

## IMF WORKSHOP 2017



**TUESDAY 30 MAY 2017**

09:30 – 10:00	<i>Registration &amp; coffee</i>	
10:00 – 10:20	<b>Welcome &amp; Quiz</b>	Andy Qusted (BBC), Frans de Jong (EBU)
10:20 – 11:20	<b>IMF 101 – Compositions</b> <i>Learn what a composition is, why it is the heart of IMF, and what is needed to make a composition. This classroom session will also show what a CPL does and how it is made. After this session you will understand the relationship between compositions and versions.</i>	Bruce Devlin (Mr MXF)
11:20 – 11:30	<i>Short coffee break</i>	
11:30 – 13:00	<b>Compositions – Hands On</b> <i>In small groups you will build your own compositions using state-of-the-art IMF software. This will make sure you can 'touch' the concepts you learned about in the classroom session. You may provide your own material to 'play with' in advance.</i>	This tutorial is led by Dan Tatut (Marquise Technologies)
13:00 – 14:30	<b>Lunch Discussions</b> <i>Lunch is served in the EBU restaurant and provides the opportunity to discuss different IMF related themes. Each table has a topic led by a moderator. Goal is to identify common issues where IMF provides/does not provide solutions. The issues are addressed later in the event.</i>	The four themes are: 1. Incoming - t.b.c. 2. Outgoing - Andrew Dunne (BBC WW) 3. Compliance – Friedrich Gierlinger (IRT) 4. The IMP – Bruce Devlin (Mr MXF)
14:30 – 14:45	<b>SMPTE and ProRes</b> <i>This presentation provides an up-to-date overview of other activities associated with the world of IMF.</i>	Bob Edge (consultant) Anton Linecker (Apple)
14:45 – 15:45	<b>Codecs, Timecode, Metadata, and the rest</b> <i>This session is meant to discuss issues raised, such as the role and (ir)relevance of codecs, the use of (virtual) timecode and any other issues raised over lunch.</i>	The discussion is led by Andy Qusted (BBC).
15:45 – 16:30	<b>Terms &amp; meaning</b> <i>Instead of expecting you to remember all the terms, this classroom session will help you find your way through the SMPTE IMF documents. It will also explain how the Core Constraints and Applications are related.</i>	Pierre Lemieux (Sandflow)
16:30 – 16:40	<i>Short coffee break</i>	
16:40 – 18:00	<b>Make your own IMP</b> <i>To finish the day, this second hands-on session brings together all the learnings into a simple exercise. You will experience how a simple composition is structured, how versions are created and viewed, and how to add additional metadata.</i>	This tutorial is led by Dan Tatut (Marquise Technologies)

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**WEDNESDAY 31 MAY 2017**

09:00 – 09:30	<b>How did it go, making your own?</b> <i>A brief recap of the experiences from day 1.</i>	Andy Qusted (BBC)
09:30 – 10:30	<b>IMF Quality Control (QC)</b> <i>In this classroom session validation and QC of IMF content is addressed, both in terms of the workflows, as the tools available. The EBU.IO/QC work is also introduced.</i>	Andy Qusted (BBC) Friedrich Gierlinger (IRT) Frans de Jong (EBU)
10:30 – 10:40	<i>Short coffee break</i>	
10:40 – 12:00	<b>Incoming!</b> <i>This hands-on session focusses on how to handle incoming IMF packages of a movie. Topics addressed include how to view and check versions, how to handle incomplete or partial packages and how to add additional metadata or essence files.</i>	This tutorial is led by Dan Tatut (Marquise Technologies)
12:00 – 12:30	<b>Accessibility and localisation</b> <i>A discussion session that will consider how to use IMF to generate accessible and localised versions, considering subtitles / captions, audio (video) descriptions, and alternate languages. May be followed by a lunch discussion on the same topic.</i>	This discussion is led by Nigel Megitt (BBC)
12:30 – 14:00	<b>Lunch Discussions</b> <i>Lunch is served in the EBU restaurant and provides the opportunity to discuss different IMF related themes. Each table has a topic led by a moderator. Goal is to identify common issues where IMF provides/does not provide solutions. The issues are addressed later in the event.</i>	The themes of the second lunch will be decided based on the result of day 1.
14:00 – 14:15	<b>Bruce's Shorts Undone</b> <i>This tongue-in-cheek session gives you the occasion to ask questions and to use the network formed by your colleagues.</i>	Bruce Devlin (Mr MXF)
14:15 – 14:45	<b>IMF Applications</b> <i>This classroom session will explain the Why and What of the different IMF Applications and their interoperability.</i>	Pierre Lemieux (Sandflow)
14:45 – 15:30	<b>IMF &amp; Archiving</b> <i>This discussion session addresses the question if IMF is suitable for use in an archive. What – if any – workflows are relevant? How could different codecs be handled?</i>	The discussion is led by Andy Qusted (BBC).
15:30 – 16:00	<b>'Exit Poll' + Conclusions</b> <i>A second quiz is held to see what you have learned. After the quiz a wrap-up is provided (incl. of the lunch discussions) and there will be a chance to ask final questions.</i>	Led by Andy Qusted (BBC)
<i>Those with an early flight can leave now</i>		
16:10 – 17:30	<b>Making an Air Master</b> <i>This last hands-on session is dedicated to using the skills acquired to create an 'Air Master'.</i>	This tutorial is led by Dan Tatut (Marquise Technologies)

## BACKGROUND INFORMATION

### Goal

Goal of this event is to provide insight into the relevance and future of the Interoperable Master Format (IMF), for broadcasters. The workshop is organised by the EBU IMF-TV Group.

### Background

The workshop is based on the three main IMF Business Scenarios identified in the IMF-TV Group:

- Programme Mastering and Sales  
*Using IMF as a mastering format for valuable content.*
- Programme Acquisition  
*Using IMF when buying movies, episodic and other premium content.*
- Archiving  
*Applying the IMF workflow to an archive.*

### Audience

The workshop is open to EBU Members, non-Member broadcasters, active IMF-TV Group participants (e.g. providers of IMF products/services). Condition for registration is the willingness to actively participate in the workshop. No prior IMF knowledge is required. A certificate of participation will be provided.

### Registration

To register, please go to: <https://tech.ebu.ch/imf2017>

Because of the hands-on nature of this event, **places are limited!** The EBU reserves the right to limit participation to maximize the value of the event in light of the stated goal.

### Location

The workshop will be held at the headquarters of the EBU:

European Broadcasting Union  
L'Ancienne-Route 17A  
1218 Grand-Saconnex  
Geneva  
Switzerland

### Costs

The workshop is free. Lunches and drinks will be provided.



The hands-on sessions are made possible by the kind support of HP.

### Contact

In case of any questions, please contact us via: [tech@ebu.ch](mailto:tech@ebu.ch)