



**North American
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NABA Technology Summit: Content Exchange & Distribution in a File-Based World

**August 13, 2013
12:00 – 17:00 EDT**

**Hosted by: NBCUniversal
Mezzanine Conference Center**

Please enter at the NBC studio marquee located at
49 West 49th Street between Sixth Ave and Rockefeller Plaza
*(Once through the revolving door, proceed straight ahead to the base
of the escalator where you will be greeted at the 4-New York Sign)*

DRAFT PROGRAM

Full Members:

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Ericsson Television Inc.
Eutelsat America Corp.
Evertz Microsystems
Inmarsat
Intelsat
Nexion Media Inc.
SES
ViaSat Inc.

12:00-12:40 Deli lunch sponsored by NABA

12:45-12:50 Welcome

- Jim Starzynski, Director & Principal Audio Engineer, NBCUniversal (Host)
- Rich Wolf, VP, Telecom & Affiliate Support, Broadcast Operations & Engineering, ABC Television Network (Sessions Rapporteur)

12:50-13:00 NABA Introduction

- Michael McEwen, Director General, NABA

13:00-14:00 Summary of NABA-TC Document: Standardized Mezzanine Distribution and Watermarking Initiative

- Clyde Smith, SVP, New Technology, Fox Network Center
- Thomas Bause Mason, Director, Advanced Digital Media Technology, NBCUniversal Operations & Technical Services

14:00-14:45 File-based News Workflow from A-Z

- Marcy Lefkovitz, Director, News Operations, ABC News

14:45-15:30 Project Structure of IMF File Format: Background, Progress and Adoption

- Annie Chang, VP, Post-Production, The Walt Disney Studios

15:30-16:00 File-Based Delivery and FIMS

- Brad Gilmer, Executive Director, AMWA with Harold Geller, Chief Growth Officer, Ad-ID

16:00-17:00 Manufacturers and Stakeholders Panel

Moderator: Clyde Smith, SVP, New Technology, Fox Network Center

- Simon Adler, Amberfin *on Transcoder Challenges and Effort Toward a Common XML*
- Harold Geller, Ad-ID *on Initiatives Towards Binding Identifiers to Media*
- Chris Lennon, MediAnswers *on Initiatives Towards Binding Identifiers to Media*
- Annie Chang, The Walt Disney Studios
- Thomas Bause Mason, NBCUniversal
- Brad Gilmer, AMWA
- Panel Discussion and Q&A

17:00 Closing Remarks and Adjournment

- Jim Starzynski, Director & Principal Audio Engineer, NBCUniversal
- Rich Wolf, VP, Telecom & Affiliate Support, Broadcast Operations & Engineering, ABC Television Network