

# 29<sup>TH</sup> TECHNICAL ASSEMBLY

## PROGRAMME

### DAY 1 (15 JUNE 2023)

#### 1. OPENING

09:15 (CEST)	<b>Welcome to the 29<sup>th</sup> Technical Assembly</b>	Antonio Arcidiacono	Director of Technology & Innovation, EBU
		Michael Nugent	Deputy Director of Technology, ERT, Greece Chair of the Technical Committee, EBU

#### 2. KEYNOTE(S)

09:30	<b>KEYNOTE:</b> <b>Preparing ORF for continuous technical transformation</b>	Harald Kräuter	Director of Technology, ORF
10:00	<b>KEYNOTE:</b> <b>How generative AI will disrupt business in 2023</b>	Gabriel Mohr Albert Meige	Arthur D. Little
10:30	– <i>Break</i> –		
11:00	<b>Welcome note and introduction</b>	Roland Weißmann	Director General, ORF
11:05	<b>KEYNOTE:</b> <b>Spectrum, one of the most precious resource for our digital future</b>	Florian Tursky	State Secretary for Digitization and Telecommunications, Federal Government of Austria

#### 3. TECHNOLOGY – OUR LINK TO THE AUDIENCE

11:30	<b>CTO PANEL:</b> <b>How can technology help us to reach young audiences?</b>  Moderated by: Antonio Arcidiacono (EBU)	Harald Kräuter	ORF
		Stefano Ciccotti	Rai
		Frédéric Brochard	France Télévisions
		Janne Yly-Äyhö	Yle
		Michael Eberhard	ARD/SWR
12:15	– <i>Lunch break</i> –		

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## 4. INNOVATION AT SCALE

14:00	<b>The evolution of EBU collaborative products – digital transformation you can do</b>	Sébastien Noir	Head of Software Engineering, EBU
14:20	<b>Covering live sports at the Olympics 2024 – creativity meets emerging technology</b>	Gilles Silard	Director of Sports Production, France Télévisions
14:40	<b>Future radio experiences in the Connected Car</b>	Wolfgang Gärtner	Head of Online Technology, ORF
		Ben Poor	Senior Project Manager, EBU
15:00	– <i>Break</i> –		

## 5. FUTURE TALENT

15:30	<b>The new EBU Tech Think Tank – fast tracking ideas and talent</b>	Dominique Hoffmann	CTO designate, ARD/WDR; currently ARD/SWR
15:45	<b>PANEL:</b>	Stefan Albertz	Professor, Hamm-Lippstadt University
	<b>Skills for the future of media – how Universities respond to industry demand and what we can do together to ensure media tech remains attractive</b>	Jan Froehlich	Professor, Stuttgart Media University
	Moderated by: Dominique Hoffmann, CTO designate, ARD/WDR; currently ARD/SWR	Wolfgang Ruppel	Professor, RheinMain University
		David Grindle	Executive Director, SMPTE

## 6. TECHNOLOGY & INNOVATION AWARDS

16:30	<b>T&amp;I AWARDS CEREMONY</b>		
	Winners of the T&I Award and	Michael Nugent	ERT; TC Chair, EBU
	Young Technology Talent Award 2023	Antonio Arcidiacono	Director of Technology & Innovation, EBU
16:45	– <i>Break</i> –		

## 7. SITE VISIT

17:00	<b>ORF Studios</b>		
18:30	– <i>End of on-site programme</i> –		
	– <i>Transfer to evening event location via shuttle buses</i> –		
19:00	– <i>Evening event</i> –		

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## DAY 2 (16 JUNE 2023)

### 8. STRATEGY ROADMAP HIGHLIGHTS

09:00	<b>Report of the TC and the T&amp;I Department activities and endorsement of the new Strategy Roadmap</b>	Antonio Arcidiacono	Director of Technology & Innovation, EBU
		Michael Nugent	ERT; EBU Technical Committee Chair
09:30	<b>ROUNDTABLE:</b> <b>Strategic Programme activities and outlook</b>		
	SP Smart Media Production	Stephan Heimbecher	ARD/SWR; SP Co-Chair
		Tatjana Mladenovic	BBC; SP Co-Chair
	SP Media Infrastructures & Cyberecurity	Phil Tudor	BBC; SP Chair
	SP Distribution	Darko Ratkaj	EBU
		OBO Roland Beutler	ARD/SWR; SP Chair
	SP Products	Jørgen Bang	SR; SP Chair
	SP Spectrum	David Hemingway	BBC; SP Chair

### 9. CELEBRATING SUCCESSES

10:00	<b>Rai Way 5G content production and distribution</b>	TBC	Rai
10:10	<b>The Couleur 3 AI day – a whole day's radio programme entirely done with AI</b>	Robin Ribback	SRG SSR
10:20	<b>The BBC private wireless production network for the Coronation</b>	Ian Wagdin	BBC
10:30	<b>Media Technologies Futures Group – supercharged PSM-driven R&amp;D</b>	TBC	TBC
10:40	– <i>Break</i> –		

### 10. SMARTER PRODUCTION AND DISTRIBUTION

11:20	<b>Why do we need smart distribution?</b>	Darko Ratkaj	EBU
		Antonio Arcidiacono	EBU
11:40	<b>5G Broadcast meets broadband – ecosystem development in Austria and beyond</b>	Michael Wagenhofer	ORS
12:00	<b>Explaining Containerization and the rise of Dynamic Media Facilities for IP and Cloud production</b>	Ievgen Kostiukevich	EBU
		Willem Vermost	VRT
12:15	– <i>Lunch break</i> –		

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## 11. STRONGER TOGETHER

14:00	<b>The future of the Live IP Software Toolkit (LIST) for IP production technology</b>	Ievgen Kostiukevych	EBU
14:20	<b>Being prepared for the coming cyberattack on your organization</b>	Lucille Verbaere	EBU
14:40	<b>Advances in Virtual Production</b>	Paola Sunna	EBU
15:00	<b>Benchmarking Generative AI</b>	Alexandre Rouxel	EBU

## 12. WRAP-UP

15:20	<b>Take-aways</b>	Michael Nugent	Deputy Director of Technology, ERT, Greece
			Chair of the Technical Committee, EBU
		Antonio Arcidiacono	Director of Technology & Innovation, EBU
15:30	– <i>End of the TA</i> –		