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(54) **Title:** METHOD AND APPARATUS FOR IMAGE ENCODING AND DECODING

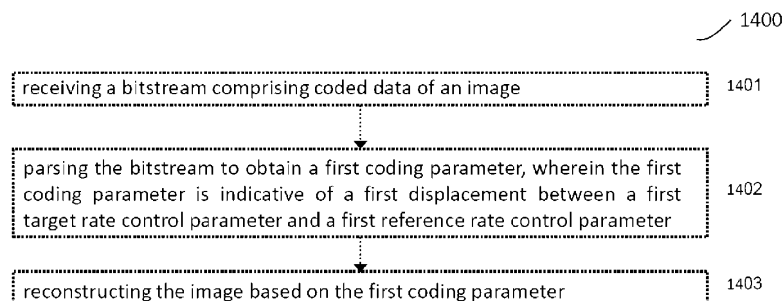


FIG. 14

(57) **Abstract:** The present disclosure provides techniques for improving signaling efficiency in the context of rate control governing a desired ratio of bitrate load and quality in image compression. It is provided a method for encoding an image comprising obtaining the image, encoding the image into a bitstream based on a first coding parameter, wherein the first coding parameter is indicative of a first displacement between a first target rate control parameter and a first reference rate control parameter, and encoding the first coding parameter into the bitstream. Further, it is provided a method for decoding an image, comprising receiving a bitstream comprising coded data of the image, parsing the bitstream to obtain a first coding parameter, wherein the first coding parameter is indicative of a first displacement between a first target rate control parameter and a first reference rate control parameter, and reconstructing the image based on the first coding parameter.

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