Society of Motion Picture and Television Engineers
What is SMPTE®

• A professional membership association
• Established in 1916
• Is a leader in the advancement of the art, science, and craft of the image, sound, and metadata ecosystem
• Internationally recognized and accredited organization
• A multiple Oscar and Emmy Award winner
White Plains, NY, 10 December 2012 – The Society of Motion Picture and Television Engineers (SMPTE), the worldwide leader in motion-imaging standards and education for the communications, media, entertainment and technology industries, and the Video Services Forum (VSF), an international association dedicated to interoperability, quality metrics and education for video networking technologies, today announced the latest two standards in a series that creates a standardized framework for the transport of video over Internet Protocol (IP) networks.
Media Device Control over IP
Standardized simple machine control functions such as PLAY, STOP, PAUSE, LIST, SEARCH, JOG, along with the ability to query storage devices would allow users to choose components and applications from various manufacturers. These would easily work together to provide control, similar to the capabilities provided by older serial and parallel control technologies.
• Convergence of connectivity, bandwidth and technology improvements

• Broadband, Wi-Fi and Mobile are now poised to leapfrog traditional distribution platforms

• Rapid pace of innovation and ability to upgrade with a software download
• 65% of U.S. TV households have a connected TV
• Among those with any internet connected TV device, 74% have more than 1 device, with a mean of 3.3 per household
• 79% of all TV sets in US households are HDTVs

*Leichtman Research Group April 2016*
• Game of Thrones Season 6 premier April 24th 2016
• HBO Go and HBO NOW both failed
• "Is HBO Go Down? Trying to watch #Game of Thrones & getting error message. This is ridiculous,"
• "Noooooo. #HBOGo #GameofThrones,"
• Streaming has taken over the internet and now accounts for more than 70 per cent of North American downloads at peak times
• Netflix and YouTube are the two largest streaming services
Three pillars of SMPTE:

Standards
- Developing industry standards

Membership
- Promoting networking and interaction

Education
- Motion Imaging Journal
- Conferences, seminars
- Section meetings
800 Standards, Recommended Practices and Engineering Guidelines for:

- Television Production
- Filmmaking
- Digital Cinema
- Telecommunication
- Audio Recording
- Information Technology
- Medical Imaging
• SMPTE Technology Committees
  • Content Creation
  • Applications
    • Film
    • D-Cinema
    • Television and Broadband Media
    • Cinema Sound
  • Infrastructure and Media Management
    • Medadata/Registries
    • File Formats and Systems
    • Network/Facilities Infrastructure
SMPTE Wall Charts
Who joins SMPTE?

Engineers
Creative and technology professionals
Researchers
Scientists
Educators
Students
Our Members

• Over 6000 members worldwide
• 27 local sections worldwide
• Hosting more than 200 meetings, tutorials and workshops each year.
Our Canadian Members

• Over 800 members
• Sections in:
  • Toronto
  • Montreal
  • Ottawa
• NOW in Vancouver!
Western Canada Section

- Located here in Vancouver
- A local committee has been formed
- 40 members and growing
- Will focus on membership building for the next 12 months
- Chair: Jim Nelson, N Plus Designs Ltd
- Secretary-Treasurer: Jeffery Furlong, Applied Electronics
- Managers:
  - Oliver Eichel, Knowledge Network
  - Gary Osborne, Sonotechnique
  - Bogdan Grigorescu, Finale
Come join us:

• Connect with others.
  • local Section meetings
  • Regional Seminars and
  • Society wide conferences

• Learn without leaving your desk
  • live and archived webinars

• Access a network of other members
  • SMPTE Membership Directory
  • LinkedIn group.
Join us:

- Know what’s next
  - SMPTE’s Digital Library
  - Motion Imaging Journal updates on Standards
  - What’s going on in the Section programs.
  - Archives back to 1916

- Keep up with the industry
  - News is available through SMPTE.org,
  - SMPTE Monthly,
  - smpteconnect on YouTube
  - SMPTE Twitter feed.
Levels of Membership

• **Active - Professional**
  - Most popular level
  - Motion Imaging Journal subscription
  - Access to online members-only content
  - $145

• **Executive - Professional**
  - Active Professional membership plus invitations to exclusive webcasts and more.
  - $255

• **Associate**
  - new prospective member
  - Attend local meetings
  - Starter tier for industry professionals.
  - $45

• **Student**
  - Scholarships,
  - Section networking
  - An affordable student-friendly price.
  - First year free!
2016 ANNUAL TECHNICAL CONFERENCE & EXHIBITION
HOLLYWOOD, CA.
24-28 October 2016
The changing Media Landscape: A look at the OTT marketplace. Speaker: Laurie Kennedy, Sapphire Leadership Inc. The television landscape is continually changing with new Over the Top TV (OTT) services being provided via the internet at a constant pace. Laurie will review some of the new OTT services in North America, what their business models are, and how they differ from the traditional TV models. She will also look at what is driving the change.
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