

**B B C HD**

# How HD is being sold to the public!



¥998 000

# Agenda...

- BBC HD Transmission Statement
- Migration to HD
- HD Workflow
- HD in practice
- HD Training

## Public statement on HD transmission

- Planned trial HD service from June 2006
- Planned to be available free and un-encrypted on satellite and cable
- Limited digital terrestrial trial in the London area (potential reach 6m)
- Purpose is to test delivery and reception of high definition broadcast on all major platforms

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# Public statement on HD transmission





# Prioritisation of genres and programme strands



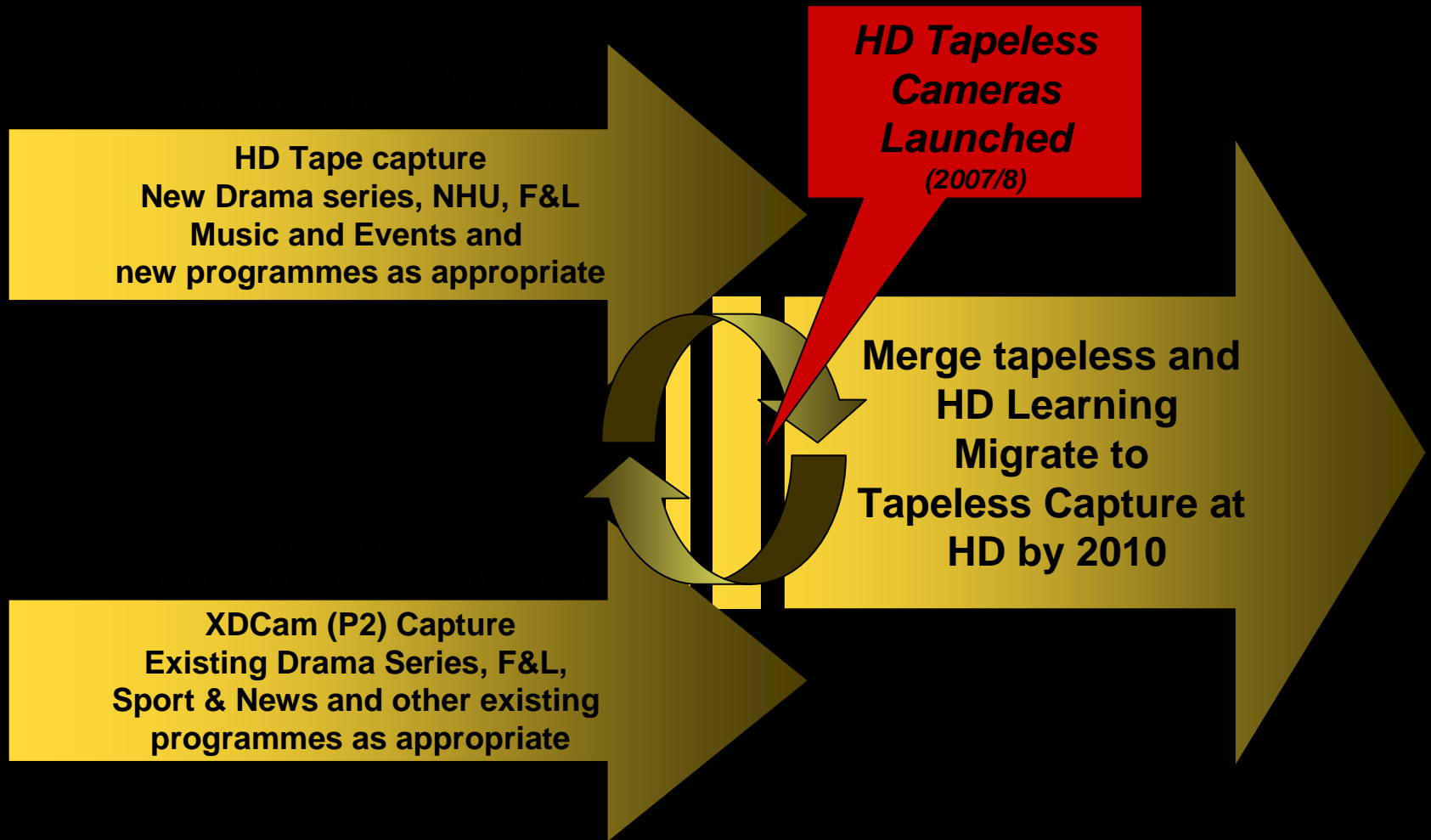
History TV & Radio Programmes

timewatch



- Currently, HD production is limited to co-produced programmes and technical trials
- Criteria for migration to HD:
  - landmarks
  - long running series
  - large or nationally important events
  - film based acquisition
  - programmes with high sound production values
  - programmes with a high value to the archive

# Migration to HD - Current



# Migration to HD - Current

- 2010: target for HD acquisition across production
- 2008: expected cost neutrality of HD equipment and services expected
- Will we be able to buy SD equipment from 2008 onwards?
- Current building, studio and OB refreshes will accommodate HD as the de-facto standard



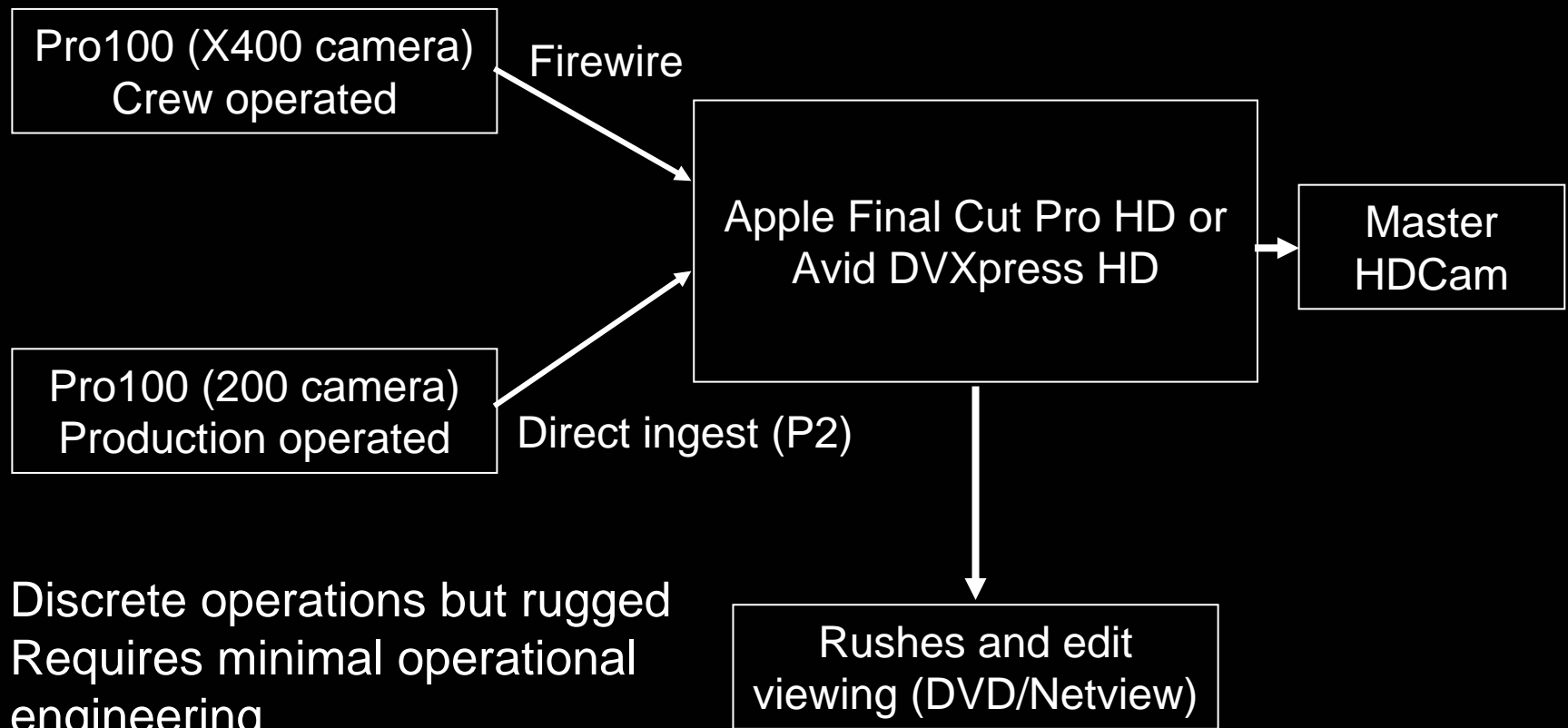
## BBC and HD

The BBC is a pioneer in new technology. The BBC's Research & Development arm has helped win a place for the UK at the forefront of broadcasting technology and engineering, recognised by seven Queen's Awards for Industry and four Emmys. The BBC is currently developing plans to produce all its television output to meet High Definition Television (HDTV) standards by 2010.



# Migration to HD - Current

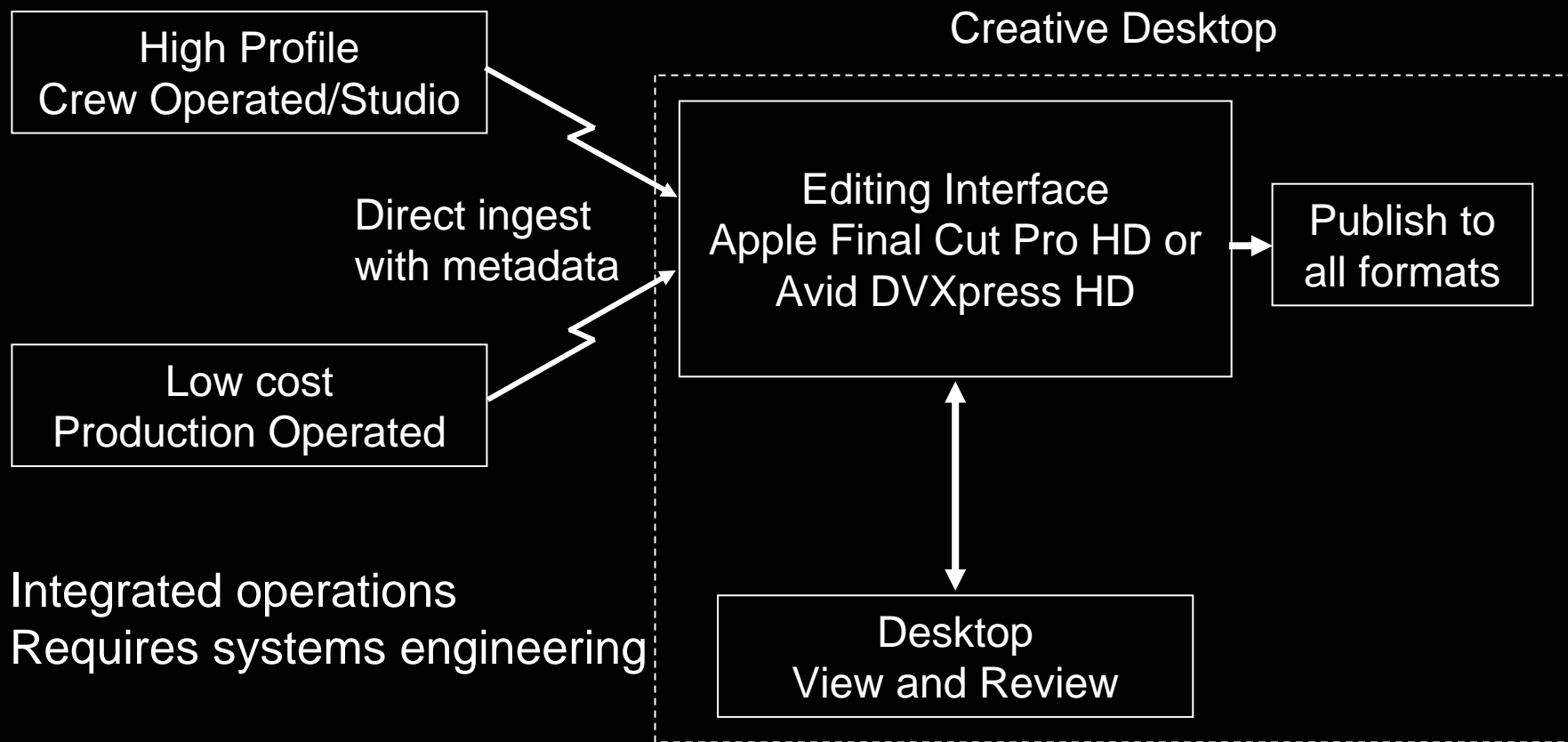
Workflow example: Standard Acquisition & non linear post



Discrete operations but rugged  
Requires minimal operational  
engineering

# Migration to HD - Planned

Workflow example: Tape-less acquisition & the Creative Desktop



# Migration to HD - Challenges

- **Production and Delivery:** The justification of the migration of production to HD is strongly linked with the ability to receive it
- **Change:** Cultural issues amongst many Directors of Photography and some talent are not insignificant
- **Tapeless and HD:** When will tapeless and high definition overlap? Going too early in either of these areas could end up costing more money than necessary
- **Skills and Training:** Training issues for production staff and the ancillary costs around sets, make up, contribution feeds etc. should not be underestimated

# Migration to HD - Lessons learnt

- Clip 1: What we want you to see
- Clip 2: What we don't want you to see
- Clip 3: What you don't want to watch
- Clip 4: When it all works



# BBC Commitment to skills, training and wider industry issues?

- Public service broadcasting has an industry role to play in sharing knowledge and acting as a catalyst for a nascent marketplace
- Working together with other European broadcasters and suppliers on the technical standards is important
- Sharing lessons learnt around production techniques is something we aim to continue





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