



How Dolby enables the entertainment ecosystem

Dolby is committed to enabling the best possible viewing experience. Dolby Vision® and/or Dolby Atmos® have been adopted by many service providers, such as Netflix, Apple TV+, Disney+, Sky UK and Sky Deutschland to name just a few – and the number of titles delivered in these formats on these platforms is growing every day.

We've helped service providers and their production companies expand the use of Dolby Vision and Dolby Atmos with hands-on support. We certified facilities and got them up to speed. Our aim was to ensure that the new Dolby Vision and Dolby Atmos workflows were understood and that these first-time projects were delivered without any issues. We are production-focused, and our staff comprises people with real-world post-production experience.

As confidence and experience has grown, Dolby Vision and Dolby Atmos have stopped being 'the premium option' and become the default standard. The workflow is structured so you spend your time producing a high-quality version of your content that lets you generate versions for all markets and all uses from that one master.

The installed base of SDR TV sets is declining, with most new TV sets sold including HDR (high dynamic range). Producing content in HDR makes sense as the SDR version is derived from the HDR master for non-HDR consumers. So there are benefits to producing HDR content that are decoupled from current HDR market penetration.

During this transition period to HDR, the ease of generating high-quality SDR deliverables from HDR masters makes sense both economically and practically. You can have your SDR now but future-proof the content, being able to quickly offer HDR versions as and when needed. It saves you going back to post-production and paying twice. As streaming services and broadcasters add more HDR support and more consumers have HDR-capable devices, content that is available only in SDR will be at a disadvantage.

It's not just about workflow, though. Dolby Vision and Dolby Atmos ensure that the artistic vision of the creators can be preserved across a variety of playback devices and that's good for business too. Content that looks and sounds its best gets viewers, generates buzz, and gets picked up for another series.

Dolby works closely with content providers as they have their own delivery specs. We're working closely with them and with their content creators so that specs and tools and workflows evolve together to make things as simple and as efficient as possible. We ensure the production experience is as high-quality as the finished production is for the viewer.