



**Mission Statement,
Principles of Work and
Work Plan 2011**

WBU-ISOG

Mission Statement and Principles 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 2011

3.0 WBU-ISOG Work Plan 2011

3.1 Test Projects and Initiatives

Special Test Projects and Initiatives to be continued or undertaken by WBU-ISOG in 2011 are noted below. Project progress and results are to be presented at the ISOG Forum meetings.

3.1.1 1080i/720p MPEG 4 Codec Interoperability Test Project – 4:2:2 Phase 2

Project Lead: Tom Gibbon, NHK

Timeline: Test Week, May 9-13, 2011 @ Telesat, Ottawa, Canada
Second round of interoperability of 1080i/720p MPEG 4 Codecs with 4:2:2. Vendors participating are: Adtec, Ateme, Ericsson, Evertz, IDC, NTT Electronics, and Thomson. Interest from Harmonic.

3.1.2 A) Implementation of Automatic Transmission Identification System (ATIS) in Contribution Encoders (now referred in industry as Carrier ID)

Project Lead: Martin Coleman, SUIRG and Media & Broadcaster Committee

Timeline: Spring 2011

To follow the implementation and agreed to common approach for user data and carrier identification in the MPEG encoder transport stream. Application for standardization of Carrier ID with DVB Group.

B) Radio Frequency Interference End-Users Initiative

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

Timeline: February 11, 2011 meeting in New York

Focus on training and certification to mitigate satellite interference

3.1.3 Position Paper on Interference-free access to C-band

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

Timeline: Q1 2011

Position Paper to be drafted by GVF seeking support by WBU-ISOG and WBU-TC noting the importance of assuring interference-free access to C-band.

3.1.4 Broadcaster and Carrier Liaison

Project Lead: WBU-ISOG Executive

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 2011 include:

- 4G and its significance to the broadcasting industry
- JPEG 2000 and other forms of transmission over fiber
- SNG/flyaway management
- Media video streaming and applications
- Audio broadcasting via satellite and radio technology
- Training sessions on HD, uplink, geo-location facilities used to determine location of interfering stations