

# IBC2002

## Amsterdam, The Netherlands



The International Broadcasting Conference (IBC) will be held on September 12-16, 2002, at the Amsterdam RAI in Amsterdam, The Netherlands. The conference includes a variety of knowledge and information from all sectors of the broadcast industry.

This year's event will feature six major themes covering D-cinema, delivery, interactivity, exploiting content, newsroom technology, and radio. In an array of technical papers, tutorials, panels, and workshops, sessions will provide in-depth coverage of the business, creative, and technical aspects of each topic. The conference program includes the following themes and sessions:

### **SMPTE Hosted Session Content Identification and Labels**

Chair: *Michael Dolan*

Thursday, September 12; 10:00 a.m. – 12:30 p.m.

This session will provide presentations on individual content labeling and identification schemes and how they may be used in facilities to solve real problems.

### **Thursday, September 12**

**Theme: Delivery to the Consumer—At Home and on the Move**

#### **Morning Sessions:**

Content Identification and Labels • Broadband and Wireless • MHP and Home Networks • Digital TV—Converging Solutions for the Consumer and Content?

#### **Afternoon Sessions:**

Prime Recording Straight to Disc for Single Camera Drama • Broadband: More Haste Less Speed? • Standards for Broadcast Equipment • Delivery • New Generation Delivery Platforms—Which Will be the Winners?

### **Friday, September 13**

**Theme: Interactivity: Who Wants to be a Millionaire? Ask the Audience**

#### **Morning Sessions:**

Introduction to Agenda Setting • Advances in Media Compression • Taming Technology 1: HD • Interactive: It's My Turn for the Remote Control • The Interactive Consumer • Interactive Enablers

#### **Afternoon Sessions:**

Compression and Quality: A Walk Around the Blocks? • Security and Standards • Interactive Content and Formats • Interactive Business and Considerations • Getting Intimate with Consumer Data • Debunking the Jargon—Interactive TV Unzipped

### **Saturday, September 14**

**Theme: Tomorrow's News—Hear it Here First**

#### **Morning Sessions:**

DTT I Mastering the Terrain—Transmission and Reception •

**YOU ARE INVITED TO JOIN US!**

**THE SMPTE RECEPTION AT IBC2002**

**FRIDAY, SEPTEMBER 13, 2002**

**18:00 - 20:00 HRS**

**LA RONDE RESTAURANT**

**IN THE RAI INTERNATIONAL EXHIBITION AND CONGRESS CENTRE**

**SPONSORED BY NATIONAL TELECONSULTANTS**

Making of the Eye-to-Eye 3-D Production • File Formats and Metadata • News Gathering • Taming Technology 4—Small is Beautiful? • News Production

#### **Afternoon Sessions:**

Humans That Ride Dinosaurs—The *Dinotopia* Production Story • Cutting Edge: The Latest from the Labs • DTT II: Mastering the Terrain: System Design and Propagation • News Delivery

### **Sunday, September 15**

**Theme: Exploiting Cash from Your Content—Protect It and Collect It**

#### **Morning Sessions:**

Content Rights: On the Rights Track • Selling Movies over the Internet—Are We Ready? • Taming Technology 3—CG at a Price You Can Afford • Get up to Speed with Radio Technology

#### **Afternoon Sessions:**

DTT in a Competitive Media Environment • Audio Post-Production for HDTV 24/25 Frames per Second • Metadata: Read All About It—A Program for the Programs • Repurposing Old Content for New and Future Media, and New Content for Additional or Regional Audiences • If Only there was a Perfect Solution to Digital Rights Management • An Extended Role for Cinematographers: Following Movies Through the Finishing Stages of Post Production

### **Monday, September 16**

**Theme: Pixels and Popcorn: D-Cinema—The Very Latest  
Theme: Radio—Listen and Learn—Survival Kit for the Digital Age**

#### **Morning Sessions:**

D-Cinema Technology • Radio's Future: Is it Digital or Die? • A World of Digital Radio • Taming Technology 2: Sounds Amazing • Here Come the DAB Receivers

#### **Afternoon Sessions:**

D-Cinema Content and Business • Sound Design for *Star Wars* • Radio in the 21st Century—Part 1 • Radio in the 21st Century—Part 2