

Right now, the biggest obstacle for the success of Open Media is the lack of demand.

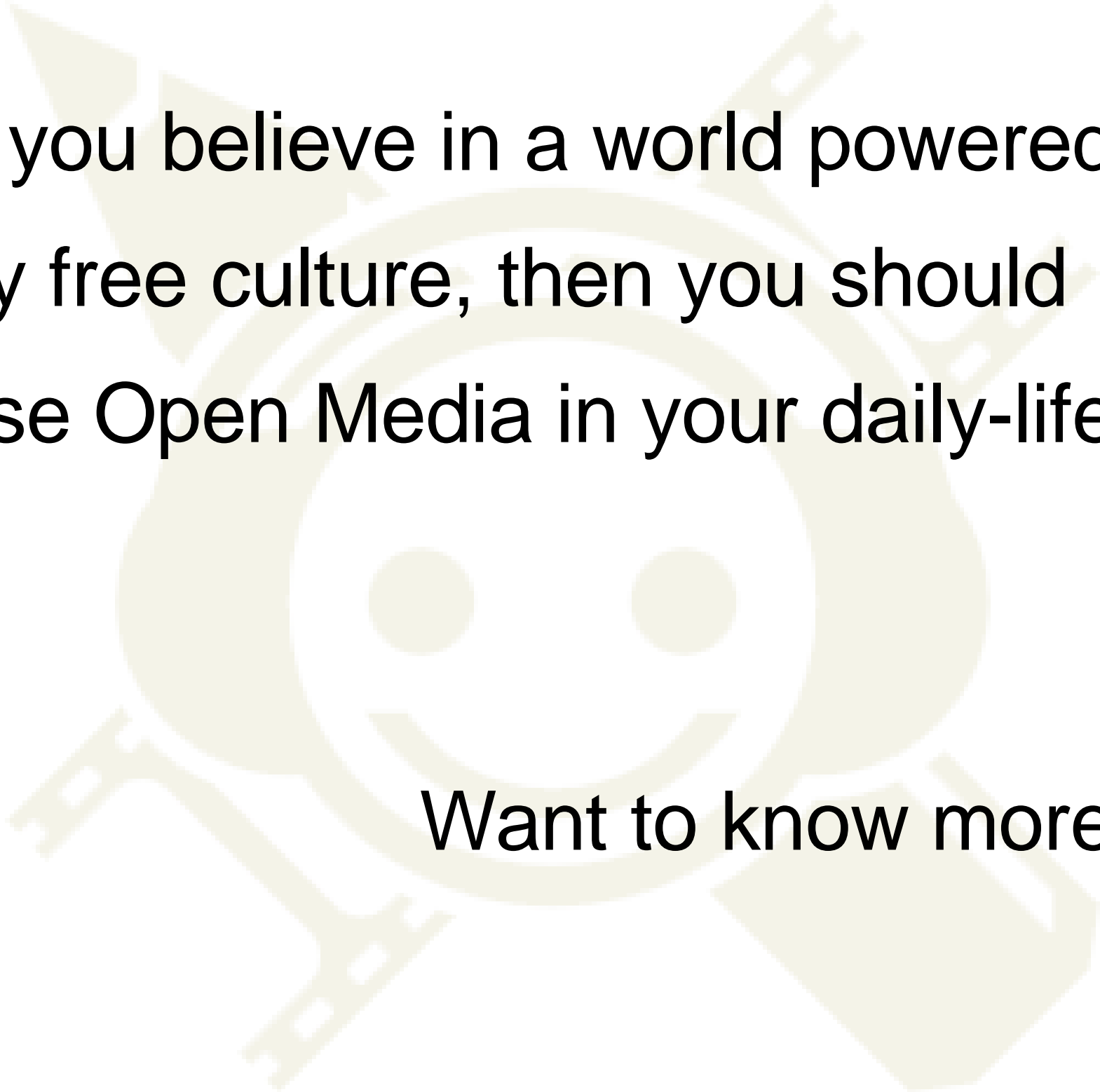
People aren't embracing Open Media and, consequently, neither are the big companies.



There is no demand . . .

But we can change this!

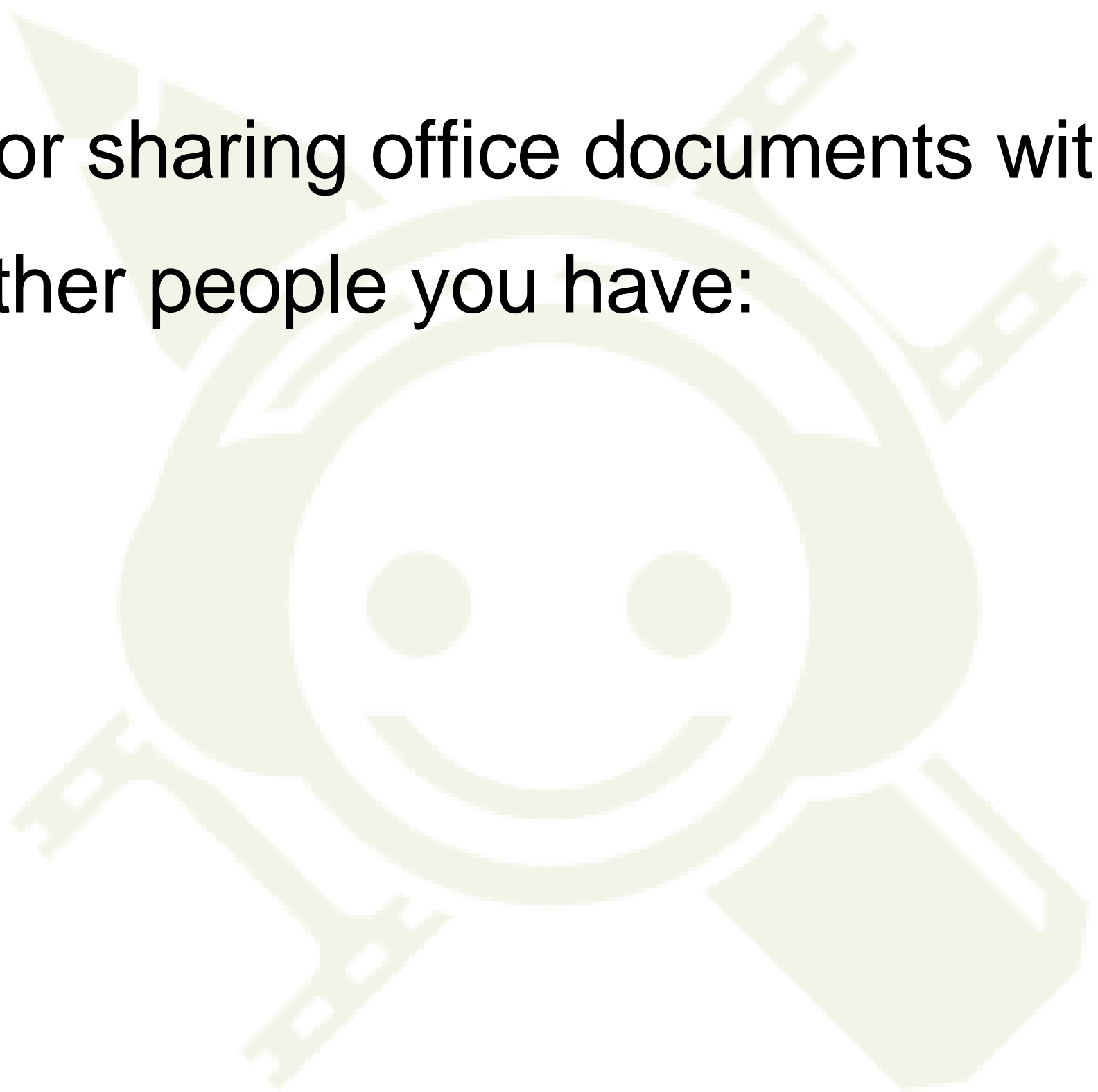
If we all try and embrace Open
Media, so will the companies.



If you believe in a world powered
by free culture, then you should
use Open Media in your daily-life.

Want to know more?

For sharing office documents with
other people you have:





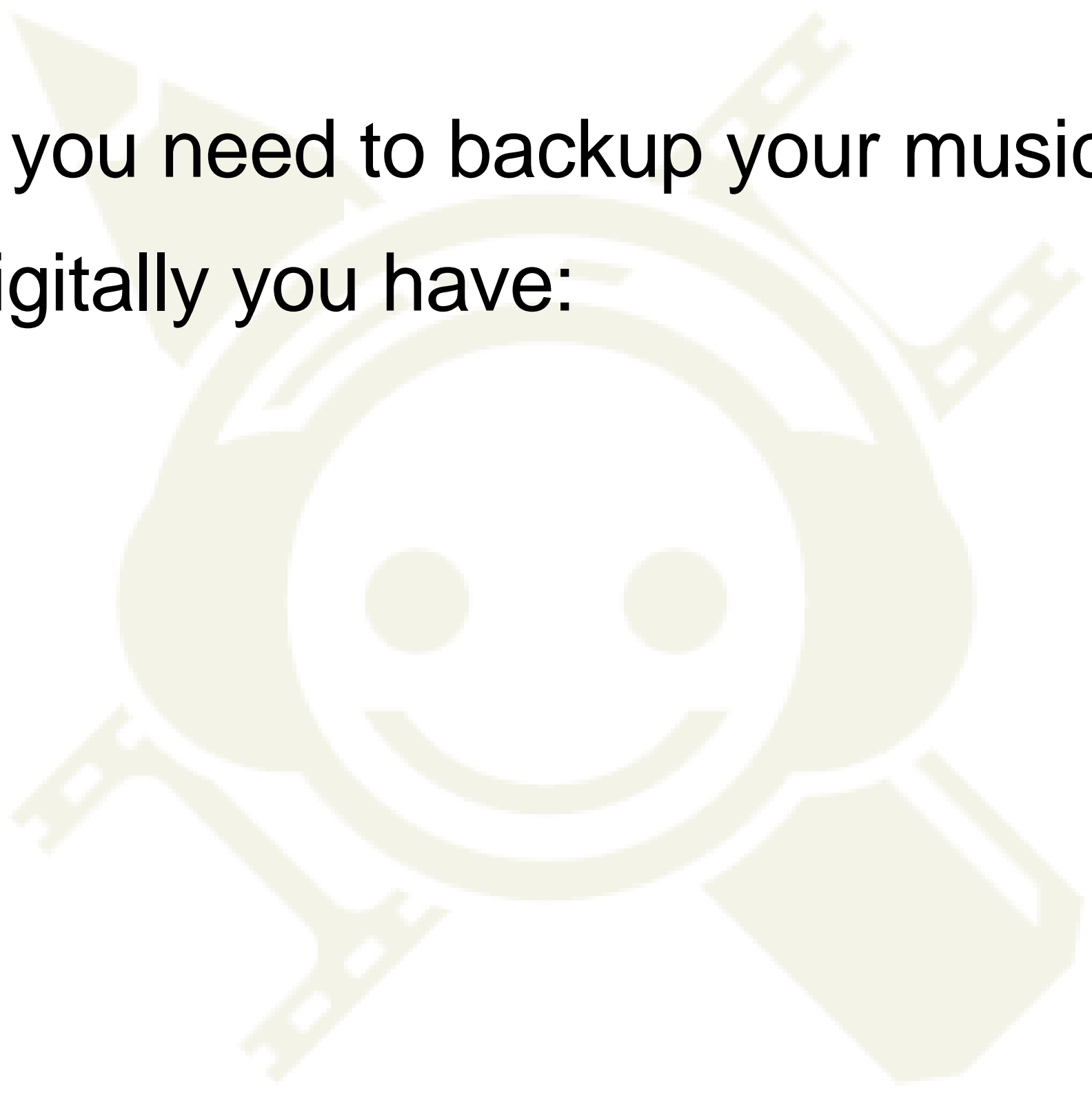
For sharing office documents with other people you have:

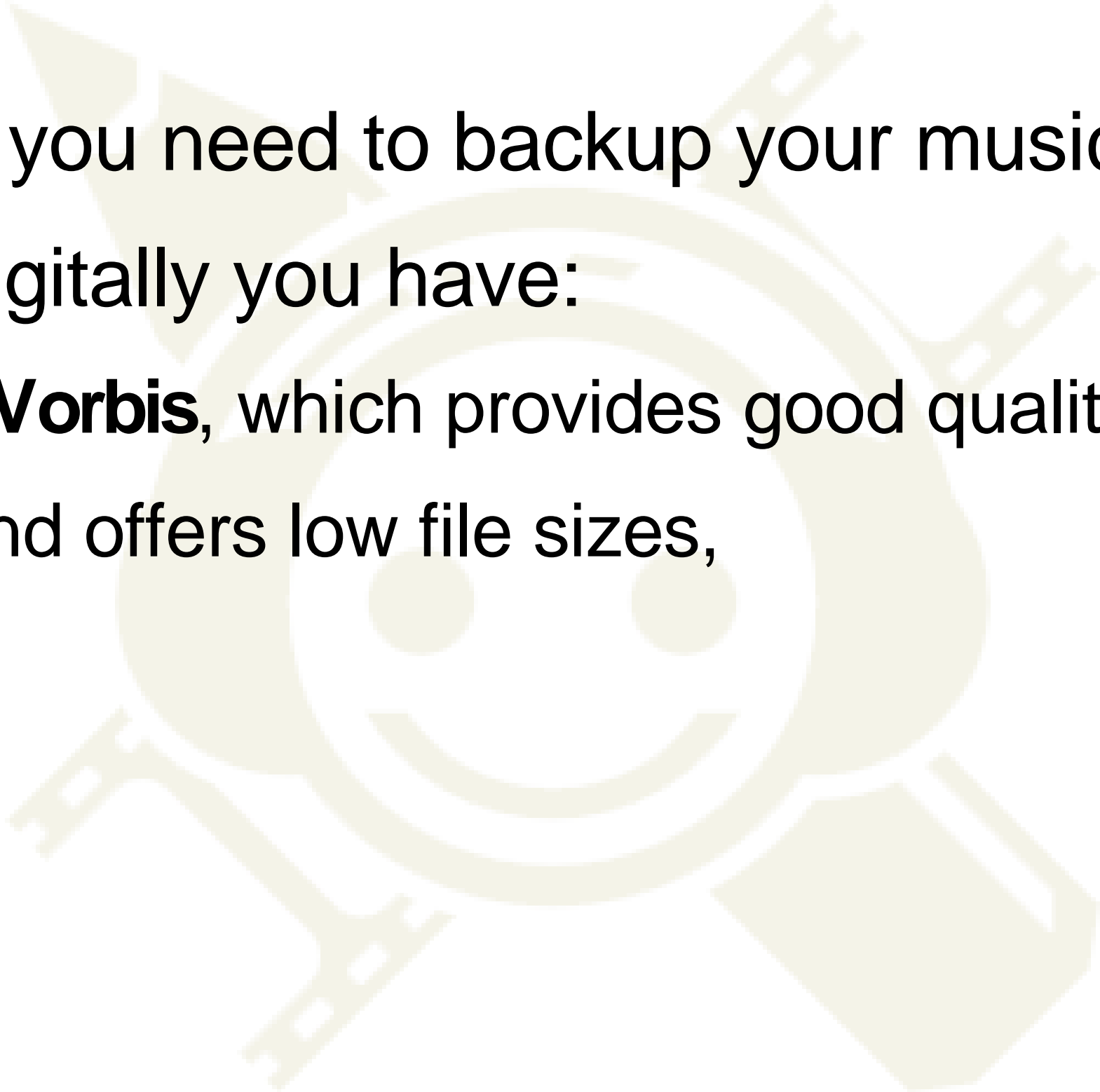
- the **OpenDocument** format, if you expect the files to be edited later,

For sharing office documents with other people you have:

- the **OpenDocument** format, if you expect the files to be edited later,
- and **PDF**, which renders similarly in any platform, but it's not editable.

If you need to backup your music
digitally you have:



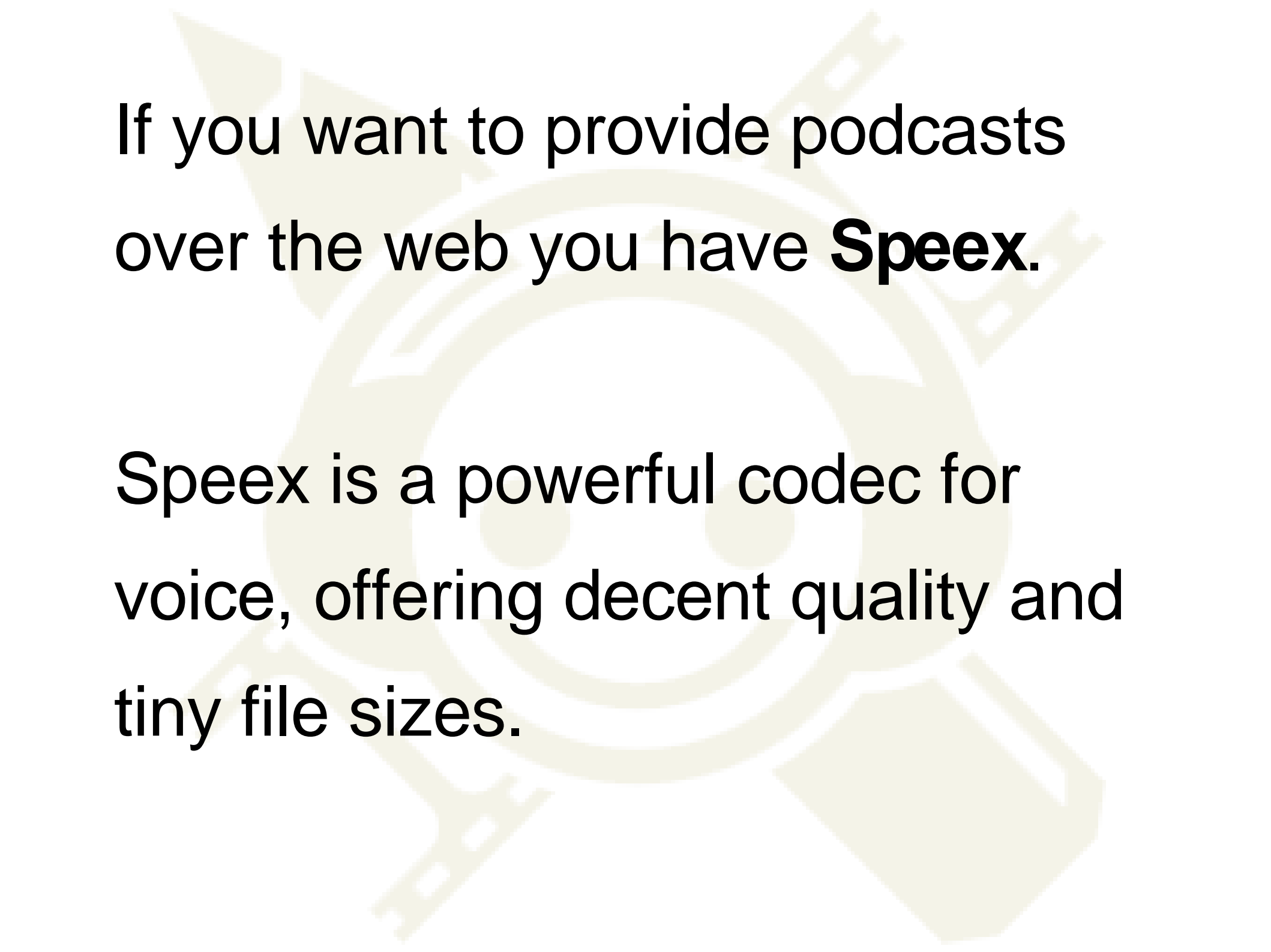
A large, faint watermark in the background of the slide. It features a central smiley face with two dots for eyes and a curved line for a mouth. Surrounding the smiley face are various tools: a hammer at the top, a wrench on the right, a screwdriver at the bottom, and a pair of pliers on the left. The watermark is light green and semi-transparent.

If you need to backup your music digitally you have:

- **Vorbis**, which provides good quality and offers low file sizes,

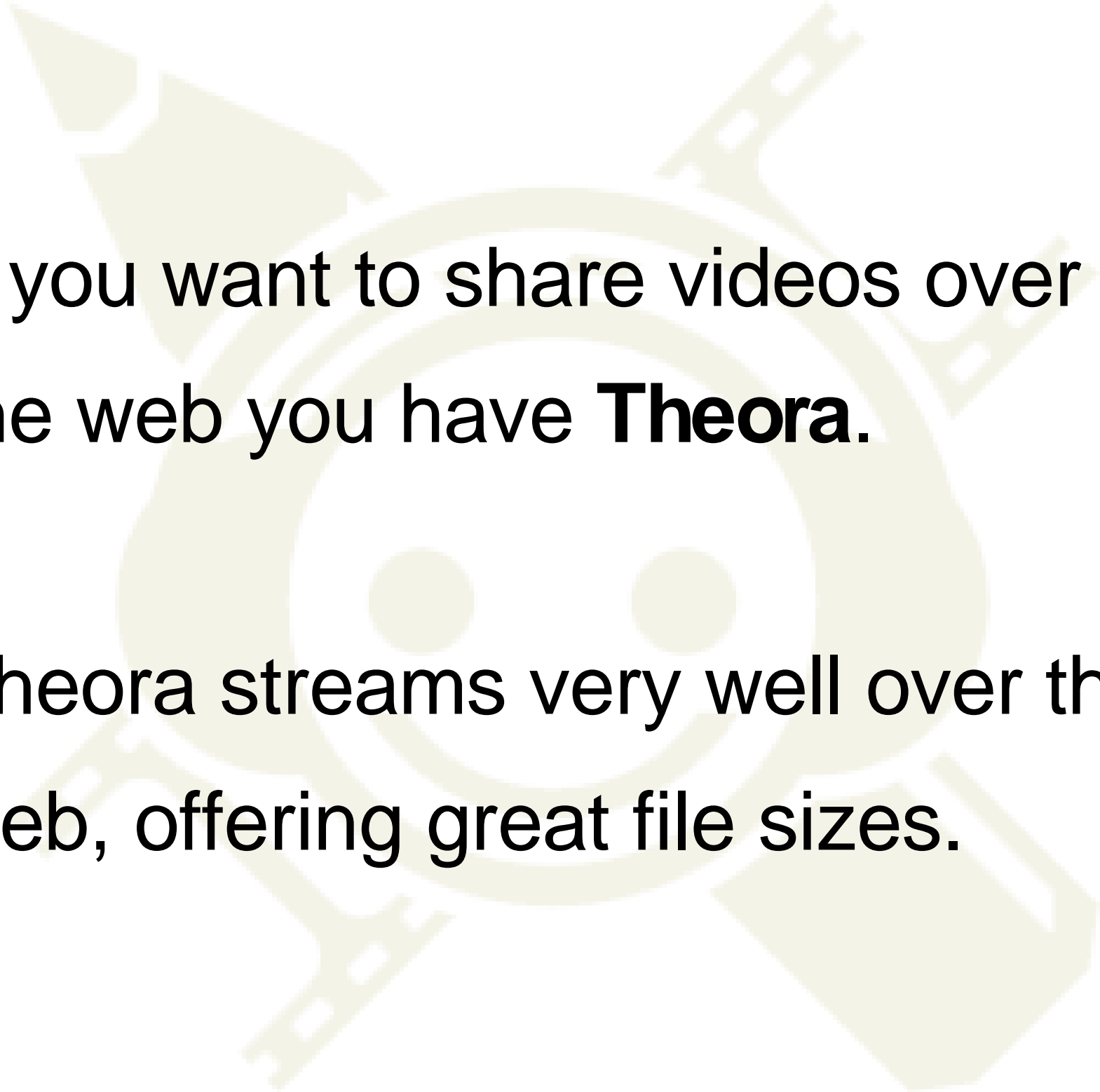
If you need to backup your music digitally you have:

- **Vorbis**, which provides good quality and offers low file sizes,
- and **FLAC**, which loses no quality at all but requires large file sizes.



If you want to provide podcasts over the web you have **Speex**.

Speex is a powerful codec for voice, offering decent quality and tiny file sizes.



If you want to share videos over the web you have **Theora**.

Theora streams very well over the web, offering great file sizes.

The background features a large, faint watermark of the Theora logo, which is a stylized green smiley face with a film strip winding around it.

If you need to backup your DVD
movies you also have **Theora**.

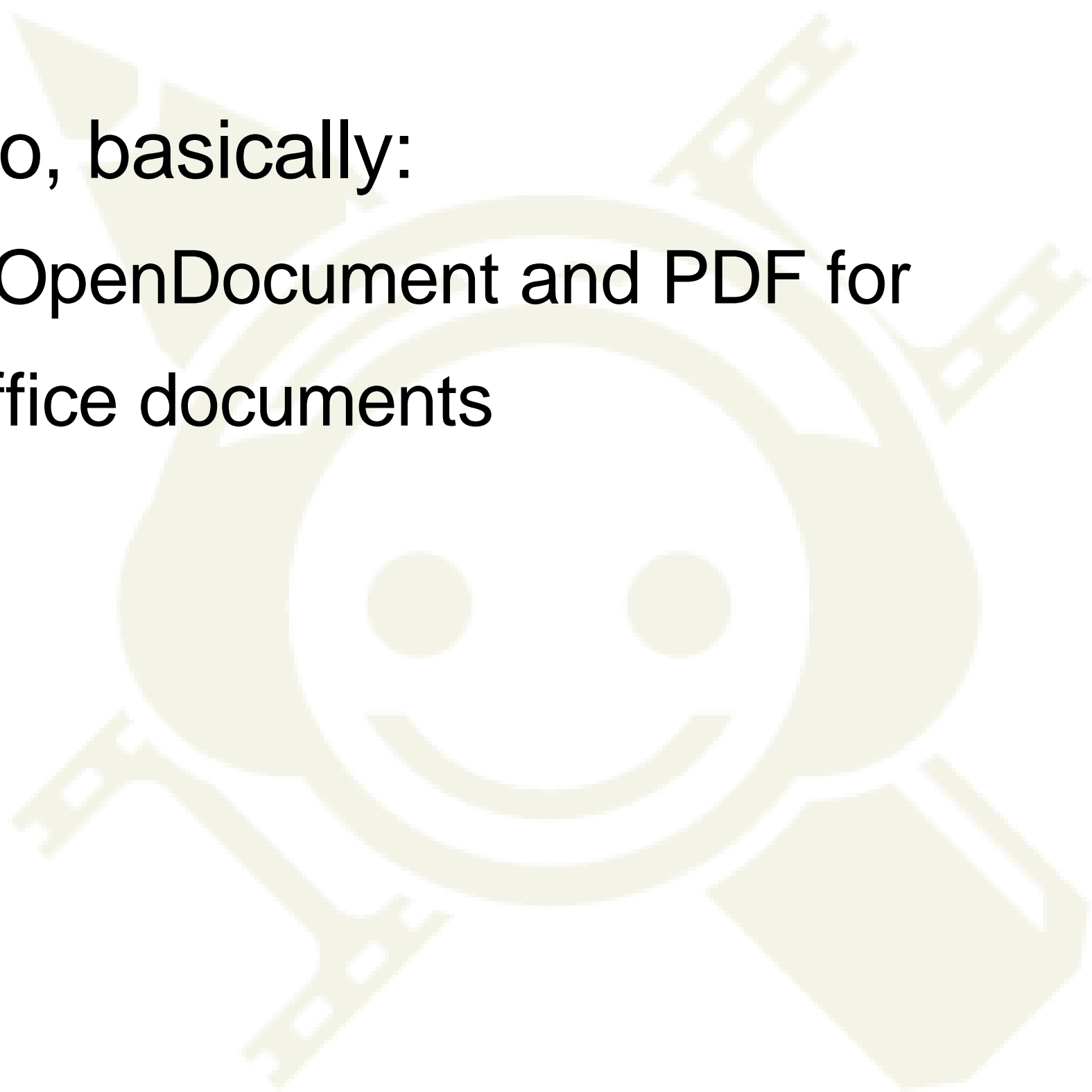
(If you are curious, Theora does
the video, Vorbis the audio)

So, basically:



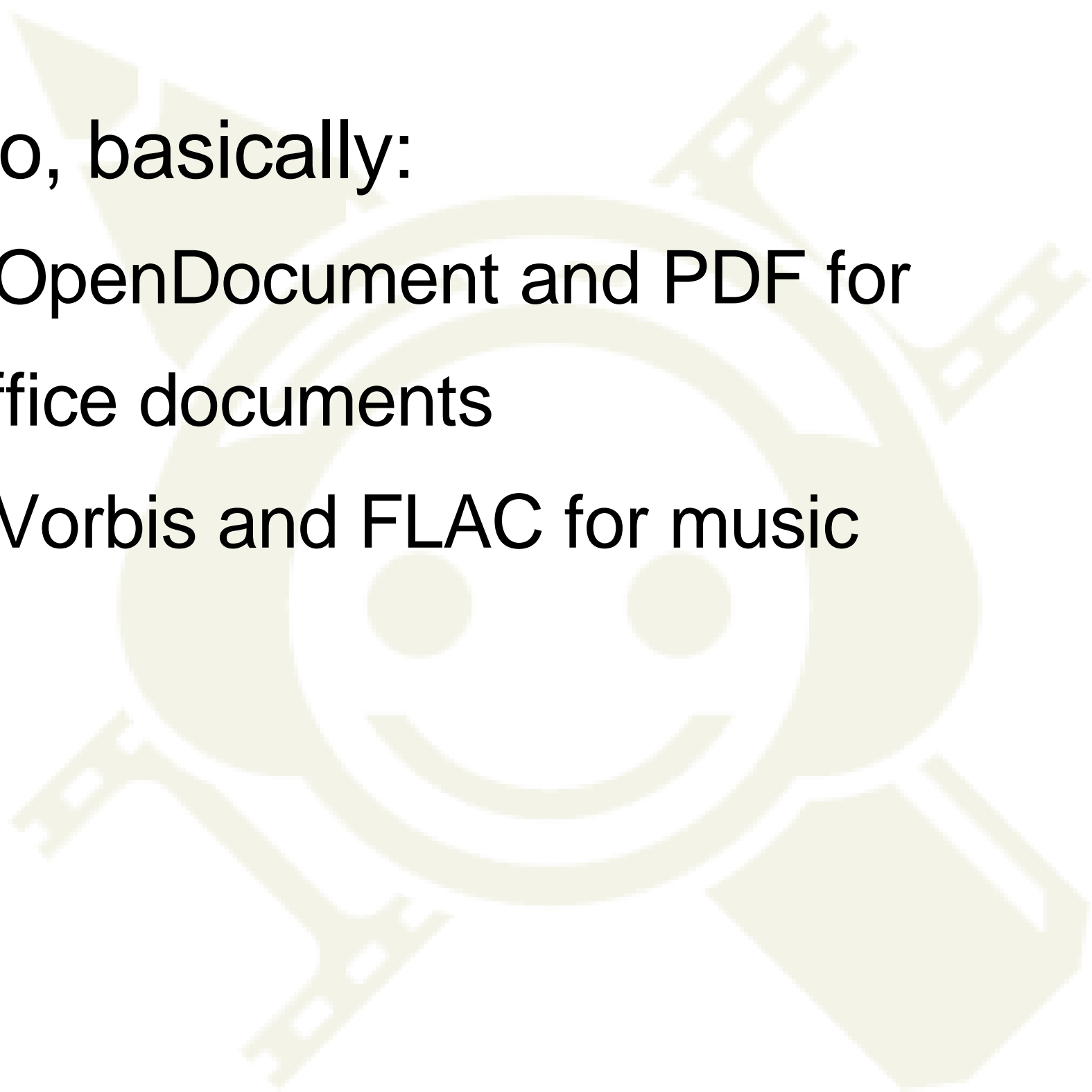
So, basically:

- OpenDocument and PDF for office documents



So, basically:

- OpenDocument and PDF for office documents
- Vorbis and FLAC for music



The background of the slide features a large, faint, light-green logo. It consists of a central circle with a smiling face, surrounded by various tools and icons such as a hammer, a wrench, a pencil, and a ruler, all arranged in a circular pattern.

So, basically:

- OpenDocument and PDF for office documents,
- Vorbis and FLAC for music,
- Theora for video and films,

So, basically:

- OpenDocument and PDF for office documents,
- Vorbis and FLAC for music,
- Theora for video and films,
- and Speex for voice recording.

Spread Open Media

iSummit 2007 Presentation

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