

Director-General's Report

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As we enter the fall season NABA continues to embark on a number of projects that will dominate our work over the next few months and well into the New Year.

The Joint Task Force on File Formats and Media Interoperability (JTFFMI), chaired by Fox's Clyde Smith, is now assessing the research and input from our members and industry partners (i.e., User Requirement Survey Report) which define the issues and problems requiring resolution. These include metadata, formats, content delivery, workflow, cost and transcoding, plus several other areas. The JTFFMI report and recommendations are due by the end of the year. This whole area has been an increasing thorn in the side of broadcast operations as we have quickly moved from the analogue to the digital non-linear world. Progress in resolving some of these issues is welcome news for all of us.

The Technical Committee has also been delving into a host of new initiatives that will focus initially on "best practices" and education. They include a changing workforce in the digital IP environment, workflow, over-the-top services, cloud-based storage, and the ever increasingly important IP production and delivery based technology. These new topics are in addition to work being done on the Next Generation of Television and preparations for WRC-15 next year in Geneva. The Committee now meets face-to-face four times a year and has a number of very active sub-committees. Chair John Lee (CBC/Radio Canada) and Vice-Chairs Bob Plummer (Fox) and Jim Starzynski (NBCU) have done a lot of work over the past two years in creating a vibrant

and relevant agenda for our members. Well done guys.

As you may know, NABA's 2015 AGM Event will be hosted by CBC/Radio-Canada in Toronto next February 17th and 18th with Committee and Board meetings on the 17th and then a full day of content on the 18th featuring interesting and provocative panels and keynote speakers. As you'll note from our cover piece, Julie McCambley (Chair, NABA-RC) has announced that on the 19th of February the Radio Committee will present a day-long *Future of Radio & Audio Symposium*. More will be publically available in the coming weeks and months including speakers and panelists for all of this. However, the Board and Committee Meetings, followed by the AGM content day and then topped by the Symposium is a three-day event well worth getting into your diaries now! What could be better than a great few days of stimulating content, equally interesting people and issues that are on the cutting edge of our industry. All in Toronto, Canada in mid-winter (honestly, it's not so bad).

Our Radio Committee, as you'll note as well from Julie's piece, is aggressively moving forward with its agenda. For a Committee that was created less than a year ago, it is making tangible progress, not only with the planned Symposium but with a focused mandate which is rooted in the changing business model for radio in the IP/digital era. Julie is now joined by Vice-Chair Paul Brenner (Emmis) and I'm confident that their combined leadership is creating a sustainable agenda focused on North American solutions for audio and radio, of which much will be highlighted at the Symposium next February. Hard work, but well worth the results.

The Legal Committee has been again focused on creating conditions at the World Intellectual Property Organization that would lead to a Diplomatic Conference for a new Broadcaster Treaty to protect our

signals in the digital world. Like any UN-based body, it is not easy to achieve consensus amongst all the governments represented and as you will note in her report in this issue (pg. 4) our consultant on these matters, Eric Redler, has found that it is a tiny step forward and sometimes a major slide back. Frustrating work to say the least. Legal Committee Chair Ben Ivins (NAB) and Vice-Chair Gerardo Munoz de Cote (Televisa) along with their Committee members will continue to chart a course for continued engagement on the treaty issue and coordination with the other unions, but they too are confounded by the time and effort this work takes.

Michael Miller (ABC/Disney) and John Moore (Fox), Chair and Vice-Chair, respectively, of the Risk Awareness and Content Continuity Committee (RACC), are working through an ambitious plan to meet their agenda via a series of "SubTeams." These will include a group focused on Cyber Security of Broadcast Operations, an increasingly important and necessary subject as broadcasters move to IP-based production, workflow and distribution. Another group is centered on the safety of our staff and field crews during emergencies. I like to think of this Committee as the "Canary in the Coal Mine," as it is their role to make sure broadcast members are aware of all the best practices in the risk/emergency areas. Moreover, where action is needed to make us more prepared and able to assist viewers and listeners in times of emergency, RACC will recommend what needs to be done. Important work that generally is unseen, except when the bell goes off and there is a crisis.

I have spent some time talking about our Committees since they do the work and realize the agendas of our members. If you will, they are the engine that runs the NABA ship and it takes the Committee leadership and members' time from their busy day jobs to push this along. And for their commitment, we are all grateful. ■

The 4th Annual Americas Spectrum Management Conference

November 12 & 13, 2014 / The Washington Plaza . Washington D.C.

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