Southampton Solent University   Chloe Louise Wheatley

IABM Amsterdam 13th to 17th September 2019

IBC Written report

Introduction

IBC is a well-known event within the media. It takes months of planning and preparation every year. This year both myself and one of my peers were lucky enough to be awarded the scholarship to attend. My subject of study is Audio Engineering, however a strong passion of mine lies with the development and increase in use of Artificial Intelligence. My time at IBC was well spent attending various talks and navigating my way through the incredible exhibition. This report is to document how my time spent at IBC helped me to be more knowledgeable in my chosen career path.

The VFX behind Avengers: Endgame

One of my absolute favourite talks at IBC, hosted in the Auditorium, Stuart Penn presented a wonderful demonstration of the making of Avengers: Endgame. His talk

included an AI implemented 'smart Hulk' along with various CGI techniques and technical issues their team had to overcome in order to release Endgame on time. What was particularly interesting was how everything fit together to create the characters. 'Smart hulk' used machine learning in a number of ways, including hand animation, advanced facial work by creating an actor to hulk ratio and micromovement to create the Hulk character. The process was long and detailed, but definitely paid off.

Artificial intelligence and machine learning in M&E process automation

It is estimated that 25% of the worlds data will be nothing but entertainment by the year 2025. This was an extremely enjoyable talk as it touched upon more important efforts to implement artificial intelligence into something different. Every accessible photo, audio, video, document and file would be completely digitised, tagged, secured and made searchable and useful.

SCTE Benelux Lecture Meeting: "Artificial Intelligence and content delivery"

This talk was not quite as expected, but still very educational in that it described in more detail the concept of artificial intelligence, as well as how it could be used to improve things such as optimised planning, processing of data (both task and personal) and vehicle routing. The talk itself was directed more towards the implementation of Mathematical Optimisation to support the customers needs in a more efficient and widespread broadband network application. Educational none the less.

The exhibition:

I think the exhibition was one of the main parts I loved the most about the IBC conference. A lot of the demonstrations and interviews were mind boggling, particularly the AWS stand and the Virtual Reality Studio by Zero Density. Amazon Web Services are 100% interlinked with the Cloud, the inevitable solution for most data, storage and transmission issues within the industry. During my encounter with AWS I learned that they're heavily reliant on Artificial Intelligence and have a tendency to accept grad students into their employment, so much so that they even offer their own qualification within their six main departments, which is both really impressive and something I might be inclined to do. What's more impressive was the live demonstration of the Virtual Reality Studio at the Zero Density booth, which again used a variance of Artificial Intelligence to portray an image of a virtual car entering the studio complete with reflections of the studio surfaces, as well as being spatially aware of the demonstrator.

Broadcast and Media (BAM) Awards

The BAM awards were a result of a competition for companies and products to fulfil the requirements of ten categories within the industry. Each category's contestants were narrowed down to four shortlisted companies before announcing the winner. The categories and winners were as follows;

Create   - EVS/Overcam
Produce   - Dolby Laboratories/Vision Content Creation
Manage   - Wirewax/ Media services
Publish   - Rohde & Schwarz/ Broadcast service
Monetize - Arvato systems/ AI- Driven forcasting
Connect   - Deltacast/ Software stack virtual card
Store   - Cloudian/ hyperstore xtreme
Support   - Vocas Sales & Services/ Tracis lens scanner
Consume - Singular.live/ Interactive Digital Overlays
Project   - Dejero/Musion 3D/ Vodafone/ Live broadcast & production of worlds first interactive rock concert using holographic human transmission over 5G

I particularly enjoyed the Manage winner, WIREWAX, and proceeded to attend their booth in the expedition the next day.

Conclusion

In conclusion I thoroughly enjoyed every aspect of IBC and am so grateful to have had the opportunity to attend. I would like to thank the IABM for awarding me this chance to get to know the industry and finalise my chosen career path. Special thanks to Martin for choosing me and to Dom and Lucinda for all the on-hand assistance. I really hope I can come back in the future.