# PROGRAMME

## TUESDAY 26 JANUARY 2021 (08:55 – 17:30 CET)

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| 09:00 – 09:10 | **Welcome** | Antonio Arcidiacono (EBU)<br>Hans Hoffmann (EBU) |

### KEYNOTE SESSION

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| 09:10 – 09:40 | **Think cloud first** | Cristina Gomila (Sky) |
| 09:40 – 10:10 | **AI for bias detection in news** | Grant Totten (Al Jazeera)<br>Preslav Nakov (QCRI) |
| 10:10 – 10:40 | **Why 2021 will be the most disruptive year yet for the media industry** | Mark Harrison (DPP) |
| *10:40 – 11:10* | *BREAK* | |

### SESSION 2: USER STORIES

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| 11:10 – 11:30 | **Cardiff – experiences after going Live IP**<br>After nearly 10 years from inception to delivery, the BBC's first IP broadcast centre at Central Square, Cardiff has been completed.  This presentation discusses the expected benefits, challenges and realities of deploying the largest SMTPE 2110 installation built to date. | Roger Crothers (BBC) |
| 11:30 – 11:50 | **A review of 2020 IBC Accelerator Media Innovation Projects**<br>IBC's Accelerator programme featuring eight innovation projects delivered in 2020. | Muki Kulhan (IBC)<br>Mark Smith (IBC) |
| 11:50 – 12:10 | **Flexible workflow learnings from Control Room 42** | Hugo Ortiz (RTBF) |
| 12:10 – 12:30 | **Digital assistants' impact on media creation** | Chris Dix (BBC) |
| *12:30 – 13:30* | *Lunch break* | |

### SESSION 3: THE BIG CLOUD DEBATE

The big cloud providers will share their vision of how media is produced live in the next few years. Includes key use cases and a discussion of the needs for interoperability, required standards, new technologies on the horizon, and business models**.**

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| 13:30 – 13:45 | ***SETTING THE SCENE***<br>The chairs of the EBU Hybrid and Cloud Production group discuss new workflows and value added by the cloud. | Conrad Gouws (RTE)<br>Markus Ostertag (SWR) |
| 13:45 – 14:05 | **AZURE** Approach to Live Production | Hanno Basse (MS Azure) |
| 14:05 – 14:25 | **AWS** Approach to Live Production | Claire Southey (AWS) |
| 14:25 – 14:45 | **NVIDIA** Approach to Live Production | Rich Hastie (Nvidia) |
| 14:45 – 15:05 | **GOOGLE** Approach to Live Production | Buzz Hays (Google) |
| 15:05 – 15:50 | ***USER PANEL***<br>What is needed to achieve interoperability with the application layer, how to build real-time workflows, and more. | |
| *15:50 – 16:20* | *Special Announcement + Break* | |
| 16:20 – 16:40 | **Deploying technology – why choose standards?**<br>In the cloud-based era, why are the cloud vendors proposing new standards? A mini technology documentary. | Bruce Devlin (SMPTE) |
| 16:40 – 17:00 | **Security in the cloud – do we have to worry?** | Lucille Verbaere (EBU) |
| 17:00 – 17:20 | **Federated digital infrastructure – GAIA-X**<br>Towards a European GAIA-X Hub for media | Jesse Robbers (TNO) |
| 17:20 – 17:30 | **Summary of the session and next steps for the EBU** | Ievgen Kostiukevych (EBU) |

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| *17:30* | *End of day 1* | |

## WEDNESDAY 27 JANUARY 2021 (08:55 – 16:10 CET)

### KEYNOTE

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| 09:00 – 09:30 | **The importance of diverse talent**<br>Why is diversity in our sector so important and what do we need to do collectively to ensure the industry changes? | Carrie Wootten (Rise) |

### TUTORIAL

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| 09:30 – 10:15 | **Hands-on NGA production – the EAR Production Suite** | Chris Pike (BBC)<br>Michael Weitnauer (IRT) |
| *10:15 – 10:45* | *Break* | |

### SESSION 6: SUSTAINABILITY

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| 10:45 – 11:05 | **Sustainability targets and progress within Daytime** | Tim Guilder (ITV) |
| 11:05 – 11:25 | **Remote production**<br>Emission reports and technology perspectives. | Cédric Lejeune (Workflowers) |

### SESSION 7: AI FOR PRODUCTION

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| 11:25 – 11:45 | **MCMA – building complex workflows to transform your media** | Loic Barbou (Bloomberg)<br>Joost Rovers (Rovers)<br>Evan Verney-Fink (Triskel)<br>Alexandre Rouxel (EBU) |
| 11:45 – 12:05 | **Future of AI in live streaming**<br>What AI can do for the broadcast industry now and in the future. | Mark Andrews (Mobile View Point)<br>Michel Bais (Mobile View Point) |
| *12:05 – 13:00* | *Lunch Break* | |
| 13:00 – 13:20 | **MeMAD project** | Dieter Van Rijsselbergen (Limecraft) |
| 13:20 – 13:40 | **BBC R&D work on how AI will shape production** | Stephen Jolly (BBC) |
| 13:40 – 14:00 | **Synthetic Media** | Jouni Frilander (YLE) |
| 14:00 – 14:20 | **AI-driven live feed recomposition from TV 16:9 to Mobile 9:16**<br>How Wildmoka uses AI/ML to transform live video from landscape to portrait mode. | Thomas Menguy (Wildmoka) |
| *14:20 – 14:50* | *Break* | |

### SESSION 8: RADIO PRODUCTION (PROUD TO PRESENT)

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| 14:50 – 15:10 | **Future of radio apps:** Merging real-time metadata with personalized cloud streams. Music streaming services pose a challenge for radio, and SWR have been working on a solution to bring radio into the digital age. | Daniel Freytag (SWR)<br>Christian Hufnagel (SWR) |
| 15:10 – 15:30 | **Yellow Jackets**<br>New storytelling formats using object-based audio. | Hervé Dejardin (Radio France) |
| 15:30 – 15:50 | **LIVA & Touchdesigner for radio production**<br>Using the Touchdesigner software for large stage shows, interactive art installations, and innovative experiments in media. | Floris Daelemans (VRT) |
| 15:50 – 16:10 | **Cloud-based radio production, contributing and delivering**<br>What moving from lecagy radio production to cloud-based systems means for production and studio environments. | Mikko Nevalainen (YLE) |

## THURSDAY 28 JANUARY 2021 (08:55 – 13:35 CET)

### KEYNOTE

| 09.00 – 09:30 | **Virtual production workflows – the "Ripple Effect" Film**<br>A behind-the-scenes look at the virtual production workflows implemented on the short R&D film "Ripple Effect." | Kathryn Brillhart (ETC)<br>Erik Weaver (ETC) |
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### SESSION 10: CONVERGING WORLDS

| 09:30 – 09:50 | **Broadcast – turning your gaming area into a home studio** | Rick Champagne (Nvidia) |
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| 09:50 – 10:10 | **Game engines in broadcasting**<br>How a game engine can empower the next generation broadcast studio and enrich new ways of storytelling. | Gregg Young (VRT) |
| 10:10 – 10:30 | **CG animation, virtual production and real-time creative workflows**<br>From silos to synergy. | Muki Kulhan (IBC)<br>Marc Goodchild (Warner Media)<br>Matthew McCartney (Sky) |
| 10:30 – 10:50 | **Broadcaster archives in 'games'**<br>A way to reach and engage with young people? | Marco Mazzaglia (Synesthesia) |
| *10:50 – 11:20* | *Break* | |

### SESSION 11: FROM THE MEDIA LABS – WHAT IS HOT IN R&D

| 11:20 – 11:35 | **BBC R&D** | Andy Conroy (BBC) |
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| 11:35 – 11:50 | **NHK STRL** | Kohji Mitani (NHK) |
| 11:50 – 12:05 | **RAI CRIT** | Gino Alberico (RAI) |
| 12:05 – 12:20 | **Fraunhofer IIS** | Harald Fuchs (Fraunhofer IIS) |
| 12:20 – 12:35 | **Fraunhofer HHI** | Ralf Schaefer (Fraunhofer HHI) |
| 12:35 – 13:05 | *PANEL*: **The Future of R&D and Innovation** | |

### WRAP-UP

| 13:05 – 13:35 | **Wrap-up** | Andy Quested (Consultant)<br>Phil Tudor (BBC) |
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| *13:35* | *End of PTS 2021* | |