

# DOLBY: NOW MORE THAN EVER

HOW PRODUCERS ARE LEVERAGING THE BURGEONING TECHNOLOGY FOR IMMERSIVE STORYTELLING



On May 19, 2021, Dolby and the PGA hosted an online, PGA members-only event where we explored how content creators are using Dolby technologies to expand their creative palette and empower immersive storytelling. With Dolby Vision HDR and Dolby Atmos immersive audio continuing to move forward as critical elements of premium entertainment, more and more consumers are actively looking to buy, watch and listen to their content in Dolby. With that in mind, Dolby hopes to make producers aware of this market momentum as they consider their next production.

## WIDE AVAILABILITY

For cinema viewers, there are more than 450 Dolby cinemas and more than 6,900 Dolby Atmos cinema screens. Additionally, hundreds of millions of people worldwide can view Dolby Vision and Dolby Atmos content through more than 40 streaming services. Consumers can choose from more than a billion Dolby-enabled consumer electronics devices including TVs, laptops, mobile phones, tablets and soundbars.

## ENHANCED STORYTELLING

HDR and immersive audio provide new ways to tell stories—and not just for big-budget movies and TV shows, but for all levels of production. As Netflix series director Sam Campbell puts it, “HDR is great for high-end productions, but it’s even more useful on an unscripted show like *Sexy Beasts*.”



## CONSISTENT PLAYBACK

Dolby Vision and Dolby Atmos playback is optimized for each device to ensure the consumer gets a consistent, high-quality experience. Consumers experience your movie or TV show exactly the way you intended.

## FUTUREPROOF

Many producers are making one Dolby Vision and Dolby Atmos master and then generating versions for all markets and uses, in HDR and SDR, immersive sound Dolby Atmos, and 5.1/2.0, thereby simplifying their workflow and futureproofing their output. Christian Rein, director of photography for Netflix’s epic *Tribes of Europa*, noted in an interview, “At some point in the development of Dolby Vision magic happened, and now the SDR rendered from the HDR looks better than if you’d mastered it in SDR. The atmosphere carries over in a way you could hardly have built up from scratch in native SDR.”

## INDUSTRY SUPPORT

With demand growing for Dolby content, gaining a deep understanding of the

tools and workflows is critical. Dolby has worked with leaders in film and TV to develop efficient and agile workflows supported by the industry’s leading tools providers. Our recommended processes ensure you can create all the required deliverables from the Dolby Vision and Dolby Atmos masters and produce all the formats required by all broadcasters and digital platforms worldwide.

Says Bill Markham, series producer for *Night on Earth*, “Everyone’s expecting it now for their more prominent projects. We wouldn’t go back. We couldn’t.”

Together with the PGA, Dolby hopes to provide the education and awareness for producers and their teams so they can leverage this for their productions. You can learn more about how producers have created and mastered in Dolby Vision and Dolby Atmos here: [professional.dolby.com/home-entertainment/produce-in-Dolby](https://professional.dolby.com/home-entertainment/produce-in-Dolby).

**Stay tuned for the next PGA and Dolby online event in early 2022.**