



digital production partnership

# The 2017 Roadmap

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## **We are delighted to announce our roadmap for 2017.**

The DPP roadmap is drawn from conversations with DPP Members throughout the year. It reflects our Members' needs and interests – and their status as companies and organisations committed to innovation and change.

The DPP always aims to deliver its strands of work within a 12 month period – although of course that work starts at different points in the year. So our new roadmap contains some items we began in 2015/16, and others that are brand new for 2017.

The core purpose of the DPP is to enable change, generate insight, and identify market opportunities.

The 2017 Roadmap reflects these three aims.

Of course our fast moving industry throws up new challenges all the time. So expect other strands of work to emerge and be added as 2017 unfolds.

## ENABLING CHANGE

### ▶▶ **International Implementation of DPP Specifications**

The DPP will continue to develop and drive adoption of its AS-11 file delivery specifications in the UK and, in collaboration with NABA, in North America. This will include work with AMWA and SMPTE on the development of the AS-11 NABA/DPP X8 and X9 specifications and the continued implementation of AS-11 for HD commercial delivery.

In the UK the DPP will be assisting the broadcast industry to remove all video tape from the delivery of new programmes by 1 October 2017.

### ▶▶ **UHD Programme Delivery Specification**

The development of the AS-11 X1 UHD file delivery specification will continue throughout 2017. This work with AMWA, SMPTE, suppliers and the UK broadcasters will develop a programme delivery specification that can be used for productions to deliver UHD commissions.



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## ENABLING CHANGE CONTINUED

### ▶▶ **Broadcast IMF**

The DPP has pioneered delivery specifications for programme playout; but with the increase in versioning for global content, there is now a need for the creation of a programme master format. The DPP has already carried out an analysis of the business requirements for the introduction of such a mastering format. In 2017 the DPP will progress to the delivery of a broadcast specification of IMF to enable the exchange of broadcast masters for television.

### **NEW** **UHD Adverts**

To complement the AS-11 X1 UHD specification, the DPP will work with the suppliers of commercials to broadcasters to create a delivery specification for UHD commercials.

### **NEW** **Cross Media Delivery of Adverts**

Online advertising has been revolutionised over the past five years, with the introduction of personalised adverts on new platforms. These new advertising environments need new delivery specifications. So the DPP, in collaboration with NABA, Google, AAAA, iAd and others will explore a set of cross media specifications for the delivery of video advertising online.

### ▶▶ **Security Best Practice**

Security, and trust in connected services, was a major theme for the DPP in 2016. In 2017 we will be developing the work further - focusing on the role and needs of suppliers in helping the production, broadcast and distribution communities build and maintain secure operations.

### **NEW** **Unique Identification of Content**

The existence of a globally recognised unique identifier for all audio-video content is seen by DPP Members as a Holy Grail. Such a system is regarded as essential for the effective exploitation of content data. Unique identifiers already exist; but is it possible to build on this work to create a protocol that will work for all? The DPP will undertake exploratory work in this area in 2017.



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## ENABLING CHANGE CONTINUED

NEW

### **UK Specification for Live IP Contribution**

Broadcasters are migrating to IP as a contribution technology. Differing formats & workflows make interoperability complex & costly. The DPP will work with Members to create a live IP contribution spec.

NEW

### **UK Specification for IP Feeds**

As traditional Broadcast lines are replaced with IP the DPP will work with its Members to create an IP feed specification for delivery of Live or Channel Payout content over IP for DTT, digital satellite and digital cable.

NEW

### **The Production App**

In partnership with Transfer Media, the DPP will launch a new mobile phone application for iOS and Android. This App will help producers, production managers and production companies around the world to understand the technical deliverables, cameras outputs and online formats for media production.



### **News Exchange**

The DPP has been working with news organisations and suppliers to develop a common metadata set for news assets, which will in turn enable easier international exchange and movement of those assets. In 2017 this work moves into its implementation phase.



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## INSIGHT

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NEW

### **Content Over IP**

What does a modern production need to know about setting up and delivering their content over IP to online platforms such as YouTube live. And what do their needs mean for suppliers? The DPP offers a practical guide.

NEW

### **10 Things You Need To Know About IP**

Internet Protocol will have a fundamental impact on the way we work. The DPP will provide an introductory guide to help programme makers understand the opportunities offered by IP in broadcasting.

NEW

### **The Production Business**

The DPP's *Connectivity* and *New Content Creators* survey reports provided vivid insights into the changing world of production. So just how should a modern production company be set up to maximise profitability and effectiveness? And what opportunities does this create for the market?

NEW

### **Cloud Exchange**

The DPP will take a fresh look at storage, file management and movement in a cloud production environment. What does technical collaboration mean in the cloud? How can files be exchanged most efficiently? And how can modern data centre and networking options be used to optimise production operations?

NEW

### **The Supply Chain Revolution**

Software-based, connected services are transforming the way that broadcasters and distributors operate and do business. But what does this mean for how we think about supply chains and what they could do for us?



### **DPP At Home**

Our exclusive *DPP At Home* insight event has already produced ground-breaking work in areas such as Trust, VR and Data. 2017 will see at least four more *DPP At Home* events, on subjects to be announced.



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## MARKET OPPORTUNITY

NEW

### **The DPP 2017 Predictions**

In early 2017 the DPP will build on the insights of its Members to release the first DPP Predictions. We'll be identifying the trends and technologies that will have a major impact in the year ahead.

NEW

### **CES 2017**

The annual Consumer Electronics Show (CES) in Las Vegas is where manufacturers try to shape and predict the major trends in consumer behaviour. From a media sector point of view, this is the trade show that focuses on the audience. The DPP separates the histrionics from the history changing trends to bring an analysis of what really matters for media businesses.

NEW

### **The Business Benefits of IP Production**

The term 'IP' is used very loosely. Almost every aspect of media production, delivery and distribution could now be over IP. In theory. But what about in practice? Where and what are the business benefits of IP? And what are those benefits worth - both to producers and suppliers?

NEW

### **DPP Marketplace**

Early in 2017 the DPP will launch its online Marketplace - an open area of the DPP website where Member companies can publicise their products and services to the wider industry. Supported by DPP marketing and communications, the DPP Marketplace will become the destination for anyone seeking information on products and services from companies committed to innovation and change.



### **Meet The...**

In late 2016 the DPP introduced its new *Meet The...* format, bringing together DPP Members with six technology leaders from the UK Broadcast Sector. A *Meet The... Rising Stars* event then introduced some of the hottest new small companies. In 2017 there will be further *Meet The...* encounters, giving DPP Members unique access to help them build their businesses.