

# Broadcasters Panel

## HPA Technology Retreat 2015



- › **Matthew Goldman** – SVP Technology, TV Compression, Ericsson  
– Moderator
- › **Maxime Caron** – Director New Broadcast Technologies, CBC/Radio-Canada
- › **Bob Seidel** – VP Engineering & Advanced Technology, CBS & CW TV Networks
- › **Richard Friedel** – EVP & GM, Engineering & Operations, FOX Networks
- › **Skip Pizzi** – Senior Director of New Media Technologies, NAB
- › **Mario Vecchi** – CTO, PBS
- › **Mark Aitken** – VP Advanced Technology, Sinclair Broadcast Group

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### › **TV Spectrum Re-allocation**

- Examples: incentive auctions, channel sharing, channel repacking, etc.

### › **Future of Broadcast Television - Viewpoints on Next Gen TV Efforts**

- Examples: ATSC 3.0, One Media Next Gen Broadcast Platform, FOBTv global effort
- Broadcast to both fixed and mobile/handheld devices

### › **Convergence of, or Migration to, IT-based infrastructure in TV Ops/Facilities**

- Examples: linear vs. file delivery, video over IP/Ethernet vs. SDI for intra- or inter-plant

### › **Impact of Alternative Content Delivery Platforms on traditional broadcasting**

- Examples: Netflix, Google YouTube, Hulu
- New internet delivery services by traditional broadcasters (e.g., CBS, FOX, HBO, MLB)
- **Sling TV launch**: Game-changer for cord-cutting trend? OTT-as-MVPD regulatory discussion

### › **Ultra High Definition** - Level of interest & when? What usage case will be first?

### › **High Dynamic Range** – Is it more valuable to the broadcaster than UHD spatial resolution? What about a “better HD” (e.g., 1080p60 HDR) instead?