

Chairman, SMPTE Technology Committee on Wrappers and Metadata
Abstracting the Television Work Flow: Hiding the Technology, Peter Symes, Chairman, SMPTE Technology Committee on Systems

Technical Sessions

Montreux has long enjoyed an international reputation for its strategically targeted session, which will include the following titles:

Cable and Satellite—Innovative Products, New Solutions; New Money from Satellite; Getting the Bits through the Pipe; World Wide Web Assets on Cable; What is in the Box? Making Money by Providing Services—Case Studies; Operational Issues in the Migration from Analog to Digital; Cable Programming, Issues in the Digital Age; Research Leading to Cable's Future.

Future Technology Forum—Broadcast Technology in the Third Millennium; Retrieving the Past—Archiving the Future—Managing the Archives in the 21st century.

Interactive Multimedia Seminar—Solving the Gatekeeper Problem—Creating Open Competitive Markets, The Effective Organization and Operation of Digital Services; TV Services On-Demand; New Business

Aspects and New Challenges Based on New Network Distribution Technologies; Interactive Broadcasting Services in a Mobile Society.

News/Live Production—News, Crash, and Burn—Skills and Tools for Today's Video Journalists; News: The Flagship—Anatomy of the News Bulletin; Innovation in Live Programming.

Post-Production—The New "Digital Engine" for the Post-Production Facility; Impact of Digital Distribution on Post-Production—Part I: High-Definition Television, Post-Production in Transition: New Business Opportunities; Digital Media Asset Management and Archiving; Impact of Digital Distribution—Part II: Digital Cinema; The Rise of the Digital Studio.

Terrestrial Broadcasting—Global Competition on Digital Terrestrial Broadcasting—Rationale for System Selection; Business Drivers for Digital Terrestrial Broadcast—Show me the money; Digital Satellite, Cable, and Terrestrial—Competition or Cooperation? The Road to Digital Terrestrial Broadcast Migration/Transition.

Management Forum—Digital Television—The Global Opportunity; The Terrestrial Digital Rollout; The

Future of HDTV; The Digital Receiver Dilemma.

Workshops

The workshops will attract those who are curious to know more about the digital evolution and revolution in various domains. They include the following topics:

The Path to a Common API: How to Face a Complex Migration? Objective Quality Monitoring in an Operational Digital Environment; New Developments in MPEG-2 Systems for Studio Application; Internet Delivery Through Broadcast Channels; Can the Consumer Safely Buy Digital TV Equipment in an Open Market? New Developments in DV-based Systems for Studio Application; Adapting the EPG to the Market Needs for a Successful Development of Digital TV Services and Interactive TV Services; Digital TV Technology, a Way to Reduce or to Increase Costs? The Clean Signal Path: What Could be Learned from the World Cup? DAB and DVB-T: Complements or Substitutes for the Mobile Market? Implications of Widescreen Operations in a Digital Multicast Environment; and Applying Digital Acquisition to Motion Picture Origination—some case studies.

IBC99

Amsterdam, the Netherlands, September 10-14, 1999

IBC99 will be held on September 10-14, 1999 in Amsterdam, the Netherlands. This year's conference, like others, will feature an array of top quality technical papers. Topics to be addressed will include metadata, compression, interfacing, and networking for multimedia systems, digital audio delivery, and DTV. Panel discussions will focus on the changing industry as far migration to digital, the globalization of distribution and content, and the emergence of the Internet and other new media. IBC99 will also introduce a new stream of mini-conferences and a pre-show one-day tutorial. Here are some of the highlights:

Papers

The paper sessions give a comprehen-

sive review of all the latest developments in the broadcasting arena.

Digital TV: The Business Opportunities—What are the rules and what are the rewards? This session explores some of the issues related to the technical challenges of Digital TV.

Interconnecting Multimedia Systems—Transporting the bits. This session provides an overview of activities in networking and interconnect that affect content handling.

Multimedia Home Platforms—Puzzling over the pieces of the MHP jigsaw. This session highlights progress in ideas for the digital in-home environment, which may support more than just entertainment.

Interactive Services—Don't just sit there, do something! This session explores the means and the uses to which interactivity could be put.

Delivery over the Air—Latest RF developments. This session describes many aspects of advanced digital modulation techniques, their applications, and how these technologies combine to make a complete delivery mechanism.

Post-production—Polishing and packaging the product. The latest developments in digital technology are discussed in this session and new ways of content handling and processing are described.

DTV Coverage, Myths and Facts—Are you being served? This session

explains the differences between digital and analog modulation schemes, the planning process, and illustrates different approaches adopted in various parts of the world.

DTV Worldwide—DTV systems roll out from the Arctic to the Antipodes. Digital broadcasting is now a worldwide phenomenon and this session explores how different countries are approaching opportunities to implement and establish networks.

HDTV—Are the latest developments truly progressive? All aspects of encoding, displaying, and implementing high-definition television services are detailed in this session.

DTV Picture Quality—Measuring impairments. Digital image processing and compression systems cause very different impairments to those in analog systems. This session reports progress.

Automation for Digital Broadcasting and Distribution—Serving the broadcast station. This session explores state-of-the-art techniques that realize the potential for fully automated presentation and scheduling systems.

Metadata—Tools and techniques of data delivery. The fully digital age will see the expression of all forms of content in the same file formats. The use of metadata is a popular emerging solution to this significant issue and this session brings us up to date.

Audio delivery—The battle-lines are drawn for digital systems. This session explores some of the latest ideas in coding and describes international proposals for new systems.

Internet-TV—Weaving the last strand in the Web? This session offers an overview of the latest position in developing the Internet for broadcast purposes.

Cutting Edge Technologies—The latest from the labs. This session gathers the best of the latest topics on signal processing to new forms of television image presentation to make a thought provoking sequence of presentations.

Panel Discussions

The Panels will consider the major strategic issues facing broadcasting and media delivery today and will address the following subjects.

TV Anytime and Anywhere—the future

of broadcasting or a solution seeking a need? TV Anytime (using a hard disk in the receiver) and Anywhere (using Internet to carry broadcast services) are the work of international consensus group DAVIC.

Archives—How can we meet the challenges of cost, quality, and technology? Archives are one of a media company's major assets. How should they be stored and at what quality level? What will be the impact of metadata? What about the future management of rights?

Can New Interactive Media Tools Really Improve Education? This session will focus on the use of this E&E strategy in popular TV.

DVB-T—What did we learn from the various launches? Is the DVB terrestrial system easy for broadcasters to implement and viewers to use?

Making the Digital Choice—DVC PRO, SX, DVCAM or Digital 9? Compression technology is a major factor in the production chain. How does compression technology affect your choice of recording system?

The Digital Newsroom that Fulfills our Needs—A Holy Grail? A panel of manufacturers and users will debate the problems and consider solutions for newsroom technology.

DVB Without HDTV—Have Europe's broadcasters missed the DVB boat? Would HDTV have been a better investment for Europe's "free to air" broadcasters?

Digital Terrestrial TV Broadcasting—The Second round of tests and decisions. In 1998 Australia made a comparative study of the digital terrestrial systems. Argentina, Korea, and Taiwan also chose this system. Other nations are now undertaking a comparative study and the results will be available for analysis by the Panel.

MPEG-4 and MPEG-7—The perfect multimedia recipe? MPEG-4 is the technology for delivering object oriented multimedia. MPEG-7 is developing a comprehensive data system to complement MPEG-4. These systems will have far reaching consequences for broadcasting, multimedia delivery, and storage.

Interactive TV—Success at last with Digital Broadcasting. Is it an out dated concept or does digital TV offer

a new dawn? Practitioners offer their own experiences.

Media Ownership in Professional Sport—Who really benefits? Does the ownership of sports teams by Pay-TV operators serve the consumers' interest? A Panel representing all the different areas of interest will present their views and encourage debate from the floor.

Tutorials

The Tutorial sessions are designed to present factual information on specific technologies, as well as provide useful background information.

MPEG-2 Encoding and Transmission. This one-day tutorial offers abundant information on MPEG. It will also cover terrestrial, cable, and satellite digital television delivery to the home.

DVD—How versatile is this disc? A panel drawn from manufacturers and practitioners will provide a simple guide to both present and future applications of DVD format.

Beyond MPEG-2—New possibilities for multimedia services. This session will explore the latest standards and techniques of MPEG-4 and MPEG-7 and what they offer to broadcasters.

Workshops

IBC Workshops are home to both the very best of traditional craft skills and the cutting edge of content creation. The following is a list of topics:

- The Sudden and Significant Emergence of 24p
- The Creation of Productions Sets
- Small Format Video Cameras in Budget TV
- Post-Production Wizardry in Commercials—a case study
- How are Consumer Delivery Platforms Driving Newsroom Technology Developments?
- Trends and Achievements in Special Effects
- Originating on Super 16
- Desktop Production

Mini Conferences

This year, IBC, will introduce a stream of mini-conferences generated from hot topics in the industry. Included will be the BKSTS—the Convergence of Moving Images; The Widescreen Production Forum; the Institute of Broadcast Sound; and the Digital Television Group—a case study.