

Detroit Section April 2021 Meeting Notice

On April 5, 2021 By Frank

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

Detroit Section Meeting Notice

April 2021

Date: **Tuesday, April 13, 2021**

Time: **7:00 PM**

Topic: **Watermarking for ATSC-3**

Speakers: **Richard Glosser**, Head of Business Development, Verance

Location: **Online via GoToMeeting** (See below to register)

In this session, Richard Glosser will provide an overview of the Verance Aspect watermarking platform that is part of the ATSC 3.0 NextGen TV broadcast standard. He will give background on the technology and its applications, the consumer use cases for interactivity, and potential business models. There will be a specific focus on sports interactivity and sports betting.

Richard Glosser oversees business development efforts amongst US broadcasters, cable networks, and other media companies for Aspect, part of the ATSC 3.0 NextGen TV broadcast standard that enables audience measurement, interactive content applications such as sports betting, and addressable advertising. Prior to Verance, Glosser was President of Hilltop Digital, where he advised leading media and technology companies such as ABC News, Trendrr, ION Media and others. Glosser earned a New York Emmy Award for developing the first online video production and distribution efforts at Condé Nast Digital, and held a senior role at CSTV: College Sports Television (now CBS Sports Network) and Sony Pictures Entertainment's early digital efforts. Glosser earned a BS from the University of Pennsylvania and an MBA from the Columbia Business School.

The meeting will be held online. See below for connection details. If you are not a member of SMPTE or have an additional e-mail address, please join our groups.io group to receive meeting notices and other information from the Detroit Section.

Guests and non-members welcome – No admission charge

Please post on your company bulletin board or share with your colleagues electronically.

[View a recording of this meeting.](#)