Happy New Year! It’s hard to believe it’s almost time for our AGM. This issue of NABAcaster gives you a preview of what to expect at this year’s event, but first, a look at what we’ve been up to and what you can expect for 2019.

It’s been about four months since our last issue and the last quarter was a busy time for NABA, the WBU and our Committees.

We filed comments concerning the FCC’s NPRM on making C-Band spectrum available for 5G and then went on to submit a reply to comments made by others. Our Spectrum Sub-Committee did some nice work on our submissions all coordinated by Robert Weller (NAB). Thanks Bob!

In October, we formed a partnership with the NAB to have our next Future of Radio and Audio Symposium be a part of their Broadcast Engineering Conference at the Las Vegas NAB Show this coming April 7th. We are excited to be part of the NAB Show and Conference and we have lined up three sessions of great content for the attendees. Please see the Save the Date in this issue. Even if you’re a TV person, we all use radio and I think you’ll be most interested to hear how radio embraces its Next Generation moment. We look forward to seeing you there!

Throughout the fall we continued to get our common metadata specifications into both SMPTE BXF and IMF. As I write this report, this work continues with Chris Homer (NABA Consultant) taking the lead on J2K specifications and UHD specifications for IMF. Chris Lennon (MediAnswers) will be taking this work forward throughout 2019 and putting them into SMPTE BXF. By the end of 2019, we should have completed placing all of the specifications into SMPTE standards and we strongly encourage our members to implement these as their capital cycle provides the opportunity. We have spent a lot of time and treasure in response to our members’ priorities and to deliver tangible benefits; it is now time to implement.

One new project in the Specification for Common Metadata in Advertising is expected to get rolling under the leadership of Thomas Edwards (Fox) and Harold Geller (Ad-iD). Some work has already been done but more is needed so that we have common metadata throughout the full broadcast workflow chain. As Clyde Smith reminds us, even from retirement, by doing this work and implementing the results, we “keep it simple with fewer mistakes.” Makes sense to me, as I’m sure it does to you.

The Broadcaster Treaty to protect broadcast signals from piracy in the digital environment is another area where we have spent many years to realize a positive outcome. This fall saw major movement towards this goal with a proposal from the United States at the World Intellectual Property Organization’s (WIPO) Standing Committee on Copyright and Related Rights (SCCR).

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Erica Redler, our Legal Committee consultant, along with many of our members, participated in the late November meeting with our colleagues from the other broadcast unions in the World Broadcasting Unions (WBU). There is a strong sense that we can build on the US proposal, along with other positive proposals, and make progress towards a Diplomatic Conference in 2020. For those of you who have followed this torturous process, there is a tendency to be skeptical, but for the first time in many years I believe the light at the end of the tunnel is not a train. The activities in 2019 should pave the way to a positive outcome, if for no other reason than it’s about time. The key players are getting serious and it’s the right thing to do. See more details in this issue of NABAcaster.

Our Board of Directors have had some interesting conversations over the fall and early winter about changes and challenges in our industry. At a meeting hosted by NBCUniversal in New York in mid-December, Paul Cheesbrough, Chief Technology Officer, 21st Century Fox, discussed transformation and change management with the Board. That’s a subject very much on everyone’s mind these days with the difficulties associated with consolidation, new technology and ever fragmenting markets, particularly as the traditional revenue models are challenged. It was a fascinating discussion, which we hope to introduce to our AGM in New York on February 5th, again hosted by NBCUniversal, by having a panel of our broadcast technology/operations executives focus on the key hurdles we face in the next few years and how we go about tackling them.

As part of our preparation for the AGM we conducted a survey asking members what key areas of interest they would find useful at our AGM. Your responses included wanting to understand the benefits of ATSC 3.0 for the consumer, the transition to ATSC 3.0, trends in advertising, IP studio facilities, future Cyber Security issues and the above mentioned structural challenges to our industry. We have taken all of your input and have planned a day full of great content, with expert speakers and panelists. Please note the draft AGM Agenda and registration information in this NABAcaster issue and make a point of joining us for the day on February 5th in New York. It’s relevant and, according to our survey, it is your agenda, so please take advantage of it.

As we begin 2019 we look forward to another productive year. C-Band challenges will continue, the move to all IP facilities will gather steam, Cyber Security will continue to be an issue that needs attention, as well as cloud services, and the ever present “change management.” We are looking to our Technical Committee for leadership to provide information on these issues and perhaps a Symposium or two later this year.

The Legal Committee schedule will be dominated by the Broadcaster Treaty and WIPO. The Radio Committee will be publishing a paper on Next Generation Radio, including the “value proposition” of radio. And the Resilience and Risk Committee is planning two roundtables with the first in New York hosted by Fox on February 6th, focussed on safety systems to help communicate risks to our people and facilities, and critical weather intelligence services. These are valuable to maintaining our service and people security, so please attend. A general recap of the 2018 RRC Roundtables can be found in this issue.

Finally, in October-November 2019, the ITU’s World Radiocommunication Conference (WRC-19) will take place in Sharm el-Sheikh, Egypt. This is where spectrum requirements are debated and decisions concerning all spectrum usage are made. While we are not expecting the kind of changes we saw in 2015, nonetheless we will be there along with our WBU colleagues to ensure broadcaster interests are represented.

So it’s a pretty full year and it’s only the second week of January. I hope your year is healthy, happy and productive. ■
NABA 41st Annual General Meeting  
Tuesday, February 5, 2019  
NBCUniversal | 30 Rockefeller Plaza  
11th Floor East, Conference Room 11A, New York, NY

08:15  Security Check/Registration/Continental Breakfast Service

09:00  Welcome: Richard Friedel, EVP, Technology & Broadcast Strategy, 21CF | President, NABA

  Opening Remarks:  Keith Jackson, Senior Vice President, Engineering, NBCUniversal (invited)

09:10  Keynote: How are we doing with the Transition to Next Generation Television?

  • What Do Consumers Want from Next Gen TV (4K, HDR, tuners, etc.) and What Have We Learned from Phoenix? Anne Schelle, Managing Director, Pearl  (confirmed)

  • How is Next Gen TV Relevant to Advertisers and Their Changing Needs? Brian Hughes, EVP, Audience Intelligence & Strategy, MAGNA  (confirmed)

09:40  Panel: Over-the-Air Broadcasting - Is the Future Secure with ATSC 3.0?

  While over-the-air viewing has grown to about 14% in the U.S. in the last few years, streaming on the internet has also grown. Cable and satellite continue to enjoy huge market penetration. In Canada, over-the-air signals deliver to less than 10% (and in some markets less than 5%) of total viewers. In Mexico, about 50% of the market directly consumes their TV programming over-the-air, but that figure is shrinking since there has been substantial growth in cable, satellite and internet platforms. Is a new transmission infrastructure worth the investment for the potential benefit and what are those benefits?

  Chair: Glenn Reitmeier, SVP, Technology Standards & Policy, NBCUniversal (confirmed)

  Panelists:
  • Shawn Kelly, EVP, Technology, Corus (confirmed)
  • Anne Schelle, Managing Director, Pearl (confirmed)
  • Jerald Fritz, EVP One Media (Sinclair Broadcast Group) (confirmed)
  • Frank Gover nale, SVP, East Coast Operations, COE, CBS (invited)
  • Leonardo Ramos, High Technology Director, Televisa (confirmed)
  • Brian Markwalter, SVP, Research and Standards, Consumer Technology Association (CTA)  (confirmed)

10:30  Coffee Break

10:45  Panel: All Things IP and all the Opportunities and Problems

  Part One: The IP Production Facility

  As the new SMPTE ST 2110 set of IP production standards has become available, broadcasters can now use one common IP-based mechanism for professional media. But does SMPTE ST 2110 fully address all broadcasters’ requirements, or are there missing pieces? Have suppliers stepped up and provided adequate products and services in support of this new SMPTE set of standards? As broadcasters move to an all-IP infrastructure, this panel will address what pieces are already in place and which remain as obstacles or gaps to success.

  Chair: Thomas Edwards, VP, Engineering and Development, 21CF  (confirmed)

  Panelists:
  • Maxime Caron, Director, New Broadcast Technologies, CBC/Radio-Canada (confirmed)
  • Mike Cronk, VP, Core Technology, Grass Valley (confirmed)
  • Steven Reynolds, CTO, Imagine Communications (confirmed)
  • Brad Plant, Director, Technology and Operations, NBCUniversal Owned Stations (confirmed)
  • Chris Swisher, IP Production Center, Telemundo (confirmed)

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Part Two: Cyber Security in an all-IP Environment Just Got More Complicated; New Cyber Technologies and Practices Required in 2019 and the Future (or are we just paranoid)

Cyber Security is already a C-Suite issue, but does the move to IP-based professional broadcast production vastly increase a broadcaster’s threat surface? The panel will discuss what broadcasters must do to protect their operations in 2019 and beyond, when the black hats are employing advance threat technologies, like machine learning and AI.

Chair: John Lee, Digital Engineering Consultant, FOX (confirmed)

Panelists:
- Shawn Henry, President, Crowdstrike (overview of current and future challenges) (confirmed)
- Dean Perrine, Executive Director Network Infrastructure, 21CF (invited)
- Michel Arredondo, Senior Director, Information Technology, CBC/Radio-Canada (confirmed)
- Andrea Abell, CISO, NBCUniversal (invited)
- Alex Specogna, Senior Manager, Information Security Strategy, Bell Media (invited)

12:45 Deli Buffet Lunch

- The NABA International Achievement Award: Clyde Smith (retired, Fox) for his many years of service developing common standards and specifications for new broadcast technologies and workflow/operations.

14:00 Panel: Industry Leaders on Challenges and Trends for the Year Ahead

Given all we’ve heard today, what are the top three priorities that our technology and operational leaders think will dominate their agenda.

- Five Scary Events that Could Impact Our Industry - Michael McEwen - Director-General, NABA (confirmed)

Chair: Richard Friedel, EVP, Technology & Broadcast Strategy, 21CF (confirmed)

Panelists:
- Borika Vucinic, VP, Technology, Bell Media (confirmed)
- David Rabinowitz, Executive VP, Broadcast Operations & Technology, Univision (confirmed)
- Frank Governale, SVP, East Coast Operations, COE, CBS (confirmed)
- Marty Garrison, VP, Technical Operations, Distribution and Broadcast Engineering, National Public Radio (NPR) (confirmed)
- Brad Wall, SVP, Network Operations, Disney|ABC (invited)

15:00 Business of the AGM

- Welcome Remarks / President’s Report: Richard Friedel, NABA President/21CF
- Committee Reports
  - Technical Committee Report: John Lee, FOX
  - Legal Committee Report: Bev Kirshenblatt, CBC/Radio Canada
  - Resilience & Risk Committee Report: John Moore, FOX Networks
  - Radio Committee: Julie McCambley, CBC/Radio-Canada
- Legal Motions
- Appointment of Auditors and Audit Report
- Appointment of Directors and Introduction of Executive and new Committee Chairs and Vice-Chairs
- Comments from the Floor

15:30: Closing Remarks

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The next NABA Resilience & Risk Committee (RRC) Roundtable will be Wednesday, February 6th from 10:00 - 16:30 hosted by Fox in New York (the day after the NABA AGM on February 5th).

All NABA members are welcome to join, please email Jenn (jhadfield@nabanet.com) for more details.

NABA-RRC Roundtable Round Up

Jenn Hadfield, NABA

The NABA Resilience and Risk Committee (RRC) hosted two Roundtables in 2018. The first was held in Los Angeles in March and was hosted by FOX, the second was hosted by CBC/Radio-Canada in Toronto in September. Both Roundtables were well attended and featured compelling content. The switch to twice-a-year in-person Roundtables was motivated by wanting to provide a chance for committee members to come together to speak off-the-record about challenges and best practices.

Committee Chair John Moore explained “one of the main values of the RRC is having contacts across the industry, with informal interactions being key.” The Roundtables have included vendor presentations from Crisis24 (GardaWorld) and Agility Recovery. These presentations can be more valuable than a one-on-one experience since attendees ask a variety of questions about the products (sometimes covering things you may not have thought about on your own), and attendees can avoid a hard-sell situation.

Other topics that have been covered by committee members include sport event/Olympic preparation debriefs, multi-employer sites and Environmental Health and Safety Challenges, live remote risks, General Data Protection Regulation (GDPR), and a frank discussion of software applications used. The Roundtables also feature a debriefing from a member of the NABA Cyber Security Subcommittee.

The NABA RRC Roundtables are open to all NABA Members.

SAVE THE DATE: April 7th, 2019 | NAB Show | Las Vegas

NABA is very excited to announce that the Future of Radio & Audio Symposium (FRAS) will return for 2019 and, in a first for FRAS, will be held at the NAB Show in Las Vegas. FRAS sessions will be held Sunday, April 7th as part of the NAB’s Broadcast Engineering and IT Conference (BEITC) at the Las Vegas Convention Center (North Hall). Panel topics will include the Next-Generation of Radio, Digital Radio Roll Out Around the World, and Connected Car/Audio on Demand. Panelists from across North America and around the world have already been secured for this event.

This partnership between NABA and the NAB is a great opportunity for FRAS to benefit from the enormous pool of talent that already flocks to the NAB Show, providing access to radio-focussed BEITC attendees for NABA-produced sessions that will include national and international radio perspectives.

Watch your inboxes for updates on registration and the program. If you have questions, please contact Jenn Hadfield. We’ll see you in Vegas!
Heijo Ruijsenaars, EBU / Chair, WBU-WIPO Broadcaster Treaty WG

The 35th to 37th sessions of the WIPO Standing Committee for Copyright and Related Rights (SCCR) over the past year, and in particular the WIPO General Assembly (GA) of September 2018, have established a new, and possibly final, roadmap for the WIPO Broadcasting Treaty. The Chairperson, Mr. Daren Tang, CEO of the Intellectual Property Office of Singapore, has managed to streamline the discussion around the Treaty on the basis of his new draft, the so-called “Chair’s text”, which focussed on definitions and the other key issues such as the scope of application, i.e. which signals are to be protected, and the scope of protection, i.e. which rights are to be granted.

At the 36th meeting, a long-awaited breakthrough was achieved: The Chair concluded the SCCR week with the Recommendation that "In view of the progress made in recent SCCR sessions, the [WIPO] General Assembly is invited to consider appropriate action towards convening a Diplomatic Conference for the adoption of the Broadcasting Treaty, subject to reaching consensus on fundamental issues, i.e. objectives, specific scope and object of protection." This Recommendation provided an opportunity for the WIPO GA to determine a new action plan with a concrete timeframe to finalize the basic text for the Treaty in 2019.

That momentum for the Treaty puts special pressure on “Group B”, which includes inter alia the US, EU and Japan, to arrive at a positive approach and to find a reasonable compromise among their positions. Although these positions have not yet been aligned, at the WIPO GA meeting in September, the US position had moved more favourably towards a workplan for finalizing the Treaty, which allowed the GA to adopt a concrete roadmap for the SCCR (notably to explore best efforts for achieving consensus on the outstanding issues at the next two sessions) so that the SCCR/38 in 2019 could issue a recommendation to the GA 2019 to schedule a Diplomatic Conference for the adoption of the Treaty.

At the 37th session of the SCCR, a revised note from Argentina (document SCCR/37/2), which simplified its earlier proposal for the protection of broadcasters’ online signals, and a wholly new paper from the US with concrete suggestions for the section on the “Rights” as well as some draft wording for the implementation of the Treaty into national laws, were discussed in “informals”, i.e. among a smaller group of regional representatives. However, as the US note had been published late, less than a week before the meeting, much time of the SCCR/37 was spent on the “Q&A” of the US proposal in particular.

The new proposed wording from Argentina and the US, as well as some other issues of “part B” of the previous draft, have now been consolidated in the new Chair’s text (SCCR/37/8) which will be submitted to the next SCCR/38, in the first week of April 2019. That meeting should make headway on reducing the alternatives and complementing the Chair’s text with the remaining provisions for a full Basic Proposal, as certain elements (for example the usual “national treatment” clause or the relationship with other Treaties) are not yet included. For completing the Chair’s text with these provisions, other WIPO Treaties should serve as basic models.

A key issue that is likely to remain fairly open-ended, possibly until the very end of the Treaty negotiations, is the scope of protection for the “online” programme-carrying signals.

For the time being, the revised proposal of Argentina seems to be the most favorable manner to solve that issue, as it suggests that broadcasters’ online signals that correspond to catch-up service signals) should be part of the mandatory protection while other online signals could be optional only. The US note is unclear on that issue.

The issue of protection of online signals is the last major one to be resolved and will be the focus of discussions at the April SCCR meeting. Hopefully, sufficient agreement on acceptable options will emerge to support a recommendation for a Diplomatic Conference.
NABA Welcomes Grass Valley as an Affiliate Member

NABA is thrilled to announce that Grass Valley, a Belden Brand, has joined as a new Affiliate Member. Headquartered in Montreal, QC, Grass Valley has been in the broadcast business for more than 60 years and is a number one player in content and media technology.

By taking an active role in NABA’s various committees, Grass Valley will join other suppliers and North American broadcasters in defining and debating solutions to technical, operational and regulatory issues and challenges that broadcasters face globally.

The NABA Board of Directors enthusiastically welcomes their membership.

Looking Ahead - Key Dates & Upcoming Events

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A complete list of upcoming events is available at: [http://nabanet.com/calendar/](http://nabanet.com/calendar/)

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