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Women turned to snakes

Vir Sanschi, editorial director of *Hindustani Times*, says India's TV news is perpetuating superstition
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Crawford salutes

Ending his tenure after three years chairing the IBC conference committee, David Crawford salutes the innovators
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Free training: last chance

There are several invaluable, hands-on training sessions today, covering topics including the latest post production software and lighting techniques
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Limits in IP networks

The annual scientific meeting of the Benelux group of SCTE invites all IBC attendees to hear a short series of lectures on recent technical developments in cable technology, particularly IP over cable
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D-cinema update

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Exhibitor listing

Complete with stand numbers and floor plans for the entire RAI Centre
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Freeview HD to drive high def adoption

by Bob Charlton

Monday's conference heard a compelling case in favour of HDTV on digital terrestrial television (DTT) in Europe. Session chairman Richard Lindsay-Davies, director general of the Digital TV Group in the UK, forecasts massive consumer demand when Freeview HD launches in the UK on DVB-T2 later this year. He hopes the other European countries can learn from the UK when they launch their own dishless HD services.

"In the early days of HD, the UK regulator Ofcom did some research that showed there wasn't a massive appetite for HDTV, but there was a snag in that they didn't show consumers any HD content," said Lindsay-Davies.

"Contrary to this research, sales of full HDTV sets are



Richard Lindsay-Davies: Sport and Blu-ray sales set to boost demand for HD content

strong in the UK and currently account for 25% of all TV sales. Sadly, many of these consumers are not experiencing HD content, although the rise of Blu-ray, with the sale of more than 250,000 players in 2008, is help-

ing to introduce consumers to this rich content."

Richard Lindsay-Davies believes that content is key to DVB-T2 penetration and there is an already wide range of HD programmes available in every genre from BBC, ITV and

Channel 4/S4C with new HD channels, such as Five planning to rollout in 2010.

"We believe the key consumer drivers for the adoption of HD over DVB-T2 will be major sporting events, such as the FIFA World Cup finals and the presence of many well-known brand names in the HD space," he said.

"Over 70% of UK homes have some form of Freeview – around 43 million are sold into the market – so there's massive potential for consumer upgrades to Freeview HD. All this is under-pinned by an enormous amount of work by the industry: a wide range of major brand names are supporting this initiative," he affirmed. By the time the Olympics comes to London in 2012, Lindsay-Davies predicts 98.5% Freeview HD penetration in the UK.

New Nova TV Pipeline

by Carolyn Giardina

Nova TV, Croatia's first commercial nationwide television station, has deployed four Telestream Pipeline HD Dual video capture systems for use in its tapeless HD-OB van. The OB van travels across Croatia recording *Super-Talent*, a daily reality show. Pipeline was selected for its integration with ToolsOnAir multi-camera production control software and for its fast direct-to-disk ingest into Nova TV's Apple-based production environment.

"Nova TV presented the perfect challenge for Pipeline – a need for robust, scalable HD capture that was well suited for a mobile truck environment," said Barbara DeHart, VP of marketing at Telestream. LiveCut from ToolsOnAir connects all the elements in a multi-camera shoot. Under the control of LiveCut and ToolsOnAir's Just:in software, eight



Telestream's Barbara deHart (left) and Anna Greco: Pipeline is integrated with ToolsOnAir at Croatia's Nova TV

HD streams are simultaneously captured from the cameras into four Pipeline HD Dual systems for encoding to Apple's ProRes 422 (HQ). Files are immediately delivered to a central server, where they are ready for access and editing by multiple Final Cut Pro workstations.

Telestream 7.C19
ToolsOnAir 7.J47s



IBC2009 attendance:
At 16:00 on Monday, the attendance at IBC was 44,022. The final figure when IBC closes today is likely to be around 9% down on the close of IBC2008, a healthy total given the recent economic climate. "The message I am getting from the generally happy exhibitors is that the quality of visitors is excellent," said Michael Crimp, IBC's chief operating officer. "We are having an exhibition at which real business is being done, which is great for everyone. I hope to see everyone back here in Amsterdam next September." As usual, IBC will publish full numbers and demographic information on the website immediately following the show.

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