

## Ask the expert - Bruce Devlin

### Founder and CEO, MrMXF, Standards Vice President SMPTE

In this interview, Bruce describes the changing landscape of the content industry, and explains how content internationalisation is essential for any media service.

Q1 How is globalisation of content changing at the moment? What changes are happening in the industry both technically and commercially?

A1 The recent pandemic has increased global content consumption, which has led to many new opportunities for international content sales. New technologies support this, enabling more cloud-based workflows, as well as new industry bodies such as the Entertainment Globalisation Association (<https://egassociation.org/>), which is helping content producers from many regions to share their material worldwide.

Q2 I've been reading about a SMPTE working group on IMF and internationalisation of video. What's the focus of this group and what progress have they made so far?

A2 IMF already enables users to make multiple versions of their content, for internationalisation or localisation. The next step is studying automation for creating different delivery packages for different territories e.g. bit rate, frame rate, audio components, subtitles etc. This is the focus of the IMF OPL (output profile list) which supports more automation of editing and thus enables content to reach more audiences at lower cost.

Q3 If I'm a technology provider or a creative organisation looking to monetise my content worldwide, how can I get involved in any of the initiatives that you've mentioned?

Q3 Entertainment Globalisation Association (<https://egassociation.org/>): members are creative companies who localise content for global audiences e.g. dubbing, subtitles etc.

IMF Users Group (<https://www.imfug.com/>): members study the technical use of IMF for reversioning content, originating in one locale for use in global distribution.

SMPTE (<https://www.smpte.org/>): standards groups defining the detail of the specifications for vendors to implement.

If you'd like to follow up with Bruce, he can be contacted via his website at <https://mrmxf.com>

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