Emerging Technologies

In

Digital Content Creation
2009 NAB Show

National Association of Broadcasters Convention 2009, Las Vegas, CA
was the setting where the Global Content Community Congregated

-over 160 countries represented
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Broadcast News and Digital Filmmaking

Professional Development Activity
Attended National Association of Broadcasters Convention
Las Vegas Nevada, April 21-23, 2009  9 am to 5 pm
My Objective for attending NAB

To learn about the trends and the emerging technologies that drive the fast growing Industry of Digital Content, Distribution and Delivery

To meet with professionals and industry experts to discuss Digital Content Creation as a profitable future for rising star filmmakers.
The NAB Show™ is your chance to evolve, innovate and grow your business — in smarter ways that allow you to save time and money in today’s economic conditions.

More than just broadcasting, the NAB Show is the world’s largest digital media industry event attended by leading media, entertainment and communications professionals who share a passion for the next generation of video and audio content across multiple platforms — from television, radios and computers to phones, the big screen and beyond.

“Creative people need these types of events, not only for the networking opportunities... but to add to their skill...”

DANIEL BERUBE
BOSTON FCPUG AND SUPERMEETS

THE NAB SHOW IS WHERE CONTENT COMES TO LIFE
Overall Experience

Attending the NAB was an incredible experience where I was able to meet with a worldwide community of digital media and entertainment professionals and discuss the latest trends. This presentation will outline what I gleaned from the convention and what I consider to be crucial updates for teaching and instruction within digital media classes.
Seeing newest technology up close and personal is inspiring to me.
NAB has always been my favorite place to catch up and get a jump start on the newest cameras and computers but this year was very different. The buzz was all about new ways to deliver the next generation of audio and video and filmed content. Top discussions were social networking and web based delivery.
I was excited to find out about the webisodic series featuring influential and emerging new filmmakers who are making, creating and challenging the independent film scene and how we view entertainment. The producers sit down and dine with industry movers and shakers. Watch in full screen HD.
As long as I can remember, I wanted to be a filmmaker. If this is your mantra, then you've got to see FilmFellas! Zacuto is excited to announce their new webisodic series, FilmFellas. A behind the scenes peek featuring influential and emerging new filmmakers who are making, creating and challenging the independent film scene and how we view entertainment. Follow this continuing series, you won't want to miss a webisodic as the cast and topics change. Watch in full screen HD with new webisodes premiering every two weeks. Producers Steve Vives, Jets Bogehage & Scott Lynch sit down and shine with industry movers and shakers where talking film is their family business.
Social Networking
Twitter experienced a 1382 percent year-over-year increase for unique visitors.

Content creators are just one of the many groups of professionals that have taken advantage of Twitter's unique promotional, marketing, and networking opportunities.
QUICK GUIDE FOR FILMMAKERS ON HOW TO GET THE MOST VALUE OUT OF THE TWITTER WEB TOOL
Find people.

There are multiple lists of filmmakers, actors, writers, journalists, and film-industry professionals who are already using Twitter and can be found by using any web search engine. As soon as you start following them, you can see what the community is thinking every minute.
Attract followers.

- Frequent updates and interesting tweets will keep your Twitter account alive. With Twitter, you can promote on a more personal level. Lose the company-speak and be yourself.
Pass on interesting links.

This will increase the value of your tweets and the word about you will spread. If you think something is interesting, chances are others will too.
Tweet from the set.

This is a great way to keep people thinking about your film. Give out little interesting details. Use the TwitPic application to post daily production stills. The more people who want to see your film, the better chances you’ll have for getting good distribution.
Ask and answer questions.

Looking for a crew or shooting locations? Hung up on a new piece of software? Twitter allows you instant access to a large group of people with various expertise and skills. Helping others with their questions is also an easy way to make a new contact.
Test out ideas.

What better way to do some informal market research on your new idea? Get instant feedback from fans, peers, and others in the technoliterate set.
Listen.

Keep abreast of everything happening in the industry so you can spot the latest in distribution and promotional opportunities as they appear. As video on the Web continues to evolve, following the right people can help keep your knowledge as up-to-date as possible.
Mobile Distribution
Anyone creating content these days should be looking ahead to mobile distribution.

There is a great need for high quality premium content for smartphones and ipods.

MoboVivo represents another revenue channel for filmmakers and web-based content creators, enabling them to distribute directly to consumers on mobile devices and online.
MOBILE OPTIMIZED
STREAMING SERVERS
Yamgo.tv is a site that enables broadcasters, production companies, and content producers to brand and profit from original content through video-on-demand services or live streams.

Yamgo TV is streamed over both 2.5G and 3G services to mobile phones and provides access to extreme sports entertainment at any time and in any place.
MoboVivo represents another revenue channel for filmmakers and web-based content creators, enabling them to distribute directly to consumers on mobile devices and online.
Vimeo.com

- Vimeo is a respectful community of creative people who are passionate about sharing videos.
- Vimeo provides some of the best tools and highest quality video streaming available.
IN SUMMARY
This is only the beginning of a new world of trends revolutionizing the Broadcast and Entertainment Industries today.
As of September 2009, we are using the newest Panasonic HD camera with P2 technology for our Northwood High School Broadcast, NTV.

We are streaming NTV at [www.northwoodtelevision.com](http://www.northwoodtelevision.com)

Our class has set up a special page on “Facebook” and those interested may join in as a fan of our “social networking” endeavor.