

DOING "IT"

- accepting the transition from broadcast to pc equipment

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Recent Industry Developments

- ASO
- HD
- 3D
- Tapeless – low cost disk storage
- Format agnostic systems
- Format standardisation – MXF
- Open collaboration/inter-operability
- New delivery platforms
- The "Youth Market"
- Cheaper production formats (Reality TV)
- Graphics and information
- Advertising revenue models (SMS, Web, Push, targeting, etc)
- Taxes on power consumption

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Technology Driving Developments

- IT – not broadcast
- Convergence of broadcast/IT/Telecoms
- How can we be sure
 - Cisco now in the broadcast network market
 - IBM – introducing service oriented architecture
 - Telcos providing IPTV/Mobile platforms
 - Government legislation on network development, e.g. BBC and BT in the UK
- Wide pool of development resources, as computer development rather than engineering development – which is generalised rather than specialised

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Some Implications

- Complete change to traditional workflow
- No proprietary hardware, no special software formats to lock in customers
- Open standards
- Content repurposing
- Integration of solutions from suppliers is essential
- Competition based on quality
- Future proofing
- PC/MAC already being used elsewhere in workflow – so why not throughout

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Why the Imperative?

- One of the hardest twelve months for business in recent history, and probably the hardest for the media industry ever
- There is good news though – it has been a wake up call for everyone, and it has provided an opportunity for the media industry to focus on core business values – customer offering, strategic investment, value for money, and profitability
- So maybe we will not have multi-million pound blue sky projects that have no business model behind them, but maybe as part of the back to basics there is now a real appreciation of the value of investigating all the technology options, not just those from the traditional industry "names".

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Researching Options

- Finding solutions that keep carbon footprints low (and avoid power taxes), that are easy to learn, and are not dressed up in hype and jargon.
- Accepting the transition to IT based broadcast workflows is not only inevitable, but is business critical. Moving away from a broadcast engineering mentality to a hybrid broadcast/communications/networking mentality will open up reviews of mature products that until now may have been overlooked when budgets were less of a problem. Given the financial stresses of some of the high profile industry stalwarts, you are as safe (or possibly even safer) in the hands of one of the more fleet of foot SME suppliers as you are with a better known brand.

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Researching Options

- Focus on things that work, that reduce costs but add value, and that will provide a standardised platform for many years to come
- You may be surprised at the breadth and depth of existing products.
- The last year has seen an unprecedented level of co-operation between supplier companies that have worked on exploiting open standards and forging business relationships that are to the benefit of the customer, and these have been added on top of proven reliable products rather than created as an idea for the next hot topic.
- Use your Systems Integrator

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Broadcast or Hybrid Technology?

- Broadcast Engineering mentality
- What is the definition of Broadcast quality?
- What is the definition of Broadcast equipment?
- How much Broadcast equipment has IT in it?
- Tape-less?
- Format standardisation
- What is the workflow

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Definitions


- Is this Broadcast or IT?



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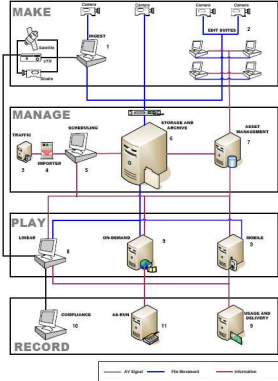
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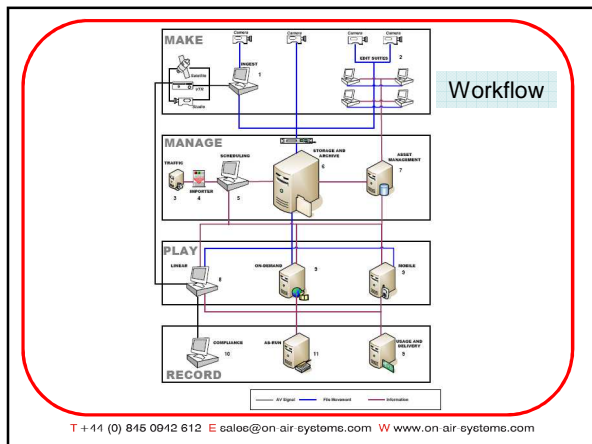
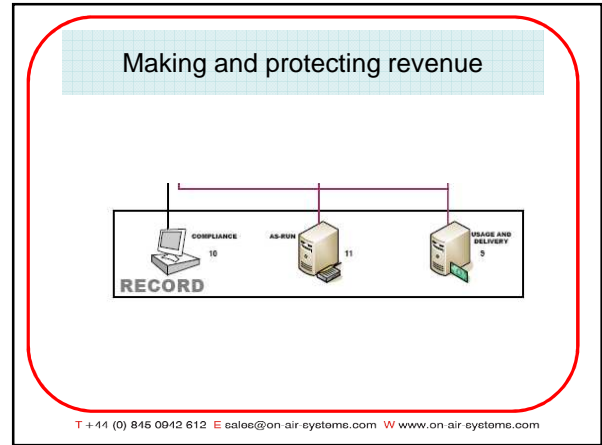
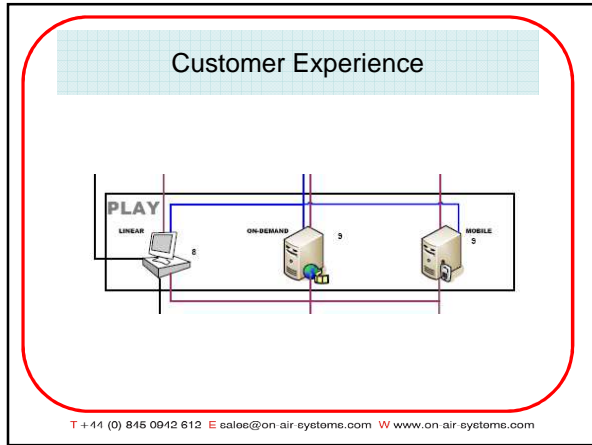
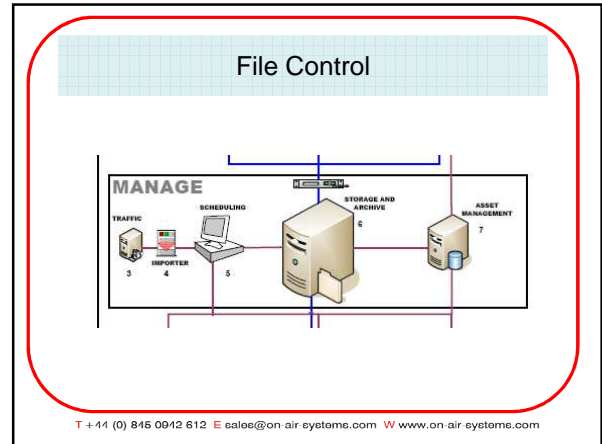
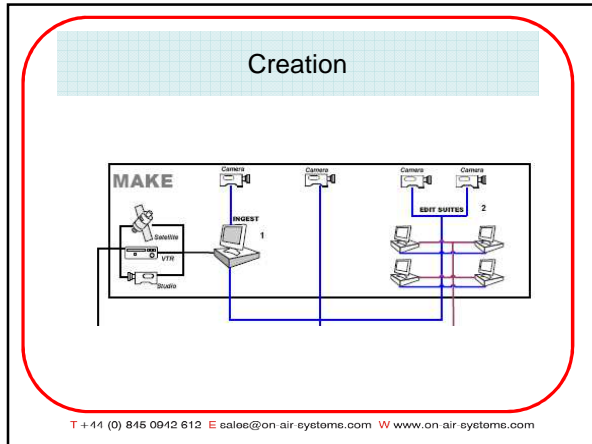
- OEM development model v in-house development model – can PC equipment adapt to change faster than specialised equipment

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Workflow



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- ### Where to begin?
- The simple workflow shows that you can start at any stage and move forward or backward
 - Cameras – file not tape
 - Editing – open file formats
 - Storage – multi format, multi platform
 - MAM – define boundaries
 - Scheduling / DRM / Transactional control
 - Media transfer and management - Speed / Streams / Machines / Networks
 - Linear and non-linear playout control
 - Priority – revenue increase or cost saving?
 - Last minute spot changes
 - Content repurposing
 - Doing more with less people
 - No need to replicate a traditional VTR replacement model
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Example of Automation Choices

- Standard Automation

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Example of Automation Choices

- Channel in a box
 - Support from one company
 - Integrated development from one company
 - Fast commissioning and new features all in software
 - AS-RUN logging for all primary and secondary events
 - Reduced power consumption
 - Cost effective

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Key Implementation Thoughts

- Project Management
- Software development is now the key specialisation, not engineering
- Different viewer experiences by different platforms
- Systems Integrators perform a key role in research
- Most equipment is already IT based so don't be afraid of IT

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Future Developments

- Revenue generation
 - Advertising imperative
 - Minimum texting
 - UGC deposit
- Charging methods
 - Quality
 - Power consumption
- Home devices and home networking
- Hand-off of content between devices – always on generation
- Media mergers
- Dream on Demand

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