

# Advanced Video Coding - H.264

## Description

“ Advanced Video Coding (AVC), also called H. 264, is the most common video compression standard in use today. AVC/H. 264 can encode high-quality video at lower bit rates than older compression standards (the "bit rate" is the number of units of information that have to be processed for each second of video).

Cloudflare <https://www.cloudflare.com/en-gb/learning/video/what-is-h264-avc/>

h264 or AVC is a widely adopted codec that most services support.

## Encoder Parameters

## Further Reading

The ITU Specification for H.264 <https://www.itu.int/rec/T-REC-H.264>

The Wikipedia Page [https://en.wikipedia.org/wiki/Advanced\\_Video\\_Coding](https://en.wikipedia.org/wiki/Advanced_Video_Coding)

Overview of the H.264/AVC Video Coding Standard

[http://ip.hhi.de/imagecom\\_G1/assets/pdfs/csvt\\_overview\\_0305.pdf](http://ip.hhi.de/imagecom_G1/assets/pdfs/csvt_overview_0305.pdf)

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