ABSTRACT

From an MPEG image data (S11), an MPEG2 encoder circuit (51) extracts a quantum scale (Qm) of each macro block (MB) which has been used for quantization of the MPEG2 in the encoding process. An activity calculation circuit (53) calculates an activity (Nact), based on the quantum scale (Qm), A rate control circuit (54) calculates a quantization parameter (QP) for each macro block (MB), based on the activity (Nact).