From Disruption to Durability:
The Global Perspective (and more)

Andy Maltz

Founder/Principal, General Intelligence

Chair, ISO/TC 36 Cinematography
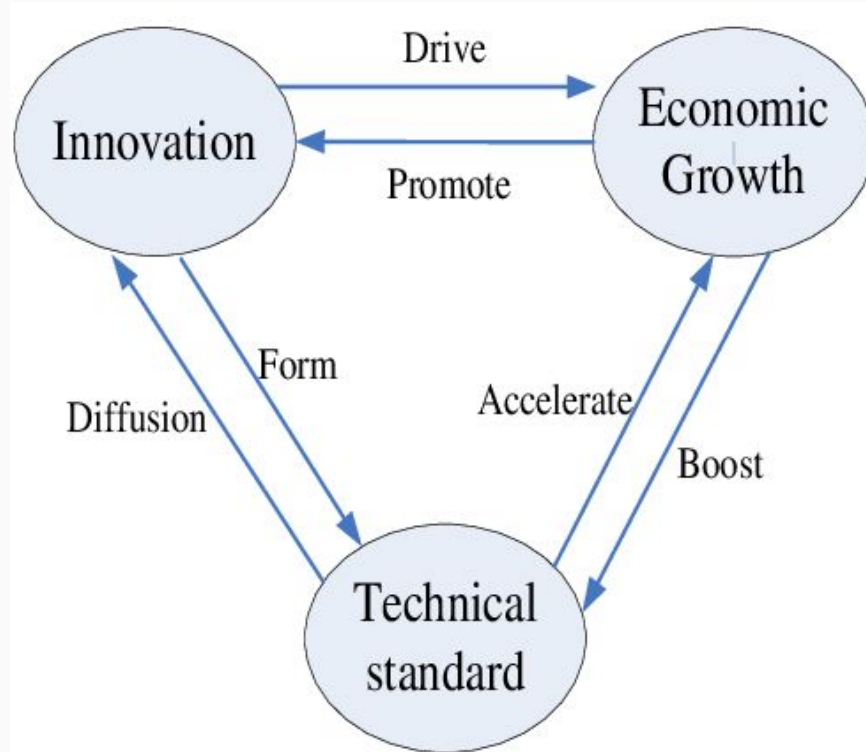
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About ISO/TC 36 Cinematography

- ➢ TC 36 formed in 1952 (there were earlier versions)
- ➢ ISO Standards are **globally accepted**
- ➢ SMPTE is the Secretariat (for many decades)
- ➢ 32 Member Countries
- ➢ 114 Published Standards:
  - ○ Film gauges, sprocket holes
  - ○ Digital cinema file format, security
  - ○ Digital production data formats (new work)
  - ○ Best practices, e.g., measurement methods
- ➢ Liaisons with CIE, EBU, ITU, SMPTE, other ISO/IEC/JTC1 committees
- ➢ Establishing liaison with ISO/IEC JTC1/ SC42 Artificial Intelligence
- ➢ New work: Cinema LED screens, sound test signal,, and (soon) ACES

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Technology-driven Ecosystem

Source: Sun, Wenfang & Xu, Bowen & Jiang, Qifa. (2020). Research on the Relationship Among Technical Standards, Economic Growth, and Innovation An Empirical Study of Chinese Construction Industry Data. 10.2991/aebmr.k.200708.029.

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Speaking of AI

International AI Standardization: ISO/IEC JTC1/SC 42 Artificial Intelligence
Formed: August 2018

34 Published ISO standards *

38 ISO standards under development *

44 Participating members

24 Observing members

* number includes updates

Structure   Liaisons   Meetings

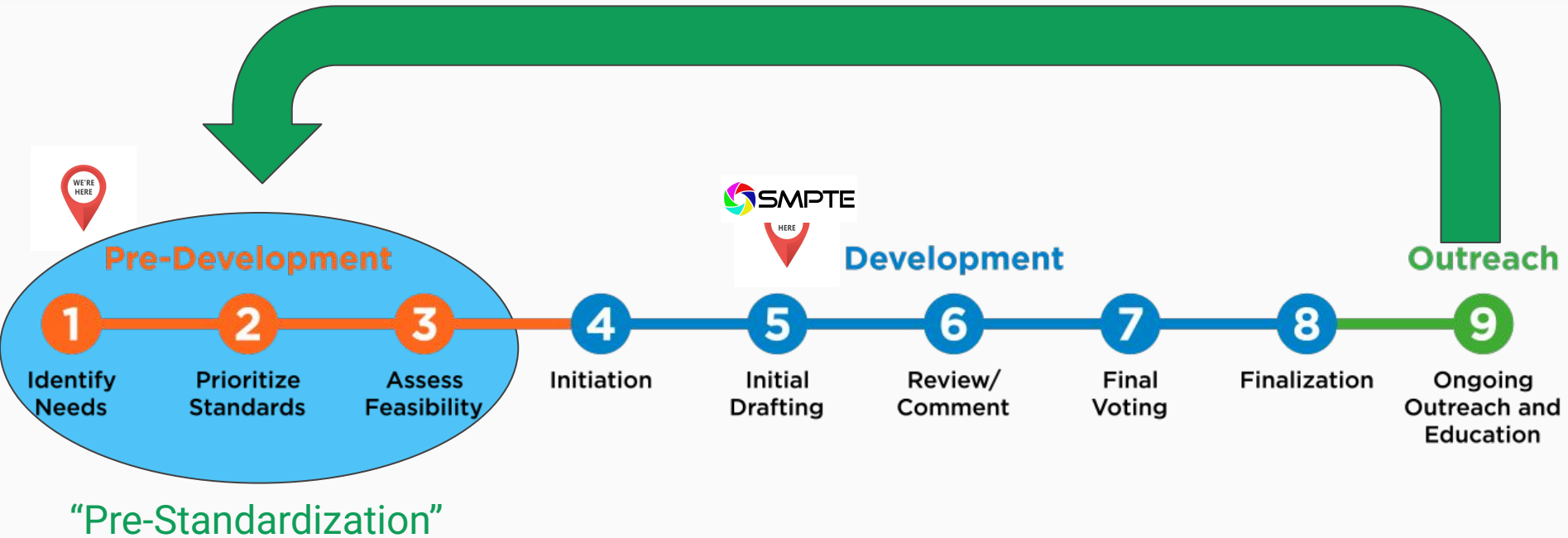| Reference ↑	Title	Type
ISO/IEC JTC 1/SC 42/AHG 4 ⓘ	Liaison with SC 27	Working group
ISO/IEC JTC 1/SC 42/AHG 7 ⓘ	JTC1 joint development review	Working group
ISO/IEC JTC 1/SC 42/JAG ⓘ	Joint Advisory Group on AI and sustainability with ISO/IEC JTC1/SC 39 and JTC1/SC 42	Working group
ISO/IEC JTC 1/SC 42/JWG 2 ⓘ	Joint Working Group ISO/IEC JTC1/SC 42 - ISO/IEC JTC1/SC 7 : Testing of AI-based systems	Working group
ISO/IEC JTC 1/SC 42/JWG 3 ⓘ	Joint Working Group ISO/IEC JTC1/SC42 - ISO/TC 215 WG : AI enabled health informatics	Working group
ISO/IEC JTC 1/SC 42/JWG 4 ⓘ	Joint Working Group ISO/IEC JTC1/SC42 - IEC TC65/SC65A: Functional safety and AI systems	Working group
ISO/IEC JTC 1/SC 42/JWG 5 ⓘ	Joint Working Group ISO/IEC JTC1/SC42 - ISO/TC 37 WG: Natural language processing	Working group
ISO/IEC JTC 1/SC 42/JWG 6 ⓘ	Joint Working Group ISO/IEC JTC1/SC42 - ISO/CASCO: Conformity assessment schemes for AI systems	Working group
ISO/IEC JTC 1/SC 42/WG 1 ⓘ	Foundational standards	Working group
ISO/IEC JTC 1/SC 42/WG 2 ⓘ	Data	Working group
ISO/IEC JTC 1/SC 42/WG 3 ⓘ	Trustworthiness	Working group
ISO/IEC JTC 1/SC 42/WG 4 ⓘ	Use cases and applications	Working group
ISO/IEC JTC 1/SC 42/WG 5 ⓘ	Computational approaches and computational characteristics of AI systems	Working group

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The Path to Standardization Begins Long Before Standards are Written

Pre-Development

1. Identify Needs
2. Prioritize Standards
3. Assess Feasibility

Development

4. Initiation
5. Initial Drafting
6. Review/Comment
7. Final Voting
8. Finalization

Outreach

9. Ongoing Outreach and Education

Source: https://www.standardscoordinatingbody.org/standards-process

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The Path to Standardization Begins Long Before Standards are Written

Pre-Development

WE'RE HERE

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"Pre-Standardization"

SMPTE
HERE

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AI Standardization & Pre-standardization Work
is Global and Widespread

SDOs

IEEE SA
STANDARDS ASSOCIATION

ISO JTC 1 IEC
INFORMATION TECHNOLOGY STANDARDS

SMPTE

ISO

ITU

EBU

AI for Good
AI Standards
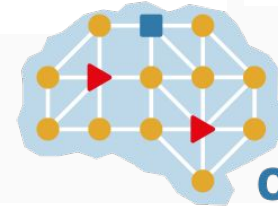AI and Multimedia authenticity
standards collaboration

United Nations

C2PA
AI Advisory Body

NIST

LF AI & DATA

open source initiative®

MPAI.
community

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etc
ENTERTAINMENT TECHNOLOGY CENTER

movie labs

ANTHROP\C

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NIST Awards $15 Million to ASTM International to Establish Standardization Center of Excellence

The new center will support U.S. engagement in international standardization for critical and emerging technologies.

October 15, 2024

Credit: Have a Nice Day Photo/Shutterstock

GAITHERSBURG, Md. — The U.S. Department of Commerce's National Institute of Standards and Technology

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ORGANIZATIONS

Laboratory Programs
Standards Coordination Office

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NIST Participates in White House Summit on Standards for Critical and Emerging Technology

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NIST Trustworthy and Responsible AI
NIST AI 100-5

A Plan for Global Engagement on AI Standards

This publication is available free of charge from:
https://doi.org/10.6028/NIST.AI.100-5

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THE MEDIA PROFESSIONAL'S INSIDE PERSPECTIVE

CES: Standards Are Increasingly Vital for Fostering Innovation

By Debra Kaufman
January 8, 2025

In an era of tremendous innovation and an explosion of new lines of products, the creation of standar... never been so important. UL Standards & Engagement (ULSE) created its first standard in 1903 and n... a portfolio of 1,700 standards; other standards-setting bodies include the Consumer Technology Asso... (CTA) and the Connectivity Standards Alliance (CSA). Moderated by ULSE Director of Insights Sayon... CES panel of experts underscored the critical importance of such standards for developing and marke... innovative products. According to Deb, 60 percent of consumers express greater confidence in certifi... products.

Deb explained that this level of confidence is "on a par with brand reputation and ahead of expert and... reviews." Further, 93 percent of senior executives see certifications as innovation drivers, not roadblo...

VIP+ » GUEST COMMENTARY » AI   AUGUST 8, 2024 10:02AM PT

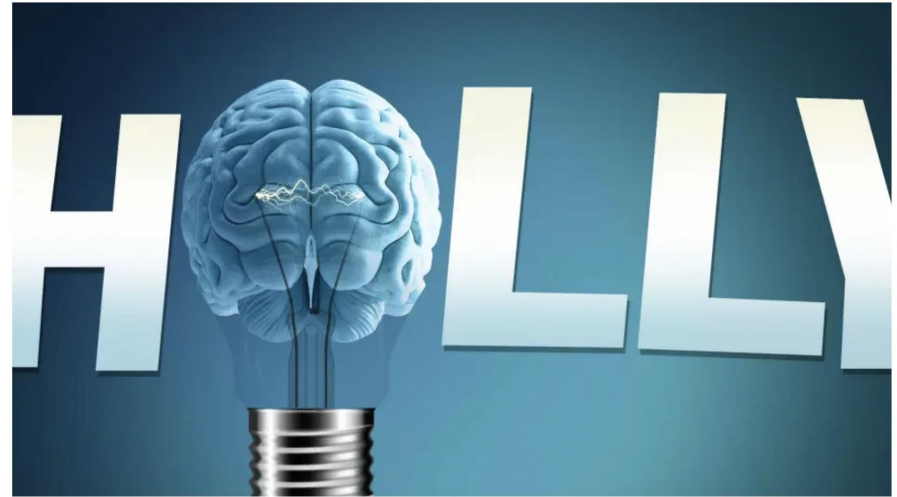# HOLLYWOOD MUST DEFINE AI TECHNICAL STANDARDS TO PREP FOR ITS FUTURE

By Andy Maltz ⌄   f X ▣ P t +

ILLUSTRATION: VIP+: ADOBE STOCK

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Resources:

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