

assess the “highest and best use” of spectrum. We emphasized the numerous advantages of the Next Gen IP-based platform including: enhanced modulation that permits robust mobile reception, ultra-high definition programming with spectacular video and audio features, enhanced emergency notification benefits, hyper-localized programming and advertising capabilities enabled by single frequency networks, and multiple non-television datacasting opportunities.

Our goals were to highlight the advantages of the one-to-many architecture inherent in over-the-air broadcasting and the great strides being made to bring critical services to countries in the region – services that are not available from a one-to-one wireless telephone service. Since the

CITEL delegates have the authority to make decisions on whether to reallocate spectrum now dedicated to broadcasting to IMT use and, recommend those changes to the World Radio Conferences that set the rules worldwide, educating them as to the benefits of broadcasting is critical. Our goal was to make them pause and see the virtues of our industry in a broader context. In this critical time of assessments by governments around the world regarding spectrum use, the bedrock concept of “highest and best use” carries significant economic and public interest weight. It is crucially important to provide the broadcaster perspective on why the one-to-many architecture of broadcasting must remain an essential feature in their analysis. Explaining the various plans on migration from analog to digital platforms was also

valuable for those countries that will embark on the conversion in the next few years. With an understanding of the Next Generation television capabilities, many administrations will be reassessing their plans, and that is a very good thing for our industry.

Reports from the attendees at the workshop sessions were that the panels were positively received, especially by some Caribbean countries that have yet to move from analog to digital. It seemed apparent that many liked the “gee whiz” opportunities inherent in the new broadcast standard, especially the emergency notification capabilities. It’s a message that we at NABA need to be consistently pushing. The sessions were well worth the effort in that ongoing process. ■

Director-General’s Report

Michael McEwen, NABA



Well here we are in the middle of summer, defined by how many jackhammers can be going just outside of our office. I sometimes wonder how they can tear up the same street several times a year, but then again it may be an over-reaction on my part. But they are damned annoying.

Having said that, we are all focussed on getting our coming events organized and some of our project work completed. The MoIP Sub-Committee, chaired by Thomas Bause Mason from NBCU, has a survey out to our members asking them what their issues and needs are for IP production, collection and distribution. The survey results will be collated and the requirements shared with the Joint Task Force on Networked Media – whose members include the Society of Motion Picture and Television Engineers (SMPTE), the European Broadcasting Union (EBU), the Video Services Forum (VSF), and the Advanced Media Workflow Association (AMWA).

This group’s mission is all about interoperability in the IP world, and NABA’s

contribution to their efforts should bring a clear understanding of the broadcaster requirements

that will lead to specifications and, as appropriate, standards. Important stuff, since the future of our industry will be all about IP in all aspects of our work.

The common metadata specifications for file formats group continues to work its way through the standardization process under the leadership of Clyde Smith from Fox. As many of you recall, this work is being done in partnership with the UK’s Digital Production Partnership (DPP) who led the way in the UK. The partnership has been a huge benefit to North American broadcasters in that we didn’t have to reinvent the wheel, but could build on the basis of the DPP work and add those requirements which were unique to a North American market.

We are now at the point where we are considering a series of educational seminars focussed on the three key stakeholders in the implementation of a common metadata standard: the broadcasters, the production community (including those in advertising), and the vendors (those companies who make our equipment). Bob Zitter, formerly CTO and EVP at HBO, is leading this effort which is critical to the adoption and implemen-

tation of common metadata standards. Everyone at the tea party needs to take part. This will make our workflow simpler and with initiatives coming from the MoIP group, the broadcast community will be able to service several delivery platforms more effectively and efficiently than we do now. The educational effort will begin late this year and we are looking for seminars to take place in New York, Los Angeles, Atlanta and Toronto.

I’ve taken a moment to describe some of this project work to emphasize the point that our working groups feed our standing committees with solid and relevant deliverables. It is a way our Association can deal with multiple agendas in a number of different areas. Equally important is the participation and leadership that our members bring to this work. Each of our four standing committees has a number of these working groups and in future editions of *NABAcaster* we’ll highlight their work.

Over the summer, we have also been working hard with a planning committee, led by John Lee from CBC/Radio-Canada and Michael Miller from Disney/ABC, on a Cyber Security Symposium planned for New York on December 1st and hosted by NBCU. Most of the

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keynote speakers and panelists have been recruited, and we should be ready to go with a formal announcement and agenda by the end of this month. There is a lot of interest in this subject in the broadcast community and our concerns over Cyber Security will only increase as we move forward with IP production and distribution. Mitigating against cyber attacks on our networks and infrastructure is becoming a number one priority for most of our members.

NABA has led the broadcast world in defining our requirements for cyber-secure equipment (at least to the degree possible) and we have partnerships with the DPP in the UK, the EBU and the Association of

International Broadcasters, all of whom will be participating in the New York Symposium. We hope you will too.

September will see a Technical Committee meeting hosted by Bell Media in Toronto on the 1st, the IBC in Amsterdam mid-month, and a NABA Board meeting at the end of September hosted by CBC/Radio-Canada in Montreal. Never a dull moment.

Finally, a piece of good/sad news. After eight years with NABA, Jason Paris has moved on to go to work for CBC/Radio-Canada as a Manager, Office Administration, Television Production for their English Services. Jason accomplished many things at NABA including this newsletter;

he has agreed to continue as Editor for the short-term. We will miss him very much but wish him well with Canada's public broadcaster.

I am also delighted to let you know that Jenn Hadfield, who has been our EA over the last couple of years, will take on Jason's Committee and Project work as Senior Coordinator, Committees. She is doing double duty for the next month as we look for a new EA and I know you will find Jenn an enthusiast for the work and effective on your behalf in her new role.

Enjoy the rest of your summer. ■

EBU's Peter Mac Avock Elected DVB Chair



DVB recently announced that the EBU's Peter Mac Avock (EBU) has been elected to the role of DVB Chair at the 83rd meeting of their Steering Board. Peter was chosen to take over from Phil Laven who has served in the position since 2008.

Peter Mac Avock, was DVB Executive Director for 14 years before taking his current position of Head of Delivery, Platforms and Services at EBU Technology & Innovation.

“On behalf of all of Peter's friends and colleagues at NABA I congratulate Peter on his election to the DVB Chair. I'm sure the DVB Steering Board elected him in the comfort and knowledge of his well served 14 years as Executive Director. We all look forward to working with Peter and DVB as we embrace the Next Generation of Television.”

-Michael McEwen, Director-General, NABA

DVB continues to be the focal point for the technical development of the core systems used by millions of people around the world to enjoy TV.

DPP Announces Facebook Page and Social Networking Links



As a proud partner of the Digital Production Partnership (DPP), NABA is pleased to help them announce that they have recently launched a Facebook page that is now live. Please find all the latest news from the Digital Production Partnership by ‘liking’ their page here: <https://www.facebook.com/thedppltd/>

They are also available on Twitter at [@thedppltd](https://twitter.com/thedppltd) or at: <https://twitter.com/thedppltd>

And on LinkedIn at: <https://www.linkedin.com/company/dpp-agency>
(need to be signed-in to LinkedIn for this link to work)