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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 superno 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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Immersive audio

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Big Screen Experience

As digital cinema approaches market saturation it promises to deliver new, presentation options and exhibition business models ranging from immersive audio to motion simulation
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MCNs look Beyond YouTube

As Millennials migrate to new platforms and media companies jostle for position, it's the multichannel network (MCN) that is shaping up to seize a big slice of the advertising pie
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Quad-view engineering LED monitor



Marshall Electronics

By **David Fox**

A feature-packed new desktop/rack mountable 17.3-inch 1920x1080 LED engineering monitor with waveform, vectorscope, 16-channel audio and CEA-708B closed caption decoding, has been released by Marshall Electronics.

The V-R173-DLW Quad-View test and measurement monitor also supports SDI, HD-SDI, 3G-SDI and Dual Link SDI.

Selectable multi modes enable the monitor to break into four quadrants and display signal input information (link status), embedded audio levels, a waveform monitor, a vectorscope and live video simultaneously. A DVI input supports all HDMI modes and DVI to 170MHz.

It also supports in-monitor display (IMD) protocol support for TSL, Nvision, Image Video, and proprietary tally control systems, remote firmware update via RS-485, tri-colour hard and soft tally, and safety marker configurations. Embedded time code and embedded audio presence indicators can be displayed on the screen in a variety of configurations. It also offers full CEA-608-B and CEA-708-B closed captioning.

Four user-definable function buttons allow quick access to numerous settings, including aspect ratio, monochrome mode, colour temperature, and more. The V-R173-DLW has an all-digital LED display offering 400 cd/m² brightness and 600:1 contrast ratio.

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RAI Amsterdam

Conference 10-14 September : Exhibition 11-15 September

The IBC2015 Big Screen Experience

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The IBC Big Screen Experience is the ultimate showcase that explores the art, science and business of cinema and how current developments in these areas are defining cinema and the wider industry for the 21st century. The IBC Big Screen Experience is free for all IBC attendees and features an editorially led programme, technology demonstrations and complimentary screenings.

For the latest updates visit www.ibc.org/bigscreen

Friday 11 September	Sunday 13 September
<p>14:00 - 15:30 Sponsored Session- ACES: The problem solver for production, post and archiving</p> <p>16:00 - 17:30 HDR: From zero to infinity - part 1</p>	<p>15:45 - 18:15 EDCF: Global update</p>
Saturday 12 September	Monday 14 September
<p>11:30 - 13:00 HDR: From zero to infinity - part 2</p> <p>13:30 - 14:30 HDR: From zero to infinity - part 3</p> <p>15:30 - 17:15 Sponsored Session - ARRI: Complete solutions for breath-taking images</p> <p>18:30 (doors open at 18:15) IBC Big Screen Saturday Night Movie: Fantastic Four - Exclusively in Dolby Atmos and Christie 6P laser projections. Courtesy of 20th Century Fox.</p>	<p>09:30 - 11:00 IBC Big Screen Experience Keynote - Extending the Creative Palette: Vision from Pixar and ILM</p> <p>11:30 - 13:00 Immersive Cinema: Picture</p> <p>14:00 - 15:30 Immersive Cinema: Sound</p> <p>16:00 - 17:30 Cinema 2020: Seeing the future business today</p> <p>18:30 (doors open at 18:15) IBC Big Screen Monday Night Movie: Inside Out - Exclusively in near-Rec.2020 extended colour gamut, Christie 6P laser projection and Dolby Atmos. Courtesy of Christie, Dolby Labs, Harkness Screens, QSC & Disney Pixar.</p>

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