

# PRODUCTION TECHNOLOGY SEMINAR

## TUESDAY 26 JANUARY

08.30 – 09:00 *Registration & coffee*

### KEYNOTE SESSION (Moderator: Hans Hoffmann, EBU)

09:00 – 09:05	<b>Welcome to PTS</b>	Simon Fell	EBU
09:05 – 09:15	<b>Introduction to PTS</b>	Hans Hoffmann	EBU
09:15 – 09:45	<b>Producing cross-media: a 360° perspective of production</b>	Charles Bebert	Kane
09:45 – 10:15	<b>Smart&amp;Lean: Transforming Production Standards</b>	Karl Petermichl	ORF
10:15 – 10:30	<b>Demo pitches</b>		
10:30 – 11:00	<i>Coffee, demos &amp; networking</i>		

### SESSION 1: LATEST TRENDS IN CONTENT PRODUCTION (Moderator: Thomas Saner, SRG)

11:00 – 11:30	<b>All about object-based production</b>	Phil Tudor	BBC
11:30 – 12:00	<b>Big data for content recommendation for broadcasters</b>	Michael de Lucia	RTS
12:00 – 12:30	<b>Archive 2020 (including automatic metadata production?)</b>	Theo Maesli	SRG
12:30 – 14:00	<i>Networking lunch &amp; demos</i>		

### SESSION 2: USE CASES (Moderator: Thomas Saner, SRG)

14:00 – 14:20	<b>A new archive MAM system</b>	Bernard Vrh	RTV Slovenia
14:20 – 14:40	<b>Making IP a reality</b>	Andreas Fleuter	BCE
14:40 – 15:00	<b>Semantic data in sports production</b>	Jean-Pierre Evain	EBU
15:00 – 15:30	<i>Coffee, demos &amp; networking</i>		

### SESSION 3: TUTORIALS (15:30 – 17:30)

Tutorial 1	<b>First HDR live production – a step-by-step walk-through</b>	Stephan Heimbecher (Sky Deutschland), Benjamin Bross (Fraunhofer HHI) & Peter Sykes (Sony)	Room: Jungfrau & Eiger
Tutorial 2	<b>The Interoperable Master Format (IMF) master course</b>	Dan Tatut (Marquise Technologies) & Melanie Matuschak	Room: Montreux
Tutorial 3	<b>Loudness - strategies for production and transmission (including streaming)</b>	Florian Camerer (ORF)	Room: Gothard
Tutorial 4	<b>What can we learn from the LiveIP experience?</b>	Karel de Bondt & Wouter de Cuyper (VRT) & John Sparrow (Trilogy)	Room: Geneva
17:30 – 18:30	<i>Drinks, snacks &amp; networking</i>		

# PRODUCTION TECHNOLOGY SEMINAR

WEDNESDAY 27 JANUARY

## SESSION 4: VIRTUAL REALITY – REAL-WORLD EXPERIENCES

SEVERAL VIRTUAL REALITY DEMOS WILL BE PROVIDED DURING THE BREAKS (Moderator: Simon Gauntlett, DTG)

09:00 – 09:15	<b>VR360 – Opportunity, threat or gimmick?</b>	Simon Gauntlett	DTG
09:15 – 09:30	<b>Making news in VR</b>	Chris Johns	BSkyB
09:30 – 09:50	<b>Drama in VR: Project Orpheus</b>	Mylene Verdurmen Benjamin de Wit	AVROTROS WeMakeVR
09:50 – 10:10	<b>Reality. Only better.” – ARTE’s 360/VR strategy</b>	Kay Meseberg	ARTE
10:10 – 10:30	<b>VR camera technologies</b>	Benjamin Bross & Christian Weissig	Fraunhofer
10:30 – 11:00	<i>Tea, coffee, demos &amp; networking</i>		

## SESSION 5: INTEGRATED MEDIA PRODUCTION (Moderator: Hans Hoffmann, EBU)

11:00 – 11:30	<b>The IP studio: a roadmap of developments</b>	Félix Poulin	EBU
11:30 – 12:00	<b>Advanced technical tools for integrated media production in the news room</b>	Yvonne Thomas & Ralf Jansen	arvato Systems
12:00 – 12:30	<b>The next generation of file-based production: IMF+BPM+versioning = revenue</b>	Bruce Devlin	Dalet
12:30 – 14:00	<i>Networking lunch &amp; demos</i>		

## SESSION 6: ADVANCED AUDIO AND RADIO PRODUCTION (Moderator: Matthieu Parmentier, francetélévisions)

14:00 – 14:20	<b>Object based audio production</b>	Chris Baume	BBC
14:20 – 14:40	<b>Loudness reloaded</b>	Florian Camerer	ORF
14:40 – 15:00	<b>HTML5 for immersive audio</b>	Matthieu Parmentier	francetélévisions
15:00 – 15:20	<b>3D audio capturing for virtual reality</b>	Fabian KÜch	Fraunhofer
15:20 – 16:00	<i>Tea, coffee, demos &amp; networking</i>		

## TUTORIALS (16:00 – 18:00)

Tutorial 1	<b>First HDR live production – a step-by-step walk-through</b>	Stephan Heimbecher (Sky Deutschland), Benjamin Bross (Fraunhofer HHI) & Peter Sykes (Sony)	Room: Jungfrau & Eiger
Tutorial 2	<b>The Interoperable Master Format (IMF) master course</b>	Dan Tatut (Marquise Technologies) & Melanie Matuschak	Room: Montreux
Tutorial 3	<b>Loudness - strategies for production and transmission (including streaming)</b>	Florian Camerer (ORF)	Room: Gothard
Tutorial 4	<b>What can we learn from the LiveIP experience?</b>	Karel de Bondt & Wouter de Cuyper (VRT) & John Sparrow (Trilogy)	Room: Geneva

# PRODUCTION TECHNOLOGY SEMINAR

**THURSDAY 28 JANUARY**

**SESSION 7: DIGITAL WORKFLOWS AND FILE SYSTEMS (Moderator: Rainer Schaefer, IRT)**

09:00 – 09:30	<b>Exchanging programmes: the media group's prospective</b>	François Abbe	Mesclado
09:30 – 10:00	<b>ARD/ZDF file based master format for exchange and editing</b>	Peter tho Pesch	IRT
10:00 – 10:30	<b>Online Collaborative Workflows enabled by Cloud-based Technology</b>	Maarten Verwaest	Limecraft
10:30 – 10:50	<i>Tea, coffee, demos &amp; networking</i>	All	

**SESSION 8: UHDTV: BEYOND RESOLUTION (Moderator: Andy Qusted, BBC)**

10:50 – 11:20	<b>Advising on UHD – What do we do today and over the next 3 years?</b>	Dagmar Driesnack	IRT
11:20 - 11:50	<b>Let's go to UHDTV phase II</b>	Matthieu Parmentier	francetélévisions/4 EVER
11:50 - 12:20	<b>The compressor: Encoding UHDTV + HDR content for delivery</b>	Jérôme Viéron	ATEME
12:20 – 12:50	<b>RTVE UHD DTT and HbbTV Trials</b>	Miguel Melgar	RTVE
12:50 – 13:20	<b>HDR the great industry debate (moderator: Andy Qusted)</b>	Tim Borer Craig Todd	BBC DOLBY

**SESSION 9: CLOSING (Moderator: Hans Hoffmann, EBU)**

13:20 – 13:30	<b>Wrap-up</b>	Hans Hoffmann	EBU
13:30	<i>Seated lunch</i>	All	