

PROGRAMME
ITU Workshop on “The Future of Television for Europe”
7 November 2024, Geneva (Switzerland)

08:00 – 09:00	Registration and Demos
09:00 – 09:30	Opening and Welcome Remarks <ul style="list-style-type: none"> • Welcome Remarks: Joanne Wilson, <i>BR Deputy Director</i> • Welcome Remarks: Thiago Aguiar Soares, <i>ITU-R Study Group 6 Chair</i> • Welcome Remarks: Zhong (Noah) Luo, <i>ITU-T Study Group 21 Chair</i> • Welcome Remarks: Jaroslaw Ponder, <i>Head of the ITU Office for Europe</i>
09:30 – 10:40	Session 1 – The future user experience for television <p>The future of TV is poised for a significant transformation in how the user consumes it, blurring the lines between traditional and digital formats. While linear TV may persist, it is likely to coexist with a multitude of streaming platforms and on-demand content. This session will discuss expected transformation such as the convergence of various media forms, including gaming, virtual reality, and interactive experiences, which are redefining the concept of passive viewing. Discussions will also cover emerging trends and the evolving expectations of viewers, aiming to provide a comprehensive vision of the future TV experience.</p> <p>Moderator: Elena Puigrefagut, <i>EBU, ITU-R SG 6 Vice-Chair</i></p> <p>Presentations/speakers:</p> <ol style="list-style-type: none"> 1 “The Connected Viewer: Video Consumption in the Digital Age” by Léa Besson, <i>Senior Media Analyst and Digital Lead in the Media Intelligence Service, EBU</i> 2 “Freely – reimagining the future of Free TV” by Sarah Milton, <i>Chief Product Officer, Everyone TV</i> 3 “The collision of gaming and TV” by Keran Boyd, <i>Consulting Manager, Caretta Research & Project Lead, IBC Accelerators</i> 4 “Application-oriented television broadcasting” by Marcelo Moreno, <i>Associate Professor in the Department of Computer Science at the Federal University of Juiz de Fora (UFJF) (Brazil)</i> 5 “The future user experience outlined in Report ITU-R BT.2522” by Luiz Fausto, <i>Technology & Regulatory Specialist, TV Globo (Brazil)</i>
10:40 – 10:50	Introduction to demonstrations by Andy Quested, ITU-R WP 6C Acting Chair <p>A short introduction to the technology demonstrations. Delegates will be asked to consider “<i>Can this technology or idea help me or could it be adapted to solve my problem?</i>” The last session of the day is a discussion where some of the demonstrators will form the panel based on the feedback from the workshop delegates feedback.</p>
10:50 – 11:30	Visit demonstration area <i>(tea/coffee provided by BR)</i>

11:30 – 12:30	<p>Session 2 – Regulatory and policy</p> <p>Television serves an important social function, and consequently many countries have established public service broadcasters as a matter of public policy. In Europe, the use of the frequencies allocated to the terrestrial TV is regulated by the ITU Radio Regulations and the Geneva 2006 Agreement (“GE06”). Recent social trends, associated with renewed television delivery mechanisms present challenges and opportunities for European authorities, as well as the ITU, in the roll-out of television over any media. This session will discuss the importance of television policy and standardization as effective tools in the hands of regulators.</p> <p>Moderator: Jaroslav Ponder, Head of the ITU Office for Europe, ITU</p> <p>Presentations/speakers:</p> <ol style="list-style-type: none"> 1 “Recent EU regulations for the digital sector from the perspective of Public Service Media” by Jenny Weinand, <i>Head of Media Law, Legal & Policy Department, EBU</i> 2 “Navigating the Future of Broadcasting in Bosnia and Herzegovina: Legal, Regulatory, and Accessibility Challenges in an Evolving European Framework” by Nataša Kuzmanovic, <i>Vice-Rapporteur ITU-D Study Group 1 Question 2/1 and Question 1/1 (Bosnia and Herzegovina)</i> 3 “WRC-23 decisions on use of UHF band in Region 1” by Ilham Ghazi, <i>Head, BCD Division (TSD, BR), ITU</i> 4 “Prospects for the use of the 470-694 MHz frequency band in Europe after WRC-23” by Umberto Mascia, <i>Directorate General for Digital and Telecommunications, Division V – Spectrum Technical Regulation and Planning (Italy)</i> 5 “Individual use case: UK” by Richard Lindsay-Davies, <i>CEO, Digital TV Group (DTG) (United Kingdom)</i>
12:30 – 14:00	<p>Lunch (<i>not provided – usual meeting restaurant lunch</i>)</p>
14:00 – 14:45	<p>Session 3 – The future technology for content production</p> <p>This session will explore how new and emerging technologies from artificial intelligence (AI) driven workflows, 5G private networks to cloud and software defined applications, have over the last few years revolutionized programme making. The integration of virtual and augmented reality technologies has revolutionized the viewing experience, transporting audiences into immersive worlds that blur the boundaries between reality and fiction. From interactive storytelling to virtual reality sports broadcasts, the industry has embraced innovation to captivate and engage audiences like never before.</p> <p>The session will discuss the how programmes can be made to meet audience expectations and how content can be accessible to all.</p> <p>Moderator: Andy Quested, EBU, ITU-R WP 6C Acting Chair</p> <p>Presentations/speakers:</p> <ol style="list-style-type: none"> 1 “Paris-2024 / the technological Olympics” <ol style="list-style-type: none"> a) “Flame in the Cloud” by Amy Rajaonson, <i>Broadcast Engineer, France TV</i>, and Yann Bureller, <i>Project Coordinator, France TV</i> b) “Connecting the Games via 5G Private Network” by Laurent Zwahlen, <i>Director, NuLink SA</i> 2 “AI in broadcasting” by Stefan Kollinger, <i>Chief Innovation Officer (ORF)</i> 3 “Accessibility for new content creation” by Pilar Orero, <i>Professor, Universitat Autònoma de Barcelona (Spain)</i> 4 “Programme making in a browser” by David Klafkowski, <i>CEO, Tanooki Technologies Ltd.</i>

14:45 – 15:30	<p>Session 4 – Future of delivery in Europe and a look beyond</p> <p>To meet user expectations, delivery systems must use flexible and diverse technologies to distribute content through a range of platforms to multiple end-user devices. This mixture of delivery networks will vary between markets and although the economics of each method will influence the eventual mixture of delivery networks used, other factors, such as regulatory requirements, will also have an influence.</p> <p>This session will also discuss how audience expectations for on-demand non-linear interactivity and personalized content that may require a return channel can be realized.</p> <p>Moderator: David Hemingway, <i>BBC, ITU-R SG 6 Vice-Chair</i></p> <p>Presentations/speakers:</p> <ol style="list-style-type: none"> 1 “Future of broadcast networks in Europe” by Mark Jordan, <i>International Policy Spectrum Manager at Arqiva/BNE</i> 2 “Embrace (network) diversity! DVB-I at the heart of television’s future” by Emily Dubs, <i>Head of Technology, DVB Project</i> 3 “5G for PSM – Incentives and Pitfalls” by Roland Beutler, <i>Responsible for programme distribution strategy, SWR</i> 4 “Second Generation DTT Systems Enabling Opportunities for Broadcasters” by Madeleine Noland, <i>President, ATSC</i>
15:30 – 16:00	<p>Break and Demonstrations (<i>tea/coffee provided by BR</i>)</p>
16:00 – 17:00	<p>Session 5 – Resilient sustainable broadcasting</p> <p>This session will examine the role television plays in two vital areas, the ability to provide accurate and timely information during times of emergency and the impact of programme making and the use of televisions on the environment. These two areas are linked – programme-making and television viewing is part of the environmental problem using large amounts of energy but is one of the main tools for delivering vital information to a public directly affected by the impact of climate change! How can this dichotomy be resolved?</p> <p>Moderator: Erik Reinhard, <i>InterDigital</i></p> <ol style="list-style-type: none"> 1 “The vital role of TV broadcasting in saving lives” by Maritza Doris Delgado, <i>Programme Officer, BDT, ITU</i> 2 “Broadcasting early warning systems and resilience” by Walid Sami, <i>Senior Project Manager, EBU</i> 3 “SG 6 Report on energy aware broadcasting” by Hemini Mehta, <i>Sustainability Lead, EBU</i> 4 “The environmental impact of media – how do we measure?” by Dom Robinson, <i>Director, Co-Founder and CBDO: www.id3as.com</i> 5 “Energy and spectral efficiency of MIMO for Digital Terrestrial Television Broadcasting” by Luiz Fausto, <i>Technology & Regulatory Specialist, TV Globo (Brazil)</i>
17:00 – 17:15	<p>Break and Demonstrations</p>
17:15 – 17:55	<p>Session 6: Discussion/panel</p> <p>This session is a discussion panel based on the comments and questions from visiting the demonstrations during the day this session will be a panel discussion will be led by the demonstration proponents and will give delegates a chance to learn more.</p> <p>Moderator: David Wood, <i>Consultant, EBU</i></p>
17:55 – 18:00	<p>Closing remarks – Thiago Soares and session moderator</p>