

PRODUCTION TECHNOLOGY SEMINAR

AN EBU EVENT

FROM REAL TO SUSTAINABLE AND VIRTUAL WORLDS

PROGRAMME

TUESDAY 1ST FEBRUARY 2022 (08:55 – 18:25 CET)

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

09:10 – 09:40	Game changers: Immersive storytelling	Francesca Panetta
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SESSION 1: WHAT HAS CHANGED AND IS NOT GOING BACK

MODERATED BY CONRAD GOUWS (RTÉ)

09:40 – 10:05	Covid Accelerated Remote Production Transformation	Andy Beale (BT Sport)
10:05 – 10:30	Collaboration, User Focus, Product Thinking - Digital Transformation & Covid-19	Sophie von Glinski (SWR)

SESSION 2: R&D AND INNOVATION STRATEGIES AT PSM

MODERATED BY HANS HOFFMANN (EBU)

10:30 – 10:55	The future of R&D&I at Germany's ARD broadcasters	Michael Eberhard (SWR)
10:55 – 11:20	Start-up driven innovation in Europe – Opportunities for PSM	Tanja Deuerling (Next Media Accelerator)
11:20 – 11:45	A look into the engine room: structure and work of the WDR Innovation Hub	Lisa Zauner (WDR)
11:45 – 13:10	<i>Lunch Break</i>	

SESSION 3: QUALITY: 4K IN MY POCKET - SOUND CREW IN THE TRUCK!

MODERATED BY ANDY QUESTED (FREELANCE EBU/ITU)

13:10 – 13:20	Intro	
13:20 – 13:45	Video – is Hollywood really in my pocket?	Eleanor Mannion (RTÉ)
13:45 – 14:10	Audio - Why is it so difficult?	Eddy B. Brixen (EBB-Consult)
14:10 – 14:35	Speak up!	Matthieu Parmentier (FranceTV)
14:35 – 14:45	Panel / Q&A	

SESSION 4: TECHNOLOGY IS CONTENT (I)

MODERATED BY PAOLA SUNNA (EBU)

14:45 – 15:10	Innovation at the Olympics	Mario Reis (OBS)
15:10 – 15:35	Large Sports Events Technology - transition from baseband to IP and public internet	Christian Gobbel (HBS) Johannes Franken (HBS)
15:35 – 16:20	ROUND TABLE – moderated by Morten Brandstrup (TV2 Denmark)	Hanna Siren (YLE)

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News production in a dynamic news environment

Anders Hansen (SVT)

Eva Feigk (ZDF)

16:20 – 16:45

Contribution links with the Starlink project

Jonathan De Bolster (VRT)

16:45 – 17:00

Break

SESSION 5: TECHNOLOGY IS CONTENT (II)

MODERATED BY LUCILLE VERBAERE (EBU)

17:00 – 17:25

New Builders: What keeps you awake at night?

Dag Olav Mosevoll (NRK)

Willem Vermost (VRT)

17:25 – 17:50

Project Origin: Protecting trusted media

Laura Ellis (BBC)

17:50 – 18:15

Open API as Public Service

Robin Ribback (SwissTXT)

Roberto Salomone (SRG-SSR)

SUSTAINABILITY CHECK

18:15 – 18:25

**The moderators' notes on sustainability aspects today
Wrap-up Day 1**

Hemini Mehta (EBU)

End of Day 1

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WEDNESDAY 2ND FEBRUARY 2022 (08:55 – 19:10 CET)

09:00 – 09:10 **Recap Day 1 and Opening Day 2**

KEYNOTE

09:10 – 09:40 **AI-based Storytelling** Tom Graham (Metaphysic)

SESSION 6: 5G IN MEDIA PRODUCTION DEMYSTIFIED

MODERATED BY MORTEN BRANDSTRUP (TV2 DENMARK)

09:40 – 10:05 **The Demystifying 5G for production** Ian Wagdin (BBC)

10:05 – 10:30 **Use cases in the 5G-RECORDS project**
Irene Alepuz Benaches (UPV)
Cristina Avellan (UPV)
Nerea Cilleruelo (UPV)

10:30 – 11:30 **ROUND TABLE – moderated by Ian Wagdin (BBC)**
Stand-alone private 5G networks
Thorsten Lohmar (Ericsson)
Malcolm Brew (Strathclyde)
Purminder Gandhu (BBC)
Mika Skarp (Cumucore)
Laurent Zwahlen (Nulink)

11:30 – 11:45 *Break*

11:45 – 12:10 **The regulatory framework for 5G in Europe** Darko Ratkaj (EBU)

12:10 – 12:35 **ROUND TABLE – moderated by Jordi Gimenez (EBU)**
A discussion with Telcos: Deployment of PNI-NPN in the market
Joanna Newman (Vodafone)
Rocio Ortiz (Telefonica)
Kashif Mahmood (Telenor)
Pablo Perez (Nokia)
Antonio Garcia (Accelleran)

12:35 – 13:00 **ROUND TABLE - moderated by Morten Brandstrup (TV2 Denmark)**
Highlights from 5G production PoCs
David Corral (RTVE)
Gino Alberico (RAI)
Erik Vold (NRK)
Dominique Hoffmann (SWR)

13:00 – 14:00 *Lunch break*

SESSION 7: THE ROAD TO AI-BASED CONTENT GENERATION

MODERATED BY MATTHIEU PARMENTIER (FRANCE TV)

14:00 – 14:25 **AI-based sports highlight creation** Ethan Kovacs (Sky UK)

14:25 – 14:50 **Automatic versioning of branded content** Olivier Reynaud (AIVE)

14:50 – 15:15 **Creating the 'perfect' Eurovision Song** Karen van Dijk (VPRO)

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SESSION 8: NEW TECHNOLOGIES AND NEW APPLICATIONS

MODERATED BY PHIL TUDOR (BBC)

15:15 – 15:40	Object based media: exploring production workflows	Lauren Ward (Univ. York)
15:40 – 16:05	How we use fingerprinting to recycle subtitles	Erik Buitinga (NPO) Marijn Huijbregts (Spraaklab)
16:05 – 16:30	Codec is irrelevant – compression is the killer	Roberto Iacoviello (RAI)
16:30 – 16:55	The new access services professional in the era of cloud-based AVT tools	Dr Emmanouela Patiniotaki (ATLAS E.P.)
16:55 – 17:10	<i>Break</i>	

SESSION 9: INGREDIENTS FOR IP AND CLOUD-BASED PRODUCTION

MODERATED BY IEVGEN KOSTIUKEVYCH (EBU)

17:10 – 18:10	ROUND TABLE What are the experiences with mixed technology workflows, and what would we do differently?	Wim Vermost (VRT) Brad Gilmer (Gilmer & Associates) Félix Poulin (CBC-Radio Canada) Andy Bell (Channel 4)
18:10 – 18:35	Media in the Cloud: Ontology Navigation Guide	Sally Hubbard (Consultant)
18:35 – 19:00	Standards of the future	Bruce Devlin (SMPTE)

SUSTAINABILITY CHECK

19:00 – 19:10	The moderators' notes on sustainability aspects today Wrap-up Day 2	Hemini Mehta (EBU)
19:10	<i>End of Day 2</i>	
	<u>Special evening event</u>	
19:30 – 21:30	In event of Moon Disaster 1969 <i>Can you spot a deepfake and could history be so convincingly rewritten we are no longer sure of our own reality?</i> Andy Quested interviews the people behind "In event of Moon Disaster" and invites you to answer a few questions to test your abilities!	Francesca Panetta Magnus Bjerg (TV2) Alex Serdiuk (Respeecher) Derek Bowler (Eurovision)

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THURSDAY 3RD FEBRUARY 2022 (08:55 – 15:45 CET)

09:00 – 09:10 **Recap Day 2 and opening Day 3**

KEYNOTE

09:10 – 19:40 **Media and the Metaverse** Chen MayYee (Wunderman Thompson)

SESSION 10: ON-SET VIRTUAL PRODUCTION

MODERATED BY STEPHAN HEIMBECHER (SWR)

09:40 – 10:05 **SMPTE RIS OSVP Initiative Update** Kari Grubin (Consultant to SMPTE)

10:05 – 10:30 **Multicam live production in a virtual environment** Willem Vermost (VRT)

10:30 – 10:55 **ROUND TABLE** – moderated by Stephan Heimbecher (SWR) Christina Caspers (Dark Bay)
Hannah Robinson (Dock10)
Eno Henze (Hyperbowl)

Darkbay, Dock10 & Hyperbowl

10:55 – 11:10 *Break*

SESSION 11: THE AUDIENCE EXPERIENCE WITH IMMERSIVE MEDIA

MODERATED BY PAOLA SUNNA (EBU)

11:10 – 11:35 **Media distribution for immersive displays** Arianne Hinds (Tencent North America)

11:35 – 12:00 **Accessibility: Design principles for turning spatial data from live sport into sound** Machar Reid (Tennis Australia)

12:00 – 12:25 **ROUND TABLE** – moderated by Muki Kulhan (IBC Accelerators) Muki Kulhan (IBC Accelerators)
Marc Goodchild
Grace Dinan (RTÉ)

Real-Time 3D Immersive Content Creation

12:25 – 14:00 *Lunch Break*

SESSION 12: GAME ENGINES IN BROADCAST WORKFLOWS

MODERATED BY MICHAEL NUGENT (ERT)

14:00 – 14:25 **AI avatars: The multimodal AI behind intelligent, real-time 3D avatars** Jamie Allan (NVIDIA)

14:25 – 14:50 **A SMART CG animation pipeline – from the IBC Accelerator Programme** Ultan Courtney (RTÉ)

14:50 – 15:15 **Future Media Hubs presents “Virtual Humans”** Sarah Geeroms (VRT)
Wesa Aapro (YLE)

SUSTAINABILITY CHECK

15:15 – 15:25 **The moderators’ notes on sustainability aspects today** Hemini Mehta (EBU)

15:25 – 15:45 **Wrap-up Day 3 and PTS 2022**

End of PTS 2022



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