EBU
OPERATING EUROVISION AND EURORADIO

OBJECT BASED AUDIO SEMINAR
WHAT? WHY? HOW?

WEDNESDAY 17 MAY 2017

08.30 – 09:00	*Registration & coffee*	

KEYNOTE SESSION

09:00 – 09:10	**Welcome**	Roger Miles (EBU)
09:10 – 09:30	**Warm-up / participants survey**	Roger Miles (EBU)
09:30 – 09:50	**Keynote - Editorial, social, marketing future of multimedia contents and the place of sound in this future**	Ludovic Noblet (b<>com)

SESSION 1: OBA DEFINITION

09:50 – 10:10	**Definitions of multichannel/scene/objects and renderer concepts**	Florian Camerer (ORF)
10:10 – 10:30	**Definition and role of immersive audio on human feeling / quality of experience measurement**	Matthieu Parmentier (France TV)
10:30 – 10:50	**Formats and standards, publications and works in progress**	Michael Weitnauer (IRT)
10:50 – 11:20	*Coffee, demos & networking*	

SESSION 2: OBA FOR BETTER SOUND ON MULTIPLE DEVICES
SUCCESS OF A SINGLE OBA PRODUCTION WORKFLOW TO DELIVER MULTIPLE FORMATS

11:20 – 11:40	**Object Audio the Producers view - Producing content for all users**	Tim Addy (Dolby)
11:40 – 12:00	**OBA for better sound on multiple devices • Sound engineer' view**	Jean-Christophe Messonnier (Conservatoire de Paris)
12:00 – 12:20	**Manufacturer's point of view**	Tom Ammermann (New Audio Technologies)
12:20 – 12:40	**Broadcaster's / linear and online deliveries**	Hervé Déjardin (Radio France)
12:40 – 13:00	**Presentation of demos (short advertising)**	

- **OBA contents on smartphones/tablets - stereo/binaural/VR etc.**
- **OBA contents on 3D home-cinema demo**
- **Authoring software**
- **Codec + rendering solutions (including VR, head-tracking)**
- **Players and user-interfaces**
- **Etc.**

13:00 – 14:15	*Networking Lunch*	

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SESSION 3: OBA TO ALLOW USER-ADAPTATION OF THE RENDERING
ATTEMPTS AND SUCCESS TO PERSONALIZE THE USER EXPERIENCE

14:15 – 14:35	**OBA and Personalization in the context of MPEG-H Audio**	Adrian Murtaza (Fraunhofer IIS)
14:35 – 14:55	**New generation of receivers: Beam-forming, Transaural and Soundbars**	Marcos Simón (University of Southampton)
14:55 – 15:15	**OBA and realisable benefits for accessible broadcast services**	Fadi Malak (DTS)
15:15 – 15:35	**Producing clean audio and objects for accessibility**	Matthieu Parmentier (France TV)
15:35 – 15:55	**Reverberation techniques for object-based audio -**	Olivier Warusfel & Markus Noistering (IRCAM)
15:55 – 16:15	**Loudness measurement for object-based content -**	Michael Meier (IRT)
16:15 – 16:45	*Coffee break*	

SESSION 4: OBA AND INTERACTIVITY
FROM LINEAR TO INTERACTIVE CONTENTS: SOUND AND TRANSMEDIA

16:45 – 17:05	**Interactive vs linear audio: friends or foe**	Amaury LaBurthe (Ubisoft – Canada)
17:05 – 17:25	**Producer's experimentations in VR storytelling**	Urszula Gleisner (Vision Factory – Poland)
17:25 – 17:55	**Broadcaster's point of view**	Lidwine Hô (France TV)

COCKTAIL (18:00 -19:45)

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THURSDAY 18 MAY 2017

ROUND TABLE

09:00 – 09:30	**Presentation of demos (longer advertising)**	
	• **OBA contents on smartphones/tablets - stereo/binaural/VR etc.** • **OBA contents on 3D home-cinema demo** • **Authoring softwares** • **Codec + rendering solutions (including VR, head-tracking)** • **Players and user-interfaces** • **Etc.**	
09:30 – 10:00	**Round table – ask the experts**	
10:00 – 10:30	*Tea, coffee, demos & networking*	

SESSION 5: *FUTURE OF TOOLS AND WORKFLOWS*
OBA AMONG OTHER CHANGES

10:30 – 10:50	**3D Panner and objects**	Maurice Engler (Merging)
10:50 – 11:10	**Synergies between Scene-Based & Object-Based audio – Enabling a truly immersive & interactive audio experience**	Ferdinando Olivieri (Qualcomm)
11:10 – 11:30	**MPEG-H Authoring Tools for OBA**	Adrian Murtaza (Fraunhofer IIS)
11:30 – 11:50	**Future Tools and Workflows –**	Tim Addy (Dolby)
11:50 – 14:00	*Networking lunch + demos*	

SESSION 6: ORPHEUS PROJECT

14:00 – 14:15	**Introduction to ORPHEUS Project**	Andreas Silzle (FhG IIS)
14:15 – 14:25	**Object-based and scene-based audio acquisition in Orpheus**	Nicolas Epain (b<>com)
14:25 – 14:35	**IP studio & Radio Production**	Chris Baume (BBC R&D)
14:35 – 14:45	**Integration of Object-Based Audio in Sequoia**	Marius Vopel (Magix)
14:45 – 14:55	**Pilots and architecture**	Michael Weitnauer (IRT)
14:55 – 15:05	**Use-cases, user interfaces and content production**	Werner Bleisteiner (BR)
15:05 – 16:05	**Round table with all presenters**	

WRAP-UP

16:05 – 16:15	**Closing words**	Hans Hoffmann (EBU)