



**EBU TECHNICAL**  
MEDIA TECHNOLOGY & INNOVATION

# EBU Production Technology Seminar

**Production: @transition**



EBU, GENEVA, 31 JANUARY – 2 FEBRUARY 2012

08:30 Registration

## Welcome, Introduction and objectives

09:00 1. OVERVIEW OF EBU TECHNICAL STRATEGY & NEW GROUPS  
2. INTRODUCTION TO THE SEMINAR

## Keynotes

09.10 CONTENT PRODUCTION IN A MULTI-LAYER ORGANISATION Roberto Pomari, RSI, Switzerland

09.40 ALBERT: THE FUTURE OF TV PRODUCTION? Kevin Price, Bafta, UK

## Session 1: Use cases

Moderator: Hans Hoffmann, EBU, Switzerland

10.00 TRI-MEDIA PRODUCTION "UUSI PÄIVÄ" Samu Reijonen, YLE, Finland

10.30 ROYAL WEDDING: THE WORLD'S MOST EXPENSIVE WEDDING VIDEO Peter Taylor, BBC, UK

11.00 Coffee

11.30 TAILOR MADE AUTOMATION AT NRK: HOW TO SOLVE FEEDING LARGE AMOUNTS OF METADATA TO SELECTIVE USERS Gunnar Dahl and Tormod Varvaagen, NRK, Norway

12:00 IMPROVING THE QoE OF 3D LIVE BROADCASTING: ROLAND GARROS AND OTHER LIVE EVENTS Wei David Chen, Orange Labs and Charles De Cayeux, FTV, France

12.30 Lunch

## Session 2: Formats and Interoperability

Moderator: Massimo Visca, RAI, Italy

### Session 2a: Codecs

14:00 THE EUROVISION CONTRIBUTION CODECS – FINDINGS Adi Kouadio, EBU, Switzerland

14:30 NEW CONTRIBUTION CODECS – REQUIREMENTS Steve Westler, BBC, UK

15.00 1080P/50 – SP HIPS CODEC TESTING RESULTS Massimo Visca, RAI, Italy

15.30 GETTING A HANDLE ON MXF INTEROPERABILITY: AMWA APPLICATION SPECIFICATIONS Brad Gilmer, AMWA, United States

16.00 Coffee

### Session 2b: Interoperability in IT based production workflows

16.30 UK FILE BASED EXCHANGE PROJECT AS A USE CASE Kevin Burrows, Channel4, UK

17.00 EBU-TT, THE XML SUCCESSOR OF THE STL SUBTITLING FORMAT Frans De Jong, EBU, Switzerland

17.30 Q&A AND WRAP-UP OF DAY

17.45 End of day

<b>Session 3: Display, Lights and Camera technologies</b>		Moderator: Per Boehler, NRK, Norway
09.00	<b>WILL OLED SUPERSEDE CRT FOR REFERENCE MONITORS?</b>	Friedrich Gierlinger, IRT, Germany
09.20	<b>LED LIGHTING AND IMPACT ON PRODUCTION</b>	Alan Roberts, UK
09.40	<b>REPORT ON EBU GAMMA/EOTF MEASUREMENTS</b>	Richard Salmon, BBC, UK
10.00	<b>CAMERA GUIDELINES (EBU R118 AND THE TECH NOTE)</b>	Andy Qusted, BBC, UK
10.20	<b>TABLETS AS PRODUCTION TOOLS</b> (followed by Special Demo during the break)	Peter Brightwell, BBC, UK
10.30	coffee	
<b>Session 4: Quality control and measurement</b>		Moderators: Andy Qusted, BBC, UK & Reinhard Knör, IRT, Germany
11.00	<b>QC IN FILE-BASED ENVIRONMENTS</b>	Andy Qusted, BBC, UK
	<b>INTRODUCTION TO FILE QC AND QC WORKFLOW</b> Current state of the industry	Reinhard Knör, IRT, Germany
	<b>USE CASE 1: RAI</b> Quality Control in a file based environment	Roberto Borgotallo, RAI, Italy
	<b>USE CASE 2: NRK</b> Automated QC for ingest, production and transmission	Kjell Ove Nordlien and Jarle Igeltjorn, NRK, Norway
	<b>REPORT OF THE QC STRATEGIC GROUP</b>	Andy Qusted, BBC, UK
	<b>REQUIREMENTS FOR AUTOMATED QC</b>	Reinhard Knör, IRT, Germany
12.30	lunch	
<b>Session 5: Audio</b>		Moderator: Andrew Mason, BBC, UK
14.00	<b>DEPLOYING EBU R 128 LOUDNESS STANDARDS – FROM THE FIELD</b>	Florian Camerer, ORF, Austria
14.30	<b>MCA to stereo: Producing multichannel audio with downmix in mind</b> <b>TRIALS WITH DIALOGUE ENHANCEMENT FOR WEBRADIO AND TV SOUND</b>	Stefan Meltzer, Fraunhofer and Christofer Bustad, SR, Sweden
	<b>PROGRAMME HANDLING IN 5.1 TO A 2.0 AUDIENCE – PRODUCING SURROUND SOUND WHEN YOUR AUDIENCE IS STEREO</b>	Florian Camerer, ORF, Austria and Matthieu Parmentier, FTV, France
15.10	<b>New audio projects: In line with the SPG FAR</b> <b>COHERENCE AND ALIGNMENT AWARENESS IN SOUND PRODUCTION AND QC</b>	Gabriel Solsona, RTVE, Spain
	<b>3D AUDIO</b>	Matthieu Parmentier, FTV, France
15.50	Q&A	
16.00	Coffee	
<b>Tutorials</b>		
16.30	<b>TUTORIAL 1: FIMS: SERVICE-ORIENTED ARCHITECTURE AGILE PRODUCTION</b>	Giorgio Dimino, RAI, Italy; Paul Gardiner, Sony, UK and François Abbe, Mesclado, France
	<b>TUTORIAL 2: USE OF CAMERAS: CAMERA MEASUREMENT TIERING, AND DEMO</b>	Alan Roberts, UK
	<b>TUTORIAL 3: WORKFLOW</b>	Pedro Ferreira, MOG solutions, Portugal
	<b>TUTORIAL 4: HYBRID RADIO</b>	Mathias Coinchon and Michael Barroco, EBU, Switzerland
18.00	Cocktails	

<b>Session 6: Storage</b>		Moderator: Chris Chambers, BBC, UK
09.00	<b>FUTURE STORAGE SYSTEMS (FSS): CHALLENGES, PRIORITIES AND DELIVERABLES</b>	Chris Chambers, BBC, UK
09.30	<b>A SOA-BASED ARCHIVING PROCESS FOR NEWS</b>	Matthias Elser, IRT, Germany
09.50	<b>METADATA &amp; STORAGE CLOUDS: THE VISION CLOUD APPROACH</b>	Alberto Messina, RAI, Italy
10.10	<b>Q&amp;A</b>	
10.30	coffee	
<b>Session 7: Metadata</b>		Moderator: Johan Hofmann, VRT, Belgium
11.00	<b>METADATA AND (AUDIO) FILE TRANSFER BETWEEN ARD BROADCASTERS</b>	Katharina Giesen, BR, Germany
11.20	<b>NOTUBE : INTEGRATING NEWS AND SOCIAL NETWORKS THROUGH A FLEXIBLE AND PERSONALISED MODEL</b>	Luca Vignaroli, RAI, Italy
11.40	<b>THE EUROPEAN PORTAL TO AUDIOVISUAL ARCHIVES, EUSCREEN: CORE METADATA BEHIND THE SCREEN</b>	Vassilis Tzouvaras, Technical University Athens, Greece
12.00	<b>IMPLEMENTING CORE METADATA IN ASSET MANAGEMENT AT MEDIACORP, SINGAPORE</b>	Yang Yong, Mediacorp, Singapore
12.20	<b>Q&amp;A</b>	
<b>Super High Vision</b>		
12:30	<b>NHK: SUPER HIGH VISION – HIGH FRAME RATE AND BETTER COLOURS</b>	Masayuki Sugawara, NHK, Japan
13.00	<b>CONCLUSIONS</b>	
13.15	End of seminar	

## Venue

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