

16th June 2010, Paris

Egta thematic day

Sharing the results on the technical standards proposed by the egta-EBU-working group for the dematerialisation of spots

10:00

Introduction

Presentation of the two necessary steps for a harmonisation of the dematerialisation of spots and the work done by the egta-EBU working group

Anne-Laure Dreyfus, *Communication Manager, egta*

✓ Benefits of dematerialised spots

What are the benefits for sales houses to use dematerialised spots and how can we convince our partners (postproduction houses and media agencies) to abandon tape deliveries.

Speaker to be confirmed

✓ Theoretical Presentation of the “egtaMETA”

Explaining the agreement reached by the working group for the harmonization of a Metadata Scheme and presentation of the final specifications.

Jean-Pierre Evain, *Senior Engineer, Technical Department, EBU*

✓ Practical example of an “egtaMETA” transposition

Bernard Vandenhoofden, *Technology Manager, RMB*

✓ Question and answer session with the egta-EBU working group

12:00 – 13:00 Lunch

✓ Introduction to the presentation of different delivery methods

Michel Grégoire, *Secretary General, egta*

Introduction to the document summing up different delivery methods used in member countries and presentation of each of them

- ✓ FTP Server M. D'Aureli, *Technical Manager* & S. Marchetti, *Production Manager, Rai (Italy)*
- ✓ Central Hubs Ian Cottrell, *Head of Transmission, itv (UK)*
- ✓ D-mat Bernard Vandenhoofden, *Technology Manager, RMB (Belgium)*
- ✓ Adtoox xxxxx, *MTV, (Sweden)*
- ✓ Spotgate Matti Lampinen, *ICT Manager, Nelonen Media, (Finland)*
- ✓ Dutch example Josbert van Rooijen, *Manager Broadcast & IT, SBS (Netherlands)*

✓ Question and Answer session

16:00

Closing Remarks