



Objectives

- Discuss and share experiences in production and contribution of major sports events in HD including audio issues.
- Assess key issues related to file-based production and the evolution of production architectures including SOA.
- Review the challenges in managing digital archives and discuss practices.
- Explore future plans in producing for new types of content such as HDTV, games and 3DTV.

Who should attend

- EBU Members and non members
- Engineers, technology experts, programme makers, archivists, managers and technical managers.



Registration fee: Registration fee covers lunches, refreshments and proceedings but it does not cover hotel accommodation. It includes a summary report that will be sent to you after the seminar.

EBU Active Members: EURO 350,-

EBU Associate Members: EURO 400,-

Non-members: EURO 700,-

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Production Technology 2009

Seminar Programme

27-29 January 2009
EBU Geneva

Internet: tech.ebu.ch/production09

EBU Seminar – Production Technology 2009

Tuesday 27 January

09:00 - 10:30 Registration & Coffee
10:30 - 11:00 Welcome & Opening Speech

2008 HD events – user reviews

2008 has seen a fair amount of big HD productions – produced and distributed to the homes. The first day will highlight the experiences and challenges, including in audio, encountered by broadcasters in the production and contribution of large sporting events in HD and the issues in the exchanges between the facilities.

Chairperson: Reinhard Knoer, IRT, DE

User reports in Sports

11:00 - 11:30 Launching HDTV at ORF, M. Lielacher, ORF, AT
11:30 - 12:00 Hear it like Beckham, a new audio recording technique, G. Stoll, IRT, DE
12:00 - 12:30 Simulcasting Eurosport HD & SD, P. Crochemore & V. Gerard-Hirne, Eurosport, FR

12:30 – 14:00 Lunch

Test reports – HD User equipment

14:00 - 14:30 Acquisition formats for HDTV drama production, W. Demonte, WDR, DE
14:30 - 15:00 New studio codec tests & concatenation issues, M. Visca, RAI, IT
15:00 - 15:30 Results - HDTV Distribution encoder tests, R. Schaefer, IRT, DE

15:30 - 16:00 Coffee break

Audio developments

16:00 - 16:30 Loudness Group–1st results of work, F. Camerer, ORF, AT
16:30 - 17:00 HE-AACv2 listening test for DAB+, M. Coinchon, EBU, CH
17:00 - 17:30 Surround audio in 50p broadcast infrastructure and Standards developments in SMPTE, J. Power and W. Kerr, Dolby, USA

Wednesday 28 January

IT-based production and archives

Because broadcasters need to deliver richer content across a large number of delivery platforms, production needs to meet new business requirements. Sharing resources and combining best of breed market solutions is key. Will file based production and new architectures fulfil their promises?

Chairperson: Wieslaw Lodzikowski, TVP, PL

Service Oriented Architecture

09:00 - 09:15 File-based production: problem solved? G. Dimino, RAI, IT
09:15 - 09:45 Tutorial summary and overview, J-P. Evain, EBU, CH
09:45 - 10:15 From ESB to abstract service description, D. Haas, IBM, DE

10:15 - 10:45 Coffee break

10:45 - 11:15 The missing link from SOA to file-based production, D. Papavassiliou, CISCO
11:15 - 11:45 Round table discussion about the current situation and future development

11:45 - 12:15 Coffee break

EBU/SMPTE Time labelling and synchronization

12:15 - 12:45 Final report
Panel: H. Hoffmann, EBU, CH, J. Fletcher, BBC, UK, & F. Gierlinger, IRT, DE
12:45 - 13:00 How can you possibly synchronize a TV plan using Ethernet? B. Edge, Thomson-Grass Valley, USA

13:00 – 14:30 Lunch

Digital Archives

14:30 - 15:00 What replaces shelves: solutions for long-term storage of broadcast files, R. Wright, BBC, UK
15:00 - 15:30 Living in the digital world, D. Teruggi, INA, FR

15:30 - 16:00 Coffee break

16:00 - 16:30 Metadata for radio archives and AES, T. Værvågen, NRK, NO
16:30 - 17:00 Video Active: towards dynamic access to European audiovisual archives, S. Vaessen & J. Oomen, NL
17:00 - 17:30 Round table discussion with broadcasters

From 17:30 Cocktail & Special demonstration sessions in the foyer

Thursday 29 January

The future in production

Television, radio, web, mobile. Yes indeed we have enough on our research and development plates to last us for decades. But should we not also look beyond the scope of strictly broadcasting developments? 3D-TV for instance, from which the broadcasters have a lot to learn. And what about the future plans in broadcasting...

Chairperson: Roberto Cecatto, RAI, IT

09:30 - 10:30 Stereoscopic 3D panel

- H. Hoffmann, EBU, CH
- W. Zou, SMPTE 3D Task Force, USA
- A. Dror, XpanD, USA
- E. Schur, TDV, USA
- C. Smith, ITV, UK

10:30 - 11:00 Coffee break

11:00 - 11:30 High-Frame rate, R. Salmon, BBC, UK

11:30 - 12:00 Future Television Production - Proof of concept, M. Verwaast, VRT, BE

12:00 - 12:30 LIVE extends the interactive television experience, P. Krebs, ORF, AT

12:30 - 13:00 Closing discussion, P. Boehler, Chairman of the PMC

End of seminar