

# NABSHOW

## virtual view

### Session Descriptions *(as of May 4, 2011)*

- 10:00 AM (ET) One-on-One with 3ALITY's Founder & CEO, Steve Schklair**
- 11:00 AM (ET) Live Q&A with Rick Ducey, Chief Strategy Officer, BIA/Kelsey**  
Attention Attendees: bring your questions for this interactive exchange. Rick will provide a brief overview on some show discoveries around cross-platform and multiscreen video use cases that are proving out in deployments, not just as proofs of technology but also as viable business models. The future requirements of networks –both wired and wireless – will be driven by video and associated applications. In particular Internet video, including streaming, on-demand, and linear will define the major use cases. There will be significant business model disruptions around how content gets deployed in terms of networks, devices and pay walls. All of the significant pieces of this puzzle were showcased on the floor and in the conference sessions at the 2011 NAB Show. Disruptive forces are impacting all major industry sectors – broadcast, telco, satellite, cable and Internet. While the ingredients of change may be visible to industry analysts, it is much less clear to see what sticks and what disappears in the business models of tomorrow.
- 11:30 AM (ET) How Media Companies Need to Adapt to the Era of Digital Distribution?**  
Will Richmond, President, Broadband Directions is a leading consultant and broadband video pioneer. If you want an overview of the broadband video landscape, this is it. Will talks about the evolution of broadband video, the advances, the drivers, and who is doing it right. He will cover how consumer demand and advances in technology effect the pace of change, creating market uncertainty and opportunity. What is the most challenged area in media? What are some of the emerging models? Will covers it. And he will also discuss Netflix' evolving business and the current state of net neutrality.
- 12:00 PM (ET) One-on-One with CSI Creator & Executive Producer Anthony E. Zuiker**  
You'll just have to tune in for this one to find out what it is about. We hear Anthony will talk about one of his latest ventures in digital distribution of great content, and how he is taking advantage of technology's capabilities to deliver some classic content via new mediums.
- 1:00 PM (ET) Live Q&A with Gary Arlen, President, Arlen Communications**  
How often do you have the opportunity to get a media veteran's insight to your personal question? Here is your chance to ask your question to Gary Arlen, a media and NAB Show veteran. Gary will briefly discuss his NAB Show observations, focusing on mobile video and broadband opportunities (*but not overlapping the points covered in Rick Ducey's earlier Q&A*). He'll look at where the applications for these technologies fit on the emerging multiplatform horizon. Then it is your turn with a live, interactive Q&A.

**1:30 PM (ET) Interview with a Legend: Behind the Scenes at the NY Film Festival Awards with Albert Maysles**

What do The Beatles, Marlon Brando, The Rolling Stones, Orson Welles and Muhammad Ali have in common? They were each subjects of an Albert Maysles documentary. See behind the scenes footage of the NY Film Festival Awards, to include an interview with the "dean of documentary filmmakers", Albert Maysles of Maysles Films, the recipient of the Lifetime Achievement honor. Hear from the master about his love of the documentary, his art, and the viewer experience he tried to create.

**2:00 PM (ET) One-on-One with John Welch, VP & General Manager, Making Fun**

Game industry veteran John Welch, General Manager of Making Fun, which was recently acquired by News Corp., chats with DMW CEO Ned Sherman about opportunities in the fast-growing social gaming market, including where he sees the areas for growth, how to compete with Zynga and the future of gaming for Facebook and other social networks as well as smart phones and tablet computers. According to Welch: "It's pretty clear that Zynga won the first inning of the ball game and has a healthy lead going into the second and third innings...I think that the hallmark of the next few years in social gaming is that we are all making better games now and competing to innovate and better engage users for a long time."

**2:30 PM (ET) NAB Show Feature: The Honorable Julius Genachowski, Chairman, Federal Communications Commission**

Please join Chairman Genachowski as he shares his views on communications policy and the future of free, local radio and television broadcasting. It's your best opportunity to hear first hand the Chairman's perspective on key issues affecting your business.

**3:00 PM (ET) Live Q&A with Brad Gilmer, President, Gilmer & Associates, Inc.**

This interactive session will start with highlights and NAB Show observations from Brad. This will be followed by a live Q&A between Brad and Virtual View attendees on Service Oriented Media Workflow and FIMS (Framework for Interoperable Media Services). Got a question, be sure to bring it with you.

**3:30 PM (ET) Behind the Scenes at the NAB Show International Research Park**

See what futuristic technologies were displayed on the show floor area focused on innovation and research. An inside look at advanced technologies from NPR Labs, the CRC (Communications Research Centre), and the AMWA (Advanced Media Workflow Association). NPR Labs discusses what drives their research and showcases a number of life changing products and services in development for the deaf and blind, as well as field strength services for radio and television stations, and recent functionality advancements for HD Radio. The CRC shows off its latest radio data-casting service and the various implementation possibilities. The AMWA discusses its FIMS (Framework for Interoperable Media Services) product development sponsored by major players such as IBM, Sony, Avid, Cinegy, Cube-Tec, and Radio Grid.

- 4:00 PM (ET) Variety's David Cohen interviews Chris Cookson, President, Sony Technologies, and Alec Shapiro, SVP, Sony Broadcast and Production**  
3D production, its influence on the 3D experience, and the adoption of 3D are the primary topics of this dynamic exchange with leading experts from Sony. This group discusses 4K, 24 frames, and the impact of them on the value proposition for 3D. Their thoughts around 3D in the home and broadcast 3D, as well as lowering 3D production costs, future proofing 3D content, motion flow, how new technologies should not take away from the art of production, and Sony's goals to create digital products that can do everything a 35mm can do.
- 5:00 PM (ET) NAB Show Feature: State of the Broadcast Industry Address: Gordon H. Smith, President and CEO, National Association of Broadcasters**  
Without question broadcasters today are operating in a fast-changing and turbulent business and regulatory environment. Gordon Smith will address the tremendous legacy of free and local broadcasters, the future business opportunities afforded by the digital transition, and the legislative and regulatory priorities of NAB. Special emphasis will be placed on major issues like the FCC's National Broadband Plan, retransmission consent, the invaluable role played by radio in launching the careers of performing artists, and how both radio and TV broadcasters are positioned to be a complement to the rollout of wireless broadband.
- 5:30 PM (ET) (Replay) One-on-One with 3ality's Founder & CEO, Steve Schklair**

#### **On-Demand Content**

##### Executive Interviews:

**Harris Morris**, President, Harris Broadcast Communications Division  
Hear from Harris BCD's leader one year into his appointment. Mr Morris discusses their recently realignment, customer focus, new products and solutions, his "any screen" philosophy and approach, as well his take on the 2011 NAB Show.  
Run time: 7:47

**Alain Andreoli**, President & CEO, Grass Valley  
The new President & CEO of Grass Valley talks about life after the purchase of this legendary brand and the excitement permeating the company and its new long term focus on the customer and solutions-based offerings. Grass is Back and excited about the possibilities coming out of the NAB Show.  
Run time: 7:50

**Patrick Harshman**, President & CEO, Harmonic  
Dr. Harshman is taking the leading video delivery company across multiple platforms to new heights with the acquisition of Omneon. He discusses their new products and services being showcased at the NAB Show, a few trends that are catching his eye at the show, and the positive energy around the industry.  
Run time: 5:43

**Chris Brown**, Executive Vice President, Conventions & Business Operations, NAB  
Insight from NAB's top executive in charge of managing the NAB Show as it continues to evolve to keep pace with technology, emerging business models, and the people that create the art we call content. What is the show mean to him and who really attends? Where is it heading? And what is the power of this annual gathering?

**Lucas Wilson**, Director Business Development, 3ALITY *(Interview by Creative Cow's Debra Kaufman)*

Lucas shares recent news on 3ALITY and how it and the formation of the Cameron-Pace Group are great signs of an advancing 3D marketplace. He discusses the top challenge with 3D broadcast at this time and what 3ALITY is doing to remove this obstacle, and other efforts to expedite adoption of 3D. Lucas shares his surprise at the success of telecam tests at the NAB Show and discusses the work being done to better integrate graphics into 3D broadcasts. He also shares his vision on 3D programming he expects to be available the next 12 months.

Sessions from the NAB Show:

### **3D TV Transmission Formats and Coding**

Transmission of 3D content is being introduced to provide new services to both home and mobile devices. This talk will review the various representation and coding formats for stereo and multiview video that are available and being deployed today, as well as those that are actively under development. Several distribution scenarios will be discussed including delivery over cable, terrestrial, and Internet channels. The merits and drawbacks of the various 3D formats considering the application requirements and constraints imposed by different transmission systems will be analyzed. Emerging data formats to support future auto-stereoscopic displays will also be discussed. The talk will conclude with a discussion of future outlooks and existing challenges with regards to transmission formats and coding technology.

Speaker: Anthony Vetro, Mitsubishi Electric Research Labs

### **Centralcasting: The Future of Over-The-Air Television is Here**

Amidst a rapidly changing local media landscape, television station owners and operators are innovating new ways of doing business. Centralcasting, the playout and transmission of multiple local TV stations from a central facility, represents a leading example of such innovation. Improvements in broadcast technologies are enabling the creation of centralcasting facilities capable of efficiently distributing 200 or more station feeds to locations across the U.S. Centralcasting not only reduces costs but can also improve service quality. Capital requirements and operating expenses are shared across multiple stations creating significant scale economies. As stations move from local markets to centralcasting facilities featuring world-class infrastructure, upgrades including the migration to HD become cost-effective and seamless.

Speaker: Jarred Kennedy, Encompass Digital Media, Inc.

### **Does Cloud Matter? Or, Is There a Cloud in Your Future?**

This presentation will take the mystery and esoteric-nature out of cloud computing for M&E companies seeking a solution. It will explore the following areas: 1) What is a media cloud and what does it mean to broadcasters? Beginning with the NIST framework and explaining the basic deployment models and services provided in a cloud architecture. 2) What has cloud done for me lately as a broadcaster? Explore how what broadcasters have done in the past and how they have used consolidation models for transmission and emission; and, how broadcasters think and act has always included a cloud-like paradigm. 3) What are the use cases and business models that cloud has to offer? Discuss certain "sweet spot" and "no brainer" cloud applications, as well as explore some emerging use cases and business models that innovative media companies are adopting. Describe some recent implementations of private and hybrid cloud architectures such as transmission facility resilience, rights management, archive monetization, and the manufacturing of derivatives (packaged digital goods).

Speaker: John Hoehn, IBM Media and Entertainment

### **FCC Broadband Plan – The Potential Impact on Television Broadcasting**

In 2009, The United States Congress directed the FCC to develop a National Broadband Plan. That plan was delivered on March 15, 2010. The Plan indicates that 500 MHz of additional spectrum will be needed for mobile use by 2020 with 300 MHz by 2015 and that 120 MHz is to come from the current UHF TV band. The plan offers a number of proposals for band clearing including allowing broadcasters to surrender spectrum in exchange for compensation derived from a spectrum auction. Other proposals call for existing stations to share channels, repacking the spectrum based on revised criteria for technical planning or some mixture of these proposals. This presentation will look at the implications of the overall proposal as well as those of the

various proposed band clearing methodologies. It will identify the television markets that would be significantly affected and the impact on the viewers in those markets. It will also review proposed changes to the technical planning criteria, whether the changes are likely to produce the desired results of freeing up 120 MHz of spectrum, the expected impact on television service and whether the proposed schemes seem economically feasible from the standpoint of implementation. In addition, the presentation will also explore the work, both the technical planning and the physical construction, involved in repacking the television spectrum.

Speaker: William Meintel, Meintel Sgrignoli & Wallace

### **Local Radio Goes Hyperlocal**

The next media battleground is hyperlocal websites, those websites that serve a small community and charge a premium rate for advertising. Dot-coms are aggressively developing sites and expanding local sales staffs. Several traditional media outlets have successfully developed hyperlocal sites and are enjoying significant revenues. Hear the best practices for starting and selling hyperlocal sites for your station.

Speaker: Danno Wolkoff, Envision Radio Networks

### **Managing the Proliferation of File Based Content Delivery: A Blessing in Disguise**

The advent of the PitchBlue content delivery service in 2010 is the most recent example of the proliferation of programming and commercial delivery services. While call letter stations and station groups are faced with the challenge of managing more content from an ever increasing number of service providers (PitchBlue, Pathfire, DG/FastChannel, and Hula Media Exchange to name a few), this may in fact be a blessing in disguise. Many call letter stations and groups of call letter stations are using this as an opportunity to introduce groundbreaking new approaches and benefit from the efficiencies of file-based workflows and media asset management systems in their operations. This presentation begins with a description of these challenges from the perspective of Hearst Television's group of 31 stations and summarizes the steps they took to implement file based workflows, content aggregation, and shared program preparation. This presentation concludes with a summary of the operational efficiencies and benefits that the Hearst Television group has realized.

Speakers: Joseph Addalia Jr., Hearst Television, Inc., Bob Coleman, Masstech Group, Inc.

### **New Advertisement Opportunities in Mobile Environments**

In order to create a new segment dedicated to people who use public transportation in Brazil, Globo TV creates a mobile HDTV receiver, to permit the reception of HD signal besides additional information and advertisements. This paper will describe the solution developed in São Paulo city, that create a four branch diversity receiver to improve the reliability of HD reception in mobile environments and with the capability of receive additional data and advertisement content thru digital signal, using the HD service available bitrate, without any need of additional telco provider. The diversity usage increased the full-seg coverage by up to 17% depending on the vehicle speed. This paper will present the results of tests on buses in São Paulo city in order to demonstrate the coverage and new marketing opportunities.

Speaker: Danillo Ono, TV Globo

### **Non-Obvious Considerations for Adding Mobile DTV to a Broadcast Station**

ATSC MobileDTV is a new, emerging technology that offers considerable potential to a broadcaster, including new business models and retention of viewers. Some of the changes needed to add MobileDTV capabilities to a station involve obvious additional or modified equipment (encoders, multiplexer, transmitter). However, there are a number of other non-obvious considerations: • Workflow – both scheduling and metadata management • Viewing habits • Content Considerations (video and audio) • Adding interactive services • Service protection While much of this is still new and the implications are still being understood, this presentation will provide a summary of the considerations necessary for adding MobileDTV and discuss what has been learned so far on these topics.

Speaker: Rich Chernock, Triveni Digital

### **Time to Get Serious with Interactive TV**

Mainstream ITV has been an unfulfilled promise for over 30 years, but we now have a perfect storm to drive ITV into next generation media and supporting CE devices. In the multi-channel video industry set-top-boxes and delivery platforms are incorporating middleware and talk back mechanisms. The new ATSC/MH over-the-air broadcast standard supporting video delivery to cellphones incorporates presentation level standards and a backchannel for interactivity. Switched digital video and audience measurement systems are facilitating targeting advertising and could lead to synthetic channels personalized down to the household level. Audience participation shows such as American Idol have demonstrated the consumer appeal of ITV and with the perfect storm of new infrastructure rolling out, we should soon see near term rapid deployments of ITV having the potential of transforming the old advertising business model for broadcasters with a very positive upside.

Speaker: [Stuart Lipoff, IP Action Partners Inc.](#)

### **Video Applications for FTTH Network Technologies**

Even as video content including 3D TV and application bandwidths increase and carriers make considerable investments in fiber to the X access networks, many carriers are purely concentrating on how they may build a network to meet the current needs of their customers. This talk will address future access technologies, services, and applications in development that will be implemented in the next 25 years. We will focus upon 10GPON, 1G to the home and explore new technologies that will offer bandwidths of up to 40G or 100G in the access optical distribution networks. After considering the new directions these technologies will take us, carriers may want to re-engineer their future architecture of their access networks.

Speaker: [Eric Presworsky, Zhong Technologies, Inc.](#)