Well here it is, the first week of February and the misery of a Canadian winter reminds us all that it’s never a good idea to have our AGM in Toronto in February - which we did a couple of years ago with -25°C temperatures. Our members from Southern climes were not amused (and neither were those of us from the North). So this year, we are going to California for our AGM and associated Committee and Board meetings from March 7th to 9th.

Hosted by Disney|ABC in their Burbank facilities, along with some Committee meetings being hosted by Fox and NBCUniversal, it is looking to be a very good couple of days full of content and agenda-setting discussions. The Secretariat, along with a small planning group including Brad Wall and Bob Witkowski from Disney|ABC, John Lee (Fox Networks) and Richard Friedel, NABA President (Fox Networks), have been working to make our AGM informative and interesting to all members.

Please have a look at the Draft Agenda in this issue of NABAcaster and register for an interesting couple of days spent in discussion and debate about our industry, the challenges we face and what the NABA agenda should be in coming to grips with these issues. We hope to see you and HEAR you there.

In January, NABA sent a delegation to Ottawa to brief the relevant Canadian Government departments and agencies about the repack process in the U.S., the cost recovery criteria for the repack, and the exciting potential of ATSC 3.0. We drew from the expertise of our American members and then the Canadian broadcasters talked about these issues in the Canadian context. Unlike the U.S., Canadian broadcasters have not had funding set aside for expenses related to repack costs.

The repack impact for Canada stems from those border stations that have been affected by the U.S. spectrum auction. As the Canadian broadcasters pointed out, the business model for them is very fragile given very low Over-the-Air (OTA) viewing and no retransmission fees for cable and satellite carriage. It was a full morning of education, which we can only hope starts a realistic understanding by government and agencies of the challenges OTA broadcasters in Canada face, particularly in comparison with their American counterparts.

As Winston Caldwell (Fox Networks) noted in response to a big thank you from all of us for participating in the meeting: “This is what NABA does and does well and it’s important to share our information and make our case.” Well said.

The CES was full of magical digital goodies this year, but what was of special note to me was NextRadio taking their app to the next level. Radio is that wonderful mix of the old and new and NextRadio has found a way to enhance both; making the Radio experience even better.

Continued on Next Page...
Please see Paul Brenner’s (Emmis, and Acting Chair of NABA’s Radio Committee) article in this edition about their CES announcement and also the Samsung announcement concerning enabling FM Chips in all their smartphones for North America. Hooray! Apple, please take note and show a little nod towards public service and responsibility by taking similar action. CES was a very good event for Radio - congratulations, Paul.

NABA and the European Broadcasting Union (EBU) have been working over the past several months to harmonize recommendations to equipment and service suppliers for cyber security. This harmonization has been completed and sent to the other broadcast associations, which make up the World Broadcasting Unions (WBU), and they in turn have agreed on these recommendations which have been publically released.

John Lee (Fox Networks) is the Chair of the NABA Technical Committee (TC) and Vice-Chair of the WBU-TC. He has written a short piece for NABAcasters outlining the benefits of this initiative. John, his Cyber Security Sub-Committee and Simon Fell, the Technical Director of the EBU and WBU-TC Chair, collaborated on this project. It’s a very nice piece of work and to have agreement on global requirements sends a very important and consistent message to our suppliers as it relates to our cyber security needs. This is a “living” document and will be reviewed regularly to ensure it stays current. The next step is Cyber Hygiene Best Practices.

As ATSC 3.0 implementation starts to ramp up, there are all kinds of experimental activities going on in the U.S. In an article in this edition by Anne Schelle from Pearl TV, you can learn a lot about what broadcasters hope to achieve and understand with these efforts. Work done by Pearl, Sinclair Broadcasting and many other broadcaster and supplier partners help us better understand the capacity of ATSC 3.0, and realize new business models and the hope that OTA broadcast will continue to be a major delivery of services to U.S. viewers in a digital mobile age. Canadian and Mexican broadcasters will watch this early work with interest.

All in all, it has been a busy start to 2018. We hope that many of you can make it to Burbank for our AGM. It is through your active participation that we learn new things, share ideas and make better decisions.

NABA In-Person Committee Meetings

**Wednesday, March 7, 2018**

13:00-16:00 PST  **Resilience & Risk Committee (RRC) Roundtable**  
**Hosted at Fox Networks Group**  
10201 West Pico Boulevard, Los Angeles, Building 100, Room 2013

**Thursday, March 8, 2018**

09:00-12:30 PST  **Technical Committee Meeting**  
**Hosted at Disney|ABC**  
3800 West Alameda Avenue, Burbank, 2nd Floor, Living Room 226

10:00-12:00 PST  **Legal Committee Meeting**  
**Hosted at NBCUniversal**  
Universal Studios, 111 Universal Hollywood Drive  
Universal City Plaza, Universal City, 91608, 22nd Floor, #2202

13:30-17:00 PST  **Board of Directors Meeting**  
**Hosted at Disney|ABC**  
3800 West Alameda Avenue, Burbank, 2nd Floor, Living Room 226

Calendar invitations for these meetings have already been sent out. RSVPs are required to attend. For questions or concerns, or to RSVP, please contact the secretariat.
NABA 40th Annual General Meeting
Friday, March 9 at Disney|ABC
3800 West Alameda Avenue, Burbank
2nd Floor, Multipurpose Room

08:00  Security Check & Registration / Light Continental Breakfast available in foyer

09:00  Welcome Remarks: Richard Friedel, President, NABA / Fox Networks

09:05  Keynote: Mike Napodano, CTO, Disney|ABC
Comments from host: Brad Wall, SVP, Network Operations and Bob Witkowski, VP, Engineering and Maintenance, Disney|ABC

09:25  Broadcasters’ Current and Future Cloud Use Cases: Cloud is already a major part of our workflow, will it increase? Can I shut down every square foot of my data centres?
Moderator: Glenn Reitmeier, SVP, Technology Standards & Policy, NBCUniversal
Panelists:
   Brad Wall, SVP, Network Operations, Disney|ABC
   Frank Governale, Sr. VP, East Coast Operations, CBS (invited) / Greg Coppa (tbc)
   Francois Vaillant, Executive Director, Infrastructure Solutions, CBC/Radio-Canada
   T.R. Stoner, VP, Distribution Technology Strategy, Broadcast Ops & Tech, Univision (invited)
   Tod Madden, Director TV and Network Engineering, Bell Media
   Sassan Pejhan, Assistant VP, AT&T Entertainment Group (invited)

10:15  Coffee Break

10:45  Best Practice Considerations for Cloud Services: Let’s talk ROI, SLA’s, DR, IDM, Big Data, Analytics/AI and IoT
Moderator: Mike Higgins, VP & CISO, NBCUniversal (invited)
Panelists:
   Michel Arredondo, Director, Information Security, CBC/Radio-Canada (invited)
   Gartner (invited)
   Mark Lobel, Principal, Advisory Services, PwC
   MJ Vaidya, Principal, Advisory, Ernst & Young
   Andy Schwerer, Director, Remediation, Crowdstrike
   Deloitte (invited, looking for LA-based expert)
   Forrester
   G2 Crowd


11:45  Common Metadata Specifications in BXF/IMF: The Operational and Business Case for Adoption
Overview: Where We are and Where We’re Going
Moderator: Michael McEwen, Director-General, NABA
Panelists:
   Clyde Smith, Sr. VP, Advanced Technology, Fox Networks & Engineering Operations
   Michael Koetter, VP, Digital Media Systems, Turner (via Skype and taped video)
   Renard Jenkins, VP, Operations, Engineering & Distribution
   Kevin Ditty, VP, Media Distribution, Disney|ABC

12:30  Deli Lunch
Continued on Next Page...
13:30  **State of Broadcast Journalism in the Fake News Age**  
Moderator: Tom Walters, LA Bureau Chief, Bell Media  
Panelists:  
- David Reiter, Executive Producer, Special Events, ABC News  
- Wendy Freeman, President, CTV News / Bell Media  
- Esther Enkin, Ombudsman, CBC/Radio-Canada  
- CNN (tbc)  
- Luciano Pascoe, Head, News Channel, TV Azteca (tbc)

14:30  **State of the Industry Roundtable: Three Things to Watch Out For This Year**  
Moderator: Borika Vucinic, VP, Media Network, Bell Media  
Panelists:  
- Richard Friedel, Fox Networks  
- Mario Vecchi, CTO, PBS  
- Marty Garrison, VP, Technology Operations & Broadcast Engineering, NPR  
- Frank Governale, SVP, East Coast Operations, CBS  
- Mike Napodano, CTO, Disney|ABC

15:30  **Coffee Break**

15:45  **Business of the AGM**  
President’s Report: Richard Friedel, Fox Networks

Committee Reports  
- Technical Committee Report: John Lee, Fox Networks  
- Legal Committee Report: Gerardo Muñoz de Cote, Televísa  
- Resilience & Risk Committee Report: John Moore, Fox Networks  
- Radio Committee: Michael McEwen, NABA on behalf of Paul Brenner, Emmis/NextRadio

Legal Motions  
- Appointment of Auditors and Audit Report  
- Appointment of Directors and Introduction of Executive

Comments from the Floor and Closing Remarks

16:30  **Close of AGM Event**
It seems that not a day passes without reading some report of an enterprise falling victim to a security breach, data loss, ransomware or some other form of cyber-attack. The majority of such attacks go unreported for fear of a public relations backlash, an impact on stock value or a resultant management shake-up. Worse still, many companies are not even aware they have been compromised until the threat agent has been in their network for some time, a current latency period averaging six months.

Broadcasters are not immune to such threat agents and are, in fact, prime targets. As seen from the major attacks on TV5 Monde, Sony, Comcast, HBO, etc. massive damage can be done in a short period of time. The potential impacts are broad: content piracy, data leakage, software file/corruption, encryption and, in the case of news organizations, reputational damage.

Further, the broadcasting industry may become more vulnerable in the future. New IP standards and technologies are being adopted; these are required to support the speeds of next-generation UHD television systems, which will need to be adequately protected. The adoption of cloud services for increased speed and agility requires particular scrutiny of third-party defensive readiness. Multi-protocol delivery of content to consumers, including OTT services, presents its own set of challenges. All of the foregoing factors vastly broaden the “threat surface” broadcasters must protect going forward. In its report “Are Media and Entertainment Companies Ready”, Accenture wrote that: “these new risks, if not mitigated, represent a true existential risk.”

It will require broadcasters to adopt the best-practice design constructs of the IT enterprise, namely: an emphasis on proper system Architecture; Information Security (including Cyber Security) governance; proper Identity Management; Multi-Factor Authentication; Privileged Access Management; employee education and others. Broadcasters must continue to invest annually in cyber-security and enhance their cyber security specialist team. Corporate Boards of Directors will continue to need to be informed, on an on-going basis, of the measures being put in place to mitigate the risk to the enterprise.

For the past year, the North American Broadcasters Association (NABA) and the European Broadcasting Union (EBU) have jointly worked to develop the World Broadcasting Unions (WBU) Cyber Security Recommendations for Media Vendors, Systems Software and Services, a set of cyber security recommendations intended to create a dialogue between media vendors and broadcasters to achieve more consistent and effective compliance with cyber security recommendations. Functionally, the goal is to provide a practical document that broadcasters can append to any Request for Information (RFI), Request for Proposal (RFP) or Request for Quotation (RFQ) sent to industry. By having suppliers respond to these Recommendations, broadcasters will have a more informed view of the cyber “maturity” of the product, service or vendor under consideration. It will also reinforce the importance broadcasters place on cyber security to its vendor community. This represents the first step the WBU is taking to increase the cyber security defenses of its member organizations around the world. This is a “living” document, in that it will be reviewed and updated on an on-going basis, as the Internet threat environment increases. Further WBU work in cyber security will take place in 2018.

Please visit worldbroadcastingunions.org for more information and to view the document.

The WBU Cyber Security Recommendations document is supported by NABA, the EBU and sister unions including the Asia-Pacific Broadcasting Union (ABU), the Arab States Broadcasting Union (ASBU), the African Union of Broadcasting (AUB), the Caribbean Broadcasting Union (CUB), and the International Association of Broadcasting (IAB/AIR). The document will be circulated to the unions’ members, as well as posted online on their corresponding websites.
NextRadio on the Move - In the Car and All Samsung Devices

Paul Brenner, Emmis / Acting Chair, NABA-RC

The NextRadio team has been hard at work to bring a better radio experience to the car and secure more smartphones with the FM chip unlocked. Success on both fronts culminated the second week in January.

While we demo’d our in-car product at the Consumer Electronics Show (CES), the press was reporting big news from Samsung: They continue to support NextRadio by unlocking the FM chip in upcoming smartphone models in both Canada and the U.S. Samsung joins LG, Motorola and Alcatel in taking this step to meet consumer demand and provide a lifeline during emergencies.

During 2017, a staggering number of widespread natural disasters proved just how critical radio is to public safety. Calls for phone manufacturers to unlock the FM chip rose sharply, and have not subsided. A recent Boston Globe article recounted how 79 million people – including the author – “were knocked offline” in an instant due to civil unrest in one African country.

We hear daily that people need FM radio in the palm of their hands. And it’s important that we broadcasters never take mobile FM for granted. It’s here today. Might it be gone tomorrow? Well, yes. Features that don’t get used may get removed. It’s on us to continually inform our listeners that the NextRadio app puts radio in their phone. And we sure ought to be using the feature ourselves.

Bringing a Better Radio Experience to the Car

Major automotive OEMs, both domestic and international, were among those viewing the first production demonstration of NextRadio® on JVCKenwood® products at CES. The electronics company showed off new aftermarket head units that tap WebLink® connected car software from Abalta Technologies.

Visitors said they were impressed by how NextRadio enhances the in-car radio experience with deeply layered visual and interactive content. Along for the ride at the demo were popular apps like Waze, Yelp and Weather.

“As we continue to build out all aspects of the connected car experience within our WebLink platform, we are prioritizing those apps that generate the greatest mobile experiences for everyday drivers,” said Michael O’Shea, CEO and Founder of Abalta Technologies, in a press release issued on the Las Vegas show’s opening day.

“NextRadio represents the evolution of radio that consumers expect, and the NextRadio app provides an in-dash visual experience on par with those expectations.”

Our demonstration centered around visuals, metadata and interactions that NextRadio syncs to car radio, making it easier and safer to find local stations. Broadcasters learned how NextRadio gathers listening intelligence that can help them understand what audiences respond to while navigating the commute, running errands or driving for fun.

Renata Fros, NextRadio’s Director of Automotive Product, showed how familiar logos and album art help drivers find content more quickly. She pointed out how a built-in Live Guide™ gives an “at-a-glance” view of what’s currently playing, so eyes stay focused on the road.

“Today, there’s less emphasis on remembering a frequency or call sign. People expect the ability to drill down to what interests them from various media sources. We’re able to offer listeners new and easy ways to explore local radio stations and discover what they want to hear,” Fros told booth visitors.

The NextRadio Live Guide serves up all FCC licensed stations. Nearly 100% of all U.S. stations show the station logo, including HD2 and HD3 channels that have often been obscured. In all, 4,000 stations emit real-time content metadata and return usage data to TagStation services.

For broadcasters, that usage data provides a wealth of actionable insights. Our Dial Report platform ingests NextRadio data about in-car and mobile usage and then delivers various intelligence reports about who’s listening, when – and how much. While at CES, we announced that we’ll launch a Dial Report product suite for broadcasters at the end of Q1.

On Thursday of CES, we held a widely-attended webinar “Using TagStation to Create a Consistent In-Dash Experience.” The event was in support of the NAB’s recommendation to audit station RDS and HD Radio presentation in the dashboard.
Phoenix Model Market for ATSC 3.0 - An Open Test Initiative for Broadcasters

Anne Schelle, Pearl TV

Now that the Advanced Television Systems Committee has released the ATSC 3.0 standard for deployment and the U.S. Federal Communications Commission has approved it for voluntary use, the action shifts to broadcasters who are working together to determine the best way to move forward. Pearl TV, in partnership with Fox Television Group, Telemundo and Univision, is playing an active role in the new technology.

Our industry is excited about the potential for ATSC 3.0, since it will mean dramatically better video and audio for viewers and the ability for broadcasters to seamlessly connect broadcast with broadband content. The new standard is a leap forward, improving on a 25 year old technology. The focus now turns to deployment and figuring out how we can work together to make ATSC 3.0 a reality for viewers.

Phoenix, Arizona will become the first “model market” for ATSC 3.0, with Pearl and the model market partners leading the development of methods and systems to make next-generation TV broadcasting a reality, a sweeping improvement designed to greatly enhance over-the-air services for viewers and provide new options through smart TVs and other Internet-connected devices. The nation’s twelfth-largest TV market, Phoenix has more than 1.8 million households with more than one in five viewers relying on over-the-air reception for TV viewing.

What is learned in Phoenix will be critical for a successful deployment of next-generation TV across the U.S. The model market collaboration will help broadcasters develop commercial launch profiles, station configurations, interoperability with MVPD retransmission and support requirements for a basic ATSC 3.0 TV service.

In early January, Pearl announced a collaborative project with Sony Electronics to develop an essential viewer navigation ingredient for next-generation television – a new type of on-screen television program guide that will be responsive to consumer commands. The new channel navigation tool, part of the larger interactive content environment for next-generation ATSC 3.0, is being developed for the Phoenix Model Market project that is supported by 10 Phoenix market TV stations.

The finished product for the Phoenix Model Market test will be the first Electronic Service Guide with program information from both broadcasters and multichannel providers built with ATSC 3.0 technology. This innovative platform will bring a state-of-the-art experience to the viewer with interactivity, personalization and voice command support, both directly to the TV and indirectly through companion devices, such as tablets and mobile phones.

The Pearl TV business organization includes more than 300 local broadcasters from Cox Media, E.W. Scripps, Graham, Hearst, Meredith, Nexstar, Raycom and Tegna.

World Radio Day Kicks Off with a Focus on Sports for 2018

Jenn Hadfield, NABA

World Radio Day will be celebrated on February 13th to promote the power of radio worldwide. The day is a UNESCO (the United Nations Educational, Scientific and Cultural Organization) initiative, and they have picked the theme of “Radio and Sports” for 2018. The organizers encourage shining a spotlight on women and sports, with the World Radio Day website stating that only 4% of sports stories focus primarily on women. Hashtags for the day include #WorldRadioDay and #HerMomentsMatter.

“UNESCO is working to improve the coverage of women’s sports, to combat gender discrimination on the airwaves and to promote equal opportunities in sports media,” states Audrey Azoulay, Director-General of UNESCO. “Radio can help combat racist and xenophobic stereotypes that are, alas, expressed both on and off the field.

It allows a broad range of traditional sports to be covered, far beyond the elite teams. It provides the opportunity to nurture diversity, as a force for dialogue and tolerance.”

World Radio Day was created to emphasize how important radio can be due to its affordability and ability to reach across demographics. It’s a platform for all expression, and provides a resource in times of disaster and emergencies. Find more details about the day, including events and resources, on their website.
## Looking Ahead - Key Dates & Upcoming Events

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<td>EBU Digital Radio Week</td>
<td>Geneva, Switzerland</td>
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<td>Feb 12</td>
<td>WBU-TC Meeting</td>
<td>[ Teleconference ]</td>
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<td>Feb 13</td>
<td>World Radio Day</td>
<td>The World</td>
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<td>Feb 13-20</td>
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<td>Feb 26</td>
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<td>NAB State Leadership Conference</td>
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<td>Feb 28 - Mar 1</td>
<td>EBU Big Data Conference 2018</td>
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<td>Mar 5 - 8</td>
<td>ABU Digital Broadcasting Symposium</td>
<td>Royale Chulan, Kuala Lumpur</td>
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<td>Mar 7</td>
<td>NABA Resilience &amp; Risk Committee (RRC) Roundtable</td>
<td>Los Angeles, California</td>
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<td>Mar 8</td>
<td>NABA Technical Committee (TC), NABA Legal Committee (LC) and NABA Board of Directors Meetings (BoD)</td>
<td>Burbank, California</td>
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<td>Mar 9</td>
<td>NABA Annual General Meeting (AGM)</td>
<td>Burbank, California</td>
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<td>Mar 12-13</td>
<td>AUB General Assembly Forum</td>
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<td>Mar 15</td>
<td>34th Meeting of COM/CITEL</td>
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<td>Mar 15-16</td>
<td>AUB 11th General Assembly</td>
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<td>Mar 19-23</td>
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<td>Mar 20-22</td>
<td>ATSC TG Meetings</td>
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<td>Mar 28</td>
<td>NABA Radio Committee (RC) Meeting</td>
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A complete list of upcoming events is available at: [www.nabanet.com/nabaweb/calendar/calendar.asp](http://www.nabanet.com/nabaweb/calendar/calendar.asp)