

PRODUCTION TECHNOLOGY SEMINAR

"SMARTER CONTENT CREATION"

TUESDAY 30 JANUARY 2018 – MODERATED BY HANS HOFFMANN

08.30–09:00 *Registration & Coffee*

KEYNOTE SESSION

09:00–09:10	Welcome to EBU PTS 2018	Simon Fell / Hans Hoffmann (EBU T&I)
09:10–09:40	Vision for Media Creation	Noel Curran (DG EBU)
09:40–10:10	Managing Innovation in a Time of Rapid Change	Kevin Anderson
10.10–10:20	Demo Pitches	
10:20–10:50	<i>Coffee, Demos & Networking</i>	

SESSION 1: TRENDS AND TECHNOLOGY DRIVERS

10:50–11:20	Emerging CE Devices and Their Impact	Paul Gray (IHS Markit)
11:20–11:50	Emerging Cloud-Based Production	Callum Hughes & Aaron Lovell (Amazon-Studios)
11:50–12:20	How new dimensions of media are changing the way content interacts with the audience.	Poppy Crum (Dolby)
12:20–12:50	Machine Learning for Intelligent, Adaptive Content Request Routing	Michelle Munson (Eluvio)
12:50–14:00	<i>Seated Lunch</i>	

SESSION 2: INNOVATION STRATEGIES – RIDING THE WAVES

14:00–14:30	SRG's Best Practices for Innovation with Design Thinking	Martin Spycher (SRG SSR)
14:30–15:00	BBC News Labs' Practical Innovation	Robert Mckenzie (BBC)
15:00–15:30	Building Innovation Teams at YLE – Creating Impact	Anssi Komulainen (YLE)
15:30–16:00	Impact of Digital Transformation on Broadcasters	Ezra Eeman (EBU)
16:00–16:30	<i>Coffee, Demos & Networking</i>	

SESSION 3: TUTORIALS (16:30–18:00)

Tutorial 1 Room Montreux	AI & Machine Learning 101 – The what, how and why for Media Companies	Patrick Arnecke (SRF)
Tutorial 2 Room Geneva	Building a UHD HDR (incl. WCG) Ecosystem	Andrew Cotton & Simon Thompson (BBC)
Tutorial 3 Room DLR	Advanced Sound Systems	Matthieu Parmentier (France Télévisions)
Tutorial 4 Room Jungfrau/Eiger	A project management based framework for innovation and culture change	Kevin Anderson

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WEDNESDAY 31 JANUARY 2018 – MODERATED BY FRANS DE JONG (EBU)

09:00–09:30	Creating a Better User Experience with HDR and UHD	Simona Elena Franceschetti & Daniel Marini (RAI)
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SESSION 4: VR AND AR – AND WHAT NOW?

09:30–10:00	Volumetric Capture	Paul Chojecki (Fraunhofer HHI)
10:00–10:30	Beyond 360 Video and Towards Full VR: a Broadcaster's Perspective	Graham Thomas (BBC)
10:30–11:00	Interactive Storytelling with AR technologies	Rainer Kirchknopf (ZDF) & Robert Strzebkowski (Beuth Hochschule für Technik Berlin)
11:00–11:30	<i>Tea, Coffee, Demos & Networking</i>	

SESSION 5: UHD, HDR AND HFR IN OPERATION

11:30–12:00	EBU Video Systems: Helping Members Create Quality	Dagmar Driesnack (IRT) & Andy Qusted (BBC)
12:00–12:30	Producing UHD HDR @ Montreux Jazz Festival 2017	Derya Aydemir (SRG)
12:30–13:00	From a Full-IP UHD OB Van to Metechno – tpc's Path towards a Full-IP Production World	Andreas Lattmann (tpc)
13:00–13:30	A Comparison of HEVC, JEM, and AV1	Matthias Narroschke (Hochschule RheinMain)
13:30–14:30	<i>Networking Lunch & Demos</i>	

SESSION 6: ADVANCED RADIO PRODUCTION, SOUND AND AUDIO

14:30–15:00	VRT RadioBus Automated Production Workflows	Juergen Baert (VRT)
15:00–15:30	An Ideal VR Audio Processing Chain	Chris Pike (BBC)
15:30–16:00	Scene- and Object-Based Next-Generation Audio Production and Multi-Device Delivery	Ferdinando Olivieri (Qualcomm)
16:00–16:30	Practical Use of Audio Objects in the Real World	Rob Oldfield (Salsa Sound)
16:30–17:00	<i>Tea, Coffee, Demos & Networking</i>	

TUTORIALS (17:00–18:30)

Tutorial 1 Room Montreux	Enabling technologies for user generated content enhancement and high quality programme delivery: the COGNITUS project	Andre Seixas Dias (BBC)
Tutorial 2 Room Geneva	Building an HDR (incl. WCG) Ecosystem	Andrew Cotton & Simon Thompson (BBC)
Tutorial 3 Room DLR	Advanced Sound Systems	Matthieu Parmentier (France Télévisions)
Tutorial 4 Room Jungfrau/Eiger	A project management based framework for innovation and culture change	Kevin Anderson

EVENING EVENT (19:30–21:00): BLUE PLANET II SCREENING & DRINKS

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THURSDAY 01 FEBRUARY 2018 – MODERATED BY WILLEM VERMOST (EBU)

SESSION 7: GAME CHANGER – THE ROADMAP TO IP, CLOUD AND DEMATERIALIZATION

09:00–09:30	Standards Update: '2110' and What is Needed in Addition	Willem Vermost (EBU)
09:30–10:00	Time-Compensated Remote Production over IP	Ed Calverley (SuitCaseTV)
10:00–10:30	The BBC's Object-Based Studio in the Cloud	Chris Northwood (BBC)
10:30–11:00	<i>Tea, Coffee, Demos & Networking</i>	

SESSION 8: GAME CHANGER – THE POWER OF DATA AND AI IN MEDIA CREATION

11:00–11:30	AI and Machine Learning Demystified	Yvonne Thomas (Arvato)
11:30–12:00	RTE Data Analytics for Data-Driven Journalism	Conor Ryan (RTE)
12:00–12:30	Video AI: What's in Your Content?	Martin Wahl (Microsoft)
12:30–13:00	EBU Activities Update: Metadata Extraction & FIMS in the Cloud)	Jean-Pierre Evain (EBU)
13:00–14:00	<i>Networking Lunch & Demos</i>	

SESSION 9: GAME CHANGER – NEW WORKFLOWS AND TOOLS

14:00–14:30	IMF for Broadcasters – the Road to Object-Based Workflows	Pierre-Anthony Lemieux (Sandflow)
14:30–15:00	IMF Use-Case at FranceTV R&D	Matthieu Parmentier (France Télévisions)
15:00–15:30	Revolutionizing Digital Content Commerce with Decentralized Ledgers (Blockchain)	Serban Simu (Eluvio)
15:30–16:00	Summary of PTS 2018	Hans Hoffmann (EBU)

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DEMONSTRATIONS

1	Foyer	AI, ML and DL Workflows	Michelle Munson (Eluvio)
2	AV Lab	Skin Tones in HDR (Experiment)	Simon Thompson (BBC)
3	Foyer	1080p/100 live Encoding and Transmission	Dagmar Driesnack (IRT) with NTT and LG
4	Courchevel	VR/AR/MR Volumetric Video for Augmented Reality	Rainer Kirchknopf (ZDF) & Robert Strzebkowski (Beuth Hochschule für Technik Berlin), Paul Chojecki (Fraunhofer HHI), Paola Sunna & Selajdin Bilali (EBU)
5	Simplon	Scene- and Object-Based Next-Generation Audio Production and Multi-Device Delivery	Ferdinando Olivieri (Qualcomm)
6	Foyer	IMF for Broadcasters : ProRes, H264, XAVC use cases	Dan Tatut (Marquise)
7	Foyer	FIMS & AUTOMATIC METADATA EXTRACTION	Masanori Sano (NHK)
8	Foyer	Unlock Video Insights with VideoIndexer	Leanne van Oostende (Microsoft)
9	Voirion	Image quality improvement of using ICtCp versus YCbCr inside a broadcast ecosystem	Jaclyn Pytlarz & Simon Gauntlett (Dolby)
10	Molésón	Comparison of HEVC, JEM, and AV1	Matthias Narroschke (Hochschule RheinMain)
11	Foyer	HDR UHD @Montreux Jazz Festival 2017	Derya Aydemir (SRGSSR)
12	Foyer	LIST - Live IP Software Toolkit	Pedro Ferreira

