



TECHNICAL ASSEMBLY 2013

HOSTED BY BAYERISCHER RUNDFUNK

THURSDAY 13 JUNE

1. OPENING SESSION

09.00-09.10	Opening Address	Arild Hellgren Lieven Vermaele	Chair, EBU Technical Committee Director Technology & Innovation
09.10-09.30	Introducing Bayerischer Rundfunk	Hannspeter Richter	Bayerischer Rundfunk
09.30-09.45	“BR hoch drei” – An inside view on transformation at BR	Jonas Stricker	Bayerischer Rundfunk
09.45-10.30	Keynote: Giving Wings to Technology and Content	Andreas Gall	Red Bull Media House
10.30-11.00	<i>Tea, coffee & networking – plus quickfire survey</i>		
11.00-11.30	Survey Results plus Q&A with Andreas Gall		

2. PROUD TO PRESENT

11.30-12.30	A series of short presentations from EBU Members about recent technology success stories.		
A:	UHDTV over DVB-T2	Pere Vila Fumas	RTVE
B:	Private cloud with Multimedia Playout Center	Thomas Saner	SRG-SSR
C:	Advanced data services on DAB digital radio in Germany	Alexander Erk	IRT
D:	New Broadcasting House	Judy Parnall	BBC
E:	Tri-media Production at HRT	Kazimir Bacic	HRT
F:	Trialling DVB-T2/T2-lite in Aosta Valley	Gino Alberico	RAI
G:	Creating the SVT Open Archive	Göran Lindgren	SVT
12.30-14.00	<i>Networking Lunch</i>		

3. STRATEGIC FOCUS: MULTIPLATFORM, FROM PRODUCTION TO DISTRIBUTION

14.00-14.10	Introduction	Peter MacAvock	EBU
14.10-14.30	Breaking down silos with semantic technologies and linked data	Oliver Bartlett	BBC
14.30-14.50	Networked Media Production	Klaus Illgner	IRT
14.50-15.10	The Distribution Value Chain	Darko Ratkaj	EBU
15.10-15.30	Viewing the viewers – on multiple screens	Sarah Pearson	1-3-9 Media Lab
15.30-16.00	<i>Tea, coffee & networking</i>		
15.30-19.30	Technical Tour Optional visit to IRT or ARRI or BR Funkhaus		



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4. STRATEGIC FOCUS – STANDARDS THAT (WILL) MATTER

09.30-09.40	Introduction	Hans Hoffmann	EBU
09.40-10.00	The broadcast standards toolbox	Phil Laven	DVB Project
10.00-10.20	Video codecs and streaming protocols	Ralf Schäfer	Fraunhofer HHI
10.20-10.40	21st century standardization: open source software	Mathias Coinchon	EBU
10.40-11.00	Broadcasters and multiscreen: app strategies across fragmented ecosystems	Tom Morrod	IHS
11.00-11:30	<i>Tea, coffee & networking</i>		

5: THE PANEL

11:30-12:30	Four panellists drawn from broadcasters of different sizes and situations will discuss strategic issues related to the future of media technology. Moderator: Frans de Jong (EBU)	Pawel Mathia	Polish Radio
		Igor Orlov	RTR
		Richard Waghorn	RTE
		Henry Rivero	RTL Group
12.30-14.00	<i>Networking Lunch</i>		

6: CHANGES

14.00-14.30	Changes in Public Service Media: VISION 2020	Lieven Vermaele	EBU
		Bram Tullemans	EBU
14.30-15.00	Changes in media production	Atte Jääskeläinen	YLE
15.00-15.30	Changes in media distribution	Ulrich Reimers	TUBS
15.30-16.00	<i>Tea, coffee & networking</i>		

7: EBU SESSION

16.00-17.00	Report of Director of Technology & Innovation and Technical Committee Chair Including presentation and endorsement of Workplan 2013-2014	Lieven Vermaele	EBU
		Arild Hellgren	NRK
End of TA 2013			