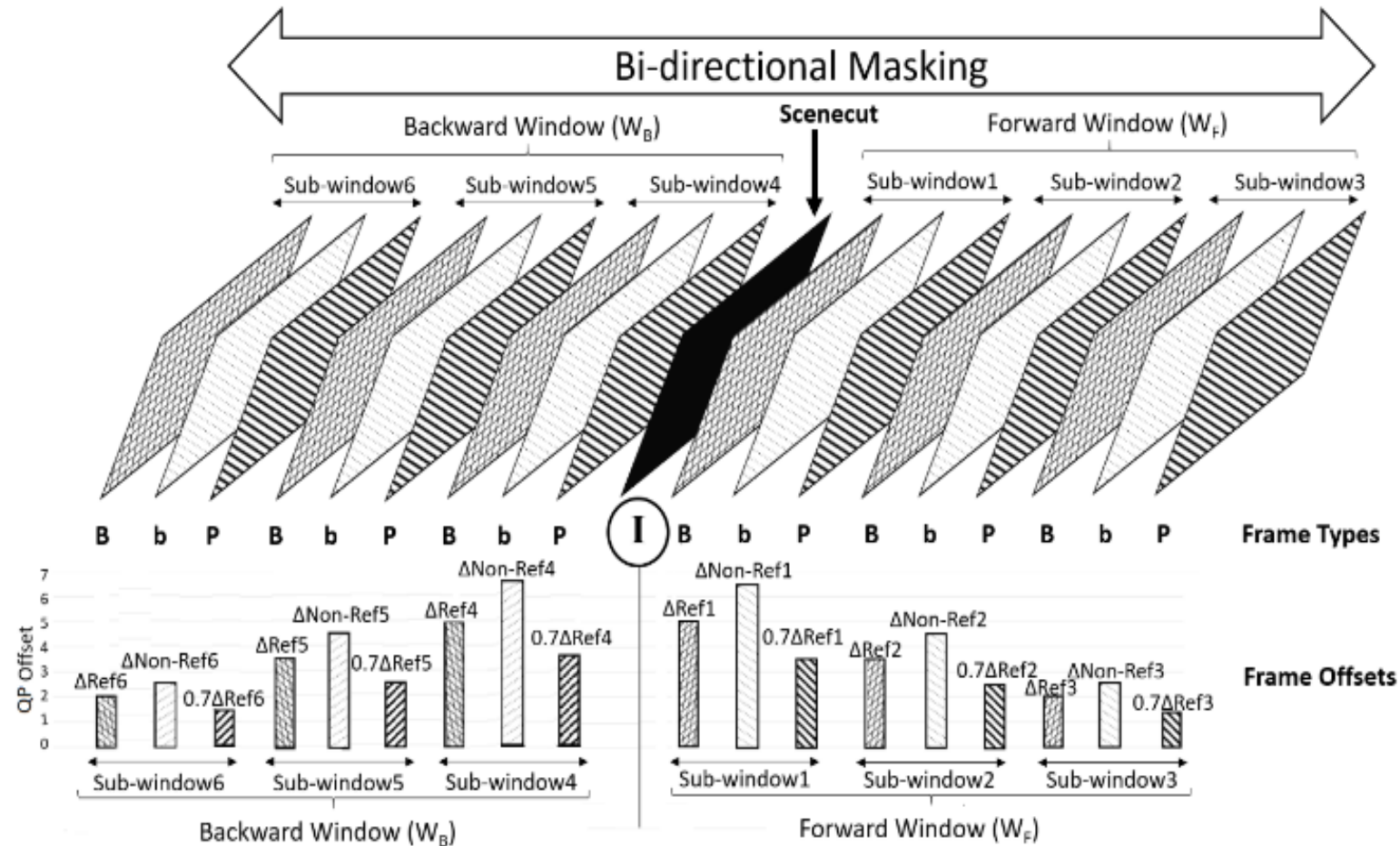


[Breitmeyer&Ogmen2007, Adzic2014]

**The increase in quantization of frames with low visibility leads to an almost free bitrate reduction**

# Joint Forward and Backward Masking Framework

- Three **forward sub-windows** 1 to 3, and three **backward sub-windows** 4 to 6.
- Each **masking window can have a different length** and for each window;
- A set of different QPs can be assigned by adding the **QP offsets**;
- Different QP offsets can be assigned **separately to reference frames and to non-reference frames** within each masking window.
- The QP offsets for *P*-frames are automatically **reduced by 30%** to improve their quality and to increase a coding gain.
- No QP offsets are applied to *I* frames.





# Test Methodology and Evaluation Setup

Wide range of **cinematic content**, mostly in **10-bit UltraHD**, selected for testing [IMDB, UHD\_Forum]:

- (a) **“Lucy”** – includes many action scenes, **many fast motion scenes**, mixed natural and computer-generated content;
- (b) **“Warcraft”** – includes various **computer-generated content**, mostly fast motion scenes;
- (c) **“Everest”** – includes mountains views, snow scenes, **mostly slow motion scenes**;
- (d) **“Regatta”** – includes mainly water sports, many **fast motion scenes**.

8-bit UltraHD **“El Fuente”** video sequence with **mixed content**: both fast and slow motion [UHD\_Forum].

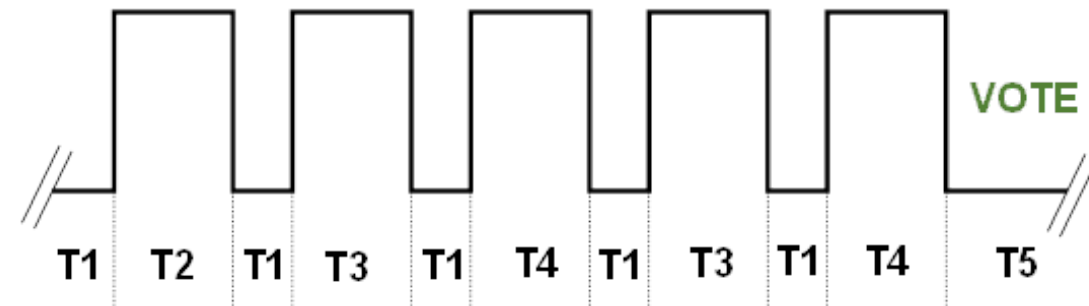
No	Sequence name	Resolution	Frame count	Frame rate	Duration (sec.)	Bit depth
1	<b>El Fuente</b>	3840x2160	1500	60	25	8
2	<b>Lucy</b>	3840x2160	480	24	20	10
3	<b>Warcraft</b>	3840x2160	495	23.98	~20	10
4	<b>Everest</b>	3840x2160	480	23.98	~20	10
5	<b>Regatta</b>	3840x2160	1199	59.94	~20	10

# Test Methodology and Evaluation Setup (Cont.)

- The **Double Stimulus Impairment Scale (DSIS) Methodology of the Experimental Results Analysis Variant II** method was selected for conducting the subjective assessments.
- The original video sequence (substantially uncompressed) is presented once prior to displaying a pair of tested video sequences.

## The exact order for displaying the presented video content:

T1	3sec	Mid-grey background with the text “Original”
T2	20sec – 25sec	Original uncompressed video sequence
T1	3sec	Mid-grey background with the text “A”
T3	20sec – 25sec	Compressed reference video sequence
T1	3sec	Mid-grey background with the text “B”
T4	20sec – 25sec	Compressed tested video sequence
T1	3sec	Mid-grey background with the text “A”
T3	20sec – 25sec	Compressed reference video sequence
T1	3sec	Mid-grey background with the text “B”
T4	20sec – 25sec	Compressed tested video sequence
T5	10sec	Mid-grey background with the text “Vote”



# Experimental Results

Sequence Name	CRF	Without Masking (Reference)		With Masking (Tested)		BD-BR Savings
		Bitrate	MOS	Bitrate	MOS	
El-Fuente	20	23960.64	88	18266.86	89	<b>-10.7%</b>
	24	14701.49	85	11378.59	82	
	28	9013.59	80	7115.96	79	
	32	5629.3	73	4560.42	72	
	36	3616.78	64	3054.72	64	
Lucy	20	14074.81	89	11390.49	88	<b>-5.6%</b>
	24	8042.85	85	6677.24	84	
	28	5003.31	74	4210.82	75	
	32	3211.48	69	2737.33	62	
	36	2113.21	63	1832.32	55	
Warcraft	20	7092.24	88	6655.14	88	<b>-2.3%</b>
	24	4082.99	85	3852.15	85	
	28	2572.63	82	2436.43	83	
	32	1705.72	73	1621.98	71	
	36	1171.32	66	1121.69	58	
Everest	20	13420.24	85	11418.12	85	<b>-14.8%</b>
	24	5738.53	83	4943.96	82	
	28	2516.55	76	2224.67	78	
	32	1480.22	69	1335.23	70	
	36	1007.73	65	922.89	65	
Regatta	20	34769.29	83	26042.09	84	<b>-26.3%</b>
	24	21264.06	80	15836.46	82	
	28	13164.48	82	9791.08	79	
	32	8342.09	76	6249.4	72	
	36	5349.47	66	4192.14	61	
<b>Average</b>						<b>-11.9%</b>

- Significant quality improvements based on both SSIMPlus and PSNR metrics.
- By utilizing Perceptual Quantization Matrices:
  - For UltraHD displays, the BD-BR SSIMPlus coding gain is up to 15.5%.
  - For mobile devices, the BD-BR SSIMPlus coding gain is up to about 24%.
- By utilizing Joint Backward And Forward Video Masking:
  - Up to 26% bitrate savings w/o substantial perceived visual quality degradation.
  - Better performance for more challenging **higher bitrates and frame rates**, as well as for **complex content with textures**, such as water and snow.
  - Additionally, there is a substantial **decrease in the overall computational complexity** in terms of encoding times – **higher density and higher quality for software encoders**.

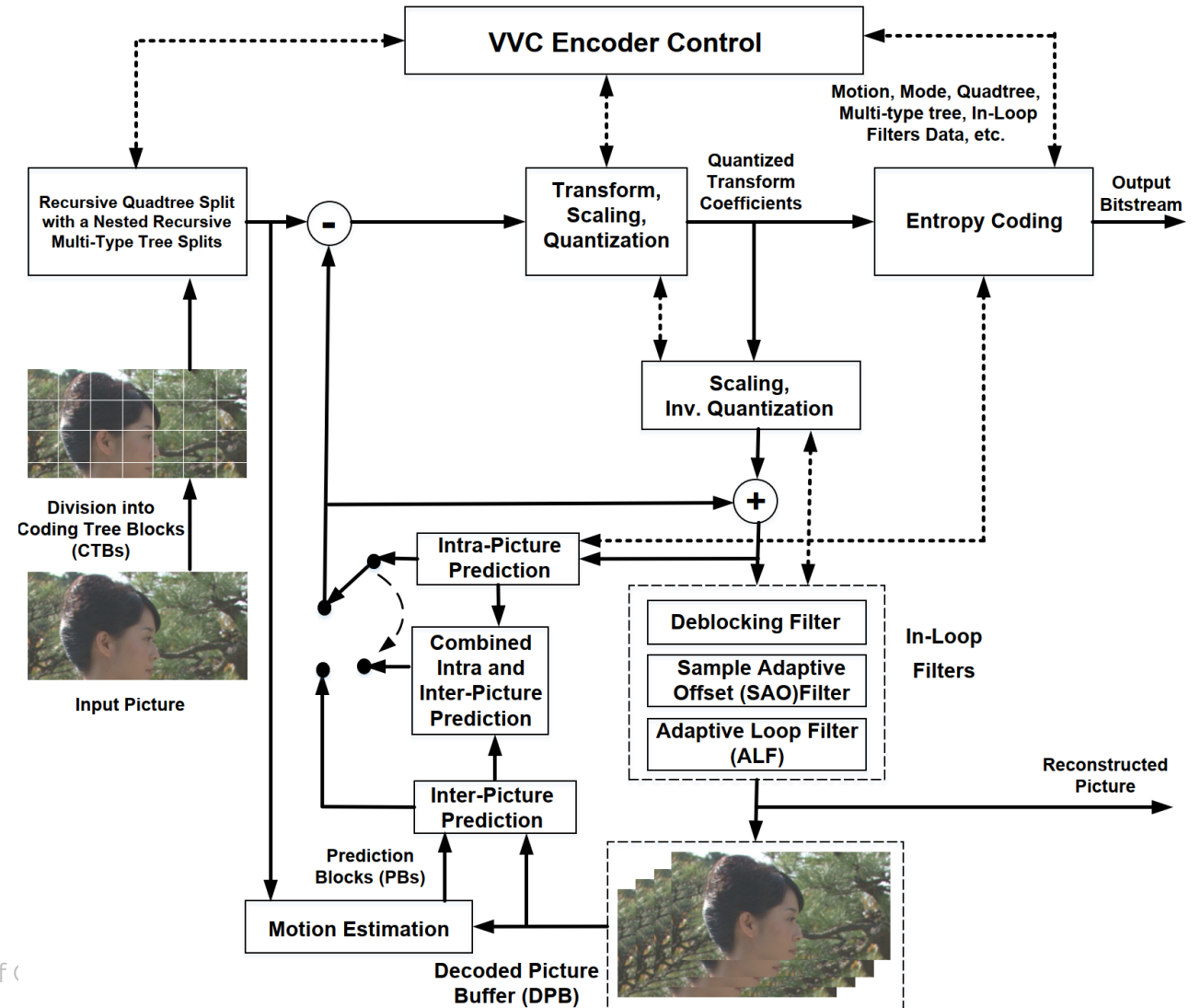
# Future Directions: VVC Coding

## Incorporating the presented perceptual video coding optimizations techniques within the H.266/MPEG-VVC coding loop.

- The exploration phase of the video technology beyond HEVC started in Oct. 2015;
- Joint Video Experts Team (JVET) between ITU-T VCEG and ISO/IEC MPEG was established in Oct. 2017;



- Following the CFP responses in Apr. 2018, the development of the Versatile Video Codec (VVC) started;
- Just about 2 years later, **the 1<sup>st</sup> version of VVC was finalized in Jul. 2020;**





# References and Related Literature

- Adzic2013 V. Adzic, H. Kalva and B. Furht, "Exploring visual temporal masking for video compression," 2013 IEEE International Conference on Consumer Electronics (ICCE), 2013, pp. 590-591.
- Adzic2013\_2 V. Adzic, H. Kalva and B. Furht, "Temporal visual masking for HEVC/H.265 perceptual optimization," 2013 Picture Coding Symposium (PCS), 2013, pp. 430-433.
- Adzic2014 V. Adzic, H. S. Hock, and H. Kalva, "Visually lossless coding based on temporal masking in human vision," Proc. SPIE 9014, Human Vision and Electronic Imaging XIX, 90141C (25 February 2014)
- Bech2006 S. Bech, N. Zacharov, "Perceptual Audio Evaluation – Theory, Method and Application", John Wiley & Sons, Ltd, 2006.
- Bossen2013 F. Bossen, "Common HM test conditions and software reference configurations," document JCTVC-L1100 of JCT-VC, Geneva, CH, Jan. 2013.
- Breitmeyer&Ogmen2007 B. G. Breitmeyer and H. Ogmen, "Visual masking," Scholarpedia, 2(7):3330. 2007
- BS1534\_2015 ITU-R, Recommendation ITU-R BS.1534-3 (10/2015), Method for the subjective assessment of intermediate quality level of audio systems.
- BT500\_2019 ITU-R, Recommendation ITU-R BT.500-14 (10/2019), Methodologies for the subjective assessment of the quality of television images.
- Cisco2020 "Cisco Visual Networking Index: Forecast and Methodology, 2018–2023", Online: <https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.pdf>, Cisco Systems Inc., 9 Mar. 2020.
- Cisco2019 "Cisco Visual Networking Index: Forecast and Methodology, 2016–2021", Online: <http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html>, Cisco Systems Inc., Feb. 2019.
- Grois2015\_1 D. Grois, B. Bross, D. Marpe, and K. Sühring, "HEVC/H.265 Video Coding Standard: Part 1", Online: <https://www.youtube.com/watch?v=TLNkK5C1KN8&t=764s>
- Grois2015\_2 D. Grois, B. Bross, D. Marpe, and K. Sühring, "HEVC/H.265 Video Coding Standard: Part 2", Online: <https://www.youtube.com/watch?v=V6a1AW5xyAw&t=5s>
- Grois2020 D. Grois, and A. Giladi, "Perceptual quantization matrices for high dynamic range H.265/MPEG-HEVC video coding", Proc. SPIE 11137, Applications of Digital Image Processing XLII, 111370O, 2020.
- Grois2021 D. Grois et al., "Performance Comparison of Emerging EVC and VVC Video Coding Standards with HEVC and AV1," in SMPTE Motion Imaging Journal, vol. 130, no. 4, pp. 1-12, May 2021.
- Grois2016 D. Grois, T. Nguyen, and D. Marpe, "Coding Efficiency Comparison of AV1/VP9, H.265/MPEG-HEVC, and H.264/MPEG-AVC Encoders," Picture Coding Symposium (PCS), 2016, 4-7 Dec. 2016.
- Grois2018 D. Grois, T. Nguyen, and D. Marpe, "Performance comparison of AV1, JEM, VP9, and HEVC encoders," Proc. SPIE 10396, Applications of Digital Image Processing XL, 103960L, 2018.
- Grois2013 D. Grois, D. Marpe, A. Mulyoff, B. Itzhaky, and O. Hadar, "Performance comparison of H.265/MPEG-HEVC, VP9, and H.264/MPEG-AVC encoders," Picture Coding Symposium (PCS), 2013, pp.394-397, 8-11 Dec. 2013.
- Grois2014 D. Grois, D. Marpe, T. Nguyen, and O. Hadar, "Comparative Assessment of H.265/MPEG-HEVC, VP9, and H.264/MPEG-AVC Encoders for Low-Delay Video Applications", Proc. SPIE Vol. 9217, Sept. 2014.
- Grois2016 D. Grois, T. Nguyen, and D. Marpe, "Coding Efficiency Comparison of AV1/VP9, H.265/MPEG-HEVC, and H.264/MPEG-AVC Encoders," Picture Coding Symposium (PCS), pp. 1-5, Dec. 2016.
- Grois2012 J. Ohm, G.J. Sullivan, H. Schwarz, T.K. Tan, and T. Wiegand, "Comparison of the coding efficiency of video coding standards—including High Efficiency Video Coding (HEVC)," IEEE Transactions on Circuits and Systems for Video Technology, vol. 22, no.12, pp.1669-1684, Dec. 2012.
- H.265\_2013 [ITU-T, Recommendation H.265 (04/13), Series H: Audiovisual and Multimedia Systems, Infrastructure of audiovisual services – Coding of Moving Video, High Efficiency Video Coding.
- H.265\_2014 ITU-T, Recommendation H.265 (10/14), Series H: Audiovisual and Multimedia Systems, Infrastructure of audiovisual services – Coding of Moving Video, High Efficiency Video Coding, 2014.
- H.265\_2015 ITU-T, Recommendation H.265 (04/15), Series H: Audiovisual and Multimedia Systems, Infrastructure of audiovisual services – Coding of Moving Video, High Efficiency Video Coding, 2015.
- H.265\_2016 ITU-T, Recommendation H.265 (12/16), Series H: Audiovisual and Multimedia Systems, Infrastructure of audiovisual services – Coding of Moving Video, High Efficiency Video Coding, 2016.
- H.266\_2020 ITU-T, Recommendation H.266 (08/2020), Series H: Audiovisual and Multimedia Systems, Infrastructure of audiovisual services – Coding of Moving Video, Versatile Video Coding.
- IMDB IMDB content database, Online: <https://www.imdb.com/title/tt2872732>
- JVET-Y0020 G. Sullivan, "Deployment status of the HEVC standard", Doc. JVET-Y0020, JVET 25th Meeting, by teleconference, 12–21 Jan. 2022.
- Liu2020 K.-C. Liu, "Color Video JND Model Using Compound Spatial Masking and Structure-Based Temporal Masking," in IEEE Access, vol. 8, pp. 136760-136768, 2020.
- Siddique2020 Siddique AA, Qadr MT, Mohy-Ud-Din Z. Masking of temporal activity for video quality control, measurement and assessment. Measurement and Control. 2020;53(9-10):1817-1824.
- Simone2012 F. De Simone, L. Goldmann, J.-S. Lee, and T. Ebrahimi, "Towards high efficiency video coding: Subjective evaluation of potential coding technologies," Journal of Visual Communication and Image Representation, 22(8), 734 – 748, P. Hanhart, M. Rerabek, F. De Simone, T. Ebrahimi, "Subjective quality evaluation of the upcoming HEVC video compression standard," Proc. SPIE 8499, Applications of Digital Image Processing XXXV, 84990V, 15 Oct. 2012.
- Snedecor1989 G.W. Snedecor, W.G. Cochran, "Statistical Methods", Iowa State University Press, 1989.
- Spencer1970 T. J. Spencer and R. Shuntich, "Evidence for an interruption theory of backward masking," Journal of Experimental Psychology, 85(2), pp.198-203, 1970.
- UHD\_Forum UltraHD Forum, Online: <https://ultrahdforum.org>.
- VCEG-M33 G. Bjøntegaard, "Calculation of average PSNR differences between RD-curves", ITU-T Q.6/SG16 VCEG 13th Meeting, Document VCEG-M33, Austin, USA, Apr. 2001
- Wang2020 H. Wang, L. Yu, H. Yin, T. Li, and S. Wang, "An improved DCT-based JND estimation model considering multiple masking effects," Journal of Visual Communication and Image Representation, vol. 71, 102850, 2020.
- Wien2020 M. Wien, and V. Baroncini, "Status Report on SDR HD Verification Test Preparation", Doc. JVET-T0043, Teleconference, 7-16 Oct. 2020.
- x264 Projects from VideoLAN, x264 software library and application, Online: <https://www.videolan.org/developers/x264.html>
- x265 Projects from VideoLAN, x265 software library and application, Online: <https://www.videolan.org/developers/x265.html>

# References and Related Literature (Cont.)

- Barten2004** P.G.J. Barten, "Formula for the Contrast Sensitivity of the Human Eye", Proceedings Vol. 5294, Image Quality and System Performance; (2003), SPIE Electronic Imaging, 2004, San Jose, California, United States.
- Bjontegaard2001** G. Bjontegaard, "Calculation of average PSNR differences between RD-curves", ITU-T Q.6/SG16 VCEG 13<sup>th</sup> Meeting, Document VCEG-M33, Austin, USA, Apr. 2001.
- Chang1999** L.-W. Chang, C.-Y. Wang and S.-M. Lee, "Designing JPEG quantization tables based on human visual system," Proceedings 1999 International Conference on Image Processing (Cat. 99CH36348), Kobe, 1999, pp. 376-380 vol.2.
- Daly1993** S. Daly, "The Visible Differences Predictor: An Algorithm for the Assessment of Image Fidelity", In A. W. Watson, editor, Digital Images and Human Vision, pages 179–206. Cambridge, MA: MIT Press, 1993. A. W. Watson, ed.
- Eurofins®** "Which is the best objective video quality measure and why use SSIMPLUS", Eurofins®, Online: <https://cdnmedia.eurofins.com/digitaltesting/media/116613/qoe-why-ssimplus.pdf> .
- François2016** François, E.; Fogg, C.; He, Y.; Li, X.; Luthra, A.; and Segall, A. "High Dynamic Range and Wide Color Gamut Video Coding in HEVC: Status and Potential Future Enhancements," *IEEE Transactions on Circuits and Systems for Video Technology*, vol. 26, no. 1, pp. 63-75, Jan. 2016.
- François2016\_2** François, E., Bordes, P., Le Léanec, F., Lasserre, S., and Andrivon, P. Chapter 11 – "High Dynamic Range and Wide Color Gamut Video Standardization — Status and Perspectives", in High Dynamic Range Video, edited by Frédéric Dufaux, Patrick Le Callet, Rafal K. Mantiuk and Marta Mrak, Academic Press, 2016, Pages 293-315.
- IMBD** IMDB content database, Online: <https://www.imdb.com/title/tt2872732>.
- JCT-VC-I0126** Sangoh Jeong and Byeongmoon Jeon, "JCT-VC-I0126: Newer Quantization Matrices for HEVC", LG Electronics, Geneva, 2012.
- JCTVC-L1100** Frank Bossen, "Common test conditions and software reference configurations", *JCTVC-L1100*, Geneva, 14-23 Jan. 2013.
- Johnson&Fairchild2012** G. M. Johnson and M. D. Fairchild, "On Contrast Sensitivity in an Image Difference Model", In Proceedings of the IS&T PICS Conference, pp. 18-23, Portland, OR, 2002.
- Miller2012** Miller, S.; Nezamabadiand, M.; Daly, S. "Perceptual Signal Coding for More Efficient Usage of Bit Codes", *Annual Technical Conference Exhibition, SMPTE 2012*, pp. 1–9, Oct. 2012
- Nadenau2000** Nadenau M., "Integration of human color vision models into high quality image compression", PhD thesis, Lausanne, Switzerland: Swiss Federal Institute of Technology in Lausanne, 2000.
- Prangnell&Sanchez2016** Prangnell, L. and Sanchez, V., "Adaptive Quantization Matrices for HD and UHD Display Resolutions in Scalable HEVC", arXiv:1606.02042, 2016.
- Reinhard2016** Reinhard, E.; Valenzise, G.; Dufaux, F. "Tutorial on High Dynamic Range Video", EUSIPCO 2016, Aug. 29-Sep. 2, 2016, Budapest, Hungary.
- SSIMPLUSvsVMAF** "SSIMPLUS Outperforms VMAF", SSIMWAVE® Inc., 2017.



Creating Infinite  
Possibilities.

Thank You!

Dan Grois, PhD  
**Principal Researcher**  
**Comcast**  
[dan\\_grois@comcast.com](mailto:dan_grois@comcast.com)

Alex Giladi  
**Fellow**  
**Comcast**  
[alex\\_giladi@comcast.com](mailto:alex_giladi@comcast.com)