



APR 2011

PO Box 3561 El Paso, TX 79923-3561 www.kint98.com

NEWS

Continued from last month, March edition.

MULTILANGUAGE BROADCASTING: PART II

Technology

Tape-based systems were naturally inefficient as every stage required dubbing to new tapes. Not only does this take time and human resource, but also it adds extra QC stages as well as the inevitable quality losses with each generation of copying.

Consider a stereo SD program. The master tape carries four audio tracks L & R full mix, and L & R music and effects (M&E). Language versions require a tape for one of two stereo language final mixes. In a multilingual playout center, that adds up to a lot of tape movements.

Using files in the workflow, it is possible to add extra languages and subtitles without the need to transcode or modify the video track in any way. The advantages are much simpler QC, as well as the elimination of all the physical handling stages needs for tape dubbing.

A popular file format for playout is the QuickTime movie. The video and audio components are stored in the QuickTime container as separate files. When additional audio tracks become available from the dubbing process, they can be added into the container.

More recently, the MXF format has become a favored format. The family of SMPTE standards has been created to meet the needs of the film and television sector. Although the format provides great flexibility, the most used formats are the OP Atom (SMPTE 390M) and OP1a(SMPTE 378).

These formats find application in acquisition, and the OP1a as a general replacement for the videotape, but in the file domain. However, neither of these fits the needs of re-versioning.

OP1a interleaves the content, so adding extra audio tracks for new languages means the files must be rebuilt. OP Atom defines only a single essence track, and needs some external means to synchronize video and audio tracks.

A new application specification of MXF is being developed specifically as a wrapper in multiversion applications, AMWA's AS-02 for MXF Versioning. This will be suited not only to multilingual use cases, but also wherever different version of an asset are needed.

NEWS CONTINUES IN PAGE 2

OUR SUSTAINING MEMBERS:

- KTSM-TV
- KVIA-TV
- KRWG-TV
- KBNA-AM/FM & KAMA-AM
- KHEY-AM/FM, KPRR-FM & KTSM-AM/FM
- KLAQ-FM, KISS-FM & KROD-AM
- KPAS-FM-
ALGIE A. FELDER CSBE
- KINT98.COM
INTERNET RADIO NETWORK
- BURST COMMUNICATIONS
INC.- THOM JOHNSON
- GIESLER BROADCASTING
SUPPLY INC.
DAN GEISLER
- ENTRAVISION
COMMUNICATIONS
- PANASONIC-JIM McGowan
- SCMS, INC.-
- TNT BROADCAST AND
TELECOMMUNICATIONS
CONTRACTORS, INC.-
PAUL TERRY
- KSCE-TV
- RF Specialties of Texas
Dan Sessler.
- KCOS-TV
- TIME WARNER CABLE
- KELP-AM
ARNOLD McClatchy
- HUNTLEIGH TECHNOLOGY
GROUP

TNT
Broadcast & Telecommunication Contractor Inc.
1319 Murchison, El Paso, Texas 79902

Paul V. Terry
President

Mobile: (915) 920-6769
toolhead@juno.com

El Paso Fax: (915) 544-3481
Austin Fax: (512) 829-4911

Christian Radio in Stereo

KPAS-FM

INSPIRATIONAL / GOSPEL RADIO
LISTEN TO 103.1 MHZ. ON YOUR FM DIAL

Algie A. Felder
General Manager

P.O. Box 371010
El Paso, TX 79937
915/851-3382

BURST
COMMUNICATIONS

Thom Johnson
Sales Engineer
8 Twin Tree Court
Cedar Crest, NM 87008

Phone 505-286-9333 Fax 505-286-9365
www.burstvideo.com
thom@highfiber.com

Larry Bracher
General Manager

NewsChannel 9

801 North Oregon
El Paso, TX 79902
915 532-5421
915 532-6793 Fax

KTSM Television
An NBC Affiliate

KEVIN LOVELL
General Manager

abc 7

KVIA-TV 7
4140 Rio Bravo
El Paso, Texas 79902
Tel. (915) 496-7777
Fax. (915) 532-0070

Website
kvia.com
e-mail
kvia@kvia.com

TIME WARNER
COMMUNICATIONS

Road Runner

7010 Airport Road
El Paso, TX 79906
Tel: 915 / 772-1123

Examples include airline edits, family versions or versions tailored to a consumer device like a mobile phone.

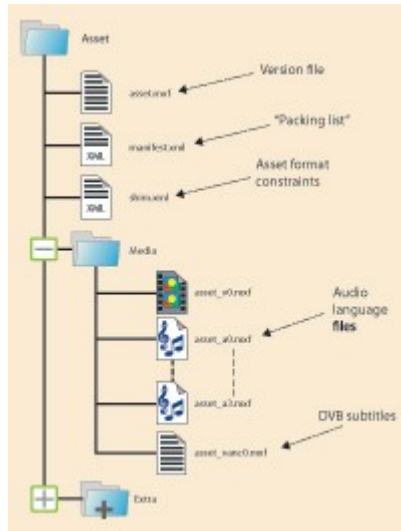


Figure 2. AS-02 bundles media assets as separate tracks.

AS-02 carries several metadata files, specifically the asset and the manifest file. (See Figure 2.) It can optionally carry a shim. The asset or version file is an MXF file with external essence in OP1b, OP2b or OP3b format. It references the separate OP1a essence tracks in the media folder and provides sync information. Additional language tracks can be added to the media folder without any need to process the existing video and audio tracks. The only operation needed is to update the asset file. The manifest file is like a packing list or directory, and it lists all the files in the asset bundle.

The specification is not prescriptive, so broadcasters can adapt the use of the asset bundle to fit their workflow. It is designed to be flexible, but broadcasters can define a “shim” that constrains the specification to meet their needs.

SBE CHAPTER 38 OFFICERS

CHAIRMAN Antonio Castro
SBE member # 11456.
KFOX/COX retired Chief Eng.
800 Arredondo dr.
El Paso, TX 79912
915-584-1220 home
915-525-8507 cell
farahjac@sbcglobal.net

VICE CHAIRMAN Marvin Hanley
SBE member # 20969
Montwood High School
Media Technology
915-937-2500
915-346-7839

Secretary/Treasurer Enrique Lopez
SBE member # 18698
Clear Channel Radio
4045 N. Mesa
El Paso, TX. 79902
915-351-5400 main
915-351-5415 direct
915-204-2073 cell

Certification Committee: David Halperin.

Membership Committee:
TBD
TBD

Frequency Coord. Committee:
Warren Reeves
Owen Smith

Scholarship Committee: Rick Vilardell

Web Site Committee: Norbert Miles

Sustaining Membership: TBD

Program Chairman: Enrique Lopez

Newsletter: Antonio Castro

EAS Chairman: Ron Haney

Executive Committee:
Antonio Castro
Enrique Lopez
Marvin Haney

Panasonic
ideas for life

Panasonic Broadcast & Television Systems Company
Unit of Panasonic Corporation of North America
3608 East Kayenta Court
Phoenix, AZ 85044
Tel: (480) 940-4863
Cell: (602) 625-1682
Fax: (480) 940-4887
mcgowanj@us.panasonic.com

Jim McGowan
District Sales Manager



ENTRAVISION COMMUNICATIONS CORPORATION
5426 N. MESA • EL PASO, TEXAS 79912

David Candalaria
General Manager

KINT TV 26 • KTFN TV 65 • KINT 93.9 FM
KSVE 1150 AM • KHRO 94.7 FM • KOFX 92.3 FM

KAMA 750
Your Favorite AM Radio Station

QUE BUENA!
920 am KBNA 97.5 fm

KRWG
TV 22 / DT 23

GBS

GIESLER
BROADCASTING
SUPPLY, INC.

800-634-8601
713-774-3314

DAN GIESLER VICE PRESIDENT 3914 MAPLE HOUSTON, TEXAS 77074

S.C.M.S., Inc.

Broadcast Sales & Service
NEW & USED
Buy/Sell/Trade

Rentals - Remotes/Emergencies
10201 Rodney Blvd, Pineville, NC 28134
800/438-6040 Fax 704/889-4540
www.scmsinc.com

Ross Dahman
President
say hello: 915.225.2499
need help?: 915.832.0100 x3
write: ross.dahman@huntleigh.net

Huntleigh
Technology Group

visit us:
www.huntleigh.com



Chase Bank Tower - Downtown
201 E. Main, Suite 100
El Paso, TX 79901

EL PASO, TX CHAPTER 38 MEETING MINUTE
DATE **03/08/2011** LOCATION: **GRAND CHINA**

MEETING CALLED TO ORDER: 12:47 PM, BY ANTONIO CASTRO, THERE WERE 8 MEMBERS IN ATTENDANCE.

REPORT OF THE SECRETARY: MINUTES ACCEPTED AS POSTED IN THE NEWSLETTER BY DAVID HALPERING

REPORT OF THE TREASURER: CURRENT BALANCE OF \$ 6,994.02, AFTER DEPOSITING OF \$ 749.00 FROM MEMBERSHIPS FEES. ACCEPTED BY DAVID ECHANIZ

REPORT OF THE CERTIFICATION COMMITTEE: MARIO JIMENEZ FROM KLAQ WILL BECOME SBE (NATIONAL) MEMBER AND THEN APPLY FOR CERTIFICATION

REPORT OF THE MEMBERSHIP COMMITTEE: HUNTLEIGH TECHNOLOGIES GROUP, OUR NEW SUSTAINING MEMBER.

REPORT OF THE FREQUENCY COORDINATOR COMMITTEE: NO REPORT.

REPORT OF THE SCHOLARSHIP COMMITTEE: ONE APPLICATION: ALEX BARON FROM HANKS HIGH SCHOOL. WAITING FOR MORE..

REPORT OF THE WEB SITE COMMITTEE : JUST UP-DATING. 422 HITS. 29 MORE FROM LAS REPORT

REPORT OF THE EAS CHAIRMAN : ONE ACTIVATION RECEIVED AND RELAYED FROM TEXAS PUBLIC SAFETY DEPT. RON HANEY WILL REVISE PROCEDURES.

REPORT OF THE PROGRAM COMMITTEE: NO REPORT THIS TIME, REP'S BUSSY WITH NAB

UNFINISHED BUSINESS: OWEN SMITH REPORTED THAT RANGER PEAK WILLER TRAM TO BE SHUT DOWN BY THE STATE. NO OFFICIAL REPORT.

NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTEREST: JOHN LACKNESS FROM S.C.M.S. WILL CONTINUE THE LARRY BLOOMFIELD "BROADCASTERS ROAD SHOW".

NEXT MEETING DATE AND LOCATION: APRIL 12, 2011, LOCATION : GRAND CHINA BUFFET, SUNLAND PARK AT NOON.

MEETING ADJOURNED: 1:18 PM .ACCEPTED BY RICK VILLARDEL.

NOTES FROM THE EDITOR:

We have a new sustaining member: HUNTLEIGH TECHNOLOGY GROUP, their President: ROSS DAHMAN. We welcome and appreciate his support

NOTES FROM THE SECRETARY:

The invoices for membership renewal for local members and Sustaining members were Mailed and e-mailed.

If you didn't mail your payment, it can be done on the next SBE meeting, either cash or check.

APRIL PROGRAM

March is gone as well as the high winds, and we did not have any presentation, it was only a friendly and regular meeting with some very interesting topics

For April we will have another regular meeting, and this time, it will be kind of lonely because of our amigos going to Las Vegas to attend the NAB. I hope this time we can have a discussion about all the EAS issues if somebody spot our EAS Chairman Ron Haney. Is he available ?

The invitation is for next **Tuesday April 12, 2011** at **GRAND CHINA BUFFET** for lunch and it will start @ **NOON.**

PLEASE, plan to attend and get involved in our chapter decisions



KLAQ KROD
95.5FM 600AM
BRAD DUBOW
GENERAL MANAGER
4180 N.Mesa El Paso, Tx 79912
(915) 544-9550

KELP RADIO AM 1590
EL PASO'S CHRISTIAN STATION
5800 Commerce
El Paso, Texas 78015
915 / 775-0018
FAX 915 / 775-6641
Arnold McClatchey
Owner

KCOSTO
P.O. Box 26668
EL PASO, TEXAS 79926 *Granite!*
STREET ADDRESS:
9050 VISCOUNT BLVD.
SUITE A 440
EL PASO, TEXAS 79925
PHONE (915) 590-1313 • FAX (915) 594-5394 • WWW.KCOSTV.ORG

KINT98.COM
INTERNET RADIO
El Paso, Tx.
The most variety music station
Promote your business with us
Norbert Miles (915) 562-2560
email: kint98@aol.com

RF Specialties
OF TEXAS
Dan Sessler
Office 817-489-2730
Mobile 214-697-3477 k4jx
Fax 817-489-2761
dssessler@rfstx.net

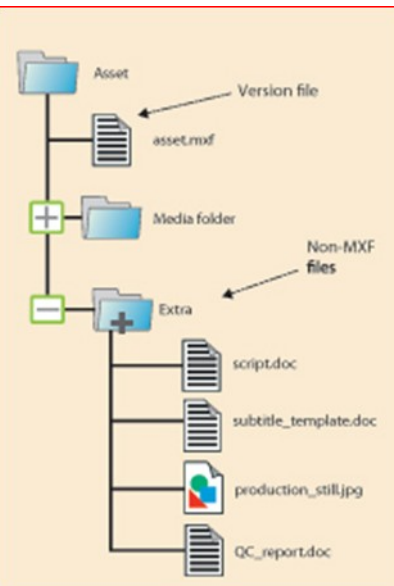


Figure 3. AS-02 can wrap human readable files.

AS-02 allows additional, non-MXF files to be wrapped as part of the asset. (See Figure 3.) These could be QC reports as caption files and scripts possibly as Microsoft Word files. These extra files are human readable, so back office staff can open and edit these supporting files without the need for an NLE, which would be needed to open media files.

An asset could represent all versions of an asset or could be used for version subsets. For example, a broadcaster could have a Los Angeles asset, a London asset and a Singapore asset. The Singapore asset would wrap all the languages used in transmission to the Pacific Rim, while the London asset would wrap all the European languages. Multiple asset files can access the same media essence files, which could lead to savings in storage requirements.

Management

The creation of foreign language versions is a complex operation that requires management of assets and resources. A DAM can manage the association of subtitles and language tracks with the original content on return from the subtitling and dubbing processes. The DAM gives transmission controllers a complete view of the status of the extra language components.

Formats like AS-02 can maintain association of all the resulting files as a bundle following subtitling and dubbing, hopefully avoided missing material incidents in transmission.

Resource and workflow management systems can ensure the allocation of tasks to internal staff or outworkers, and supervise the scheduling. As turnaround times for foreign language versions become ever shorter, slick management is key to controlling costs.

Summary

Aside from prime networks, the revenue for channels is being squeezed as audiences disperse across more and more outlets to view content. This is forcing content providers to become “media factories.” This means adopting the methodology of mass production, much like the auto industry. Operating in multiple languages only adds to the need to control cost.

File-based operations contribute to cost-saving, but due regard must also be given to interoperability between systems. Subtitling, video servers, DAM, playout automation and management systems must all interoperate seamlessly to achieve the goal of lowering costs. Current operations often involve incompatible file formats, dictating rewrapping or conversions. Metadata must often be rekeyed — a process that can introduce errors. Unnecessary use of videotape to transport content adds QC stages.

To achieve efficient operations in multilingual content distribution, many broadcasters will have to redesign their process flows. The technology exists, and several major names in the United States are already operating digital end-to-end systems based on the latest implementations of the MXF standards. The result is cost savings and the flexibility to adapt the business to changing delivery formats.