

35th SMPTE Advanced Motion Imaging Conference February 8-10, 2001 • Capital Hilton, Washington, DC

Ancillary Data, Metadata, and Datacasting—Enabling Enhancements for Old and New Media



The nation's capital will be the venue for the 35th SMPTE Advanced Motion Imaging Conference, scheduled for February 8-10, 2001. The three-day event, chaired by Clyde Smith, Turner Entertainment Networks, and David Walters, Omneon Video Networks, will include an all-day seminar and two days of paper sessions, providing a comprehensive exploration of topics in Ancillary Data, Metadata, and Datacasting.

ALL-DAY SEMINAR

Ancillary Data—What is it and Where is it Used?

Session Chair: Bill Miller, ABC

The first session will examine Ancillary Data and discuss issues such as:

- Standards in the industry
- Sources and uses
- Resources
- What supporting system architectures look like
- Challenges in implementing systems

Applications of Metadata in Television Systems

Session Chair: Brad Gilmer, Gilmer & Associates

The second session will focus on Metadata issues. Metadata has gotten much media attention. One problem is learning how to understand and handle this new technology. This session will focus on the uses and challenges in implementing metadata-based systems, by defining metadata requirements, capturing/integrating, and using metadata.

Datacasting Standards and Implementation

Session Chair: Merrill Weiss, Merrill Weiss Group

The third session will focus on Datacasting.

- What datacasting architectures look like; what types of datacasting uses are there; and what tools are available to support these uses
- What bandwidth is required and who determines it
- Implementing a datacasting supportive architecture
- Causes of data defects
- Where to begin and how to proceed
- How to leverage early successes

TECHNICAL PROGRAM

Over the course of two days, in four sessions, experts from service providers, users, and manufacturers will explore the issues raised in the seminar in a series of papers that promise to address the current state of the industry:

- Cutting through the metadata market hype
- Technical and business issues
- Creating the project plan
- Defining requirements
- Real-world analysis of existing applications
- Future directions of ancillary data metadata and datacasting

Day 1 Session 1: Datacasting Applications

Chair: Pete Lude, Iblast

Day 1 Session 2: System Architecture in the Plant

Chair: Jim Edwards, Tektronix

Chair: Walt Lindblom, NASA DTV Transition Project

Day 2 Session 3: Transmission Architecture

Chair: Bruce Miller, WRC

Chair: Jerry Butler, PBS

Day 2 Session 4: Standards Issues and Formats

Chair: Steve Long, NIMA