ABSTRACT

The present invention is applicable to video cameras, for example. The present invention encodes input image data D1 on the basis of a true predicted code quantity TRUE PRED(n) calculated by correcting a roughly calculated predicted code quantity ROUGH PRED(n), predicted from the input image data D1, with a correction coefficient ADJUST(n) and sets the correction coefficient ADJUST(n) of a corresponding picture type on the basis of an actual generated code quantity BIT(n).