

PRODUCTION TECHNOLOGY SEMINAR

AN EBU EVENT

Experience is key

PROGRAMME

TUESDAY 24 JANUARY 2023 (08:50-17:30 CET)

OPENING

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| 08:50 – 09:00 | Opening and welcome | Antonio Arcidiacono (EBU) Hans Hoffmann (EBU) |
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KEYNOTES

Moderated by [Hans Hoffmann \(EBU\)](#)

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| 09:00 – 09:30 | The newsroom as a living strategy | Thomas Hinrichs (BR/ARD) |
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| 09:30 – 10:00 | AI for sound and vision: team player or disruptor? | Steffen Holly (Psoido) |
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| 10:00 – 10:30 | Transforming R&D in media and creating new value for PSM | Antonia Kerle (BBC R&D) |
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| 10:30 – 11:00 | <i>Break and demos</i> | |
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SESSION 2: INDUSTRY OUTLOOK

Moderated by [Stephan Heimbecher \(SWR\)](#)

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| 11:00 – 11:25 | State of MediaTech – key drivers of change in 2023 and beyond | Lorenzo Zanni (IABM) |
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| 11:25 – 11:50 | Consumer trends and predictions for 2023 | Paul Gray (Omdia) |
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| 11:50 – 12:15 | The Truth About Standards | Rowan de Pomerai (DPP) |
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| 12:15 – 12:30 | Rapid roundtable with the presenters | |
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| 12:30 – 14:00 | <i>Buffet Lunch in the foyer + demos</i> | |
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SESSION 3: RESHAPING A MEDIA COMPANY – HOW-TO

Moderated by [Ievgen Kostiukevych \(EBU\)](#)

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| 14:00 – 14:25 | Yle, a media company that embraces innovation | Jouni Frilander (Yle) |
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| 14:25 – 14:50 | Live streaming the FIFA World Cup in UHD/HDR on Yle Areena | Toni Ljungberg (Yle) |
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| 14:50 – 15:15 | Skills and talent development: Future media technologists | Colleen Osborne (BBC) |
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| 15:15 – 15:30 | Rapid roundtable with the presenters | |
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| 15:30 – 16:00 | <i>Break and demos</i> | |
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SESSION 4: RESHAPING A MEDIA COMPANY – INGREDIENTS

Moderated by [Hans Hoffmann \(EBU\)](#)

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| 16:00 – 16:25 | An EBU collective sports digital platform | Jean-Baptiste Casta (EBU) |
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| 16:25 – 16:50 | How to solve the Metadata challenge? | Dana Wilk, Natalia Klein (ZDF) |
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| 16:50 – 17:15 | From the Frontlines of Libya to the Trenches of Tech | Jeff Kofman (TRINT) |
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| 17:15 – 17:40 | Sustainability: key to strategic decision making for PSM | Tim Guilder (ITV) Phil Holdgate (ITV) |
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| 17:40 – 18:00 | Rapid roundtable with the presenters | |
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| 18:00 – 19:00 | <i>STADIEM 'startup scene' cocktail event</i> | |
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DEMOS IN THE FOYER

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| 1 | Mini IP-based workflow | Shinnosuke Sekiya (Canon Europe) Dirk Fobker (Canon) Takahiko Kano (Canon Europe) Taiki Takei (Canon Europe) Sylvio Kiesewetter (Canon EMEA) |
| 2 | AI for media production | Rajan Goli (SONY) |
| 3 | EBUCorePlus | Alexander Rouxel (EBU) |
| 4 | From 2D pictures to 3D models | Davide Zappia (RAI) |
| 5 | Immersive opera | Selina Palige (Technical University Chemnitz) Joachim Keinert (Fraunhofer IIS) Hendrik Hawer (Die Etagen) |
| 6 | Spatial reality display | Jouni Frilander (YLE) |

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WEDNESDAY 25 JANUARY 2023 (09:00-18:00 CET)

| | ROOM MONTREUX SYNTHETIC CONTENT, SYNTHETIC HUMANS Moderated by Lucille Verbaere (EBU) | | ROOM GENEVA ADVANCED TECHNOLOGIES FOR ADVANCED WORKFLOWS Moderated by Phil Tudor (BBC) | |
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| 09:00 – 09:30 | Synthetic humans & media convergence | Danilo Pejakovic (BR/ARD) | State of the art uncompressed and compressed video transport between cloud regions | Christoph Gerdener (EBU) |
| 09:30 – 10:00 | Cloud Native architecture for AI-driven Avatars | Jamie Allan (Nvidia) | Testing JPEG XS and NDI: Why, where, and EBU results | Roberto Iacoviello (RAI) Simon Thompson (BBC) |
| 10:00 – 10:30 | AI-driven audio mixing for live sport | Rob Oldfield (Salsa Sound) | Object-based Media: Improving workflow efficiency | Andrew Dunne (BBC) |
| 10:30 – 11:00 | <i>Break and demos</i> | | | |

| | ROOM MONTREUX AI IN MEDIA Moderated by Jouni Frilander (Yle) | | ROOM GENEVA DATA-ENABLED WORKFLOWS Moderated by Alexandre Rouxel (EBU) | |
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| 11:00 – 11:30 | Voice cloning | Alex Serdiuk (Respeecher) | Everything in the cloud by 2026: Pragmatic strategy from an idealistic vision Experiences on running graphics and game engine workflows in the cloud | Antti Plathan (Yle) Petri Karlsson (Yle) |
| 11:30 – 12:00 | Automatic enhanced live subtitling workflow | Matthieu Parmentier (France TV) | Hands-on: EBUCorePlus in real metadata applications | Jürgen Grupp (SWR/ARD) |
| 12:00 – 12:30 | Use of AI in media | Hiroyuki Kaneko (NHK) | End-to-end metadata and automation | Mark Guelbahar (transfermedia) Peter Effenberg (transfermedia) |
| 12:30 – 13:00 | A practical application of AI for media production | Peter Sykes (Sony) | vera.ai project: 'Verification Assisted by Artificial Intelligence' | Carolina Scarton (University Sheffield) |
| 13:00 – 14:00 | <i>Seated Lunch Break and demos</i> | | | |

KEYNOTES

Moderated by [Lucille Verbaere \(EBU\)](#)

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| 14:00 – 14:35 | Emerging computational tools enabling new frameworks for media experiences and storytelling | Ana Herruzo Pierce (Arizona State University, TU Madrid) |
| 14:35 – 15:00 | web3.0 and Metaverse | Kylee Peña (Adobe) |

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SESSION 8: WEB3-BASED STORYTELLING

Moderated by [Robin Ribback \(SRG-SSR\)](#)

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| 15:00 – 15:25 | TV shoots in the Metaverse | Kalle Max Hofmann (Tunemaxx Media GmbH) Luis Singer (Iconoclast Films Germany GmbH) Luisa Leopold (Iconoclast Films Germany GmbH) |
| 15:25 – 15:50 | Fostering innovation through collaboration | Clelia Twagiravesu (VRT) Lea Dannenhauer (DOWOW) Marijke Wouters (Venly) |
| 15:50 – 16:05 | Rapid roundtable with the presenters | |
| 16:05 – 16:35 | <i>Break and demos</i> | |

SESSION 9: THE NEWSROOM OF THE FUTURE

Moderated by [Morten Brandstrup \(TV2\)](#)

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| 16:35 – 17:00 | Enabling collaboration in the newsroom | Emmanuel Gonce (France TV) |
| 17:00 – 17:25 | From On-prem to cloud - cloud and AI in the newsroom | Michael Jensen (Tv2fyn) |
| 17:25 – 17:50 | Responsive Video for Digital | Christophe Messa (Wildmoka) |
| 17:50 – 18:05 | Rapid roundtable with the presenters | |
| 18:05 – 20:30 | <i>Evening Event</i> | |

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THURSDAY 26 JANUARY 2023 (09:00-16:00 CET)

KEYNOTES

Moderated by [Jouni Frilander \(Yle\)](#)

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| 09:00 – 09:30 | The convergence of game engines and media production | Bert Johannessen (Epic Games) |
| 09:30 – 10:00 | The VR live on stage experience at home: new opportunities, technical challenges and solutions | Selina Palige (TU Chemnitz) Joachim Keinert (Fraunhofer IIS) |

SESSION 11: VOLUMETRIC CAPTURE AND EXPERIENCES

Moderated by [Ievgen Kostiukevych \(EBU\)](#)

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| 10:00 – 10:25 | Volumetric Video Production and Streaming | Mauricio Aracena (Ericsson) |
| 10:25 – 10:50 | Volumetric video system use-cases | Kenichi Fujii (Canon) |
| 10:50 – 11:15 | Volumetric capture startups as the Future Media Hubs | Natasia Paulssen (4DRStudios) Hervé Verloes (Poolpio) Clelia Twagiravesu (VRT) |
| 11:15 – 11:30 | Rapid roundtable with the presenters | |
| 11:30 – 12:00 | <i>Break and demos</i> | |

SESSION 12: WHERE WILL THE FUTURE BE?

Moderated by [Jouni Frilander \(Yle\)](#)

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| 12:00 – 12:25 | Roblox, the proto-metaverse? | Gregg Young (VRT) Wesa Apro (YLE) |
| 12:25 – 12:50 | Immersive interaction in journalistic experiences | Nicolas Patz (DW) |
| 12:50 – 13:50 | <i>Lunch Break</i> | |

SESSION 13: STATE OF VIRTUAL PRODUCTION

Moderated by [Stephan Heimbecher \(SWR\)](#)

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| 13:50 – 14:15 | Led wall virtual production: multi-cam workflows | Andy Hook (White Light) |
| 14:15 – 14:40 | Ledwall for high drama production: best practices, lesson learned | André Rittner (ARRI) |
| 14:40 – 15:05 | RIS OSVP | Dave Hoffman (BlackMagic for SMPTE RIS) |
| 15:05 – 15:30 | Rapid roundtable with the presenters | |

WRAP-UP

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| 15:30 – 16:00 | What happened at PTS 2023 | Stephan Heimbecher (SWR) Hans Hoffmann (EBU) |
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16:00 *End of PTS 2023*