

# Responding to Your Voices

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**S**MPTE members have made their voices clear and followed up with action.

When we asked what you wanted, you replied overwhelmingly with “Access to standards and education.” Listening to that, we responded.

The Board of Governors approved an ambitious plan to make standards and self-paced learning available to members at no additional cost. The approach of “ripping the band-aid off” was risky. Revenue from the sale of standards and education was not insignificant. However, many people informed us that they couldn’t quantify their SMPTE membership outside of the *Journal*, so we had to make changes.

Since going into effect in January, the membership has taken advantage of what they requested. With more than 2,300 standards downloads and over 500 self-paced learning registrations, the membership took advantage of the tangible benefits of SMPTE membership. That is a massive increase over 2023’s numbers. In fact, there were more course registrations in the first quarter than in all of 2023.

We also worked to add new membership options by creating monthly subscriptions in addition to annual payments. This effort was in response to our membership requests for more affordable payment options. This option is being used more slowly than

anticipated, but it’s gradually gaining popularity. Our 2023 member survey called for more payment options to provide more flexibility.

As we move through 2024, President Renard Jenkins has committed to SMPTE’s focus on Science and Technology with a focus on ethics and responsibility. Our industry is embracing the advances in AI, and with that comes many ideas as to what this entails. Beginning in February with the release of our white paper on AI, written in partnership with the Entertainment Technology Center (ETC) at the University of Southern California (USC) and the European Broadcasting Union (EBU), SMPTE is working to provide the industry with unbiased information about this new technology. In April, Jenkins, along with Fred Walls and Alexandre Rouxel, the co-leads on the document, began a series of webcasts. These provide an in-depth analysis and unbiased research into AI and its development.

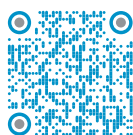
Our Standards Community continues to engage in new documents. Help shape SMPTE’s standards and updates by commenting on Public Comment Documents. Your voice matters!

Our members are leading working groups and research that will impact the industry. You will receive this information through e-mail and the *Motion Imaging Journal*. Please

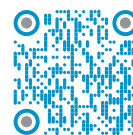
take the opportunity to engage and provide your feedback. How are you using these new benefits? How is the work of SMPTE standards and education impacting your business? And how can we make a positive impact on the Society when and where it's needed?

Jewelie Elsbree, Director of Membership, Maja Davidovic, Director of Education, and I, along with your elected leaders, are eager to hear your thoughts. Please share them as we continue the work that has made SMPTE an impactful organization. It starts with your voice. Thank you for sharing, both now and in the future.

“OUR INDUSTRY IS EMBRACING THE **ADVANCES IN AI,** AND WITH THAT COMES MANY IDEAS AS TO WHAT THIS ENTAILS.”



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DOI: 10.5594/JMI.2024.RWVS3294  
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