



# SMPTE at IBC2000

The International Broadcasting Conference (IBC) will be held September 8-12, 2000 in Amsterdam, The Netherlands. The annual event consists of paper sessions, tutorials, workshops, panels, mini-conferences, and an exhibition. These programs offer full international coverage of the main issues impacting the broadcast industry.

This year, SMPTE will sponsor a pre-show tutorial. The program, titled "Internet Technology—Business Practice and Opportunities," will be held on Thursday, September 7.

The morning session, chaired by Michael Dolan, DirectTV, will provide a technical introduction to Internet technology and its use in broadcast television. This tutorial will cover the broadcast of web content along with high-bandwidth video/audio and the carriage of low-bandwidth video/audio over Internet transports. In addition, reports will be presented on work within SMPTE, W3C, ATSC, DVB, and ARIB, organizations that are considering standardization issues where television and the Internet converge.

The afternoon session, chaired by SMPTE President Charles Jablonski, Geocast, will explore the business aspects of Internet and broadband delivery. Business models will be discussed, in addition to intellectual property and the issue of re-using content from other media.

The program will conclude with a panel discussion where presenters will share their current experiences and some of the new services that may evolve.

You are invited to join us!  
The SMPTE Reception at IBC2000  
Friday, September 8, 2000  
18:00 – 20:00 hrs  
La Ronde Restaurant  
In the RAI International Exhibition and  
Congress Centre, Amsterdam

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