

27TH TECHNICAL ASSEMBLY

PROGRAMME

WEDNESDAY 09 JUNE – DAY 1 OF THE TECHNICAL ASSEMBLY

09:00	Welcome to Day 1 of the 27th EBU Technical Assembly	Noel Curran	EBU DG
Central European Summer Time (CEST)	Opening words & housekeeping	Judy Parnall	BBC, EBU TC Chair
		Antonio Arcidiacono	EBU Director of T&I

1. MORNING KEYNOTE SESSION

Moderated by Antonio Arcidiacono, EBU

09:20	KEYNOTE AI and public service media – a story of collaboration	Olle Zachrisson	Swedish Radio Head of Digital News Strategy
		Jörgen Bang	Swedish Radio Product Owner
		Åsa Lindqvist	Swedish Radio Product Owner
09:50	KEYNOTE Teaming up broadcast and broadband: the DVB-I and HbbTV landscape	Simon Parnall	Ofcom Principal Advisor Broadcast Technology
10:20	– <i>Break</i> –		

2. FUTURE INNOVATION DRIVERS

Moderated by Olli Sipilä, Yle

10:50	PANEL DISCUSSION Content vs Technology vs Audience: What drives what?	Markus Sterky	SVT, EBU TV Committee Chair
		Karl Petermichl	ORF, EBU Technical Committee member
		Jukka Niva	YLE Head of of News Lab
		Laura Harrison	BBC R&D Senior Product Manager

3. MEDIA TECHNOLOGY TRENDS YOU SHOULD KNOW ABOUT

Moderated by Karl Petermichl, ORF

11:20	<i>Introduction by the moderator</i>		
11:25	AR and 5G on the Green Planet production	Tom Burton	BBC Studios Head of Interactive
11:45	EBIS and new strategies for procurement	Jens Schulz	SWR
12:05	5G Broadcast: advanced usage of the UHF-Band	Jordi J. Giménez	5G-MAG
12:25	5G-enabled production: technical challenges addressed by the Horizon 2020 5G-RECORDS project	Paola Sunna	EBU
		Ievgen Kostiukevych	EBU
		Pavlo Kondratenko	EBU

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12:45	Gaia-X: the future of European cloud computing and data sovereignty?	Véronique Demilly	France TV
13:05	– <i>Lunch break</i> –		
14:05	The future of Radio in the Connected Car	Martin Koch Elisha Sessions	Audi BBC, EBU Chair Connected Cars and Devices group

4. MEMBER INNOVATIONS – PROUD-TO-PRESENT

Moderated by Michael Eberhard, ARD/SWR

14:25	<i>Introduction by the moderator</i>		
14:30	Improved video transcoding as used in the SVT Play OTT streaming service	Olof Lindman	SVT Video R&D Engineer
14:40	Automatic extraction of impactful video thumbnails in Yle Areena	Jan Kokko	Thoughtworks / YLE
14:50	Programme descriptive metadata: collection and visualization	Matthieu Parmentier	France TV
15:00	– <i>Break</i> –		

5. AFTERNOON KEYNOTE SESSION

Moderated by Judy Parnall, BBC

15:30	<i>Introduction by the moderator</i>		
15:35	KEYNOTE On the transition to Cloud-based workflows: opportunities, challenges, and gaps	Chris Johns Rich Welsh	Sky UK Chief Engineer Co-Founder Sundog Media... Deluxe SVP Innovation
16:05	KEYNOTE Immersive Media – is there convergence? A critical analysis	Michael Zink	WarnerMedia VP Emerging & Creative Technologies

6. TECHNOLOGY & INNOVATION AWARDS

16:35	T&I AWARDS CEREMONY Winners of the T&I Award 2021	Judy Parnall Antonio Arcidiacono	BBC, EBU TC Chair EBU Director of T&I
17:00	– <i>End of Day 1</i> –		

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THURSDAY 10 JUNE – DAY 2 OF THE TECHNICAL ASSEMBLY

09:00 (CEST)	Welcome to Day 2 of the 27th Technical Assembly	Antonio Arcidiacono	EBU Director of T&I
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7. REPORTING

09:05	<ul style="list-style-type: none"> Summary Report on the activities of the EBU TC, T&I, the BTF group and the AI and Data Initiative Presentation of the updated TC Workplan 	Judy Parnall Antonio Arcidiacono	BBC, EBU TC Chair EBU Director of T&I
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8. STRATEGIC PROGRAMME AND PROJECT UPDATES

Moderated by Judy Parnall, BBC

09:30	SP Production	Andy Quested	SP Chair
09:50	SP Platforms	Anssi Komulainen	YLE, SP Chair
10:10	SP Infrastructures & Security	Phil Tudor	BBC, SP Chair
10:30	– <i>Break</i> –		
11:00	SP Distribution	Roland Beutler	SWR, SP Chair
11:20	SP Spectrum	David Hemingway	BBC, SP Chair
11:40	T&I Project Services (HbbTV, 5G-MAG, DVB)	Eva Markvoort	EBU Senior Manager T&I Project Services
12:00	BTF Group – the Future of R&D&I	Gino Alberico	RAI Director of R&D

9. FROM OUR PARTNER ORGANIZATIONS

Moderated by Antonio Arcidiacono, EBU

12:20	<i>Introduction by the moderator</i>		
12:25	Bringing Targeted Advertising to the world of broadcasting, with open standards	Emily Dubs	DVB
12:45	An update on SMPTE's future focussed work	Bruce Devlin	SMPTE
13:05	– <i>Lunch break</i> –		
14:05	BREAKOUT SESSIONS, hosted by the EBU TC <i>Details and session topics will be announced</i>		

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10. PROJECT DEMONSTRATIONS

14:35	News Pilot	Sébastien Noir	EBU Manager T&I Software Engineering team
14:55	Eurovox and Peach	Ben Poor	EBU Project Manager
15:15	Fake News Detection	Alexandre Rouxel	EBU Project Engineer AI and Data for Media Production

11. WRAP-UP

15:35	Technical Assembly wrap-up	Judy Parnall	BBC, TC Chair
15:40	– <i>End of the 27th Technical Assembly</i> –		
15:40	– Social event –		