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IBC 2018 preview



Written by CSI
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Now in its 51st year, IBC expects to bring together over 57,000 attendees from more than 170 countries to Amsterdam 13– 19 September 2018. Alongside the show's core broadcasting focus it is managing to expand and broaden its scope to reflect changing industry dynamics. In the earliest registrations for IBC2018, organisers noted they are seeing "measurable growth" in visitors from key adjacent markets like telcos and the cloud as the shift to IP and software and convergence of broadcast, IT and telecoms gathers pace.

IBC is also generally moving away from being an engineering-based event to one which attracts debate from the creative, operational and commercial sides of media businesses. As a result, it has specialist days in the conference which attract those from the telecoms industry, for example, or those charged with managing cyber-security.

The conference

IBC has formed a new conference steering group, chaired by Keith Underwood, COO of Channel 4 in the UK, which has led to the creation of six new conference tracks focusing on the most pressing challenges.

The conference this year features six tracks:

- new platforms: innovators and disruptors
- audiences: engage; influence; grow
- smart connectivity and multiplay devices
- advertising: the new attention economy
- cutting edge tech innovators
- Nextgen: interactive and immersive experiences.

Within each of these streams organisers promise some big names who have pioneered new approaches and guided their businesses to successful achievements. They have also added new formats into the conference, like breakfast briefings and lounge talks.

There is a new **Cyber Security Forum** that sits alongside the Telco & Media Innovation Forum and Leaders' Forum as part of IBC's Executive Forums programme – a new initiative designed to attract 450 C-level experts to debate the industry's biggest challenges and opportunities.

The main conference will feature a mix of legacy media companies and new disruptors. Some of the speakers include Amazon's Max Amordeluso, EU Lead Evangelist Alexa, and Fabrice Rousseau, General Manager, Alexa Skills EU. Neal Mohan, Chief Product Officer, YouTube and SVP, Google, will also be speaking.

There is a session on immersive media over 5G. Among the speakers is Mark Hyung-Joon Kim from KT, who will talk about the Korean telco's work behind the 5G trials during the PyeongChang 2018 winter Olympics, especially as they relate to 5G-driven visual technologies and experiences.

Among those representing traditional media players are Kelly Day, President of Viacom Digital Studios and Jean-Briac 'JB' Perrette, President & CEO of Discovery Networks International.

Travel and logistics

Logistically, there is good news that this year finally marks the opening of the new North-South metro line. This will cut travel times and visitors will be able to arrive from central Amsterdam to the RAI in just a few minutes, giving a useful public transport alternative beyond the number 4 tram.

To get to Amsterdam, IBC have partnered with Air France and KLM to offer attendees discounts of up to 15% on a wide range of public fares on all Air France, KLM and their code-shared flights worldwide (see <https://show.ibc.org/visit/travel>).

For those coming from London, Eurostar has also finally started running a direct London-Amsterdam route though that's only one way for now with the return leg still requiring a change in Brussels.

Changing demographics

In the earliest registrations for IBC2018, organisers noted they are seeing "measurable growth" in visitors from adjacent markets like telcos and the cloud.

Last year, we first reported that IBC has managed to grow over the years as it embraces industry transformation. There were 1,679 companies exhibiting in 2016, up by around 350 since 2010. Total attendance has in this time increased by some 7,000 to 55,797, with North America and Asia seemingly making up the majority of new footfall in the RAI (both regions growing to make up roughly 10% of visitors each last year). Meanwhile, Western Europe and Scandinavia fell to 68.7% in 2016 from 71.5% in 2010. Similarly, most of the other regions - Eastern Europe, Middle East, Africa, South America - have also seen a small drop in percentage terms (all account for under 3% each).

Future zone

This year, IBC is collaborating with IABM on the Future Reality Theatre (pictured), which will present new ideas and spark the debate for change. Demos will include a number of technology advances, such as Web-VR applications, object-based media scenarios, pathways to 8K resolution for UHD, and Artificial Intelligence in broadcasting, as well as the world's first intercontinental ultra-wide vision (UWV) transmission between South Korea and the Netherlands.

Big Screen movie

This year's blockbuster comes in the dinosaur shape of *Jurassic World: Fallen Kingdom* on Monday 17 September. The Big Screen is shown in Dolby Vision and Dolby Atmos immersive audio. Last year's film was *Baby Driver*.

Charity run

The popular run in aid of charity returns. The 4K 4Charity Fun Run is a 4km (2.49-mile) race event held in conjunction with IBC that raises funds for organisations supporting diversity and inclusion initiatives. This year, all proceeds will go to local charity Stichting NewTechKids and global charitable organisation Iridescent. The run/walk will begin at 7:00 am on Saturday 15. More details at <https://4k4charity.com/ibc>

Since the inaugural event took place at IBC in 2014 (there are others at NAB etc), the series has raised more than \$450,000 for good causes.

Floor plan

An interactive floor plan to help visitors navigate is available both to download as a mobile app and is also online at https://ibc18.mapyourshow.com/7_0/floorplan/?navbarlink=1

EXHIBITOR HIGHLIGHTS

There are 15 exhibition halls and among the new exhibitors are China's Alibaba Group, the sixth largest internet company in the world. The section below will be updated regularly in the run up to the show.

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IBC 2018 zooms in on esports

The rise and rise of esports has not escaped the attention of the broadcast or telco industries and IBC will look at the opportunities and challenges that it presents, including live esports competition at various locations at the RAI.

To help visitors get to grips with the esports landscape, IBC will be hosting a number of focused activities around the show. In the conference, a session on Monday 17 September entitled eSports: How MTG's eSports brands are shaping a hyper growth industry will see leading esports investor Arnd Benninghoff, CEO of MTG examine how the industry is challenging the traditional sports sector for the elusive 18-25 demographic and discuss what the future holds for the best eSports partnerships, players and broadcasters. This comes as esports engage a young demographic that is increasingly difficult for traditional broadcasters to reach.

Another session, also on Monday, eSports world domination: How to engage a global audience, looks at the huge popularity of watching eSport tournaments online and how it has become a global mass market. A panel of leading eSports experts including Michiel Bakker, founding CEO of GINX Esports TV, the world's largest international eSports television channel; Christopher Mead, Senior Director of Partnerships, EMEA of Twitch, a live streaming video platform and Tanya Laird, Technology Ambassador for ESL UK, the eSports organizer and production company, will reveal what broadcasters can learn from esports, from engaging fans around the globe, to capturing young male viewers, and making money. The fastest growing source of esports revenue is now media rights.

For a practical look at eSports production, visitors should head to Hall 8 where the EVS stand 8.B90 will become a playground for live esports competition, in partnership with ESL. Two ESL One Championship players will compete live in a game of Counter Strike: Global Offensive (CS:GO). While around them, demonstrations will show how ESL uses EVS technology for live switching, replay production and fast turnaround content output in order to output engaging live content to multiple online platforms.

Visitors will also have the opportunity to take part in the IBC eSports Racing challenge on Stand B03 in the Outdoor Exhibition area, complete with a full 'Project Cars 2' simulator, allowing visitors, delegates and exhibitors to test their skills and compete for special prizes over the week.

New NDS at IBC 2018

Synamedia is the name of the new company to be formed from the sale of Cisco's Service Provider Video Software Solutions (SPVSS) business, consisting mostly of the NDS business that Cisco acquired in 2012 for \$5 billion.

The new name is unveiled some four months after Permira, a private equity firm, agreed to acquire the SPVSS unit for a knock-down price. The deal is expected to close in the first half of Cisco's 2019 fiscal year, which ends in late January 2019.

Synamedia will use IBC to highlight enhancements for VideoGuard, including a new anti-piracy service and support for Android devices. Other demos will see low-latency live video streaming to the set-top box, multicast-ABR (Adaptive Bit Rate) streaming and renewed investments in the Evo middleware platform. The company will also offer updates on the unit's cloud DVR deployment activity and provide updates on the Infinite Video Platform, a multiscreen IP video system that features support for Android TV as well as the Reference Design Kit (RDK). Offering the choice of Evo, Android TV and RDK allows customers to select the option best suited to their strategy, the company said.

Synamedia will provide more details on the company's vision and strategy at a press event featuring chairman Dr Abe Peled and CEO Yves Padrines this Friday at IBC, but will also be there at *Cisco's booth 1.A71*

Using machine learning to analyse audience behaviour

Massive has partnered with ThinkAnalytics on the launch of a new user experience solution powered by artificial intelligence for payTV operators and OTT providers.

The solution pairs ThinkAnalytics' AI and machine learning capabilities with Massive's AXIS user experience and content management platform to deliver a new dynamic personalised experience for the viewer. By using machine learning to analyse audience behaviour in this way, it becomes much easier for marketing and editorial teams to deliver personalised content, promotions and offers that will ensure each viewer is always presented with something tailored to watch, the companies said.

The partnership is designed to driver higher OTT traffic for operators due to the deeper understanding of the audience through segmentation and targeting possible through machine learning.

Massive stand 14.F06 and ThinkAnalytics stand 1.A74

SoftAtHome and Innopia team on OTT boxes and HDMI cast dongles

French software house SoftAtHome and Korea's Innopia Technologies have entered into a partnership that addresses OTT set-top boxes and HDMI dongles products.

Powered by SoftAtHome's software platform and using the AMLogic S905X chipset, with 14KDMips, the joint solution will run SoftAtHome ImpressioTV, the company's UI designed for operators to transform content centric traditional Live TV into a portal of applications and services.

The idea is to eliminate barriers between different content sources, such as user generated content and live premium content and by converging all TV consumption technologies in a single portable device. The joint solution will benefit from other features such as video streaming services such as YouTube and more to come and can work with a remote control or in a CAST mode with I cast TV.

SoftAtHome Hall 1.C29

MediaKind eases legacy upgrades

The newly launched MediaFirst Client for Mediaroom enables existing customers to upgrade to the MediaFirst TV Platform.

The Mediaroom IPTV platform has more than 40 million STBs deployed worldwide and the company wants to offer these a migration path to the more advanced cloud-based MediaFirst solution.

The MediaFirst Client enables Mediaroom operators to re-use their deployed STB hardware, removing the need for costly STB replacement. Through a software upgrade to this new client, operators can deliver a converged multiscreen experience, which includes OTT services, the newly named MediaKind said. Perhaps the only question is why this wasn't done sooner.

Several Mediaroom operators already have the client in their labs, plan to launch friendly user trials, with the first customer set to go live in 2019.

MediaKind stand 1.D61

Verimatrix debuts Viewthority

The new platform, built on top AWS, promises to modernise content distribution model.

Verimatrix unveiled Viewthority as a new content distribution platform that provides enhanced connectivity between content providers and video service operators. This approach, delivered as a platform-as-a-service (PaaS), streamlines end-to-end workflows and automates video analytics reporting. The platform is designed to reduce the cost and complexity in the current content delivery processes, resulting in improved competitiveness and enabling new business models.

Viewthority centralises the content and security workflows via a common cloud platform with a single point of integration where both parties gain significant distribution efficiencies, the company said. This results in reduced workflow processes and unprecedented access to real-time video data and analytics.

Stand 5.A59

FUJI Android remote control

Universal Electronics will be unveiling its new Android TV compatible remote control devices and platforms.

Android TV has become the fastest growing TV platform for PayTV operators and an early active partner of the Android TV ecosystem, UEI leverages its wide portfolio of control and sensing technologies to continuously improve the experiences of Android TV users to deliver the promise of fringeless TV.

UEI's offering of Android TV remote controls (named after mountains), includes OLYMPUS, DENALI, EVEREST, CERVINO, NANDA, InsinQ K2 and FUJI. Particular focus at this year's IBC is the FUJI platform, a remote control that incorporates proprietary 'Adaptive Control' technology, allowing users to seamlessly hop without friction between Live TV and streaming services.

Stand 1.C41

Akamai helps broadcasters transition to OTT with edge services

Akamai Technologies will show new edge technology innovations designed to help broadcasters and distributors deliver services.

Among the company demos will be easier ways to securely connect to storage and compute platforms in

centralised public clouds, improving performance for viewers and delivering significant cost efficiencies for broadcasters.

Also on show will be capabilities enabling broadcasters to establish private connectivity between their network and Akamai, helping to improve delivery performance and reduce internet IP transit costs.

Akamai will also stream Akamai TV live in 4K HDR from its booth on the IBC show floor. Available to viewers worldwide, Akamai TV will showcase live TV delivery capabilities within the context of an authentic news programme featuring updates from the show, highlighting low latency and other features.

Stand 1.D35

Red Bee unveils Nucleus

Red Bee Media is introducing its next generation media management platform based on unified hybrid cloud technology.

At IBC 2018, Red Bee is showcasing the Nucleus Services Portfolio, which includes availability of on-demand Cloud Transcoding, Auto QC services, DRM Encryption and integration with 50+ VOD / Linear publishing points.

Nucleus supports consistent and location-independent media management services for broadcasters and content providers. As an evolution of the company's existing Media Management Platform CMPP, Nucleus is currently serving leading broadcasters such as BBC Creative, UKTV and Channel 5 UK with a few new customers onboarding now.

For Red Bee, this solution is a major investment in delivering agile and flexible media management services, further enhancing its first-generation multi-tenant platform.

Stand 5.B27

Blackbird Edge software operating in Azure

Forbidden Technologies will be working with Microsoft to showcase Blackbird's workstation experience in the cloud.

Production teams use Blackbird running on Azure Media Services to turn live video into edited and enriched stories. These are published through Blackbird and hosted on Azure. The service is accessed using any browser on any device from anywhere in the world.

Blackbird boasts frame-accurate navigation in the cloud and plays edited media directly without any need for pre-render, according to the UK company. Deltatre uses Blackbird to extend its OTT offering of editing services for live and on-demand content for a wide range of sports including American football, athletics, golf, rugby and cycling.

Microsoft stand 1.C27

Cloud-native container-based delivery

Edgeware will be showcasing its first containerised software packages which can be used to mix and match TV delivery workflows and deployment options for OTT.

Edgeware's cloud-native containerised solutions are based on widely adopted implementation tools, using Docker containers and Kubernetes orchestration and provisioning. Software architecture built on top of these gives more flexible delivery options, according to the company.

The solutions being delivered as containers are its Origin products, TV Content Capture and TV Repackager. Following these, Edgeware has also revealed plans to migrate the rest of its software solutions into Docker containers.

The new containerised versions of system allow customers to benefit from a public or private cloud deployment. The approach also gives Edgeware the core capability to offer its technology in a SaaS model.

More on that and the company's TV CDN technology on *Booth 14.F20*

Advanced advertising with Kaltura, Yospace and SpotX

The three companies are partnering to offer customers a flexible and fully integrated solution to increase revenue with live and on-demand targeted advertising.

Kaltura's new Advanced Advertising solution leverages the company's partnership and technology integrations with

Yospace, a dynamic ad insertion (DAI) provider, and SpotX, the global video advertising and monetisation platform. The new integrated advertising solution enhances Kaltura's Targeted TV, which allows user segmentation and targeting to relevant audiences, including specific ad insertion to each segment.

The new end-to-end solution also includes detailed ad reporting for customers to track their results and adjust their programs accordingly. Addressable TV with the right ads in the right context is a win-win for everyone, the companies said.

Kaltura booth in hall 2.B41 & Yospace booth 14.G14

GV gets more agile with new R&D philosophy

Grass Valley has announced the public debut of its new Core Technology initiative, a more agile, collective approach to R&D.

According to the Belden-owned company, this allows it to leverage its substantial R&D resources and continue to deliver content and media technology solutions that help customers in the current landscape.

This new agile 'lean engineering' R&D approach will deliver the common cores, platforms, engines and interfaces that add value across Grass Valley's entire product range, the company said. It said the Core Technology initiative will set the direction for its portfolio and take a modern 'build once, integrate to many' approach in areas such as video processing, IP connectivity, cloud technologies and software-defined solutions.

The Core Technology initiative started its internal conception in 2016 and is now being applied to multiple Grass Valley products, including iTX, GV Flex and ICE.

Booth 9.A01

AI powered live production suite

Mobile Viewpoint has launched VPilot, a suite of artificial intelligence powered live production solutions.

AI in the production environment is a hot theme at this year's IBC with multiple demos showing the capability. One of these is at the booth of Dutch company Mobile Viewpoint, which has designed an AI-based platform to help broadcasters quickly and cost-efficiently produce and deliver live content.

As an extension of its recently launched NewsPilot solution, launched at NAB 2018, VPilot will use AI to allow broadcasters to automate production, removing the need to invest in costly camera crews, production facilities and distribution platforms.

VPilot consists of three PTZ (pan/tilt/zoom) cameras and Mobile Viewpoint's Automated Studio control box, which incorporates its Autopointer and Virtual Director software. The Virtual Director software mimics a human director by using an AI engine that analyses audio signals (such as microphone levels), video images, and other sources such as autocue and rundown scripts, to identify which camera to switch to and control.

At the show, Mobile Viewpoint will also be launching four new products, including 5GLink, a 5G-ready bonding device that allows camera crews and journalists to use their smartphones for the transmission of live content.

Booth 14.F24

Enhanced security for TV and movie content using facial recognition

Zoo Digital, a cloud-based provider of localisation and digital distribution services, will be demonstrating an industry-first security feature that incorporates machine learning and facial recognition.

The feature is an industry first, according to the company, and will address a major security risk by automatically obscuring video streams in all areas except those necessary for the dubbing and subtitling process. The feature works similarly to rotoscoping, a visual effects technique used to create a matte for a live action sequence for compositing purposes. Zoo's technology will obscure all parts of each frame except the faces or mouths of screen actors, which need to be shown for accurate lip synching.

The new facial recognition capability helps manage the risk of handling TV and movie content. By spoiling the video stream in this way, TV and movie assets used for localization would have no entertainment value, thereby reducing their value as a source for piracy without impairing the dubbing and subtitling process. It adds to encryption, two-factor authentication, individual watermarking and more.

By automating the process, the security feature could be used on all kinds of first-run content rather than just major Hollywood releases, the company says.

Booth 5.B48

Verimatrix to debut open source distributed ledger technology

IBC will see the public showing of the company's first blockchain product, an open source software for enhancing security.

Recently made available to the public, IBC will see Verimatrix debut its new Veriteem distributed ledger technology that addresses security gaps in blockchain. Veriteem is basically a building block upon which the Verimatrix Vtegrity IoT security solution can be applied to secure the services and associated revenue streams for the entire lifecycle of a device and application. While its main focus is geared towards IoT security it can also be used in the wider content ecosystem.

Also for the first time, Verimatrix will be showing its StreamMark Live solution, a real-time watermark designed for fast extraction during live events, such as sports. StreamMark Live is part of the security company's server-side watermarking service for premium OTT video. Hosted in the Verimatrix Secure Cloud, StreamMark is inherently DRM-agnostic and is suited for adaptive bitrate streaming (ABR) protocols such as HTTP Live Streaming (HLS) and standard MPEG-DASH. StreamMark is available as stand-alone watermarking service, independent of CAS/DRM systems.

Other highlights include the newly renamed RightsConnex (formerly Federated Rights Management), a workflow solution for distributing OTT content between content owners and video service providers. It is a secure, hierarchical distribution method that features a single point of integration for operators and content owners. It significantly streamlines security workflows with persistent encryption, policy definition and enforcement, and automates the consumption reporting process, bypassing the friction and inefficiencies that exist in today's workflows.

Finally, the company will be showing the latest enhancements to its Verspective Analytics suite, bringing a more precise method of segmenting the subscriber audience based on how they engage with the service enables operators to better address potential problems and uncover upsell opportunities in order to reduce churn.

Booth 5.A59

WeTV for Android TV

WeTek, a hybrid IPTV/OTT television enabler, will show WeTV for Android TV, a modular and proven TV media entertainment software solution.

Based on open standards, it delivers a feature-rich, hardware-agnostic solution integrated with industry-leading CAS, DRM, business, analytics, advertising and recommendation systems, the company says.

The new WeTek Box Control (WBC), meanwhile, allows companies to add and remove apps, automatically and continuously run updates, anticipate and defuse issues before consumers even find one. It gives the ability to manage a network of devices.

WeCast will also be featured, a solution for content delivery, developed as a way for telecoms, ISPs, broadcasters, content providers, and operators to monetise video content while providing a great multiscreen experience.

Booth 14.B27

Accedo to show data-driven video and improve VOD on-the-go

The company will have demonstrations around improving the user experience through better data analytics and a new UI concept.

Accedo and business analytics solution from technology partner Jump have launched a first set of Data-Driven Video Solution packages, focusing on problems or opportunities impacting today's video service providers such as customer churn and content performance. It enables video services providers to analyse their user preferences and viewing habits.

The Accedo Service Management Solution on show comprises a set of defined packages addressing specific business needs, such as platform refresh, service migration, and service launch, all supported with a very high, global SLA. Unified tools and a standardised, repeatable process makes it easy for the company to deliver a consistent and high quality service, regardless of location, it claims.

Another demonstration will involve a proof of concept to improve the VOD on-the-go user experience. The new video UI has been designed for one-handed use, perfect for viewing content on the train, whilst eating lunch or in other moving scenarios.

Booth 14.E10

Appear TV's adaptive bitrate linear packager

As part of Appear TV's OTT software portfolio, the Adaptive Bitrate Linear Packager (ABR) provides different resolutions and video streams depending on the type of device being used, while maintaining quality video. It adapts video quality to changing network conditions dynamically, providing optimal user experience according to bandwidth.

ABR is also a powerful video segmentation engine that provides high-performance storage with internal and external options, just-in-time packager/DRM engine, origin server and optional offline encoding/transcoding. The software complements an encoder to produce streamable content and can adapt to varying workflows without affecting the end user, which contributes to overall user improvement.

In addition to programmatic television and VOD, the ABR Packager can also act as an efficient Web publishing system for highlights and clips of live TV news, weather and sports.

Booth 1.C1

V-Nova highlights growing deployment options for Perseus

V-Nova deploys Perseus in the cloud and makes it readily available on open source software stacks.

The company will use IBC to demonstrate its cloud-based encoding deployments and expanding open-source component support that ensures Perseus Plus can be easily deployed in any existing workflow, showing wider applicability of its codecs.

Perseus Plus on Multiple Screens, deployed on premise or in the cloud, will show how the codec is now available on a wide range of open source solutions, readily deployable for streaming to all devices and browsers with a single ABR ladder at bitrates as low as 1 Mbps for full HD and 300 kbps for 720p.

For 4K content, Live 4K Primary Distribution will demo live encoding and distribution of 50fps 4K/UHD at as little as 8 Mbps.

Other demos will include PERSEUS UX Optimisation for faster rendering speeds across connected devices and P.Link intra-only contribution encoding.

Booth 14.C36

Cloud storage with "show special"

Object Matrix, a pioneer of object storage to the media and entertainment industries, will be showcasing MatrixStore-as-a-Service (MaaS) at IBC.

MaaS makes MatrixStore available as a cloud storage solution. Hosted by Object Matrix at one of its data centres, it also provides unlimited access without egress fees. This is achieved via dedicated connections from the customer site(s) to those data centres.

MaaS is a fully hosted version of MatrixStore and to celebrate the IBC launch Object Matrix will offer a "show special" on the digitisation and migration of content from existing archive platforms (LTO/Disk drives etc) to the secure online platform. With the IBC show special Object Matrix is offering to manage the digitisation and migration of existing content archives to MaaS and optionally to combine this with on-premise storage for full easy-to-manage hybrid workflows.

Booth 6.C28

Arqiva to demo first suite of virtualised media management services

Arqiva has launched its first suite of virtualised media management services with Amazon Web Services as customers move to virtualised environments.

The UK-based company's virtualised media management services cover playout, OTT managed head end and VoD processing. Arqiva will be using AWS to further enhance these services and offer proof of concepts to potential customers.

Arqiva said its cloud-orchestrated technologies will allow customers to quickly trial, adopt and integrate new

services on both a short- and long-term basis as market demand dictates. Designed for reliability and scalability, and with simplified workflows, all elements of the virtualised services are deployed and managed using tools and software created or integrated by Arqiva.

Arqiva will leverage AWS Elemental Media Services for video processing in live and VoD workflows. Alongside this, Arqiva has deployed a serverless architecture for service creation and configuration functions, using AWS solution and APIs for deploying and depleting customer services. Plans for product enhancement include building upon the AWS Elemental Media Services with dynamic ad insertion and live-to-VOD later this year.

Booth 1.B61

Kaltura gets more targeted with AI

Kaltura will debut a new AI-based solution that adds extra personalisation and functionality like granular audience segmentation to its widely deployed cloud TV platform.

Kaltura Targeted TV extends the capabilities and operator benefits of the company's Cloud TV Platform, using AI to segment TV audiences and offer users tailored experiences that will increase content usage and overall user satisfaction. The existing platform already handles 300 million API calls per day and has over 40 million active global users per month, covering live, VOD, catch-up, which will now benefit from more advanced user segmentation.

Aimed at pay-TV operators, telcos, media companies and broadcasters using the Kaltura TV Platform, Kaltura Targeted TV delivers tailored, cloud-based video experiences to engage specific user segments. The segments can themselves be adapted and modified 'on the fly', as a result of changing criteria, according to the company.

Kaltura Targeted TV also supports addressable advertising, acting as a data management platform that can interface with multiple ad servers and ad exchanges.

Booth 2.B41

Irdeto highlights Android TV security

The security company will be showcasing its recently launched Irdeto Armor for Android TV solution and a scalable watermarking solution

Irdeto Armor for Android TV is a pre-integrated solution that is designed to reduce the security and business risk for operators and cut down launch time for a hybrid STB from years to months. Securing open platforms requires careful planning, the company says.

Irdeto will also be focused on the evolution of cybercrime and piracy at IBC, as well as the importance of watermarking. Irdeto TraceMark will be on show at IBC, as will associated services to combat piracy for live and VOD content on any network.

Booth 1.D51

Agama debuts R-Phy monitoring

Agama Technologies has a host of solutions on show, including 360 analytics and Remote-PHY monitoring for cable.

Agama 360 Analytics is a new approach to visualisation and analytics, according to the company, for direct correlation between service performance for head-ends, CDNs, ISPs and Apps. Also aimed at service quality assurance, a new self-learning automated anomaly detection capability pinpoints issues and out of the ordinary behavior in the delivery chain.

The new remote PHY monitoring capabilities of the Agama Analyzer, meanwhile, give full insight into the DEPI streams, from the CCAP core towards the remote PHY, ensuring that any issues in stream or content integrity can be detected.

Agama's solutions offer full support for cloud-based and containerised services throughout the operator's production environment, covering virtualised in-house deployments as well as public cloud environments, such as AWS and GCE.

Booth 5.B72

Amino shows Android TV support

Amino will show how operators are gaining an advantage in today's TV Everywhere landscape by 'upcycling' legacy

devices, and delivering new 'operator ready' Android TV.

Amino will advise visitors how they can effectively deploy innovative new technologies – and how these can be cohesively integrated with third-party and 'upcycled' legacy systems. Demonstrations will highlight how Amino is supporting operators by enabling the advanced features and functionality modern consumers are looking for in a multiscreen, multi-device entertainment world. Expert in software, hardware and cloud-enabled solutions

Highlights include AminoTV, a new multiscreen video platform designed for customer segmentation; AminoOS software solutions for deploying and managing connected devices to power Linux and Android devices; and AminoVU, an IPTV and Android device portfolio.

Booth 14.D26

ADB focuses on epiCure

A key part of ADB's focus in epiCure, a real-time diagnostic and troubleshooting platform for both broadband and TV operators.

epiCure collects data from different sources including the operator's systems, external databases and users' devices. Based on the processing of a large amount of data, the solution enables problems prevention, diagnostics and resolution. It supports the service providers in locating the root cause of the issues and facilitates proper troubleshooting. Ultimately, it allows operators to deliver their services with the highest possible quality.

The use of big data technologies in epiCure allows to perform even deeper data analysis to foresee possible service degradation and consequently correct issues before they occur. The platform also supports help desks in triggering the analytical tests, monitoring specific KPIs and finally solving problems for the consumers.

Booth 5.B60

Low latency delivery bonding satellite, cellular and WiFi

Livewire Digital is launching a solution that provides a highly resilient Internet connection for broadcasters to stream live video or deliver file based content from cameras, laptops and mobiles.

SilverBlade II is a lightweight small-footprint unit that seamlessly bonds cellular and Wi-Fi services to provide a highly resilient internet connection for broadcast professionals to deliver low latency live and file based media from cameras, laptops or mobiles.

Using SilverBlade II, agile reporters can 'go live' rapidly and provide captivating breaking news stories and compelling content instantly from anywhere in the world to traditional TV consumers and mobile millennials. Highly cost-effective, broadcasters pay a one-off purchase fee for SilverBlade II and use their own SIM cards – side stepping the 'per-use' fees charged by Livewire's competitors.

Razorlink technology aggregates and bonds internet bandwidth across 3G, 4G, Wi-Fi, DSL cellular networks and satellite to significantly enhance data transfer rates for fast delivery of video content.

Booth 5.B48c

Hybrid satellite router for underserved areas

The Odin F-50 hybrid satellite router and Freya F-55 hybrid terminal from Forsway are designed for launching affordable broadband internet services in regions lacking reliable internet access.

Forsway's technology combines mobile networks with satellite to provide cost-efficient broadband, with a core focus on serving areas with insufficient infrastructure or capacity. The Forsway solutions taps existing infrastructure (mobile networks, satellite TV dishes) to provide or enhance connectivity, enabling broadband services for the large numbers of households globally still with insufficient internet access.

The company says it has developed innovative technology that uses considerably less satellite capacity than VSAT, reducing total cost of ownership for operators by tapping the benefits of internet over satellite and robust, very easy to deploy solutions.

Nagra goes Smartly Digital in 'post-OTT' era

Nagra will demonstrate new innovations that address the entire content value chain under the Smartly Digital banner for the converged pay-TV and OTT era.

Nagra's theme for IBC 2018 is "Smartly Digital", a mantra that will embrace new propositions and current innovations that address the entire content value chain – from content and service creation to content delivery and

consumption.

The company's IBC showcase will feature OpenTV, Conax, NexGuard, and DVNOR product lines all under the Nagra brand. Key demonstration areas include Content Value Protection featuring cloud.SSP, the new NAGRA cloud-based Security Service Platform. New featured capabilities also include comprehensive Android TV security among many others..

The latest features of Nagra's OTT user experience platform, OpenTV Signature Edition will also be on show. OpenTV Signature Edition also integrates an Android TV operator-tier solution.

So will a new Sports Micro Portal enables the delivery of all sports content in one immersive, operator-controlled environment. Finally, Nagra Insight, an AI-driven payTV data platform will also be demonstrated.

"Pay-TV service providers are at a crossroads between OTT add-on services and true digital transformation, where the lines between pay-TV and OTT are blurring and making way for the 'post-OTT' era," says Ivan Verbesselt, Senior Vice President, Group Marketing, Nagra. "To grow and thrive, service providers must become 'smartly digital'."

Booth 1.C81

MX1 adds AI to media platform

MX1 will demonstrate new capabilities and workflow enhancements of its MX1 360 unified media platform for managing and delivering linear and nonlinear content to any broadcast, VOD, or OTT service.

MX1 360 is now integrated with AWS Rekognition, Amazon Web Service's artificial intelligence (AI) engine. Using AI technology, the platform can scan video content during ingest (or at a later stage) and automatically generate searchable, descriptive metadata. Faces, objects, and on-screen text can be quickly located using this AI analysis technology, the company said. A speech-to-text engine – coming soon – will enable media companies to automatically transcribe every spoken word within media assets.

The company, a subsidiary of SES, will also unveil a new booking interface for MX1 360 that it says is perfect for occasional-use customers that want to distribute live content via MX1's hybrid satellite, fibre, and IP networks. Through this interface, broadcasters have full visibility into their submitted booking requests and can explore additional monetisation opportunities through post-event access to a content archive, ancillary files, clipping interface, and all required metadata.

Booth 1.BS8, 1.BS9

Yospace to demo scalable server-side ad insertion

Yospace is to showcase its server-side ad insertion system as live events streaming proliferates.

Ad insertion technology, also known as dynamic ad insertion or SSAI, has undergone a transformation in the last couple of years as audiences embracing OTT have been met by advertisers keen to exploit the opportunities of digital.

In keeping with trends like live events streaming of World Cup and other sports, Yospace says it saw huge growth among SSAI monetised streams too. Rather than delivering one ad for all, Yospace triggered many millions of ad requests for an ad break that was watched simultaneously by all viewers around the world.

Dynamic ad placement opportunities are more valuable to the rights-holder as a result, but they are also more challenging to optimise in the programmatic ad marketplace because ad breaks occur for all viewers at the same time. The system also caters for the unexpected moments in major live events, which are often the most valuable but hardest to access.

Working with SpotX, Yospace is also demonstrating live SSAI with one-to-one addressability and programmatic trading. It is also demonstrating its turnkey solution for scaling up channels to support major events.

Stand 14.G14

Friend MTS launching ASiD OTT

ASiD OTT combines third generation, ultra-robust subscriber-level watermarking with global content monitoring.

According to the company, its capability allows it to deliver highly responsive security for live and on-demand 4K/UHD, HDR and HD/SD content that can stop content theft in just minutes. ASiD OTT protects live and on-demand content, but its invisibility and speed of response makes it ideal for premium live sports and entertainment, the company claims.

There are new watermarking algorithms which provide advanced protection against video-domain attacks, one of today's most serious piracy threats. There is also enhanced payload handling to protect OTT services against subscriber identity interference. Additionally, there are extra code hooks to provide faster detection of any interference of the OTT player integration, which can trigger the revoking of a subscriber's access to secure the content.

The Friend MTS global monitoring service automatically analyses the content for ASiD OTT watermarking, and this is extracted so the subscriber behind the redistribution can be identified and their access revoked in just a few minutes.

Booth 1.A.58

Software-driven live remote production

A brand new stand at IBC2018 will see Aperi demonstrate the technology that content producers and distributors are using for ultra-low latency live productions.

Aperi will demonstrate a live 4K production chain that relies on its production platform to achieve "true" remote production. Visitors will see how deploying a software-based workflow, instead of traditional hardware-only or hybrid architectures, enable broadcast functions that can be turned on or off, as needed. Demos of Aperi's latest ACIPS high QoS source-timed clean switching products enabling significant bandwidth savings will also take place.

Underpinning Aperi's technology is V-Stack, an FPGA-powered software platform that provides much more compute power than CPU- or GPU-based processing. Optimized for live production, it provides a much faster and more agile remote production with lower latency to just milliseconds, the company claims.

The stand will also feature the latest IP security and monitoring solutions for SMPTE-2110 and 2022 production and delivery.

Stand 2.C21

IP Showcase

Vendors and broadcasters will come together in the IP Showcase at IBC2018, demonstrating SMPTE ST 2110-30 and AES67 compatibility as media migrates to IP.

The IP Showcase is a physical manifestation of the progress toward standardising IP infrastructure and operations in the media industry. The IP Showcase has been a feature at major industry trade shows since IBC2016, helping the industry to galvanise behind the standards-based approach to IP.

Artel's Quarra family of PTP-enabled switches offer accurate IEEE 1588-compliant timing and synchronisation. The switches support SMPTE ST 2110 and ST 2059-2, permitting interoperable use of IP-based media equipment with conventional genlocked SDI equipment. The Quarras are RAVENNA AES67- and QSC-approved and Dante-tested. Quarra switches are designed for audio and video broadcast, telecom, defence and security, finance, and other IT applications in which accurate timing and control are required.

"As broadcasters migrate to IP, standards-based solutions that provide service continuity, interoperability, and accurate synchronization are imperative for mission-critical media feeds," said Rafael Fonseca, Vice President, Product Management at Artel. "Participation in the IP Showcase validates the efforts of vendors like Artel and industry organizations in developing standards-based IP solutions and specifications to meet these needs."

Vendors and broadcasters will take part in the event hosted by major technical and standards organizations within the broadcast industry – Audio Engineering Society (AES), Alliance for IP Media Solutions (AIMS), Advanced Media Workflow Association (AMWA), European Broadcasting Union (EBU), Society of Motion Picture and Television Engineers (SMPTE), and Video Services Forum (VSF).

The IP Showcase will take place in Rooms E106 and E107