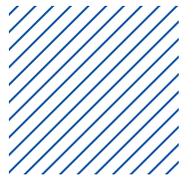




THE HBS BROADCAST ACADEMY AT **IBC 2018**

Venue: Meeting Room G107

www.broadcastacademy.net



BROADCAST ACADEMY SESSIONS IBC 2018



Subject: Challenges faced by public broadcasters in Asia, Africa and the Middle East

The masterclasses allow public broadcasters around the world to share their challenges and experiences and highlight some of the success stories in various regions that have overcome the obstacles in their territories. A not-to-be missed session that will reveal the cultural and regional significance of the global broadcasting industry.



ACQUIRING SPORTS RIGHTS

DATE: 16 SEPTEMBER 2018

TIME : 10:30 – 12:00

Public broadcasters have increasingly seen their rights squeezed by pay TV companies, and now that the digital firms are also entering the space, how can public broadcasters use their unique reach to find creative and alternate ways of staying relevant and catering to their audiences.



Moderator

LISE COSIMI

HBS - Chief External Relations



✉ lcosimi@hbs.tv

Lise Cosimi's early career took in Eurosport, TEAM Marketing and Paris Saint-Germain. In 1997, she joined the Information & Communications department of TVRS 98, the host broadcaster of the 1998 FIFA World Cup France™. She then joined HBS for the 2002 FIFA World Cup Korea/Japan™.

On the FIFA World Cup projects, Lise has been the Head of Information & Liaison for the past five World Cups and remains in her role for the 2018 FIFA World Cup Russia™. For the 2022 FIFA World Cup Qatar™, she will be in charge of the global Customer Relations, adding the Booking department to her daily responsibilities.

Lise has also covered various multi-sports international events like the 2003 Athletics World Championships, SEA Games and Asian Games 2006 and 2018.



Panellist

ESSA AL HITMI

General Manager at ALKASS Sports Channels



✉ essa@alkass.net

Essa Abdullah Al Hitmi is a Qatari citizen who was born on 1st January 1966 in Doha - Qatar. He completed his undergraduate studies at Qatar University and received his bachelor's degree from the College of Engineering in 1992.

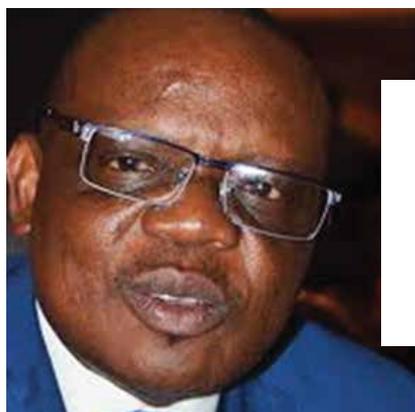
He started his career in 1984 in Qatar TV as program producer for the English speaking "The Channel 37", and worked as well as programs content editor in The CR Section at the Operation Department.

In 1990, he moved to work as Program Director and songs output in addition to editing and contributing to the preparation of decorated studios of the TV where he was the first to bring the video clip for the song "Alphenjal" by the Qatari artist Nasser Saleh.

In 2000 he took over the function of Head of the Qatar TV technical office.

In 2003, Al Hitmi co-founded the launch of a brand new sports channel within Al Jazeera Network under the name of "Al Jazeera Sports Channel" which is currently known as BeIN Sports, where he served as Director of the Technical and Operation Department.

In 2005, Al Hitmi moved to a new breakthrough in the sports media world by working with a range of media experts to establish a new sports channel under the name of "Al Dawri & Al Kass Sports Channel" which is known today as "Al Kass Sports Channels" and became the General Manager of the channel.



Panellist



MR GRÉGOIRE NDJAKA

CEO, AUB

✉ contact@aub-uar.org
Gregoire.Ndjaka.gndjaka@yahoo.fr

Mr Grégoire NDJAKA has been the Chief Executive Officer (CEO) of the African Union of Broadcasting (AUB) since January 2016. He is a senior journalist with 31 years of professional experience.

He was elected on 5th October 2015 and was confirmed to this position during a General Assembly held from 27 to 28 November 2015 in Abuja, Nigeria. Before his election by the General Assembly to this prestigious position, he was the Director of Human Resources of the Cameroon Radio Television (CRTV), where he also held several other positions, notably that of Advisor No. 1 of the Director General and Deputy Director of Cooperation.

In 1988, Grégoire NDJAKA graduated from the Advanced School of Information Science (Yaoundé-Cameroon), one of the best-known journalism education institutions in French-speaking Africa. He is a fellow of the Japan Foundation and has been interested in exchanging news between Africa and the Asian continent for several years. Grégoire NDJAKA holds a Master's Degree in Human Rights and Humanitarian Emergencies from the Catholic University of Central Africa (CUCA/UCAD) and a Master's Degree in Project Management from the same university. He is a Knight in the National Order of Value in his country and a member of several professional organizations.



Panellist



VINCENT CHUPIN

Founder and CEO of VCn International

✉ vchupin60@gmail.com

Vincent Chupin was recruited in 2005 by the IOC as Vice President, Media Rights. His mission was to optimize the sales of the Olympic Games to interested broadcasters worldwide. He did manage the servicing to the rights holding broadcasters as well as the strategy for all Olympic stakeholders to access content outside Games time.

Up to the Rio 2016 Olympic Games Mr. Chupin was also responsible for the distribution and commercial strategy of the Olympic Channel, the global Olympic digital platform operated by the International Olympic Committee.

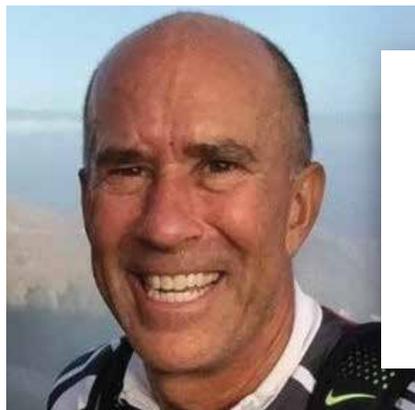
From 1991 until 2005 Mr. Chupin spent 14 years at Eurosport, during which time he contributed to establish Eurosport as the leading sports broadcaster in Europe. His position as Director of Content Acquisition resulted in long term partnerships with all major sports federations and rights holders.

Mr. Chupin graduated with a Master of Science in Mass Communication from Boston University. He is French and resides in Paris, France.

DIGITAL PRODUCTION

DATE: 16 SEPTEMBER
TIME : 14:00 – 15:30

With today's converging media landscape, digital savvy fans and global reach, a sports event needs an integrated approach to create and push impactful content, engage with its partners and best exploit the opportunities of technological development. Find out how major sports broadcasters are using specific digital production strategies to enhance the sports-viewing experience



Moderator

CLAUDE RUIBAL

Senior Vice President | Digital,
Production & Sports Solutions
Infront Sports & Media AG

✉ clauderuibal@infrontsports.com

infront

Claude Ruibal is a senior, results-driven leader who has extensive experience in both the sport and digital industries.

His impressive career has included many strategic and entrepreneurial roles across the US and Europe, including most recently Global Head of Sports Content Partnerships at GoPro, and before that as Global Head of Sports Content at Google/YouTube.

Previously, Claude was Founder, Chairman & CEO of Universal Sports Television Network and Director of Global Football Management at the Coca-Cola Company. Claude leads a cross-functional team that focuses on delivering innovation in video production, interactive digital content offerings, distribution strategies, social platforms, and integrated marketing campaigns. Claude Ruibal has a Juris Doctorate from the Georgetown University School of Law and a BA in Political Science from the University of California Santa Barbara.



Panellist

MELISSA LAWTON

Live Sports Production Strategy
Facebook

✉ melissalawton@fb.com



Melissa is an experienced Content Strategist with a demonstrated history of working in the media production industry. Responsible for providing creative leadership and implementing 360 live content strategy from negotiation of key acquisitions, to content production, to partnership programming. Skilled in building high performance global teams and creation of live content to suit broadcast, streaming and social platforms in the areas of live music, entertainment and sport. Key strategic thinker, working with brands, channels and broadcasters to shape content goals.



Panellist



ESSA AL HITMI

General Manager at ALKASS Sports Channels

✉ essa@alkass.net

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Panellist



CAI YANJIANG

Director, ABU Sports

Asia-Pacific Broadcasting Union

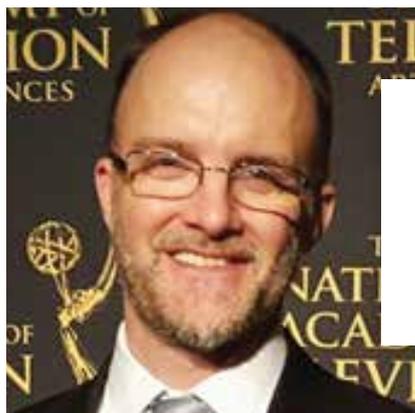
✉ cai@abu.org.my

Yanjiang is from CCTV where he is Senior Producer of the CCTV sports channel. He graduated from the China Central Academy of Drama with a Master's degree in Film and Television theory. Yanjiang joined the ABU in July 2012. He is currently the director of sports at the Asia-Pacific Broadcasting Union.

MOVING BEYOND SDI IN PRODUCTION

DATE: 16 SEPTEMBER
TIME : 16:00 – 17:30

The broadcasting industry is well aware of the benefits that come along with IP technology; however, what remains is the plan and extent of their IP migration. How can IP build on legacy SDI infrastructures and improve on them? What needs to be considered when opting for an IP infrastructure? How do you get started and how do you scale? There are so many questions public broadcasters are currently facing with the change in their territories.



Moderator



JAMES STELLPFLUG

EVS global vice president product marketing

✉ j.stellpflug@evs.com

James has more than two decades of industry experience in facility design, integration and production operations of live event and mobile TV production. James has been a key influencer in the media industry regarding HD, file-based workflows and new multimedia delivery methodologies. Throughout the years of experience in the industry, James' has intersected multiple technology transitions moving from traditional video production to the world of file-based workflows and the systems involved in getting us there. James has been with EVS since 2000, in roles spanning operations management, products and most currently as global VP Product Marketing.



Panellist



DAVE DUVALL

Discovery Communications
Executive Vice President
Infrastructure & IT Support Services

✉ Dave_Duvall@discovery.com

As Executive Vice President of Infrastructure & IT Support Services at Discovery Communications, Dave Duvall leads global end-to-end IT and Distribution Technology and IT Customer Service. In collaboration with business stakeholders, he provides strategic direction to drive innovation in a rapidly evolving technology landscape. A fifteen-year Discovery veteran, Duvall has wide-ranging experience in IT infrastructure platform design, configuration and management. Recently, the technology team has delivered on a rapid enterprise cloud transformation (SaaS and IaaS), migration of broadcast playout to the public cloud, and a massive IP-based WAN and tech design to support the 2018 Winter Olympics broadcast on Eurosport. Duvall holds a degree in Information Systems, with a minor in Computer Science from the University of Maryland Baltimore County and is based at Discovery Communications' World Headquarters in Silver Spring, Maryland.



Panellist



JÖRG SANDER

Chief Technical Officer,
Venues and Engineering, HBS

✉ Jsander@hbs.tv

JÖRG SANDER, Chief Technical Officer, Head of FIFA Project Jörg Sander joined HBS in 1999. He was formerly Head of Outside Broadcast Operations for German public television, in charge of football championships and athletics broadcast operations. He was in charge of venue operations for HBS at the 20 stadia of the 2002 FIFA World Cup Korea/Japan™ and was responsible as overall Project Manager for venue operations and engineering for the 2006 FIFA World Cup Germany™, with overall responsibility for the set-up of the 12 venues and the IBC. He has held the role of FIFA World Cup™ Project Director since the 2010 edition and is also HBS' Chief Technical Officer.



Panellist



BASSIL ZOUBI

ASBU Director of Technology
& development

✉ bassil.zoubi@asbu.net

Mr. Zoubi started his career was he Chief Maintenance Engineer at Jordan Radio and TV Station till 1994. He then became ASBU head of transmission technical department in 1998 where he took part in the various conferences on digital and satellite technologies. Since 2016 he is ASBU Director of Technology & development and responsible for all technical coverage of news and sports events such as Olympic Games since 96; World Cup 1998, Asian Football Cup since 2000 up to 2011, world handball cup, etc.



Panellist



SAMER YOUNES

Technical Adviser at Al Kass Sports Channels

✉ syounes@alkass.net

Samer Younes joined Al Kass Sports Channels in Qatar in August 2008 as a Consultant Engineer and is responsible for overall management, design, strategic planning, budgeting, technical direction and successful coordination of all production engineering activities in the channel. Before joining Al Kass Sports Channels, Samer worked as the Head of Engineering Department at Abu Dhabi TV in United Arab Emirates. Prior to this, Samer was at Syrian TV Station and worked as VTR Maintenance Engineer.

LIVE SPORTS DIRECTING WITH LIVE SIMULATOR

TRAIN TOMORROW'S STARS

DATE: 17 SEPTEMBER 2018

TIME : 10:00 – 12:30

Multicamera Sports Direction: Whether it is two cameras or 40, every director shares the same goal, to create the most exciting event possible for the audience to watch. This opportunity will improve your skill base to achieve that aim.

The HBS Broadcast Academy and EVS are hosting beginner's sessions for all newcomers to the sports broadcast industry. A top sports director will provide an introduction followed by hands-on exercises. All participants will direct a live football match and thanks to our unique technology will sit in the director's seat to call the shots.

The brand new EVS Live TV Simulator will recreate the challenges of an outside broadcast environment to keep you on your toes. You will be able to ask questions to experts in the industry, exchange ideas and take away a recording of your directorial debut performance, as well as understanding the principles of sports production.

By the end of the session, you will have an overview of a sports production and the equipment you need for the job.

ENCOURAGING WOMEN IN SPORTS PRODUCTION AND DIRECTING

DATE: 17 SEPTEMBER 2018

TIME : 14:30 – 17:00

The Broadcast Academy and IBC have prepared a special session for women willing to develop their talent and offer the chance to take on challenges of the top-level roles in sports broadcasting.

Top sports directors will share their secrets and expertise to help you get ahead in the field. You will sit in the director's seat to call the shots on a football match. The brand new EVS Live TV Simulator will recreate the challenges of an outside broadcast environment to keep you on your toes.

You will be able to ask questions to experts in the industry, exchange ideas and take away a recording of your directorial performance. By the end of the session, you will learn about the broadcast skills required to succeed.

ADVANCED LEVEL SPORTS DIRECTION

DATE: 18 SEPTEMBER 2018

TIME : 10:00 – 12:30

Aimed at sports broadcasting professionals, this specific session allows existing directors, producers, vision mixers and other members of the crew to practise their skills in a controlled environment using real life sports events and scenarios to elevate their craft.

The session will include information on various styles of production and select participants will have the opportunity to direct a sporting event on the Live TV Simulator with our Academy expert (Director/Producer) providing feedback on the spot.

LIVE SPORTS PRODUCTION

Three sessions

(Young Generation, Women and Advanced)



Live Producer



RIKI VAN STEEDEN

HBS, France

✉ rvansteeden@hbs.tv

Riki has worked on FIFA World Cup events since 2009 in various roles. In the past, Riki has worked with SKY Television Network, New Zealand as a Sports Producer / Director - Football, Basketball, Rugby League and other sports.



EVS Expert



JAN MOKALLAI

✉ j.mokallai@evs.com

The LFP further tasked HBS France Production with additional complementary missions, such as supervision of the infrastructure relating to all audiovisual aspects of the stadia of French Ligue 1 and 2 (first and second divisions) clubs and as a sign of its commitment to the development of professional clubs and their stadia to optimise the broadcast infrastructure and use of broadcast equipment.

QUALITY CONTROL IN SPORTS PRODUCTION MASTERCLASSES

DATE: 18 SEPTEMBER 2018

TIME : 14:00 – 16:00

What is quality control and why is it increasingly important in sports production? The quality control process is all about consistency. Is it much more than checking if your programme meets a set of standards and transmits okay? Each director and producer has its own way of covering an event and it is rare for them to get qualitative feedback on their work. The Quality Control process looks at the event as a whole and reviews each match in light of the specific guidelines, editorially and technically to ensure consistent production and coverage of the event.

For the very first time, Host Broadcast Services will share its experiences on the process of creating the quality control guidelines with the review process and the impact it can have on your quality of production.

This session is designed for sports producers/directors and heads of production.



Expert



PHILIPPE OZIOL

Head of HBS France Production
French Football League (LFP)

✉ poziol@hbs.tv

HBS "quality control unit" monitors the conformity and quality of match feeds provided by broadcasters as well as the proper delivery of images to the LFP's media rights holders. HBS was further chosen to provide and manage a "webserver service" containing live coverage of all of its various competitions' matches (and additional angles on a slightly delayed basis), for the benefit of League members.

HBS is responsible for managing the onsite staff (known as "Media Managers") who handle the proper coordination of all media activity at the stadiums on match days and liaise with the HBS quality control unit.

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Expert



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Samer has thirty years overall experience in broadcast engineering in the Middle East. He is proactive problem solver who has worked in number of high-pressure broadcast settings. Throughout his career, he has applied strategic planning, prioritization and project management skills to constantly achieve critical deadlines while upholding high quality standards. He has led and managed multiple projects like Archiving system, OB Vans, Earth Stations, Stadium Designs & Lightings, Technical Broadcast Facilities to name a few for Al Kass Sports Channels, Qatar Television, Television Support & Development Committee, Al Rayyan TV, Qatar Racing & Equestrian Club and Qatar Media Corporation in the state of Qatar.

NOTES
