

## MY EXPERIENCE AT IBC 2015

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I am currently attending my 2<sup>nd</sup> and last year of Master's degree in Broadcast engineering at University of Valenciennes (France) I had the chance to receive the IABM Engineering student Award and get logistic and financial support from The IABM Foundation to attend IBC 2015 in Amsterdam.

It has been a great opportunity to attend for a full week one of the biggest broadcast industry event in the world. It allowed me to meet with most of the companies working on subjects that passionate me like video transcoding, transmission or Big data. I discover their most innovative solutions and technologies even those I had never heard about before the exhibition.

Many thanks to the IABM foundation which gave me also the possibility to attend dozen of conferences related to the hottest topics.

Indeed, a lot of conferences I listened were about MPEG-Dash and Big data workflows with the aim to make statistics about audio and video content or create watermarks to protect contents. I had a special interest for this last topic because it is just the beginning of these new big data analytics methods and I found all those promising evolutions particularly exciting.

Today, one of the main challenges is to deliver content on mobiles devices fitting to distribution channels' bitrates. In this context, all the conferences about MPEG Dash were very relevant. In addition to that, this subject is not very deepened in our classes, probably because it is just the beginning. Being very interested by these topics, I really appreciate listening expert engineers digging down MPEG Dash issues to complete my personal researches.

The high interest of conferences mostly came from the quality of the speakers which frequently made me want to visit their booths to deepen a subject or simply with the curiosity to see what kind of solution or innovations their companies are working on. For example, after hearing Mr. Nicolas Weil, senior solution architect at Akamai, talking about the main advances in MPEG-Dash, I spend about one hour to discover what technologies and workflows are behind content delivery and to discuss with him and his colleagues about those solutions on Akamai's booth.

Also very interested in "more classical" video pieces of equipment due to my degrees and former working experiences as a remote-camera-operator, live video effects maker or multicamera director. In fact, I really enjoyed discovering new ways of working with this piece of equipment. Indeed, we can think about video-switcher's panel's ergonomics which are changing significantly. For instance, through the new video switcher called the "Dyvi", EVS bring a revolutionary ergonomics which doesn't looks like any other video switcher at all (SAM, Sony...) in fact their ergonomic a legacy from old panels in analog studios.

With EVS demonstration, I understood that in a few years, this new wave of ergonomics and way of working will really improve possibilities and maybe, the upcoming productions could a very different aspect in terms of video effects. Indeed, there is much more flexibility in term of handling layers.

As suggested by Cinegy's slogan "*SDI must die*", I appreciated to see that this year was pretty innovating in term of video-through-IP solution. For instance Sony introduced "full IP workflows" and an IP video switcher, and EVS in association with Cisco talked about a solution to make dispatched pieces of equipment working together through large distances of optical fiber in order to produce live TV programs

Finally, as a student in broadcast engineering, this week has been a great opportunity to get knowledge I didn't learned at school and meet with a lot of engineers at several places in the industry. During these meetings I had a lot of opportunities to establish new contacts and get information for my internship or future job search. It was also insightful to get an idea about how the concepts we learn in University classes are relevant and used in the real life of broadcasting industry. Finally one of the main challenge of my visit at IBC was also to find a company to make an interesting end-of-studies internship and I had several good contact.

IABM Engineering Student Award promotes exchanges with other students from other countries. It has been interesting to learn about the differences between our countries and studies.

This great experience made me wanting to find a job in another country than France to meet different peoples and learn new working methods as well as improving my English. Last but not least I also enjoyed Amsterdam City who lives at the pace of IBC.

In conclusion I would like to address again many thanks to The IABM Foundation and team members who support us all along our stay in Amsterdam during this week at IBC 2015.