

Toronto February 2022

The annual student-themed Toronto Section Meeting took place on 15 February. A wide range of relevant topics were covered and presented in an easy-to-understand format that was suitable for student consumption. Due to COVID restrictions, it was necessary to collaborate remotely.

Troy English provided an overview of SMPTE and discussed the numerous benefits available to members.

Ryan Morris summarized the benefits of Internet Protocol (IP) technology to the media industry, including flexibility and scalability. He also provided a brief overview of various IP protocols such as broadcast, multicast, unicast, Dynamic

Host Configuration Protocol (DHCP), Internet Group Management Protocol (IGMP), and software-defined networking (SDN).

Brian Campanotti's presentation included an overview of current trends in the media technology industry, such as vendor consolidation, virtualization, remote production, and production offerings delivered "as-a-service." He gave a history of storage technology advancements, including the cloud, and discussed the challenges of migrating media archives to the cloud.

Jerry Henroteaux's presentation included an overview of the virtual production implementation timeline for Canadian broadcaster TFO as well as the benefits of 3D virtual production. Henroteaux provided overviews of the benefits of 3D virtual production and virtual production tools that offered precision and maximized performance. Henroteaux also discussed realtime talent tracking

and realtime camera tracking technology before wrapping up with an overview of TFO's current virtual production initiatives.

Afsoon Soudi presented an interesting infographic illustrating the market share of companies involved in the media universe. She gave an overview of the role of machine learning in the media value chain, including content creation, distribution, advertising, marketing, content discovery, and personalization of the user experience (content recommendation systems).

Phil Englert defined Esports and provided an overview of the size of the Esports industry's size and growth over time. He provided overviews of mobile gaming technology and gaming development over time with an emphasis on Esports. Englert concluded his presentation by describing the Esports production ecosystem.

—Jeff Vela
Manager-at-Large

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SMPTE Toronto Student Meeting

'Thank You to our Presenters'



Troy
English



Ryan
Morris



Brian
Campanotti



Jerry
Henroteaux



Afsoon
Soudi



Phil
Englert



The home of media professionals, technologists, and engineers

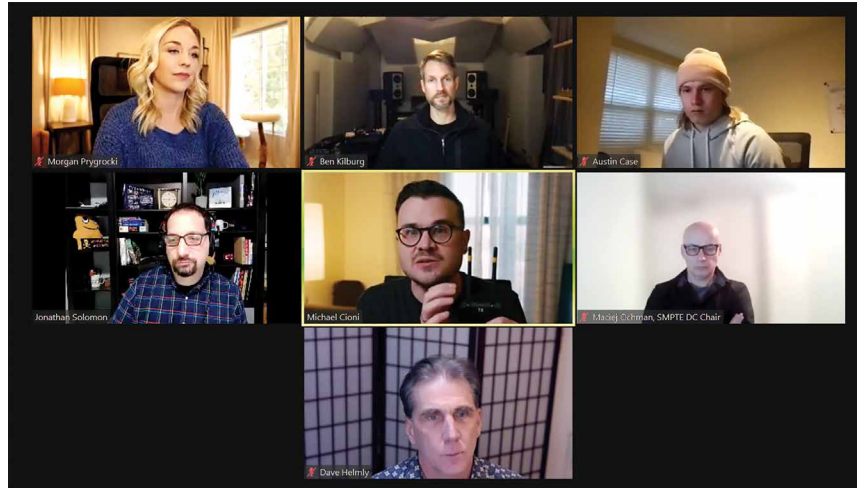
**Washington, D.C.,
February 2022**

The Washington, D.C., SMPTE Section provided members and others with a close-up look at the latest nuances of content production involving cloud technology in a special interactive meeting that allowed attendees to communicate one-on-one with the presenters. The 3 February virtual event—“Camera to Cloud with Frame.io, Adobe and CHESA: ‘Keep Your Head in the Clouds’”—featured presenters from these three organizations, and attracted nearly 80 attendees, including a number of students from Maryland’s Montgomery College. It was produced by D.C. Section Chair Maciej Ochman, and Amazon Web Services’ Jonathan Soloman, who also served as moderator of the 7:00 p.m. event.

Panelists included Michael Cioni, senior director of global innovation at Adobe and recently the senior

vice president of global innovation at Frame.io; Dave Helmly, who heads up cloud strategic development at Adobe Professional Video; Morgan Prygrocki, senior

strategic development manager at Adobe; and Ben Kilburg, senior solutions architect at CHESA, Baltimore, MD-based firm specializing in media workflow services



Participants in the virtual February Washington, D.C., Section SMPTE presentation included [top row, (L-R)] Morgan Prygrocki, Ben Kilburg, Austin Case, (second row, L-R) Jonathan Soloman, Michael Cioni, Maciej Ochman, and (bottom row) David Helmly.

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and support, which hosted the event. Frame.io engineer Austin Case assisted with the interactive presentation.

To fully participate in the meeting, attendees were invited to download a cellphone app that enabled interactivity during the proceedings. When installed, the app provided access to content production “dailies” being shot by Cioni for a realtime demonstration of the “C2C” workflow that was the subject of the meeting. Once the application was installed, participants were able to receive, import, edit, and comment on the files delivered.

The evening’s interactive activities began with panelist Cioni

emphasizing that participation from attendees was welcomed and explaining that Frame.io is a platform for cloud collaboration. He went on to state that the whole concept of C2C workflows was driven by the fact that the world has become accustomed to instant gratification, with no one wanting to experience lengthy waits for delivery of goods or services, and this is also the case in the content creation sphere.

The event next moved to a “real-time” cloud workflow demonstration, which centered around the use of the Frame.io technology for importing coverage of the San Francisco basketball team, the Golden State Warriors,

and then reviewing and preparing this content for distribution for web and social media viewing.

Following the C2C demonstration, panelists addressed questions from meeting attendees and also described areas where improvement was needed to fully take advantage of C2C technology. Topics included the need for higher wireless broadband data transfer speeds, greater standardization in the area of camera codecs, and better integration of some popular editing systems workflows with Frame.io.

—James E. O’Neal
Section Member



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