

BROADCAST TECHNOLOGY AND INFRASTRUCTURE

DAY 3, 20 JUNE, THURSDAY

TRACK T3: FILE-BASED WORKFLOW AND CLOUD BROADCASTING

File-based Workflow and Media Asset Management

Consumers are now given the opportunity to view content across multi-platforms, broadcasters are keeping hold of their digital assets and the key challenge of it is how to monetise and distribute them in a profitable way. In this track, we will discuss effective strategies on how broadcasters can further improve their file-based workflows and digital asset management ecosystem. Plus looking deeper into the pros and cons of cloud application.

10.50am Chairman's Address

Tony Taylor, *Chairman and CEO, TMD*

11.00am File Base Workflows: How to Manage the Unmanageable?

- Tackling the largest obstacles: Understanding the nature of all the various content sources - how they will be ingested, edited and managed throughout the workflow
- Addressing the challenges of migrating a facility to an all file-based workflow
- How do you make workflow work for you?
- How can workflow systems be used to improve the picture quality for archiving and retrieving video assets?

Aaron Shaw, *SVP, Ops and Engineering, Encompass Digital Media Asia*

11.30am Case Study: What's Next for the Korean Broadcasting System's Digital Media Initiative?

- What can we learn from KBS's digital work flow implementation?
- Addressing the technical, financial and workflow design challenges
- Optimising file-based workflows to match your budget and creative requirements?
- Strategies in executing cost-effective tapeless workflows for multiplatform distribution: Effectively digitise your archive

Jung Ho Seo, *Deputy Director, TV Technical Dept, Korean Broadcasting System (KBS)*

12.00pm Case study: Trusting the Future Archive

- TRT's digital archive system - what can we learn from it?
- Managing the cost of archiving
- Why do we need Metadata - how can Metadata be used?
- Understanding the role of digital archive for new platforms (DTT, IPTV, MobileTV, etc)
- What are the appropriate mechanisms for conversion from analog to digital archives?

Fikriye Berker, *Chief Engineer of Digital Archive System, Turkish Radio and Television Corporation (TRT)*

12.30pm Lunch Break and Exhibition Viewing

1.40pm Determining the Next-Generation Workflows

- How are we making up for the shrinking budgets and increasing number of delivery platforms?
- Understanding the workflow evolution - how will this have an impact in your business?
- What does the next generation workflow need to be?
- Assessing the impact of innovative internet technologies for improving and automating workflows
- Dealign with fragmentation - how can we not have a video file that works in every country and market?

Fabio Gattari, *President and APAC Sales, ETERE SRL*

Cloud Broadcasting - Is It The Way To Go?

The broadcasting industry is currently discovering the business and technology advantages that basing its communications on a cloud model can bring. Broadcast media is a late convert to cloud computing, but it is proving to be an enthusiastic one. The benefits are especially timely for an industry undergoing a transformation as it embraces the concept of 'TV Everywhere'.

2.10pm Chairman's Address

Marc Wharmby, *Vice President of Solutions Architects, Front Porch Digital*

2.15pm Serving Media from the Edge

- With the explosion of media content, what are the solutions to take if your website becomes instantly popular and if your mobile application goes viral?
 - Providing the flexibility and agility needed in today's fast-paced web environment
 - Best practices for media storage, processing, and the delivery of static and dynamic content around the world
- Mark W. Ramberg, *Global Digital Media Business Strategy, Amazon Web Services*

2.45pm Understanding the Development of Cloud Storage Platforms

- Latest ways that cloud computing is being applied throughout the creation and distribution chain for TV and radio programming
- How can broadcasters make use of cloud infrastructure to minimize operational cost and maximize operational stability and minimise liability?
- How can viewers access their content through multiple devices, and the cloud?

Zane Adam, *General Manager, Business Platform and Cloud Solutions, Asia Pacific, Microsoft*

3.15pm Afternoon Coffee Break

3.30pm Case Study: Successful Implementations of Broadcast Storage, Workflows and Processing in the Cloud

Marc Wharmby, *Vice President of Solutions Architects, Front Porch Digital*