

what technology. If broadcasters can clearly articulate the threat model (who may attack and why) it becomes possible to create security solutions and responses to effectively defend broadcast environments from attack vectors.

As with evolutions from B&W to colour, film to tape, and SD to HD, the broadcast industry has a rich history of changing with the times and adapting to the challenges that come with new technologies. This current transition to incorporating cyber security in a now-digital broadcast

world is just the latest shift facing the industry. Events such as the NABA Cyber Security in Broadcast Media Symposium provide great value to member companies in the middle of revitalizing their broadcast technologies for a safer, more secure tomorrow. ■

## Director-General's Report

Michael McEwen, NABA



Since our last Report in October's *NABAcaster* we have had a very busy time. And as we wind down for the holidays I thought it would

be useful to highlight some of our activities and on-going work.

### WBU Update

#### **The WBU Conference**

At the end of October the World Broadcasting Unions (WBU) held a one day conference hosted by the Asia-Pacific Broadcasting Union (ABU) following their Annual General Meeting in Indonesia with the kind assistance of Radio Republik Indonesia (RRI), Indonesia's national public broadcaster. It was the first WBU Conference in more than 20 years.

The conference was a great success for those delegates attending, with a focus on themes that are prevalent for media organizations including; accountability, violence, technology, climate change, and disaster coverage. NABA participated with CBC/Radio-Canada's English Services Ombudsman, Esther Enkin, sitting on two panels; one on Responsible Practices and the other on Climate Change. The WBU's Technical Committee Chair (and NABA-TC Vice-Chair), Bob Plummer from Fox, sat in on the Technology panel too which focussed on low cost technical solutions with those still challenged by the digital transition.

I had the privilege of opening the conference and participating in the closing panel looking at how we can better serve our audiences in the future. A most inter-

esting day and an event that many noted had filled a void in some of the international conferences and exhibitions which now dominate our calendar. Food for thought.



CBC/Radio-Canada's English Services Ombudsman — Ester Enkin — addressing the delegates at the WBU Conference in Indonesia.

#### **WBU Committee Renewal**

NABA continues to be the Secretariat for the WBU and I continue to Chair the WBU Secretaries / Directors-General (WBU-SG/DG) twice-a-year meetings, which direct the activities of the WBU and their committees and projects.

#### **International Media Connectivity Group (WBU-IMCG)**

Over the last three years, this Forum has renewed its mandate to look at collection and distribution on all platforms with an emphasis on IP. Akira Ogawa (NHK) was the driving force of this change, supported by John Ball (Turner) and Kazimir Bacic (HRT/EBU). The reforms have been a great success with usual Forum attendance at well over 100 participants twice a year at locations in Europe, Asia, and North America.

Akira has stepped down as Chair and I

thank him for his leadership, energy, and creativity. John Ball is the new Chair, supported by Kazimir Bacic and Joe Shimizu (NHK). NABA therefore once again holds the Chair (as we did for almost 25 years with CNN's Dick Tauber). The next Forum will be in Washington, DC hosted by the NAB from May 31<sup>st</sup> – June 1<sup>st</sup>.

#### **Technical Committee (WBU-TC)**

Bob Plummer was Chair of this committee but with his retirement, the Chair has moved to Simon Fell (EBU). John Lee (CBC/NABA) and Amal Punchihewa (ABU) are the Vice-Chairs. They are planning their first teleconference in early February to confirm their agenda and mandate for the next few years, including a closer working relationship with the IMCG.

#### **Broadcaster Treaty Working Group (WBU-WIPO BTWG)**

The current Chair, Heijo Ruijsenaars (EBU), will remain, supported by NABA's legal consultant Erica Redler. As noted earlier, we are coming to a crucial crossroads in our quest for a Diplomatic Conference on a new Broadcaster Treaty and the work of the BTWG will be crucial to a successful conclusion.

#### **Sports Committee (WBU-SC)**

While NABA does not participate in this committee since sports rights are competitive between NABA members, the committee thrives for many regions in the world and is chaired by the ABU.

### NABA Update

#### **Cyber Security in Broadcast Media Symposium**

As stated in our cover story this event was held on December 1st in New York and can certainly be considered a huge event for NABA in 2016. Conceived by NABA's Board of Directors at our AGM

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in February, the Symposium was pulled together in about eight months. Interest and participation came from all NABA members and included participants from other broadcast associations and stakeholders from around the world. More than 125 people were registered.

My sincere thanks to John Lee (CBC/Radio-Canada) for his leadership here. Also, a huge thanks to NBCU and their own Michael Higgins for hosting and supporting this event. It reminds me that the success of these activities depends on the support and engagement of the members.

**NABA Committee Renewal**

NABA committee leadership is now in the process of renewal as well, as called for in our by-laws. This renewal in our four standing committees is fairly significant and sets the organization on an ever-more relevant path for 2017.

**Risk Awareness & Continuity Committee (NABA-RACC)**

With the departure of Michael Miller (Disney/ABC) from the Chair of the RACC, John Moore (Fox) has taken the Chair's seat, along with Rodney North (CBS) as the new Vice-Chair. They met November 30th to confirm their leadership of the committee, renew the committee mandate and create a work plan for the year ahead. We will review that plan at the AGM in February. As part of this change of leadership, it has been agreed that Cyber Security will move out from this committee and that RACC's focus will be on resiliency, safety of crews in the field, and health issues. RACC will maintain an ongoing liaison with the Cyber Group since there are obvious areas of overlap. Cyber will move to the TC as a sub-committee as they chart a new mandate based on the increasing importance of this topic to us all.

**Radio Committee (NABA-RC)**

RC leadership will remain the same with Julie McCambley (CBC/Radio-Canada as Chair and Paul Brenner (Emmis Communications) as Vice-Chair. The committee continues to be focussed on enabling the FM Chip in smartphones and the ongoing

transition to digital radio.

The third installment of *Future of Radio & Audio Symposium* will be held this time in Washington, DC on February 16<sup>th</sup>, and hosted by the NAB.

Since the RC was established three years ago it has provided solid support for North American broadcasters by pursuing initiatives in Mexico, the US and Canada, including the future of the car dashboard, and apps that provide additional services to listeners.



**Jean Philip De Tender (EBU), Michael McEwen (NABA), Javad Mottaghi (ABU), Abdelrahim Suleiman (ASBU), and Gregoire Ndjaka (AUB) closing-out the WBU Conference.**

**Legal Committee (NABA-LC)**

The LC has chosen a new Chair — Gerardo de Cote Munoz (Televisa) who is the current LC Vice-Chair. The outgoing Chair — Ben Ivins (NAB) — will serve as the LC's Vice-Chair. It is a switch in roles that I'm pleased to note helps with continuity on some critical issues. The Broadcaster Treaty, which has dominated the committee's agenda for many years, is actually closer to a potential Diplomatic Conference than at any other time in recent years. 2017 will be a make or break year for this important update in protection of broadcast signals in the digital era. The issue of Folklore is now up for discussion at the World Intellectual Property Organization (WIPO) and may pose challenges to current privileges that content producers now enjoy. The Committee is keeping a watching brief. The LC is now also starting to look at the regulatory environment in all three countries and sharing the trends and decisions which affect all broadcast-

ers. An active year is ahead.

**Technical Committee (NABA-TC)**

The TC has yet to begin its renewal process. This will happen in January. The TC is arguably our core committee to achieving NABA's larger agenda. John Lee (CBC/Radio-Canada), Jim Starzynski (NBCU), and Bob Plummer (Fox) have provided terrific guidance and leadership over the past four years by broadening our agenda and creating a far better scope on all the technical and operational challenges we face. These include Working Groups on Media over IP, File Formats Common Metadata Specifications (improving our workflow), and Next Generation Television technology needs, challenges and transition issues.

The TC work in the above noted areas will continue and will be joined by Cyber Security, the Cloud, and the ever-present spectrum and International Telecommunication Union challenges.

**Final Thoughts**

Please keep in mind the following...

- The 2017 NABA AGM Event will be held February 15<sup>th</sup> and hosted by PBS in the Washington, DC area. The Board has planned for an interesting day of content focussed on the current industry issues and trends. I hope all our members can attend. There is a Save the Date notice on Page 6 of this *NABA-caster*.
- John Lee has announced that he is leaving CBC/Radio Canada after 39 years of service. Remarkable. John was a colleague of mine when I too worked at the CBC and then graduated to other things, as I'm sure John will be doing. He is simply too young, knowledgeable and engaged to leave our industry. During the last four years John and I have worked closely on broadening the technical and operations agenda for NABA, and his leadership has been outstanding. His support for NABA and our mission has been steadfast, creative and effective. He understands the impor-

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tance to our industry of finding consensus, sharing best practices and producing effective solutions. Thank you John for everything.

So as the year ends and I look back to the almost five years since I returned to NABA, I'm very proud of what you the

members have all done in renewing and building this great association. Our Board has been amazingly supportive and inventive as they've made changes to improve and broaden our agenda, and increase our value and relevancy to the industry we serve. Our committees have been effective in realizing their mandates and our mem-

bers have been supportive of the agenda and projects we have taken on. Nice to reflect on all of this as another year ends and a new one begins.

My very best wishes to you all for the Holiday Season. ■

## WBU-IMCG Dubrovnik Forum Review

**Akira Ogawa, NHK**

The World Broadcasting Unions - International Media Connectivity Group (WBU-IMCG) held its latest forum in Dubrovnik, Croatia on November 17-18, 2016. This installment of the bi-annual event, hosted by Croatian public broadcaster HRT on a scenic perch overlooking the Adriatic Sea, continued IMCG's mission of addressing a widening range of issues affecting broadcasters in today's complex media landscape. An array of perspectives were represented, including broadcasters, programmers, satellite and other network operators, video equipment vendors, subtitling/localization experts, and service providers across the technology and media spaces.

IMCG Vice-Chair and host Kazimir Bacic (Head, Technical Department, HRT) opened the Forum with a brief video introducing HRT's 90 years of radio and 60 years of public service television in Croatia. HRT's CTO, Boris Kotarski, also offered a words about the steady march of media connectivity to IP, and the pressure placed upon broadcasters to respond to budgetary pressures with exploration and development of new technical approaches and innovations.

A diverse mix of topics occupied the event's first day, starting with a panel on over-the-top (OTT) video delivery in Europe. Throughout the conversation a fundamental tension surfaced between the accepted wisdom that OTT is the future, and the acknowledgment of several as-yet unresolved challenges related to rights, piracy, costs, and uncertainty about how viewing habits will change over time. In

discussing the outlook for OTT in the years ahead, panelists warned that the law in many places has not yet caught up with the technology, and many content providers are still struggling to develop OTT solutions that economically scale with their businesses. For this reason, one panelist posited that we are currently "living in the midst of a great media experiment," the results of which remain unknown.



Picking up on a thread from the previous panel, the next session focused on the overlapping issues of piracy and security. Panelists tackled these issues from vastly different perspectives, ranging from mobile journalism to satellite services, and from data science and media services to watermarking technologies. As the panel detailed the range of threats to the security of information flows, a common viewpoint emerged that organizations can do more to acculturate and educate their own people to reduce the risk of breach, as well as employ technology to deter attacks. In this sense, the panel's approach to the topic was somewhat inward-looking, which drew some countervailing perspectives from the audience about the continued

importance of the rule of law and legal enforcement initiatives.

Continuing IMCG's historical role of coordinating interoperability programs for compression standards, NHK Counselor Tom Gibbon moderated a panel of representatives from leading codec vendors (NTT Electronics, ATEME, Harmonic, NEC Corporation, Ericsson, and Adtec

Digital) to discuss HEVC interoperability. The threshold questions for the panel were whether the time is right for HEVC interoperability testing (from a contribution perspective) and if so, whether the companies represented on the panel are willing to participate in a structured program similar to the ones previously developed through IMCG for MPEG-2 and MPEG-4. The answer to both questions was an unequivocal "yes." The panelists moved on to discuss the scope such interoperability testing might take, and the logistics of independent hosting and ensuring fair play. A preliminary consensus formed around UHD/HD, 4.2.2, 10 bit, and the group expressed interest in achieving significant progress by the next IMCG Forum in Spring 2017.

Taking a break from the panel discussion format, two reports were presented to update the audience on recent efforts concerning media-over-IP (MoIP), and intentional interference to satellite services. First, Thomas Bause Mason from NBCU presented findings from a membership survey conducted by NABA's MoIP Sub-Committee. While a final report from the Sub-Committee remains a work-in-progress, with a target delivery date

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