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NEWS

CALM ?

LOUDNESS MANAGEMENT: INCONSISTENT AUDIO LEADS TO UNHAPPY VIEWERS.

Increased viewer complaints often leads to fewer viewers, which means less advertising revenue.

Apr. 1, 2013 Ralph Bachofen

| Broadcast Engineering

Quality assurance is critical in order to be successful in a competitive broadcast market. One instance of poor-quality audio or video during an on-air broadcast can result in increased viewer complaints or viewers switching to another channel — and fewer viewers means less advertising revenue. Over the past several years, inconsistent loudness levels between advertisements and programming, in particular, have become a major source of contention for broadcast viewers, prompting regulatory bodies around the world to pass standards and legislation designed to mitigate audio loudness issues. Advanced DTV loudness monitoring solutions promise to resolve these problems by remotely monitoring, measuring, recording and analyzing DTV streams for variations in audio loudness and ensuring that broadcasters remain compliant with audio loudness standards. This article will address the specific challenges that broadcasters face in monitoring and analyzing the audio loudness of their DTV streams according to industry specifications such as ITU-R Recommendation BS.1770, and provide effective strategies for addressing such issues.

Audio inconsistency

The main challenge broadcasters must overcome in eliminating audio loudness issues is that they are receiving advertisements from a third party, whether that be a local car company, or a network, in the case of affiliate stations. Therefore, advertising content may be coming into the station with varying levels of audio. After receiving advertising (short-form) content from an outside source, broadcasters have to normalize it to ensure it possesses the same audio characteristics as the regular (long-form) programming. A broadcaster may handle hundreds of different pieces of short-form content a day, making this an extremely complicated task for station programmers to oversee.

The recommended audio loudness levels are set by standards bodies, such as the ITU-R and ATSC, and can be enforced by a geographical region's legislative government; however, not all countries have passed legislation. The U.S. government's [Commercial Audio Loudness Mitigation \(CALM\) Act](#), passed in 2010, was the first piece of legislation designed to penalize broadcast stations and multichannel video programming distributors (MVPDs) not abiding by recommended audio loudness levels. Other regulatory bodies in Europe and the Asia-Pacific region are considering adopting similar pieces of legislation due to the increasing number of consumer complaints they receive regarding inconsistent audio levels.

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THE INVISIBLE ENGINEER.

A BROADCAST ENGINEER IS SO MUCH MORE THAN AN ENGINEER JUST KNOWING HOW TO SOLDER. BEING AN INNOVATOR AND COMMUNICATOR ARE AS IMPORTANT AS BEING A SOLVER OF PROBLEMS.

NO ONE WILL DENY THAT KEEPING THE STATION ON IS OF PARAMOUNT IMPORTANCE.

MANY MAY BE SURPRISED TO KNOW THAT CONTINUAL EDUCATION AND TRAINING ARE WHAT MAKES GREATER RELIABILITY POSSIBLE.

ENGINEERS NEVER STOP LEARNING BECAUSE KNOWLEDGE IS POWER TO GET THE JOB DONE IN THE SHORTEST AND MOST COST EFFECTIVE MANNER.

THE BEST ENGINEERS ARE INNOVATIVE, PROMOTE OUT-OF-THE-BOX THINKING AND USE MEASURED RISK TAKEN TO MOVE TO THE NEXT LEVEL. THEY ENCOURAGE OTHERS TO PROBLEM SOLVE AND DEVELOP SOLUTIONS TO PROBLEMS.

THEY OFTEN TALK TO THE STAFF AND SEEK OUT THEIR NEEDS.

TO BE MOST EFFECTIVE, IT'S IMPERATIVE THAT THOSE WHO WORK IN OTHER DISCIPLINES AT OUR STATIONS, OR WHEREVER WE ARE EMPLOYED, UNDERSTAND THE VALUE OF THE WORK WE DO.

IN 2014 THE SBE WILL BE HELPING TO IMPROVE PUBLIC AND STATION PERCEPTION OF BROADCAST ENGINEERS BY INCREASING AWARENESS OF THE BROADCAST ENGINEERING PROFESSION DURING ITS 50th ANNIVERSARY.

WORDS STOLEN FROM THE "LETTER FROM THE PRESIDENT"
By Ralph Hogan, CPBE, DRB, CBNE
SBE president.

The SIGNAL, April 2013.

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www.sbe.org

I recommend to read the whole article.
Great job Ralph.

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EL PASO, TX CHAPTER 38 MEETING MINUTE
 DATE **3/19/2013** LOCATION: **COMO'S REST.**

MEETING CALLED TO ORDER: 12:12 PM, BY ANTONIO CASTRO,
 THERE WERE 10 MEMBERS.

REPORT OF THE SECRETARY: MINUTES ACCEPTED BY GLENN
 LEFFLER, 2nd BY OWEN SMITH.

REPORT OF THE TREASURER: CURRENT BALANCE OF \$ 5,222.30.
 ACCEPTED BY GLENN LEFFLER, 2nd BY NORBERT MILES.

REPORT OF THE CERTIFICATION COMMITTEE: ENRIQUE LOPEZ,
 JAIME MARTINEZ AND OSCAR TREVIZO TO GET CERTIFIED.

REPORT OF THE MEMBERSHIP COMMITTEE: MARSAND AND HO-TO
 -SAY WERE INVOICED AND BECAME NEW SUSTAINED MEMBERS.

REPORT OF THE FREQUENCY COORDINATOR COMMITTEE:
 ASKED IF FCC AND SCT(MEXICO) COMMUNICATE EACHOTHER, SAID
 NO.

REPORT OF THE SCHOLARSHIP COMMITTEE: APPROVED ONE
 SCHOLARSHIP OF \$ 500.00 TO BE GRANTED IN MAY. RICHARD
 VILARDELL WILL PROPOSE CANDIDATES.

REPORT OF THE WEBSITE COMMITTEE 1361 HITS. (27 MORE FROM
 LAST MONTH)

REPORT OF THE EAS CHAIRMAN : TX AND NM MONTHLY TESTS
 PASSED JUST FINE.

REPORT OF THE PROGRAM COMMITTEE: POSSIBLE PRESENTATION
 FOR MARCH. MATH SANDERFORD. WILL TRY TO SET UP A VISIT TO
 EL PASO ELECTRIC CENTER OF OPERATIONS.

UNFINISHED BUSINESS: REPRESENTED THE CHAPTER BEFORE THE
 SOCORRO INDEPENDENT SCHOOL DISTRICT

NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTERES: WILL
 SEND COMPLETE LIST OF CH-38 MEMBERS OF SBE NATIONAL FOR
 NOMINATIONS ON THE LOCAL AWARD OF ENGINEER OF THE YEAR.
 NEXT MEETING WILL GET TO FIVE NOMINEES FOR CASTING.

NEXT MEETING DATE AND LOCATION: TUESDAY APRIL 9, 2013 ,
 TIME : NOON. PLACE :COMO'S ITALIAN RESTAURANT.

MEETING ADJOURNED: AT 13:19 PM.

**NOTE FROM THE TREASURER: IF YOU
 HAVEN'T PAID YOUR LOCAL MEMBER-
 SHIP FEE , (ONLY \$ 12.00), BRING IT
 TO OUR NEXT MEETING. WE TAKE CASH
 AND CHECKS...ORALE VATOS !!!**

APRIL PROGRAM

There is no presentation in April. Some members are going to attend NAB show this week, and not easy to find a presenter But, we are going to have our regular meeting, which promises to be very interesting !!

**WHEN? TUESDAY APRIL 9.
TIME ? NOON (LUNCH TIME)
WHERE ? COMO'S ITALIAN RESTAURANT.**

Everybody is bringing or sending via e-mail, the votes for first phase nominees for the SBE CH-38 ENGINEER OF THE YEAR. The group is going to count them and elect 5 nominees and produce the ballots for the final and second phase of elections, that will be held on the next meeting of MAY. The elected in this final, will participate in the SBE NATIONAL. Try to attend !!!



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