

OTTONIA Media GmbH


EBU Workshop on High Definition
Geneva, 15./16.12.2004

The HD opportunity for a production company

powerpointed by
Dr. Susanne Dönitz

EBU, 15.12.2004

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OTTONIA Media

- **founded in 1998 as a production company for factual programs**
- **Content:**
talk & infotainment shows
docusoaps & documentaries
political magazines
promotion & trailer production
animation, graphics & on-screen-design
- **credits:**
„Legends“, „The Germany-Book“, „Voyages-Voyages“, „Europe`s Wild East“, „TeleBINGO“, „History of Middle Germany“, „Battle of Nations, Leipzig 1813“ and others

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Ottonia and High Definition

- since 2000
- **two** HD-production lines
- more than **30 projects** in HD
classical concerts (MDR, NHK), documentary series („Voyages-Voyages“, „Middle German History“)
- more then **25 hours** programmes for distribution
- started with **HD-Encoding** in 2004, first HD-DVD Edition „Agatha Christie“ (06.12.2004)

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Why High Definition?

- new chances on the market
- new products, new clients
- HD for company promotional films and advertising
- delivering of footage for international events
- production for archives and sales of HD-TV-footage

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Tape 1

Extracts from current productions

„Voyages-Voyages“ (14 x 52')

„Richard Wagner“ (52')

„If you try...

- ... you lose all?“
- ... make yourself ridiculous?“
- ... get rich?“
- ... get rich in experience?“
- ... or you win?“

Latest news I

VOOM Plans Big Expansion

„Cablevision subsidiary Rainbow Media Enterprises said its VOOM satellite TV service will dramatically expand its services next March, growing from its current 39 high-def channels to **more than 70 HDTV channels** covering the continental United States. To facilitate the expansion, the VOOM service will utilize 16 transponders on the SES Americom AMC-6 satellite, which VOOM refers to as "Rainbow 2." Programming transmitted by both the Rainbow 1 satellite already in orbit and Rainbow 2 will utilize a new encoding system from Harmonic, initially configured to run in MPEG-2 and software upgradeable to MPEG-4. The five Ka-Band satellites, the first of which is set for completion and launch in about 34 months, will enable VOOM to **increase its channel capacity to more than 5,000 high-definition channels** when operating in spot beam mode, the company said.“

(HDTV Magazine, 23.11.2004)

Latest news II

NBC/TNT to go HD with '05 NASCAR broadcasts

From Press Release...

„Beginning next year, NBC and TNT will televise their entire portion of the NASCAR schedule in high-definition. Viewers will be able to experience the unrivaled picture clarity and quality sound of high-definition as the networks combine to exclusively televise the second half of the NASCAR Nextel Cup Series and NASCAR Busch Series schedules. TNT and NBC's full-season of HD NASCAR coverage will begin with NASCAR Busch Series and NASCAR Nextel Cup racing during the weekend of July 1 and 2, 2005 at Daytona International Speedway in Daytona Beach, Fla.“

(03.12.2004, HDTV Magazine)

Latest news III

Premiere to Launch Three Satellite-Delivered HD Channels

„MUNICH, September 13: On November 1, 2005, German pay-TV platform Premiere will launch three high-definition channels—for sports, movies and documentaries—in association with satellite operator SES Astra. Premiere has already been experimenting with HD, transmitting the Super Bowl finals in the format to visitors to the Berlin Sony Center.

"The launch of HDTV on Premiere will give considerable impetus to the digital TV market in Germany," Premiere's CEO Kofler noted. **"We expect it to provide a strong boost to hardware manufacturers and the TV production sector."**

(www.presseportal.de, 09.09.2004)


Latest News IV

„September Figures Reveal Insatiable Consumer Appetite for Digital Television“

Arlington, Va., November 22, 2004 - Retailers are preparing for the biggest digital television (DTV) holiday sales season yet, according to the latest figures from the Consumer Electronics Association (CEA). Factory-to-dealer DTV product sales totaled 741,598 units in September, which represents a 40 percent increase compared to the same period in 2003. Cumulative 2004 numbers are up 71 percent versus the first 9 months of last year.

CEA Market Research projects that **6.97 million DTV units will be sold in 2004, 10.77 million in 2005, 16.77 million in 2006, 23.25 million in 2007 and 27.05 in 2008**. CEA defines DTV products as integrated sets and monitors displaying active vertical scanning lines of at least 480p and, in the case of integrated sets, receiving and decoding Advanced Television Systems Committee (ATSC) terrestrial digital broadcasts."

(HDTV Magazine, 23.11.2004)



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For producers...

... a reason to be happy?

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For producers...

...not really!

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Fact 5

The main problem ...

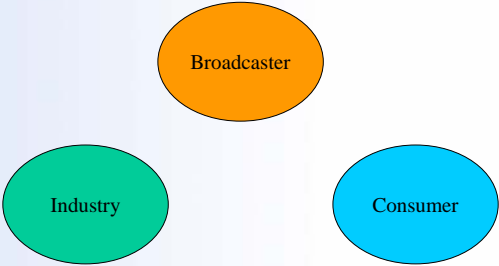
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The main problem ...



Broadcaster

Industry

Consumer

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... and the solution.

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graph TD; Industry((Industry)) --> Broadcaster((Broadcaster)); Industry((Industry)) --> Consumer((Consumer)); Broadcaster((Broadcaster)) --> Consumer((Consumer)); Industry((Industry)) <--> Consumer((Consumer));
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How to situate HD on the European market?

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High Definition 2004 in Europe:

HD as a private initiative?

(HD1 (Euro 1080), HD-Van Alfacam Brussels, some production companies)

Are broadcasters aware?

(PayTV vs. Public broadcasters)

Hesitation in the industry?

(Who will take the first step? Who finances HD-advertising?)

Will the Consumer be fooled?

(information on high definition is lacking. Is HighDef only a technical one up or is it a new philosophy?)

Here's what you need.

HDTV screen

The HDTV signal is best shown on a high resolution widescreen (1080i or 720p). Especially if you own or consider buying a larger plasma or LCD-screen, HDTV allows you to enjoy the full benefits of the much more detailed picture. If you are considering buying a flat screen, make sure it is suitable for HDTV.

HDTV set-top-box

The HDTV signal contains much more information than the current standard television signal. This requires a new receiver unit, able to deal with the amount of data and the transmission speed. This applies to all signals.



satellite, cable or terrestrial. Furthermore, the set-top-box allows for the smartcard that is needed to decrypt the encrypted HDTV signal.

HDTV programs

The first channel available (since January 2004) is Euro1080. Euro 1080 will broadcast HD content via two channels: the Main Channel for European households, and the Event Channel for cinemas, small venues and public spaces. Following the United States and Japan, expect more and more channels to become available.

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„BBC buys last 24 SD-Cameras“

BBC: 'Last of the SD cameras'

Conference Analysis

Since it's more expensive, more glossy and increasingly creeping across into those areas where we are already selling to the US, so Japan and for packaging into DVD and the like. These are the drivers. So make our staff's investment in HD for a while, but we'll continue capturing in SD for the future."

Asked when the BBC might be when the UK starts HD TV transmissions in 2006, the Blyth, King stressed the BBC is already working extensively on HD. "Because our most interesting output, there's material coming into us, whether sports or drama or bought-in programming already arriving in true HD, that we have to down convert today."

"The BBC has an official strategy (yet) but a special strategy committee, and it's set to do so to make the recommendations by March 2005 with a plan and timetable. 2006 isn't just about what they might do, it's about the World Cup," explained King.

Andy King, head of capital

**The IBC daily,
12.09.2004**

WOW! Why not HD-cameras?

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„Europe's first HD personal videorecorder“

HD recording at your own Pace

by Svetlana Jankovska

Pace Micro Technology has demonstrated the Europe's first high definition personal video recorder at IBC2004. The TDX840 HD PVR is available for two platforms - cable and satellite.

The first boxes are expected in Europe's retail by the second half of next year at prices that are likely to go up in increments of \$150 on top of the base price, depending on the size of the storage drive.

"The HD part and the hard drive are adding to the cost, but we find that the early adopter market will pay for that," said Neil Gordon, worldwide sales and marketing director at Pace.

The TDX840 uses MPEG-2 decoding and has a 160GB hard drive, which, according to the firm, is enough to store some 20 hours of HD content.

In addition, Pace used IBC2004 to announce its portable, mobile PVR device - the PVR260 - that features a 40GB drive, 5-inch widescreen and touchscreen controls. "Being mobile allows you to take your content anywhere you like and it's secure," added Gordon.

Pace has been working with various chip suppliers to deliver its boxes, including STMicroelectronics, Broadcom, Conexant Systems and ATI Technologies.

**The IBC daily,
12.09.2004**

WOW! And what program can you record with this?

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„HD for SD prices“

18 **news&views**

Pinnacle's strategy: HD products at SD prices

The viable broadcast business of the future will have a significant amount of locally-produced programming to offer — probably produced in HD.

— Patti Hart,
chairman and CEO,
Pinnacle Systems

Asia Pacific Broadcasting,
Vol. 21, Issue 9

WOW! What does it mean for production?

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**The latest technical development:
New screening habits:**

- DVD, HD-DVD, Blue Laser Disc etc.
- flatscreen-boom
- wmv-download (Microsoft)
- „HD 1“ („euro 1080“)
- Athens Olympics transmitted in 2004 in HighDef

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What does this mean for producers?

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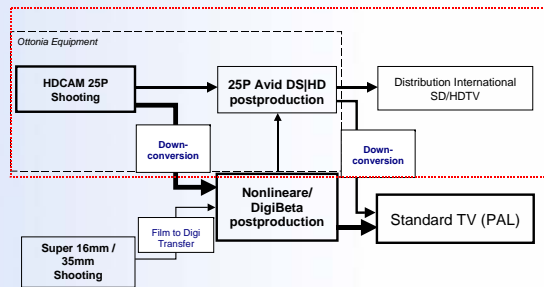
What do you have to focus on when you decide to go the HD-way?

- manpower
- equipment
- market
- production line
- distribution

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HDTV - production line and distribution



Fact 1

„By the very large number of possibilities that the HD-camera provides, it is possible to make as many mistakes as there are possibilities.“

(W.Damm, Head of Business Development Ottonia)



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Fact 2

„The HD-production is at its most advantageous when used with good lighting, a steady camera and by a film-cameraman with Digi-Beta-experience.“

(Sarah Sieber, Producer „Voyages, Voyages“)

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Fact 3

„In the nonfictional field the coming together of interesting content and High Definition quality produces a totally new product.“

(08.10.2003, Bavaria Open House meeting)

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Fact 4

„In comparison with costs which were up to 50 % more expensive in the beginning of HD-production, costs today are now only 10-15% higher.

Attention to hidden costs!“

(08.10.2003, Bavaria Open House meeting)

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Why is it worth to produce in High Def?

- **format with a long shelf life**
- **multiple usage and edit possibilities**
- **no loss of quality**
- **high quality production and re-production**
- **cost saving in comparison to 35-mm-production**
- **good storage possibilities**
- **international co-production easier**

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HD - a chance for new markets?

New production

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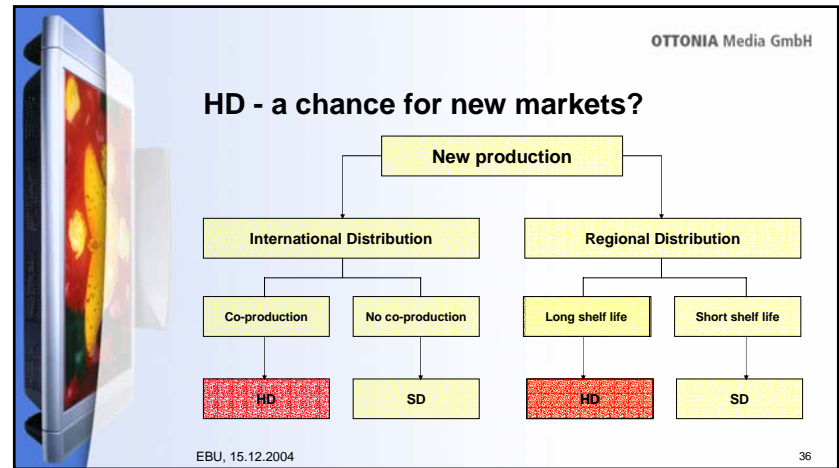
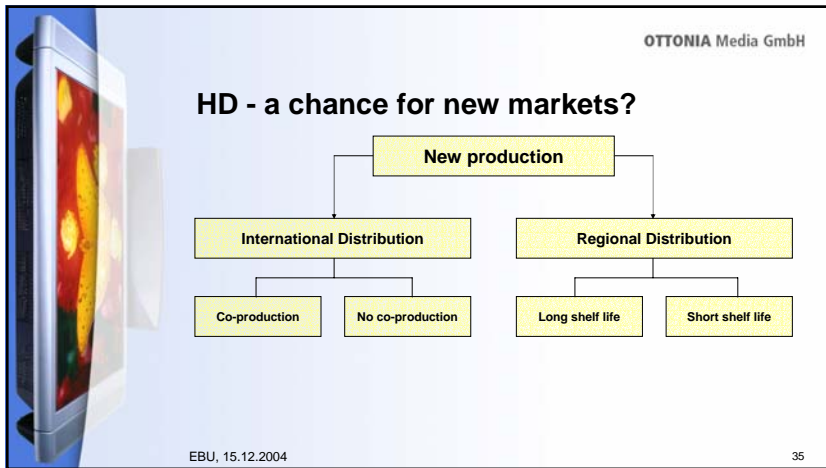
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HD - a chance for new markets?

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graph TD; A[New production] --> B[International Distribution]; A --> C[Regional Distribution];
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What programs are worth to be produced in High Def?

- Company promotion-DVD (especially in modular format)
- Presentations for fairs and events
- advertisement and trailers for TV
- advertisement and trailers for cinema
- multimedia-content for the Web
- long shelf life programs and future archival footage


Are risks equal to success?!

- 720p or 1080i?
- exploding costs for archive materials when starting HD transmission
- start in time with transfer from 35-mm-material
- HD-DVD encoding - customers will buy HD-DVD for personal computers and/or multimedia center

Ways to High Definition

- create footage-archives
- convince the broadcasters (co-productions permit new financial models)
- Encoding - HD DVD
- Enable HD-download via PC
- educate, educate, educate!






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HD standards for a production company

- 1920x1080 - more then 2 mio. Pixel, best resolution at the moment
- 1280x720p 50 means lower resolution and quality (only 900.000 pixel), can't be used for cinema (35mm)
- shooting in 25P secures the international market
- color correction is easier for online HD-production
- we prefer progressive, no Interlace modus. (because of LCD and DLP-screen problems)
- 1080 i is acceptable for transmission, for shooting not recommended

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HD standards for a production company

Our recommendation for shooting:

1920x1080 in 25p (PSF)

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2005 - Forseeing the future

- Several HD-Channels in Europe, but no 24-h-program in HD
- beginning with specific niche channel programming
- HD-DVD MPEG 4/Windows-Media-9
- big business for format transfer companies
- FIFA World Cup 2006 - will it drive HD ahead???

FIFA Wort Cup 2006???

- Be careful with your expectations!
- Production of additional program for HD-broadcaster (USA, Japan, Korea?) directly will be possible, but limited.
- Transmission made in HD but not broadcast in HD in Germany (Europe?).
- What will be the position of Pay-TV (right sharing?).



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Further reading

www.ottonia.de

www.hdtvmagazine.com
www.hdnet.com
www.discovery.com
<http://hbo.com>
<http://directv.com>
www.ilovehdtv.com

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Tape 2

„FIFA World Cup 2006
- Leipzig Trailer“

production: Ottonia Media GmbH

concept: Dorothea Schrade
edit: Kai Dombrowsky

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