

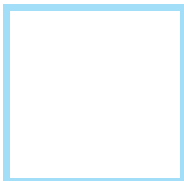
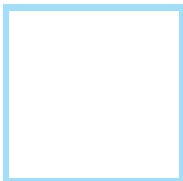
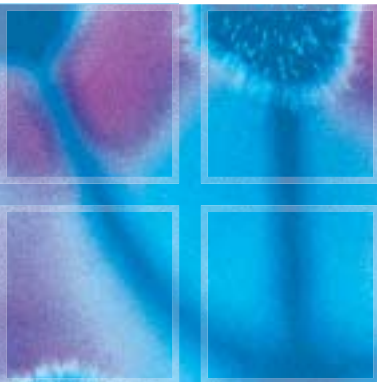
2005 PMC Technology Seminar

Programme

EBU Headquarters, Geneva
from 18 to 20 January 2005

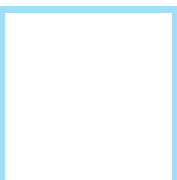
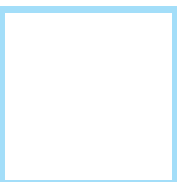


Technology

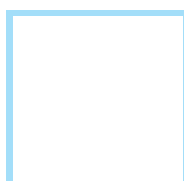
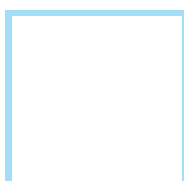
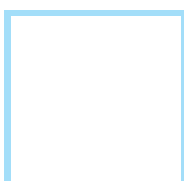


Objectives:

- To examine case studies of fully IT-based production systems;
- To sum-up best practices on system architectures for large tapeless production platforms and distributed productions;
- To offer a forum for fruitful exchange of opinions between users and vendors on current implementations and future innovations;
- To create a platform to discuss the emerging needs of users to handle High Definition signals in their various formats and to produce in multi-channel audio;
- To present EBU reports on Middleware, Access Services, High Definition and new trends in file-based acquisition of video and audio;
- To organize demonstrations to help address important technological questions such as High Definition standards and formats.



Tuesday 18 January



09:30 – 10:45

Registration

10:45 – 11:30

Welcome and opening speech

by Phil Laven, Director, EBU Technical Department and Maurizio Ardito, Chairman of PMC, Assistant to the Director General of RAI, Italy

- review of the last seminar - the questions and answers
- PMC activities
- introduce the demonstrations

11:30 – 12:30 Session 1: Today's television production

The way television programmes are made has changed drastically in recent years. This session highlights the technology in use and touches on the increasing cost pressures on production.

Chairman

Maurizio Ardito, Chairman of PMC, Assistant to the Director General of RAI, Italy

11:30 – 12:00

Workflow & other benefits in digital production

by Menno Helmus, Executive Producer TV, EO, the Netherlands

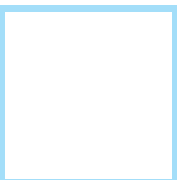
12:00 – 12:30

Enhanced story delivery in the Eurovision news exchanges: news items as video files

EBU Eurovision, Switzerland

12:30 – 14:00

Lunch





14:00 – 16:00 Session 2: Tutorials

This session recapitulates some basics on television production and puts them into perspective with today's IT technologies. A session for all – not only IT experts – to learn about television.

Chairman **Gyorgy Agoston, Technical Director, MTV, Hungary**

14:00 – 14:30 **Tutorial 1: Colorimetry – why bother about the right colours?**
by Dr Schaefer and F. Gierlinger, IRT, Germany

14:30 – 15:00 **Tutorial 2: Film – digital or plastic**
by Dave Bancroft, Thomson Grass Valley, United Kingdom

15:00 – 15:30 **Tutorial 3: Revolutionary technologies for digital archives**
by Dr Juergen Heitmann, AV Media Technology, Germany

15:30 – 16:00 Questions & answers

16:00 – 16:30 Coffee break

16:30 – 18:00 Session 3: Access Services

The demand for Access Services is growing. Broadcasters face choices regarding technology & costs. This session reports on technical work done and ongoing. A cost-efficient technology for providing subtitles is presented in detail.

Chairman **George Kyprianou, Engineer, TV & Radio Studios, CyBC, Cyprus**

16:30 – 17:00 **P/AS & ongoing work**
by Frans de Jong, Senior Engineer, EBU Technical Department, Switzerland

17:00 – 17:30 **Speech-recognition for subtitling**
by John Fletcher, Senior R&D Engineer, BBC R&D, United Kingdom

17:30 – 18:00 Questions & answers

Wednesday 19 January

09:00 – 11:00 Session 4: Distributed production

Networks, file transfer and the convergence of TV, IT, and Telecoms offer new production opportunities. This session exposes some reference projects where production independent of geographic locations became reality.

Chairman **Jørn Tuxen, Senior Technical Adviser, DR, Denmark**

09:00 – 09:30 **ARD HYBNET approach**
by Markus Berg & Matthias Hammer, IRT, Germany

09:30 – 10:00 **Nordic model**
NRK, Norway

10:00 – 10:30 **Eurovision FINE project DTM**
by Puiu Dolea, Network Development & Administration Engineer, EBU, Switzerland

10:30 – 11:00 Questions & answers

11:00 – 11:30 Coffee break



Technology

11:30 – 13:00 Session 5: Facility integration

IT systems in television and audio production have become state of the art. But one crucial question remains: how to glue the systems of different vendors together?

Chairman Reinhard Knör, TV Production Systems, IRT, Germany

11:30 – 12:00 System integration architectures

by Peter Molander, Head of Projects, DR Corporate Technology Management, Denmark

12:00 – 12:30 Experience report: BR workflow analysis

by Herbert Lilli, BR, Germany

12:30 – 13:00 SVT digital archiving: experiences & future plans

by Eva-Lis Green, SVT, Sweden

13:00 – 14:30 Lunch

14:30 – 16:00 Session 6: Vendors Forum

Three questions are addressed to representatives of the industry:

- Has MXF brought to you what you expected?
- What is your approach to Metadata?
- Is tape dead?

Each vendor has five minutes to answer each question, followed by a discussion.

Chairman Hans Hoffmann, Senior Engineer, EBU Technical Department, Switzerland

14:30 – 16:00 Discussion forum with the industry representatives

Thomson (Bob Edge), Sony (John Ive), AVID (Michael Tancock), Panasonic (Stephan Hofmann), T-Systems (Peter Koenig)

16:00 – 18:00 Demonstrations

18:30 – 20:00 Reception at the EBU



Thursday 20 January

08:30 – 10:30 Session 7: High Definition

High definition is gaining significant interest in Europe. This session informs about the key issues, the EBU activities, achievements and future steps.

Chairman Per Bøhler, Principal Engineer, NRK, Norway

08:30 – 08:45 Summary of the HD days

by David Wood, Head of New Technologies, EBU, Switzerland

08:45 – 09:15 Displays – Impact on production

by Richard Salmon, R&D Engineer, BBC, United Kingdom

09:15 – 09:45 Case study: WM2006 in HD – Impact on National Broadcasters

by Peter Biber, SRG/SF DRS, Switzerland

09:45 – 10:15 Coffee break



10:15 – 10:30

The first results of the EBU P/HDTP Project group

by Per Böhler, Principal Engineer, NRK, Norway

10:30 – 11:00

Discussion

11:00 – 12:30 Session 8: Multi-channel audio

Better quality images are at best half the story. An enveloping audio environment is the other essential ingredient of HDTV production. Multi-channel soundscapes are made by experts, not machinery, and this session brings together several such experts to entertain and inform you.

Chairman

John Emmett, BPR Ltd, United Kingdom

11:00 – 11:30

Use Case

by Edward de Bono, Audio Consultant, United Kingdom

11:30 – 12:00

Quality sound production – the Viennese waltz

by Florian Camerer, Sound Engineer, ORF, Austria

12:00 – 12:30

How to set up or migrate from stereo infrastructure

by Gerhard Stoll, Audio Systems Engineering, IRT, Germany

12:30 – 13:15 Session 9: Future requirements for PMC work & conclusions

Chairmen

Maurizio Ardito and Phil Laven

13:15 – 14:30

Lunch - End of seminar



Technology



General information



Target audience

- The seminar is open to EBU Members and non-members alike;
- Engineers, technology experts, programme makers, archivists, managers and technical managers should attend.

Language

The seminar will be held in English.

Venue

EBU Headquarters
 Conference room C
 17 Ancienne Route
 CH - 1218 Grand-Saconnex / Geneva
 Switzerland

Registration fees

Registration fee covers lunches, refreshments and proceedings but it does not cover hotel accommodation. Only cash and credit card payments (Visa and Mastercard) are accepted.

EBU Active Members: CHF 400
 EBU Associate Members: CHF 500
 Non-members: CHF 800

Hotel accommodation

Block bookings have been made in the hotels mentioned below. Your request for hotel accommodation should be addressed to the EBU using the enclosed *Registration form*. The EBU will send you a confirmation together with further information.

Crowne Plaza *****
 close to the airport & EBU
 Voie de Moens 26
 single/double room (standard category): CHF 198.-
 breakfast: CHF 34.- or
 CHF 24.- if booked in advance for the whole stay
 local tax: CHF 3.25 per day per person

Ramada Park Hotel ****
 close to the airport & EBU
 Avenue Louis Casai 75-77
 single room: CHF 165.-
 double room: CHF 195.-
 VAT, service & breakfast included

Intercontinental *****
 close to the EBU
 7-9 chemin du Petit-Saconnex
 single/double room: CHF 205.-
 breakfast: CHF 27.- (continental) or
 CHF 37.- (buffet)
 local tax: CHF 3.25 per person per day

The EBU can offer some mid-range hotels in the city center or near the EBU. Please just ask when you register.

Contacts

If you require any further information please contact:

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General outline

EBU Production Management Committee (PMC)

The PMC is the production systems research and development co-ordination platform within the European Broadcasting Union (EBU). Both Active EBU Members, which are national broadcasters from the European Broadcasting area of the ITU, and Associate EBU Members (from outside Europe) can participate in the activities of the PMC.

Programme making for broadcasting is a high technology industry. EBU Members have always made important contributions to the technical evolution of broadcasting equipment and how it is used. The EBU PMC co-ordinates work in this area and looks for synergies that can assist Members in maintaining and developing their competencies in television and radio production.

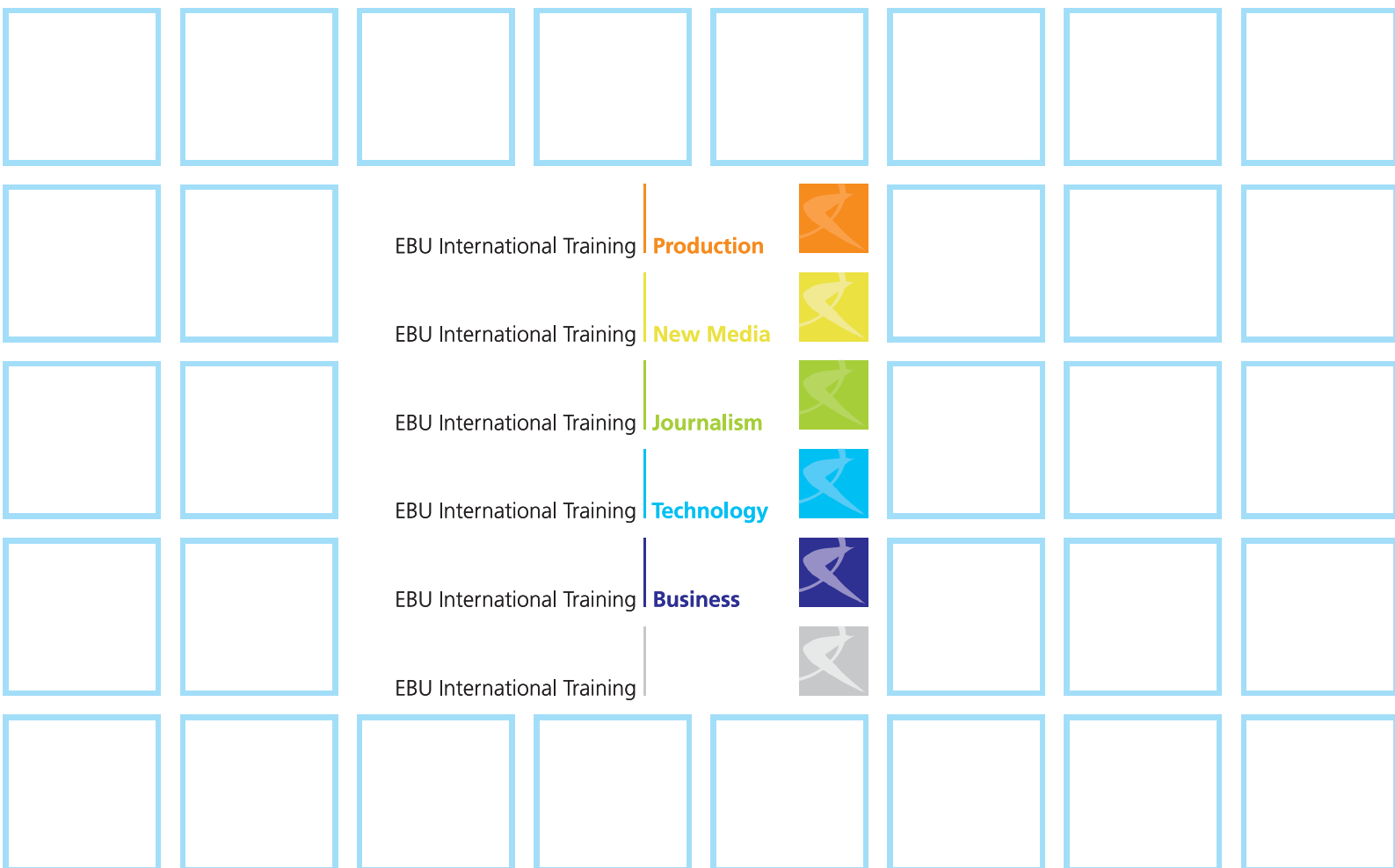
In practical terms the PMC regularly reviews developments in broadcasting technology for production and sets in motion Project Groups tasked to focus on specific activities that will help EBU Members.

The PMC, in concert with the other EBU management committees, guides the EBU's representations to international standards bodies such as the ITU, IEC and ISO and to other professional bodies such as the WBU, the SMPTE and AES.

Terms of Reference of the PMC

The PMC terms of reference, issued by the EBU Technical Committee and confirmed every two years, are:

- To organise and supervise EBU collective studies in the area of technical activities related to programme production and archiving, such as television and radio production systems, new media production, work-flow, operating and maintenance practices.
- To form Project Groups to undertake the appropriate studies.
- To contribute to the work of relevant international organisations as necessary and appropriate, such as SMPTE, AES, ITU, IEC and ISO.
- To organise meetings, (workshops, seminars, etc.) in order to inform and consult all Members in relation to the mandate of the Committee.
- To provide regular progress reports to the Technical Committee, to respond to requests from the Technical Committee, and to identify and propose to the Technical Committee new work areas as the need arises



- EBU International Training **Production** 
- EBU International Training **New Media** 
- EBU International Training **Journalism** 
- EBU International Training **Technology** 
- EBU International Training **Business** 
- EBU International Training 

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