



Among the other highlights were a wall-size interactive display surface at a private NDS booth and a miniature Android-based set-top box from EchoStar.

Net Insight, winner of the *CS* award for 'Best HDTV technology or project', held a joint remote production with Telia Sonera that could potentially change live OB, especially for regional events (although the company sees remote production potentially also being used for the Olympics next year).

The demo involved a live four-camera OB in Stockholm produced from a control gallery 1,500 km away in Amsterdam. It was virtually lossless, needs a low latency network to produce in real-time and can be done at low cost.

This remote production could be a game changer in general for studio production, according to TeliaSonera.

TeliaSonera, the largest provider of bandwidth in Europe, according to company MD Daniel Pope, provides a few Terabytes per fibre pair. A lot of its capacity is underutilised partially because broadcasters have been slow to use that bandwidth, so Pope welcomes services like 3D: "We like things that use bandwidth. We love 3D from a business perspective."

The company did, after all, spend EUR1.8bn to build the network. Unfortunately for Pope, and other proponents of 3D, there was hardly any of the technology on show at IBC 2011.

### Looking forward to 2012

With that in mind, while 3D won't be at the centre of many peoples' radar in 2012, multi-screen is still sufficiently raw that it will continue to be one of the main talking points into next year.

These services have to be monetised somehow (they are currently bundled for free by most operators), and one of the bright hopes of doing this is through ad insertion, which execs believe should pick up in 2012, both in the US and Europe. Adaptive bit-rate also comes into play here, as the various technology flavours are embraced by the major vendors and service providers.

Envivio suggests a further move towards software-based architectures. Software solutions have proved popular for on-demand services, but the company believes it is now also being embraced by large operators for bread and butter linear multi-cast services, on top of multi-screen. Expect more cloud-based transcoding too - and cloud-based services in general.

Operator-owned CDNs also come into play here, another hot topic for 2012.

Finally, don't forget OTT, in itself a form of multi-screen, which will take in the shape of hybrid set-top boxes, as well as streaming services via connected TVs. Operators like Viasat and Comcast are already bypassing the STB through their own apps on these devices. After all, it's just another way of reaching consumers. **CSI**

### IBC hails another successful year

Organisers said that 2011 has been another record breaking year for the show, with a total of 50,462 people attending Europe's largest broadcast industry event, a rise of 4% over 2010. The 13 halls and 1,300+ exhibitors made it the largest IBC ever in terms of display space too, with deals reportedly worth \$20 million or more signed at the show.

The Big Screen showed *Transformers 3: Dark of the Moon*, in stereoscopic 3D on the Saturday night (the entrance to which was pretty full this editor can attest), extended excerpts from the 3D conversion of *Titanic*, as well as a look at the 3D version of *Top Gun*.

At the conference, keynote speakers included Joanna Shields of Facebook, William H Roedy of MTV Networks International, and Mainardo de Nardis of global advertising agency OMD Worldwide.

A new venture in 2011 was the IBC Leaders' Summit that saw CEOs from the leading media enterprises around Europe and the Middle East discuss the business challenges for the future, and how media companies must evolve to meet them.

"We continue to push the boundaries of IBC, bringing in thought leaders from new media, advertising and cutting edge technology," said Michael Crimp, IBC's CEO. "But while it is exciting to welcome to IBC luminaries like Hiroshi Yoshioka, Joanna Shields and James Cameron, the real value lies in the interaction between every one of the visitors who come here to investigate new technology and new working practices, to share knowledge, and to sign deals.

Sir David Attenborough was awarded IBC's highest accolade, the International Honour for Excellence, for his 60 years work of wildlife television as well as the use of new technologies.

IBC 2012 returns to the RAI from 6-11 September.