

SMPTE 2025

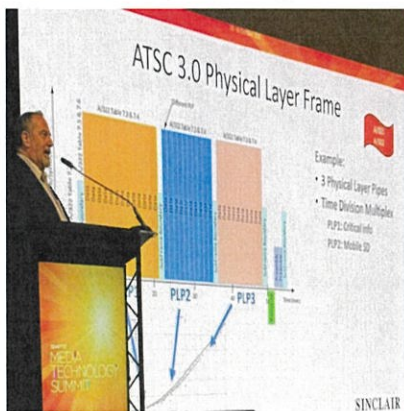
By Louis Gabriele



Celebrating its global presences with over 200 corporate members and over 5,000 world-wide individual members, SMPTE Media Technology Summit convened its annual conference in Pasadena, California at the Pasadena Convention Center. The term "We are one" refers to a campaign to foster a greater sense of community, communication, and collaboration among its members. SMPTE has always been to providing the Media and Entertainment industry with tools, standards and education on emerging technologies. Attendees had access to the industry change makers leading the way, chief engineers, content producers – and even top students – attending around the globe.



EDUCATION



ATSC 3.0



A.I. DRIVEN



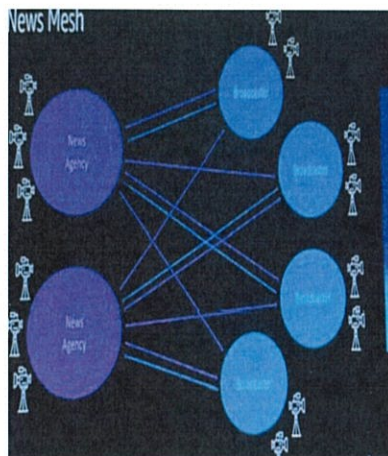
GLOBAL

BREAKING NEWS

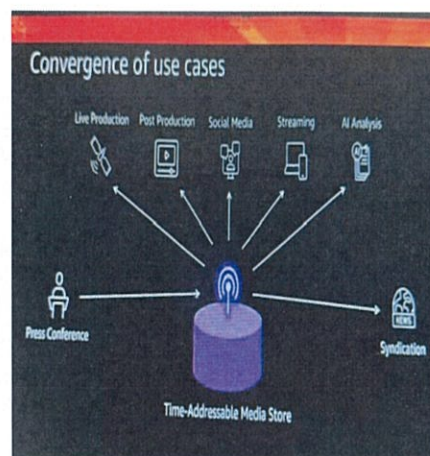
Thomas Edwards works at Amazon, as a Principal Media & entertainment Solutions Architect, specializing in Broadcast. He previously worked on advanced technology projects for broadcasters PBS, Fox & Disney. He described News delivery.



Breaking



Agencies



Convergence

ACTUAL



INGEST



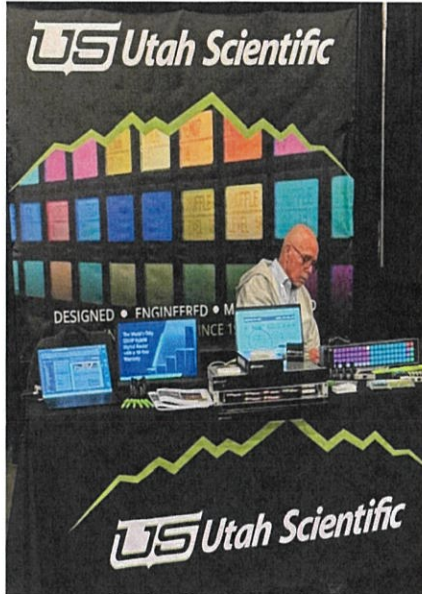
Saving the Planet



100 Terabyte Drive

EXHIBITION

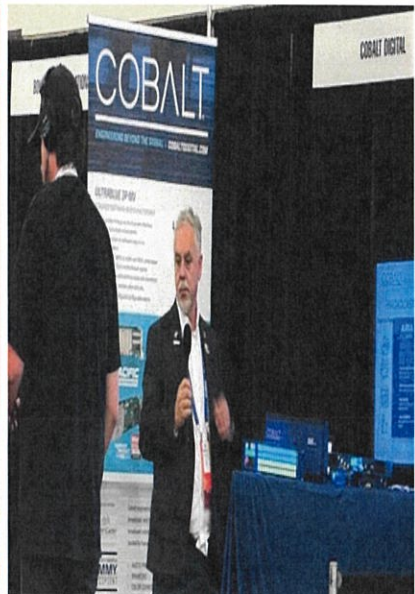
EXHIBITORS



UTAH SCIENTIFIC

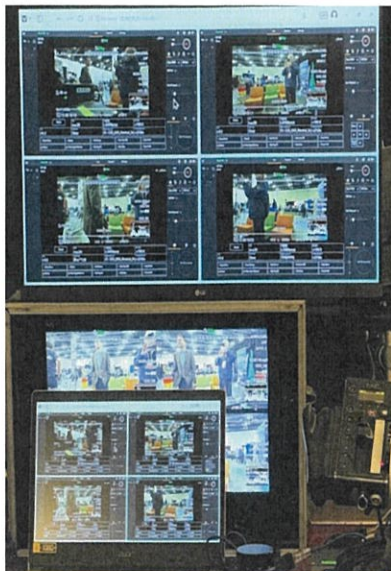


RIEDEL



COBALT

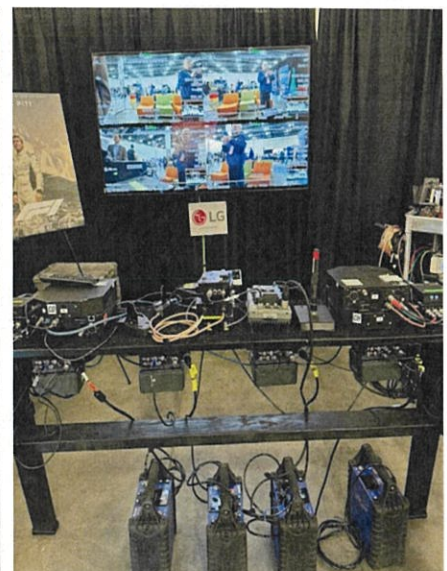
LIVE



MONITORING

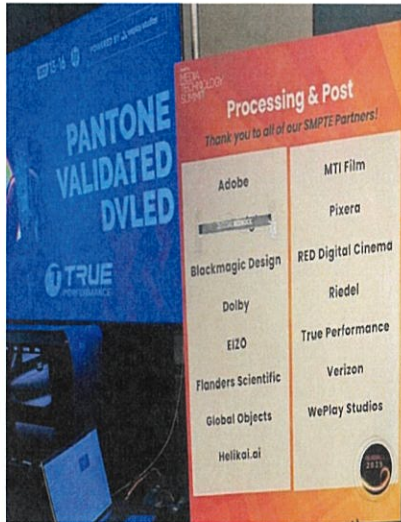


SELFIE



ACQUISITIONING

MAKING IT ALL POSSIBLE



SMPTE PARTNERS



CONSULTING



SPONSORS

NETWORKING



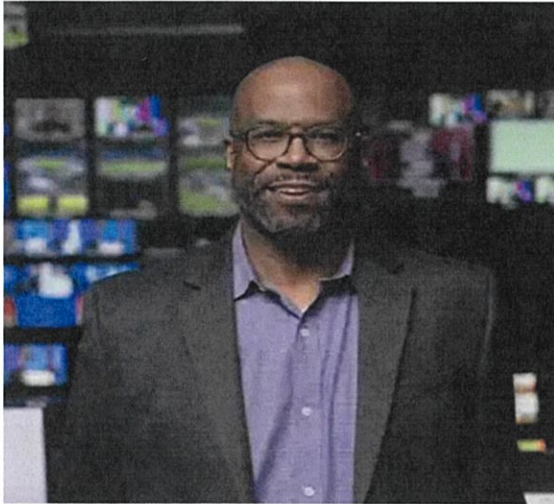
Artificial intelligence is making waves in broadcasting. AI-driven editing tools can analyze massive amounts of footage, find the best shots, and suggest edits.

"AI is reshaping the landscape," according to Ryan Salazar, editor in Chief,

[Relevant Media Properties, LLC](#):

"Embrace the future, stay informed, and harness the power of AI."

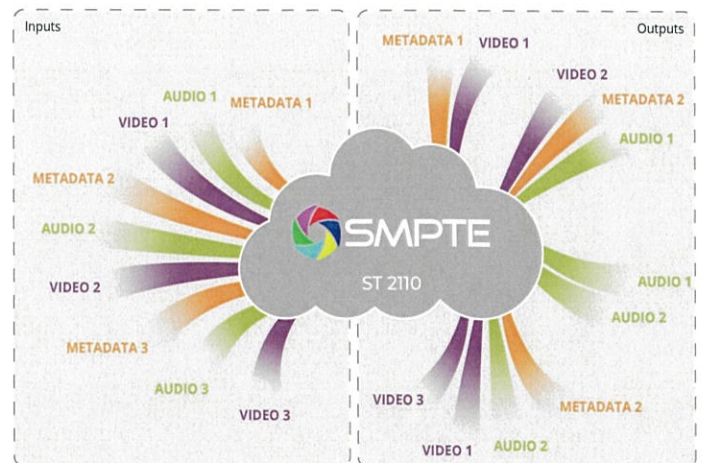
AWARDS



In 2025, the David Sarnoff medal was awarded to Darryl Jefferson in recognition of his visionary engineering leadership and transformative innovations in large-scale broadcast systems at NBC Olympics and Sports. The David Sarnoff Medal was established in 1950 and recognizes outstanding contributions that have improved the engineering phases of television technology. Jefferson has advanced the frontiers of live television production through his pioneering work.

The Emmy was won for the Society of Motion Picture and Television Engineers' ST 2110.
What is SMPTE ST 2110?

SMPTE ST 2110 is a set of standards for IP-based media transportation. "ST 2110 is a series of standards to enable the elementary essence transport of video, audio and associated data over IP networks. It is best deployed in applications where users require maximum flexibility and reliability. ST 2110 transports the data as separate streams. Each stream can be routed individually. It is kept in sync using the IEEE 1588 Precision Time Protocol (PTP). Users can pick up what streams they want without having to de-embed the entire signal."



SMPTE says **Thank You**

See you next year at the Pasadena Convention Center November 16-19, 2026.

By Louis Gabriele