

IBC 2016: my experience and observations of emerging and prominent technologies

By Tyler Bailey

Introduction-

I was given the opportunity by the IABM to visit IBC 2016 along with a selection of other students from around Europe. My expectations for IBC were very high and they were certainly met and then exceeded extensively by all the technology and content that was available to me.

At the time of IBC I had just finished my second year of Television Production Technology at Southampton Solent University, so visiting IBC came at an ideal time as it allowed me to not only get an industry insight but also to help me gain inspiration for a third year project which makes up a large part of my overall grade for my degree.

First Impressions-

For me personally, the opportunity to visit IBC meant a lot more than just seeing the exhibition and attending conference sessions, I had never left the country before so having the opportunity to experience travel outside of the UK was very beneficial to me and will definitely be an experience that will help me throughout the rest of my life as now I fundamentally understand how to travel.

My initial impressions of the RAI and the exhibition itself were amazing, the scale of the place being the biggest part of that first impression. It was utterly extraordinary how much there was to see and do at IBC and once I could put the real life scale to maps and floor plans I had previously seen it really hit home what I was about to step into and explore.

The exhibition-

The exhibition was very usefully laid out into creation, management and delivery which made it more achievable when trying to organise my time at the exhibition of course between that the conference sessions had to be accounted for but I feel like I had adequate time to see enough of the exhibition. Although realistically it was impossible to see every single thing on offer within four days but that kept me active in trying to see as much as possible.

A few areas of the exhibition that particularly stood out to me were of course the Future Zone as visually it was great and technologically it was even greater. I found it very interesting seeing what various R&D departments were working on especially with displays and VR.

The IP interoperability zone was another interesting area that I visited inside the exhibition as it allowed me to see how companies were implementing IP based workflow's and making them actually work in the broadcast chain. IP was an area that interested me before the exhibition so being able to see and learn about what manufacturers had been developing was invaluable, Evertz stood out to me as a company that were working hard on implementing IP based workflows they also put on great demonstrations of there kit in action.

Before coming to university and learning more about engineering I was heavily interested in the creative side of the industry so it was nice to be able to see what cameras were being marketed by companies like RED, Canon and Panasonic and being able to get hands on and use them.

I feel like I could write and write about everything else I was able to see in the exhibition but to summarise some companies that particularly impressed me by what they had on offer were: Blackmagic, Avid, GoPro, Evertz, Grass Valley and SAM to name a few.

The conference sessions-

A great feature which I was unaware of at the time of visiting IBC was how the delegate pass logged everything I attended and was then sent to me afterwards. See below all the sessions that were logged on my pass (some that I attended weren't logged as they immediately followed sessions so there was no opportunity to rescan my pass).

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|------------------|--|---------------------------|
| Attended Session | CTO Strategic Roadmap: The Technologists' View | Sep 9 2016 9:44AM |
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| Attended Session | Cloud processing and changing business models | Sep 9 2016 11:26AM |
| Attended Session | Paper Session: Advanced Developments in Dynamic Video Streaming | Sep 9 2016 3:16PM |
| Attended Session | How secure is your data, how secure is your content? | Sep 10 2016 11:15AM |
| Attended Session | Paper Session: New Applications of High-Efficiency Video Coding | Sep 11 2016 8:26AM |
| Attended Session | IBM Cloud Video Streaming Best Practices | Sep 11 2016 10:28AM |
| Attended Session | New era, new skills in broadcast and media | Sep 11 2016 3:45PM |
| Attended Session | Is there a business case for UHD? | Sep 11 2016 5:03PM |
| Attended Session | Big Screen Keynote: IBC proudly presents Mr Ang Lee on his creative artistry and transformational vision of cinema | Sep 12 2016 9:48AM |

Areas that are more prominent from the sessions that I attended are the cloud, the business side of the industry and video streaming. The business side of the industry was something I was very keen to observe as it is not something I see at university also it was interesting to hear what companies are looking for with in new staff, sessions like 'New era, new skills in broadcast and media' highlighted that. Personally that was useful as in a year's time I will be graduating and looking to secure employment within the broadcast industry so I now feel I have a better understanding on what companies are looking for.

For me though the 'Big Screen Keynote: IBC proudly presents Mr Ang Lee on his creative artistry and transformational vision of cinema' was the pinnacle of everything that I was able to experience whilst visiting IBC. The reason for this being that Ang Lee is a multi academy award winning director so being able to listen to him talk about his thought process and approach to filmmaking was truly inspirational. And as a bonus he shared a preview of his latest film, what made that extra special was that it was shown in 120fps, 3D

which is mind-blowing and pioneering from a technical standpoint. Christie and Dolby did a great job making that preview possible by providing cutting edge technology from both of these respected fields.

Whilst on the subject of cinema, on the last full day we had at IBC 'The Revenant' was screened in the auditorium on the same setup that Ang Lee previewed his new work so we knew it was going to be a memorable cinema experience. I stand by my words that it was the best cinema experience I have ever had and it will not be accessible from a public perspective for many years to come so I feel extremely grateful for being able to experience that.

Conclusion-

With everything considered IBC was an immensely important experience for me. It provided a solid industry insight for me and allowed me to make myself more employable for the future so I am incredibly thankful for that. It was also great to meet fellow students from around Europe and to be able to meet industry professionals and talk with them. All of the previously mentioned factors made it an experience to not be forgotten and it has made me determined to visit as many future IBC's as I possibly can. Because being in an environment with that many like-minded individuals really helped me understand that I do want to be an engineer in the broadcast field and that it is achievable.

I'd like to say a massive thank you to everyone at the IABM for making it possible for me to visit IBC and for making it a memorable visit. I urge any students to pursue attending IBC and if possible compete to get onto the IABM program it was very worthwhile and I feel the best way to see IBC as a student.