

# File-based Workflows in Broadcast and Production: Principles and Applications

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**THIS PROGRAM WILL DISCUSS THE DIFFERENCES BETWEEN BASEBAND TELEVISION PRODUCTION PROCESSES AND MORE CONTEMPORARY TECHNIQUES USING FILE BASED APPROACHES.**

The conference will present a sound foundation in Information Technology (IT) concepts and principles as they relate to real time media and non real time production techniques. This will support material presented on file-based workflows in the context of broadcast television operations, television news, file-based content distribution networks, episodic program production and corporate video post production. Sessions will also provide practical guidance on conversion from production using baseband audio & video to file-based processes. Finally, the use of metadata, archives, and asset management will be discussed.



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## Three Convenient Locations

MAY 7, 2009 — BOSTON, MA  
HOSTED BY TANDBERG TV

JUNE 2, 2009 — ATLANTA, GA  
HOSTED BY TURNER BROADCASTING

JUNE 4, 2009 — WASHINGTON, DC  
HOSTED BY ATLANTIC VIDEO

## Presenters:

AL KOVALICK  
STRATEGIST AND AVID FELLOW  
AVID TECHNOLOGY

JOHN LUFF  
TELEVISION TECHNOLOGY CONSULTANT  
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