



MESSAGE FROM THE

EXECUTIVE DIRECTOR



By Barbara H. Lange

The State of Your Society is Strong!

The title of this column says it all. As we close out this year and prepare for our big Centennial, I want to share with you the state of your Society. If you were at the Annual General Membership meeting during the Annual Technical Conference in Hollywood in October (see the review in this issue, page 10), you heard this news firsthand. It is a very good story, so I hope you won't mind me repeating myself here.

Let me start by reviewing the status of our three pillars of activity. First, our Membership pillar, where we are enjoying overwhelming support from individuals and organizations from across the industry and geographical spectrum. Individual membership has grown by more than 5% from 2014 to 2015! This growth is coming from nearly all membership grades and Sections. I am particularly enthused by the growth among our students and I hope our new SMPTE-HPA Student Film Festival will further encourage the participation from young people. Among the corporate members, we have seen a whopping seven new members at the Diamond level in 2015 alone. Companies like Netflix, BlackMagic Design, Deluxe-Technicolor, and Ross Video see SMPTE as a valuable place to participate. Check out the full roster of corporate sustaining members on page 6.

Our Standards pillar is seeing a lot of attention these days as the technical committees tackle the tough media problems related to ultra-high-definition and other market trends. The HDR Study Group report was published just in time for the Annual Technical Conference and addresses the state of the technology with recommendations on where to go next. The report is available on our website at <https://www.smpte.org/standards/reports>. But that's not all. There is a great deal of work going on in all aspects of the media ecosystem, including immersive audio, workflows, networking, and much more. I am grateful to all of the volunteers who challenge each other on these ideas that result in solid standards on which the industry can rely. This year, we will publish about 50 documents.

SMPTE is doing more in Education than ever before. In addition to our participation in industry conferences, we are also produc-

ing more of our own events. In 2015, that included an event in Europe, this time in Berlin, along with the popular Entertainment Technology in the Internet Age (ETIA) held on Stanford's campus. The Sections are also producing highly-rated conferences that are becoming very important to their local markets, which include the Washington, D.C., Section's "Bits by the Bay" and the Australia Section's biennial exhibition and conference. As if that was not enough, I am proud of the growing virtual educational programming that we are producing in which we are educating more than 1,400 individuals through our monthly webcasts and virtual classroom courses. And, of course, the SMPTE journal remains a constant reminder of all that is good about SMPTE, eight times per year.

In addition to these positive results, we have embarked on other important developments. Our Centennial fundraising campaign has hit a real stride, as we approach \$2M in committed gifts! This funding is being used to further the impact of the Society within our existing three pillars, as we invest in new services that better serve the membership and industry. It is a testament to the value your Society brings to the industry that organizations and individuals are making these commitments. Be sure to put 28 October 2016 on your calendar as the evening of SMPTE's Centennial Gala Celebration to be held in Hollywood. The relationship with HPA is now final and both organizations are looking forward to growing stronger together. The 2015 HPA Awards is an important event on the awards calendar, honoring those whose creative talents are realized in television, movies, and commercial content. Congratulations to Leon Silverman, this year's Lifetime Achievement honoree for his years of service and contribution. The 2016 Tech Retreat continues to be the must-attend event that the industry knows and loves.

As we turn to 2016, there will be more exciting developments to share. There are so many people to thank, including our Board, the Officers, and the legions of volunteers all around the globe who dedicate their time and energy to keep your Society relevant.