

MONDAY 14.09.2015

THE OFFICIAL NEWSPAPER OF IBC

IBC 'must employ diversity levy'

Conference Analysis

By Ann-Marie Corvin

BBC Worldwide's operations director Lesley Johnson has called for IBC to impose a tax on the major IBC exhibitors to fund an educational programme that encourages more females to take up roles in the industry.

During Sunday morning's 'Women in Broadcast' session, the former journalist called for the industry to educate the educators at a grass roots level in order to raise the visibility of careers in science and engineering among young women, as the US is doing with initiatives like the STEM (Science, Technology, Engineering and Maths) programme.

"Look at how much money there is sloshing around in the

halls. IBC could help by imposing a 0.5 % levy on all the major exhibitors to fund education tools that can be used to inspire 11-13 year old schoolgirls to study IT, science and engineering," she said. This isn't the first time that Johnson has been vocal on diversity issues at the exhibition: last year she criticised IBC for not having a diversity policy and vendors for deploying scantily dressed women to attract visitors to stands. This year, she added, Females in the Broadcasting Industry (FBI) has worked with IBC on guidance about appropriate dress on stands. "I'm starting to see the difference," Johnson noted.

Ultimately the session concluded that it's just bad business for companies not to address diversity in the halls. Tilly Casson, a systems architect



specialist from GSTQ consulting, who is here on behalf of a big OTT client, told the panel that not one person from any of the stands she visited approached her to ask why she was there. "It was so blatant that I was interested in the product, yet I still had to make that first approach: it's soul destroying."

The panel, which also included Molly Connolly, a strategist at Dell's entertainment arm and Emma Riley, head of business development at UK-studio facility

dock10, added that the show exhibitors as well as IBC as an organisation could address diversity in the short term by employing more female sales and marketing staff or by mixing things up on the stands.

As FBI chair and industry PR supremo Sadie Groom added: "It would be refreshing to see more male receptionists or female camera ops – and it can't be only women that are capable of scanning badge passes."

DTT for Africa and Asia

By George Jarrett

If the industry has one group punching above its weight, it is DigiTAG. Its latest initiative has been to revise the popular Guide to Digital Switchover to cover the DTT issues around regulation, business and technology facing countries in Africa and near East Asia. Digital switchover is scheduled for 2020.

"The plan is to develop



plausible roll out plans for DTT, independent of what technology the nations choose," said DigiTAG secretary Peter MacAvock. "What

we have seen in some African countries, and Kenya is probably most notable, is that where DTT is a success the percentage of DTT receivers rises rapidly and sponsors the emergence of local production and innovative services.

"The big question is when will South Africa eventually launch DTT services? It has been overtaken by countries around it who have given up waiting, but when it launches, it will bring with it a lot of responsibility around the local production of receivers,"

he added. "The same goes for other African, and to an extent Asian, nations, where less well developed markets face issues like receiver price sensitivity." According to MacAvock: "many countries are quickly becoming important multi-platform business hubs. The main driver is education, in terms of bringing the regulatory community together. These countries sometimes don't have the experience and expertise of other markets. It is important for them to foster a collaborative process."

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PTZ remote on point

Marshall Electronics

By **David Fox**

The latest addition to Marshall's range of compact remote broadcast cameras is the new CV620, which features a 20x optical zoom, 340° pan- 120° tilt, and a variety of professional adjustment settings, such as gain, white balance, exposure, auto/manual focus.

It uses a 2-megapixel 1/2.8-inch sensor and is designed for use in a wide range of applications, from studio or reality TV, to commentator cameras or courtroom coverage.

It comes with wall-bracket and ceiling mounts, and outputs 1920x1080i, 1920x1080p, and 1280x720p at 60, 59.94, 50, 30, 29.97 or 25fps frame-

rates with connection options that include: 3G-SDI, HD-SDI, HDMI (DVI), component (VGA), and composite. It is also offered in USB 3.0 enabled bundles.

"Over the past couple of years our Pro-Series PoV Cameras have reached widespread adoption by professional broadcasters at most major media outlets," said Tod Musgrave, Marshall's product marketing director.

"Adding another broadcast-quality PTZ camera to our product line helps us to better serve the needs and demands of the professional broadcast market."

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Another point of view: Marshall's new CV620 comes in black or white