

IEEE

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The technologies to deliver information and entertainment to audiences worldwide, at home and on the go.

BMSB Conference Brings 'Next-Gen' TV to Old-World Ghent



President's Message

Bill Hayes, BTS President



Greetings members of the Broadcast Technology Society!

As I write this column, I'm trying to catch up from attending the our International Symposium on Broadband Multimedia Systems and Broadcasting which took place in Ghent, June 17-19, and the Australian Section of the Society of Motion Picture and Television Engineers bi-annual conference and exhibition in Sydney on July 14-17. Sandwiched in between was a meeting of the board for the International Broadcasting Convention (IBC) in London. So to say I have been on the road a lot would be an understatement. Of course I also have to arrange all this so that it doesn't interfere with my real job at Iowa Public Television (IPTV).

It's not uncommon while I am attending these events to have colleagues ask me how, and often why, I do so much volunteer work on behalf of BTS. The "how" part is mostly time management and having a truly wonderful boss who recognizes that I bring back from these events knowledge and ideas that have had a direct impact on the on-going success of our organization. I have also had opportunities to share

what IPTV is doing to remain relevant and grow during these tumultuous times in terrestrial broadcasting. The "why" part is a little more personal, as I am trying to do for others in the industry what my mentors and colleagues did for me.

Part of the "why" I tried to explain in a presentation that I did at the BMSB where I talked about the value of society membership. Early in my career I realized that a lot of what I needed to learn about the business that I was in couldn't be found in textbooks and there were few "broadcast" classes. Most of the information was being shared among the professionals through membership organizations such as BTS, which is why I joined.

If you look at the IEEE website, they often list three reasons for being a member. They list knowledge mostly through broad-scoped publications such as Spectrum and the Institute. They talk about community through sections, chapters and conferences. Finally they mention professional development through career development and employment resources. The IEEE is a great organization and currently has more than 400,000 members worldwide which makes it the largest professional membership organization around. While the 400,000 number is impressive, when I consider the millions of electrical and electronics engineers in world, I wonder if these reasons are enough.

While I think these reasons have value, for me they appear to be transaction-based, rather than truly aimed at developing a community. When I joined, I needed knowledge and by paying my dues I had access to publications that helped me learn. That subscription base model concerns me, since using that as a basis, members will only stay as long as the products and services have a perceived value equal to or greater than the dues. All of us will agree that the Internet has commoditized intellectual property, reducing costs and making the material widely available. So this may not be enough to convince someone to join or keep someone who has joined.

The real value in membership is to be proactive and to participate. Gaining knowledge through the **Transactions on Broadcasting** and our **Broadcast Technology** (formerly the **BTS Newsletter**) is certainly valuable, but contributing to these publications provides ownership and personal value for members. Whether it is a cutting-edge research paper for **Transactions**, or sharing a problem and solution to a transmitter issue for **Broadcast Technology**, putting in a bit of effort generates a benefit output.

Developing the community is also important, and BTS as a society is always looking for ways to engage with our members and potential members. We do this through conferences such as the BMSB and our annual Broadcast Symposium. We also engage through our Distinguished Lecturer program and courses we have developed such as Bridging the Gap and IP Video. The vision I have is for BTS

continued on page 21

Inside

President's Message	2
From the Editor	3
BMSB 2015 Summit Examines 21st Century Television's Many Faces	4
The 2015 BMSB in Pictures	10
2015 Broadcast Symposium Promises To Be Biggest and Best Yet	17
Examining LTE-to-ATSC Television Interference	18
Inventor of Stereophonic Sound Honored at Abbey Road Studios	20
RF News and Views	22
A Brief History of Medical Scanning Technology	25
This 'Teslathon' Has Nothing to Do With Expensive Cars	28
ITU Report	33
The Smart Grid: A Primer	34
Events Calendar	35
Book Review: "Moore's Law"	36
Looking Back At 35 Years of BTS Symposia	38
The 2016 President-Elect Candidates' Plans for IEEE's Future	39
In Memoriam	40
What's New	42

From the Editor

Goodbye and Hello!

James E. O'Neal, BTS Newsletter Editor



First off, as you have certainly noticed, the **BTS Newsletter** is no longer—you're holding a copy (or viewing online) the first issue of **Broadcast Technology**. During recent years the **Newsletter** has grown and expanded scope so much that it couldn't really be called a "newsletter" any more. At the April 2015 BTS AdCom meeting the name change, which

better reflects this nature of this Society product, was affirmed by unanimous vote—goodbye **BTS Newsletter**; hello our new identity—**Broadcast Technology**!

Of course, this growth and change wouldn't have been possible without the help of Society members—your suggestions, comments and kudos on what we've been doing to grow the publication and make it more useful have helped spur the effort to make the leap from a small publication with a narrow focus to one that takes a bit longer to "get through" and appeals to a wider variety of interests. While news about BTS activities and members will continue to be at the forefront, this newly-launched **Broadcast Technology** will also strive to present more and more industry background and news of interest to our readers.

That said, I need to appeal once more to everyone reading these words to help me fill **BT**'s pages. Again, this is your publication and to keep growing it I need fresh material—lots of it. My heart is in making this a quality publication and I will continue to contribute as much in the way of industry stories, perspectives and news coverage as possible. However, I can't do it all. Last year at about this time I appealed for articles on facility construction or renovation and/or stories about "unique" solutions to broadcast engineering problems. These really haven't been forthcoming. The broadcasting industry continues to evolve and re-invent itself. We need stories that chronicle these changes. By the same token, we're all trying to do more and more with less in terms of both financial and staffing resources. How about stepping up to the plate with an article about how you've managed to adapt to such demands?

Moving along to another topic, I'd like to offer my compliments to those involved with organizing the June BMSB conference in Ghent, Belgium. (See this issue of **Broadcast Technology** for complete details.) There are many, many loose ends to pull together and a lot of attention to detail needed to put together an event of this scope and it went off magnificently. A special tip of the hat is due the University of Ghent for hosting this year's BMSB. The conference venue was a 13th century former monastery that's now owned by the University and still retains a lot of its original flourishes and "feel."

The 2016 BMSB event will be held in Nara, Japan. If you're interested in learning about cutting-edge developments in the world of

video, broadband and over-the-air transmission technologies, you should circle June 1–3 on your calendar and start making plans.

Speaking of conferences, I'm hoping that you're all set on go for the Oct. 13–16 BTS fall Broadcast Symposium in Orlando. Roz Clark just sent me the finalized conference schedule and as always, there are some really top notch presentations lined up. If you haven't already made your plans to attend, stop everything and get on the phone and/or computer to take care of the registration and make hotel and travel reservations. See you there!

Broadcasting Observations and Rants

As usual at this time of year, I'm putting the fall issue of the **Newsletter** (now **Broadcast Technology**) together while I'm on the road (12 states in less than two weeks). And as usual, I while away some of those hours behind the wheel by listening to the car radio, and occupy some of the time in hotel and motel rooms by watching television. (Something that I don't have a lot of time for when I'm home.) Also, as usual, I like to share some of my observations—both good and bad—on the state of the industry.

If you recall, in my "long cross-country" recollections from last year, I noted that a medium-market, very-old-line, AM outlet had dropped its all-news format in favor of "sports talk," and in a considerably larger market, there was no news to be had on the AM band either.

I traveled in a slightly different part of our big country this year and thought things might be a bit different. Was I in for a surprise!

My tale begins as I was stuck in the very heavy early afternoon traffic on an Interstate highway skirting a very, very large city. I tuned in a 50 kW AM station (cleared channel "flame thrower") with long-established reputation for its continuous news coverage. Sure enough, they were on the job broadcasting traffic information, and described the bottleneck I was encountering. This reporting convinced me that I should "stay the course" rather than bail out from the Interstate road and try to work my around the accident that was blocking lanes up ahead. Encouraged on the job the station was doing in keeping listeners such as myself informed, I stayed tuned in to catch updates on traffic and weather. This "news voice" really did a first-rate job of delivering the goods for another 20 minutes or so. Then the news anchor casually announced news coverage would be dropped in just a few minutes to allow carriage of a baseball game (home team playing in a distant city). Listeners were informed that if they wanted to continue to follow news, traffic and weather, they should to tune to the station's FM outlet. I made the switch from AM to FM, as I wanted to remain updated on the weather—which at that time of year in that particular part of the country can change very quickly.

continued on page 27