



IABM Engineering Student Awards



2019

Report by:

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This year, I had the opportunity to attend the IBC conference and exhibition, thanks to the IABM engineering student awards.

For those that do not know, every year the IABM picks a handful of students from universities all over Europe and sponsors a journey to Amsterdam to attend IBC.

During the selection process, I had to come up with a topic that was not only interesting to me, but that is also a new technology, so that I could gain more knowledge about it during the visit to IBC.

After some thinking and consultation with one of my professors my topic became clear. I would cover and investigate mezzanine codecs, most importantly TiCo and the new JPEG XS standard. These codecs allow a visually lossless



compression of video data over many generations and can be used to save a lot of bandwidth during production. As an extra side topic, I also wanted to simply take a look at all the new technology that is coming to the broadcast market with a big focus on video and cameras.

After being chosen as one of the lucky students to attend IBC, I met with the other students from my school and we started planning our trip. We were warned about the experiences made in previous years, when some students that wanted to rent an Airbnb had unexpected cancellations, so we decided to stay in a hotel that was only a couple of metro stops away from the IBC exhibition center. We also booked our train tickets so that we arrived in Amsterdam the day before the IBC started and left the day after it had ended which I would recommend to everyone that has the opportunity to attend all of IBC. There is so much to do and see, and you should not miss a second of it.

In the week before IBC started, I made plans about which companies to visit and which talks to attend. I made sure to not only include the big name companies that

everyone knows about like Canon, ARRI, Sony and so on, but to also leave time to explore and to see some of the smaller and more unknown things. This same approach of flexibility was also used to plan which talks I wanted to hear. I had downloaded the IBC app to my phone and just added all the talks which sounded interesting to my schedule, even when there were multiple talks happening at once. I would then make the actual decision about where to go in a pretty spontaneous manner on the actual day, and sometimes even just minutes before something started.

In addition to all the talks that are part of the IBC conference, a lot of companies also have their own little stages where they are holding their own talks, but for the most part I ignored those presentations, as they are a little bit too much on the advertising side of things. However, I made an exception for one event at the Adobe booth, which featured a filmmaker whose work and blog I've been following online for years who talked about achieving realistic composites in After Effects.



In total, I went to at least 3 to 4 different talks each day and got to listen to a wide range of topics. Personal highlights for me included the keynote delivered by Andy Serkis about his work in motion capture, an outlook into the future of media technology given by Hiroshi Kawano the Senior Vice President of Sony and a look into the visual effects of the latest Avengers film. Additionally I went to discussions about the challenges involved in HDR production of live events and their distribution.



The second big part of my experience was simply exploring the exhibition floor. And let me tell you, the exhibition is massive. It stretches across all halls of the Amsterdam RAI and walking from one end to the other can easily take some time. Also, even with a map and the signs inside the halls, it is still incredibly easy to get lost. But that is not even



a bad thing sometimes as you can come across the funniest things this way. For example I managed to stumble across the booth of a company that makes branded foam windshields for microphones in all shapes and forms, including in the shape of a portion of McDonalds french fries.

The two things I knew I wanted to see on the exhibition floor were the upcoming mezzanine codecs JPEG XS and TiCo. So I made sure to have enough time for a longer chat at the booths of the Fraunhofer Institute and IntoPix respectively. The Fraunhofer Institute was showing a decode and encode demo for JPEG XS and I also got some more detailed information about the benefits of it.

Looking for the IntoPix booth, I was first a little bit surprised that it was just a small company from Belgium and so I had to search a little bit before I found them. At the booth though, I had a very nice chat with the people from IntoPix about TiCo and the different variants of it they are offering and most importantly, I learned the correct pronunciation of the name TiCo.

The best advice I can give to other students visiting IBC in the next years is to not be shy when you are looking at things on the exhibition floor. It was my experience that everyone was very nice about explaining their product or research to me which in turn gave me a lot of opportunities to learn. I even managed to win something in one of the giveaways that a lot of companies were doing.

Additionally to the time we had to explore the exhibition and the talks, we also had a couple appointments with our sponsors from the IABM. One of these was to see the BaM awards given out, for excellence in certain aspects of the media and broadcasting industry. I was amazed by the wide range of finalists and by how innovative some of their new technology was.



The last thing the IABM organized for us, was a private talk between us students and John Ive, the director for strategic insight at the IABM. He gave us advice about how to shape our career and told us about his long career in broadcast. It was a pleasure to listen to someone with this much experience and I am very grateful that Mr. Ive took the time to talk to us for such a long time.

If I had to sum up this trip in just one word, it would be *amazing*. These days in Amsterdam were filled with learning new things and experiencing so many things that the broadcast world has to offer. I wanna say thank you to the IABM for giving me this opportunity and I hope that many more students will have the same opportunity in the coming years.