EBU
OPERATING EUROVISION AND EURORADIO

PRODUCTION TECHNOLOGY SEMINAR 2015
PRODUCING SMARTER

TUESDAY 27 JANUARY

08.30 – 09:00	**Registration & coffee**		

KEYNOTE SESSION

09:00 – 09:05	**Welcome to PTS 2015**	Simon Fell	EBU
09:05 – 09.15	**A look to the future and smart production**	Hans Hoffmann	EBU
09:15 – 09:45	**Producing smarter in TV** *How does publishing online affect our workflows and technology?*	Robert Amlung	ZDF
09:45 – 10:15	**An approach for future broadcasting architectures**	Thomas Saner	SRG
10:15 – 10:35	**Demo presentations**	TBC	
10:35 – 11:00	*Coffee, demos & networking*	All	

SESSION 1: USE CASES

11:00 – 11:20	**File-based digital archive for public media**	Wieslaw Lodzikowski	TVP
11:20 – 11:40	**Media cluster**	Carlos Gomes	RTP
11:40 – 12:00	**From broadcasting to publishing** *Creating a new foundation for NRKs stories*	Geir Børdalen and Eirik Solheim	NRK
12:00 – 12:20	**How much is too much? The analysis and optimization of IT broadcast systems**	Louis Plante	CBC
12:20 – 14:00	*Buffet lunch & demos*	All	

SESSION 2: USE CASES

14:00 – 14:20	**ARD/ZDF - MXF profile in practical use**	Friedrich Gierlinger	IRT
14:20 – 14:40	**Montreux Jazz Archives Digital Project**	Alain Dufaux	EPFL
14:40 – 15:00	*Coffee, demos & networking*	All	

SESSION 3: PRODUCING FOR INTERNET & SOCIAL MEDIA

15:00 – 15:30	**What's the buzz with social media?** *Why is it more important than ever before and how does it affect production?*	Emmanuel Rottey	VRT
15:30 – 16:00	**How to meet the needs of young audiences with new short forms of content**	Elger van der Wel	NOS

TUTORIALS

16:00 – 18:00	***See page 4 for topics & rooms***	All	
18:00 – 19:00	*Drinks, snacks & networking*	All	

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WEDNESDAY 28 JANUARY

SESSION 4: GOING IP & THE IMPACT ON THE PRODUCTION CHAIN

09:00 – 09:30	**Reference architecture for networked media** *Details from the Joint Task Force on Networked Media*	Félix Poulin	JTNM
09:30 – 10:00	**IP studio trial** *A closer look at how the commonwealth games use case worked*	Peter Brightwell	BBC
10:00 – 10:30	**Even hackers become "smart"** Cyber risks in a networked media world	Andreas Schneider	SRG-SSR
10:30 – 11:00	**Media production tools in the cloud**	Maurizio Montagnuolo	RAI
11:00 – 11:30	*Tea, coffee, demos & networking*	All	

SESSION 5: PANEL DISCUSSION

11:30 – 12:15	**The IP Studio: Still dreaming or a reality?** *What's working, not working and what can we expect in the future.*	Sony SDNsquare Cisco Evertz RIEDEL Snell	Allan Arthurs Lieven Vermaele Jeffrey Goldberg Ayman Alkhatib Christian Diehl Rob Rowe
12:15 – 14:00	*Seated lunch*	All	

SESSION 6: ADVANCED AUDIO AND RADIO PRODUCTION

14:00 – 14:30	**Objective audio analysis** *What's new, what are the advantages and what standards can help.*	Simon Tuff	BBC and co-chair of FAME Audio
14:30 – 15:00	**Using object-based audio in production** *How is it being used? And what's the value for consumers?*	Jürgen Marchlewitz and Markus Hassler	WDR
15:00 – 15:30	**Make it happen: Audio metadata** *A roadmap for using audio metadata and its impact on production*	Matthieu Parmentier and Benoit Maujean	francetélévisions / Mikros
15:30 – 16:00	**What do we mean by SMART radio?** *A closer look at radio on Digital Platforms*	Floris Daelemans	VRT

TUTORIALS

16:00 – 18:00	***See page 4 for topics & rooms***	All	

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THURSDAY 29 JANUARY

SESSION 7: MAKING USE OF DATA, FILE-BASED WORKFLOWS & QUALITY

09:00 – 09:30	**Sport content in a semantic context**	Jean-Pierre Evain	EBU
09:30 – 10:00	**Impact of recommendation engines on news websites**	Florent Garcin	EPFL
10:00 – 10:30	**IMF or a similar Digital Supply chain**	Chris Fetner	Netflix
10:30 – 11:00	**FIMS 1.2 and Current Activities**	Loic Barbou	Triskel
11:00 – 11:30	**DPP compliance work to AMWA certification**	Mark Glanville	BBC
11:30 – 11:45	*Tea, coffee, demos & networking*	All	

SESSION 8: UHDTV: THE WAY FORWARD (Moderator: Andy Quested, BBC)

11:45 – 12:25	**UHDTV gap analysis** *Part 1: The production chain* *Part 2: The consumer domain*	Chris Johns Paul Gray	BSkyB Displaysearch
12:25 – 12:45	**Black level measurements for domestic and professional HDR displays**	Dr. Masayuki Sugawara	NHK
12:45 – 13:15	**HDR, HFR and BT.2020** *Exploring content and visual comfort*	Maryline Clare	4EVER
13:15 – 13:45	**High dynamic range** *Discussing open standards*	Dr. Ing. Igor García Olaizola and Prof. Alan Chalmers	HDRi

SESSION 9: CLOSING

13:45 – 13:55	**Wrap-up**	Hans Hoffmann	EBU
13:55	*Buffet lunch*	All	

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27- 28 JANUARY

TUTORIALS

	Topics	Room	Tutors
1.	**Best practice for low cost radio production**	*TBC*	TBC
2.	**Best practice for low cost TV production**	*TBC*	Eggert Gunnarsson, Simnet
3.	**Investigating object-based production and delivery with a multidimensional radio feature**	*TBC*	Frank Melchior, BBC / Werner Bleisteiner, Bayerischer Rundfunk / Michael Meier, IRT
4.	**Creating services and applications using the FIMS standards**	*TBC*	Gaurav Bhasin, Triskel / Evan Verney-Fink, Triskel
5.	**Elements of a network architecture**	*TBC*	Robert Wadge, BBC / Jeffrey Goldberg, Cisco / Nikolaus Kerö, Oregano Systems