



RTS Thames Valley Centre Technical Colloquium 2010

Television in the Cloud: Optimising television applications for cloud computing environments

Is cloud computing a model that organisations involved in television and digital media can exploit in order to increase flexibility, reduce costs and reduce risk?

In recent years there have been significant changes to the way audiences store and consume video content and how broadcasters successfully monetise that content. Along the way there have been successes and failures, but ultimately with each new advance in technology, there has been a struggle between the content providers and the content consumers. Content providers, desperate to retain their ability to monetise expensive rights based assets, are suspicious of new open platform technologies. Consumers are wary of closed technologies having been hurt in the past by countless format wars and technology races.

With a small accompanying exhibition, speakers and panel sessions examining the positives, as well as the negatives, and real-world examples such as MUPPITS (Multiple User Post-Production IT Services), KIT Digital TSL and Chyron, this promises to be not only a learning experience, but also one which could shape the strategic future of your product roadmap. The fundamental aspects of cloud-computing and its applicability to television broadcasting will be examined by our keynote speaker from IBM (Chris Sharp) and well known author John Watkinson.

RTS Technical Colloquium, 14th December 2010, Pincents Manor, Reading

Television in the Cloud:

Optimizing television applications for cloud computing environments

08.45 Registration - Tea and Coffee

09.15 Introduction. Martyn Gates (Colloquium Chairman).

This will be a brief introduction to the main themes, why the topic has been chosen, and the expected outcomes of the day.

Session 1 - Cloud computing technology, its history, development and where we are today.

09.30 Keynote – An Introduction to Cloud Computing: Evolution or Revolution?
Speaker: Chris Sharp (IBM)

Our keynote speaker examines the development, drivers, types of infrastructure, and horizontal applications for cloud computing in order to consider whether this technology is an evolution or enables a revolution.

10.15 Bringing the Cloud down to Earth. Speaker: John Watkinson (Consultant)

John looks at the real issues of broadcast-like activity using IT. Whilst generic data simply needs to arrive error free, audio visual material needs to arrive with an implicit timebase. Topics such as quality of service, synchronisation, compression artefacts and the challenges of production for a multi-resolution market will be considered.

10.45 Coffee

Session 2 – Cloud TV Applications

11.05 Utilising Cloud-Computing in Broadcast Applications. Speaker: Andy Davies (TSL Dubai)

Andy examines recent developments and the underlying technologies. The market opportunities for cloud computing applications will be assessed.

11.50 Workflow implications for broadcast organisations. Speaker: Stephen Streater, (CEO Forbidden Technologies plc)

In this presentation we hear the supplier perspective on introducing workflows using cloud-based technology and what opportunities and challenges this presents to the broadcast community.

12.30 MUPPITS (Multiple User Post-Production IT Services). Speaker: Paul Walland (Innovation Dept., Southampton University) & Peter Wilson (HDDC Ltd.)

A presentation and show-reel will illustrate the challenges faced by the post-production community and how new service oriented solutions may enable new business models.

13.00 Lunch

Session 3 – Case Studies

14.00 Bringing it all together: End-to-end cloud-based solutions for IPTV, web and mobile. Speaker: Richard Craig-McFeely (KIT Digital Inc.)

Richard will describe integration solutions for multiple, simultaneous content channels.

14.45 The international perspective: AXIS cloud service provision. – Speaker: Todd Martin (Chyron Inc.)

Todd will present a case study based on the AXIS application, describing pitfalls, challenges and what is involved in the transition to cloud-based services.

15.30 Tea

Session 4 – Panel Session

15.50 A distinguished panel of technology vendors, application vendors, industry analysts and users provide their views on the drivers, trends and future of TV in the cloud. Participants will include: the speakers, Paul Glasgow (Chyron), Greg Hirst (Forbidden Technologies) and Stephen Courtney (BBC). In particular the panel will discuss security, data protection, legal issues, and the business case for cloud computing.

Closing remarks: Martyn Gates & Neil Dormand (TVC Chairman)

16.45 Refreshments

Note: Timings may be subject to minor revision.