



**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 35th SMPTE Advanced Motion Imaging Conference, features an all-day seminar and two days of paper sessions, providing a comprehensive exploration of topics in Ancillary Data, Metadata, and Datacasting.

**The All-Day Seminar** provides a strong foundation for the current status and capabilities of broadcast equipment, systems, and standards supporting the development and use of Ancillary Data, Metadata, and Datacasting technologies. The background and frame of reference provided by this seminar will prepare participants for the following paper presentations.

- **Ancillary Data—What is it and Where is it Used?** chaired by SMPTE Engineering Vice-President Bill Miller, ABC, presentations focus on standards, practices, and capabilities of ancillary data elements and systems in use

today. It provides a through background on the use of Ancillary Data and discusses issues such as sources and uses available, resources, architectures and applications, as well as challenges in implementing systems.

- **Applications of Metadata in Television Systems.** Brad Gilmer chairs this session. Gilmer is founder and president of Gilmer & Associates and is also executive director of the AAF Association. While metadata has gotten much media attention, the problems of learning how to understand and handle this new technology have not. The session features knowledgeable industry leaders and focuses on developing standards as well as user needs, uses, and challenges and solutions in implementing metadata-based systems.

- **Datacasting Standards and Implementation,** chaired by Merrill Weiss, of the Merrill Weiss Group.

Weiss also chairs the SMPTE Committee on Television Systems Technology and is a noted author and lecturer. This section of the seminar will cover what datacasting architectures look like; what types of datacasting uses are there; and what tools are available to support these uses. Prominent leaders in the industry will bring you up to date on the current technology issues relating to Datacasting.

**Technical Program**

Over the next two days, in four sessions, experienced industry experts from service providers, users, and manufacturers will explore the issues raised in the seminar in a series of papers that define the current state of the industry. The sessions and a sampling of some of the papers to be presented follow:

Chair Pete Ludé, iblast, Inc., and Co-chair Graham Jones, Harris

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Network," *Pete Ludé*, iBlast, Inc., and *Dan Radke*, HD+ Associates

"Agent-Based Architectures for the Seamless Integration of Broadcast and Production Applications," *Steven C. Bilow*, Grass Valley Group Inc.

"Network and Facility Management: Needs, Challenges, and Solutions," *Graham Jones*, Harris Corp.

A presentation on media and data security in a video data network, *Adolfo Rodriguez*, Omneon Video Networks.

Chair *Bruce Miller*, WRC, and Co-chair *Jerry Butler*, PBS, address **Transmission Architecture** in the third session. A sampling of the papers follows:

"Datacasting Using Existing NTSC Facilities," *Ted E. Hartson* and *Walter S. Ciciora*, EnCamera Sciences Corp.

"A Model of ATSC Transmission of Synchronized Broadcast and Internet Content," *Rick Tingstrom*, Interactive Television

"Transport B for Broadcasters: Boon or Bane?" *Bruce Jacobs*, Twin Cities Public Television

"Infrastructure for an NTSC/ATSC-Supported Nationwide Data Broadcasting Service: Present and Future," *David Boroughs*, PBS National Datacast.

Chair *Steve Long*, NIMA, and Co-chair *Peter Wharton*, PanAm Sat, will wrap up the conference with the session on **Standards Issues and Formats**. Papers to be presented include:

"An SNMP Agent for a DTV Data Server," *David Catapano* and *Gomer Thomas*, Triveni Digital, Inc.

"Streaming Metadata, Applications and Challenges," *Robin Rowe*, Movieeditor.com

"Advanced Authoring Format Status Update," *Brad Gilmer*, AAF Association.



Corp., cover Datacasting Applications in the first session. The papers in this session include:

"Broadband Services Using Databroadcasting and Point-2-Point Networks," *Erik Troelsen*, The Fantastic Corp.

"Solving the Last Mile Problem—By Eliminating It," *Oliver Luckett*, iBlast, Inc.

Other papers will cover topics such as using personal servers for datacasting, consumer services via

datacast and satellite platforms for data broadcast.

The second session will examine **System Architecture in the Plant**. The Chair is *Jim Edwards*, Tektronix, and his Co-chair is *Walt Lindblom*, NASA DTV Transition Project. Some of the papers in this session are:

"Balancing Bandwidth and Bytes: Managing Storage and Transmission across a Datacast