

## **Sebastian Moeritz – President, MPEGIF / CEO, dicas**

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Sebastian Moeritz is an internationally recognised figure in the field of digital television, video compression and its various applications. With an extensive network of contacts across the technology, media and telecommunications sectors, he combines business acumen and corporate experience with technical knowledge providing a practical perspective and strategic commercial approach.



A serial entrepreneur, Sebastian is chief executive of dicas, a company which specialises in developing MPEG-4 AVC/H.264 real-time video coding software and hardware systems. As President of the MPEG Industry Forum (MPEGIF), he leads the world's largest not-for-profit organisation promoting the adoption of open MPEG standards, including MPEG-4, MPEG 7 and MPEG 21, representing around 40 international institutions and member companies. MPEGIF also produces full day conferences at NAB and IBC.

MPEGIF plays a significant role in facilitating the widespread adoption and deployment of MPEG 4 AVC/H.264, the Emmy Award winning video compression technology, as the industry standard video compression technology, powering next generation television, such as HDTV, and most mainstream video content delivery services as well as multimedia consumption applications including packaged media.

Sebastian has many years of corporate experience with both large and small companies in various sectors and his current focus lies on the transition from analogue to digital television and the deployment of next generation television services in Russia. He previously worked in property and investment, with a specific focus on Russia, after studying social sciences and economics. He speaks English, German and Russian.

Sebastian is a regular chairman, speaker and panellist at industry events and conferences across Europe, North America and Asia, and a frequent contributor to industry publications. He is co-author, with Professor Klaus Diepold, of "Understanding MPEG-4—Technology and Business Insights", published by Focal Press. He is listed in "Cable and Satellite Europe's Euro 50 for 2004", which features the leaders in Broadband and Pay-TV across Europe, Middle East and Africa.