

IBC 2016 – a promising beginning.



**AMSTERDAM**

*Jitina Maria  
Saint-Petersburg state institution of cinema and television,  
3<sup>rd</sup> grade, radiotechnics.*

My participation in convention actually started in June, then I began my preparation for qualifying stage in institute where I study. It was a challenge, where several most competent students had obtain possibility to attend IBC 2016 in Amsterdam completely gratis way. Well, I could not



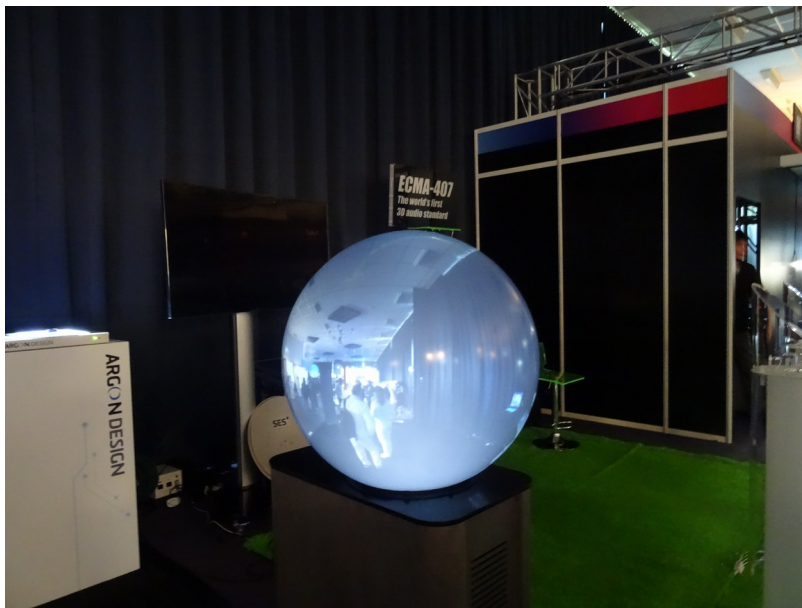
miss that opportunity, so I decided to do review study on one of the last year's convention hot topics: 8K television. I will not hide the excitement that I felt during the performance, and with nothing to compare euphoria, when I heard from Martin Salter, the Director of the

Educational Foundation of the International Association of Broadcasting Manufacturers IABM, my name among the winners. Frankly, it inspired me, perhaps the first time for 2 years of study, for serious conscious activities as part of my academic process and beyond. I heard many times about such contests in my institute, but always thought: "That's not for me, I have no chance", - so I could not believe in my luck. I also was the youngest among my colleagues, and still had no particular direction, what to study for my future career. What kind of researches I'm mostly interested in? That's why after sudden triumph I immediately began to explore, what actually IBC is and what it provides me.

IBC represents mainly an exhibition and a conference, but in addition also other specialized sections, such as Rising Stars program (free application for participation in which may submit absolutely any student), Hackfest etc. Visit all the booths and events at the exhibition is not possible, so they are very reasonably divided into thematic sections :

"Deliver & distribution", "Business models", "Advances in technologies", "Content & advertising". Thus, the student of any specialization will be able to find the most interesting and relevant to his or her studies. The most valuable at this event for me was the opportunity to ask any question regarding the latest technologies from around the world directly to the developers and engineers, who represent the project! It is really rare opportunity for the student! First day I arrived to RAI (exhibition complex) I was impressed by it's huge size, however it wasn't hard to find necessary area due to friendly and responsive employees of RAI.

Especially worth mentioning the exhibition space Future zone, with



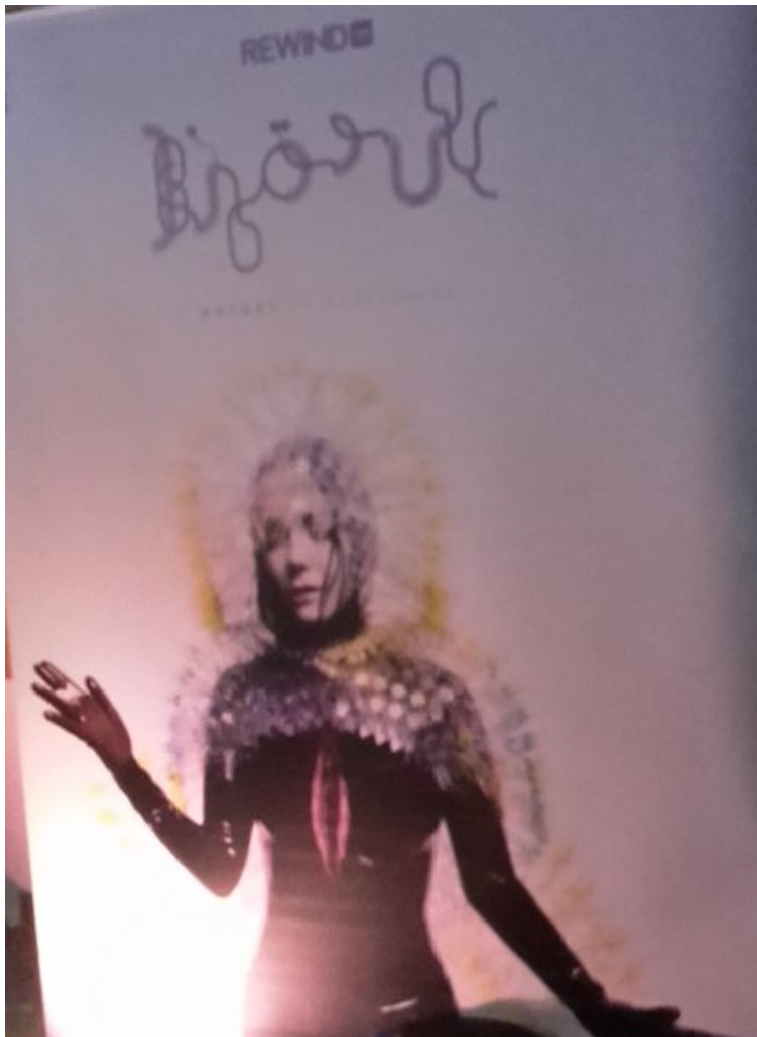
the most recent and seemingly so far away from our daily lives novelties such as: electronics software, and content for virtual reality, cameras with a viewing angle  $4\pi$  steradians, new displays with high dynamic range and ultra-high resolution... Being guided in the selection of the most interesting lectures was not so

difficult too due to the preliminary planning and especially selected by the organizers speakers. So I was lucky to hear from a producer "Game of Thrones" about using of advanced computer animation technologies in the creation of the series, visit the world's first showing of the new movie directed by Ang Lee, which was filmed using the latest cinematographic equipment and demonstrated in a unique cinema hall. I never thought that such technologies exist, and moreover, people already use them. And what is the most important discover, I can use them too!

IBC helped me a lot, first of all, to understand, what's happening in media industry now. That's how I found out about huge potential of virtual reality technologies (it can be used not only in computer games industry, but also in educational process, preparation for some special activities and even in broadcasting to provide full immersion) and it's actual issues (low resolution of content, lack of unified standards for both content and technologies etc.). I understood, that the future of content production is not

only enhancing the resolution and dynamic range, but also making more tools to create 360° content. First lecture, what I attended, was about metadata - one of hot-topics of this year's convention. I found out, that there would be necessary to collect and keep more metadata of video and audio content for commercial needs – I never thought about this sphere of activity.

I suppose, the most valuable happens then engineering genius meets



artistic creativity, because nobody needs modern technique if it has no application in our lives. IBC is the event where I watched them both acting together – for example – super-high resolution (4K-8K) of new cameras allows shootings with big zoom, what can capture all emotions of actors during battle scenes. That expand abilities of cinematographers. Or another example: Björk, famous Icelandic singer, releases her next album with VR 360 interactive content for every song, and I had a chance to try one song with VR glasses... It was brand new experience, what I did not expect to have in 2016!

When you see something revolutionary new already existing, what are the burning issues of the media sphere, your own ideas and motivation to implement them appear. For me it is the most valuable lessons I learned. And I sincerely thank IABM for providing me the possibility to inspire myself to future and current studies.

