

# SMPTE



## at IBC2001

### SMPTE Presents Pre-Show Tutorial Thursday, September 13, 2001

#### Metadata for Broadcast and New Media

- Technology-09:30 hrs
- Application-14:00 hrs

The International Broadcasting Conference (IBC) will be held on September 14-18, 2001. The event, which includes paper presentations, tutorials, workshops, panels, an exhibition, and more, addresses an array of topics significant to the broadcast industry. The program also includes a pre-show tutorial and once again, SMPTE will be participating.

Metadata, the “data about the data” is a key topic of discussion at major conferences and in many publications today. Why do we need metadata? What are the opportunities and strategies? What areas need to be addressed first? Who uses metadata and in what applications? What is the current status of the myriad standards activities that are in progress? These questions and many more will be covered in a one-day pre-show tutorial dedicated to bringing us up-to-date on these issues.

SMPTE’s all-day session will explore metadata, what it is, how one might use it, the business case for its use, the new opportunities that metadata offers, and the challenges presented in implementing a metadata-based system. The session will examine the technology and consider user-needs, as well as applicable standards and solutions. It will cover what is now in operation, as well as areas about to be implemented. Broadcasters, software and hardware application vendors, and standards body experts will aim to inform and enlighten participants. This seminar is intended for managerial, program, production, post-production, business, and technical personnel involved in acquisition, post-production, distribution, and transmission.



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