

EBU|ta|10

European Broadcasting Union | technical assembly | Turin

9-11 June 2010

Programme



Day 1, Wednesday 9 June 2010

Afternoon sessions

- 13.00–14.00 **Registration**
- 14.00–14.30 **Welcome**
Marco Simeon, Director, Institutional/International Relations, RAI
- 14.30–14.45 **EBU Priorities**
Claudio Cappon, Vice-President, EBU Executive Board; RAI
Lieven Vermaele, Director, EBU Technical
- 14.45–15.10 **Technology Innovation at RAI (inc. DTT switch-off, Hybrid Broadcast Broadband using MHP)**
Luigi Rocchi, Director, RAI Technology Strategies
- 15.10–15.20 **Prix Italia**
Giovanna Milella, Secretary General, Prix Italia
- 15.20–15.40 **Progress in Technical Committee, Expert Communities and Strategic Programmes**
Alberto Morello, Chairman, Technical Committee
- 15.40–16.00 **Coffee Break**
- 16.00–16.30 **Update on EBU Technical and announcement of Elections on Friday 11 June**
Lieven Vermaele, Director, EBU Technical

RAI SESSION – DEMONSTRATIONS BY RAI RESEARCH CENTRE

Coordinator: *Alberto Morello, Director RAI Research*

- 16.30–16.50 **RAI news aggregator jointly developed with Archive Direction**
Pasquale Santoli and Alberto Messina (RAI)
- 16.50–17.10 **Presentation of demonstrations**
Gino Alberico and Giorgio Dimino (RAI)
- 17.10–17.25 **4k Projection**
Ariella Beddini (RAI)
- 17.25–18.00 **The 10 best demos of RAI Research Centre**

Official Evening Event

- 20.00 **Welcome cocktail at the Palazzo Madama (Sala del Voltone)**

Day 2, Thursday 10 June 2010

Morning sessions

MEDIA FUNDAMENTALS and MEDIA PRODUCTION DAY

Coordinator: *Hans Hoffmann (EBU)*

Session 1: Project Reviews

- 09.00–09.40 **The current EC activities in programme production for radio and television**
Markus Berg (IRT), Per Bøhler (NRK), Giorgio Dimino (RAI), Alberto Messina (RAI), Andy Bower (BBC)
- 09.45–10.05 **Status, deliverables, outlook: Strategic Programme for File-Based Production HDTV Production**
Christophe Nufer (IRT)
- 10.10–11.10 **Chairmens' briefings:**
a) Joint EBU-AMWA Task Force "Gluing the IT systems"
b) Archives - what Members think
c) Video over IP
c) IP use case and IP measurements
Yuan-Xing Zheng (BBC), Markus Berg (IRT), Andrzej Kazmierski (TVP), Giorgio Dimino (RAI)
- 11.10–11.40 **Coffee Break** and Demo SP-HIPS

Session 2: Technology Trends

- 11.40–12.05 **Replacing MPEG-4 H.264/AVC:
Next generation video codex? Test results, implications, time frame**
Adi Kouadio (EBU)
- 12.10–12.35 **Loudness: What does it mean and what does it matter?**
Florian Camerer (ORF)
- 12.35–13.45 **Lunch**

Day 2, Thursday 10 June 2010

Afternoon sessions

13.45–13.50 **EBU 3D Survey Results**
Hans Hoffmann (EBU)

13.50–14.15 **3D TV programme production – a use case**
Sascha Klement (TPC-AG)

Session 3: Use Case Technology and Business

14.15–14.40 **IABM: Status and trends of the professional media industry – profit or loss?**
John Ive (IABM/Ivetech)

14.45–15.45 **Broadcasters' roundtable session. VRT, NRK, SVT and NOS on file-based production in News and Production, including change management**
Roberto Cecatto (Moderator; RAI)
Per Björkman (SVT)
Sverre Reiten (NRK)
Ferry Kesselaar (NOS)
Johan Hoffman (VRT)

15.45–16.05 **Coffee Break**

16.05–16.15 **Introduction to roundtable**
Hans Hoffmann (EBU) and Roberto Cecatto (RAI)

16.15–17.00 **Breakout groups: what production problems should be solved by the EBU, by industry, and by standards?**

17.00–17.30 **Reports from breakout groups**
David Wood (EBU)

Official Evening Event

18.30 **Gala cocktail at the Palazzo Cisterna**

20.00 **Opera performance of "Manfred" at the Teatro Carignano**

Day 3, Friday 11 June 2010

Morning sessions

MEDIA DELIVERY and PLATFORMS & SERVICES DAY

Coordinator: *Peter MacAvock (EBU)*

- 08.30–09.00 **Elections of the members of the EBU TECHNICAL Committee 2010–2012**
- 09.00–09.30 **Overview of past SMC and DMC and current EC activities in media delivery**
Nigel Laflin (BBC), Bram Tullemans (NPO)
- 09.30–10.00 **Strategic Programme Groups for terrestrial broadcasting and HBB**
Roland Beutler (ARD/SWR), Peter MacAvock (EBU)
- 10.00–10.25 **The second generation of terrestrial broadcasting (from T to T2, from H to NGH)**
Daniel Sauvet-Goichon (DigiTAG)
- 10.25–10.50 **Europe and the Digital Dividend – where is the ‘promised land’?**
Darko Ratkaj (EBU)
- 10.50–11.20 **Coffee Break + election results**
- 11.20–11.45 **What is the RADIO paradigm of the future ?**
Thomas Saner (SSG SSR idée Suisse)
- 11.45–12.10 **Which Internet infrastructures do EBU Members need?**
Egon Verharen (NPO)
- 12.10–12.35 **3D Broadcasting Options – should EBU Members be worried?**
David Wood (EBU)
- 12.35–13.30 **Light Lunch + Second round of Elections**

Afternoon sessions

- 13.30–14.30 **HBB today, an overview of the European options, HbbTV, MHP, Canvas, Connected TV, Proprietary systems**
Klaus Illinger-Fehns (IRT), Gino Alberico (RAI), Renaud di Francesco (Sony; DigitalEurope)
- 14.30–15.15 **Interactive panel session: How can we identify the best strategies for EBU Members?**
Alberto Morello (RAI), Klaus Illinger-Fehns (IRT), Arild Hellgren (NRK), Lieven Vermaele (EBU)
- 15.15–15.30 **Closing remarks and questionnaire results**
Alberto Morello (Chairman; RAI)
- 15.30 **Leave for cinema and 3D TV Football Match**

Official Evening Event

- 20.00 **Gala Dinner at the Venaria Reale**



EBU TECHNICAL

MEDIA TECHNOLOGY & INNOVATION

European Broadcasting Union (EBU)

L'Ancienne-Route 17A, PO Box 45
1218 Le Grand-Saconnex, Switzerland
Tel: +41 (0)22 717 21 11
Fax: +41 (0)22 747 40 00
ebu@ebu.ch
www.ebu.ch

EBU TECHNICAL

Tel: +41 (0)22 717 27 05
Fax: +41 (0)22 747 47 05
tech@ebu.ch
<http://tech.ebu.ch>