

broadcasting unions to lobby national administrations and WRC-15 preparatory groups. The unique ability of broadcasters to illustrate the value of satellite services in supporting socio-economic enterprises in all regions of the world and challenge well-funded lobbying by competing economic interests was articulated. Case studies of C-band usage and analysis reports on relevant spectrum were also shared.



EBU's Director-General Ingrid Deltentre addressing the ISOG Forum

Technology and trends shaping the future of broadcasting was the topic of the final panel session of the event. Moderator Martin Turner (Inmarsat), asked futurologist Dr. Ian Pearson to look at the media landscape far into the future and predict how the role of broadcasters, devices, transmission and storage platforms would change. The consensus was clear that unless a willingness to embrace change was present, companies or organizations were at serious risk of becoming irrelevant and, in the words used by Shakespeare and the panelists, "not to be". TV2 showed what was possible in newsgathering and contribution by leaving the satellite truck behind and using cellular technology. Intelsat proposed that their move to deploy fibre networks and new generation satellite assets supporting high throughput mobile connectivity leans into a trend of hybrid networks. Also, analysis from IHS suggested that a new range of consumer behaviors in the consumption of content would dictate how and when video devices would be relevant to an audience.

In conclusion, I would like to say thank you to the EBU for hosting a very successful event in Geneva as well as to the North American Broadcasters Association (NABA), who provide Secretariat services for the WBU, for excellent organization and execution that makes such Forums possible. My Vice-Chairs will be Kazimir Bacic (HRT) continuing in this capacity and John Ball (Turner) as a new Vice-Chair. As Chair of WBU-ISOG for 2015 and 2016, I am committed with the other leaders of the group to ensure that we will be focused on maintaining our relevance to members as a platform for exchanging information and resolving common operational problems. Any feedback is welcome on what may be practical for supporting our goals. I am also pleased to announce that on May 19-20, 2015, the next WBU-ISOG Forum will be hosted by CBS in New York. I look forward to seeing everyone again in person next year. ■

Director-General's Report

Michael McEwen, NABA



Since my last report in the October *NABAcaster*, it has been an incredibly busy time for our association. The Board of Directors has met

twice, in addition to the Technical, Radio, and Legal Committees having meetings as well. Moreover, a number of "SubTeams" of the Risk Assessment & Continuity Committee have been meeting to bring forth activity reports to the full committee at its February meeting.

We also have several projects underway, including new proposals, and in some cases, whole new work-plans. Much of this work was initiated by our Technical Committee with the advice and agreement of our Board.

The Ad-hoc Sub-Committee on the Next Generation of Television is focused on

developing Transition Scenarios, which utilize the anticipated flexibility of ATSC 3.0, taking into

account the limited broadcast spectrum available. Not an easy task, particularly when married to the need to develop these scenarios within a business case that makes sense for both the broadcaster and the consumer. This work will continue into the New Year.

The Joint Task Force on File Formats and Media Interoperability has completed its first phase of work, which resulted in identifying the issues and recommending options for solutions. This included an in-depth industry survey classifying issues and needs. The survey results were thoroughly analyzed, with the outcome being a recommendation to make the metadata in files transparent and readable in any format. It sounds simple but there are a number of ways to achieve this and NABA's File Transfer and Watermarking Group will recommend the best way forward to meet this objective. Work begins now and will continue through next year. As one Board Member noted: "we need to fix this now, simplify our workflow

and improve our efficiency". Amen to that. My thanks to our Task Force partners: SMPTE, Ad-ID, AMWA, IABM, and the EBU. And of course special thanks to Clyde Smith and Andres Colpa for their leadership.

The Spectrum Sub-Committee continues its preparations for the next round of CITELE and ITU discussions leading to the World Radiocommunication Conference next November (also known as "WRC-15"). The major issue under consideration is co-primary sharing of UHF Broadcast Spectrum and C-Band satellite spectrum for International Mobile Telecommunications services (IMT).

Broadcasters are concerned that such a reallocation of UHF would result in interference to their existing DTV services. Combined with the repacking initiatives and the potential harvest of broadcast spectrum in the US, this will have an impact in Canada and Mexico, too.

The impact on the transition to ATSC 3.0 is obvious, particularly on the delivery of 4K television over-the-air. This is why

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the work of the aforementioned Ad-hoc Sub-Committee is so crucial. A spectrum crunch will force broadcasters into new ways of sharing and cooperating within a limited spectrum framework. Spectrum discussion, debate and resolution remain a work in progress up to and through WRC-15 and the Incentive Auction in the US in 2016.

The Radio Committee is in full flight, planning for the Future of Radio & Audio Symposium on February 19th, hosted by the CBC/Radio-Canada here in Toronto. This promises to be a very rich day of content for the radio community and touches on all the hot button issues that define the Next Generation of Radio (see the draft Symposium agenda on page 7 of this issue). The Symposium has met an apparent need in the radio community - with two months still to go, we have almost 100 delegates registered and expect that number to rise substantially still. Good ideas always find a home and clearly Committee Chair Julie McCambley and Vice-Chair Paul Brenner and their committee have got them. Well done! As an aside, we are still seeking further sponsorship help with this growing event. If your organization is interested in supporting the radio and audio industry here, please contact the Secretariat's Senior Coordinator Jason Paris at: jparis@nabnet.com.

Our AGM Event is the day before the Radio Symposium on February 18th, and we have lined up a terrific day of content for you, beginning with a Keynote by Kevin Crull, President, Bell Media and followed by Rick Kaplan, General Counsel and Executive Vice-President, Legal and Regulatory Affairs, National Association of Broadcasters (NAB). We have a draft AGM agenda in this issue as well. I think that you'll agree that the topics are timely and reflect our current issues. Combined with our Committee and Board meetings on February 17th, this promises to make your three days in February at the CBC's Broadcast Centre in Toronto a memorable experience. We hope you will put this in your diary and come. Registration for both the Radio Symposium AGM Event is now open.

The Legal Committee continues with its focus on the Broadcaster Treaty. It has been a frustrating couple of years at WIPO with one step forward and then a step back. I had the opportunity of meeting with the Director-General of WIPO, Francis Gurry, along with my colleague the Director-General of the European Broadcasting Union (EBU), Ingrid Deltene, last month. We had what you might call a full and frank discussion of the current Treaty process and I believe Ingrid and I came away with the view that substantial progress can be made next year. If not, we will need to assess the time and

resources spent on this activity. Please note the report from our legal consultant (Erica Redler) from the latest round of Committee meetings in Geneva concerning the Treaty below on this very same page of *NABACASTER*.

For the year ahead, our Directors have expanded our agenda to include a focus on over-the-top services (OTT), cloud-based storage and delivery, cyber security for media operations, and the need to address our changing workforce to cope with the IP challenges that are now emerging. These are relevant to our changing businesses and lend themselves to education, sharing and best practices. You'll hear more about how we will initiate these activities in the coming months.

So, as 2014 comes to a close and the holiday season is upon us, I thank all of you who volunteered your time and expertise to make the progress we have made over the last year. I count on it for the year to come. At the end of the day, it is your Association, and your agenda to realize and it's our job at the Secretariat to facilitate that and help you get to the conclusion you want.

My best wishes to you all this holiday season and a happy and healthy New Year. ■

WIPO's SCCR Gets Past Gridlock, Makes Progress

Erica Redler, NABA (Legal Consultant)

The third meeting this year of WIPO's Standing Committee on Copyright and Related Rights (SCCR) was approached with low expectations given the lack of progress and intense politics at the earlier ones, and the failure of WIPO's General Assembly to resolve disputes about the committee's priorities and work plan. Surprisingly, but welcomed, the meeting was low key, with constructive work on matters of substance and little overt politicking.

This more constructive meeting was facilitated by changes in committee process, designed to save time and avoid needless conflict. Changes included a switch from consensus committee conclusions to a Chairman's Summary; agreement before

the meeting on the agenda; reduced time for general statements from governments and NGOs, and by more off the record informal discussions. There may also have been pressure towards moderation by a recognition that the committee's work might be suspended if the gridlock continued.

The discussion on the broadcaster treaty was conducted over 2.5 days, mainly in informal sessions, with participation by regional coordinators and a select group of other delegations. The Chairman focused on clarifying concepts and seeking to narrow differences in positions and approaches. There was no big breakthrough but greater flexibility was evident, particularly with respect to addressing some new

media elements of broadcasting. The Chairman and many delegates felt progress had been achieved. However, the nature of the informal proceeding means that views expressed were not committed positions so progress may prove ephemeral.

The broadcaster treaty is not the only matter before the SCCR. The Committee is also studying limitations and exceptions to copyright for libraries & archives, and for educational and research organizations, as well as for some persons with disabilities. These initiatives are of concern to NABA members, particularly as the ambit of many proposals includes audio visual works. While NABA has not been actively

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