

High Definition (UHD) specifications. At the IBC in Amsterdam just last month the DPP and NABA met and agreed to work together on these specifications. Based on this the areas of High Frame Rates, High Dynamic Range, Extended Colour Space and Advanced Audio have been added to our work and this will thereby extend the weekly meetings into December.

When this work is completed it will be delivered to the Joint Task Force on File Formats and Interoperability (JTFFFI). The JTFFFI will coordinate the remaining work with its members: the American Association of Advertising Agencies (4A's), AMWA, the Association of National Advertisers (ANA), EBU, the International Association of Broadcasting Manufactur-

ers (IABM), NABA, and SMPTE. There is great work going on in these organizations such as IMF, MXF and Open Binding Identifiers in SMPTE; the decomposition of AS-11 into a set of rules; XML in AMWA and the EBU's QC. Other initiatives will also be required to ensure the success of this NABA-DPP initiative and the JTFFFI members are there to aid in supporting and coordinating these efforts.

In addition to the technical specifications work it is expected that an education initiative will be required to ensure success. Mr. Robert Zitter, retired CTO of HBO, has agreed to head up this education effort. Their goals are to create and promulgate educational materials that help people from all aspects of the industry to understand

the work and its benefits so they can support and profit from all the hard work that has been done. NABA will hold a series of educational seminars in New York, Toronto, Atlanta and Los Angeles in support of this effort.

Upon completion of the NABA-DPP efforts, in combination with those of the JTFFFI, we will have produced a set of commonly defined, testable, unambiguous technical requirements and persistent metadata that will be represented as a framework of standards-based rules. This framework promises to support and simplify your workflows of today while building a pathway to support the requirements you will encounter as your workflows evolve in the future. ■

## Director-General's Report

Michael McEwen, NABA



Here it is, already mid-October and we are all well launched into the fall season. NABA has completed meetings for three of our four Standing

Committees, along with a Board meeting in October in LA hosted by ABC/Disney, and of course numerous sub-committee meetings, and preparations for WRC-15. Amidst all of this, many of our NABA people attended the IBC where IP production technology was talked about thoroughly both in the Conference and on the Exhibition floor. Hard to believe that Labour Day was only six weeks ago.

Our Legal Committee, along with colleagues from the World Broadcasting Unions (WBU), spent the week of Oct 5<sup>th</sup> through the 15<sup>th</sup> in Geneva at the World Intellectual Property Organization (WIPO)'s 55<sup>th</sup> General Assembly. There was a lot of work done in September with WIPO officials and the wider WBU broadcast community. We must finish the process of getting to an agreement to have a Diplomatic Conference on a new Broadcaster Treaty to protect signals in an IP digital age. Results of the WIPO GA are not available yet, but we will

share them in our next *NABAcaster*.

Preparations for the World Radio Conference (WRC-15) continue. This event happens every four years and runs November 2<sup>nd</sup> until November 27<sup>th</sup>. This International Telecommunication Union (ITU) sponsored activity is important since the future allocation of global broadcast spectrum is up for discussion. While much of the world supports "No Change" in the UHF broadcast spectrum, administrations in North America support the sharing of spectrum with mobile telephone services. It is complicated and clearly very political, and even if WRC-15 decides in the majority that No Change should be the choice for the next four years, individual administrations can do what they want as long as they do not interfere with cross-border services. Thus Mexico, the US and Canada have agreed that the UHF spectrum should be shared with mobile, and that is likely to happen no matter what WRC-15 decides.

Nevertheless, NABA will be there along with the European Broadcasting Union and other WBU members to speak to broadcast spectrum and distribution needs. Winston Caldwell from Fox Networks heads our delegation and will be joined by Bob Weller from the NAB, Craig Tanner from CBS and Charles Rousseau from CBC/Radio-Canada. We hope other NABA members will join this "Happy Gang" for some part of the

month. It is a fascinating glimpse at how our global community interacts and tries to make the best decisions to reflect the interests of all the parties involved. It's not easy, and you must be there to be heard. We look forward to a report from Winston in our next *NABAcaster* to shed light on what transpired.

On the cover of this issue we have an update from Clyde Smith on progress towards a common metadata standard for file formats in the joint NABA-Digital Production Partnership (DPP) Working Group. Real progress has been made in defining and agreeing on the technical requirements, and when these are agreed to we will move to standardization and eventual adoption of this common standard. This is great work from the many people who have contributed time and ideas to find consensus on this project. Please read Clyde's update.

Michael Chiarulli from ABC/Disney and a small group of other NABA helpers have been working very hard to put together an OTT Symposium Day. They have done some clearly inventive and thoughtful work and our Board of Directors has approved Michael's proposal. The Seminar is scheduled for December 16<sup>th</sup> in New York City at the HBO Theater. It will feature an opening keynote followed by four panels that will look at the Regulatory and Rights issues, the Business Case, the Evolving Technology,

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and the Workflow Challenges. There will be a closing summary of the day and a closing keynote focused on the future as well. We will be distributing materials over the next few days but urge you to save this date now. We expect this to be informative, challenging and, given the speakers and panels, an entertaining day. I hope you will come and participate.

John Lee (CBC/Radio-Canada) will be forming an IP sub-committee from his Technical Committee and they'll begin to tackle the IP production and studio issues which are certain to dominate much of the broadcast world over the coming few years. This will be an important contribution to ensuring that NABA members are not only on top of the latest thinking, but that they also have the tools available to make the key decisions in future capital expenditures.

The Risk Awareness & Continuity Committee (RACC) has a number of Sub-Teams doing project work which will be reported on in a face-to-face meeting late this coming year. However, the Cyber Security SubTeam has finished a project that details cyber security requirements from media vendors. The Board of Directors has reviewed this work and approved the document which will be reviewed by

the full RACC, shared with the Association of International Broadcasters, then updated with final comments and publicly launched November 1<sup>st</sup>. While cyber security for each of our member companies has its challenges for sharing, there are some common needs and requirements that are the basis for core operations that should be included in any vendor's future product. This is good work and benefits all of our members. RACC will keep a watching brief in this area as it is a source of increasing concern to us all.

**“OUR AGM IS PLANNED FOR MARCH 1<sup>ST</sup> AND 2<sup>ND</sup> IN MEXICO CITY CO-HOSTED BY TELEVISA AND TV AZTECA”**

The Radio Committee continues its work, with Working Group support, enabling FM Chips, Smart Chips and providing the accompanying apps in cell phones and tablets. This work is important both from a commercial and public service point of view, and is an area where the mobile community and the broadcast community could (and should) work together for better services for listeners, customers and advertisers.

Digital Radio roll-out in North America is another item the Committee is trying to get a handle on, including the current status and future plans in Mexico, the US and Canada. In addition the RC is exploring ways to make the radio experience uniform, no matter what the platform. Radio may be more than 100 hundred years old, but it never seems to stop reinventing itself, and we're all still listening.

Finally, our Annual General Meeting is planned for March 1<sup>st</sup> and 2<sup>nd</sup> in Mexico City co-hosted by Televisa and TV Azteca. March 1<sup>st</sup> will be the Committees and Board Meeting, and the AGM Event on the 2<sup>nd</sup> will be a full day of content. We hope to meet with senior government officials while there, hear from our Mexican colleagues on their digital roll-out, and discuss current issues they are grappling with domestically. In addition, the Radio Committee has kindly offered to do a half-day reprise of their extremely successful *Future of Radio & Audio Symposium* on March 3<sup>rd</sup>.

We haven't been to Mexico in a decade or more, so I hope you all mark this in your diaries and plan on joining our Mexican colleagues for a few days of extremely good content and discussion. ■

**Summary and Results of CITEL PCC.II**

**Winston Caldwell, FOX**

The 26<sup>th</sup> meeting of the Inter-American Telecommunication Commission (CITEL) Permanent Consultative Committee II: Radio-communications (PCC.II) met from August 17<sup>th</sup> to the 21<sup>st</sup> in Ottawa, Ontario. At the CITEL PCC.II meeting, the national Administrations of the International Telecommunication Union (ITU) Region 2 gather to develop consensus positions on proposals, resolutions, and recommendations. The primary goal of the meeting is to develop Inter-American Proposals (IAPs) that may then be forwarded to the World Radio Conference (WRC) and applied to an Agenda Item (AI).

AI1.1 at the upcoming WRC-2015 pertains to establishing new primary Mobile

allocations, identifying primary Mobile allocations for International Mobile Telecommunications (IMT), and implementing the necessary changes in the Radio Regulations. Frequency bands that have been selected for the potential identifica-



tion for IMT are 470-698 MHz (UHF) and 3 400-4 200 MHz (C-band). These two bands are used extensively by NABA membership to deliver television programming to our customers. NABA has become involved in the CITEL PCC.II to participate in the process of developing WRC-15 AI1.1 IAPs on UHF and C-band.

This meeting of CITEL PCC.II was the last of six to occur before the WRC-15 and the final opportunity to complete IAPs for this WRC cycle. An IAP may be issued to the WRC from CITEL if the proposal has support from at least six Region 2 Administrations and is not opposed by half the number of those that support.

NABA fielded a delegation with eight broadcasting experts whose efforts were *Continued on next page...*