

# PRODUCTION TECHNOLOGY SEMINAR

AN EBU EVENT

## FROM REAL TO SUSTAINABLE AND VIRTUAL WORLDS

## PROGRAMME

TUESDAY 1<sup>ST</sup> FEBRUARY 2022 (08:55 – 18:25 CET)

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09:00 – 09:10	<b>Welcome</b>	Antonio Arcidiacon (EBU) Hans Hoffmann (EBU)
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### KEYNOTE

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

MODERATED BY CONRAD GOUWS (RTÉ)

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09:40 – 10:05	<b>Covid Accelerated Remote Production Transformation</b>	Andy Beale (BT Sport)
10:05 – 10:30	<b>Media Hub Flanders</b>	Chris Verhoeven (VRT)

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### SESSION 2: R&D AND INNOVATION STRATEGIES AT PSM

MODERATED BY HANS HOFFMANN (EBU)

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10:30 – 10:55	<b>The future of R&amp;D&amp;I at Germany's ARD broadcasters</b>	Michael Eberhard (SWR)
10:55 – 11:20	<b>Setting up Innovation Hubs at PSM – learnings and opportunities</b>	Tanja Deuerling (Next Media Accelerator)
11:20 – 11:45	<b>A look into the engine room: structure and work of the WDR Innovation Hub</b>	Lisa Zauner (WDR)
11:45 – 12:10	<b>Digital shift means product thinking</b>	Sophie von Glinski (SWR)
12:10 – 13:10	<i>Lunch Break</i>	

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

MODERATED BY ANDY QUESTED (FREELANCE EBU/ITU)

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

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### SESSION 4: TECHNOLOGY IS CONTENT (I)

MODERATED BY PAOLA SUNNA (EBU)

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14:45 – 15:10	<b>Innovation at the Olympics</b>	Mario Reiss (OBS)
15:10 – 15:35	<b>Large Sports Events Technology - transition from baseband to IP and public internet</b>	Christian Gobel (HBS) Johannes Franken (HBS)

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15:35 – 16:20     **ROUND TABLE** – moderated by Morten Brandstrup (TV2 Denmark)  
**News production in a dynamic news environment**     Hanna Siren (YLE)  
Anders Hansen (SVT)  
TBC

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16:20 – 16:45     **Contribution links with the Starlink project**     Jonathan De Bolster (VRT)

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16:45 – 17:00     *Break*

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### SESSION 5: TECHNOLOGY IS CONTENT (II)

MODERATED BY LUCILLE VERBAERE (EBU)

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17:00 – 17:25     **New Builders: What keeps you awake at night?**     Tulla Onstadt (NRK)  
Willem Vermost (VRT)

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17:25 – 17:50     **Project Origin: Protecting trusted media**     Laura Ellis (BBC)

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17:50 – 18:15     **Open API as Public Service**     Robin Ribback (SwissTXT)  
Roberto Salomone (SRG-SSR)

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### SUSTAINABILITY CHECK

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18:15 – 18:25     **The moderators' notes on sustainability aspects today**     Hemini Mehta (EBU)  
**Wrap-up Day 1**

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*End of Day 1*

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## PROGRAMME

WEDNESDAY 2<sup>ND</sup> FEBRUARY 2022 (08:55 – 19:10 CET)

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

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### KEYNOTE

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

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### SESSION 6: 5G IN MEDIA PRODUCTION DEMYSTIFIED

MODERATED BY MORTEN BRANDSTRUP (TV2 DENMARK)

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09:40 – 10:05      **5G in production demystified**      Ian Wagdin (BBC)

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

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

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11:30 – 11:45      *Break*

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

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

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

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13:00 – 14:00      *Lunch break*

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### SESSION 7: THE ROAD TO AI-BASED CONTENT GENERATION

MODERATED BY MATTHIEU PARMENTIER (FRANCE TV)

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

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

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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	<b>Object Based Media</b>	Lauren Ward (Univ. York)
15:40 – 16:05	<b>How fingerprint can personalise subtitles</b>	Eric Buitinga (NPO) Marijn Huijbrechts (Spraklab)
16:05 – 16:30	<b>Codec is irrelevant – compression is the killer</b>	Roberto Iacoviello (RAI)
16:30 – 16:55	<b>The new access services professional in the era of cloud-based AVT tools</b>	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	<b>ROUND TABLE</b>  <b>What are the experiences with mixed technology workflows, and what would we do differently?</b>	Wim Vermost (VRT) Brad Gilmer (Gilmer & Associates) Félix Poulin (CBC-Radio Canada) Andy Bell (Channel 4)
18:10 – 18:35	<b>Media in the Cloud: Ontology Navigation Guide</b>	Sally Hubbart (Consultant)
18:35 – 19:00	<b>Standards of the future</b>	Bruce Devlin (SMPTE)

### SUSTAINABILITY CHECK

19:00 – 19:10	<b>The moderators' notes on sustainability aspects today</b> <b>Wrap-up Day 2</b>	Hemini Mehta (EBU)
19:10	<i>End of Day 2</i>	
	<u>Special evening event</u>	
19:30 – 21:30	<b>In event of Moon Disaster 1969</b>  <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)

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### PROGRAMME

THURSDAY 3<sup>RD</sup> FEBRUARY 2022 (08:55 – 15:05 CET)

09:30 – 09:30 **Recap Day 2 and opening Day 3**

#### 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)**  
**Darkbay, Dock10 & Hyperbowl** Christina Caspers (Dark Bay)  
Hannah Robinson (Dock10)  
Frank Förster (Hyperbowl)

10:55 – 11:10 *Break*

#### SESSION 11: THE AUDIENCE EXPERIENCE WITH IMMERSIVE MEDIA

MODERATED BY PAOLA SUNNA (EBU)

11:10 – 11:35 **High-res holographic displays: State-of-the-art and standardization activities** Arianne Hinds (Comcast)

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

12:00 – 12:25 **Real-Time 3D Immersive Content Creation** Marc Goodchild  
Grace Dinan (RTÉ)

12:25 – 13:30 *Lunch Break*

#### KEYNOTE

13:30 – 14:00 **The impact of the Metaverse on PSM** Emily Safian-Demers (Wunderman Thompson)

#### 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*