Evolution, Innovation and Transformation

The media landscape continues to change, driven by new business models, creative requirements and insatiable consumer expectations all fueled by continuous advancements in technology. **Bits By The Bay** is the leading media technology conference in the Mid-Atlantic area devoted to helping our practitioners and technologists prepare for this change. We'll look at how to create media facilities and workflows that adapt to these rapid changes while providing the flexibility to meet unanticipated future challenges.

**CALL FOR PRESENTATIONS**

We welcome presentation submission on any topic that we think will be of interest to our audience, with special consideration given to presentations that are tutorial in nature or primers. All presentations must be in the form of a “white paper” – they must be about a technology and not a product and must not contain overt product placements or product descriptions. We also give preference to presenters that are technologists, evangelists and thought leaders. We will accept or hold for further consultation presentations as they are received until the program is full; there is no specific deadline but the sooner you submit the more likely your presentations will make the program. First-time presenters should expect to submit a detailed synopsis and possibly their presentation slide deck prior to acceptance.

You can submit presentation topics here:

[https://bbtb2019-presentations.eventbrite.com](https://bbtb2019-presentations.eventbrite.com)

**Conference website:** [www.smptedc.org](http://www.smptedc.org)

While we welcome presentations on any topic we think our audience will benefit from, the conference this year includes the following areas of targeted focus:

- IP Video Networks and ST 2110, especially with regards to using discovery and registration to automate documentation, system management and troubleshooting
- Building secure networks
- Wireless Technologies: ATSC 3.0, 5G
- Cloud migration, AI and best practices
- Autonomous vehicles and connected car – the future mobile entertainment pod?
- Workflows for multiformat delivery and archiving
- IMF implementation and challenges
- Delivery models and content monetization including programmatic advertising
- Consumer trends and technologies, and how they drive professional media technologies
- Use cases that chart industry change and evolution
- Workforce changes and challenges
- Producing and Delivering Immersive Video & Audio
- Case studies