



# Joint ETC Task Force on Artificial Intelligence and Media (JT-AI)

Co-Chairs: Yves Bergquist and Frederick G. Walls

## Overview

The Joint ETC Task Force on Artificial Intelligence and Media is an exploratory group interested in identifying and pursuing opportunities for standardization around artificial intelligence (AI) and its potential applications throughout the media ecosystem.

## Organization

The Joint Task Force was formed in 2020 in cooperation with the Entertainment & Technology Center (ETC) at the University of Southern California (USC). The ETC is a research center that brings together senior executives, innovators, thought leaders, and catalysts from the media, entertainment, consumer electronics, technology, and services industries, along with the academic resources of USC, to explore and act upon topics and issues related to the creation, distribution, and consumption of entertainment content. Participation in the Task Force is open to any interested standards-participating SMPTE members.

## Recent Publications

ER 1010:2023—Artificial Intelligence and Media<sup>1</sup>

## Work in Progress

The Task Force is primarily focused on:

- Identifying areas where new AI standards might provide significant value as far as enabling greater or better use of AI in the media ecosystem
- Maintaining an Engineering Report that details the findings of the Task Force.

SMPTE published the Task Force's Engineering Report on Artificial Intelligence and Media early in 2024. To provide more context and color, SMPTE also held several webcasts on topics from the report.

The Task Force is looking for use cases where SMPTE can play a role in improving interoperability for AI-enabled systems. Three future standardization projects have been discussed that should hopefully commence shortly:

- Standardization of AI Model Metadata and Creation of a Centralized Model Registry
- Embeddings as Metadata: Contextual and Non-Human Readable Fields
- Metadata Generated by LLMs: Contextual and Versioning Standards

## About the Authors



Yves Bergquist is an AI researcher and the director of the "AI & Neuroscience in Media" Project at USC's Entertainment Technology Center (ETC), where his team is researching new methods and applications drawn from AI and neuroscience for the media and entertainment industry.



Fred Walls is a Fellow at Advanced Micro Devices working on display system architecture. He is an active standards contributor in SMPTE and other organizations.

DOI: 10.5594/JMI.2024/XJOE7720

Date of publication: 15 November 2024

<sup>1</sup><https://www.smpete.org/technology-reports-downloads>