TOPIC:  

Internet Connected Television

DATE:  

Tuesday December 8, 2009

TIME:  

7:00 p.m.

LOCATION:  

Rogers Communications Centre, Room RCC-361
Ryerson University – 80 Gould Street, Toronto

ARRANGED BY:  

Brad Fortner and Jens Olsen

SPONSORED BY:  

Miranda

Premise: Recent CRTC hearings, as well as efforts by a U.S. Wireless lobby to claw back DTV broadcast spectrum are two of many harbingers that are pointing to dramatic changes in delivering television, interactivity and mobility to a new generation of consumers. In a recent Scientific American interview and when asked to assess the impact of unlimited Internet content, Doc Searls, a fellow at the Berkman Center for Internet and Society at Harvard University responded “I guarantee that five years from now TV as we know it is gone.”

SMPTE Toronto’s December meeting will focus on an era that is unprecedented in broadcast television’s 60 year history. It will explore both the technology and the reasons why television needs to interconnect with the Internet, become more mobile and move towards interactivity in order to stay relevant in both today’s and tomorrow’s media landscape.

Speakers and presentations at this meeting include:

Is There A Future For Digital Terrestrial Television? - Peter Putman President of ROAM Consulting and Editor/Publisher of HDTVexpert.com will present his paper exclusively to the Toronto Section remotely employing SMPTE PDA technology. The paper, delivered at October’s SMPTE’s Hollywood conference, details the challenges facing digital terrestrial broadcasting and reception going forward. The paper focuses on changes in viewer demographics, how IPTV, LAN-equipped HDTVs and DVRs could either spell the end for terrestrial broadcasting or—as an alternative—complement it as an alternative to the monopoly of cable TV systems and traditional channel tiers, which themselves are threatened by faster broadband speeds and the widespread availability of DVRs and other time/place shifting devices. The paper will also touch on the obstacles faced by Mobile DTV as broadcasters consider adopting it to supplement unicast and multicasts.

Internet Connected Educational Applications of Blu-ray DVD Technology - Rob Carver Senior Consultant MediaINTELLIGENCE.ca and Instructor in the School of Radio Television at Ryerson University will present a paper and demonstrate a unique Blu-ray application that he developed for use at Ryerson University. The media application employs BD-Live, which is Blu-ray’s Internet Connection Technology, and takes advantage of Blu-rays authoring capabilities developed to download trailers, bonus features, and interactive games. Those features also turn out to be ideal for developing educational applications. The paper will explain the properties of Blu-ray, including authoring, replication options and issues.

Meeting Will Include A Demo Of An Internet Connected TV by Ricardo Pacheco Of SONY Canada

Refreshments Sponsored by: Miranda

The SMPTE Board of Managers will meet in room RCC-102 starting at 4:10 PM. 

Members and guests are invited to join us at “The 3 Brewers Pub”, 275 Yonge Street @ 5:30 p.m.

Individual dinner cheques will be issued upon request

We Set the Standard for Motion Imaging