

# PRODUCTION TECHNOLOGY SEMINAR

AN EBU EVENT

Pioneering tomorrow's media tech, today

## PROGRAMME

TUESDAY 28 JANUARY 2025

### OPENING

09:00	<b>Transformative tech</b> <i>The enabler for modern storytelling</i>	Antonio Arcidiacono – T&I Director, EBU Hans Hoffmann – Senior Manager, EBU
09:15	<b>Demo and Supporter pitches</b>	(See demo line-up below)

### SESSION 1: KEYNOTES – TRANSFORMING MEDIA

Moderator: Antonio Arcidiacono (EBU)

09:30	<b>Transforming a modern media company</b>	Pål Nedregotten – CTO, NRK
10:00	<b>France TV's tech vision</b>	Frédéric Brochard – CTO, France Télévisions
10:30	<b>Verification, fact-checking, and authentication</b> <i>A joint challenge for journalism and technology</i>	Ruth Kühn – Chief AI Officer, Deutsche Welle
11:00	<b>New formats, new devices</b> <i>Responding to a new era of content consumption</i>	Rob Ambrose – Managing Director, Caretta Research
11:30	<i>Break and demos</i>	

### SESSION 2: VISIONS FOR TECH STRATEGY AT EBU MEMBERS

Moderator: Hans Hoffmann (EBU)

12:00	<b>Shaping future-ready PSM technology strategies</b> <i>Panel discussion</i>	Janne Yli-Äyhö – CTO, Yle Pål Nedregotten - CTO, NRK Hege Marie Kallestad – Director of Live & PT, TV2 Norway Frédéric Brochard – CTO, France Télévisions
12:45	<i>Buffet Lunch in the foyer and demos</i>	

### SESSION 3: THE RIGHT CLOUD STRATEGY

Moderator: Hans Hoffmann (EBU)

14:00	<b>Culture eats your technology and strategy</b>	Régine Carpentier – Change and Comms Partner, RTBF
14:20	<b>Key technology learnings from the new builders</b> <i>ST2110 implementation – and what's next?</i>	Willem Vermost – Head of Media Production, VRT
14:40	<b>The right cloud strategy for PSM</b> <i>Panel discussion</i>	Malte Blumberg – Head of IT, Solutions & Innovation, ARD/SWR
15:25	<i>Break and demos</i>	

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## SESSION 4: CASE STUDIES – TECH THAT MAKES A DIFFERENCE

Moderator: Paola Sunna (EBU)

15:55	<b>America's Cup – a 173-year-old start-up</b>	Stephen Nuttall – Head of TV, America's Cup
16:15	<b>PaaM (Production as a Module) for OB vans</b>	Andreas Jenni – CTO, SRG SSR
16:35	<b>VR live editing tool</b> <i>Innovation fast track</i>	Erik Lovgren – Head of Innovation, NRK
16:55	<b>New workflows for classical music productions</b>	Rami Lindholm – TV Director, Yle
17:15	<b>C2PA – a demystification</b> <i>Proof of concept for automation</i>	Romuald Rat – Managing Director TechLab, France TV Mathieu Zarouk – VP Product Management, Dalet
17:35	<b>HDR update</b> <i>And why a 1930's technology still gives us headaches</i>	Simon Thompson – Senior R&D Engineer, BBC R&D
18:00	<i>End of day 1</i>	

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WEDNESDAY 29 JANUARY 2025

### SESSION 5: KEYNOTES – AI IN MEDIA

Moderator: Jouni Frilander (YLE)

09:00	<b>Teuken-7B – LLM for the European broadcast industry</b>	Christoph Schmidt – Head of Speech Tech, Fraunhofer IAIS
09:30	<b>Standards development for AI</b>	Bilel Jamoussi – Deputy to the Director and Chief of Telecommunication Standardization Policy Department, TSB, ITU
10:00	<b>How to become a data-driven, AI-enabled organization</b>	Matthew Blakemore – CEO, AI Caramba!

### SESSION 6: EVALUATING AI OPTIONS

Moderator: Alexander Rouxel (EBU)

10:30	<b>AI tools for newsrooms</b> <i>What works and what doesn't</i>	Jyri Kivimäki – Editorial AI Coach, Yle Marie Kilg – Product Manager, Deutsche Welle
10:50	<b>AutoCut – AI-driven automated editing for news clips</b>	Laura van de Sand – PM voice app development, WDR Janis Tarut – Editor, WDR Simon Schoog-Döhring – WDR
11:10	<b>Evolution of Video Editing with AI</b>	Fred Rolland – Head of Video EMEA, Adobe Nico Becherer – Principal Scientist, Adobe
11:30	<b>AI compliance – Future Media Hubs</b>	Clelia Twagirayesu – Coordinator, VRT Future Media Hubs Quentin Felice – Co-founder & COO, Datavillage Véronique Pevtschin – Co-CEO, TheGreenshot
11:50	<i>Break and demos</i>	

### SESSION 7: AI IN WORKFLOWS

Moderator: Paola Sunna (EBU)

12:20	<b>Assessing AI skills</b> <i>To prepare the workforce for the challenges ahead</i>	Samuel Tremblay – Director of Learning & Development, CBC/Radio-Canada Dominique Gagné – Senior Director Operations, Digital Media, CBC/Radio-Canada
12:40	<b>PsmGPT</b> <i>Findings of the EBU Workshop</i>	Rayan Arnaout –, EBU
13:10	<b>Automated AI-based composition of video reports</b>	Dennis Quandt – Research Assistant, RheinMain University
13:30	<i>Buffet Lunch in the foyer and demos</i>	

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## TUTORIALS

	Stream 1 – Montreux room	Stream 2 – Genève room
	<b>Synthetic media detection</b> <i>Note: please contact <a href="mailto:gaye@ebu.ch">gaye@ebu.ch</a> in advance to request access to the required tools!</i> 14:30 Quentin Bammey – Researcher at the Image and Visual Representation Lab (IVRL), EPFL Hannes Mareen – Postdoctoral Researcher at IDLab-MEDIA, University of Gent and IMEC	<b>Content production today with generative AI</b> Jouni Frilander – Innovation Lead, Yle Roberto Iacoviello – Lead Research Engineer, Rai Alberto Ciprian – Computer Graphics Specialist, Rai Davide Zappia – Drones and XR Specialist, Rai
16:00	Break and demos	
16:30	<b>ADM/S-ADM production and contribution</b> <i>ST2110 enabled</i> Werner Bleisteiner – Creative Technologist, BR David Marston – Senior R&D Engineer, BBC Adrian Murtaza – Senior Manager, Technology and Standards, Fraunhofer IIS Roman Rehausen – Jünger Audio Jacob Smith – Dolby Dan Tatut – Marquise Technologies	<b>C2PA implementation strategies</b> Badr Taddist – Cybersecurity Intern, EBU Kenneth Warmuth – Media Engineer and Project Manager, WDR Ingo Daniels – Project Manager, Deutsche Welle Martin Grohme – Streaming Architect, WDR Jonathan Rapp – France Télévisions
18:00	End of day 2	
19:00	Social event – “Le Bateau Genève” (ends 23:00) <a href="#">Le Bateau Genève</a> <a href="#">1 Quai Gustave-Ador</a> Quai Marchand des Eaux-Vives 1207 Genève	

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THURSDAY 30 JANUARY 2025

### SESSION 8: KEYNOTE – GETTING READY FOR WHAT'S NEXT

Moderator: Hans Hoffmann (EBU)

09:00	<b>The CBC Toronto project</b> <i>The future of software-based media production – a new era</i>	Mathieu Rochon – Technical Senior Advisor, Governance and Engineering, CBC/Radio-Canada
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### SESSION 9: THE BIG TECH SESSION – WHAT'S IN THE PIPELINE?

Moderator: Hans Hoffmann (EBU)

09:30	<b>Sony</b>	Peter Sykes - Strategic Technology Dev. Manager, Sony
09:50	<b>Beyond the Screen: AI's Impact on Media</b>	Regine Gatzka – Enterprise Media, Entertainment & Software Team Lead, Google
10:10	<b>AWS</b>	Stephanie Lone – Global Leader Solutions Architecture, AWS
10:30	<b>Microsoft</b>	Alexander Heidler - Account Executive Media and Telecommunication, Microsoft
10:45	<i>Break and demos</i>	

### SESSION 10: NEW ENABLERS – MEDIA DATA SPACES AND MORE

Moderator: Lucille Verbaere (EBU)

11:15	<b>Media data spaces and collaboration</b> <i>in the production chain</i>	Régis Flad – Managing Director, ISAN Eleni Kogkitsidou – Data Project Manager, INA
11:35	<b>EBU QC Implementation Group</b>	Andrew Dunne – Technical Subject Matter Expert, BBC Fereidoon Khosravi – SVP Business Development, Venera Laurence Stoll – CEO & Owner, Marquise Technologies
11:55	<b>Time-Addressable Media (TAM)</b>	Thomas Heritage – Senior R&D Engineer, BBC R&D Robert Wadge – Principal R&D Engineer, BBC R&D
12:15	<i>Lunch break at the cafeteria and demos</i>	

### SESSION 11: R&D FOR PSM: CREATING AN IMPACT FOR FUTURE MEDIA

Moderators: Antonio Arcidiacono (EBU) and Hans Hoffmann (EBU)

13:30	<b>RAI</b>	Gino Alberico – Director, RAI R&D
13:50	<b>NHK</b>	Kikufumi Kanda – Director, NHK Science and Technical Research Laboratories
14:10	<b>BBC</b>	Jatin Aythora – Director R&D, BBC
14:30	<b>Is R&amp;D continuing to deliver value for PSM organizations and how?</b> <i>Panel discussion</i>	

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## SESSION 12: WHAT DID WE LEARN? CALL TO ACTION FROM PTS 2025

Moderator: Stephan Heimbecher (SWR)

14:50

**Wrap-up insights and analysis from the chair of the  
EBU TC Think Tank**

*Panel discussion*

Stefan Kollinger – Chief Innovation Officer, ORF

Rahel Luder – SwissTXT

Natalie Cyreus – SVT

Sven Bruns – NDR

16:00

*End of PTS 2025*

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## TECH DEMOS

1	<b>Cloud-native agile production using the Time Addressable Media Store (TAMS)</b>	Robert Wadge – Principal R&D Engineer, BBC R&D John Biltcliffe – AWS
2	<b>QC implementations</b>	Thomas Heritage – Senior R&D Engineer, BBC R&D Dan Tatut – Marquise Technologies Fereidoon Khosravi – SVP Business Development, Venera Laurence Stoll – CEO & Owner, Marquise Technologies
3	<b>ADM/SADM workflows</b>	Werner Bleisteiner – Creative Technologist, BR Tobias Ascherl – Fraunhofer IIS Markus Hintz – Telos Alliance Jan Muller – Dolby
4	<b>Virtual production: 3D Humans with free viewpoint video in Unity scenes</b>	XRECO (EU Project) Julian Cabrera – UPM Javier Usón – UPM
5	<b>C2PA in production workflows</b>	Badr Taddist – EBU
6	<b>C2PA for Video on Demand</b>	Kenneth Warmuth – Media Engineer & Project Manager, WDR Martin Grohme – Streaming Architect, WDR
7	<b>Autocut: AI-automated editing for news clips</b>	Simon Schoog-Döhring – WDR Laura van de Sand – WDR Janis Tarut – WDR
8	<b>Varjo Teleport: turn any space into an immersive experience for your audience and staff</b>	Jouni Frilander – Innovation Lead, YLE Sampsa Lappalainen – Engineering Lead, Varjo
9	<b>SaaS media supply chain</b>	Fernando Pinto Jez – Head of Solutions Europe, TVU Networks Yves Tassel – Business Development Director Europe, TVU Networks
10	<b>Where Quality Meets Innovation: AI-Powered video storytelling</b>	Dan Ulzhoef – Director, UIC Digital Max Heiderscheid – Vice President, UIC Digital Ana Lobb – Head of Growth, UIC Digital Paul Clement – Strategic Account Director, UIC Digital
11	<b>AI for speech enhancement</b>	Jens Rohr – Deputy Head of Post-production, DW Bernd Zeilmaier – AI-Coustics
12	<b>Securely simplifying content exchange</b>	David Collet – Signiant Graham Harris – Signiant
13	<b>The new breed of true SaaS: continuous delivery without downtime</b>	Kristian Kim Eikeland – Mimir Michael Schüller – Fonngroup
14	<b>Pluxbox no-code platform redefining media workflows</b>	Dennis Laupman – Pluxbox Cas Adriani – Pluxbox
15	<b>The evolution of video editing with AI</b>	Samantha Bacon – Adobe
16	<b>Revolutionizing broadcasting at the edge with Microsoft Azure: embracing the EBU Dynamic Media Facility (DMF) Architecture</b>	Igor Pavicevic – Microsoft Alexander Heidler – Microsoft Björn Klaverkamp – Microsoft Harry Grinling Jane Loring – Microsoft
17	<b>TEMS European Media Dataspace: your productions backmarket search, discover, share, monetize</b>	Mathieu Parmentier – France Télévisions Marc-Antoine Arnaud – Luminvent Régis Flad – ISAN