SECTION MEETINGS

New York January 2016

Approximately 45 members and guests attended the New York Section meeting on 12 January, which was held at the Borough of Manhattan Community College (BMCC). The meeting titled "Navigating the Path to ATSC 3.0 Implementation " was presented by Louis Libin, senior director of new technology for the Sinclair Broadcast Group. Libin discussed the advances in and advantages of the Advanced Television Systems Committee (ATSC) 3.0 over the ATSC 1.0 standard currently in use. He also discussed the various use cases that broadcasters can employ to deliver their content to home, as well as mobile users, and the new provisions for emergency broadcast services and interactive use. His material also included the ongoing development of the standard, basics of the pending Federal Communications Commission (FCC) spectrum auction, and the "Internet of Things." A Q & A session followed. The New York Section is grateful to John Gallagher and the student volunteers at BMCC, John Acosta for capturing and editing the presentation for publication to the Section website, Arvato Systems for their sponsorship, and Tim Dwight for photographing the event.—Tom Mauro, Arvato Systems, and John Ferder, NY Region Governor

Philadelphia January 2016

The Philadelphia Section's January meeting was held at the CBS/KYW/WPSG television facility. The meeting, jointly sponsored by the Philadelphia Sections of the Institute of Electrical and Electronics Engineers (IEEE) and SMPTE, addressed the ATSC and the ATSC 3.0 standard, which was presented by ATSC president, Mark Richer. Forty eight people were in attendance.

Mark Richer, president of ATSC.

Section Chair Walt Bundy, opened the meeting. Section Manager Ken Herr, encouraged members to run for Section Manager. SMPTE Membership Director Karl Kuhn, from Tektronix, explained membership benefits and Section Manager David Horowitz, introduced Richer.

ATSC 3.0, the next-generation terrestrial television broadcast standard, is developing rapidly. It will add value to broadcasting's services, extending reach while providing opportunities for new business models.

Richer explained ATSC's history, including the 1.0 standard, which moved the industry into digital broadcasting. New consumer devices and improvements in video have led to ATSC 3.0 which will add value to services including higher quality, Internet Protocol, interactivity, and flexibility.

ATSC 3.0 is a suite of standards; currently there are eleven "Candidate Standards". A CS received significant review and consensus within a specialist group and is ready for review by potential implementers.

ATSC 3.0 is the first terrestrial broadcast standard using IP transport for delivery of both streaming and file content. IP provides commonality with other delivery mechanisms and the new standard is designed to allow seamless use of broadcast combined with broadband to deliver services. It allows delivery of new services

SMPTE Membership Director Karl Kuhn.

Philadelphia Section Manager Ken Herr.

including UHDTV, immersive and personalized audio services. 3.0 will specify carriage of video enhancements such as high dynamic range, wide color gamut, and high frame rate.

Dean Leeson, Tektronix, sponsored the buffet; Marc Musgrove, director broadcast operations & engineering for KYW-TV/WPSG was host; Section Communications Director Steven Tadzynski recorded the presentation for the Section's YouTube channel.—David Horowitz, Section Manager and Past Governor New York and Eastern Regions.

Toronto January 2016

The Section meeting on January 12, 2016, was held at the section's traditional home base at Ryerson University. The customary premeeting pizza dinner at 6:30 p.m. was followed by the program at 7 p.m., with Philippe Frappier from Searchlight Recruitment providing great information on how and what to do when faced with looking for a new job. Frappier provided insight on important points to incorporate on a resume and stressed that job skill expectations from employers have expanded to include more than just technical engineering expertise. Frappier indicated that many employers are looking for potential engineering employees with skills in information technology (IT), operations, digital media, and per-

Laurie Kennedy

Philippe Frappier

Darrick Li

sonnel management. Frappier stressed that networking and up-to-date Linked In and other social media profiles are important to have and are often checked by human resources (HR) recruiters.

Darrick Li from comScore, Inc., provided statistical data on who and where online job searches are taking place in Canada. He provided information about some of the top online job searching sites and talked about other services available on these sites, such as company reviews and salary guidelines. Darrick also provided some statistical data about internet video consumption and trends in that area.

Laurie Kennedy presented the second topic on the latest trends in the over-the-top (OTT) marketplace. Kennedy provided an abundance of information about the current OTT companies and their offerings in both the Canadian and American markets. She talked about programmatic television and advertising, the Coalition for Innovative Media Measurement (CIMM), and trackable asset cross-platform identification (TAXI). Kennedy also delved into the digital rights policies on purchased or rented digital media and how a digital copy can be accessed through various digital media vendors.—Tony Meerakker, Section Chair

Washington, D.C. December 2015

The Washington, D.C., Section closed out its schedule of events in December with a holiday party instead of a monthly meeting. The event immediately followed Wednesday activities at the Government Video Expo show being held at the Washington, D.C., Convention Center, and as the Section hosted a booth at the event, staffers and others at the show made the short journey to the party being held at the D.C. Gordon Birsch restaurant just a few blocks away. The year-end party has been the tradition for a number of years, was held jointly with the Washington-area Society of Broadcast Engineers (SBE) Chapter 37 group.

A crowd of more than 70 persons attended the event, including SMPTE members and invited guests, along with SBE members and their guests.

The Section wishes to acknowledge the sponsorship of the following companies that helped to make the event possible: Avid, Blackmagic Design, Broadcasters General Store, Broadstream Solutions, Inc., Calrec, Communications Engineering Inc. (CEI), Dalet Digital Media, Digital Video Group, Evertz Microsystems, Imagine Communications, JVC, Ross Video, Sony Electronics, Inc., Tektronix, Telestream Inc., Utah Scientific, and Vertical Technology Services.—James E. O'Neal, Section Manager

Washington, D.C. January 2016

The Washington, D.C., Section's first meeting of the new year, on 21 January, focused

Section members enjoyed themselves at the party, which was held jointly with the Washington, D.C. , and SBE Chapter.

Mike Palmer, speaker at the D.C., Section meeting in January.

on the storage and archiving of the vast amount of digital video content being generated by television broadcasters, particularly in their news operations. Guest speaker Mike Palmer, Masstech's vice president of business strategy, gave a presentation titled "Sharing and Archiving News Content."

The meeting, held at the National Association of Broadcasters headquarters in downtown Washington, D.C., began at 7:00 p.m. with refreshments and networking. Attendance was lighter than normal, possibly due to members and guests making last-minute preparations for the massive Washington-area snowstorm and blizzard expected the following day.

After a short business meeting, Palmer was introduced by Section Chair Tom Hackett and began his presentation by describing the evolution of newsroom practices over the years and the move by almost all players to some form of newsroom automation. He provided a graphic illustration of the amount of digital content that such operations generate by citing statistics for a "typical" television station group's news operation that broadcasts four newscasts per day with twenty-five 70 sec stories in each program. Palmer observed that this amounts to some 44.9 Gbyte of data per day, or 1.4 Tbyte per month, with this adding up to some 16.4 Tbyte in a typical year. He noted also that it was typical for news departments to maintain some 20 years of content before retiring it, consuming 328 Tbyte of storage.

Palmer next described various long-term "local" storage technologies available, including disk drives, optical media, and data tape, and also the possibility of using off-site "cloud" storage now being offered by a number of vendors. He discussed the advantages and disadvantages of "cloud" storage, including costs, and stated that depending on the provider and level of service purchased, it could take anywhere from 6 sec to 5 hr to begin retrieving stored content. He cited "Kryder's law," which describes the continuing increase in the density of magnetic disk storage media and the corresponding increase in the amount of data that can be stored in smaller and smaller physical spaces, and noted that this had begun to slow. Palmer also discussed possible security concerns associated with off-site storage, as well as the selection of an optimal bit rate for archiving of news content. He suggested that it might make more economic sense for small to intermediate operations to use "cloud" storage initially and later, as the amount of content built up, to create their own storage repository.

Palmer concluded his presentation by fielding data storage questions from attendees.—James E. O'Neal, Section Manager