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Technical Department

Département Technique

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Draft Report
21st MEETING OF THE I/OLS GROUP
London, 17-18 September 2007

Participants

Mr Peter Suetens	VRT	Chairman
Mr Mats Åkerlund	SR	
Mr Rabah Alilat	TDA	
Mr Pirkka Aunola	YLE	
Mr Tilo Barz	Hessischer Rundfunk	
Mr Rutger Beckers	VRT	
Mr André Berthold	SWR	
Mr Christian Blankenburg	ARD	
Mr Erwin Blom**	VPRO	
Mr David Botbol	France Télévisions Interactives	Vice-Chairman
Mr Jeroen Bronselaer	VRT	
Mrs Iva Bruci**	HRT	
Mr Rahul Chakkara**	BBC	
Mr Ferran Clavell	TV3	
Mr Léon Corijnsen**	AVRO	
Mr Guy Dessaux	TSR	
Mr Pascal Dreer	Swissinfo/Swiss Radio International	
Mrs Lena Glaser*	SVT	
Mr Benigni Glauco	RAINET	
Mr Mike Griffiths**	BBC	
Mr Bruno Gvozdanovic**	HRT	
Mr Jyrki Kemppainen	YLE	
Mr Stefan Kervefors*	SVT	
Mr Rainer Kirchknopf	ZDF	
Mrs Patrycja Klarecka	TVP	
Mr Jürgen Kleinknecht	ZDF	
Mr Gaël Hürlimann	TSR	
Mrs Reija Hyvärinen	YLE	
Mr Zdeněk Lanc	Czech TV	
Mr Stanislas Leridon	France 24	
Mrs Tanja Likkanen	YLE	
Mr Are Nundal	SVT	
Mr Marco Nuzzo	RAINET	

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Mr Pierre Mathieu	France TV	
Mr Lourenço Menezes**	RTP	
Mr Santiago Miralles	TV3	
Mrs Tulla Onstad	NRK	
Mr Thomas Porsaeus	SVT	
Mr Nicolai Porsbo	DR	
Mr Tief Rainer	BR	
Mr Vesa Rämetsä	YLE	
Mr Bernard Rappaz	TSR	
Mrs Sabrina Riddei	RAINET	
Mr Björn Rosenthal	Deutsche Welle	
Mrs Julie Rowbotham**	BBC	
Mrs Katarzyna Sadowska	TVP	
Mr Petr Svatoš	Czech TV	
Mrs Heidi Schmidt	SWR	
Mr Kris Sloat**	NPB	
Mr Brett Spencer	BBC	
Mr Gianluca Stazio	RAINET	
Mr Andrzej Szewczyk	TVP	
Mr Ricardo Tome**	RTP	
Mr Johansen Trond	NRK	
Mr Erik Van Hengstum**	NPB	
Mr André Van Os	RNW	
Mr Dylan Van Rijsbergen**	NPB	
Mrs Lutgarde Vercauteren	VRT	
Mr Ricardo Villa	RTVE	
Mrs Jane Weedon	BBC	
Mr Adrian Zaugg	SF-TV	

EBU

Mrs Anne Brochet	
Mrs Nicoletta Iacobacci	
Mr Franc Kozamernik	
Mr Giacomo Mazzone**	
Mr David Owen	
Mrs Hélène Rauby-Matta	
Mr Heijo Ruijsenaars**	
Mr Lieven Vermaele**	
Mr David Wood	Secretary

Apologies

Mr Hannes Valdma	Estonian Public Broadcasting
Mr Torben Ericksen	DR

* only on the 17th

** only on the 18th

The meeting was welcomed by the OLS Chair, Peter Suetens (VRT). He was impressed by a large number of participants showing keen interest in sharing on-line experiences among EBU Members.

1. Presentation, demonstration, and questions on the BBC iPlayer

Mr. Rahul Chakkara (BBC) introduced the iPlayer development by showing a short video about iPlayer. See this video description on the IOLS ftp site: <ftp://iols:PASS2731@ftp.ebu.ch>, under September 07. Mr. Chakkara started by highlighting the BBC leadership in broadcasting over last 70 or so years. In order to remain relevant, the BBC has to react rapidly on the changes of media markets, which in itself is a great challenge. BBC has taken three directions:

- bring new programming products relevant for consumers
- contribute to changing media technologies (which may be costly)
- change media organisation from analogue to digital, from linear to non-linear (on demand) and multiplatform.

iPlayer is one of the responses to the above challenges. It brings a real revolution on how people consume TV and radio programmes. With iPlayer people (rather than broadcaster) decide where and when they would enjoy listening or viewing BBC programmes.

Mr Chakkara shortly described iPlayer. It started in July 2007 as beta development. At the moment it is only available on Windows machines. It uses Microsoft Windows DRM and geolocation (it is restricted to the UK territory). The user can download programmes up to 7 days after they have been broadcast and they can watch it within 30 days after the download. There are extensive search possibilities for catching up TV broadcasts, for arranging content into categories, etc. The user can subscribe to future broadcasts and TV series in advance.

One of the problems is network scalability and network clutter which may be caused by a large number of people who download big video files at the same time. ISPs see it as a threat.

The BBC trust examines incremental impact of iPlayer on the market. The BBC is concerned by assessing the impact on the rest of BBC web and digital TV in order to avoid cannibalization. Reactions (and any complaints) of the public is carefully examined, particularly as regards download quality and reliability. There have been some complaints about limiting access to Windows computers and about using MS DRM (rather than an open source rights management system).

Concerning the iPlayer road map evolution, the BBC plans to develop a streaming version, embrace other platforms, integrate mobile and collaborate with ITV and other broadcasters. At the moment there are no plans for using iPlayer outside UK.

Time will tell whether the BBC are successful in choosing the right direction.

In YouTube iPlayer is not a player - it is just a brand name, thin client, virgin is in liberate, no MHP.

2. Presentation, demonstration, and questions on the BBC Archive project demo

Mrs. Julie Rowbotham (BBC) presented a 6 months trial on BBC Archive project. The basic archive objective is to increase impact and quality of the BBC's programmes. The trial will include 1000 hours of content (500 showing breath, 500 depth), TV 70%, 30% radio. Content is of mix genre. No content used in the archive has been repeated during last 10 years. Some 20'000 UK-only trialists will participate in this close trial.

About 50 hours of archived programmes are open from www.bbbc.co.uk The objectives of the trial are multiple and can be reduced to studying 3 things:

- use of iPlayer interface for navigation
- commercial vs public archive
- creative value of archive

In particular, the public value of archive will be evaluated by the BBC Trust.

2.1 Introduction to DR Cultural Heritage Project (DR)

First of all, Nicolai Porsbo, Head of dr.dk, informed the I/OIS Group that the former chair, Torben Eriksen, decided to leave DR. The purpose of the project is to digitise archive, which is a slow process - only 4% have been digitized so far. A Cultural Heritage Consortium was set up in April 2006. By April 2007 a report to Ministry of Culture was put together, clearing the legal framework. Clearing rights for the heritage material seems to be a major problem. Rights clearing for material put in the DR digital archive is performed by another clearing organisation. The usage of cross media platforms and accessibility should be considered. Two showcases were shown, as follows:

- Showcase 1: Explorer Model
- Showcase 2: Structured Model

There is a national-wide similar project in the Netherlands with a very strong governmental interest. The arrangements are highly centralised, the volume is big and the costs are relatively high.

In the discussion the Chair and the members expressed a large interest in iPlayer and enquired whether there is any ground for sharing and collaboration with the BBC on that matter. Different countries however may have slightly different interests, therefore some customization will be required. There are differences in addressing rights issues as well.

Santiago Miralles informed the Group that Catalan TV has developed an on-demand service for PC and Microsoft Media Center, which triggered huge growth of new media consumption. They set up a free service for one week catch up services, offering extensive news and children's programming. For the moment they only publish their own programmes, so there are no rights issues involved.

Bernard Rappaz questioned why limiting catch-up TV to 7 days, in some cases it would be advantageous to have a longer availability. Santiago responded that some balance is required - TV is currently worried to lose audiences, therefore some limit is required. On the other hand, the Danish experience is that the catch-up TV audience share is only about 5%. In France, after 7 days people should pay for TV content (with the exception of news). In mobile TV environment operated by Orange - France telecom, users need to pay if they consume content between 6pm and 12pm.

RTP also reported an interesting experience with catch-up TV, especially for shows and news. In Portugal 20% of viewing of a show is on demand.

Marco Nuzzo (RAI) said that we should not neglect the business audiences which often access TV content via PCs during working hours.

Members agreed that catch-up TV is an important new service that public broadcasters must provide to their audiences for free, as part of their public mission.

3. Radio Department projects: (Michael Mullane)

Michael pointed out that new media is raising its profile within the radio community. On demand services such as podcasting, not only audio but also video, become important. Michael now widened his area of interest and responsibility to cover news and sports. He

said that e-participation should be encouraged but people need toolkit and templates to generate content. The new radio group held a very successful conference in June. One of the interesting topics that radio people are concerned with is multimedia on the road. Another important topic is how to measure success in the internet, traditional unique visitors criterion is no longer valid.

4. Television Department Projects (Nicoletta Iacobacci)

Nicoletta was presenting the media-related activities of TV department, the most important being Junior Eurovision Song Contest (JESC), Eurovision Dance Contest and the main Eurovision Song Contest. The ESC website is very popular but will be enhanced by a new P2P VoD services in 2008. Nicoletta reported a new Content Management System (CMS) for internal EBU (Intranet) applications (file exchange). She also talked about the cross media activities, in particular the Television Assembly event in May 2007 in Luzern. Most interesting is collaboration with Google-YouTube which publishes a branded Eurovision channel but restyled to match YouTube environment. Together with the EBU training department, a series of 10 workshops "Meeting with..." with commercial companies is being prepared.

5. Developments in the EBU Sports Unit (David Owen)

David reported the results of Internet coverage of IAAF athletics in Osaka. He highlighted the security protocols to be applied for the internet coverage of Olympic Games in Beijing in 2008. The IOC Internet security protocols require that Geolocation filtering be applied for both Live and On-demand Olympic content distribution. DRM is required for all downloadable content. Further specifications and information on the IOC Security protocols are available within the "New Media Guidelines Beijing 2008" distributed to the respective Member's Head of Sports as well as via www.eurovision.net.

The EBU Ad Hoc Group formed for the Turin Games in 2006 will continue to review Members' streaming and security solutions in order to comply with the IOC geo-protection and anti-piracy requirements. Approval of such systems must be given by the Ad-Hoc group prior to use.

David mentioned that video via Internet is becoming increasingly popular for sport coverage and that the Eurovision BEST system usefully fulfils this role for EBU Members.

As an example of this, a figure of 55'000 simultaneous Live Internet users was recently seen by SVT Sweden during the broadband simulcast coverage of the Osaka IAAF 2007 Championships. An event taking place in a similar time zone as the forthcoming Beijing 2008 Olympic Games.

When streaming Live video, Members will require that appropriate distribution solutions are in place to handle traffic peaks and surges typically associated with Live video distribution. When required by respective Rights Agreements, Members will often be required to geographically limit content to contractual territories.

A number of Members and Sports Federations are using BEST services for the distribution of both video and audio content. A growing trend is also noted that Members are using broadband Internet to complement TV coverage for the live distribution of major breaking news events.

Ongoing BEST developments include geo-protected progressive Flash download, Windows DRM license distribution, Microsoft Silverlight, Live Flash streaming, H264 and 3GPP support.

Some members posed questions about the BEST pricing policy.

Are Nundal (SVT) informed the Group about the meeting of the EBU Sports group discussing media rights and EBU members requirements for the future Olympic events (Vancouver 2010, London 2012).

6. Proposals for C6C for future structure of EBU New media Activities

Peter Suetens (VRT), the Chair, introduced his personal note on the issues regarding the OLS Group. The note is attached to this report (see **Appendix 2**). He addresses both logistic and strategic aspects of the OLS Group and proposes some practical solutions for the future members' activities in the areas of web media, mobile video, DRM, P2P etc. The Group should be responsible to the C6C group.

7. P2P developments - progress with Open system

Franc Kozamernik outlined the status of technical studies and EBU plans about using Peer-to-Peer (P2P) technologies for distribution live video streams and files across internet. P2P technologies are still in its infancy but are likely to become either standalone or complementary to existing delivery mechanisms (such as CDN). Many recently-developed web TV systems such as Joost, Babelgum, make use of P2P approaches. There are however several technical challenges, such as rapid buildup of service, in case of a sudden surge of demand. There are many open issues related to business models and regulatory arrangements.

8. Progress in EBU Media Portal

Nicoletta Iacobacci and Franc Kozamernik informed the Group of the progress of the EBU Media Portal. About 10 EBU TV and radio stations have already joined the technical trial which will take place in the beginning of November and last until end of April (i.e. 6 months). During this time all technical issues including the use of geolocation, DRM, watermarking, etc., should be resolved. In parallel, the business models should be also considered. The Portal will be initially powered by Octoshape. If technically possible, later on Tribler will be used. Members participating in the project will be able to customize their players to retain their branding.

9. Interlinking text and video streams

Zvezdan Martić (RTVSLO) presented the award-winning application Odprti Kop (www.rtvsllo.si/odprtikop). This interesting "speech-to-text" application offers continuous texts of all major contact broadcast emissions from RTVSLO 1 and 2.

10. Any other business

No other business issues were considered.

11. Special event with Google on Day 2

On Day 2 (18 September 2007) a discussion with the Google representatives took place. Patrick Walker gave a general presentation on YouTube. Several EBU members including BBC, France 24, NPB, VPRO, TV3 Catalunya, SVT, TSR and RTP prepared contributions to describe their involvement with YouTube.

Appendix 1: Agenda

Appendix 2: Personal note on the issues regarding the EBU I/OLS group (Peter Suetens)

DRAFT AGENDA**21st MEETING OF THE I/OLS GROUP****London, 17-18 September 2007****DAY 1: Normal OLS meeting***The meeting will begin at 09.30 and probably finish at 17.30.*

1. Presentation, demonstration, and questions on BBC iPlayer (BBC)
See short video description on the IOLS ftp site: <ftp://iols:PASS2731@ftp.ebu.ch>,
under September 07
2. Archive sites
 - 2.1 Introduction to DR Cultural heritage Project (Torben Eriksen)
 - 2.2 Progress in the IAR web site (INA)
 - 2.3 Scope for collaboration on Archive (all)
3. Radio Department projects: (Michael Mullane)
 - 3.1 EBU portal for Unsigned Bands (Laurent Marceau)
 - 3.2 Information on the 'New Radio Group'
 - 3.3 Information on the 'Multimedia Meets Radio' conference
4. Television Department Projects (Nicoletta Iacobacci)
 - 4.1 Eurovision family
 - 4.2 Information on Lucerne Cross Media meeting
 - 4.3 'Meeting with ...' a series of workshops with emergent companies in the new media
5. Developments in the EBU Sports Unit (David Owen)
6. Developments in Eurovision News new media (Laura Downhower)
7. Proposals for C4C for future structure of EBU New media Activities (Peter Suetens)
 - 7.1 Plan for OLS meetings in 2008
8. P2P developments - progress with Open system (Franc Kozamernik)
9. Progress in EBU Media Portal
10. Interlinking text and video streams (Zvezdan Martić)
(www.rtvsl.si/odprtikop)
11. Next Chair for I/OLS Group (Peter Suetens to retire end 2007)
12. Any other business

DAY 2: Special event with Google (Agenda in preparation)

The meeting will include licensing issues, discussion with Google, and analysis by EBU Members of options.

Note on the issues regarding the EBU I/OLS group, by the Chair, Peter Suetens (VRT)

1. History

The OLS group was formed in 1999, following requests from EBU members as a meeting place for Heads of New Media departments. It originally reported to the Administrative Council's Digital Strategy Group (DSG). However, when the DSG was disbanded, the reporting lines of the OLS were left unclear.

It meets normally about twice a year. The working language is English only. The secretariat is provided by a combination of individuals from different EBU Departments, the TV, Radio, Eurovision, Legal, and the Technical Department which is responsible for meeting arrangements and documents.

Recently a number of issues have emerged that call for a more clear role and position for the group to be defined, and a consequential decision about whether to continue the group or not, and if so, in what form..

2. Problems

2.1 Scope

Given the evolution of the media since 1999, it is clear that the scope of the group in matter of subject has to be redefined. Even 'New Media' is no longer a suitable name or term for the area, as it continues to grow in number of media, and what were 'new media' are becoming 'old media'.

The original scope was – now classic - Internet operations. Given broadband evolution, the convergence of linear and non-linear TV is on the horizon. Convergence of linear and non-linear radio is already achieved. The limitation to Internet-only is probably unworkable now.

The scope (working field) of the group has to be clarified.

A solution to the scope question could be to restrict the working field of the OLS group to what we could call “Small Screens”. *DW note: This is services which are not 'mainstream television'.* Distribution methods, interactivity questions would become transparent as well the relation to radio and TV initiatives.

2.2 Attendance

The original idea of assembling all the Heads of New Media of the EBU member organisations has never really materialised. Either because of lack of time or funds, or because each member has his own way of organising new media inside the company (new media can be fragmented or unified inside the company), and consequently the level of organisational seniority of attendees is 'unequal'.

Like many EBU groups, there is a constant changing of people and member organisations attending, which is a problem of continuity and consistency.

The major problem is that due to the proliferation of “new” media activities across member organizations, the big (and important) Members in the field don't know any more exactly

who to send - and sending a large number of attendees is not attractive. The result is that sometimes even no one attends. On the other hand, little countries like the group as a "one stop shop" where a multitude of matters are treated.

A policy is needed whereby the attendance of mayor members (BBC, FR TV, ZDF/ARD, RAI, Scandinavia, Netherlands) is secure.

2.3 Chairs

It is clear that without definite working projects, the group doesn't work as well as it could. In the past we had spurts of activity when it became a real working group...

The Chairs and Vice chairs are volunteers who work in the group beside their normal jobs at home. Given the law of the never ending acceleration of work in new media, this is a problem. Member organisations have shown no tendency of allowing their staff to set time aside specifically for the group.

The Chairs and Vice-chairs should commit themselves to drive the work of the group. EBU Headquarters should assign more content-driven resources to the group, in addition to the services they already provide.

2.4 Deliverables

It is unclear what the group should deliver to its members and to the EBU organisation. Some OLS sub-groups have delivered welcomed guidelines and strategic insights in the past, on Geolocation, DRM, streaming issues, and benchmarking. Nevertheless there no remit from the EBU of what they expect from the group.

A Parent committee should be nominated for the group, and they should clarify the scope of the OLS group, and set goals to achieve, in return for its commitment. The OLS group itself has to define more clearly what to expect from its membership and what not.

It is clear that a majority of members expect guidance in strategic matters for the nearby future (video delivery, DRM, P2P, Web 2.0, Mobile). The group could set up working sub-committees on these matters.

Strategic advice to members after discussion, along with the learning from each other's experiences, could be the main deliverables. This advice should be well publicised under the EBU umbrella, and an electronic publication should be set up (wiki, blog, website, newsletter)

2.5 Position in EBU

Originally reporting to the DSG, the OLS group lives a relatively unseen life in the EBU. As a summary for most of the above, I think it is time that the parent Committee 're-invents' the group, and sets its boundaries vis a vis the other groups in the EBU family.

Reformulating the original scope (see above) could help.

Relations to the "Radio new media" group and "Teletext Working Group", and others have to be clarified.

3. Possibilities

It is clear that the members present appreciate the learning process while discussing the various issues on the agenda. Many members have only one or a couple of professionals capable of attending the meetings.

The contact and networking that ensues is valuable for the members. This aspect could be greatly helped by a more permanent contact, be it a electronic communication method that is updated and cared for. Once again, this calls for a more dedicated treatment.

The strategy development part goes together with the subjects the group is discussing. Without the issue of online distribution rights for Sports we wouldn't have talked about geolocation, BEST or DRM issues. We did make a difference there.

On these occasions it was clear that a dedicated subgroup did the work...

EBU Members or the EBU Headquarters itself could and should ask advice of the group when treating on-line (small screens) matters.

4. Solutions?

The conclusions mentioned above should be tackled. On top of that we should organise our meetings well.

In order to maximise the advantages for the Members, and in the same way for the EBU, we propose to continue and deepen a working procedure we started last year.

1. THEMES
2. Preparation
3. 2 day meetings

4.1 Themes

Each meeting should have a relevant or urgent Theme that the members want to learn about and to discuss. A central presentation by one of the members (host) or a commercial partner should be the core.

After discussion it would be useful to note down eventual conclusions on the strategic level.

4.2 Preparation

We should stress that meetings should be well prepared. The Chairs and Secretariat should **provoke members to present their achievements** (and failures)

4.3 Meetings

Meetings should encompass two working days to make the effort worthwhile.

5. Suggestions for actions

The last OLS meeting, in London 17-18 September, was very successful, both in terms of attendance, and in terms of expressed interest and positive evaluation. This confirmed a number of points expressed in the note above. The attendees, about 75, clearly expressed interest in continuing the work of the OLS group, and welcomed the way it was organized on this occasion.

Thanks to the fine work of the EBU International Training Unit and the Interactive Unit of the TV Department, this OLS meeting had a more conference-style character than normally, around the theme of Video via Internet, and the possible relationships to Google Video (YouTube). It encompassed both technical and content issues.

We should continue with this style of meeting.

Suggestions for the future of the OLS group from the Chair:

1. Scope

The members clearly express their interest in the existence of an EBU group dedicated to their 'professional area': creating and exploiting New Media content by public broadcasters.

If the name of the group is to be changed, the majority would go for "New Media Group". The scope is: "create and distribute content via the "New Media".

The mandate would be 24/7 interactive media via Broadband Internet and Mobile devices.

2. Objectives

- * Create a forum for PSB professionals in the online interactive world.
- * Let the members share experiences, and learn by example.
- * Look forward to the newest developments and tools that are relevant.
- * Form ad hoc strategic alliances when needed.

3. Modus Operandi

Two yearly meetings of two working days.

This meetings should have a clearly stated central Theme. In cooperation with the International Training Unit and the Interactive TV unit, contacts are established with relevant companies and institutions to present new developments. Members are stimulated to present their experiences.

4. EBU situation

It is unclear where the work of the OLS group is to be situated in the future. The EBU (C6C) should decide where the activity is to be located.

One thing is certain: the working of this group calls for a dedicated content person who coordinates and stimulates work between meetings. Given the voluntary character of the chair/vice-chair combination, it is impossible to expect more. The group urgently needs an electronic between-meetings contact point, i.e. newsletters, wiki's, etc..

The work done by the New Media for Radio group (and possibly in other groups too) is duplication. EBU should merge OLS and this (these) group(s). Perhaps this could save resources also.