



Dr David Wood

Dr David Wood is a Consultant to the European Broadcasting Union Technology and Innovation Department in Geneva Switzerland. His role over many years at the EBU has been helping with the coordination of research and development in media by EBU Members. He previously worked for the BBC and Independent Broadcasting in the United Kingdom. He has chaired groups in the ITU-R and DVB Project on new media technology and has written papers and books on media technology. Currently he is helping EBU groups concerned with Future Media Technology, and the specific issues of hybrid broadcast broadband systems and management tools (enterprise architecture) for EBU Members.

EBU studies on Media Technology Futures

In 2020, the EBU Broadcast Technology Futures Group published the results of studies by major EBU Member Research and Development Groups into the potential evolution of media technology over the next ten to twenty years. The Group is now evaluating whether developments in recent years may change predictions made then. The presentation will examine in particular the potential influence of Internet Platforms and Artificial Intelligence on Media in the coming years. The presentation will also examine whether it is possible to predict the success of ideas for new media systems, so that focus can be made of those with the highest likelihood of success in the public or media production community.