

SPORT PRODUCTION

8 SEPTEMBER 2011 • WEST INDIA HOUSE
AMSTERDAM, THE NETHERLANDS

PRESENTED BY  **SPORTS VIDEO GROUP EUROPE**

12.30 – 13.30 **REGISTRATION OPEN AND BUSINESS LUNCH**

13.30 – 14.15 **OVERVIEW: THE STATE OF THE EUROPEAN INDUSTRY**

What are the key issues facing the major players in European sports broadcasting? How has the recent downturn affected all points along the supply chain, and, as the industry looks to gear up for yet another technological phase change to stereo 3D, how will European sports broadcasting survive and thrive over the coming years? This keynote session looks at the issues from the crucial standpoints of all those involved.

MODERATOR: Steve Hellmuth, EVP Operations and Technology, NBA

PANELISTS: Barry Johnstone, International Director, Euro Media Group; Jens Cornelius Knudsen, Senior Director Production, TV 2 Sporten; Darren Long, Director of Operations, Sky Sports; Bernie Ross, Head of TV Production, UEFA; Jerry Steinberg, SVP, Field Operations, Fox Sports

14.15 – 15.00 **PERSPECTIVES IN 3D – MAKING IT WORK**

The past year has seen a rapid acceleration in the number of stereo 3D productions undertaken around the world, with sport, as ever, driving forward the innovation. What has been learnt from the past year's activity though and is the holy grail of 2D/3D co-production any closer to becoming reality? Some of the leading exponents in the field that have undertaken some of the highest-profile recent jobs in the format address the questions.

MODERATOR: Andy Stout, SVG Europe, Editorial Director

PANELISTS: Peter Angell, Director, Production and Programming Division, HBS; Duncan Humphreys, Creative Director, CAN Communicate; Timo Koch, MD, Outside Broadcast; Steve Schklair, CEO, 3ality Digital Systems

15.00 – 15.15 **COFFEE**

15.15 – 16.00

FEDERATION VIEWPOINTS: DIGITAL WORKFLOWS

Federations across Europe and around the globe face a unique challenge as their broadcast rights holders often produce content in a wide variety of formats and resolutions. How are federations improving their content and archive workflows to help meet the demands of a multiformat and multi-device market place? And with that last question in mind, this session also features a brief, exclusive preview of EVS' new Cloud.Cast technology.

MODERATOR: Ken Kerschbaumer, SVG U.S., Editorial Director

PANELISTS: Nicolas Deal, V&A Project Leader, UEFA; Steve Hellmuth, EVP Operations and Technology, NBA; Neill Price, Head of Graphics, European Tour Productions; Johann Schreurs, Product Manager, EVS

16.00 – 16.45 **OB VIEWPOINTS: TRUCK DESIGN**

With more and more commissions for rigid-bodied vehicles in the flexible 16-camera range, is the age of the all-singing, all-dancing, all-purpose, triple-expanding giant OB truck finally gone? Or is there still room for the leviathans of the road? Can trucks truly specialise anymore, and how are 3D adaptations changing their internal layout? This panel will discuss the details and attempt to specify the ideal truck for sports OB in 2011.

MODERATOR: Andy Stout, SVG Europe, Editorial Director

PANELISTS: Bruno Coudyzer, Project Manager OB & Wireless, Alfacam; Rob Newton, Technical Director, NEP Visions; Bjornar Norhal, MD, OB-Team; Reinhard Penzel, MD, Live Production

16.45 – 17.00 **COFFEE**

17.00 – 18.00 **2012 SPORTS TECHNOLOGY ROADMAP**

Simply put: where are we going? Recent years have seen the transition to HD and 5.1, increased numbers of cameras, increased numbers of speciality cameras, the rise of tapeless and the surprise return of that 50s ghost – stereo 3D. It's a dynamic, and changing landscape, and one which is still changing and mutating all the time. For those broadcasters, OB companies and federations trying to make long term, strategic planning decisions and looking at emerging technologies such as broadcast 4k and Super Hi-Vision this panel will hopefully provide some answers. And with an exclusive look at Sony's Picture Stitch technology, which allows the company to take three HD fixed sources and stitch them together to produce a 6k by 1k image, showcase some upcoming developments.

MODERATOR: Ken Kerschbaumer, SVG U.S., Editorial Director

SPEAKERS: Steve Cozort, Director Production Services & Operations, ESPN EMEA; Mark Grinyer, Head of Live Production Business Development - 3D & Sports, Sony Professional Services Europe; Greg Huttie, Director, Product Management, Live Production Solutions, Grass Valley; Scott Nardelli, Chief Business Development Officer, Bexel Broadcast Services; John R. Naylor, VP Business Development, NewTek

18.00 – 19.00 **NETWORKING RECEPTION**

19:00-20:00 **NETWORKING DINNER**

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