

PRODUCTION TECHNOLOGY SEMINAR

AN EBU EVENT

NAVIGATING MEDIA CREATION IN THE CLOUD

PROGRAMME

TUESDAY 26 JANUARY 2021 (08:55 – 17:30 CET)

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| 09:00 – 09:10 | Welcome | Antonio Arcidiacono (EBU) Hans Hoffmann (EBU) |
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KEYNOTE SESSION

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| 09:10 – 09:40 | Think cloud first | Cristina Gomila (Sky) |
| 09:40 – 10:10 | AI for bias detection in news | Grant Totten (Al Jazeera) |
| 10:10 – 10:40 | Why 2021 will be the most disruptive year yet for the media industry | Mark Harrison (DPP) |

10:40 – 11:10 *BREAK*

SESSION 2: USER STORIES

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| 11:10 – 11:30 | Cardiff – experiences after going Live IP | Roger Crothers (BBC) |
| 11:30 – 11:50 | A review of 2020 IBC Accelerator Media Innovation Projects IBC's Accelerator programme featuring eight innovation projects delivered in 2020. | Muki Kulhan (IBC) Mark Smith (IBC) |
| 11:50 – 12:10 | Flexible workflow learnings from Control Room 42 | Hugo Ortiz (RTBF) |
| 12:10 – 12:30 | Digital assistants' impact on media creation | Chris Dix (BBC) |

12:30 – 13:30 *Lunch break*

SESSION 3: THE BIG CLOUD DEBATE

The big cloud providers will share their vision of how media is produced live in the next few years. Includes key use cases and a discussion of the needs for interoperability, required standards, new technologies on the horizon, and business models.

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| 13:30 – 13:45 | SETTING THE SCENE The chairs of the EBU Hybrid and Cloud Production group discuss new workflows and value added by the cloud. | Conrad Gouws (RTE) Markus Ostertag (SWR) |
| 13:45 – 14:05 | AZURE Approach to Live Production | Hanno Basse (MS Azure) |
| 14:05 – 14:25 | AWS Approach to Live Production | Claire Southey (AWS) |
| 14:25 – 14:45 | NVIDIA Approach to Live Production | Rich Hastie (Nvidia) |
| 14:45 – 15:05 | GOOGLE Approach to Live Production | Buzz Hays (Google) |

15:05 – 15:50 **USER PANEL**
What is needed to achieve interoperability with the application layer, how to build real-time workflows, and more.

15:50 – 16:20 *Break*

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| 16:20 – 16:40 | Deploying technology – why choose standards? In the cloud-based era, why are the cloud vendors proposing new standards? A mini technology documentary. | Bruce Devlin (SMPTE) |
| 16:40 – 17:00 | Security in the cloud – do we have to worry? | Lucille Verbaere (EBU) |
| 17:00 – 17:20 | Federated digital infrastructure – GAIA-X Towards a European GAIA-X Hub for media | Jesse Robbers (TNO) |
| 17:20 – 17:30 | Summary of the session and next steps for the EBU | Ievgen Kostiukevych (EBU) |

17:30 *End of day 1*

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WEDNESDAY 27 JANUARY 2021 (08:55 – 16:10 CET)

KEYNOTE

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| 09:00 – 09:30 | The importance of diverse talent Why is diversity in our sector so important and what do we need to do collectively to ensure the industry changes? | Carrie Wootten (Rise) |
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TUTORIAL

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| 09:30 – 10:15 | Hands-on NGA production – the EAR Production Suite | Chris Pike (BBC) Michael Weitnauer (IRT) |
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10:15 – 10:45 *Break*

SESSION 6: SUSTAINABILITY

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| 10:45 – 11:05 | Sustainability targets and progress within Daytime | Tim Guildler (ITV) |
| 11:05 – 11:25 | Remote production Emission reports and technology perspectives. | Cédric Lejeune (Workflowers) |

SESSION 7: AI FOR PRODUCTION

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| 11:25 – 11:45 | MCMA – building complex workflows to transform your media | Loic Barbou (Bloomberg) Joost Rovers (Rovers) Evan Verney-Fink (Triskel) Alexandre Rouxel (EBU) |
| 11:45 – 12:05 | Future of AI in live streaming What AI can do for the broadcast industry now and in the future. | Mark Andrews (Mobile View Point) Michel Bais (Mobile View Point) |
| 12:05 – 13:00 | <i>Lunch Break</i> | |
| 13:00 – 13:20 | MeMAD project | Dieter Van Rijsselbergen (Limecraft) |
| 13:20 – 13:40 | BBC R&D work on how AI will shape production | Stephen Jolly (BBC) |
| 13:40 – 14:00 | Synthetic Media | Jouni Frilander (YLE) |
| 14:00 – 14:20 | AI-driven live feed recomposition from TV 16:9 to Mobile 9:16 How Wildmoka uses AI/ML to transform live video from landscape to portrait mode. | Thomas Menguy (Wildmoka) |
| 14:20 – 14:50 | <i>Break</i> | |

SESSION 8: RADIO PRODUCTION (PROUD TO PRESENT)

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| 14:50 – 15:10 | Future of radio apps Merging real-time metadata with personalized cloud streams. | Daniel Freitag (SWR) Christian Hufnagel (SWR) |
| 15:10 – 15:30 | Yellow Jackets New storytelling formats using object-based audio. | Hervé Dejardin (Radio France) |
| 15:30 – 15:50 | LIVA & Touchdesigner for radio production Using the Touchdesigner software for large stage shows, interactive art installations, and innovative experiments in media. | Floris Daelemans (VRT) |
| 15:50 – 16:10 | Cloud-based radio production, contributing and delivering What moving from legacy radio production to cloud-based systems means for production and studio environments. | Mikko Nevalainen (YLE) |
| 16:10 | <i>End of day 2</i> | |

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THURSDAY 28 JANUARY 2021 (08:55 – 13:35 CET)

KEYNOTE

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| 09:00 – 09:30 | Virtual production workflows – the "Ripple Effect" Film A behind-the-scenes look at the virtual production workflows implemented on the short R&D film "Ripple Effect." | Kathryn Brillhart (ETC) Eric Weaver (ETC) |
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SESSION 10: CONVERGING WORLDS

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| 09:30 – 09:50 | Broadcast – turning your gaming area into a home studio | Rick Champagne (Nvidia) |
| 09:50 – 10:10 | Game engines in broadcasting How a game engine can empower the next generation broadcast studio and enrich new ways of storytelling. | Greg Young (VRT) |
| 10:10 – 10:30 | CG animation, virtual production and real-time creative workflows From silos to synergy. | Muki Kulhan (IBC) Marc Goodchild (Warner Media) Matthew McCartney (Sky) |
| 10:30 – 10:50 | Broadcaster archives in 'games' A way to reach and engage with young people? | Marco Mazzaglia (Synesthesia) |

10:50 – 11:20 *Break*

SESSION 11: FROM THE MEDIA LABS – WHAT IS HOT IN R&D

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| 11:20 – 11:35 | BBC R&D | Andy Conroy (BBC) |
| 11:35 – 11:50 | NHK STRL | Kohji Mitani (NHK) |
| 11:50 – 12:05 | RAI CRIT | Gino Alberico (RAI) |
| 12:05 – 12:20 | Fraunhofer IIS | Harald Fuchs (Fraunhofer IIS) |
| 12:20 – 12:35 | Fraunhofer HHI | Ralf Schaefer (Fraunhofer HHI) |
| 12:35 – 13:05 | PANEL: The Future of R&D and Innovation | |

WRAP-UP

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| 13:05 – 13:35 | Wrap-up | Andy Quested (BBC) Phil Tudor (BBC) |
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13:35 *End of PTS 2021*