



Introduction from the Standards Vice President

Building the Future of Media and Entertainment Technology

By Sally Hattori

As we reflect on 2024, it is clear that SMPTE has made remarkable advancements in its mission to evolve standards that drive innovation in media and entertainment technology. This year has been pivotal for SMPTE Standards as we focused on building a stronger foundation, streamlining processes, and exploring new, future-forward initiatives.

Building a Foundation: Streamlining and Accessibility

2024 has been a year of groundwork, marked by significant improvements in how SMPTE Standards are documented, published, and made accessible to our members. A key accomplishment this year has been the successful launch of SMPTE's own Digital Library, a comprehensive, member-exclusive platform where all SMPTE Standards are openly accessible. This library will align with our renowned SMPTE journals and represents a significant step toward integrating SMPTE's standards documentation and knowledge resources in one centralized, accessible location for members globally.

In addition, SMPTE welcomed a dedicated editor of publications, a strategic hire that has transformed our publication process. The new editor has streamlined editorial workflows and expedited the publication timeline, significantly reducing delays. This added efficiency allows SMPTE to ensure timely and reliable access to new and updated standards, ultimately supporting our community's rapid technological innovation.

Exploring the Future: AI, Sustainability, and Emerging Standards

In tandem with these operational improvements, SMPTE has also embarked on several exploratory initiatives to address the shifting landscape of technology in media and entertainment. Among these, two key workshops stand out: the AI Standards Workshop and the Sustainability in Standards Workshop. The AI Workshop brought together leaders across

sectors to discuss the role of standards in the fast-evolving realm of artificial intelligence, highlighting the implications and opportunities for AI within media production and content distribution. This forum underscored how SMPTE standards can help foster interoperability, reliability, and responsible practices in AI applications across the industry.

Meanwhile, the Sustainability Workshop focused on the role of SMPTE Standards in supporting environmentally responsible practices across media production, broadcasting, and content delivery. As our industry seeks to reduce its environmental impact, these discussions underscored how standards can drive more sustainable practices and foster a collaborative approach to achieving shared goals.

Looking Forward

As we conclude 2024, this year's accomplishments and explorations have positioned SMPTE well to meet the needs of an industry increasingly shaped by rapid technological change and heightened social responsibility. Our initiatives and efficiency gains underscore our commitment to delivering standards that support current industry needs and anticipate the future of media and entertainment technology. With these foundational improvements and new strategic areas of focus, SMPTE continues to advance our mission of advancing our industry's technical framework.

About the Author



Sally Hattori is the Director of Product Development at Studio-LAB, The Walt Disney Studios, where she works on advanced technology projects for postproduction and distribution technologies.