

Make the most of the IET at IBC2019

theiet.org



We are the IET and we inspire, inform and influence the global engineering community to engineer a better world.

With change as the new constant, there's never been a more important time to create a greater impact. As a diverse home across engineering and technology, we share knowledge that helps make better sense of the world in order to solve the challenges that matter.

It's why we are uniquely placed to champion engineering, and why we're thrilled to work with other IBC partners to continually evolve the world's most influential media, entertainment and technology show.



Tech Talk: 'Hey radio, tell the DJ I'm stuck in traffic'



Our very own Dickon Ross, Editor in Chief of Engineering & Technology (E&T) Magazine, will be chairing this exciting session on how technology is impacting the traditional radio sector. In the UK, 88% of the adult population listen to the radio each week, consuming over 1 billion hours, and papers presented here will look at how this landscape is changing, from voice-controlled digital assistants for interactive and personalised shows, to virtualization of radio production and more integrated systems.

Speakers:

Jorma Kivelä, CTO and Co-Founder of Jutel Oy

Rik Bauwens, Lead Developer at VRT

Paolo Casagrande, R&D Area Coordinator at Radiotelevisione Italiana SpA (Rai)

 Saturday 14 September

 9.30am - 10.45am

 The Forum

Best of IBC 2019

We've created our annual 'Best of IBC' Journal, highlighting the best papers and articles on electronic media from the convention – **just look in your delegate bag!**

You can also view our wider range of journals and eBooks at

ietdl.org



Future Trends Theatre in the Future Zone

Open to all visitors to IBC, the IABM Future Trends Theatre hosts a packed programme of presentations that explore up-and-coming technology and business trends and how they will segue from today's environment.

They are designed to give attendees an understanding of how new technologies can enable business plans now, rather than being dismissed as way-out ideas and possible hype waiting to find practical use cases. These run daily throughout the show. The Theatre sits within the Future Zone, which brings together the very latest ideas, innovations and concept technologies from international industry and academia, and showcases them in a single specially curated area on the IBC show floor.

The end of broadcast?

Our Media Technical Network will be running several panels in the Future Trends Theatre

Friday 13 September

2.00 – 2.15pm

The IET and media – the end of 'Fight Club'

"The first rule of Fight Club is: You do not talk about Fight Club. The second rule of Fight Club is: You do not talk about Fight Club." – This famous quote reflects how membership of the IET and working in media is viewed, and we seek to change that...
"The first rule of IET membership and working in media is *to talk about the IET in Media*".

2.15pm – 3.00pm

Broadcast to IP impacts

Looking at how the move to IP delivery will impact the traditional broadcast and hybrid platforms of TV and radio, the impact on industry, providers, consumers, regulation and trust, and whether there is still a role for broadcast delivery in the near- and long-term future. With participation from Peter Siebert of DVB, Andre Prahll of the German TV Platform, and a representative of the UK's DTG.

3.00 – 3.45pm

Where can NDI and SMPTE ST 2110 co-exist?

Uncompressed video-over-IP has its own showcase at IBC with numerous industry bodies behind it and is starting to show adoption increasing. NDI has made its success differently since the launch in 2015 of this lightly-compressed, low-latency connectivity format for video, audio and more. Released as a freely downloadable software it has a large install base in the AV, Pro-AV and user-generated streaming worlds but with an increasing amount of broadcast manufacturers supporting it, we see live events now done totally with NDI whose galleries operate just like those in a traditional broadcaster.

This session finds out whether top-tier broadcasters are overlooking a key technology or whether they've got the balance right. We'll be asking when SMPTE's ST 2110 or ST 2022-6 is the right choice? What are the practical limits of NDI? And whether VizRT's purchase of Newtek – the creator of NDI – see a new era of adoption and use within broadcast. These questions and more from a panel of industry experts.

4.00pm – 4.45pm

Platform wars – the deaggregation and reaggregation of content

How does the move to OTT delivery impact the traditional platforms? This session looks at the new platforms, the consumer experience, the role of aggregation and the way that operators have been involved in deaggregation and then reaggregation of channel packages both in competition and in cooperation. With participation from Colin Dixon of nScreenmedia and Brian Paxton of Kingsmead Security, plus others.

5.00pm – 7.00pm

IET 'Best of IBC' publication launch and presentation of the 'IBC Best Young Professional Award 2019' at this after-hours networking event on Friday night, hosted by the IET and IABM. This is a ticketed event so talk to one of our Media Technical Network members on-site or email MMCTPN@ietvolunteer.org to secure your space.



Media Network chair sessions



The critical importance of user experience

Content may be king, but if the content is difficult to find or if buffering makes it painful to watch, the consumer can easily be lost to another service. This session, chaired by the Chair of our Media Technical Network – Ian Nock, will focus on the importance of the user experience across content discovery and delivery, before going on to explore the opportunities to add value and drive new monetisation models by integrating relevant statistics or related information with live streamed content.

Speakers:

Gerald Zankl, Director of Business Development Europe, Middle East, and Africa at Bitmovin
Renato Bonomini, VP - Global PreSales at ContentWise
Simon Leadlay, VP of Product Market Development at You.i TV



Monday 16 September 2019



11.00am - 11.45am



CE Hub Theatre - Hall 14



Streaming live events: when it MUST be "all right on the night"

To paraphrase the old theatrical saying, it MUST be "all right on the night" when streaming live events, especially premium sports. Chaired by Russell Trafford-Jones from our Media Technical Network, this session will see experts discuss how to deliver the optimum live sports experience, and share insights and knowledge gained from hands-on experience of live streaming some of the biggest sporting events to fans worldwide. Speakers will also discuss the growing importance of low latency and look ahead to how gamification of content add new dimensions to streamed live-sports and esports experiences in the near future.

Speakers:

Marina Kalkanis, CEO at M2A MEDIA
Oliver Lietz, CEO and Founder of nanocosmos
Michael Jones, SVP and Head of Business Development at VisualOn Inc



Monday 16 September



1.00pm – 1.45pm



CE Hub Theatre - Hall 14



Come say hello

Chat to us at the Partnership Pavillion for more information on our wealth of products and services, and to see how you can get the most out of us as a partner, member or volunteer.

Get involved

The IET Media Technical Network represents the global community of engineers who work in the Video, Audio, Content Delivery and Production industries, and is made up of both members and non-members. Join the community and learn more online: theiet.org/multimedia, or join our LinkedIn group: <http://bit.ly/ietmedia>.

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The International Broadcasting Convention (IBC) is run by the industry, for the industry. The IET is one of six leading international bodies behind the IBC, representing both exhibitors and visitors.

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