



An Eye on IBC

By Sara Waddington, Managing Editor, SCTE

SCTE's bursary winners report their experiences at IBC2017 in Amsterdam, which registered record attendance this year.

On its 50th anniversary, IBC2017 confirmed a year-on-year increase in visitor numbers, marking a record attendance of 57,669 across the six-day event in Amsterdam, The Netherlands, from **14-19 September 2017**. The exhibition also attracted 1735 exhibitors. Visitors had the opportunity to learn about the opportunities offered by technologies - including social media TV, OTT, VR, AR, Cloud, IP, Bots and 5G - and to meet intelligent robots.

SCTE, as one of the IBC Partners, was present at the event on the Partners Pavilion, just outside Hall 8. SCTE also brought four lucky bursary winners to the event from operators Virgin Media, IPKO and BT. Under the SCTE's bursary programme, the members chosen are flown to the event, with travel, accommodation and expenses covered by the SCTE. Here, they report their experiences and impressions of IBC2017.

New launches and initiatives

Visitors to the 15 exhibition halls witnessed several new launches; Launch Pad grew year-on-year with a record number of exhibitors; the Future Reality Theatre and Content

Everywhere Hub free programmes were packed with diverse and new content. Conference delegates packed the Forum to hear from experts from Facebook, Google, CNN, HTC Viveport, Dolby, C4 and ITV to discuss and debate the hot topics challenging the industry, with a focus on media convergence and global transformation.

IBC welcomed robots Sophia and Professor Einstein™, the expressive, intelligent and humanlike robots designed and created by Hanson Robotics Founder and Chief Executive, Dr. David Hanson, Ph.D. Sophia responded to questions verbally and with complex facial expressions during the keynote session that covered both the technology and the ethics behind the advancement of robotics.

IBC also introduced three new initiatives - the IP Showcase, which attracted large audiences to see real-world demonstrations of IP end-to-end workflows for production and playout. The Start-up Forum, held in association with Media HoneyPot, brought a new event structure matching start-ups and scale-ups with investors. Special guest HRH Prince Constantijn van Oranje-

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Nassau championed the Dutch start-up ecosystem. The inaugural invitation-only C-Tech Forum (at which SCTE's *Broadband Journal* was circulated) brought together senior executives from across the media landscape to discuss and debate two key issues affecting the industry: Cyber Security and 5G.

Dolby was the recipient of the IBC International Honour for Excellence for 50 years of innovation in audio. Founder, Ray Dolby presented one of the technical papers at the very first IBC in 1967. Full details of all finalists and winners at the IBC2017 Awards can be found at show.ibc.org/awards

IBC Chief Executive, Michael Crimp, added: "IBC2017 celebrated its 50th anniversary with record attendance, bustling exhibition halls, new features and a dynamic conference. Now we look to the future and continue that conversation via our online community, IBC365."

The IBC2018 conference will take place from **13-17 September 2018**: the exhibition runs from **14-18 September 2018**.



Chris Cook FSCTE Principal Network Engineer, Virgin Media

Firstly, I would like to thank SCTE for the selection and award of a bursary for me to attend the IBC2017 exhibition and conference in Amsterdam. I spent

the first day trying to navigate what I was told was 14 miles of exhibition area. Although my main interest and focus was on the Cable exhibition stands (such as Harmonic, Teleste, Technetix and ARRIS), who all showcased various displays of next-generation RF spectrum analysers, OTDRs, CMTSs and wireless solutions, I was also interested to see which media solutions were available. Not only were business-type media solutions on display, but there were also copious displays of 8K and 12K TVs, highlighting the magnitude of the potential customer base for us as a service provider.

Seeing next-generation STBs from TiVo was impressive, with almost hand-sized devices able to support IPTV/OTT and even Hybrid DVB. FTTP or FTTH was heavily represented, with many stands showing high-tech SFPs etc. along with the technology for monitoring multiple optical links enabling early detection for fibre issues and possible customer impact. Equipment to monitor wireless connectivity and improve performance was interesting, anything from a single appliance

to improve home connectivity to devices capable of controlling just about the entire home, easily accessible off-the-shelf for the consumer.

IP Traffic analysis was also heavily demonstrated with various test equipment capable of identifying early issues, bandwidth patterns and bandwidth performance, all with a keen eye on IPTV platforms. With displays of 5G wireless connectivity technology and streaming solutions, it was truly an eye-opening experience.

Stopping at the SCTE stand for much-needed refreshment and a chat with the team was an added bonus, sharing ideas and getting a great overview of what is on offer from the SCTE in general, such as training. It was also an opportunity to meet two ex-Virgin Media employees, both from an engineering background, John Y. Callas FSCTE and Costas Kyriacou.

For anyone thinking of applying for an SCTE bursary, I would encourage them to apply and ensure that they enjoy all that is on offer. The technology on display was truly breathtaking and just shows how truly vast, diverse and exciting the telecoms market is



Jakup Ratkoceri
Team Leader, IPKO Telecommunication

As soon as I found out that I was one of the bursary winners for the IBC 2017 conference and exhibitions, I knew that I would have a wonderful time but the IBC experience truly exceeded my expectations. I am deeply grateful to the SCTE for giving me this opportunity. This experience will have a massive impact on my career, and has helped to put me in touch with key contacts in the world's leading media and entertainment industry.

The IBC2017 conference and exhibition represented an extraordinary opportunity for me. It is not often that you get the chance to attend this type of event, with so many

stands across a series of halls and people from different sectors sharing their achievements and learning from others. I was able to visit numerous exhibitors and attend several conference presentations. The chance to meet professionals and experts was a valuable experience that will help me in the future to keep up with technological trends in broadcasting, IPTV, mobile TV, 5G and Cloud.

Besides this, I also had the chance to visit the beautiful city of Amsterdam and enjoy myself at the bursary winners' dinner with the lovely people from SCTE. My thanks again to the SCTE for such a great experience at IBC in Amsterdam.

Gent Rexhepi
Network Support Engineer,
IPKO Telecommunications

It was fantastic opportunity for me to visit IBC2017 this year as one of the lucky winners from SCTE. I was fascinated with the technology on display, the sheer number of exhibitors and the variety of conference and content presentations at the event.

Among the many presentations, the most interesting for me were presentations on 5G, artificial intelligence and FTTH. We also had the chance to visit exhibitors such as ARRIS and Casa for information on future solutions. This was an experience that I will look back on for the rest of my career.



Self-professed 'Honest Gent', the "Gamer" (left), pictured with Jakup, the self-dubbed "Responsible One", at IBC2017



Alistair Crook
Principal Consultant, BT

Many thanks to the SCTE for allowing me the opportunity to attend another interesting IBC with SCTE bursary funding, where I was able to mix networking with friends in the industry with checking out the latest innovations.

The first stop for me was AWS/Elemental. I was interested to see how these two companies planned to leverage their technologies and businesses. I spent an interesting couple of hours on their stand discussing their products and business model. One of the VPs suggested that automation is the biggest threat to all our employment expectations. I was also

able to sign up, on their stand, for the 4K charity run planned for 07.30 on the Saturday morning.

Having recently joined BT Media and Broadcast, I took the opportunity to see what we were exhibiting at the show, although this did mean standing in the car park next to an OB truck in slightly inclement weather. Apart from the truck itself, BT was showing a cabinet of the type permanently deployed to all Premier League football grounds. This currently provides 40Gb connectivity (currently being upgraded to 80Gb) to enable uncompressed video connectivity to the BT core. This supports two business models, one for BT OB trucks and another for unmanned connectivity (where the cameramen at

the ground connect directly into the cabinet). One interesting aspect of the cabinet is a hollow tube, about 20cm long, bolted on the side near the top. This is where anyone using the cabinet can insert their umbrella

It was good to see that there were also numerous manufacturers offering SDI over IP solutions, following the latest SMPTE 2022 standards' ratification. Harmonic had one product that caught my eye, its solution for OTT bandwidth management - the EyeQ video compression optimisation solution that should enable operators to deliver a better QoE to end-users where the mobile network has limited bandwidth.

Over the years, it has been possible to ascertain the direction in which technology is heading (or not) by walking around the exhibition and looking for the same word or phrase being repeated (previous year buzz words were HD, IPTV, 4K and 3D solutions). I think this year's 'must-have' buzz word was 'Cloud'. It was not easy to find a stand that didn't have it emblazoned somewhere. Perhaps the buzz word should have been 'Orchestration', but perhaps such a long word would take up too much real estate and does not roll off the tongue so easily. Do we need an acronym such as OFCS (Orchestration for Cloud Services)? A lot of manufacturers have added the manipulation of content in and out of the cloud (orchestration) to their portfolio.

Other stands that I found interesting were Riedel (its audio and media network equipment means that it is more than just a radio/intercom manufacturer), Bridgetech (with its ability to monitor ever higher-speed Ethernet interfaces) and Huawei (which continues to develop video products and solutions). IBM demonstrated its Watson product to me. The system can automatically produce an edited video highlights programme without the need for human intervention. Apparently, an operator can play the whole content into the system e.g. a 90-minute football game and request a programme of, say, 30 minutes. Hey presto, the system produces the content without the need for anyone to sit and watch it!



Submit your bursary application

The IBC2018 conference will take place from **13-17 September 2018**: the exhibition runs from **14-18 September 2018**.

Don't miss your chance, as an SCTE member, to apply for a bursary to the **FTTH Conference and Exhibition 2018** (Valencia, Spain), **DVB World 2018** (Warsaw, Poland) **ANGA COM 2018** (Cologne, Germany) and **IBC 2018** (Amsterdam, The Netherlands). Please email 300 words to office@thescte.eu on why you wish to be considered for the bursary.