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Radio TechCheck



The Weekly NAB Newsletter for Radio Broadcast Engineers

CEA's Brian Markwaller Keynotes 2011 NAB Broadcast Engineering Conference



Brian Markwaller, senior vice president of research and standards for the Consumer Electronics Association, presented the keynote address at the 2011 NAB Show's Broadcast Engineering Conference (BEC), on Sunday, April 10, 2011.

In a presentation entitled *Change as Big as the Internet*, Markwaller told broadcasters that it won't be long before all consumer devices, including radios, may also be Internet devices, and broadband connectivity will be ubiquitous.

"What does it mean to my business when every device, and therefore every customer at all times, is connected to the Internet?" Markwaller asked. This premise should be taken into account by all business analyses today, he believes, and it will have significant impact in every sector of the media marketplace. Any content provider who fails to acknowledge the coming of such realities risks losing a customer, he concluded.

As evidence of this trend, Markwaller cited the recent growth in global consumer electronics (up 13% in 2010, with a forecast 10% rise in 2011), which he sees as largely driven by the increasing demand for a connected experience. "Devices exhibiting the strongest growth are those that are Internet connected and aimed at consuming content," he observed. His data showed that the best selling devices worldwide at present are smartphones, tablets and LCD video monitors, with many of the latter including embedded Internet connections.

Markwaller also commented on the value of technology standards in establishing level playing fields that enable robust competition. He also acknowledged the growing importance of Pandora and other Internet radio services, but added, "Internet plus radio does not have to equal Internet radio." He cited song tagging and other emerging services as applications that will provide new benefits to consumers via the combination of network connectivity and radio tuners, whether this takes place within the same device and in real time, or via the occasional connection of multiple devices.

Other important trends Markwaller identified included what he calls "Sensorization" – the addition of various sensors to consumer devices, particularly handhelds, such as accelerometers, gyroscopes and location-awareness – and "Applification," whereby consumers can configure devices to suit their needs by downloading apps. "Not every device is going to have an OS and apps," he acknowledged, "but it's a safe bet that for these content-consumption devices that (broadcasters) care about, that's going to be a big part of the device ecosystem."

Following the speech, Lynn Claudy, NAB's senior vice president, Science and Technology, reflected on Markwaller's keynote. "Extrapolating the market research data Brian presented, his premise that all devices will be Internet connected is clearly a 'when' and not an 'if' question," Claudy said. Interpreting the message that he felt the industry should take away from the speech, Claudy suggested, "Broadcasters can use this inevitability as an opportunity for deep partnership and collaboration with the consumer electronics world, to deliver the converged broadcast/broadband services that consumers will be demanding." But he cautioned, "Getting from here to there will be quite a challenge, so put on your seatbelts. It's going to be a bumpy ride."

NHK Receives 2011 Best Paper Award at NAB Show



NHK engineer Akitsugu Baba and other engineers from Japanese public broadcaster NHK received the NAB Best Paper Award for their paper published in the *NAB Broadcast Engineering Conference Proceedings* titled “Advanced Hybrid Broadcast and Broadband System for Enhanced Broadcasting Services.” Shown in the photo is Mr. Baba with NAB Broadcast Engineering Conference Chairman, Dom Bordonaro of Cox Radio. The award was presented at the NAB Technology Luncheon on Wednesday April 13.

The paper discusses an advanced television hybrid broadcast and broadband system called Hybridcast™ which NHK is developing to integrate broadband technology with television broadcasting.





NAB Best Paper Award

For a Paper of Exceptional Merit Published in the
2011 NAB Broadcast Engineering Conference Proceedings

*Advanced Hybrid Broadcast and Broadband
System for Enhanced Broadcasting Services*

**Akitsugu Baba, Kinji Matsumura, Sigeaki Mitsuya,
Masaru Takechi, Yasuaki Kanatsugu,
Hiroyuki Hamada and Hisakazu Katoh**
Science and Technology Research Laboratories
Japan Broadcasting Corporation (NHK)



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