



MAY
2013

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NEWS

CALM AGAIN ?

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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In our last meeting, we had only 10 members that voted for the pre-elections. Six members were elected for the participation for the final election of the SBE CH-38 Engineer of the Year

These are the nominees:

ALGIE FELDER
ANTONIO CASTRO
DAVID HALPERING
ERNIE HART
OWEN SMITH
WARREN REEVES.

We have to vote for **ONLY ONE.**

You can cast your vote in person if you attend our next chapter meeting, which will be held on **MAY 14** at noon (lunch time) at the **COMO'S Italian Restaurant.**

If you can't make it to the meeting, you can emit your cast by e-mail any time from now until **1 PM on May 14.**

e-mail your vote to:

farahjac@sbcglobal.net

With copy to:

csosa@ktsm.com.

All national members, local members, former local members and sustaining members are invited to vote.

The elected Engineer also will participate at national SBE level.

SBE CHAPTER 38 OFFICERS

CHAIRMAN Antonio Castro
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EL PASO, TX CHAPTER 38 MEETING MINUTE
 DATE 4/9/2013 LOCATION: **COMO'S REST.**

MEETING CALLED TO ORDER: 12:36 PM, BY ANTONIO CASTRO,
 THERE WERE 7 MEMBERS.

REPORT OF THE SECRETARY: MINUTES ACCEPTED BY OWEN
 SMITH, 2nd BY NORBERT MILES.

REPORT OF THE TREASURER: CURRENT BALANCE OF \$ 5,681.36.
 ACCEPTED BY OWEN SMITH, 2nd BY NORBERT MILES.

REPORT OF THE CERTIFICATION COMMITTEE: NO REPORT.

REPORT OF THE MEMBERSHIP COMMITTEE: ONE NEW LOCAL
 MEMBER, BROUGHT BY NORBERT MILES: EDDIE MENA

REPORT OF THE FREQUENCY COORDINATOR COMMITTEE:
 NO REPORT

REPORT OF THE SCHOLARSHIP COMMITTEE: WAITING FOR THE
 PROPOSED RECIPIENT FOR THE SCHOLARSHIP FOR MAY

REPORT OF THE WEBSITE COMMITTEE 1379 HITS. (18 MORE FROM
 LAST MONTH)

REPORT OF THE EAS CHAIRMAN : SAGE ALERT SENT AN UPDATE
 VERSION FOR "CAP" ON LINE, VERSION 9.2

REPORT OF THE PROGRAM COMMITTEE: TO CONTACT A VISIT TO
 EL PASO ELECTRIC CENTER OF OPERATIONS.

UNFINISHED BUSINESS: ELECTED 6 NOMINEES FOR NEXT MONTH
 MEETING

NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTERES: WILL
 SEND BALLOTS FOR ELECTION OF THE ENGINEER OF THE YEAR

NEXT MEETING DATE AND LOCATION: TUESDAY MAY 14, 2013 ,
 TIME : NOON. PLACE : COMO'S ITALIAN RESTAURANT.

MEETING ADJOURNED: AT 13:25 PM.

**NOTE FROM THE SECRETARY: IF YOU
 ARE NOT ATTENDING OUR NEXT MEET-
 ING, PLEASE CAST YOUR VOTE FOR
 THE ENGINEER OF THE YEAR 2013 VIA
 E-MAIL TO THE CHAIRMAN AS WELL TO
 THE VISE CHAIRMAN. Thank you**

MAY PROGRAM

There is no presentation in May. We are having a unique and special meeting where we will say farewell to a friend, colleague and good engineer. Come and see by yourself. Also, we are casting votes for ONLY ONE member for the award of the SBE CHAPTER 38 ENGINEER OF THE YEAR

**WHEN? TUESDAY MAY 14.
TIME ? NOON (LUNCH TIME)
WHERE ? COMO'S ITALIAN RESTAURANT.**

The group is going to count the VOTES just after having lunch.

Remember: The elected in this final, will participate in the SBE NATIONAL contest.

Try to make room in your busy schedule and join this group of friends. See you !!!!



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