

Peter Weitzel



Summary

A senior engineering strategist with wide-ranging experience in all aspects of the broadcasting process.

An effective negotiator, with a reputation for integrity and autonomy that resulted in the setting up of standards within the broadcasting industry worldwide.

Well versed in the issues and business needs around current and future technologies such as "convergence", "new platforms" and "new ways of (home) working"

Extensive "hands on" technical expertise, commercial understanding and analytical skills combine these qualities with a common sense approach to the challenges of broadcast services old and new.

Since leaving Full time employment has studied Group Psychotherapy and has a number of consultancy assignments – technical and business,

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Recent Experience

BBC Technology Ltd and then with **Siemens IT Solutions and Systems** as the Principal Technology Manager Media systems.

This role involved being the Technical Director / Consultant for a wide variety of clients' assignments using knowledge of the end to end systems and Broadcasting in its widest sense to develop the programme requirements, technical systems and business processes.

In addition being the key internal source of knowledge and wisdom on all Broadcasting projects.

Working with

World broadcasters

Technical Director of the Award winning demonstration of NHK Super High Vision for IBC 2008

SABC

In 2003 led the technical team of 14 to derive the 5 year Technology & Business strategy in 2006 revisited with a Road map to digital emission

BBC

Many Broadcast Project Management and Consultancy assignments: Including the launch of Audio and Video over IP services.

Siemens

The TDA for all Broadcast Networks including HD, Audio & Video over IP. Leading Innovation in "managed connectivity services" with Business IT, telephony, conventional broadcast services for all (UK) Broadcasters delivered as a single package

The manufacturing industry and broadcasting at large

Liaison with others in the broadcast value chain – from small suppliers usually to help them provide the equipment to go into the system and services being designed to the major industry bodies to influence them and to spread Siemens ideas and the real requirements from across the whole of broadcasting worldwide.

Pre 2000 Industry leading Technical Standardization – Teletext

Vice Chairman of the joint EBU/EACEM group revising and adding to the specification of teletext, including EPG & data broadcasting. (datacasting)
Author of the Codes of practices

Technical Standardization and Project Implementation – DVB-Access Services

Major author of the DVB Specification for Subtitling.

Original technical specialist for Audio description in Europe, (AUDETEL) Within UK DTG led the development of requirements through equipment & systems to Regulatory standards for all Access Services

Continuing Industry Thought Leadership

Organizer of Royal Television Society London Centre Events.-c20 per year. Covering the Creativity Business and Technology of Broadcasting
Chaired the HD day at Screen Africa 2005 and presented lectures on HD TV and DVB-H /DMB
Regular Presentations on changing trends in broadcasting e.g. Future of Television, SHV to RTS, IET, NASTA Presented "RTS London at RAVE09" and on Digital Britain
Past Organizer of UK mini INPUT programme Screenings

Published Works

Author of a major chapter on TV Studios and the chapter on Interactive TV in "The Broadcast Engineers' Handbook" published by Focal Press at NAB2004.
"Successful management simulation for Young Engineers" IEE Proceedings
Various Papers presented at the International Broadcasting Convention and at IEE symposia.

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Broadcasting and its Technology

Broadcast Enterprise model

The design of a methodology and model for mapping all (the BBC's) technical projects onto a known framework, thus giving an overall view of future directions.

The aim was to maximize synergies by reducing business and Project overlap.

Strategic planning and model construction for all technical projects for broadcasting

Olympic Games

Providing a programming proposition (per channel) then the high level workflows and technical architecture for coverage of the Olympic Games for a major broadcaster using systems and equipment appropriate to the skills available.

This included the integration of multilingual TV, Radio, web and Mobile phone publishing and automated text/captioning.

Delivery from studio centre to the home- feasibility

Managing and giving technical direction and innovation in a feasibility study for a total reengineering of a complex distribution and transmitter network from multiple Radio and TV Studio Centres to the home, through technology and business change as Analogue services were being replaced by Digital replacing or augmenting existing digital emission. This included transmitter changes –involving various suppliers and operators, a project to convert and migrate the circuits with novel architectures to aid rollout and operation. A management & monitoring service which included over 1000 set top boxes was setting the structure for a “super” managed service using many partners for a period of 25+ years.

Project and Programme Management Experience

Working in a Broadcast Project environment since 1978 across TV and Radio, Studios, Central areas and whole stations- covering everything from first business /programme idea, design and working with suppliers through to support years after systems entered service.

Since 2000 Workflow capture and design, then the specification and Project management of the underlying technology architecture for TV radio and new media systems -

- TV studios and newsroom for a broadcaster in Arabic linking radio TV and web.
- Providing tender evaluation and alternative more cost effective design for a TV service in South Iraq from ENG kit to transmitter. .
- At short notice coordinating BBC, Siemens BBC Resources and Red Bee architectures and delivery plan for World cup and Wimbledon elements of the BBC HD trial and experiment.
- Audio over IP over Satellite proof of concept and high level design

In the 1990s a range of projects on DVB, teletext and other data services including

- Technical input to BBC editorial “digital” proposition through to implementation of the UK digital services - including international work on Subtitles
- Technically managing an EU funded project establishing the editorial as well as technical techniques for generating and distribution of Audio Description. This work won the RTS Communications innovations Award in 1994
- Varied international standardisation work including matters of Parental rating of programmes alongside technical topics of teletext, subtitles and EPGs.

In the late 1980s

- The manager of a team of about 20 engineers undertaking a tightly drawn programme replacing key equipment in 14 BBC regional sites. A complex time table determined by transmitter conversion and the editorial needs of BBC presentation department efficiently delivered the new BBC branding, flexible teletext services and quality sound to the viewers with minimal disturbance.

From 1978

- Project managing, including specification and implementation of complex TV studio installations in Television Centre London and the BBC Regions.
- Studied management with emphasis on Corporate strategy

Qualifications

Academic

BSc (Eng) Kings College London
1975

AKC Kings College London 1975

Chartered Engineer 1979

Foundation Course in Group
Analysis 2011

Associations

Member IET (was IEE)

Member RTS

Member SMPTE

Member AES

Associate CIM

Past member of Council and Division
Boards IEE

Past Hon sec
and Hon Treasurer RTS London
Vice Chairman RTS London Events
Currently Hon Sec RTS London

Languages

English Native speaker

Date of birth

1st February 1954

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