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A group of 17 streaming video providers, content companies and vendors form the Streaming Video Alliance, an organisation set to create architecture, standards and best practices for high-scale online video services.

Members includes Alcatel-Lucent, Charter Communications, Cisco Systems, Comcast, Epix, Fox Networks Group, Korea Telecom, Level 3 Communications, Liberty Global, Limelight Networks, Major League Baseball Advanced Media, Qwilt, Telecom Italia, Telstra, Ustream, Wowza Media Systems and Yahoo-- but the two biggest names in online video, Netflix and YouTube, are notably absent. This should not come as a surprise, as such giants would probably not want to change their technology to something created by an external consortium.

Either way, as it stands the Streaming Video Alliance plans to create an open online video experience architecture, as well as common approach for defining, measuring, optimising and reporting of video streaming quality for content providers, network operators and consumers and standards ensuring interoperability and performance.

"In a world where streaming video exponentially grows, the challenge to everyone in the ecosystem is profound," the alliance says. "The magnitude of the online video challenge calls for a new open architecture that can address the scaling of streaming video, operational requirements of content providers, network operators and content delivery networks while preserving the quality of experience expected by consumers."

Go Streaming Video Alliance