

# TV TechCheck

The Weekly NAB Newsletter for TV Broadcast Engineers



## Super Sessions at the 2013 NAB Show Focus on TV's Future

Several Super Sessions at the upcoming NAB Show in Las Vegas (April 6 – 11, 2013) will highlight critical issues facing the television industry of interest to TV technologists and engineers.

These sessions bring together well-informed experts for candid and fast-paced discussions on the following topics:

### Display Technologies of the Future

*Monday, April 8, 10:30 a.m. - 12:00 p.m.*

This session will focus on the advancements being made to improve visual displays. Today more than ever, consumers are immersed in rich visual content when they seek entertainment and information. A diverse panel will discuss what they believe is on the horizon, and describe how visual displays will become an increasingly intimate part of our personal and professional lives.

Panelists include [Simon Parnall](#), Director of Cisco's New Initiatives Service Provider Video Technology Group, [Sean McCarthy](#), a Fellow on the Technical Staff of Motorola Mobility, Dolby Labs' Director of Image Technologies [Walt Husak](#), Sony Senior Product Manager [Gary Mandle](#), and [Robert Lister](#), Chief Legal Officer and Chief Business Development Officer at IMAX Corporation. The session will be moderated by [Peter Putman](#), President of ROAM Consulting LLC.

### Mapping the Future of Broadcast Television

*Tuesday, April 9, 10:30 a.m. - 12:00 p.m.*

Broadcast television is evolving as a result of advanced technology and changing consumer expectations. Multiple platforms and personal media devices - coupled with concurrently increasing competition in the video marketplace - are having an impact on how television content is created, managed and distributed. Presented by NAB Labs, this session will explore the future of broadcast television from the perspective of the broadcaster, the consumer, and organizations working to develop future global television technical standards.

Moderated by [Harry Jessell](#) of *TV NewsCheck*, speakers include [James F. Goodmon, Jr.](#), VP and GM of Capitol Broadcasting Company's New Media Group, the EBU's Director of Technology and Innovation [Lieven Vermaele](#), [Erik Moreno](#), SVP Corporate Development at Fox Networks Group, [Colleen Brown](#), President and CEO of Fisher Broadcasting, and NAB's CTO and Head of NAB Labs [Kevin Gage](#).

### Regulatory Update: March 30, 2013

As of March 30, 2013, FCC rules require that TV broadcasters must begin providing Closed Captions on programs that are streamed live (or "near-live") on the Internet simultaneously as they air on television. This requirement was adopted by the FCC as a result of the Twenty-First Century Communications and Video Accessibility Act of 2010 ([CVAA](#).) For additional information about FCC IP captioning please review the November 19, 2012 [TV TechCheck](#).

## **Digital Disruption: Unleashing the Next Wave of Innovation**

*Tuesday, April 9, 4:00 - 5:30 p.m.*

Consumers are forever changed. The many devices they carry with them, the home networks that deliver them content, and the new digital platforms that provide apps have disrupted the consumer experience. The companies that learn to join consumers in this wave of digital disruption will win. Panelists in this session will discuss what it means to be a digital disruptor and what skills and practices will unleash the innovation necessary to make your company the disruptor rather than the disruptee.

Panelists will describe what they believe are the key disruptions that will change the business, along with the skills and practices of companies best equipped to exploit those disruptions to move ahead. The role big data is playing in our lives will be explored, as well as how disruptions from this evolving trend can lead us on pathways to great innovation.

[James McQuivey](#), Vice President and Principal Analyst at Forrester Research will keynote and moderate the session. Panelists include [Bill Wheaton](#), SVP and GM of the Media Division at Akamai, BitTorrent CEO [Eric Klinker](#), [Michelle Munson](#), President and Co-founder of Aspera, and IBM Partner, VP and Global Service Area Leader for Strategy and Transformation [Saul Berman](#).

## **Workflows for Mission Critical Events**

*Wednesday, April 10, 2:30 - 4:00 p.m.*

Covering events of massive scale requires skill, organization and the proper tools. This top-notch panel of broadcast and content professionals will demonstrate how they bring major news and sports events to the public efficiently and flawlessly. They will show how existing technologies and applications (much of which will be on display at the NAB Show) along with effective staff training are the keys to success.

Moderated by [Deborah McAdams](#), Executive Editor of *TV Technology*, the panel will include [Peter Doherty](#), Senior Operations Producer at ABC News, [Frank Governale](#), VP Operations at CBS News, [Darryl Jefferson](#), Director of Post Production Operations for NBC's Olympics Division, and [Chris Gargano](#), Senior Director of Marketing and Entertainment for the San Francisco Giants.

Admission to Super Sessions at NAB 2013 requires a Conference Flex Pass or SMARTPass. A complete list of Super Sessions at the 2013 NAB Show is available [here](#).

**NAB Offers New Research Benefits for Associate Members** The [National Association of Broadcasters](#) is partnering with the [International Association of Broadcasting Manufacturers](#) (IABM) to offer NAB associate members exciting new benefits. Through this new offer, NAB associate members will have access to important research that will help grow revenue and improve business operations. Benefits include a 10 percent discount on IABM's broadcast research reports, data and professional development training courses. Associate members also have access to a variety of IABM executive summaries. [Click here](#) to learn more and access the discount code.

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