

Dream. Learn. Act.

The first step

My trip to the International Broadcasting Convention 2019, like other students from Russia, began with the preparation of a report on the traditional international scientific and technical conference "Digital technologies in the media industry-2019".



Photo 0. Tatiana Tarasova

Seeing the main topics of the conference, the first thing I thought - it's not like what I'm interested in the industry. However, thanks to my supervisor, Victoria Chafonova - associate Professor of the Department of Film and Video equipment of the St. Petersburg state university of Film and Television, we prepared and registered a report on the use of 3D graphics in the design of cinema theaters. In the first round, I talked about the history of cinema development, about the software that students use to design their own cinema theaters, as well as about the features of the methods of presenting three-dimensional images of objects. I was a little afraid of the

second round - in addition to the presentation in English, it was necessary to speak English. All participants of the second round had to prepare the program of their stay at IBC2019 and explain to the jury why they should go to the IBC forum. Fortunately for me, I was able to cope with the excitement and describe in detail how I could see my participation in IBC2019. After reading the program in detail, I realized that the priority section for me would be "Big screen", because the topics of speakers' presentations in this section are directly related to the topic of my report. For example, Dolby sessions. In my project of cinema, I used Auro 3D 13.1 audio system. Then I wanted to know more about the products of this company, as well as other representatives of this industry.



Photo 1. Entrance to the IBC2019.

During the summing up, when my name sounded among the winners of conference "Digital technologies in the media industry-2019", I did not believe what I heard, because many students dream of seeing a forum of this scale. I was happy with the grant received from the IABM - International Trade Association for

Broadcast & Media Technology, I would like to express my gratitude to Martin Salter, Director of the IABM educational Foundation, who was Chairman of the Jury of the conference "Digital technologies in the media industry-2019" in St. Petersburg. I would also like to thank IABM for the opportunity to meet students from England, Germany and France who have received such grant support.

New screening technologies are coming to Russia

On the first day of the International Broadcasting Convention 2019, most of the students with who we visited the forum, attended the panel session "Game of Thrones as you've never seen it before" about episode 3 of season 8 called The Long Night. It was incredibly interesting to listen to a discussion of the series, which many both praised and scolded, with Executive producer Greg Spence and Steve Beres of HBO, and then watch it in Dolby Vision and Atmos. After this viewing, I even more wanted to visit the Dolby stand.

Even before visiting IBC I heard a lot about Dolby Vision with HDR, but I also knew that in Russia there are no cinemas with this technology. But at the exhibition I learned that very soon in Moscow will open the first cinema theater using the technology which combines upgraded video tech Dolby Vision and studio grade sound tech Dolby Atmos. The conductor of the new screening system in Russia will be United Cinema Chain Kino OKO. Finally, Russian cinema fans will be able to see a high-quality image of the new generation.

At the Dolby stand, many master classes were held, where speakers demonstrated how Dolby technologies are used in the industry now. For example, one of the most interesting events at the company's stand was a meeting with Director of Photography Erik Messerschmidt and Colorist Eric Weidt, who showed an inside look at Mindhunter season 2. They talked about the techniques they used before and during filming.

The future of sound and video in film and television industry

Dolby also exhibited its booth in the Future zone, where they told all visitors about their research works that will help equipment manufacturers to move to IP-based workflows for audio with standards, for example, such as SMPTE 2110. Another issue that interested me is a new solution for broadcasters - the possibility of using HbbTV and other platforms as an addition to linear broadcasting. This will give companies the opportunity to innovate with greater speed and lower cost, and attract new customers. In addition to the Dolby stand at the Future Zone, we also listened to a tour with Professor David Crawford from the University of Essex & Ravensbourne (UK), for that I would like to say thanks to him. It was very interesting to walk through many stands from

different countries, including to see a television studio with a chromakey cost less than 3900€ from the company Aximmetry.

The new era of cinema screens



Photo 2. Tatiana at the IABM stand in Future zone

One of the most useful sessions for my studies was the meeting "The Audience Experience: advances in screen & assistive device technology, in association with SMPTE", where they talked about technology that helps to make cinema more inclusive. Among the speakers was a representative of Samsung - Des Carey, who talked about the new generation of led displays Cinema LED for cinemas. This screen can

transmit true black colors, correcting the distortion of gray-black shades inherent in projectors, because 18-bit processing ensures the correct display of low gray settings. To improve the visual quality of the image Cinema LED is equipped with advanced dynamic range technology. This provides a maximum level of brightness (146fL), which is almost 10 times higher than the level offered by standard technologies for cinemas. The display also eliminates optical distortion due to the homogeneity of the content and allows viewers to notice the smallest details. I think that this type of display is the future of technical equipment of cinemas, and soon all cinemas will abandon the standard projectors.

If you can dream it, you can do it



Photo 3. Adobe stand at the exhibition

This is the slogan of the software developer Adobe, whose booth attracted me very much at the exhibition. The company demonstrated improved versions of the products, such as the ability to use the 8K timeline with output directly to 8K displays in the Premiere Pro program. The stand also hosted many master classes and visual demonstrations of the use of new software features.

In addition to the Adobe booth itself, the results of the company's work could be found throughout the exhibition, as more than 120 partners develop solutions

integrated with Adobe creative tools. Together, manufacturers are working to optimize the workflow.

The future depends on your work now

Attending events of this scale gives students an opportunity to understand in what area they want to learn and develop, as well as to establish working contacts. I definitely decided for myself that the sphere of designing and equipping cinemas is close to me. Now it will be much more interesting for me to attend classes in many disciplines, for example, "Technical equipment of cinemas".



Photo 4. The Google stand at the entrance

Students from Russia managed to get acquainted with a huge number of representatives of Russian companies, who will be happy if we choose their enterprises as a place for practice. I also found several companies that offered to practice with them. The most important thing is that we felt that many companies from our country are international ones. This gives an incentive to

work, develop and achieve success in the field of television and broadcasting. I would like to express my gratitude to IABM Association for the opportunity to plunge into the world of professionals from all over the world, for new acquaintances and open opportunities, as well as for the contribution to my future as a student.

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