

RTS London IBC2010

IBC - what are the directions of Broadcasting?

This is NOT a transcript of the event but is written from the notes linked to the presentation before it was made.

It is therefore not an accurate record of the event

More about Peter Weitzel can be found at www.weitzel.tv

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Good Evening

It is customary that we start the Session with a mix of taking stock and seeing where Television and broadcasting are going - using the Concepts from IBC.

Last year we looked at the future for Manufacturers - the year before - an account of Super High Vision and other enhanced TV systems.

This year we will be explaining and then discussing with you “what are the directions of Broadcasting.”

Here is our rough plan for this evening (Slide2)

Firstly Setting the Context - and for a number of reasons - I think we need to take a radical view of where we are - So we will be going through a few basics

Then I will be giving you a overview of IBC 2010 - to try to give you some feeling of 6 days of a lightly damp Amsterdam a fortnight ago... and then the panellists sharing a few of their points -

And to end up with... allowing you to find out and discuss with the panel and yourselves where television is and where broadcasting is going.

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So let me introduce myself and get the panel to do likewise (Slide 3)

I am 56 year old and as the family is very mathematical .. I though I would look at what I was doing about every 7 years.

- At the age seven I was very frustrated that the school library did not has a book about Television - and what made it work
- At the age of 14 I got my first payment from the BBC 10 shillings - for getting a Radio Three afternoon talk on the air from an unattended studio.
- At the age 21 I graduated from Kings College London - just across the river from here - with a degree in Engineering - and what I thought was a qualification in theology - but I looked at the certificate recently - and it said that I had satisfied the examiners in Divinity -
- I joined the BBC at Bush House across the road from Kings when I was 22.
- At the age of 28 I was well into Studio Capital Projects Department - Television Studio section.... and doing exciting jobs which were never main stream and always challenging.
- At the age of 35 - a move away from Studios a Senior Project Manager in Central systems - Playout, central apparatus rooms etc. also NICAM and Teletext.
- At the age of 42 - 1996 - I was the main author of Three Teletext Specifications and DVB Subtitles - and amongst other things a BBC spokesman on Sex and violence in programmes and author of the ITC Codes of Practice for Subtitles and Audio description.
- At the age of 49 - well into work in BBCT - with simultaneous jobs doing the Technology Strategy of SABC in Johannesburg, and proof of concept of Audio over IP over DVB over satellite for NPR in Washington DC.
- At the Age of 56 -reflecting on all the opportunities which I told Siemens (and the BBC) about and how they were all not considered and looking to the future with and introductory course in Group Psychotherapy to keep my mind active - and looking for ways of funding the trips to IBC etc.

Chrichton ...

Chrichton Limbert is Head of Production Modernization for BBC News, with responsibility for ensuring production, editorial and operational processes effectively meet the needs of audiences, with particular emphasis on the move the new News building in W1. He has been at the BBC for over 27 years in operational and production roles, including Assistant Presentation Editor and the Senior Studio Director for News. He spent 3 years as a Consultant with BBC Technology, providing real-world strategic

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advice and production technology roadmaps for broadcasting and media organizations worldwide

Carol

Carol Owens is Director Strategic Engagements at Ascent Media using her deep sector experience and wide knowledge of current issues for media organizations. She is leading Ascent Media initiatives at Media City: .Carol was the first Head of Media Data Group at the BBC - setting the principles of data architecture for media organizations, and being Project manager for EBU Group P/META Since then she has led the Consulting teams in Siemens moving into Media Strategy with Serco and Ascent Media.
www.ascentmedia.com/

Andy ...

Andy Tennant is Head of Business Technology Consulting at ITV since June this year. Previously he was Principal Consultant in Siemens Global Media Consulting where he led work in the USA and with the SABC. Prior to that he worked in Red Bee Media and the BBC as a producer

IBC 2011 slide 4

Firstly - and this is a very basic fact - you can only get a true feeling of IBC if you are there == so here is a note for your Dairy - 8th to 13th September 2011.

But can I have a show of hands for who was at IBC this year?

Good - you can help us all get more views of IBC ... and answer all the queries from those who did not attend but need to know where broadcasting and Television is going.

RTS Slide 5

We are the Royal Television Society - founded by John Logie Baird himself in 1926 and now the leading Charity serving and linking together the whole community of those working or interested in Television.
Membership of the RTS gives you access to this community - and shows your dedicated interest, - - and you get 12 issues of Television magazine each year.

RTS London fulfils this by its events programme - about 16 lecture/ discussion meetings like this- plus a prestige lecture - last year it was Greg Dyke - and we have some members' only visits in the pipeline. We also run the Student Awards for creativity from those in the 24 Universities in our area.

We have a great community of folk - here - people interested or working in all aspects of Television.

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IBC Slide 6

IBC is some 40 years younger - The first IBC was held in 1967, in the Royal Lancaster Hotel in London. There were just 32 exhibitors and 500 conference delegates, and of course broadcasting was a very different business. It was driven by the manufacturers wanting to collectively show their wares - but just the next year the IEE (IET as now is) became involved and thus the mix of a learned conference and exhibition was established.

In the early 1990s two things happened - the move out of the UK - because nowhere (other than London) had the Hall space AND the hotel rooms - to the RAI conference Centre in Amsterdam - July 1992 and the formation of the IBC being owned by its six partners - the IET, IABM, RTS SMPTE Society of Television Cable engineers and the IEEE broadcasting Technology Society.

It is truly run by the industry for the industry.

So we perhaps need to look at the key words from these August bodies
First what is Television?? Slide 7

A good question actually!

St Clare- patron saint of Television

She ran away to become a nun as a teenager, and Saint Francis of Assisi became one of her best friends. She founded an order of nuns called the Poor Clares, and used to wake up in the middle of the night to check and see if they were all tucked up in bed.

Before she died in 1253, she became too ill to attend daily mass. As she lay in her bed, she would see visions of the Mass on the wall of her cell, just like there was a TV.

St Clare was canonized only two years after her death, in 1255, and her feast day is celebrated on 11 August.

But just look at what is or may be TV now a days ...

Is it just linear or VOD Catch up... but not cinema - but are big screens?

Non broadcast ... what about Skype??

There is a lot there and what it is need to be clarified, classified and laid out - but not tonight!

Is there really a good definition??

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But the best comment I can think of is this from CP Scott Editor of the Manchester Guardian -

Television - nothing good will ever come of this device - it is half Greek and Half Latin -

I hope there is plaque with that at Media: city.

What is broadcasting? Slide 8

With content - and hence intellectual Property to the fore - this is what UK law in 1988 says it is ...! - At least this is scant - the Communications Act 2003 goes on at great length Just defining the Meaning of “available for reception by members of the public”

But I think we would take it further that just” By wireless telegraphy ... “and thus let us hear what the European commission has to say - in AVMS directive.

Still not really that good So here is Weitzel version “*Broadcasting is the making available of professional content by various technological means by which the public can consume it - whether as it is created or later.*”

The Broadcasting Value Chain slide 9

And this is a value chain and who else is involved Note this covers content creation as much as Content distribution - something that many forget - particular those in “new media” where they talk of repurposing existing rather than creating new original innovative compelling content.

The Past year Slide 10

So much for a back ground thoughts - but let us see what has happened in the past year

Here in the UK the entire Advert funded PSB broadcasters have gone through great changes ...

But the country selected no government - so we are in the interesting situation of a coalition government - and an ever direr economic situation.

But Television continues almost unabated -

The Freeview platform got HD.

And the world cup was produced entirely in HD - in 2003 I chaired the first Conference of South African Broadcasters on how they were going to cover the events - and South Africa to the world. _ Chrichton and Andy bear the scars of trying to get this to work - which it did but not as much as it could have to give

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South Africa a the legacy of trained media workers - as HBS had to fly in most of the production and support teams.

I hope the UK (not just London) does better in 2012.

IBC 2010 caption slide 11

So what about IBC itself?

What's new -Rising stars slide 13?

The innovation this year - something to guide those new to the world of broadcasting and to give them some idea of how not to get overwhelmed by IBC.

It was a lively bunch - they had their own conference session presenting what they do - this covered planning the new Ravensbourne , a new business for specialised films - exploiting the cheapness of digital Distribution to cinema screens, a eclectic audience driven interview technique involving Mobile phones and websites , and this (Run VT - out word *database*)

Credits Slide 13

There is a lot more of programme - and you may recognise the presenter in the audience - and we have the producer and some others from Westminster - they had a few DVDs - if you want to find out more.

Can I also thank Kristin and Terry both members of RTS London committee for the work they did.

Conference Slide 14

Firstly an over view of the conference with its Three (and a bit) streams -

- Technology
- Content
- Business

Well I wonder where they got that from. ????

We in RTS London have had this as our watchword for many years but we have them in all our events - not as strands.!

And then other things 3D sports and other extras

With the aim of changing mind sets in a modern media landscape.

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Topics themes Slide15

On this framework we started the days with keynotes - but the individual sessions cover this range of interlocked and intertwined themes - note connected TV AND integrated social media - giving the audience a way of reacting with themselves driven by broadcast content. Audience AND monetising and with that comes rights
And the two more technical ones - the manufacturers AND procurement and Projects AND Systems design

RTS London Slide 16

You do not have to sort through all of these tonight - as RTS London have events covering or touching the themes and Topics

Panel discussion on PSB - in early March -
Adverts - this is in 15 days time here - Thursday 14th with Thinkbox ... I suggest you learn about Harvey!!! But we hope to have the production focus with the client and team who put together a very iconic 90 second item.

Rights - in an about 6 week's time

Sports - another Production Focus - mainly on the logistics and planning of the Boat race.

Change - the Project Director of the largest change Project in UK broadcasting - DSO - master minded by Arqiva - this follows on from the well attended event last January on Centralised Coding and Mux by Andy Whadcoat and Graham Whiting from Siemens.

POST - our craft Slot in February

Connected TV - we have Anthony Rose of Canvas /YouView and Richard Lindsey-Evans of DTG. This should be a very interesting evening.

And finally we may have one day conference on what 3D may mean for productions.

Full details of all of these are or will be on the website - and remember to register in good time -we will be emailing you all.

The discussion later this evening will help us shape these events

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Awards slide 17

Just to recognize the achievement recognised at IBC - and how International they are - Red Bull air races across Europe -Riedel are German , ,. Front Porch is From Colorado. And the 3D coverage covers South Africa Switzerland the USA and Japan as well as the UK.

Can I just pick out two?

Dr Nick Wells received the award for his work on DVB-T2 which is how bit rate has been found for HD on DTT - Freeview - but Early 2011 will see Sweden and Finland start their DVB-T2 HD services, Advanced trials are currently taking place in Austria, Denmark, the Czech Republic and Germany. Outside Europe, the first countries that are considering DVB-T2 (for SD or HD) are Australia, India, Kenya, Malaysia, Singapore and Thailand with South Africa doing tests this week.

And of course DVB is a large Collaborative organisation- over 40 of members contributed to this work.

And the Flutuador which was a Buoy flowed down a polluted River - and made the Brazilian government take urgent action....

And note how much work that was on 3D - and the paper by Simon Parnell and others is very interesting... and explains the eye wrenching geometry.

Finally can I report that the RTS Young Technologist of the year was Anthony Churnside from the North Lab at BBC R&D - Terry Marsh and I are two of the judges - and his work (audio) and intent (involving Kenya) was most inspiring-

We have a Members only Visit to BBC R&D South lab so you will be able to meet Nick Wells and Anthony then.

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Through the air triangle slide 18

The deputy director General of NHK spoke about Public Service Media

- and I think that is what PSB now are doing...

but here are three leading international broadcasters' views. (point out these)

- “Free from external pressures ...” Sir Michael Lyons
- “It is as lively as ever “Gerhard Zieler
- “Terrestrials scaling back their ambitions” Mike Darcy

Connected TV slide 19

Firstly a great Health warning = IPTV means everything and thus nothing...

But there are many competing players in this space ... all looking after sectional interests -

But is there sustainable business ?- and who has the content deals across what the audience may like to view (and pay for). ?

In this digital world can I just point out the Negroponte switch -?

Phones used to be wired and are now wireless - TV wireless- and now becoming wired. (As well as wireless)

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Standards in workflow slide 20

Chrichton will take more I have no doubt - but with many suppliers and many users there is a desperate need for a few standards - the IT world has lots but interoperability does not seem to be on their agenda ...

And just two other comments - persistent metadata - Carol and others were writing papers on these 15 years ago!

And finally - and this is strong Point from the manufacturers /suppliers - there are few folk like me - and many of you in this room- who as Broadcasters understand “ end to end” from idea to eyeball™

IBC exhibition slide21

Now to the exhibition - if the Martian had landed all they would see were out of focus screens -

So 2010 was IBC year of S 3D.

So what was the IBC where “it is the year of HD”????

1990 -

And still the world has to move from SD to HD So why S3D??

Well there are lots of questions ...

- Small screens and variable viewing distances - Subject of the award winning paper
- What happens to focus? What about intraocular settings
- There are now S3D cameras - but is a rig better?
- Bit rates and standards again
- And of course the Right eye is a softer image.

As Andy Quested said (well more or less)

- 3D is easy
- Bad 3D is even easier (which was the majority of the stuff I saw)
- Good 3D is a lot harder...

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S3D technology slide 22

Firstly the New technology area had John Emmett with Neil Barnes and his wife showing the marvels of S3D... with Victorian equipment! A great deal of interest in this - shows that there is nothing new!

And then an ortho stereoscopic camera - this moves the sensors as focus point is changed.

I mention this partly due to its complex technology - but more that it was demonstrated by a UK firm who had a stand barely 2 metres square as part of the UK Trade fair block - one of the smallest stands in the show - and the camera out in a tent just standing up in the horizontal rain .. This shows that it is not just the big glitzy stands which have the revelations... in case you need to know the firm is Frontniche - Steve Bone from rural Nottinghamshire - and the camera comes from Eastern Europe.

IBC cool things Slide 23

Firstly a person who makes money from YouTube

<http://charliemcdonnell.com/>

his 3 minutes clips can get 250,000 viewers in one day - I recommend his duet with myself - about 3 Million views!

Then from the New Technology area - a way of annotating scripts and planning metadata - work done with the Directors Guild.

Two years ago we heard from John Z, Peter Calvert-Smith and Myself about the NHK SHV demonstration we did from City Hall to Amsterdam - they now have new almost production sized equipment ..

SIS live - you think OBs , perhaps u-pod - but for under 6000 euro a 4 channel HD mixer (with 2 ch SD upscale) and audio mixer in a “thick laptop size” box - an interesting move for a services company ... and a good starting point for local TV studio.

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I know we are television - but the work of ITU and EBU on Loudness - worth reading - and the bendy meter -the answer is normalise at -23dB...

Finally two things - firstly at our Mobile event last June we had an Exec producer showing off the iBeer app on her I phone - she did however point out to me the number of prompting systems running on the iPhones - about 500 dollars .. The digital Signage exhibition was smaller than ever - and I bought this small digital signage - ... is this television??

Chrichton points slide 24

- Labels before essence.
- What exactly is workflow?
- Ubiquitous iPAD
- Camera Tally Lights

Carols points Slide 25

- Cutting in the Cloud - the emergence of web-based editing;
- Refreshing the Heritage - archive preservation;
- Overwhelming the Audience - bigger and deeper.

Andys point slide 26

- Service-based models for production
- Cost-effective camera, capture and workflow for HD production
- Finding technology that looks good in front of the camera
- Incremental steps towards enterprise asset management

And now slide 27

Your points and discussion

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Award citations

Winner - Signal distribution at the Red Bull Air Race

The race programme travels the world, and at each venue the engineering team is faced with the challenge of bringing pictures and sound from across a huge area, and from the planes themselves.

The organisers chose to carry everything - video, audio, communications and data - on one easily rigged fibre backbone. Fibre also saves shipping many tonnes of copper cables from venue to venue. Technology partners were Riedel, with support from SIVision Outside

Broadcast and West4Media Production

Winner - European Parliament digital archive

The audiovisual unit of the European Parliament has an archive stretching back almost half a century on a huge range of formats and media. To provide open access to the content, the new project not only digitises the content but creates an open database that can be searched readily.

Technical partners were Front Porch Digital and Broadcasting Centre Eur

Winner - DVB-T2 for terrestrial HD - BBC

The UK's free to air digital terrestrial platform, Freeview, was keen to get HD on air in time for this year's World Cup, before analogue switch-off was completed. The DVB Project agreed to a much compressed timescale for the development of the second generation transmission format.

The DVB-T2 study group was led by BBC R & D but involved 70 individuals representing 40 companies from around the world

Special Awards

Amidst growing concern about the level of pollution in the river Tiete, [TV Globo](#) in Brazil commissioned a device they called Flutuador. This floated down the river, tracking and mapping the pollution, and sending its findings back to the newsroom. The resulting coverage forced the government into action on cleaning up the Tiete.

[BSkyB](#), the satellite broadcaster in the UK and Ireland, seized the stereoscopic 3D initiative and developed the technology to support the world's first commercial 3D television channel, Sky 3D. To do this it had to solve not just technical challenges but develop the production guidelines to allow its partners to create a broad range of new programmes to take advantage of the medium.

www.ibc.org