

# SMPTE's Great Transition

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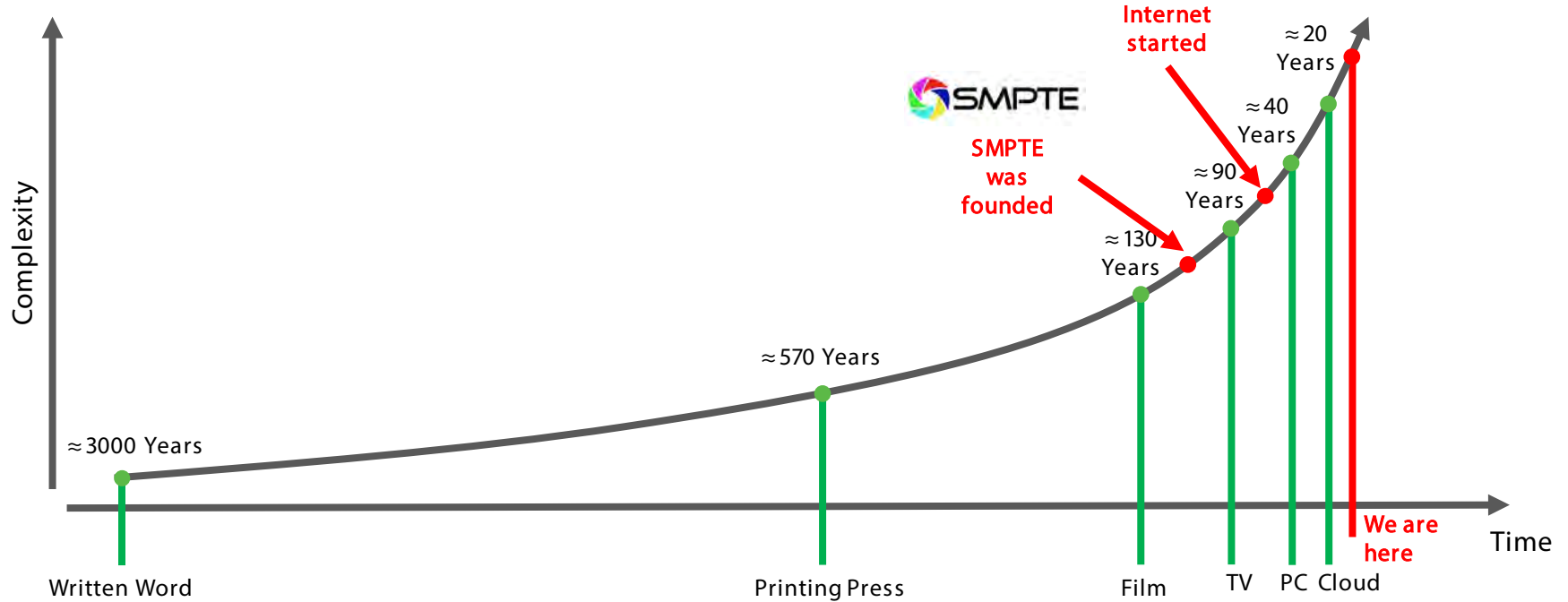
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2022-02-24

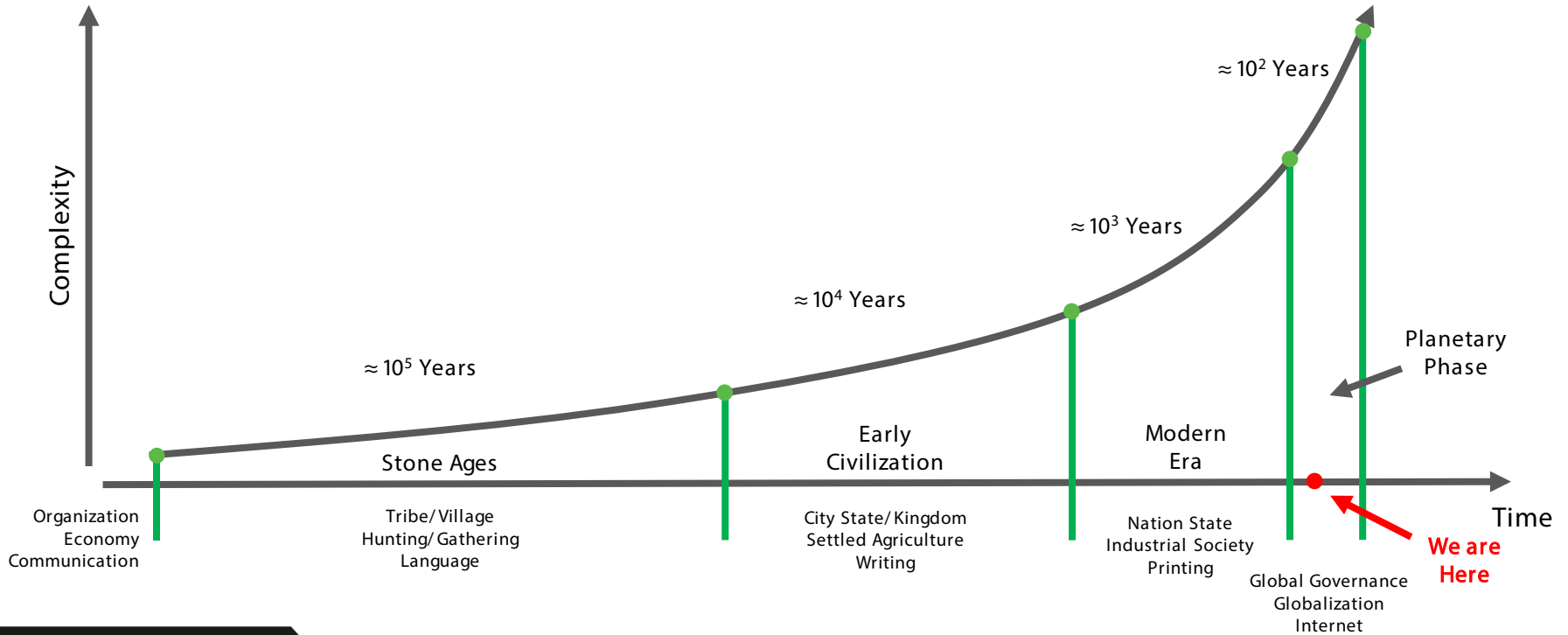


*The home of media professionals, technologists, and engineers*

# The Technology Transitions

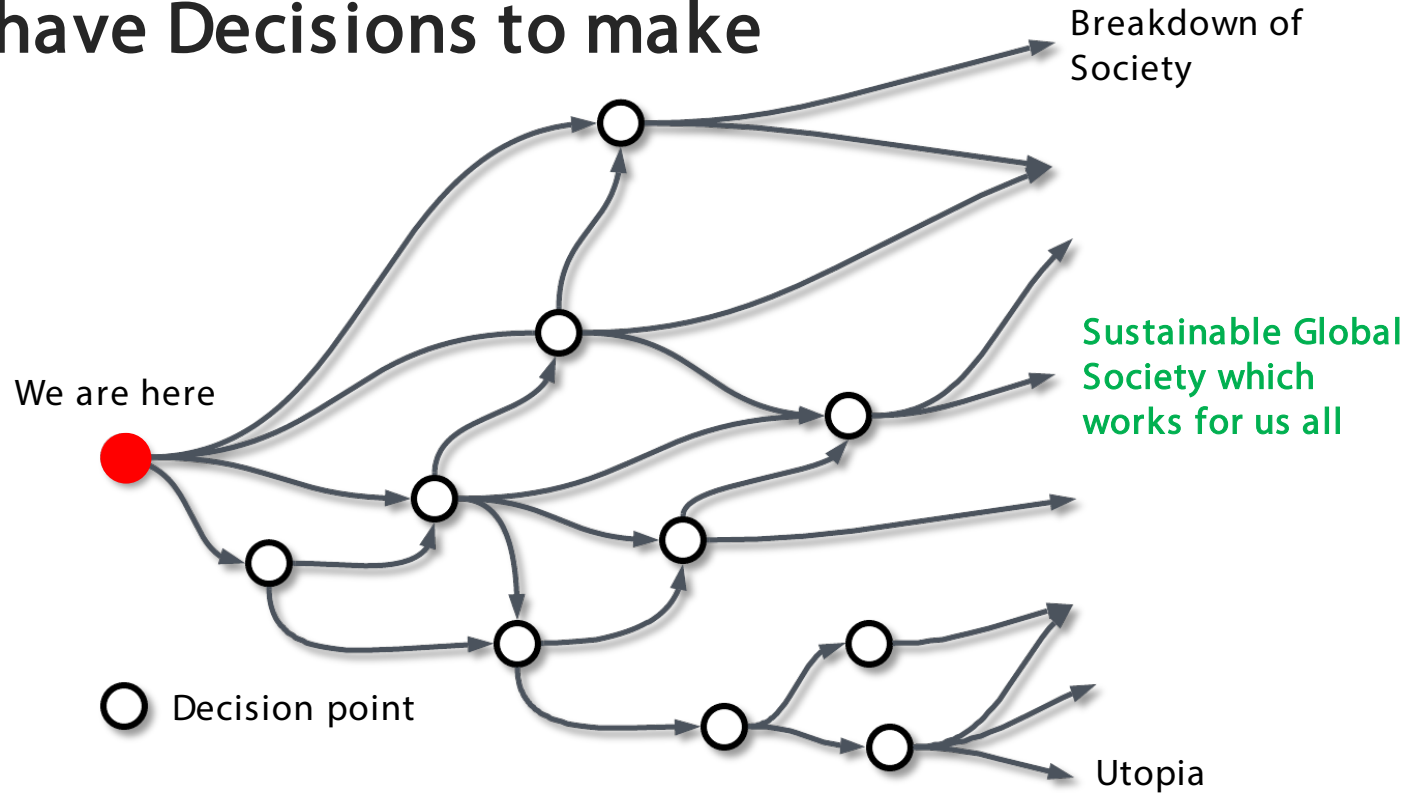


# The Great Transition



Based on "Journey to Earthland" by Paul Raskin, Tellus Institute, [https:// greattransition.org/](https://greattransition.org/)

# We have Decisions to make



Future

# Challenges

- Build a sustainable future
- Work towards a global egalitarian society
- Deal with an increasingly complex world
- Respond to the acceleration of development

# SMPTE's Opportunities

- Growing demand for sustainable technology
- Need for a global, diverse and open society
- Deal with increasingly complex technology
- Respond to more agile technology development cycles

# Sustainable Solutions

At the same time, investors are increasingly assessing company performance and their sustainable long-term value strategy using environmental, social and governance (ESG) factors, and looking for evidence that organizations are adequately considering environmental and social risks. They want standardized information that can help them gain a clear understanding of business models and compare organizations with others in the same peer group because this supports them to make informed investment decisions.

EY, Why there are growing calls for global sustainability standards, 05-24-2021  
[https://www.ey.com/en\\_gl/climate-change-sustainability-services/why-there-are-growing-calls-for-global-sustainability-standards](https://www.ey.com/en_gl/climate-change-sustainability-services/why-there-are-growing-calls-for-global-sustainability-standards)

# Sustainable Solution



In the face of growing concern about climate change, many in the media industry are becoming aware of the need to play their part in improving the sustainability of our industry. **That's why we developed the DPP Committed to Sustainability programme.** The programme provides a practical tool to assess your organisation's progress against key environmental measures, and a common framework for procurement teams to assess the environmental impact of their suppliers. Most of all, it enables you to better understand your organisation's current status, and demonstrate a commitment to continuous improvement.



In 2018, the media industry was responsible for 2.8% of global energy use (Malmudin & Lunden). Services used to grow audiences, such as personalisation and artificial intelligence, have a compound effect. **As public service media organizations, we have a responsibility to improve the environmental performance of the broadcasting industry to make it greener.** Sustainable approaches are fast becoming a "business as usual" way of working. Together, we can develop better strategies not only for the environment but also for the economy.



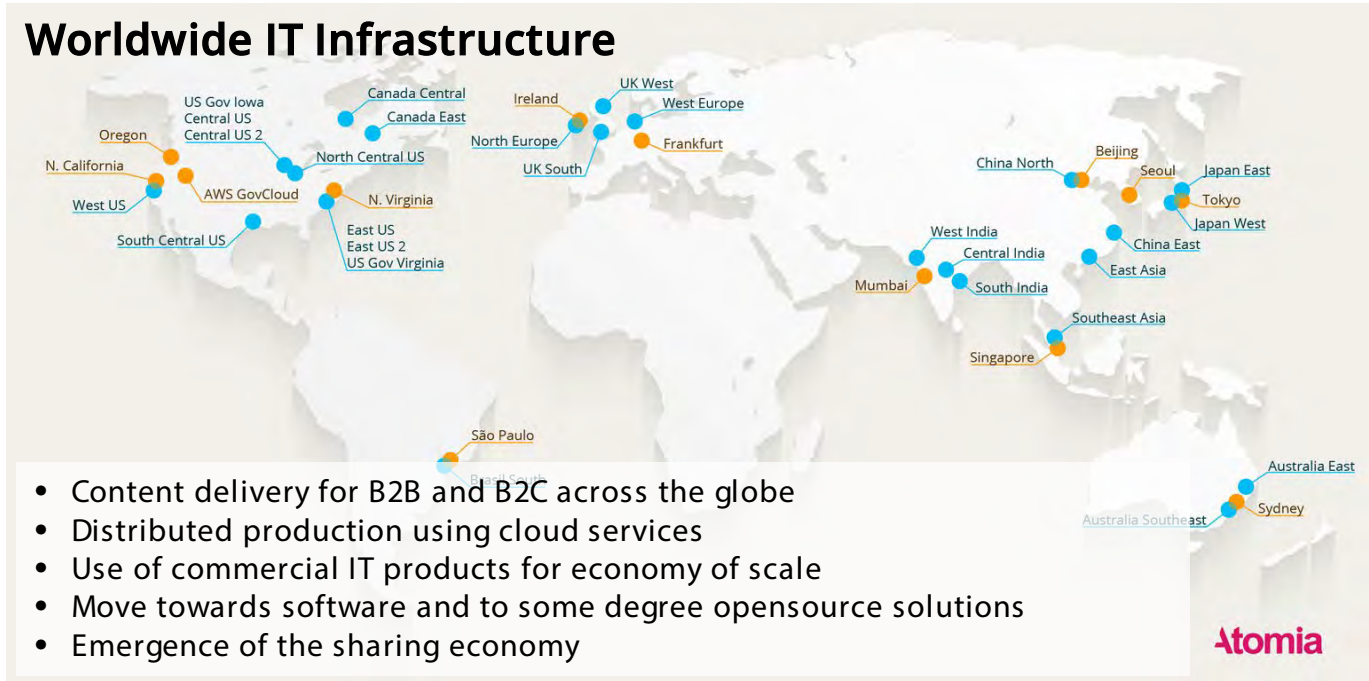
**ISO Guide 82 (2019) - Guidelines for addressing sustainability in standards**

<https://www.iso.org/news/sustainability.html>



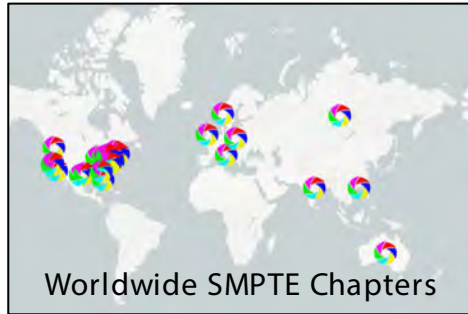
# Global Society

## Worldwide IT Infrastructure

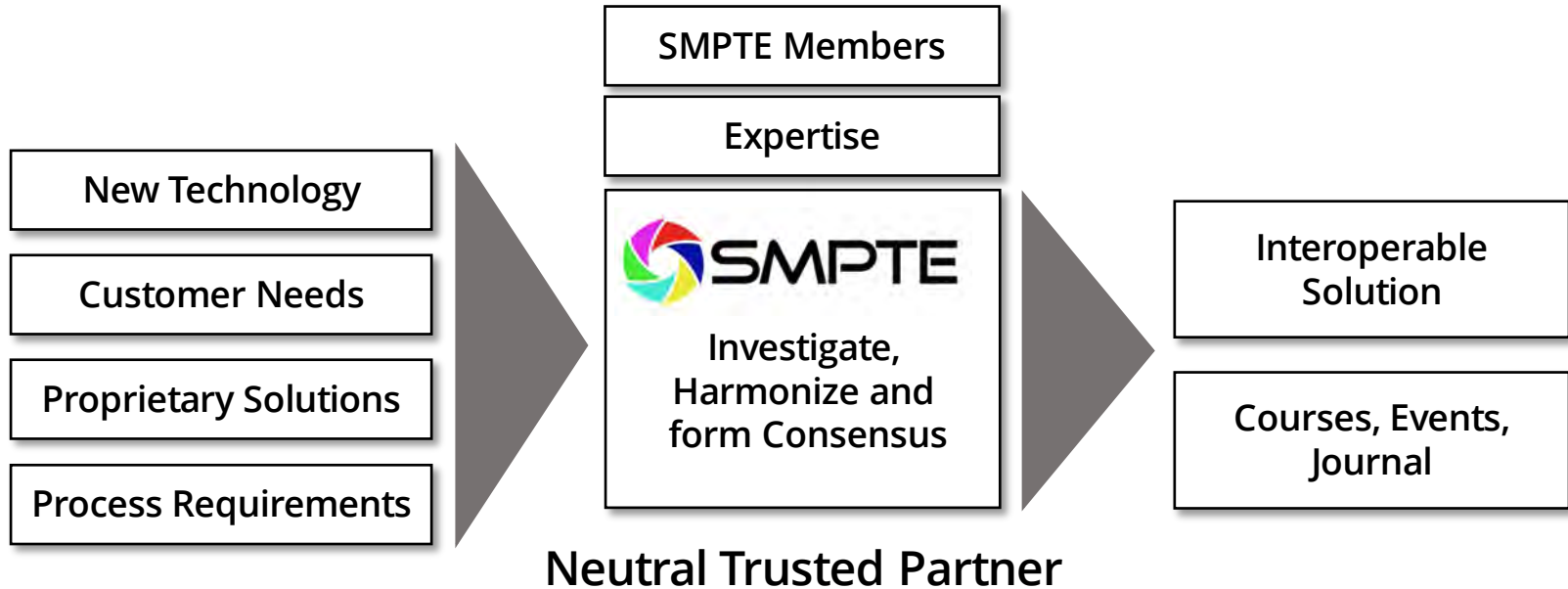


Graphic: <https://www.onmsft.com/news/where-are-the-datacenters-heres-a-map-of-all-the-azure-and-aws-regional-offerings>

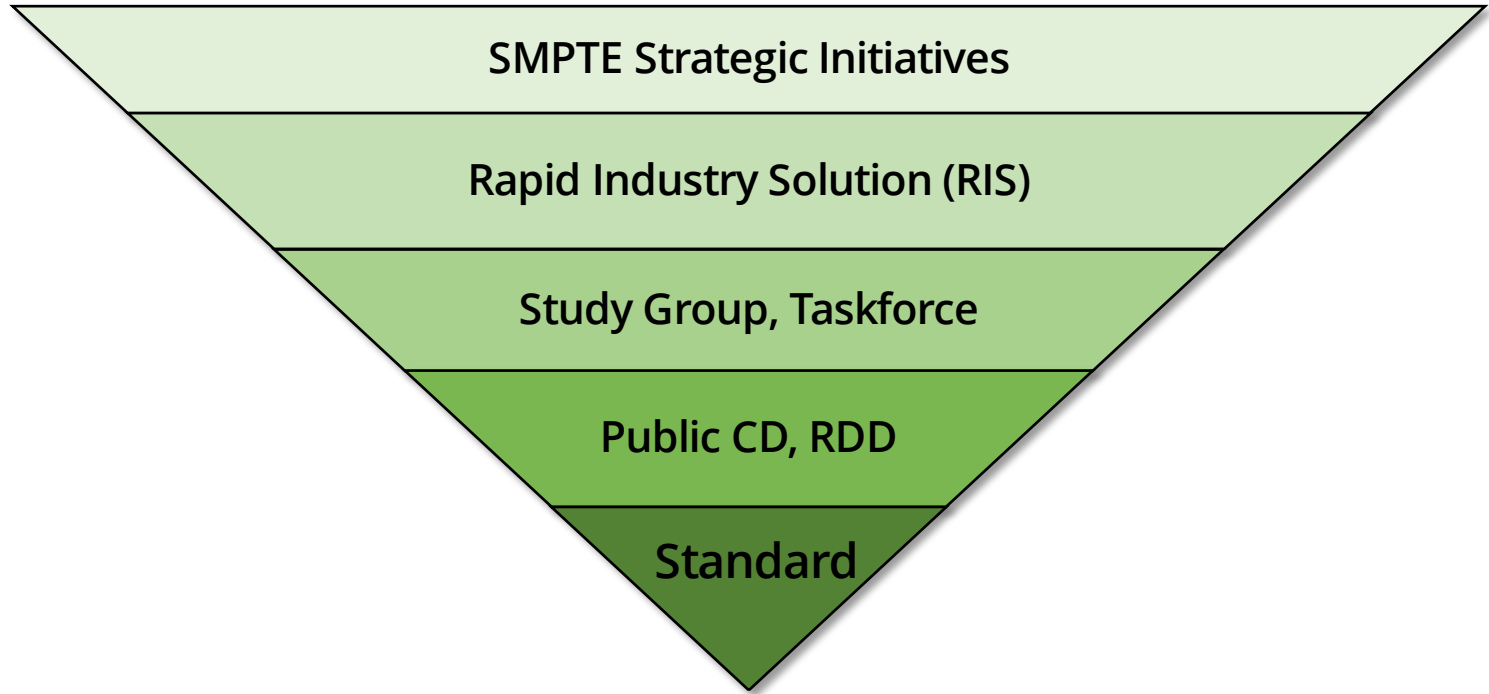
# SMPTE is Global



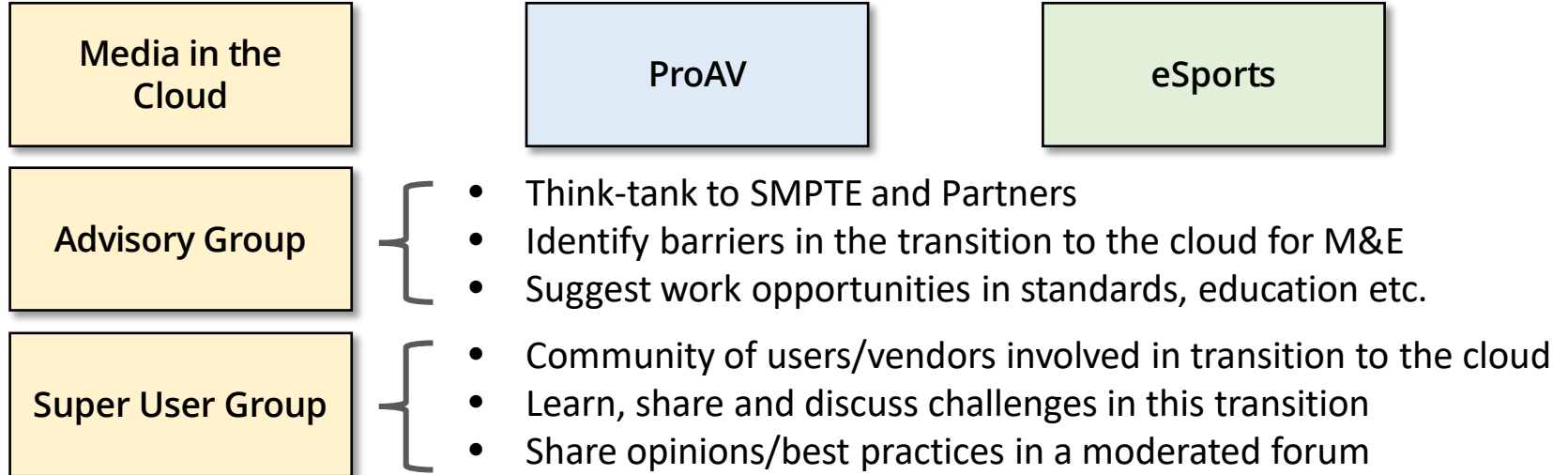
# Complexity



# Addressing Complexity

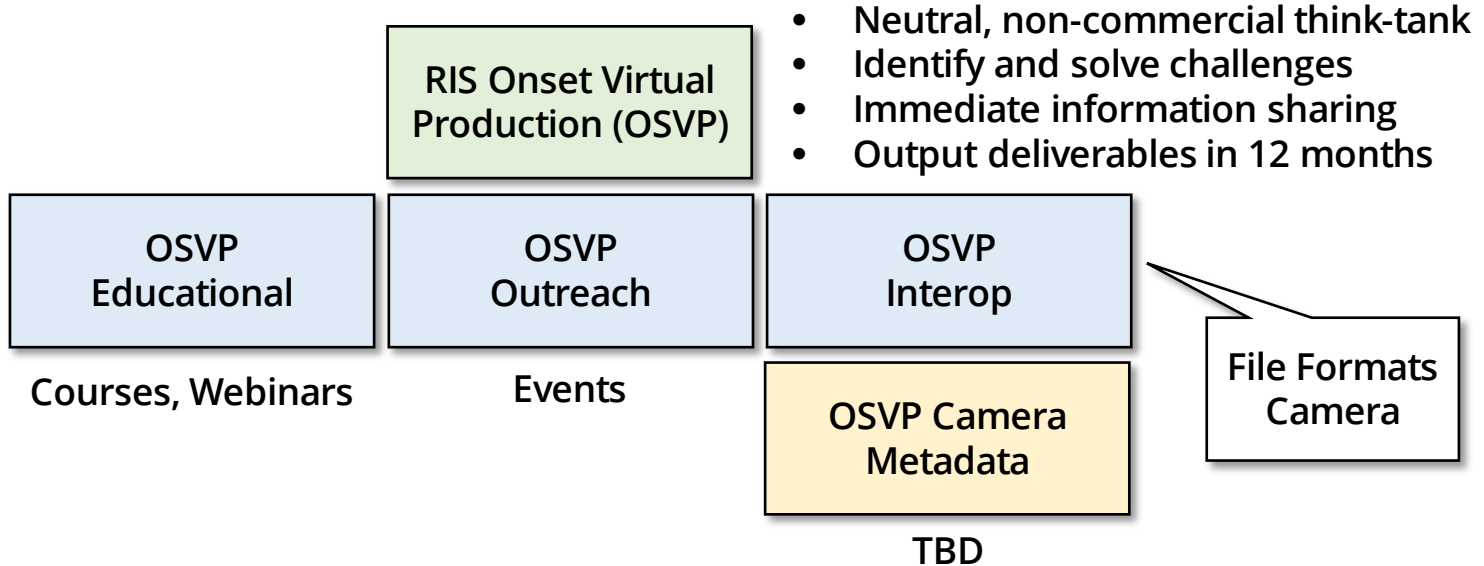


# SMPTE Strategic Initiatives



To get involved contact Joel Welch ([jwelch@smpte.org](mailto:jwelch@smpte.org))

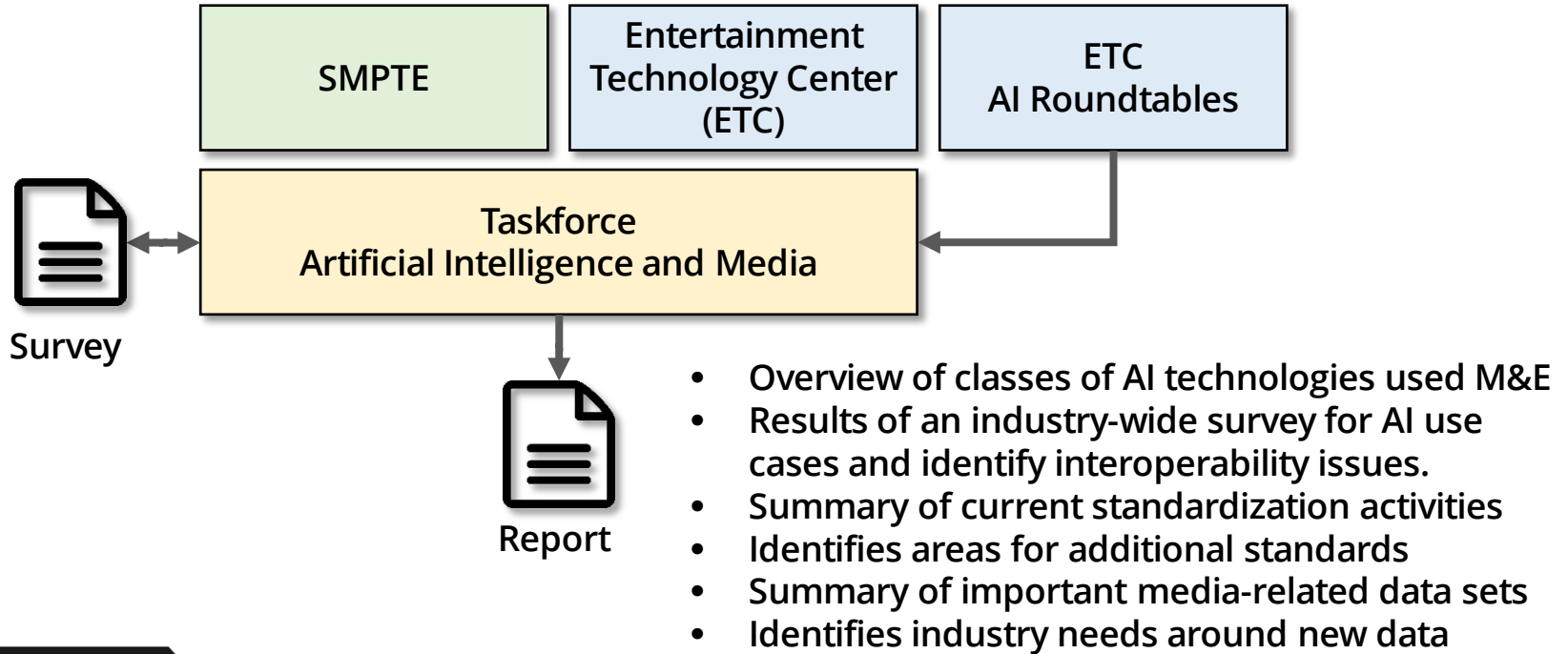
# SMPTE Rapid Industry Solutions (RIS)



To get involved contact Kari Grubin ([kari.grubin@gmail.com](mailto:kari.grubin@gmail.com))

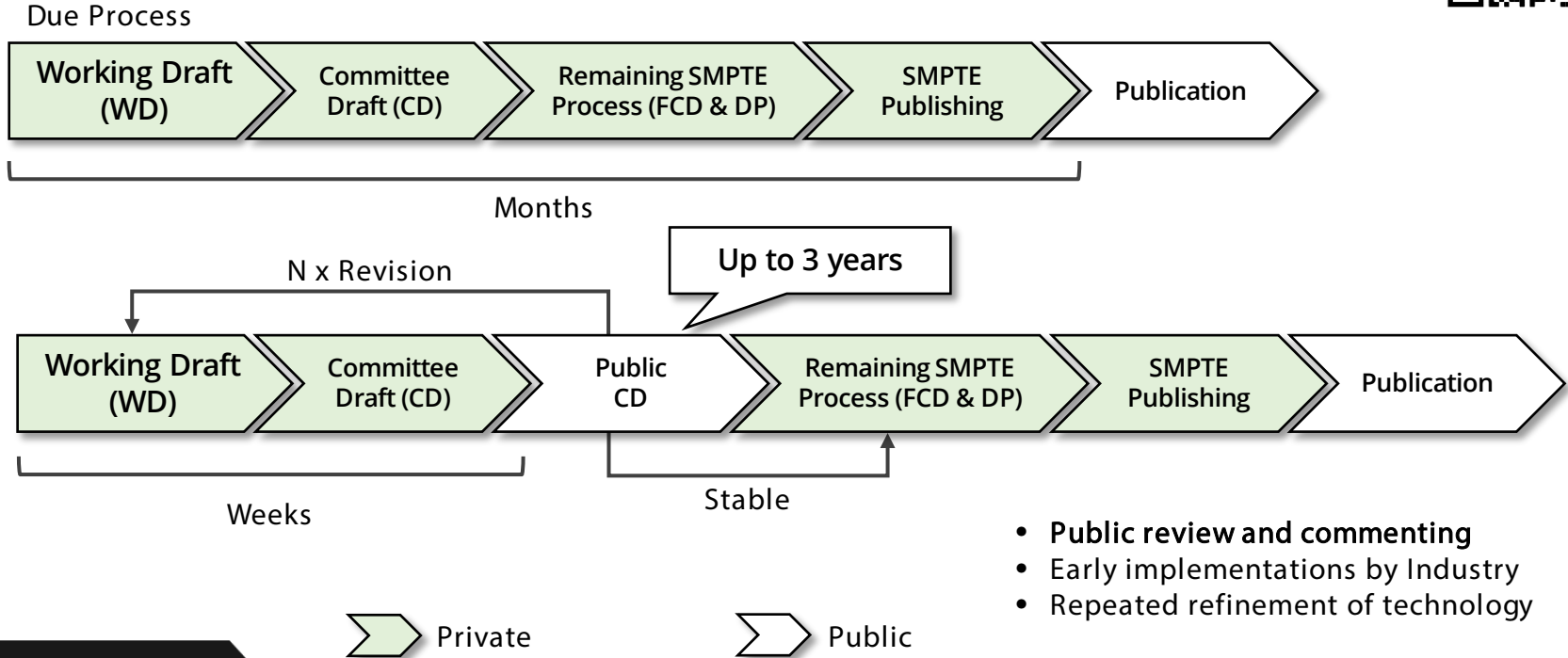


# SMPTE/ETC Joint Taskforce on AI



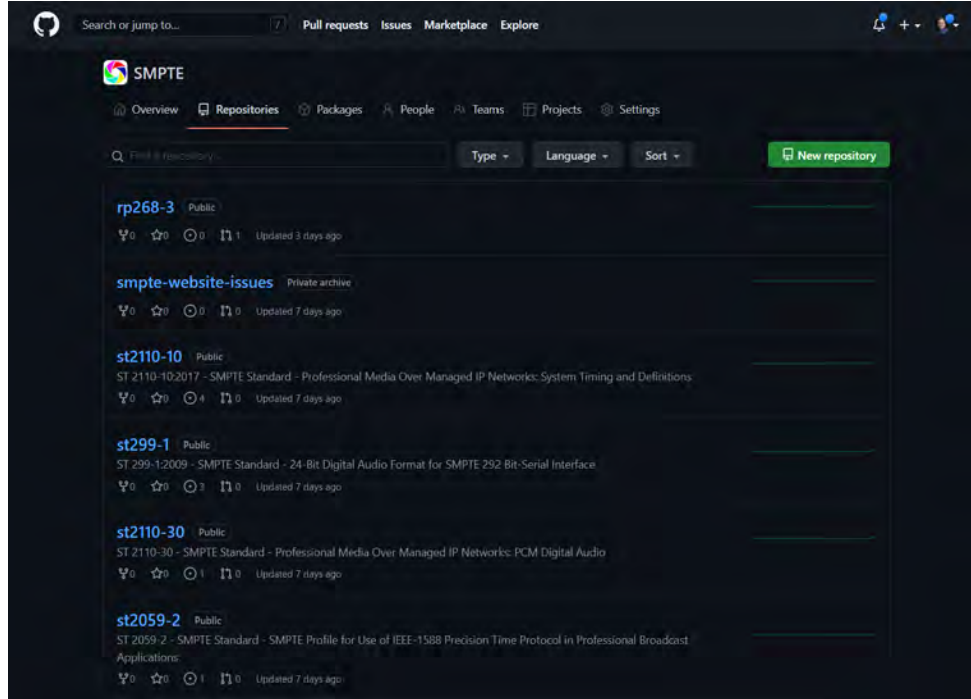


# SMPTE Public Committee Draft (CD)



- **Public review and commenting**
- Early implementations by Industry
- Repeated refinement of technology

# SMPTE Github



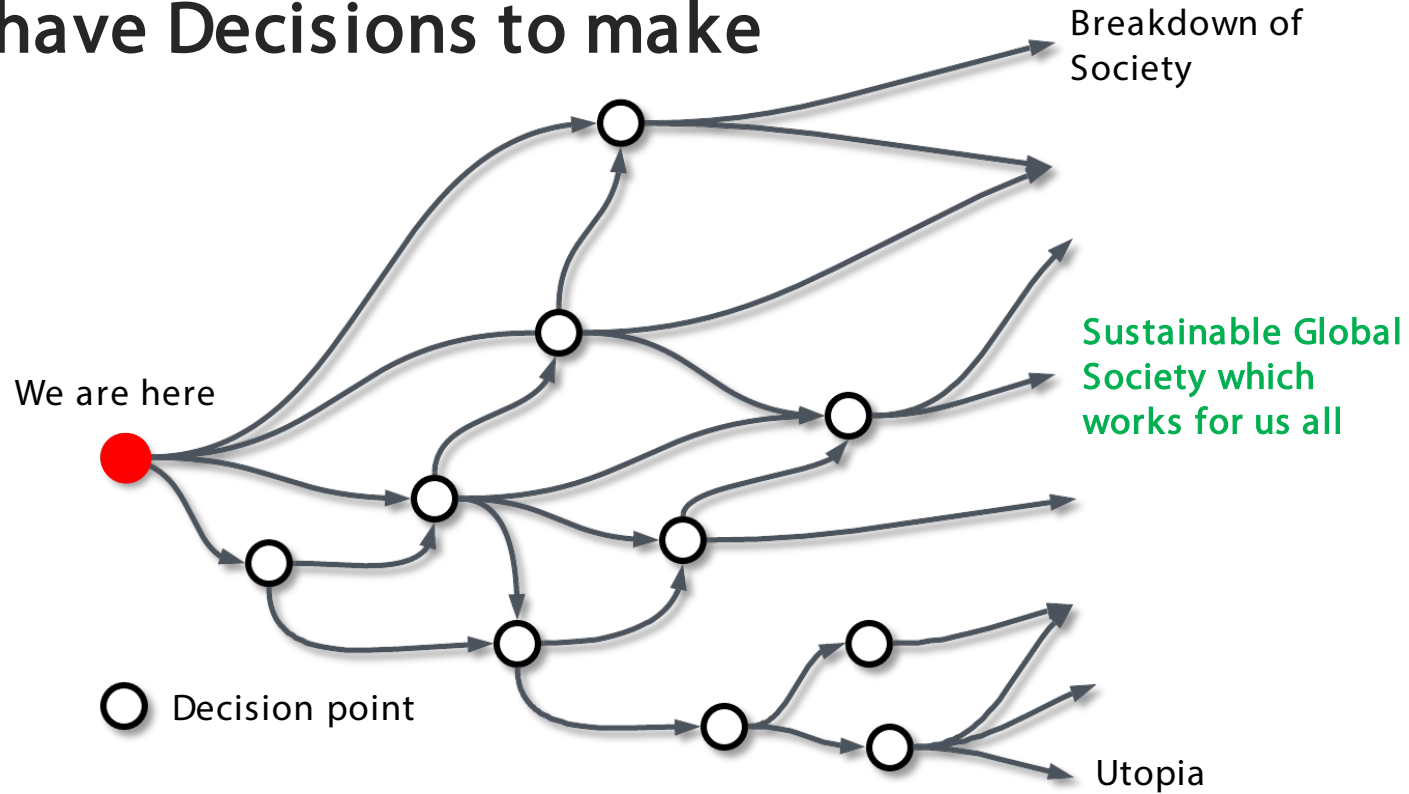
- Access to public CDs
  - Public access and issue tracking for SMPTE
- Document Maintenance
  - Issue tracking for SMPTE document revision
- Software version control
  - SMPTE reference and conformance software
- Misc. documents and software
  - Github Guides and SMPTE software tools

<https://github.com/SMPTE>

# Free Standards

- New generation of professionals who do not like paywalls
- Broaden the reach of SMPTE standards by removing paywalls
- Rethink SMPTE's business model and how we create revenue
- Ongoing Discussion on how make a set of standards freely available
- Stay tuned ...more to come!!!

# We have Decisions to make



Future

# Thank You

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