



Barbara H. Lange

## The “Is-Does-Means” of SMPTE

**A**s many of you are already aware, SMPTE has embarked upon a three-year strategic plan, which was approved at the October 2018 Board Meeting. The goals of the plan are to grow SMPTE in many dimensions and to embrace the industry as it evolves into a new space that is still not clearly defined. The plan includes investment in some toolsets that allow extending our visibility into new markets, thereby increasing our relevance to the vast market of digital media technologists. The investment will also involve new business processes and product plans. For example, we envision a new path for how we create, use, and disseminate our standards content. This Knowledge Network will be a significant change to how SMPTE creates standards and how we engage with users in consuming them. I plan to report on our progress, so be sure to watch this space as the process evolves.

The plan includes deploying new membership database and communication systems. Today, our membership databases and communication systems do not

### VISION

Enabling the technical framework and global professional community that makes motion picture, television, and professional media available for all the people to enjoy for artistic, educational, and social purposes.

### MISSION

To drive the quality and evolution of motion pictures, television, and professional media through our global society of technologists, developers, and creatives by setting industry standards, providing relevant education, and fostering an engaged membership community.

sync with each other and are working with many separate tools. With the new privacy rules (GDPR in Europe) and more integrated marketing tools currently

available, it is time to advance our game. This means that employing tools will make our small and savvy marketing group look like a large team. These are exciting times at SMPTE.

These new tools will allow us to more accurately target messaging to our broad scope of members who all have different interests. It is important to modify our messaging from the “one size fits all” approach with all the products that we offer. With better messaging targeted to specific sectors of our membership, we hope to add value to the membership and increase engagement, retention, and recruitment of members.

The first step in engaging with our audience is to create that messaging. Our Vision and Mission statements are an example. This is a creative exercise to work through, to cut through to the core of who SMPTE is, what we do, and what it means to the member/industry/partner. We call it the “IS-DOES-MEANS” of SMPTE.

It is fun to think creatively about SMPTE and the impact we have on our members and the industry. At its core, SMPTE is a global professional organization comprised of individuals and corporations focused on collaborating for

the technical advancement of all things in the motion picture, television, and digital media industries. SMPTE does this through our three pillars of activities, which include the following:

- Creating and managing the technical standards/specifications globally in our industry.
- Simplifying the complexity and reducing the cost of the technology used to create, manage, and deliver content for entertainment and educational purposes.

- Nurturing, supporting, and educating the largest global membership of technical personnel across the entire value chain.
- Championing local and global communities, sections, and events to promote networking and participation for the advancement of innovations and careers.
- Encouraging, promoting, and rewarding volunteer participation in the operations and management of the Society.

All of these imply that SMPTE increases our members' personal value and advances their careers while they enjoy participating and collaborating with their peers. It means that SMPTE helps in maximizing a company's value in this industry, at lower cost. It means that SMPTE attracts the best individuals, ideas, and capital within the industry. Also, it means that consumers can easily enjoy motion pictures, television, and digital media anytime and anywhere.



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