

# PRODUCTION TECHNOLOGY SEMINAR

AN EBU EVENT

Pioneering tomorrow's media tech, today

## PROGRAMME

TUESDAY 30 JANUARY 2024

### NETWORKING BREAKFAST

09:30 – 10:20 – *Networking breakfast* –

### SESSION 1: KEYNOTES

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

10:20 – 10:30	<b>Opening</b>	Antonio Arcidiacono (Director of Technology & Innovation, EBU) Hans Hoffmann (Head of Media Fundamentals & Production Technology)
10:30 – 11:00	<b>How do we produce media in the future?</b>	Adde Granberg (CTO, SVT)
11:00 – 11:30	<b>Transformative technologies and impact</b>	Cristina Gomila (Managing Director, Content, Technology & Innovation, Sky)
11:30 – 12:00	<b>AI and media</b>	Françoise Soulié Fogelman (Scientific Advisor, Hub FranceIA)
12:00 – 12:25	<b>How are media consumption and trends changing</b>	Florence Hartmann (Manager of Media Intelligence Service, EBU)
12:25 – 14:00	– <i>Buffet lunch and demos</i> –	

### SESSION 2: BUSINESS TRANSFORMATION – PART 1

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

14:00 – 15:00	<b>Show and Tell – EBU leaders in conversation about transformative technologies</b>  How will we differentiate our content from the wave of Youtubers and TikTokers, empowered by AI, in the future?	Annsofi Eriksson (CTO, SR) Willem Roskam (CTO, NPO) Dominique Hoffmann (CTO, WDR) Stephan Kollinger (Head of Innovation and AI Lab, ORF)
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### SESSION 3: BUSINESS TRANSFORMATION – PART 2

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

15:00 – 15:20	<b>BBC Innovation Hubs</b>	Eleni Sharp (Head of Product, BBC)
15:20 – 15:40	<b>VRT's multifunctional LED wall studio</b>	Willem Vermost (Head of Media Production Facilities, VRT)
15:40 – 16:00	<b>A pre-olympic show on a barge on the Seine: France TV's rollout of full cloud production with 5G/Starlink connections</b>	Amy Rajaonson (IT Engineer, France TV) Romuald Rat (Director Techlab, France TV)
16:00 – 16:30	– <i>Break and demos</i> –	

### SESSION 4: GETTING IT RIGHT – STORIES FROM MEMBERS

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

16:30 – 16:50	<b>A Twitch in time</b>	Philipp Jacobs (Strategy and Innovation, SWR)
16:50 – 17:10	<b>NRK's journey towards HDR</b>	Odd Erling Høgberg (Head of Video Equipment, NRK)
17:10 – 17:30	<b>The wave of open-source AI is coming: how to surf it?</b>	Alex Rouxel (Senior Project Manager, EBU)
17:30 – 17:50	<b>LLM in the newsroom: automated categorization of news programs</b>	Thabet Chaouri (Senior Machine Learning Engineer, France TV) Skander Ben Attia (Director of Engineering and Support, France TV)
17:50	– <i>End of day 1</i> –	

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WEDNESDAY 31 JANUARY 2024

### SESSION 5: VISIONS ON THE ROAD TO CLOUD-BASED PRODUCTION

Moderated by [Ruth Kühn \(DW\)](#) and [Hans Hoffmann \(EBU\)](#)

09:00 – 09:25	<b>This Just In: The Latest in Live Production and Distribution</b>	Evan Statton (Chief Technologist – Media and Entertainment, AWS)
09:25 – 09:50	<b>Navigating the future of entertainment</b>	Anshul Kapoor (Head of Media Solutions, Google Cloud)
09:50 – 10:15	<b>Leveraging AI in Content Creation and Curation</b>	Andy Beach (CTO Media & Entertainment, Microsoft)
10:15 – 10:45	<b>PANEL: What are the themes we jointly need to address to make the transition to cloud a success for our industry?</b>	<i>All session speakers</i>
10:45 – 11:00	– <i>Break and demos</i> –	

### SESSION 6: ARE DATASPACES IN THE FUTURE OF MEDIA?

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

11:00 – 11:20	<b>Why every public media organization needs a data strategy</b>	Christian Vogg (Chief Data Officer, SRG)
11:20 – 11:40	<b>Media Data Spaces Demystified</b>	Veronique Demilly (Senior Project Manager Green IT and Cooperations, France TV)
11:40 – 12:00	<b>From zero to cloud-native content control in 8 months at Bild</b>	Felipe Iasi (Head of Product and Innovation, Bild) André Torsvik (VP Product Marketing, Mimir)
12:00	– <i>Buffet lunch and demos</i> –	

### SESSION 7: THE CRYSTAL BALL SESSION – TECH FOR CREATIVES IN 2030

Moderated by [Paola Sunna \(EBU\)](#)

13:00 – 13:30	<b>Mind over matter: from imagination to fictional content creation</b>	Jouni Frilander (Innovation Lead, YLE) Matthew Blakemore (CEO, AI Caramba!)
13:30 – 14:00	<b>Shaping the future of media production with help from the EBU</b>	Peter Sykes (Strategic Technology Development Manager, Sony)
14:00 – 14:30	<b>Fostering Creativity Through the power of AI</b>	Régis André (Senior Director Product Management, AVID)
14:30 – 15:00	<b>How to Edit, 2030 Edition</b>	Nico Becherer (Principal Scientist, Adobe) Teresa Demel (Principal Product Manager, Adobe)
15:00 – 16:00	– <i>Break and demos</i> –	

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WEDNESDAY 31 JANUARY 2024

### SESSION 8: INTERACTIVE TUTORIALS

	ROOM MONTREUX	ROOM GENEVA
16:00 – 17:00	<p><b>Transformation to IP, Cloud, Hybrid and open software-based workflows</b></p> <p><i>Phil Tudor (Principal Engineer, BBC R&amp;D)</i></p> <ol style="list-style-type: none"><li>1. What is the vision and mission?</li><li>2. Towards a cross-industry forum?</li></ol> <p>Facilitated by Ievgen Kostiukevych (Team Leader, EBU T&amp;I)</p> <p><b>This tutorial will be covered as part of the main stream</b></p>	<p><b>Making HDR shine</b></p> <p><i>Thomas Berglund (Systems Engineer, NRK), Simon Thompson (Senior R&amp;D Engineer, BBC R&amp;D)</i></p> <ol style="list-style-type: none"><li>1. Latest UHD/HDR production experiences</li><li>2. Video levels demystified</li></ol> <p>Facilitated by Frans de Jong (Senior Engineer, EBU T&amp;I)</p> <p><b>This tutorial will not be streamed; an edited summary will be provided after the event.</b></p>
17:00 – 17:10	– Break and demos –	
17:10 – 18:10	<p><b>The needs of wireless connectivity in production</b></p> <p><i>Susanne Rath (Senior engineer, Frequency Management, ARD)</i></p> <p><i>Tim Achberger (Director Technology &amp; Product Management, Sportcast)</i></p> <p><i>Stefan Hausen (Product Owner Broadcast &amp; Infrastructure, Sportcast)</i></p> <p>Content production increasingly relies on wireless connectivity. Beyond cameras and microphones, a range of new wireless devices are used such as sensors and remote controlled equipment. Some are static, others are mobile and even airborne. This expands creative freedom. Furthermore, production is moving to IP and cloud-based workflows, which requires a reliable connection. On the other hand there is always the need to reduce costs.</p> <p>What wireless technologies can support these trends? This session will explore the current trends and future needs for wireless connectivity and how can they be met.</p> <p>Facilitated by Darko Ratkaj (Senior Project Manager, EBU T&amp;I)</p> <p><b>This tutorial will be covered as part of the main stream</b></p>	<p><b>2024 Subtitles technology requirements for Accessibility</b></p> <p><i>Nigel Megitt (Executive Product Manager, BBC), Philip Klenk (Representative for Accessibility, SWR)</i></p> <p>Most EBU Members have subtitle systems primarily designed for broadcast use, often based on Teletext.</p> <p>In this workshop we will gather the present day requirements for subtitle provision in the context of remote authoring, broadcast and online delivery, and cloud-based technology provision.</p> <p>The Timed Text group hopes to use the output of this workshop to produce a generalised architecture diagram showing the key components involved in subtitle authoring, exchange, encoding, distribution and playback with the goal of helping clients and suppliers of components and systems involved in subtitling to communicate more easily.</p> <p>Facilitated by Hemini Mehta (Sustainability Lead and Head of Operations, EBU T&amp;I)</p> <p><b>This tutorial will not be streamed; an edited summary will be provided after the event.</b></p>
18:10	– End of day 2 –	

### EVENING EVENT

19:30 – 23:00 [La Brasserie des Halles de l'Île \(Google Maps link\)](#)  
Place de l'Île 1  
1204 Genève  
[www.brasseriadeshalledelile.ch](http://www.brasseriadeshalledelile.ch)

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THURSDAY 1 FEBRUARY 2024

### SESSION 9: KEYNOTE

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

09:10 – 09:30 **Highlights from the tutorials sessions**

09:30 – 10:00 **Plausible immersive audio playback via headphones** Karlheinz Brandenburg (CEO, Brandenburg Labs)

### SESSION 10: TECHNOLOGIES FOR NEW EXPERIENCES

Moderated by [Roberto Iacoviello \(RAI\)](#)

10:00 – 10:30 **The future of sound** Renato Pellegrini (Head Pro Lab, Sennheiser)

10:30 – 10:50 **Emerging workflows in virtual production: advances in 2.5D, AI and motion capture** Peter Kirkup (Solutions & Innovation Director, disguise)

10:50 – 11:10 **Compact volumetric TV studio for 3D reconstruction** Hirofumi Morioka (NHK)

11:10 – 11:30 **Audio Description dip values** Kieran Lynch (Lecturer in Sound, Dun Laoghaire Institute of Art, Design and Technology)

11:30 – 12:00 – *Break and demos* –

### SESSION 11: IMPACT AND VALUE WITH AI IN FUTURE PRODUCTION WORKFLOWS

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

12:00 – 13:30 **Success stories from the AI labs of EBU member organizations** Stephan Kollinger (Head of Innovation and AI Lab, ORF)

Danjiela Horak (Head of AI Lab, BBC R&D)

Alberto Messina (AI Manager & Head of R&I Unit, Rai)

Jasmin Sessler (Information Specialist, BR)

### WRAP-UP

13:30 – 14:00 **PTS 2024 summary (including from the interactive tutorials)** Stephan Heimbecher (Competence Center Production & Infrastructure SWR)

14:00 – *End of PTS 2024* –

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## DEMONSTRATIONS

1	<b>Immersive audio experience</b>	Brandenburg Labs	Room Moléson 1 <sup>st</sup> floor
2	<b>IP-based live, still and video solution</b>	Canon	Foyer
3	<b>Aiditor</b>	ORF	Foyer
4	<b>MOCAPI Sony</b>	EBU T&I	Foyer
5	<b>Plain-X - Transcription, Translation, Subtitling and Voice-Over</b>	DW	Foyer
6	<b>Elastic Frame Protocol</b>	AgileContent	Room Courchevel 1 <sup>st</sup> floor
7	<b>The EBU Live IP Sandbox Kit (TBC)</b>	EBU T&I	Foyer
8	<b>ST 2110 in the Unreal Engine (TBC)</b>	EBU T&I	Foyer