

The New Normal

By Hans Hoffmann

The global Coronavirus disease (COVID) has paved the way for new ways of content delivery to audiences. In the last few months of the crisis, technological advancements have been key to enabling media companies to continue to fulfill their role in creating and delivering content to audiences in a number of new ways. Many companies had to gear up for an unprecedented acceleration in their digital transformation by implementing new workflows in operation, both remote and distributed production, and leveraging their assets in archives when new productions were interrupted. In this year's Progress Report, we highlight the many organizations that have developed technology foundations that made it possible to quickly create and adopt new ways of operating in these challenging times. These organizations have coined the definition of the "new normal" to cope with the crisis by developing further new technology standards and best practices for the future of the media industry.

For this issue, the Progress Report Committee has reached out for contributions from various organizations (like SMPTE) driving the technological evolution in our industry. They include leading associations, global standards bodies, forums and large user organizations, special technology contributions, and of course, reports on SMPTE's activities from the Technology Committees. I am particularly proud that this issue includes a contribution from Joachim Zell on his "Lost Lederhosen" cloud-based production, which was presented at the Hollywood Professional Association (HPA) Tech Retreat back in February. Enjoy reading, and feel free to provide feedback.

About the Author



Hans Hoffmann is a senior manager and the head of media-fundamentals and production technologies in the European Broadcasting Union's (EBU's) Technology and Innovation Department. In the EBU, he and his great team are constantly looking at the next innovations and trends in

media, their technological assessment, and providing recommendations to the EBU members. They have been working on many media technology innovations and digital transitions, including file-based workflows, ultrahigh-definition television-high dynamic range-high frame rate (UHDTV-HDR-HFR), video and next-generation audio, live Internet Protocol (IP) and cloud infrastructures, media cybersecurity, metadata, and artificial intelligence. He is the chair of the Broadcast Technology Futures groups, which consist of the senior managers of the research and development (R&D) centers of the British Broadcasting Corp. (BBC), Radiotelevisione Italiana (RAI), Japan Broadcasting Corp. (NHK), Institut für Rundfunktechnik (IRT), Communications Research Center (CRC), and Canadian Broadcasting Corp. (CBC) and co-chairs the Forum of Advanced Media in Europe (FAME) and the Inter-Standards Development Organization (SDO) Group. He is currently SMPTE Executive Vice President and was the past SMPTE Standards and Finance Vice President.

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