“How Low-Latency Video IFB Enables Better Remote Production”

Joe Torelli
LiveShot® Market Development Manager
The Importance of Return Video
Historical

NBC News shoot/edit 76 countries 13 years
Avid “Chief Editor-Broadcast” 10 years
Quantel “Director Broadcast Applications” 3 years
Apple “Broadcast Evangelist” 6.5 years
What happened to return video?

ATSC - Impractical: delay

Satellite - Impractical: cost
The reasons we don’t…

Is return video really needed?

Isn’t it too hard to do?

Doesn’t the long latency make it useless?
Tripoli, Libya

Col. Muammar Qaddafi
When invited…

First two “invitations” 1982/1983

The Colonel isn’t prompt

The hidden agenda
How he changes the dynamics

Intimidation

Fear

Intimidation
Something new

Requests “interviews” with all four networks

No anchors travel to Tripoli

I get to go to coordinate
Quaddhafi interview

Schorr, Brokaw, Rather, Jennings

NBC is pool, nets decide: “As Live”

The hidden agenda
Quaddhafi interview

The twist

The Colonel wants return video

Logistics
Orchestrating the interviews

Coord at 30 Rock - switching Atl, 57th, 66th

Intelsat telexes and matching orders

Two of the three Atlantic paths
Orchestrating the interviews

The Colonel isn’t prompt

...but he showed up
Orchestrating the interviews

Daniel Schorr is patched from Atlanta

We see and hear in control room

The Colonel confirms - interview begins
Orchestrating the interviews

Switch to Rather

Switch to Brokaw

Switch to Jennings
Orchestrating the interviews

Jennings asks

Translator translates into Arabic

Then...
Changed dynamics

Result if only hearing Peter?

What value is having the visual?

Did the visual change the whole interview?
Changed dynamics

What happened to return video?

ATSC - Impractical: delay

Satellite - Impractical: cost
The reasons we don’t…

Is return video really needed?

Isn’t it too hard to do?

Doesn’t the long latency make it useless?
Relevance

Local TV stations

Interaction in the community

Unchain the studio talent and get them outside
What if…?

Return video was easy to do

It was inexpensive

It was FAST
What if…?

Weather anchor could see graphics

Sports anchor could see highlights

Pre-rec interview subject could see interviewer
Definition

“Codec” is an encoder and a decoder

The other IP field devices are encoders only

The box at the facility is a decoder only
What if?

There was a true encoder on both sides

Encodes the camera, decodes the return

Studio decodes the camera, encodes prompter
Delivering return to the field

Return video: prompter, program, weather

Two separate IFB channels (talent + guest)

Director/Camera PL
Why not send, too?

Sends 1080i, 720p, or 480i

Sends two separate audio channels

Director/Camera PL
Would return video be practical if?

There was single button ease of use

Low cost and low latency

If multiple destinations could be preloaded
This technology exists

Visit the Boardroom during the breaks
Q & A
The Importance of Return Video

joe@comrex.com

c: 917-209-6074

(same as Avid/Apple days)