



**Mission Statement,
Principals of Work and
Work Plan 2009**

WBU-ISOG

Mission Statement and Principals of Work

1.0 Mission Statement

The World Broadcasting Unions International Satellite Operations Group (WBU-ISOG) mission is to identify, evaluate, and implement solutions for all operational matters associated with transmission (by satellite or any other means) of video, audio, and broadcast-related data material from sites of news, sports, special events and entertainment, and to work with all international groups, institutions, organizations and appropriate bodies to achieve these solutions. In this endeavour, WBU-ISOG reflects one of the aims of the WBU by including and supporting the needs and requirements of broadcasters around the world.

2.0 WBU-ISOG Principles of Work

- 2.1 WBU-ISOG, a broadcaster driven group, is a source of both useful and practical information.
- 2.2 WBU-ISOG is a tri-partite organization whose participants include members from the WBU including: broadcasters; satellite and fibre optic carriers; transmission service providers; and invited participants associated with the industry as deemed appropriate by WBU-ISOG.
- 2.3 WBU-ISOG holds bi-annual Forums attended by approximately 100 representatives of these groups.
- 2.4 Work is progressed through Subgroups, as well as the exchange of views at Forum gatherings. Position papers are exchanged and considered prior to presentation at each Forum.
- 2.5 Participation in the WBU-ISOG Forum consists of full, open discussion and information sharing including question and answer exchanges. Workshops and demonstration-style sessions are encouraged to better understand new methods and technologies.
- 2.6 WBU-ISOG continues to encourage operational developments that are both realistic in time frame and within the economic reach of all broadcasters.
- 2.7 While there are numerous developments within the industry that are of interest to broadcasters, WBU-ISOG work will continue to focus on contribution methods. It will also consider new international satellite and/or fibre optic digital distribution issues that are of interest to a significant number of WBU-ISOG members.
- 2.8 WBU-ISOG will encourage and facilitate the mutual exchange of useful information with satellite system operators, service providers and equipment vendors, but will not allow its proceedings to be used as a sales platform. The common intent must be to reach beyond commercial issues to achieve mutual understanding of new developments and their relevance in application to all parties. These discussions present the opportunity to freely share ideas and requirements for new capabilities in support of newsgathering activities.
- 2.9 Presentations are made on new developments along with significant updates that are relevant to the group. Meetings and discussions are closed to the public and the press.
- 2.10 WBU-ISOG will promote interoperability of equipment and software used for international programme exchange.
- 2.11 WBU-ISOG will encourage the use of progressive technology for Broadcast Journalism application.

DRAFT WBU-ISOG Work Plan 2009

3.0 WBU-ISOG Work Plan 2009

3.1 Test Projects and Initiatives

Special Test Projects and Initiatives to be continued or undertaken by WBU-ISOG in 2009 are noted below. Project progress and results are to be presented at the ISOG Forum meeting, May 13-15, 2009 in Tokyo, Japan.

3.1.1 1080i/720p MPEG 4 Codec Interoperability Test Project – Phase 1

Project Lead: Tom Gibbon, NHK

Timeline : Testing at Telesat, week of June 8th, 2009

Project addresses interoperability of 1080i/720p MPEG 4 Codecs . Vendors participating are: Ateme, Cisco, Evertz, Fujitsu, Harmonic, IDC, NTT, Scopus, Sencore, Tandberg TV, Thomson and Tiernan (ComTech TV) .

3.1.2 Inclusion of additional transit/routing information in WBU-ISOG Metadata Set

Project Leads: Jeremy Mosler, BBC/Siemens and Jean-Pierre Evain, EBU with Rob Evans, ScheduAll

Timeline: Update at Forum May 2009

3.1.3 Wrap Up of Metadata

Project Leads: Jeremy Mosler, BBC/Siemens and Jean-Pierre Evain, EBU

Timeline: Update at ISOG Forum in May 2009

3.1.4 Implementation of Common PID Settings for Contribution Encoders

Project Lead: PID Subgroup - Dick Tauber, CNN

Timeline: May 2009 status report

WBU-ISOG would continue with efforts to educate the uplinker community about the common PID settings endorsed by WBU-ISOG.

3.1.5 Implementation of Automatic Transmission Identification System (ATIS) in Contribution Encoders

Project Lead: Rogue Carriers Working Group – Adam Edwards, SES Engineering / SUIRG

Timeline: May 2009 status report

Progress report on implementation of proposed common approach for user data and identification in the MPEG transport stream and possible demonstration of viable identifier .

3.1.6 Real Time Test Transmission of High Speed Internet over Satellite

Project Lead: Hiroyuki Nasu, NHK

Timeline: Panel at WBU-ISOG Forum May 2009

Presentation HD transmission using “KIZUNA”, a High Speed Internet over Satellite, which enables data communications up to 1.2Gbps.

3.1.7 Helicopter Satellite Transmission System

Project Lead: Hiroyuki Nasu, NHK

Timeline: Panel at WBU-ISOG Forum May 2009

Presentation of world’s first transmission of video images from a helicopter to a geostationary satellite

3.1.8 Broadcaster and Carrier Liaison

Project Lead: Dick Tauber, CNN (WBU-ISOG Chair)

Timeline: Ongoing

Broadcaster / Carrier dialogue on critical service issues and directions.

3.2 Monitoring/ Investigation of Technologies, Products, Services and Best Practices for News Collection

Monitor and report at ISOG Forum meetings on key technology / product developments and Best Practices for news collection. Suggestions for 2009 include:

- 3.2.1 Light flyaway / small uplink dishes for HD Programme collection (feasibility / new developments)
- 3.2.2 Tariff Monitoring and communication as required (e.g. Korea, Thailand, UK circuits)
- 3.2.3 Case studies reporting on plans, trials and results of new / special network implementations, topologies and approaches (e.g. Olympics, World Cup)
- 3.2.4 Store-and-forward application for networking codecs (quality and cost analyses)
- 3.2.5 DRM application and relevance for contribution networks
- 3.2.6 HD solutions for news collection (picture formats, SD wide screen, 4:2:2 vs. 4:2:0, compression / resolution trade-offs)