



Standards Organizations: Are They Still Relevant to Users?

Peter Symes

SMPTE Engineering Vice-President



Meanwhile . . . Are Standards Organizations Still Relevant?

- **What are users' needs?**
- **What happened to the users?**
- **What is a standards body?**
- **Where is the expertise?**



Some Specific Needs

- ~~More tape formats~~
- Use more standard IT products
- File formats
- Middleware
- Reliability
- Metadata



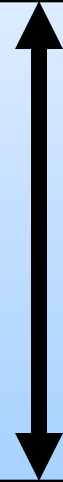
IT Standards

- **W3C**
 - **IETF**
 - **Etc.**
-
- **Provide the Standards for the IT world**
 - **Little interest in specific & unique requirements of media companies**



The Desire

Media Operations



Standard IP Hardware & Software



The Reality

Media Operations

Here a Miracle Occurs (NOT)!

Standard IP Hardware & Software



The Non-Solution Solution

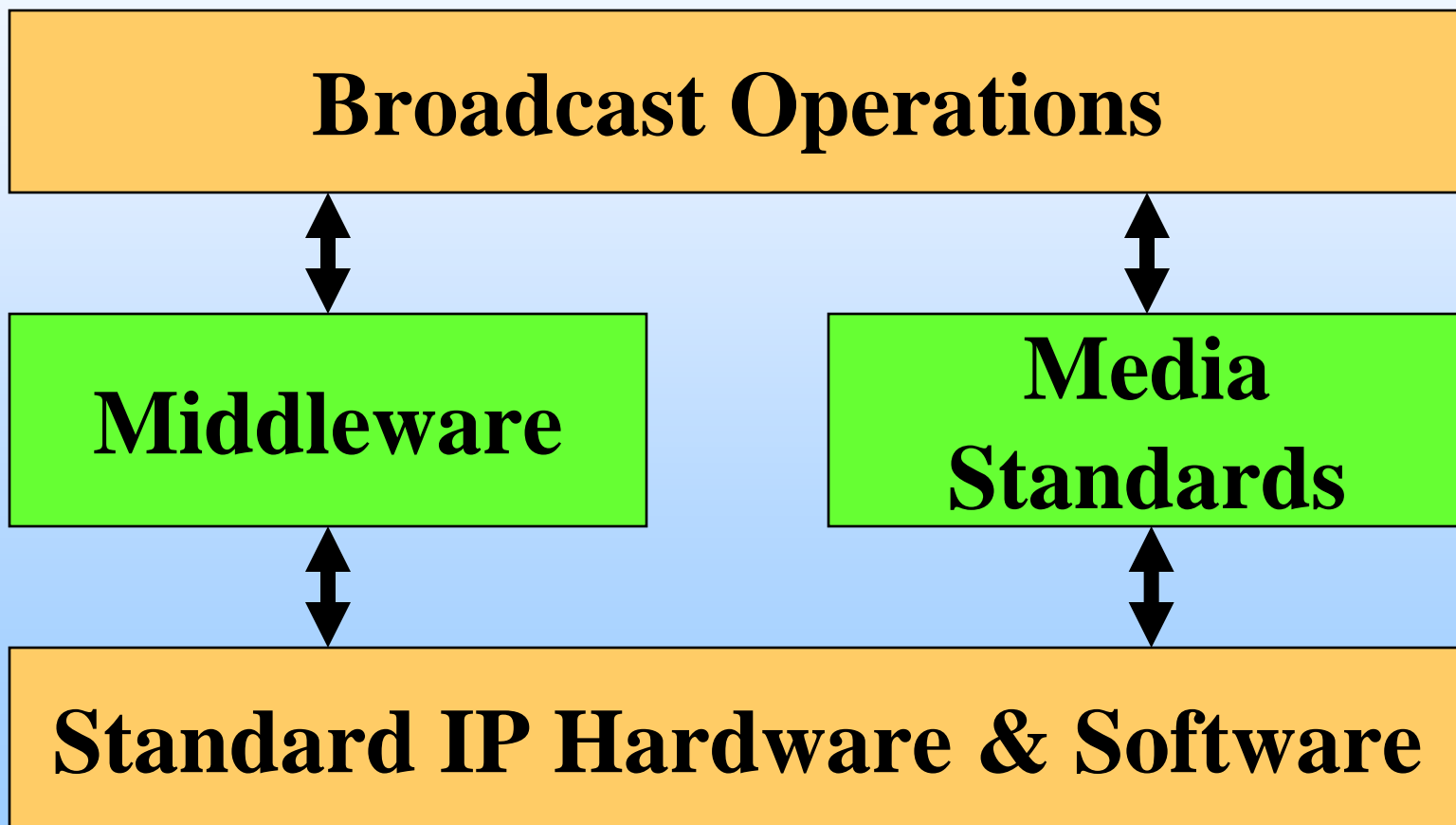
Media Operations

Unique In-House Solutions

Standard IP Hardware & Software



The Solution?





Some Issues

- **Move to IT technologies is sometimes “religion” rather than just engineering**
- **Management expectations exceed reality — at least in the short term**
- **Need to demonstrate results can lead to in-house ad hoc solutions**
- **Knowledge gap between media experts and IT experts**



A role for Standards Organizations?

- **Bring together experts from multiple fields**
- **Find the common ground among media users**
- **Help direct manufacturers towards real solutions**
- **Make interoperability more than just theory!**



Examples of SMPTE Recent & Current Work

- **GXF**
- **MXF**
- **Metadata dictionary**
- **DMS-1**
- **VC-1**
- **MIBs**
- **Audio/Video synchronization**



Future SMPTE Work

- **Metadata harmonization**
 - Multiple metadata definitions deny interoperability
 - Do we need a Broadcaster's equivalent of "Dublin Core"?
 - Must be designed as *XML and Dictionary*
- **???**
 - Tell us your needs



What is a Standards Body?

- **The sum of its participants**
- **No more**
- **No less**



The User's Role

- **Participation**
 - Who are the experts on user requirements?
 - Manufacturer domination is bad
- **Discipline**
 - Willingness to work towards common solutions
 - Willingness to wait for completion of Standards