



An Eye on IBC

By Sara Waddington, SCTE

SCTE's bursary winners for the IBC conference and exhibition in Amsterdam outline their experiences at the event and highlight how it has helped them with their business needs.

This year, SCTE enabled four lucky bursary winners to fly to the IBC conference and exhibition in Amsterdam and stay for the duration of the event (6-11 September 2012, Amsterdam, The Netherlands). SCTE paid for entrance to the exhibition, flights, networking and conference technical sessions for the bursary winners.

Each bursary package, open to all SCTE members, includes full conference registration, economy flights from anywhere in Europe and four nights' hotel accommodation in Amsterdam. Each bursary package is worth between £1500 - £2000.

Here are comments from some of the bursary winners on their experiences...

Syed Jalil, Solutions Architect, BCI

This year I was fortunate enough to win a bursary from the SCTE to visit the IBC conference and exhibition. I would like to thank Dr Roger Blakeway and Bev Walker from the SCTE for supporting my visit this year. The IBC 2012 was buzzing with energy as ever and looking bigger with a new-look Hall 14, *The Connected World*.

This year, my focus was on discovering new multi-screen technologies and how DTV head-end equipment will evolve over the next few years. I had already discovered Elemental in the UK before visiting IBC and was keen to find out what it was showcasing at IBC. Elemental Technologies has now become one of the leading suppliers of video solutions for multi-screen content delivery, having pioneered the use of graphics processors to power adaptive video streaming over IP networks. Solutions from Elemental enable broadcasters, content programmers and service providers to deliver IP video across a wide range of applications.

The technology demonstrated on the Elemental stand that impressed me was Elemental Stream for content customisation which is a video processing system designed to segment, package and secure both live and on-demand content for multi-screen delivery, allowing for customisation of video at the optimal point in the IP video delivery infrastructure. Also impressive were the demonstrations of live MPEG-DASH streaming compression and packaging from Elemental used in the first live public trial of DASH during the 2012 Olympic Games in London.

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I think we will see more of this small innovative company demonstrating state of the art technology at IBC in the future. It reminds me of IBC 2004 when I first discovered eventIS, the Dutch company, in a small booth at IBC and explored the DVB SI (Service Information – metadata for STB EPG) engine. In 2005, I carried out the initial Proof of Concept trials for eventIS systems in the Telewest Product Development Lab with Harry Koiter who is now the VP for Business Development at SeaChange. I gave the go ahead for this eventIS platform and now it is a core part of the metadata architecture for Virgin Media. We can safely say that IBC is the place where we discover and learn new technologies!

Laura Baskeyfield, Graduate Systems Engineer, Core Network Engineering, Virgin Media

Being a member of the SCTE, I was eligible to apply for one of the bursaries that it has on offer for members. I was lucky enough to be selected to attend the IBC conference in Amsterdam in September. The bursary included travel, accommodation and a pass to the conference.

Being new to the cable industry and having never attended IBC before, I was extremely impressed and surprised by the scale of the conference. Almost 51,000 people attended over the few days it was held from graduates like myself to CEOs.

The IBC exhibition itself is spread across 14 halls with over 1300 exhibitors in the telecoms industry; there is also a wide range of talks that you can attend. Keynote speakers this year included will.i.am, James Cameron and David Euan. I was lucky enough to see Barbra Slater, Director of Sport at the BBC, talk about the London 2012 Olympics along with several other presentations which were very interesting.

There were many opportunities to meet new people and to interact with the latest technology and new products that



Presentations at this year's IBC event

are coming to market. The vendors were extremely helpful in demonstrating the products on offer, which gave a real understanding of how it worked. Seeing the vast array of different products which existed was a real eye-opener and I believe it will benefit me greatly in the future as I now have a much greater understanding and knowledge of what is out there in the industry than before I attended IBC.

IBC is held in Amsterdam - having never travelled there before, I was also looking forward to seeing the city. The hotel provided for us by the SCTE was within walking distance to the RAI where the IBC was held. However, a boat was arranged in the morning to take us from breakfast to the convention centre down one of many of Amsterdam's canals. Included in the IBC pass was also a free travel card to use on the trams across Amsterdam which proved very useful for travelling from the hotel to "experience" the city, culture and beer!

Many thanks once again to the SCTE for the award of the bursary and the opportunity to attend the IBC. By attending, I think I have learnt a lot about the future developments shaping

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the industry. Amsterdam is a great city and attending IBC has provided invaluable experience and opportunities to progress my future career. I would urge other members to apply for future bursaries!

**Rob Cherrington,
Graduate Engineer,
Core Transmission Planning, Virgin Media**

The SCTE bursary enabled me to attend an event which has provided unique exposure to the broadcasting industry. In terms of scale and attendance, IBC is second only to the National Association of Broadcasters (NAB) exhibition held annually in Las Vegas, resulting in a presence at the convention from almost every organisation in the industry. This therefore leads to interest from industry personnel from most nations creating a massive marketing opportunity for the exhibitors who take the opportunity to display all of their latest equipment and services.

IBC is the perfect place to see current flagship equipment and services available to broadcasters and this year there was a real sense that 3D is the future of entertainment. There were exhibitors presenting 3D cameras of various sizes and shapes, the editing software for 3D post production and a variety of 3D displays, ranging from those requiring passive and active glasses to no glasses at all!



Film director James Cameron gave a presentation one afternoon on the equipment he personally developed and patented to allow him to produce Avatar and, more recently, his deep sea dive documentary. This presentation highlighted the fact that the technology was not advanced enough for his requirements, so he invented his own equipment which is now being used by other production companies. From the perspective of Virgin Media, it was important to see the rapid evolution of 3D technology and the current availability of equipment as it showed that it will be possible to keep up with the demand for more and more diverse content for our customers. These are things that you don't always fully appreciate

Before attending this exhibition, I don't think I fully appreciated the scale of this industry and the mechanisms behind producing and broadcasting content. Throughout the 12 halls of the exhibition, every aspect of the industry was catered for - from cutting edge remote controls to broadcast training courses at the BBC, this kind of exposure would be hard to find anywhere other than at IBC.

The convention is an environment for networking and provided me with an opportunity to talk with many different people who either have existing relationships with Virgin Media or an interest in establishing contact. Having met so many people,

I can now appreciate the benefit of broadening your network of contacts and the best ways of doing so. I feel as though I now have a better understanding of the business partners of Virgin Media and the kind of interaction and history that we have with many organisations.

I would definitely recommend the SCTE bursary to anyone hoping to attend the IBC event in future. The whole experience was brilliant and I am very grateful to the SCTE for making it possible.

**Dave Reynolds,
Graduate Engineer,
Logical Data Design, Virgin Media**

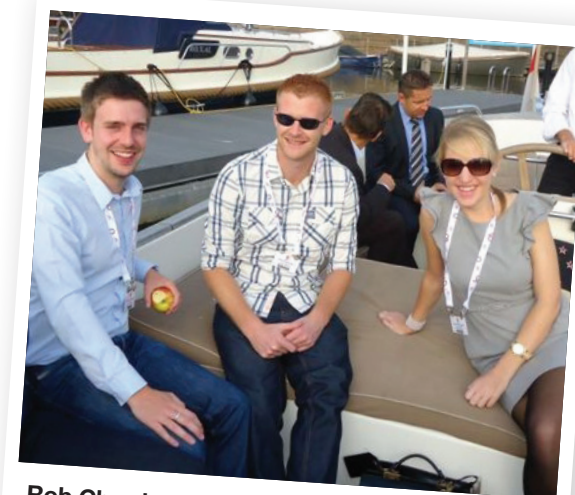
In May this year, I was fortunate enough to attend the IBC conference in Amsterdam, thanks to a bursary from the SCTE. Being new to the industry, any exposure to technology and other companies is invaluable to improve my knowledge and understanding, and IBC definitely delivered.

The sheer number of exhibitors and the size of the event is something that I still can't quite get over. At first it was quite daunting, and yet still reassuring, that the industry is so vast with many opportunities.

Over the four days at the conference, I and the other bursary winners spoke to numerous vendors, browsed many demonstrations and attended lectures by some very influential people.



Rob Cherrington (left), Dave Reynolds (middle) and Laura Baskeyfield were this year's SCTE bursary winners for IBC



Rob Cherrington (left), Dave Reynolds (middle) and Laura Baskeyfield of Virgin Media

In this industry, being on top of the technology is key to being ahead of the game, and to have the opportunity to experience the latest and greatest developments first-hand will only improve my career prospects, whether it was speaking to the vendors about their latest developments, viewing the new 8K TVs or even listening to James Cameron give a lecture about true 5D and his excursion to the bottom of the ocean. IBC has definitely opened my eyes to the exciting and ever-changing world of technology and for that I am very grateful.

Another aspect of the IBC conference that amazed me was the stature of people that attended. It was refreshing to be able to speak to so many engineers from so many different backgrounds and at so many different levels. One minute you could be speaking to the field engineers, whose experience and time spent in the trenches amazes and inspires you to want to know more, and the next you could be speaking to a president of a company whose stature and presence impresses and instils confidence.

Everyone at the conference was extremely friendly and willing to talk to you, regardless of your experience within the industry. Half the time I didn't know the stature of the person I was speaking to as they were so easily approachable, which is a great thing until you realise you have just spent half an hour talking to someone about football, then you realise he is the

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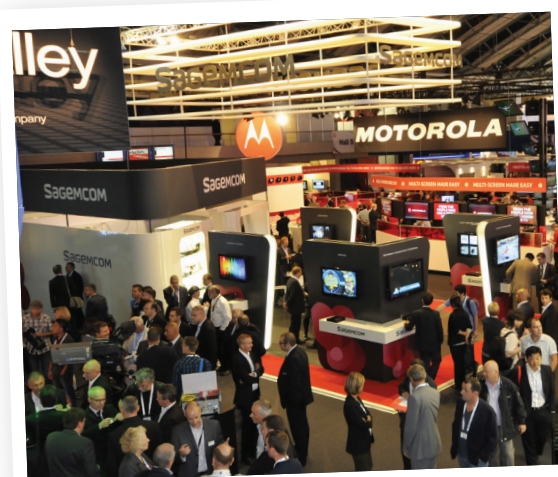


In the halls at IBC 2012

One thing I will talk about, however, is the hotel that the SCTE generously booked for us. The Wyndham Apollo is a beautiful hotel located in a residential part of Amsterdam where five canals meet. The hotel itself is situated within walking distance from the conference centre, only a short car journey from the airport and a short tram journey into the city centre. The rooms were clean and relaxing, the service was great and the ability to wake up in the sun and have breakfast on a patio overlooking the canal was priceless.

I feel extremely lucky to have been given the opportunity to attend the IBC conference and to visit Amsterdam itself. If it wasn't for the SCTE bursary, this would not have become a reality.

The SCTE is a great organisation and I fully appreciate and believe that, by providing such bursaries as the one I received, it allows engineers and technicians within the industry, regardless of their experience, to broaden their horizons and experience an environment they otherwise wouldn't have the



This year, IBC attracted 50,937 attendees

vice president of a major systems provider. I really appreciated this aspect of the conference as it is reassuring to know that underneath the titles and responsibilities, these people enjoy the same things as you do. In a way, this inspired me more, as it allowed me to think 'I could be one of these people one day'.

Not only did we get the opportunity to attend the IBC conference, but we got to do it in Amsterdam! Whoever had the idea to move the conference from Brighton was a genius!

As I had never been to Amsterdam, I was very excited leading up to the event. Having heard the stories of the night life and the beauty of the city during the day, I had great expectations. I am pleased to say that those expectations were met and then exceeded. Whether your tastes lean towards the cuisine, the architecture or even the more promiscuous things in life, Amsterdam caters for all. Unfortunately, that is all I can say on the topic as what happens in Amsterdam, stays in Amsterdam. But I will say I would recommend it to anyone!

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opportunity to do. I believe it is especially important for the generation of young engineers just starting their careers to experience such events as it provides them with something to aspire to, and it shows them the unlimited possibilities that is available within this ever-growing industry.

To conclude this report, I would like to thank all the members of the SCTE for such an amazing opportunity and experience. I can safely say I will be returning to the IBC conference next year.

I would recommend applying for these bursaries as it has provided me with an experience that I will not forget anytime soon. The conference, the city and the people I have met on the journey have influenced my life and career, and for that I am forever grateful.



WHY NOT APPLY FOR YOUR BURSARY?

If you wish to apply in advance for next year's SCTE ANGA or IBC bursary, email office@thescte.eu with 250 words explaining why you wish to receive the bursary. Full details can also be found on the SCTE's website at <http://www.thescte.eu/index.php/about-us/awards-and-bursaries>

Remember that you must be an SCTE member to apply for the IBC or ANGA bursary – joining is easy at <http://www.thescte.eu/index.php/join/membership-categories>



IBC success

IBC recently announces its attendance figures from IBC2012 for the conference and exhibition which took place in Amsterdam between 6 – 11 September 2012. As the exhibition closed at 16:00, the number of attendees – conference delegates, exhibition visitors and exhibitors – was 50,937. Compared with its record year in 2011, when the event attracted 50,462 attendees, this represents a growth in 2012 of 0.93%.

The IBC2013 conference will be held from 12 - 17 September 2013 and the exhibition will be held from 13 - 17 September 2013 at the RAI in Amsterdam, the Netherlands.

SCTE members can apply for their IBC bursaries online at <http://www.thescte.eu/index.php/about-us/awards-and-bursaries/56> or email us at office@thescte.eu with 250 words on why you would benefit from SCTE's 2013 IBC bursary.