

IBC2011 Conference Programme

Thursday 8 September

| | The Business of Broadcasting | Content Creation and Innovation | Technology Advancements | Added Value |
|-------------|--|---|---|-------------|
| 08:00-09:15 | | | Hybrid Broadcast Broadband – Convergence and Convenience for the Consumer (Emerald) | |
| 09:30-11:00 | Opening Conference Keynote: The Future of Broadcasting (Forum) | | | |
| 11:30-13:00 | Live Production - Operational Technology and Cost Trends (E102) | Reaching the Consumer Across Multiple Platforms (Forum) | Audio – From local 3D Soundscapes to Global Co-Productions (Emerald) | |
| 13:30-15:00 | Extending the Value of Branded Content Through Social Media and Online Engagement (E102) | Converting the Producers: Cloud Computing and Going Tapeless – Case Studies from the Coalface (Forum) | Networks and Cables (Emerald) | |
| 15:30-17:00 | Closing Keynote Cable and Satellite – Future Directions in a Hybrid World (Forum) | | | |

Friday 9 September

| | The Business of Broadcasting | Content Creation and Innovation | Technology Advancements | Added Value |
|-------------|--|--|--|--|
| 08:00-09:15 | | | Social Media & Multi-screen Viewing – A Revolution in Your Own Living Room (Emerald) | Defining the New Media Supply Industry (E102) |
| 09:30-10:30 | Convention Keynote: Social Media (Forum) | | | |
| 10:30 | Exhibition Opens | | | |
| 11:00-13:00 | Cloud Computing Comes of Age (11:00-12:30, E102) | How Wikileaks, Facebook & Twitter Changed News Production Forever (11:00-12:30, Forum) | | IEEE BTS Tutorial: Evolution and Convergence of TV and Internet (Emerald) |
| 13:30-15:00 | Keynote: Radio Spectrum Policy: Can Broadcast and Telecom Worlds Optimise the Use of a Scarce Resource? (Forum) | | | Masterclass: When does 2D-3D Conversion make Technical and Financial Sense? (E102) |
| 15:30-17:30 | Personalised Media: Tailoring Content, Respecting Privacy (15:30-17:00, E102) | Game On! The Convergence of Gaming with TV (15:30-17:00, Forum) | Broadcast Spectrum – Doing More With Less (Emerald) | |

Saturday 10 September

| | The Business of Broadcasting | Content Creation and Innovation | Technology Advancements | Added Value |
|-------------|---|--|--|--|
| 08:00-09:15 | | | | Sustainability – Getting Carbon Under Control and Increasing Profits (Emerald) |
| 09:30-11:00 | Keynote: Re-making the TV Industry: The Battle for the “Home” Screen (Forum) | | | What Caught My Eye : The Next Revolution (09:30-10:30, E102) |
| 11:30-13:00 | | Do Connected TVs Democratise Content? (Forum) | Stereo 3DTV Graphics – Investigating the Issues in Depth (E102) | |
| 14:00-15:30 | Making the Business Case for 3DTV (E102) | The Tablet is Coming – How Broadcasters Will Manage the Second Screen (Forum) | Digital Radio – the Technologies, the Consumers and the Future (Emerald) | Audio Loudness: Get it Right From the Start (14:30-16:00, G102-103) |
| 16:00-17:30 | Cutting the Cord - Will Traditional Broadcasting Survive? (Emerald) | Devices, Devices Everywhere – How Technology is Changing Viewer Behaviour and Vice Versa (Forum) | Stereo 3DTV Production - Preparing for the Next Generation (E102) | |

Sunday 11 September

| | The Business of Broadcasting | Content Creation and Innovation | Technology Advancements | Added Value | 3D@IBC |
|-------------|--|---------------------------------|--|--|---|
| 09:30-10:30 | | | Cutting Edge Technologies I – Immersive Media (9:30-11:00, Emerald) | What Caught My Eye: Pacific Promises (E102) | |
| 10:30-11:30 | Sports I Digital Olympic Games (10:30-12:00, Forum) | | | | Getting to Grips with Stereo 3D (10:30-12:00, Auditorium) |
| 11:30-13:00 | | | Cutting Edge Technologies II – Signal Processing & Imaging (Emerald) | Apps and Gizmos – Consumers Lead the Way (E102) | |
| 13:00-14:00 | Sports II Sporting Workflows – Buy vs Build (13:00-14:30, Forum) | | | | |
| 14:00-15:00 | | | 3DTV Broadcast Standards – The Complete Picture (14:00-15:30, E102) | Rising Stars Showcase (14:00-15:30, Emerald) | |
| 15:00-16:00 | Sports III Monetising Sporting Content (15:00-16:30, Forum) | | | | |
| 16:00-17:30 | | | Archive Technology – Retaining, Restoring and Repurposing the Repository (Emerald) | SMPTe Dealing with the Mastering and Distribution Challenges of 3D Movies (E102) | |

Monday 12 September

| | The Business of Broadcasting | Content Creation and Innovation | Technology Advancements | Added Value | 3D@IBC |
|-------------|---|--|--|---|---|
| 09:00-10:30 | Keynote: The Challenges for Advertiser Funded Broadcasting (Forum) | | | What Caught My Eye: Disruption! (9:30-10:30, E102) | Delivering 3D to the Audience (Auditorium) |
| 11:00-12:30 | | Changing the Advertising Paradigm (Forum) | Production I – New Technologies in the Studio (Emerald) | Content Redux - a Moneymaking Afterlife for Your Content (E102) | Stereoscopic 3D - Fixing it in Post (Auditorium) |
| 13:30-15:00 | Dead, Dying or Rejuvenated? TV Ads are Back and the Internet is Booking TV (E102) | Film Visual Effects and Games Production: The Parallels and the Convergence (Forum) | Production II – New Working Practice in the Studio (Emerald) | | 3D Live at the Big Screen: Movie and Programme Makers Show How it Works in Real Time (Auditorium) |
| 15:30-17:00 | What Business Metrics are Needed to Enable New Business Models? (E102) | What's Up with Digital SLR Cameras, 360 Degree Production and Crowd – Sourced Production (Forum) | Targeted Advertising – Services Targeting Individuals and Individuals Targeting Services (Emerald) | | A Glimpse into the Stereoscopic Future (Auditorium) |

Tuesday 13 September

| | Added Value | |
|-------------|---|---|
| 10:00-13:00 | 3D and Cable: Technical Challenges and Business Opportunities (Emerald) | EDCF: Review of Progress in D-Cinema (E102) |