

ISDCF Main Meeting Notes – April 21, 2021

Upcoming Meetings

ISDCF June 2, 2021 10am Wednesday

EDCF/ISDCF Social Hour - Tuesday, April 27, 2021 8am Pacific

ISDCF **Tuesday**, July 27, 2021 10am

Part 0: Open Mike (15 minutes prior to meeting start time)

Part 1: General Reporting

Housekeeping:

- Zoom meeting (provided by NATO)
- Set next meeting dates (above).
- Thank you Universal for support of the Chairman.
- Thank you to Inter-Society for providing general expenses and admin support.
- Meeting notes from March '2021 approved
- Making Zoom work! (mute/raise hand/front light)
- InterSociety - **Membership Fees waived for 2021!** However, we still are doing work - in particular the Naming Convention Website - please let Erin (evh@natoca.com) know if you want an invoice for 2021! \$500 per company per year / \$100 individual membership.
- Legal reminder / press reminder / Antitrust Disclaimer. The official antitrust guidelines are posted on our website and are linked from the main ISDCF page. A short verbal overview of guidelines was given. Please no-social-media for discussions held at ISDCF.

Attendance is at end of these notes.

Action Items from April 21, 2021

1. **Membership Fees waived for 2021** Join Inter-Society! <https://isdcf.com> \$500 per company per year, \$100 individual membership.
2. Investigate if we can have a demonstration of closed caption devices - perhaps at CinemaCon or at a future ISDCF plugfest.
3. Get some stats on how patrons now feel about open captions.

4. When ICTA gets a terminology / glossary entry in their website, point to it from ISDCF site.
5. Form subcommittee to define the next ISDCF Test packages for SMPTE-DCP and audio.

Holdovers:

===

Big Picture -

June and beyond looks GREAT for new movies coming to our theaters.

Some are looking forward to CinemaCon in August ... There was a question on the status of “will CinemaCon happen?” The best answer we have is that while not at 100% and it will be based on conditions in Las Vegas / Caesars and travel restrictions, a final answer is expected end of May. HOWEVER the CinemaCon site is accepting registrations for both attendees and the trade show. CinemaCon is highly likely to take place!

Harold Hallikainen shared his tracking of the “excess deaths” since the pandemic started. He shared <http://hallikainen.org/cv/>

SVOG (Shuttered Venue Operators Grant) in the US are in turmoil as the small business organization is getting their act together and the website opened up. It's first come, first serve.

===

Restarting... what do we know?

TEST EARLY!! The best advice we can give to the industry is to load encrypted content and play them long before you have an audience.

Make sure the sound systems are working right! The ISDCF test content is really good to confirm things are working right.

The distribution chain is showing life and more titles are gearing up to go out!

===

Social Communications - Corridor Virtual Discussions (CVD)

Two held - what are the next steps? Is it working?

The international communication is very important. It will remain important to have social meetings at a once-a-month frequency.

The dine-in-cinema group has been successful at once a week zoom calls / therapy session... They are focusing on getting money at this point - it probably will change when things get back to normal.

Another group does presentations followed by a discussion.

We picked a date (May 11), then the chair decided to put it on hold...

EDCF/ISDCF social hour next week Tuesday April 27, 2021 8am Pacific

===

Open Captions / Closed Captions

In the past we had a discussion about an open standard protocol to send closed caption data to in-theater devices. This could enable new AR glasses to have the means to present closed captions to patrons. Still being considered, but nothing new.

There are a growing number of states passing legislation that requires some showtimes to have open captions. This is motivated by advocates that feel current closed caption devices are not sufficient and/or not always operational. Hawaii has laws on this topic. Proposed bills in Colorado, Virginia, West Virginia and Washington DC (not a state).

Harold Hallikainen gathered comments on the NPRM that resulted in the current rules on closed captions from a few years ago. They may provide additional background on what the public thinks about access. <http://hallikainen.org/org/DojNprm/>

Is there anything that ISDCF can do to help facilitate introduction of new solutions? Suggestion of holding a plugfest to demonstrate and encourage solutions.

There were questions about how many people felt about open captions? One exhibitor stated that patrons are negatively upset when they attend an unexpected open caption showing. Some would like some statistics on audience reaction to open captions.

How has the experience in Brazil shown in using AR glasses? How robust are current AR glasses? In the past they seem to be very fragile and expensive.

===

Credit Markers

Do all CPLs have credit markers? Are they being used?

It is part of RDD52 - requiring credit markers in CPL. Some distributors say all their content is distributed with credit markers. It's not clear how many exhibitors use it.

===

General standards for exposing the asset management solutions

James Gardiner

"All major studios now have asset management portals that offer posters and digital assets specifically targeting use on social networks. However, the glue between these portals and getting them to the facebook-page or instagram channel is complex and typically very manual. (Expensive and time consuming)

This is not such an issue for larger exhibitors who have the resources to make all this work. For smaller cinemas it is much harder.

I was wondering if there is any weight behind forming some general standards for exposing the asset management solutions. For example, if on these services you can register an API key and then have access to a json endpoint where you can search/pull assets of specific type. It would then be possible to build tools for exhibitors to use to mostly automate the process of posting these assets to their social media feeds.

Example, TMS or POS system knows your schedule. When suitable, the software could pull the correct asset from the portal, add any local copy (Starts this Thursday..) and build the ad ready for approval to post it to the cinema social network with a press of a button.

I expect the technical people behind all these asset management portals are on this mailing list. I would encourage such a move as it could greatly improve the marketing capabilities of exhibitors and specifically smaller cinemas in regional markets.”

James did not attend the meeting to present. It seems that ISDCF is the wrong forum for this topic. There are other companies that specialize in this topic. Decision: Out of scope for ISDCF.

===

SMPTE - Behind the firewall

RDD52, RDD57, Equivalent posted in ISDCF site.

We anticipate ISDCF’s documents being converted to a browser-friendly format and reposted in the near future. SMPTE is in discussion on how to deal with documents, but it’s internal within SMPTE.

===

Website and IT updates

We are seeing an increasing number of new facilities and studios being registered.

All website activities, including all the registries, are doing fine.

To follow what is going on: <https://github.com/ISDCF/registries>

SMPTE may be working a LMT (language metadata table) project. We are seeing what they are doing, but not changing our internal language tables.

<https://www.isdcf.com/site/dcnc-appendix-1ab-language-codes/>

===

ISDCF Terminology Document

ICTA is building a new website with guides/terms. Would ISDCF want to contribute to this? Link to it? YES. They are at an early stage now... stay tuned!

===

HPA Tech Retreat 2021

Can we learn anything from the HPA tech retreat that we can apply to ISDCF?

Comments on the virtual retreat:

Seems to be more about production.

More about companies promoting their products.

A multi-day event is difficult to maintain focus from the participant.

The HPA event created a “coding festival” that seemed to encourage companies collaborating together.

===

ISDCF Immersive Audio

Has anyone implemented new features in IAB devices that others have implemented that need to be part of an IAB profile 2? **Not yet. No call for a plugfest at this time.**

When is the naming convention “IAB” instead of “Atmos” going to be implemented? NATO members have been informed. It’s up to distribution to start making changes for distributed content.

===

Updated ISDCF Test Package

There is still a desire to update the ISDCF test package. It should include all aspects of RDD52 and a simply IAB package as well. It should also test sync.

Form a sub-committee: JPierce, MRadford, PLemieux, BVessa, SLLamb, DHuerta, JPViolet

===

EDCF Update

No report at this time.

===

DCI update

A few new errata and updates to test plan published.

===

Digital Cinema Picture Levels

No report this time.

Q: Didn't we learn that the SMPTE spec is too tight? Given the real-world results from the first phase?

A: Too early to tell. When DCPL restarts we will continue down this path.

===

SMPTE

MXF constraints started.

Japanese subtitle rendering. There is a document in-process and they are looking for participants who know about the inner workings of font files. They are looking for help! Contact Harold Hallikainen.

A revision of the IAB bitstream is underway. Specifically SMTPE 2098-2. Should not affect RDD52 or Atmos.

===

Review of Action Items from last meeting.

Action Items from March 3, 2021

1. **Membership Fees waived for 2021** Join Inter-Society! <https://isdcf.com> \$500 per company per year, \$100 individual membership.
2. Reframe the ISDCF/EDCF social hour events. JP/TM/DM will discuss.
3. Send a request to SMPTE of the need/desire to have RDD52/57 not behind a firewall/cost.
4. Create a new test package for IAB content as part of an RDD52/RDD57 test package.