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A Farewell Chat with CNN and ISOG's Dick Tauber

How does one go from being a Dean of Students in small-town NY State to being a satellite desk trainee at a fledgling cable network in Atlanta?

I am the perfect example of: "it's not who you are, but who you know," and also a case of: "being in the right place at the right time." In my second year at Darrow School, I was assigned a number of students who I mentored, including a terrific kid named Orrin Schonfeld, whose father – Reese Schonfeld – I got to know quite well. Reese had a company in New York called *Independent Television News Association* (ITNA) which acted as a poor man's Reuters. In the 1970s when Ted Turner was thinking about starting a 24-hour cable news channel he consulted with Reese and eventually convinced him to give-up ITNA and head up CNN. At roughly the same time my wife and I decided it may be time to start something new and Orrin suggested I call his dad, now in Atlanta as President of CNN. Immediately, two questions ran through my head... "What's cable?" and "Who's Ted Turner?" I quickly learned.

Reese brought me to Atlanta and was showing me around CNN where by coincidence I also reconnected with a former college mate – Rick Brown – who was starting the CNN Satellite Desk. It just so happened he needed to fill a seat at the desk within 30 days. So despite not knowing anything about satellites, I used my experiences in my younger years working the lighting board for off-Broadway productions as a comparison with the work I would be doing with satellites. I began to see satellites as stage lights. Basically, there were so many "things" up in the sky that generally couldn't all be up at once, so you had to pick and choose the proper connections to make it look

pretty. I found that if you did all the right moves and plugged things together in the right way, then you got this beautiful storybook called theatre. In

CNN's case, it was live 24-hour news pictures *with* sound for television! (Audio was often a hang up!) And so began my tenure.

What sticks out about those early CNN years?

For over ten years it was always a bit of a struggle until the 1991 Gulf War. Some earlier success had been had with the Space Shuttle Challenger explosion as we were the only ones that broadcasted it live. Also, 'Baby Jessica' in the Texas well was another big moment for CNN and it helped cement our affiliate agreements with local stations around the country. Those affiliate deals

were made outside of their primary network affiliations and were thereby fairly ground-breaking at the time. I wouldn't say things were done any better now or then, but there were certainly less choices for sending news footage back and sometimes only one way to get things on people's screens, whereas now there can be a variety. Things were simpler, but more of a foot race at the same time. More choices often means more decision-making too. So no better, just different.

Part of your current role at CNN involves investigating newly developed systems and technologies for use in newsgathering. With that in mind, do you see anything on the horizon that is going to change the game again?

Upcoming is what they call HEVC compression which is superior to both MPEG-2 and MPEG-4 and with it you get better efficiency on the satellite. This means more channels or a broader choice of channels where increased bandwidth can be used more efficiently and for better quality. We

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NABA-BOD MEETING

December 10th
New York, NY



are also coming-up on UHDTV (also known as 4K / 8K) transmissions. I feel both these technologies are about to land at roughly the same time so that the picture quality going into homes will improve substantially. However, this will also require an entire upgrade of systems for both consumers and broadcasters at a time when some are still just converting from SD to HD. I'm not sure how quickly it will play out, but it is certainly the next step. I also feel that the quality is going to look much more real and that it will diminish the value of 3D technology. We will see the effects most quickly in sports and some entertainment products. News will almost certainly come later. But wait for next year's World Cup. And then the Olympics!

Will satellites continue to play the role they do now or will they be diminished?

The one good thing about satellite is that it goes everywhere. While fibre may be in many places, it costs a certain amount of money to get fibre installed in a remote location and it just does not always pay for itself, so some companies, including some big ones, just won't do it. On a related note, ISOG completed a 4K demo test using a full transponder at our Forum in Rio de Janeiro on November 6th beamed from the Intelsat earth station in Ellenwood, GA. Right now, with a full transponder you can do up to 12 transmission channels. The fact that we are doing a 4K demo and that it will require a full transponder is relevant in that the satellite industry is looking forward to more capacity being used in the future, not less.

Why was ISOG started?

When we started in 1985, the partners in ISOG were the three largest of the World Broadcasting Unions – ABU, EBU and the North American broadcasters (then NANBA) and Intelsat (which at the time was a treaty organization with member signatory representing their countries). Since Intelsat was really just a monopoly, ISOG members were having problems getting our transmissions done. After a meeting with Intelsat in Washington, DC the North American broadcasters formed ISOG, as an international organization under the wings

of the WBU. As a goal, ISOG wanted to have more than one transmission company available to choose from. This finally happened when PanAm Sat was launched and CBS first used their Ku-dish services in 1989 as the Berlin Wall fell. Other broadcasters quickly followed and the industry was changed.

Any advice for your ISOG successors?

ISOG's mission statement was purposefully changed a number of years ago to "...by satellite or any other means" in recognition that we were no longer just a satellite transport group. I would hope and encourage this to continue. I truly believe it is ISOG's job to follow all transmission technologies, whether fibre, cellular, over-the-top or IP. Knocking on the edge of technology is as important as ever and things are going to continue to change. ISOG's responsibility is to stay on top of it all, while making it as easy and convenient for those that have to put the pieces together and move the content back to home base.

What is your most proud moment with regard to ISOG's work?

Some of the committee work that was done, especially as it related to satellite interference, is the one focus that has continued for a number of years and has become more elaborate and more evolved as it has become more of an issue. I'd say the recent ISOG Resolutions on Carrier ID are a major achievement. And, I am very gratified to have played a part in the recent ASBU Satellite Interference Forum and the Action Plan that was produced.

Would it be a stretch then to ask if you could foresee a day when interference will be a thing of the past?

No, unfortunately. It may not be as bad as it is, but will likely always exist. It is important to remember that of all the transmissions that occur each year, only 2% of them encounter interference (of 15,000-20,000 give or take). Of that 2%, it used to be that 2% of that was deliberate, but that percentage has recently increased, particularly in the Middle East where it is now over 9%. At the recent ASBU-hosted meeting in Tunis, Tunisia on the subject an Action Plan

was issued where they encouraged groups like the WBU, the ITU, and individual unions to all take significant steps to protect satellite services and space resources we all depend on. For one, we must stop encroachment and protect C-band. As for interference, we must characterize intentional interference for what it is and penalize those that engage in it. This includes piracy as well as deliberate jamming. These are new thoughts and language about this problem. It is now felt that at the ITU level, deliberate jamming should be separated out and dealt with differently. I think ISOG had a lot to do with getting us to this point and for that I'm very, very proud.

What do you feel has been of most value with regards to CNN / Time Warner's membership in NABA?

I personally think that sitting down at a table with other companies who are doing what you are doing, even if they are your competitors, is hugely important. There are issues that if we focus on them together, we are able to achieve results that are beneficial to all. This is one of the primary values of membership and why I have always been a big supporter of NABA.

What are your retirement plans?

Honestly, I see myself working. I will probably do something, just not sure whether to get licensed as a consultant or not. In a perfect world, I'd like to be able to continue doing some of the things I'm already involved in, such as WBU-ISOG and RFI-EUI.

What will you miss the most? What will you miss the least?

I will miss the international meetings and feel now that I probably didn't take enough enjoyment out of being in so many foreign locales. Coincidentally, the travel is also what I will miss the least. It's cramped, annoying, and the airplanes are too hot and their food too bland.

So we haven't heard the last of Dick Tauber?

I would certainly hope not! Anyway, make me an offer! (Or, send money!) ■

Secretariat Office Closed on Monday, November 11th

Please note that the NABA/WBU Secretariat Office will be closed on **Monday, November 11th** in observance of Canada's *Remembrance Day*. The office will re-open at 09:00 EST on **Tuesday, November 12th**.

Director General's Report

Michael McEwen, NABA



October has come and gone. The Canadians have had their Thanksgiving and as one of our American cousins said to me "your Thanksgiving is in October because it gets so

damned cold in Canada you have nothing to be thankful for at the end of November." Good point. But we do wish all those that celebrate Thanksgiving at the end of November a happy celebration even if many of you live in a climate that has no seasons (he says somewhat bitterly).

NABA has not been without challenges this past month. A lot of our focus has been on the Legal Committee and the Broadcaster Treaty. Apparently WIPO in its wisdom put off a decision on the timing of a Diplomatic Conference to an Extra-ordinary session of the WIPO General Assembly this coming December 10th. We have spent years making the case for this Conference and a Treaty that better protects our broadcast signals in the digital/internet age. We had hoped the time was right for this decision and had spent considerable time and resources to realize that outcome.

Sadly, that was not the case and we find ourselves having to do more research and preparation for the December meeting. All of this is crucial to keeping the pressure on, but it is expensive and we found ourselves in a position where frankly we had run out of budget. So at the request of the LC, NABA members have contributed to a special assessment for this work. We have raised the amount required and that work has begun as I write this report.

We look to achieving our goal for a date from WIPO for a Diplomatic Conference in 2015 from this December's meeting.

If WIPO continues to waffle about a date the LC will need to advise the Board of Directors about options for the future, given the amount of time and treasure we and other Broadcast Unions have spent on this work over the last 15 years. The work that is now underway will help with that discussion.

A short note on the generosity of our members. NABA is financed by dues from its members and those funds provide for the basic infrastructure, staff, committee management and associated modest projects. We very much depend on members for "in-kind" services for major projects, specialized working groups and on occasion a special assessment for a major study or outside expertise. We have done the latter three times this past year with the latest effort for the Treaty work, which was preceded by two studies resulting in contributions to the ITU on C-band / IMT interference. This is a lot to ask of our membership in a one year period and I'm grateful for their support.

As many of you are aware the Board agreed to setting up a full Radio Committee (NABA-RC) and it will meet by phone November 21st (TBC) under the able guidance of Mike Starling from NPR. We hope this will begin to address the needs of those radio members who have been looking for their own platform to explore issues unique to their medium. The RC will have its first face-to-face at the AGM Event in NYC (Feb. 11-12) next year.

The TC met in Arlington, VA at PBS on Oct. 29th. Another well attended gathering

with a broad agenda. In addition to all the IMT interference work and related defense of spectrum issues for the JTG 4-5-6-7 leading to WRC-15, the Committee also focused on continuing the work of the File Exchange & Watermarking Sub-Group and created another Sub-Group to review ATSC 3.0. This latter group will have until January to complete their work, focusing on requirements and how the current work by ATSC speaks to requirement priorities. Very important indeed as the File Transfer & Watermarking Sub-Group will now look to harmonization of existing technology that will eventually lead to standardization. Partnerships with standards-setting groups and understanding what individual broadcasters are using now and need for the future will be critical to the success of this work. Good luck to all.

I write this in Rio de Janeiro, Brazil at the end of the first day of the WBU-ISOG Forum, hosted by TV Globo and the IAB. The focus is on the Summer Olympics in 2016 and the FIFA World Cup next year. And of course lots of discussion about 4K, 8K, and UHDTV (or as Tom Gibbon asked "what do we call it?"). Sadly this is Dick Tauber's last ISOG as he is retiring at the end of this year. Dick has been a friend and a colleague for 25 years and I will miss him. Hell we'll all miss him! Please read the cover interview that NABA's Senior Coordinator — Jason Paris — conducted with Dick in this issue, as I have a feeling we haven't seen or heard the last of Dick.

Finally, a big congratulations to our President Robert Briskman who launched the last in a series of six SiriusXM satellites on October 25th. I understand that SiriusXM is now good for ten plus years in the satellite department; good planning with lots of redundancy. Over his career Rob has had 32 successful satellite launches and not one failure. That's called a track record. Well done Rob! ■

NABA Featured in Canada's *Broadcast Dialogue Magazine*

Broadcast Dialogue, a Canadian broadcasting trade magazine, in their November 7 issue has featured an article on NABA written by our Director General, Michael McEwen.

The article not only covers NABA's recent accomplishments, but also provides a glimpse into the future and the direction in which the organization is heading. The article is available on the magazine's website, accessible via the following link:

http://www.nabanet.com/temp/Broadcast_Dialogue_Nov2013_McEwen_Next_Gen_TV_Radio.pdf

Congratulations to Shaw Media / Global TV

For the first time, a Canadian broadcaster has won the Edward R. Murrow Award in the category of Overall Excellence. A big congratulations to the entire Shaw Media / Global TV team, including NABA-RACC member Troy Reeb (Senior VP, News and Station Operations) on accepting the award recently in New York City.

WEA Messages and PBS WARN: An Emergency Bypass for Cellular

Aaron Silverman,
Communications Director,
WARN Project, PBS

The chief lesson of emergency messaging is that the more ways the message goes out, the more likely people are to listen. However, cell phone network congestion during times of crisis has been a persistent problem for this medium. The PBS WARN backup path of transmitting Wireless Emergency Alerts to cellular providers combines the robustness of traditional broadcast networks with the modern geo-targeting capabilities of cell phones.

In 2006, Congress passed the Warning, Alert, and Response Network (WARN) act, establishing the groundwork for Wireless Emergency Alerts (WEA), also known as the Commercial Mobile Alert System (CMAS). Although cellular phones were widespread and very useful for individuals in trouble, the mass confusion caused by large-scale emergencies like Hurricane Katrina and September 11th resulted in cellular networks that overloaded. Cellular phones in 2006 were unable to serve as a reliable medium of mass warning.

Like many Americans, 9/11 inspired me to buy my first cellular phone. I wanted to be in touch with my family, just in case. But in August of 2004, I was caught in New York City during the East Coast blackout. I had no idea of what had just happened. Had there been another attack? Were my parents in Washington, DC all right? The overloaded network meant that the cell phone I had bought for precisely this reason couldn't help me. Nobody could receive or place a call. Unable even to text, I walked next to millions of people on that humid afternoon, getting my news from the radios that blared

through the open windows of cars stuck in gridlock.

The WEA system was designed using one-to-many cellular broadcast technology that would have helped that day. Only 90 characters long, WEA messages are transmitted to cell phones across a different network from regular voice and data traffic so they bypass network congestion. Even if the cellular network is completely jammed, the lifesaving WEA messages will get to a subscriber. WEA enables cellular carriers to be a vital link both during individual and mass emergencies.

The worse the disaster, the more urgent the need for reliable emergency notification becomes. Superstorm Sandy provided a vivid reminder that the internet, based on telecommunications infrastructure, is vulnerable to natural disasters. While Sandy caused tremendous damage to Internet and telephone services, television broadcasts remained on the air. PBS WARN allows cellular carriers to take advantage of robust broadcast television infrastructure to make sure the WEA messages get through.

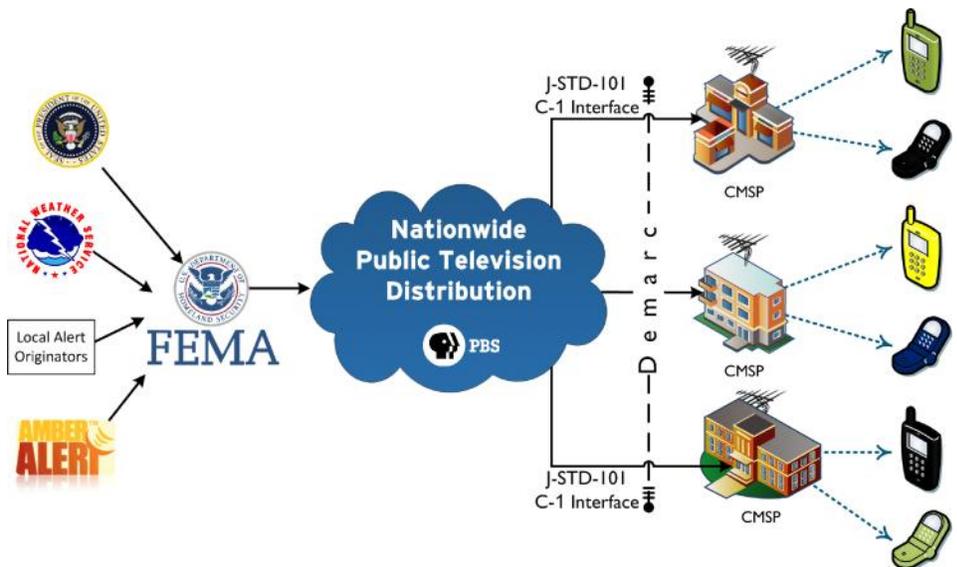
Since public television stations cover so much of the country, the terrestrial and satellite systems combine to provide a low-cost

redundant path for the WEA messages to any carrier, regardless of size or location.

Funding provided by the Department of Commerce has allowed PBS' WARN team to develop the technology that integrates broadcast and cellular technologies, to implement the extra link between carriers and the Federal Emergency Management Agency (FEMA) that Congress and the FCC envisioned, and to help public television stations assist their communities.

With the activation of the WARN system, every public television station in the country, covering more than 95% of the population, will broadcast every WEA message over-the-air. Although these messages are invisible to ordinary television viewers, cellular carriers who have opted in to WEA can simply point an antenna at their local public television station and parse out the messages to get a hardened diverse connection to FEMA's Alert Aggregator.

Bringing television together with mobile technology, PBS WARN is an exciting program that will allow cellular carriers to bypass gridlock and move emergency messaging into the fast lane. ■



NABA Members & Issues in the News



- [Comcast Hopes to Promote Shows in Twitter Deal](#)
- [Public TV Connects to Feds' New Emergency Alert System](#)
- [Media Companies Ask Supreme Court to Rule on Legality of Aereo](#)
- [GVF and IRG Tackle Interference with a Military Audience](#)
- [Inmarsat Executive Talks Fourth Inmarsat-5 Satellite Plans](#)
- [SES to Develop All-Electronic Satellite Platform for ESA](#)
- [IRG Challenges Industry to Widespread Carrier ID Implementation by June, 2014](#)
- [Rogers Communications Reports Q3 Results](#)
- [CBC/Radio-Canada Holds Fifth Annual Public Meeting](#)
- [Shaw Announces Q4 and Year End Results](#)
- [NAB to FCC - Don't Take our ENG Channels](#)
- [CBS News in Talks with Distributors for the 24-Hour Digital Video Service](#)
- [CBC Unveils Broadcast Coverage of 2014 Sochi Olympics](#)
- [DIRECTV Surprises in Q3](#)

Looking Ahead - Key Dates & Upcoming Events



Date	Event	Location
Nov. 18-28	ITU-R SG-6, WP-6A, 6B & 6C "Broadcasting Service"	Geneva, Switzerland
Nov. 20	NABA-Legal Committee Meeting	Teleconference
Nov. 21	ITU-R Workshop on Emergency Broadcasting	Geneva, Switzerland
Nov. 26	NABA-Risk Awareness & Continuity Committee Meeting	Teleconference
Dec. 10	NABA-Board of Directors Meeting (Host TBC)	New York City, NY, USA
Dec. 10-12	WIPO Extra-ordinary General Assembly	Geneva, Switzerland
Dec. 16-20	WIPO 27th Standing Committee on Copyright and Related Rights	Geneva, Switzerland
Jan. 07-10	Consumer Electronics Show (CES) 2014	Las Vegas, NV, USA
Feb. 11-12	NABA 2014 AGM Event & Conference	New York, NY, USA

A complete list of upcoming events is available in the Calendar of Events section at www.nabanet.com



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