

## Technical Assembly 2012 – Programme

TA 2012 will open with a Welcome Reception on Wednesday 6 June at 19:30. On Saturday 9 June there will be an optional daytrip to the Plitvice Lakes National Park.

### Day 1: Thursday 7 June 2012

#### 1. Opening Session

09:00-09:15	<b>Welcome</b>	Alberto Morello	Chair, EBU Technical Committee
09:15-09:45	<b>HRT: our past, present and future</b>	Kazimir Bacic	Technical Director, HRT
09:45-10:30	<b>Keynote Presentation: Solving the Spectrum Puzzle in Europe</b> Followed by Q&A	Pearse O'Donohue	Head of Spectrum Policy, European Commission DG INFSO
10:30-11:00	<b>Breakout Discussions: "Spectrum Use and Future Services"</b>		
11:00-11:30	<i>Tea, Coffee &amp; Networking</i>		
11:30-12:00	<b>Results of Breakout Discussions</b>		

#### 2. Proud to Present: a showcase of EBU Member successes

12:00-13:00	A series of short (5-10 minute) presentations from EBU Members about recent technology success stories.		
	<b>Analogue Switch-Off on Satellite in Germany</b>	Eckhard Matzel	ZDF
	<b>MediaCityUK – the new BBC facilities in Salford</b>	Andy Bower	BBC
	<b>New HD-studio at SVT</b>	Göran Lindgren	SVT
	<b>The implementation of DAB+ in Poland</b>	Wojciech Makowski	Polish Radio
	<b>New ways to engage the audience: just do it and dare to fail</b>	Dieter Boen	VRT
13:00-14:30	<i>Lunch with dedicated Topic Tables</i>		

#### 3. Strategic Focus: An all-IP approach for Public Service Media

Session Chair: Hans Hoffmann, EBU

14:30-15:00	<b>IMPS - Organizational change for Tri-media production</b>	Herbert Tillmann	BR
15:00-15:30	<b>Towards a common file format</b>	Andy Qusted	BBC (representing UK DPP)
15:30-16:00	<i>Tea, Coffee &amp; Networking</i>		
16:00-16:30	<b>Metadata – the key to efficient production and consumption</b>	Klaus Illgner-Fehns	IRT
16:30-17:00	<b>CDNs: a quality guarantee over IP?</b>	Egon Verharen	NPO
17:15-19:00	<b>Visit to HRT</b>		

## Day 2: Friday 8 June 2012

Note: timings will vary according to the duration of the elections. The Panel Discussion will begin when the Technical Committee has been elected.

### 4: EBU Focus

09:00-09:30	<b>Project Fair Exchange:</b> uncovering the main strategic challenges and investment priorities for EBU Members	Andrew Snoad	Futuresource Consulting
09:30-10:30	<b>Report of the TC Chairman and Technical Director</b> <ul style="list-style-type: none"> <li>- Technical Committee Report</li> <li>- EBU Report</li> <li>- Workplan 2012/2013</li> <li>- Member Support</li> <li>- Programme Participation</li> <li>- TLO Update</li> </ul>	Alberto Morello & Lieven Vermaele	

### 5: Elections

10:30 **Election of the Technical Committee**

*Tea, Coffee & Networking*

**Election Results**

**Subsequent rounds and results (as required)**

### 6: The Big Questions (Start time depends on duration of elections)

<b>Discussion Panel</b> Moderator: David Wood (EBU) A series of 'what-if...?' situations. Panellists will tell you what THEY think <i>can</i> and <i>should</i> be done in each difficult but still plausible situation. You may or may not think otherwise - and will be invited to say so!	Niels Laukens (VRT) Nigel Laffin (ITV) Per Böhler (NRK)	Vice-Chair SP Broadband Networks Chair SP Spectrum Management Vice-Chair SP Future Television Formats & Production Systems
--	---	---

13:00-14:30 *Lunch with dedicated Topic Tables*

14:30-15:00 **Election of the Officers & Results**

### 7. Strategic Focus: Future Media Consumption Scenarios

Session Chair: Peter MacAvock, EBU

15:00-15:30	<b>Future TV Beyond HD</b>	Andy Qusted	BBC
15:30-16:00	<b>The Future of Radio: linear and non-linear, audio and multimedia</b>	Chris Weck	DeutschlandRadio
16:00-16:30	<i>Tea, Coffee &amp; Networking</i>		
16:30-17:00	<b>The Digital Watercooler: measuring your audience in a multiplatform world</b>	Bram Tullemans	EBU
17:00-17:15	<b>Wrap-up and End Conference</b>		
19:30-22:30	<b>Gala Dinner at Gallo Restaurant</b>		