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The official newspaper of IBC

The future of television is social

Conference Analysis

By Ann-Marie Corvin

"We want to be your partner in unlocking 750 million friends," Facebook's European head Joanna Shields told broadcasters attending IBC's Friday keynote on Social Media.

The vice president and managing director EMEA of Facebook told delegates how the social network could improve their word-of-mouth marketing and make their content more profitable.

"People are becoming your brand ambassadors. The average Facebook user has over 130 friends. Connect and share your content to other people, and your 130 connects to 17,000 which in turn connects to 2 million. We can help you target campaigns to deliver your content, or advertising, to more people."



Joanna Shields: "People are becoming your brand ambassadors"

Shields, who launched the award-winning online drama *Kate Modern* while at social network Bebo, also sought to reassure broadcasters that it was "not in the business of creating content". She gave several examples of how the marriage between TV and Social was enabling broadcasters to market and monetise content better, many of which use Facebook credits — an i-Tunes-like virtual currency which allows users to buy gifts and virtual goods on the social network's platform.

Recent deals have included a partnership with Miramax that allows users to rediscover classics from the film distributor's archive and rent them using Facebook credits.

Shields added that so far 1.3 million users have engaged in its recent *Doctor Who* partnership

with BBC Worldwide since it launched in July. The partnership allows fans of the Time Lord to view selections of nine *Doctor Who* stories through Facebook, with each story costing 15 Facebook credits (the equivalent of 93p).

Shields told *The IBC Daily* that partnerships with broadcasters were still in their early stages, but revenue splits with partners have been set at 70/30 in favour of the partner — a model established by Apple.

Shields, who brought advertising to the social network Bebo and oversaw its sale to AOL for \$850 million admitted that when it came to revenue generation expectations were high. "The challenge is to come up with smarter ad formats in ways that we can deliver values and results. This is paramount to success in our business."

EBU lays down spectrum law

Conference Analysis

By George Jarrett

Ingrid Deltre, the director general of the EBU, insisted yesterday that there is no war between the broadcast and mobile broadband sectors over spectrum management. "It is not the availability of spectrum, it is having interesting content where you are and as fast and easy as you want," she said. "It is about people wanting access to content through mobiles and tablets, and I think our issue is how can we make sure they get it."

"It could be through better cooperation between the various vested-interest parties that today use spectrum," she added. "Let's see the stakeholders work together on technical solutions and innovations for delivery migration. Yes, it is about spectrum indirectly, but mainly it is about the audience."

Deltre wants to see the best networks in the best places, and the networks used in the best

combinations. "I think we focus too much on the past, in the way people build networks and how you behave. We are in a very conservative industry," she said. "If we want to go a step further we must cooperate much more."

"It is about integration, and bringing different purpose networks together," she added. "It is not about fighting against each other to weaken one for the other to gain. The digital dividend is good, but even if you used the whole broadcasting spectrum you would not match the need and demand we will have in 10 years."

Deltre wants an end to what she called "Stone Age thinking". She said: "I think we need a quantum leap, and that will come by putting much more focus on innovation and integration."

"T2 Lite is certainly a positive evolution. Using T2 in a mobile mode and maybe in cooperation with a mobile initiative is probably a good idea," she added. "Broadcasting and mobile broadband networks have a future together."



Ingrid Deltre: "We are in a very conservative industry"

"The industry initiative taken by the DVB to talk to the 3GPP members in March was good, but unfortunately we didn't hear any positive feedback from the mobile world about cooperation with the broadcast world," she continued. "That's really what has to change. We have to talk and we have to find solutions together."

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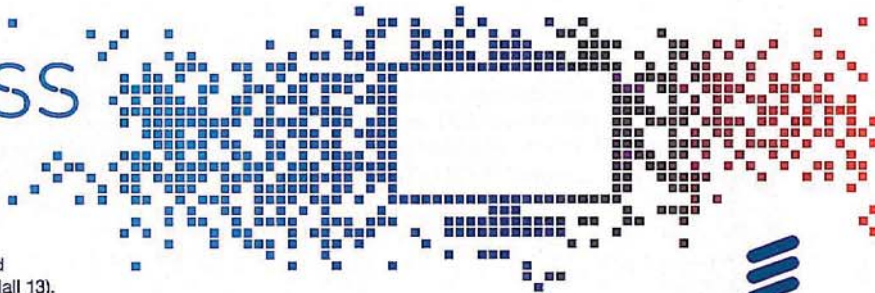


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New matrix switch can be combined and cascaded



Emphasis on flexibility:
G&D's DVICenter
DP64 matrix switch

Guntermann & Drunck

By Ian McMurray

With 64 dynamic ports, the new DVICenter DP64 matrix switch from KVM broadcast specialists Guntermann & Drunck is described as a completely flexible solution that's ready to be tailored to individual needs. As with all G&D KVM systems, the DP64 can be combined and cascaded, allowing it to fit and expand in the future to any sized installation through an infinite number of versatile modules.

The result of this capability, says the company, is that the switch is the ideal choice for any studio that's looking to grow without having to constantly reinvest in new systems.

The DVICenter DP64 uses integrated Dynamic Port technology to provide complete flexibility in connecting either a computer or a user console to each port. This allows multiple computers and platforms to be controlled by teams of users simultaneously.

Also provided is the ability to choose how many workstations and computers can be deployed within

the 64 ports rather than a preset allocation. The number of computer ports as well as the number of user ports can also be assigned in any order. The ports may then be reconfigured at any later time to suit changes within the IT structure, thereby providing flexibility for future growth.

Designed for the broadcasting industry, the DP64 supports specialist input devices such as special keyboards, graphic pens and tablets.

With resolutions of up to 1920x1200@60Hz, the DP64 is said to provide crystal clear images within transmission distances of up to 560m using Cat cables and up to 10km with fibre optics.

4.B74

Content management for internet

Cisco

By Anne Morris

The popularity of internet video services is growing rapidly, and several exhibitors at this year's IBC are demonstrating ways to manage and deliver video content services in order to make the most of this opportunity. Tim Sheppard, head of video infrastructure solutions, Europe, at Cisco believes that the key challenge

is not just to deliver video services to end-users, but to deliver them in such a way as to ensure a quality viewing experience for all.

"Operators that can deliver the large content libraries and highly personalised services that subscribers demand will cement their position in the dynamic market for entertainment services and develop longer-lasting, more profitable relationships with their customers," said Sheppard. "However, in the rush to

be the first to provide new video services, and create successful new revenue streams, it's easy to lose sight of the true differentiator: the user experience."

According to Cisco's Visual Networking Index 2011, internet video accounted for 40% of consumer internet traffic in 2010 and will reach 50% by the end of 2012.

"Identifying and prioritising what the user truly values is the first step to achieving the ends," said

Sheppard. "For users, the definition of successful video consumption is smooth, error-free viewing on the device of their choice; a seemingly simple request in their eyes.

"From a service provider perspective this means building a stable yet flexible, intelligent, media-aware network and a distribution platform that is able to support scalable delivery to a range of devices.

"Fortunately, while this may be a big ask, it is not an impossible one," said Sheppard. "For service providers and content owners, the message is obvious: where there's demand, there's opportunity." 13.197



Tim Sheppard, head of video infrastructure solutions, Europe, Cisco

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