

DELIVERY

TUESDAY 21 JULY ■ 3:15PM – CONFERENCE ROOM 2

**Title: New Technologies for Next Generation Digital Video Networks...
MPEG4 AVC Contribution, J2k, IP Networks...**

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Abstract

For a long time, Telco Networks have been used for creating Contribution links to move video and audio content between different locations. Traditional Telco Networks have had the capability to carry large amount of data at competitive rates but have often lacked the reach of Satellite based systems.

With the introduction of next generation IP networks, new compression technologies and a growing demand for HD content that demands significant higher bitrates, today's international broadcasters are looking for new ways of creating digital video workflows.

This paper will cover the latest advances in video compression technologies and how MPEG-4 AVC is an emerging choice for limited bandwidth contribution links; these savings significantly reduce the demand for costly bandwidth.

In addition, it will cover how the next generation IP based Digital Video Networks can be managed and what controls are required by the broadcasters. The combination of growing demands for more HD and new compression and network technologies are blurring boundaries between Acquisition and Contribution.

This paper will explore how this blurring is leading to a new workflow approach when linking these new technologies to ensure the right content are at the right place at the right time.

Bio

Are Olafsen is responsible for the technical and commercial strategy and management of Grass Valley Satellite DTH and Contribution solutions. He played a major role in the launch and development of Thomson's multi-award-winning ViBE line of encoders.

Olafsen brings to Grass Valley over 10 years of technical and commercial experience in MPEG video and is a recognized speaker at international conferences worldwide.

Prior to Grass Valley, Olafsen was Product Manager at Tandberg Television, working on MPEG-2 broadcast decoders and IP network equipment with complete marketing responsibilities for the entire product line.

Olafsen holds a Masters of Engineering in Electronic Engineering from the University of Newcastle upon Tyne.