

# IBC99

Amsterdam, the Netherlands, September 10-14, 1999

IBC99 will be held on September 10-14, 1999 in Amsterdam, the Netherlands. The conference will include a variety of top quality technical papers addressing issues on metadata, compression, interfacing and networking for multimedia systems, digital audio delivery, and DTV, in addition to seminars, tutorials, panels, and workshops.

This year's program will introduce four half-day mini-conferences and a pre-show tutorial on MPEG-2 encoding and transmission. Panel discussions will focus on the changing industry as far as migration to digital, the globalization of distribution and content, and the emergence of the Internet and other new media. The workshops will provide an arena for craft-skill professionals to discuss the use of today's technology using top Hollywood films and Soho's best commercials to demonstrate their art.

The following is an agenda of the five-day event:

## Thursday, September 9 Tutorials

**Morning Session:**  
MPEG-2 Encoding and Transmission

**Afternoon Session:**  
DTV Systems: ATSC, ISDB, and DVB

## Friday, September 10

**Morning Sessions:**  
**Paper Session 1:** Interactive Services—Don't Just Sit There, Do Something!  
**Paper Session 2:** Digital TV: The Business Opportunities—What are the Rules and What are the Rewards?  
**Tutorial:** Beyond MPEG-2—New Possibilities for Multimedia Services

**Lunch:**  
**Panel:** MPEG 4 and MPEG 7—The Perfect Multimedia Recipe?  
**Workshop:** The Sudden and Significant Emergence of 24P

**Afternoon Sessions:**  
**Paper Session:** Metadata—Tools and Techniques of Data Delivery  
**Panel:** Interactive TV—Success at Last with Digital Broadcasting?  
**Workshop:** The Creation of Production Sets

**Mini-Conference:** The Convergence of Moving Image (BKSTS)

## Saturday, September 11

**Morning Session:**  
Keynote Address

**Lunch:**  
**Panel:** Media Ownership in Professional Sport—Who Really Benefits?

**Workshop:** Production Case Study (RTS)

**Afternoon Sessions:**  
**Papers Session 1:** Interconnecting Multimedia Systems—Transporting the Bits  
**Paper Session 2:** Audio Delivery—The Battle Lines are Drawn for Digital Systems  
**Panel:** DVB Without HDTV—Have Europe's Broadcasters Missed the DVB Boat?

**Workshop:** Post-Production Wizardry in Commercials  
**Mini-Conference:** The Widescreen Production Forum

## Sunday, September 12

**Morning Sessions:**  
**Paper Session 1:** Post Production—Polishing and Packaging the Product  
**Paper Session 2:** HDTV—Are the Latest Developments Truly Progressive?  
**Panel:** The Digital Newsroom that Fulfills our Needs—A Holy Grail?  
**Workshop:** Editing Commissioner (RTS)  
**Mini-Conference:** Institute of Broadcast Sound—A Seminar on Surround Sound

**Lunch:**  
**Panel:** DVB-T—What Did We Learn from the Various Launches?  
**Workshop:** Le Nombre d'Or Master Class—Xavier Nicholas  
**Mini-Conference:** Surround Sound (AES)

**Afternoon Sessions:**  
**Paper Session 1:** DTV Worldwide—DTV Systems Roll Out from the Arctic to the Antipodes  
**Paper Session 2:** Internet TV—Weaving the Last Strand in the Web?

**Panel:** Archives—How Can We Meet the Challenges of Cost, Quality, and Technology?

**Workshop:** How are Consumer Delivery Platforms Driving Newsroom Technology Developments?

**Mini-Conference:** Surround Sound (IBS)

## Monday, September 13

**Morning Sessions:**  
**Paper Session 1:** DTV Coverage, Myths and Facts—Are You Being Served?

**Paper Session 2:** Multimedia Home Platforms—Puzzling Over the Pieces of the MHP Jigsaw

**Panel:** Making the Digital Choice—DVC PRO, SX, DVCAM, or Digital 9?  
**Workshop:** Trends and Achievements in Special Effects

**Tutorial:** DVD—How Versatile is this Disc?

**Lunch:**  
**Panel:** Digital Terrestrial TV Broadcasting—The 2nd Round of Tests and Decisions  
**Workshop:** Master Class—Cinematographer

**Afternoon Sessions:**  
**Paper Session 1:** Cutting Edge Technologies—The Latest from the Labs  
**Paper Session 2:** Automation for Digital Broadcasting and Distribution—Serving the Broadcast Station  
**Panel:** Can New Interactive Media Tools Really Improve Education?  
**Workshop:** Originating on Super 16  
**Mini-Conference:** Digital Television Group—A Case Study—UK-DTT

## Tuesday, September 14

**Morning Sessions:**  
**Paper Session 1:** DTV Picture Quality—Measuring Impairments  
**Paper Session 2:** Delivery Over the Air—Latest RF Developments  
**Panel:** TV Anytime and TV Anywhere—The Future of Broadcasting or a Solution Seeking a Need?  
**Workshop:** Desktop Production

**Lunch:**  
Convention Wrap-up