

ISDCF Main Meeting Notes – May 4, 2022

Upcoming Meetings

ISDCF Main Meeting Tuesday June 14, 2022 10am

ISDCF Wednesday August 10, 2022

Part 0: Open Mic (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 Mark Collins for providing general expenses and admin support.
- Meeting notes from March '2022 approved
- InterSociety - **Membership Fees 2022!** Go to website to register and get an invoice. \$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 May 4, 2022

1. **Membership Invoices 2022.** Join Inter-Society! <https://isdcf.com> \$500 per company per year, \$100 individual membership.
2. Plan on changing the digital cinema naming convention immersive audio to IAB name and consider ATMOS as legacy content starting in August 2022. We will revisit at next meeting to confirm.
3. Share link to Celluloid Junkie's article on immersive audio naming to ISDCF.
4. Create a document (.pdf) describing the change to Chinese Language Tags as proposed in the naming convention (Jerry/Steve)

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CinemaCon 2022

Good conference.

A number of covid cases came home from CinemaCon, NAB and/or the NFL Draft... "What happens in Vegas comes home with you..."

ISDCF/EDCF held a short Zoom call from the show floor. Lightly attended.

Chairmans Overview of CinemaCon (from ISDCF's perspective). Felt like a "normal" conference. About 80% attendance from 2019 - 3,000+ attendees. Having NAB/CinemaCon at same time was challenging for many participants and delightful for others.

The Tech Show was better than 2021, but still lightly attended and in one opinion, fewer new technology products were being shown. One comment was that many companies are showing in suites, not on the floor.

Chairman expressed concern about the number of high performing staff that are moving out of area to be more virtual contributors and not having their availability to be mentors for the next generation of contributors.

ICTA had a great session on what else can you do in the Cinema Space - great ideas based on family entertainment centers to Marcus's "The Wall" for big screen sports viewing.

Chairman didn't see much (anything) about LED walls.

Open captions seem to be moving forward and the landscape has changed in the availability for closed caption devices. (The USL closed caption devices are now under MIT's umbrella.)

Other comments:

The “popcorn” show was doing well! This may be a better indication of the health of the industry.

More software services being shown this time...

Many were expressing interest in premium experiences (fancy seats, side lights) to make it feel more unique and special.

Future of Cinema Conference as part of NAB: The MSG sphere technology was presented - amazing what you can do with \$2+ Billion dollars. Ideal outdoor viewing distance: 1/4 mile.

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The Cinema Foundation

The “Cinema Foundation” made a high level introduction of the Foundation at a Wednesday morning presentation. It appears to be still under formation and much will be determined over time.

Comments include: Hard to figure out what the foundation is since they have so many goals and initiatives. Seem challenging to do them all and desire to understand the priorities of the Foundation. Concerned that if priorities are in staffing direction, would there be sufficient support for technology (as an example).

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ISDCF and InterSociety future

There are changes coming for the administrative organization of ISDCF. We are exploring a number of options. A few key goals are: 1) keep the style of ISDCF without significant change in mission/style and 2) goal for self-sufficiency - reduction of a few companies for support of the organization.

InterSociety has been reduced to a single mission - maintaining ISDCF. The next steps would be to consider how to maintain ISDCF in the future. We are expecting a formal offer from The Cinema Foundation to support ISDCF and it will be considered, but it's not a done deal. We are going to carefully consider all options.

ISDCF has sufficient resources that we have many months to make a decision. No rush.

One comment was made that having a diversity of organizations funding efforts may be beneficial. It is essential that current and future studios are involved in the organization going forward. The current support of ISDCF (in terms of participation), we need to make sure this remains a key aspect of the future. ISDCF needs to remain open to all participating in the cinema industry.

Other similar groups (like IMF Users Group) are facing similar issues. The good news is that it is much easier to have these organizations in the time of Zoom and on-line tools to connect the world. We need to re-think the best way of re-inventing the structures. To be successful the groups need either a very generous sponsor, a funding mechanism and a dedicated leadership. For ISDCF and IMF Users Group the leader is partially funded for specifically this activity.

ISDCF could be self funded. Intersociety's board has vacancies right now. Others are invited to join to help guide the planning over the next few months.

We need your money!! Please consider joining InterSociety with a membership!

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Immersive Audio

DTS made an announcement at CinemaCon that they were rolling out IAB-enabled rendering solutions. GDC was demonstrating playback of this solution. There are some issues with some studios wanting to support IAB and others continuing to support DTS-X content. (Note: Upgraded DTS systems will play both DTS-X and IAB bitstreams.)

IAB will play back on *upgraded* DTS-X systems that are currently 16 channel solutions, most of which are located in China/India. There are some systems that require a hardware upgrade, but these are mainly the early installations at larger locations.

DTS expects all US sites to be upgraded in about 6 months.

Current situation: There are IAB and DTS-X mixes being released at this time. The long term goal is for a future to release only IAB mixes.

There is additional concern about standards being made in China, possibly a different set of immersive audio standards than for the rest of the world. Perhaps we have members of ISDCF that could help understand the situation and could help us drive to a single world-wide standard (SMPTE).

ISDCF's Digital Cinema Naming Convention (DCNC) currently is being used for automation in the field. In particular the SMS systems that are connected to *Dolby systems or Barco systems* will need to be re-tooled to read the IAB/ Atmos in both the CTT (content title text - AKA the human readable naming convention) and the metadata.

There doesn't seem to be any issue with changing the text on the DCNC site for CTT to reflect ATMOS is out of date and IAB is now the preferred name. We can change the DCNC website at anytime and will help make the transition. This does not imply that all content would be "forced" to release content with the IAB name. It's a convention, not a standard! And the site will continue to define ATMOS since that is in legacy content.

There is a planned article to be posted to Celluloid Junkie on this topic of naming conventions with IAB/ ATMOS. A link to that article after publication will be shared to ISDCF.

So we are going to give folks a head's up that we plan to change the DCNC site to reflect the use of IAB starting in August 2022 (two meeting cycles from now). Let the comments come in!

The usual question: Has anyone implemented new features in IAB devices that others have implemented that need to be part of an IAB profile 1? (Nope)

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Frame Rate Testing

Is a license needed to play 3D48-2K (i.e. 96fps delivery)? SOME (not all) need a special license.

You can get copies of test material running at 3D48-2K from Steve LLamb - it's the same content that was used at an earlier ISDCF plugfest in anticipation of other high frame rate releases years ago.

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Naming Convention / Display issues

Updates to languages? Chinese Language Description - what is being used in the field? (This used GitHub to identify the issue - GitHub issue submission is a great way to identify / document issues.)

Hans & Hant entries should always be picture-and-text-only.
I'm only adding missing 4-letter tags that are non-controversial and easy to construct (ZSxx & ZTxx).

Other frequently used but missing candidates aren't included in this PR, like:

- cmn-CN - Chinese, Mandarin, China mainland (re-dubbed Mandarin audio, different from the original Mandarin audio)
- nan-TW - Chinese, Min Nan, Taiwan (this is what people actually call *Taiwanese* in real life, but not recommend as critics say it weakens other dialects' position in Taiwan; studios simply use NAN right now)

For changes of this type (not routine / correction) it may help to create a .pdf of the details for circulation. One studio asked for a description that could be used for circulation to others within that studio.

The current change is designed to help in mastering to specifically identify the dialect being used to create Chinese versions.

Attached is a .pdf with a description of the changes.

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SMPTE update

429-20 Ballot ends today. 428-22 2 week review pre-FCD ballot just went out.

430-17 published. 430-14 in queue to publish.

428-7 subtitles closed. (Not enough participants.)

TC-36 new liaison in place (Mike Doland)

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Updated Test Package

LOTS OF WORK NECESSARY!

The high priority is for IAB content (walk around the room).

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ISDCF Terminology Document

There is a need for a simple get-you-up-to-speed tutorial for new employees in theaters. Staff turnover is taking a toll on getting experienced folks in the field. We can use new content (video/YouTube/tiktok) style.

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Website and IT updates

All good. More Facilities and Studios have been added.

The system is working (error introduced, detected, then corrected)

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EDCF Update

Nothing to report.

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DCI update

Few additional compliant equipment added.

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Digital Cinema Picture Levels

On hold.

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Vendor report

Nothing to report.

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Review of Action Items from last meeting.

Action Items from March 9, 2022

1. **Membership Invoices coming for 2022.** Join Inter-Society! <https://isdcf.com> \$500 per company per year, \$100 individual membership.
2. Update DCNC to show 2-4 characters for language code (from 2-3 characters) - done
3. Need to have exact limits for bit rate (and how to calculate it) for max bit rates - posted to minutes last meeting

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Attendance on next page

Proposed change to language codes for China in the ISDCF / Digital Cinema Naming Convention registry

Overview:

The existing language codes for China do not allow for some of dialects that are possible in China. The change will add new dialect descriptors and the naming for these dialects. This is expected to be used primarily by translation services to accurately describe the dialect.

OLD (Naming Codes remain, the descriptor changes in the new naming)

dcncLanguage: Chinese - Mandarin PRC,
dcncTag: CMN,

dcncLanguage: Chinese - Mandarin Simplified,
dcncTag: QMS,

dcncLanguage: Chinese - Mandarin Simplified - Singapore,
dcncTag: CSSG,

dcncLanguage: Chinese - Mandarin Traditional,
dcncTag: CSTW,

dcncLanguage: Chinese - Simplified,
dcncTag: ZHS,

dcncLanguage: Chinese - Taiwanese - Min Nan,
dcncTag: NAN,

dcncLanguage: Chinese - Traditional,
dcncTag: ZHT,

NEW:

dcncLanguage: Chinese - Mandarin,
dcncTag: CMN,

dcncLanguage: Chinese - Mandarin - Simplified,
dcncTag: QMS,

dcncLanguage: Chinese - Mandarin - Simplified - China mainland,
dcncTag: CSCN,

dcncLanguage: Chinese - Mandarin - Simplified - Hong Kong,
dcncTag: CSHK,

dcncLanguage: Chinese - Mandarin - Simplified - Macao,
dcncTag: CSMO,

dcncLanguage: Chinese - Mandarin - Simplified - Malaysia,
dcncTag: CSMY,

dcncLanguage: Chinese - Mandarin - Simplified - Singapore,
dcncTag: CSSG,

dcncLanguage: Chinese - Mandarin - Simplified - Taiwan,
dcncTag: CSTW,

dcncLanguage: Chinese - Mandarin - Taiwan,
dcncTag: QTM,

dcncLanguage: Chinese - Mandarin - Traditional,
dcncTag: QMT,

dcncLanguage: Chinese - Mandarin - Traditional - China mainland,
dcncTag: CTCN,

dcncLanguage: Chinese - Mandarin - Traditional - Hong Kong,
dcncTag: CTHK,

dcncLanguage: Chinese - Mandarin - Traditional - Macao,
dcncTag: CTMO,

dcncLanguage: Chinese - Mandarin - Traditional - Malaysia,
dcncTag: CTMY,

dcncLanguage: Chinese - Mandarin - Traditional - Singapore,
dcncTag: CTSG,

dcncLanguage: Chinese - Mandarin - Traditional - Taiwan,
dcncTag: CTTW,

dcncLanguage: Chinese - Min Nan,
dcncTag: NAN,

dcncLanguage: Chinese - Simplified,
dcncTag: ZHS,

dcncLanguage: Chinese - Simplified - China mainland,
dcncTag: ZSCN,

dcncLanguage: Chinese - Simplified - Hong Kong,
dcncTag: ZSHK,

dcncLanguage: Chinese - Simplified - Macao,
dcncTag: ZSMO,

dcncLanguage: Chinese - Simplified - Malaysia,
dcncTag: ZSMY,

dcncLanguage: Chinese - Simplified - Singapore,
dcncTag: ZSSG,

dcncLanguage: Chinese - Simplified - Taiwan ,
dcncTag: ZSTW,

dcncLanguage: Chinese - Taiwanese Mandarin,
dcncTag: QTM,

dcncLanguage: Chinese - Traditional,
dcncTag: ZHT,

dcncLanguage: Chinese - Traditional - China mainland,
dcncTag: ZTCN,

dcncLanguage: Chinese - Traditional - Hong Kong,
dcncTag: ZTHK,

dcncLanguage: Chinese - Traditional - Macao SAR,
dcncTag: ZTMO,

dcncLanguage: Chinese - Traditional - Malaysia,
dcncTag: ZTMY,

dcncLanguage: Chinese - Traditional - Singapore,
dcncTag: ZTSG,

dcncLanguage: Chinese - Traditional - Taiwan,
dcncTag: ZTTW,