



# SMPTE Update 2014

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# Standards - Process

- Getting better
- Getting faster
- Improving infrastructure
- Improving workflows
- Trying to eliminate process delays



# Standards - Topics

- Images
- Sound
- Metadata
- Connectivity
- Control
- Workflows



# Images

- More & faster pixels
- Better Pixels
  - PQ EOTF
  - Wider color gamut
  - Associated metadata
- UHDTV Ecosystem Study Group
  - Initial report at <https://smpte.org/uhdtv-report>

# Sound



- Immersive audio
- Improved measurement techniques for theaters
- New technology approaches to calibrating theaters

# Metadata



- SMPTE was first ... and it shows
- New approaches to ...
  - Integration
  - Submission/approval
  - Access

# Connectivity



- MPEG streams on IP networks
  - 7 documents published
  - Working on multi-path/high availability
- SDI
  - Extending 3 Gb/s interfaces & mappings to 6 Gb/s & 12 Gb/s
- Fiber interfaces
- JT-NM ...

# JT-NM ??



- Joint Task Force on Professional Networked Streamed Media
- EBU, SMPTE, VSF
- What will replace SDI?
- > 200 members
- RFT, 20+ responses
- Gap Analysis published at <https://smpte.org/jt-nm>
- Phase II just starting – define framework



# JT-NM Mission Statement



In an open, participatory environment, help to drive development of a packet-based network infrastructure for the professional media industry by bringing together manufacturers, broadcasters and industry organizations (standards bodies and trade associations) with the objective to create, store, transfer and stream professional media.

# Control



- In-service A/V sync documents in ballot
- BXF 3.0 published; 4.0 in the works
- Media Device Control over IP

# Workflows



- Interoperable Master Format (IMF)
- Archive Exchange Format (AXF)
- JTFFMI ...

# JTFFMI ??



- Joint Task Force on File Formats and Media Interoperability
- AD-ID/AAAA , AMWA, ANA, EBU (observer), IABM. NABA, SMPTE

# JTFFFMI Scope



The Task Force, working in an open participatory environment, will gather and analyze requirements for a machine generated and readable file interchange and delivery specification (including standardized and common structured Metadata) for the professional media industry by bringing together manufacturers, broadcasters, advertisers, Ad agencies, and industry organizations (standards bodies and trade associations) serving the professional media market. Based on requirements submitted to the Task Force, recommendations on processes and technologies **to create greater efficiencies, cost savings and interoperability** of file-based workflows will be developed and future activities determined.

# Better Communications



<https://www.smpte.org/standards/meeting-reports>

- Quarterly reports summarizing the most recent block meetings:
  - Report from December 2013, hosted by Turner Broadcasting System
  - Report from September 2013, hosted by IRT in Munich, Germany
  - Report from June 2013, hosted by Xilinx, Inc., San Jose, CA
  - Report from March 2013, hosted by The Hong Kong Design Institute, Hong Kong

# Meeting Report – 38pp



## Standards Quarterly Report

Result of the SMPTE Standards Committee Meetings December 2013  
Hosted by Turner Global Technology & Operations Studios  
Atlanta, Georgia, USA

# Communications (cont.)



- Standards Action Newsletter
- New Standards, New Reports, etc.
- Subscribe at <https://smpte.org/standards/newsletter>



# SMPTE is More International

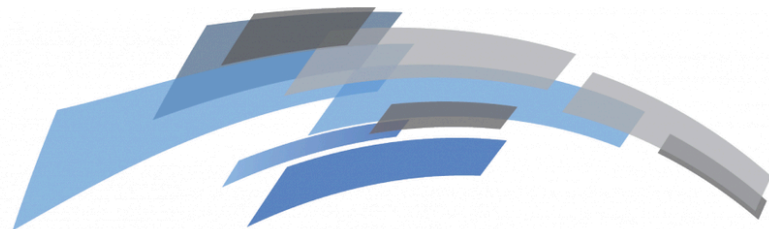


- Standards meetings in (2013) Hong Kong, San Jose, Munich, Atlanta; in (2014) Niagara, Tokyo, Geneva ... (And please let us know if you would like to host a meeting!)
- Conference planned for Berlin in 2015
- New Sections in India & UK

# Education



- Monthly webinars
- CCNA online training
- Regional seminars (back in 2015)
- Section meetings
- Great conferences ... including ...



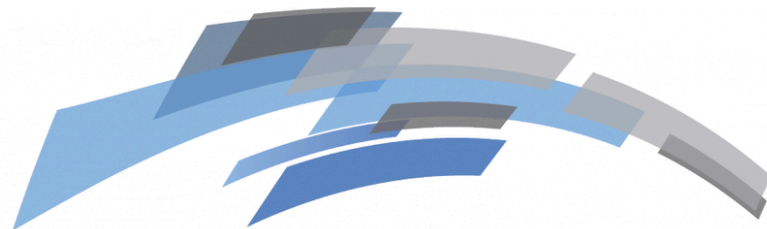
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# ENTERTAINMENT TECHNOLOGY IN THE INTERNET AGE

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SMPTE/SCIEN CONFERENCE · STANFORD UNIVERSITY · 17-18 JUNE 2014

- June 17-18, 2014 at Stanford University
- Registration now OPEN
- Including  
“Is the Antenna Connection Dead?” with  
Mark Aitken, panel chaired by Jim Burger



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*“ETIA is one of the conferences in which every single topic is relevant.”*

Doug Stallard / Technical Program Manager, You Tube

# And the Centennial to Come!



- SMPTE will be 100 years old in 2016
- Reinvented several times over the last 98 years
- Evolving again, and you can help
- More to come – watch this space!