

Programme



Wednesday 1 June 2011

17:00 – 20:00 Registration

Welcome reception

20:00 Rica Ishavshotel

Day 1, Thursday 2 June 2011

08:00 – 08:25 Registration cont.

08:30 – 10:15 **FROM PRODUCTION TO DISTRIBUTION: THE NORDIC WAY** — *Arild Hellgren (NRK)*

- **Opening Keynote: A producer's view on technology and requirements** (*Øystein Bache, NRK*)
- **Presentations on: Acquisition** (Different formats in use) / **Master control** (Workflow in a combined SD/HD environment) / **Editing** (Shared content storage) / **Studio production** (SD/HD workflow, 1080i/720P) / **Play-out and archive solution** (SD/HD workflow) / **Content connection to other platforms DTT distribution** (MPEG 2/MPEG 4, DVB T2) / **Storage and archive solutions**
- **Q&A – interactive discussion**

10:15 – 11:00 COFFEE BREAK AND NETWORKING

11:00 – 12:30 **REPORT FROM THE TECHNICAL COMMITTEE AND EBU** — *Alberto Morello (Chairman; RAI)*

- **Technical Committee activities and future work plan** (*Alberto Morello*)
 - Report on 2010/11 activities in Production
 - Report on 2010/11 activities in Delivery
- **EBU TECHNICAL activities and EBU developments** (*Lieven Vermaele, EBU*)
- **Q&A – interactive discussion**

12:30 – 14:00 Lunch

14:00 – 15:45 **PROGRAMME PRODUCTION TECHNOLOGY** — *Hans Hoffmann (EBU)*

- **Advances in TV production: more pixels, higher frame-rates and immersive TV** (*Peter Lude, Sony Electronics, Inc.; SMPTE*)
- **New approach to replace tape with files: the Interoperable Master Format (IMF)** (*Annie Chang, The Walt Disney Studios*)
- **Strategic Programme Report SP/HIPS – new studio codec test results** (*Christoph Nufer, IRT, & Massimo Visca, RAI*)
- **Q&A – interactive discussion**

15:45 – 16:30 COFFEE BREAK AND NETWORKING

16:30 – 18:00 **IT-BASED PRODUCTION AND CHANGE** — *Hans Hoffmann (EBU)*

- **Building a single enterprise network to support broadcast production and IT users** (*Rhys Lewis, BBC*)
- **Managing the workflow change – impact on staff** (*Christian Rohde, DR*)
- **People factors in change** (*Frode Hvaring, EBU*)
- **Q&A – interactive discussion**

18:00 Close of day one

Evening free

Day 2, Friday 3 June 2011

08:30 – 10:15 **SPECTRUM POLICY AND NETWORK DELIVERY TECHNOLOGIES** — *Peter MacAvock (EBU)*

- **EU Digital agenda and RSPP, ITU WRC 2012**
(Nigel Laflin, BBC, and Lis Grete Møller, DR)
- **Mobile technologies for broadcasting or broadcasting for mobile technologies**
(Peter Siebert, DVB)
- **Strategic Programme Report SP/FOTB: future scenarios for terrestrial broadcasting**
(Roland Beutler, ARD/SWR)
- **Q&A – interactive discussion**

10:15 – 11:00 **COFFEE BREAK AND NETWORKING**

11:00 – 12:30 **RADIO AND TV UPDATE** — *Peter MacAvock (EBU)*

- **Digital radio: who dares to close down FM?**
(Arild Hellgren, NRK)
- **Future perspectives for digital radio**
(Francis Goffin, RTBF)
- **Strategic Programme Report SP/HBB: hybrid television status update**
(Klaus Illgner-Fehns, IRT)
- **Q&A – interactive discussion**

12:30 – 14:00 **Lunch**

14:00 – 15:30 **GOODBYE BROADCASTING ORGANIZATIONS?** — *Lieven Vermaele (EBU)*

- **Cloud content contention**
(Bart Bogaert, IBM)
- **Mediasquare: bridging media organizations and end users**
(Steven Van Assche and Kris Van Bruwaene, VRTIMedialab)
- **The future of media**
(Anthony Rose, tBone TV)
- **Q&A – interactive discussion**

15:30 – 16:00 **WRAP-UP AND CLOSE OF MEETING**

Official Evening Event

17:00 **Farewell dinner cruise**



EBU TECHNICAL
MEDIA TECHNOLOGY & INNOVATION

Tel: +41 (0)22 717 27 05

Fax: +41 (0)22 747 47 05

tech@ebu.ch

<http://tech.ebu.ch>