

Next Generation Audio (NGA)

PROGRAMME

TUESDAY 27 NOVEMBER 2018

08:30 – 09:00 *Registration, tea, coffee, demos & networking*

0900 – 09:05 **Welcome** Hans Hoffmann (EBU)

SESSION 1: HANDS-ON

09:05 – 09:25 **10 things you need to know about Next Generation Audio** Martin Black (SKY UK)

09:25 – 09:45 **Getting started with NGA production: equipment & tools** Matthieu Parmentier (France TV)

09:45 – 10:05 **NGA @ European Athletics Championship – the EBU trial** Andrew Mason (BBC)

10:05 – 10:25 **End-to-end NGA chains based on ADM (Audio Definition Model): what is available & roadmap** David Marston (BBC)

10:25 – 10:40 **The EBU ADM Renderer (EAR): current status & roadmap** Benjamin Weiss (IRT)

10:40 – 11:00 **NGA: user experience & evaluation methods** Werner Bleisteiner (BR)

11:00 – 11:15 *Tea, coffee*

SESSION 2: NGA MARKET: REALITY CHECK

11:15 – 11:35 **AC-4: enabling compelling NGA for European audiences** Jason Power (Dolby)

11:35 – 11:55 **MPEG-H Audio - The Next Generation TV Audio System for Personalized and Immersive Sound** Adrian Murtaza (Fraunhofer IIS)

11:55 – 12:15 **DTS-X: Personalized Immersive Audio Delivery to Consumers** Jacek Stachurski (Xperi)

12:15 – 13:30 *Lunch (buffet)*

SESSION 3: DEMO SESSION (PARTICIPANTS SPLIT IN 2/3 GROUPS)

13:30 – 14:30 **Showcases:** Room Moléson & Room DLR

- European Championship 2018 + NGA
 - Song Contest 2018 + NGA
-

SESSION 4: ROUND-TABLE

14:30 – 15:15 **Producing NGA for the audience: Q&A**

SESSION 5: WRAP-UP

15:15 – 15:25 **Closing words** Simon Tuff (BBC)
