



IBC 2010

- what are the directions of Broadcasting?

Peter Weitzel

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RTS London 29th September 2010

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Tonight's agenda

- Where are we starting from? - back to basics
and what has happened in past year ?
- Views from IBC - an overview
- the panels view
- So where are we going ? - it's up to you !!!

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Panel

Chrichton Limbert - Head of Production Modernisation BBC News

Carol Owens - Director Strategic Engagements Ascent Media

Andy Tennant - Head of Business Technology Consulting ITV

IBC 2011



8th to 13th
September 2011

The Royal Television Society



The Objects for which the RTS is established are

the advancement of public education in the science, practice and technology and art of television and its allied fields and other scientific subjects;
and
the advancement of the arts and culture, in particular by promoting and encouraging the achievement of high standards of creativity in television and allied fields

The Royal Television Society is an educational charity embracing all aspects of television, including the creative community, broadcasting, equipment manufacture, professional consultancy, journalism, design, research and development, cable, satellite, video and interactivity.

www.rts.org.uk The RTS is a company limited by guarantee Registered in London 249462 a registered charity 313728

International Broadcasting Convention



IBC is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide.

IBC combines a highly respected and peer-reviewed conference

with an exhibition that exhibits more than 1,300 leading suppliers of state of the art electronic media technology

and provides unrivalled networking opportunities.

Attracting 48,521 (+8.7%) attendees from more than 140 countries,



What is Television ?

St Clare of Assisi patron saint of Television

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.

But are

VOD, IPlayer, digital signage, Seesaw, YouView You Tube etc really TV?

And what makes e-cinema not TV ??

And are CCTV and Skype TV but not broadcast?

And what about Corporate or home video?

Television - No good will come of this device.

The word is half Greek and half Latin

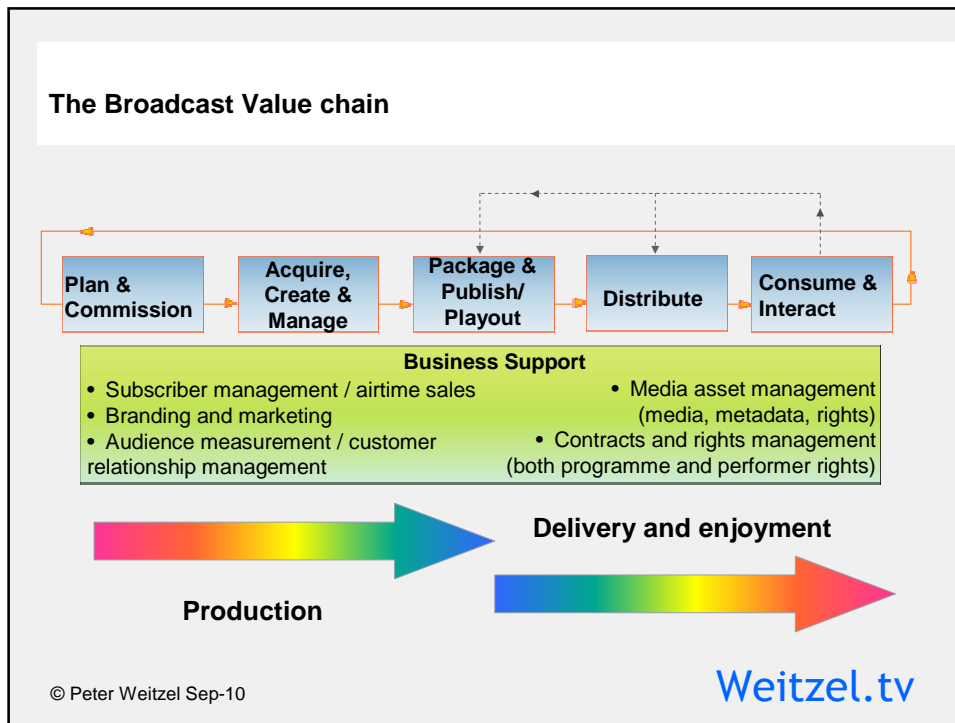
CP Scott (1846-1932)

What is Broadcasting?

"a transmission by wireless telegraphy of visual images, sounds, or other information which is capable of lawful reception by the public or which is made for presentation to the public". Copyright Designs and Patent Act 1998 as amended 2003

"Television broadcasting currently includes, in particular, analogue and digital television, live streaming, webcasting and near-video-on-demand, whereas video-on-demand, for example, is an on-demand audiovisual media service." DIRECTIVE 2007/65/EC "the AVMS"

"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." Peter Weitzel 2010



What since.....

Last year

- New management at ITV & Channel 4
- And new owner for (Channel) five
- A new government
- HD on Freeview
- World Cup 2010™ entirely in HD
- IABM reporting the upturn

IBC2010

- Sir Michael Lyons announcement
- Jay Hunt announcement
- Canvas spins out YouView

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IBC 2010


The logo for IBC 2010 features a stylized red 'ib' with a white swirl, and the year '2010' in bold black text below it.

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New at IBC 2010

Rising Stars

Three yellow stars of varying sizes and orientations are arranged in a cluster to the right of the 'Rising Stars' title.

A special programme linking with those just starting in broadcasting

And this is what some of them do!!

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Digital Spy - future shock

Producer

Brittany Pearce

Director

Ross Bolidai

Presenter

Rosanna Marie Saracino

Camera operator: Ross Bolidai

Camera Assistant: Vicky Hudson

Colourist: Ross Bolidai

Location Sound: Robbie Stevens

Sound design: Greg Ovenden

Editor: Rosanna Marie Saracino

University of Westminster

IBC Rising Stars was

produced by Kristin Mason and Terry Marsh

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IBC conference

Three main streams

- Technology advancements
- Content creation and innovation
- The Business of broadcasting

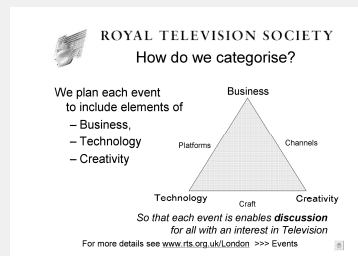
Plus

Sports

Stereo 3D

And a Range of Add Value sessions

Wonder where they got that idea from:



Changing mindsets in a Modern Media landscape.

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IBC conference Topics/Themes

<h4>Key notes</h4> <ul style="list-style-type: none"> ▪ PSB ▪ New routes to funding original content (i.e.. Pay and adverts) ▪ Sports day ▪ Bigger better faster - can technology deliver ▪ 3D day ▪ Hot Topics /EBU 	<h4>Cross strand themes</h4> <ul style="list-style-type: none"> ▪ Stereo 3 D ▪ Connected TV - and Interactive Social media ▪ POST and Workflow (Standards) ▪ Analytics audiences and monetising /rights ▪ Manufacturing Industry and procurement ▪ Managing change Projects Systems planning
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Some RTS London Events

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Panel debate 2 March

1 Day April?

13 April

16 February

**Production Focus
14 October**

10 November

**Production Focus
"The Boat Race"
11 May**

DSO – 19 January

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IBC Awards

Innovation

- Content creation - Signal distribution at Red Bull Air race - Reidel
- Content management - European Parliament digital archive Front Porch
- Content delivery DVB-T2 for terrestrial HD - BBC R&D
- Judges award - 3D coverage of the 2010 FIFA World Cup
FIFA/HBS/ESPN /Sony

Special awards **Flutuador** from TVGlobo & S3D from BskyB

Papers - 'Does size matter? The impact of screen size on 3D' NDS
Stands - Wasp 3D , IOKO, Wenham Carter



RTS Young Technologist Anthony Churnside BBC R&D North Lab

The “Through the Air” triangle

PSB(M) The real, cultural importance of the PSB, the delivery of quality content and information which is free from external pressures, whether they be commercial or political. - *Sir Michael Lyons BBC Trust*

FTA "The future of TV is TV, I really believe that. Free-to-air TV has been declared dead already twice, and it is lively as ever" *Gerhard Zieler RTL*

Pay "So (free-to-air broadcasters) chase ratings. Quantity beats quality. For us - I am pleased to say - it is the opposite."
"Not least because the terrestrials are scaling back their ambitions."
Mike Darcey Bsky B

Connected TV

“Un definition of IP TV “... this year - it is anything which looks like Television which uses the internet (or IP)

Canvas/ "YouView" using D book 7
HBBTV
CE TV -LG Sony Samsung Panasonic
Google

Who has the best business model? - and who deals best with content?

Negroponte Switch
Wired becomes Wireless and Wireless becomes Wired
Being Digital 1995 p24

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Standards in Workflow Integration

Workflow - seems little on Routine end to end Workflow and how this works in a fragmented industry

It is being realised that there needs to be equipment/systems/ services from multiple suppliers - and they do not integrate ..
hence the need for standards

After 15 years no one seems to understand the persistence of metadata

Workflow needs to be considered from idea to the viewer
- and now there are few broadcast Engineers (or anyone else)
who can encompass the whole value chain

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IBC Exhibition “the Martians view”

Lots of out of focus screens

3D or S3D is here so 2010 is the “IBC Year of S3D”
 And the “IBC Year of HD” was ? **1990**

.... But Lots of (unanswered) questions

Does it work on small screen?

How can you make programmes ?- the grammar (and syntax) is different

What kit can you use .. ?

How do you get it to the home and display it ?

Will Blue-Ray 3D (MVC) damage the eyesight of our children?

3 D is easy - Bad 3D is even easier - good 3D is a lot harder

The S 3D technology



Ortho stereoscopic Camera – the sensors move with zoom/focus



IBC cool things



Charlieiscoollike - YouTube 52M hits

Production Planning Metadata <http://toolsofdirecting.com/>

Super Hi Vision - NHK - now with a practical Camera, Recorder and Contribution systems (H.264) - all set for hitting the air in 2020.

SIS live - Routecase™ - HD and Audio mixer in a small box



Loudness - EBU R 128 building on ITU-R BS.1770 and the basis of EBU Tech 3341 to 4

Iphone apps and small signage

Chrichton Limbert's points

Labels before essence.

What exactly is workflow?

Ubiquitous iPad

Camera Tally Lights

Carol Owens points

Cutting in the Cloud - the emergence of web-based editing;

Refreshing the Heritage - archive preservation;

Overwhelming the Audience - **bigger** and deeper.

Andy Tennants points

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 ...

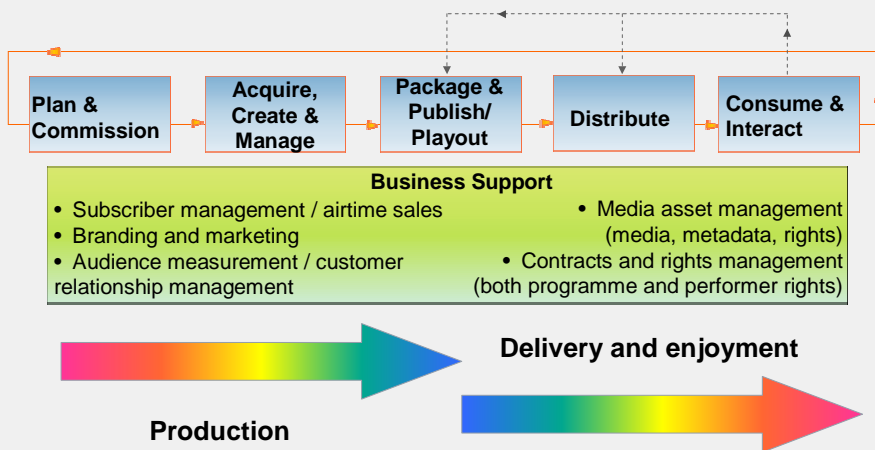
Your Points and questions ?

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The Broadcast Value chain



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The panel members

Peter Weitzel has just left Siemens where he was Principal Technology Manager - Media Systems. He has had a long career spanning Broadcast Project Management of Radio and Television facilities, international standardization, driving through Ancillary Services - Subtitling and Audio Description from public policy as well as technically.

More recently he has investigated and then written the technology / business strategy for major broadcasters. He has made considerable progress to getting Audio and Video over IP as a Contribution technology. He has attended IBC for more than 20 years . www.weitzel.tv

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 advice and production technology roadmaps for broadcasting and media organizations worldwide

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 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.

RTS London

RTS London is trying to guide you through today's ever changing Media world .

We welcome all - members and non member to most of our events

We would encourage you to consider attending a number of lectures - not just "the one" which is aligned to your current interests - we try to make topics accessible to any one who is interested in Television.

We are very fortunate to have audiences who bring a great wealth of experiences both young and old.

Our meetings have ample time for discussion both formal and informal - and you will find out about how the world of television is going just by chatting to your fellow audience members

Find us at www.rts.org.uk/London

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