

BROADCAST Dialogue

Essential Reading

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Thursday, November 7, 2013

Volume 21, Number 25

PUBLISHER'S NOTE: This week's *Broadcast Dialogue* includes an added magazine section related to the *Western Association of Broadcast Engineers'* annual convention, held this year in Vancouver. The articles in this special WABE edition beginning on Page 4, while geared toward broadcast engineers, contain much broader information that speaks to the entire broadcast community.

REVOLVING DOOR: At *Rogers Media*, 94 people are now

out of work; roughly 2% of the company's work force. Barb DiGiulio, an anchor/reporter at *Sportsnet 590 The Fan Toronto* is one of them as are *680News Toronto* anchor Ann Doose and entertainment reporter Gloria Martin.

Among the 11 people at *News95.7 Halifax* let go are morning show host *Jordi Morgan*, broadcast journalists Connie Thiessen, Scott MacIntosh, Erica Munn, Desiree Finhert, Amanda Debison, *Lite 92.9* drive jock Jamie Patterson, producer Melissa Mancini and three creative and sales staff. Rick Howe will move into mornings to succeed

Morgan. The Halifax news station will take The Fan programming to deliver sports radio content. And at *1310News Ottawa*, eight cuts that also results in sports programming from Toronto...

Danny Kingsbury, GM for the *Rogers Radio* stations in Kingston and the Maritimes, added GM responsibilities for the Ottawa cluster this past Monday upon the retirement of VP/GM Scott Parsons, a 36-year Rogers veteran whose position at retirement was EVP, national capital region, Ontario north and Atlantic Canada. Parsons had been with the Ottawa stations since 1995, moving there from his executive-in-charge sales responsibilities at *CHFI-FM Toronto*. Kingsbury, who's been based in Kingston, will move to Ottawa...

In another *Rogers Media* personnel matter, Navaid Mansuri has become VP, broadcast operations and *Sportsnet* programming. He had been VP, finance & sports programming. Reporting to him are: Frank Bruno, VP, broadcast engineering, covering both radio and TV. Bruno had been VP television engineering; Lisa Bowditch, director of media operations and infrastructure (broadcast); Andrew Thomas, director of on air operations and innovation; and Glenn Torrence, director of broadcast operations...



Ann Doose



Jordi Morgan



Danny Kingsbury



Scott Parsons

Brad Kubota becomes VP, Western Canada media sales & client solutions at *Rogers Media* effective Dec. 2. It's a newly-created position. Kubota recently departed *Shaw Media* where he held senior sales leadership roles in Toronto, including VP/GM of revenue management and VP of local sales. Most recently, he led the Vancouver and Kelowna sales offices, marketing ventures and cable sales team in Western Canada...



Brad Kubota



Richard Lachance



Ken Geddes

Richard Lachance has been promoted to president/CEO of *Cogeco Diffusion*, the operator of 13 Quebec radio stations. He had been senior VP. Lachance worked in television, radio and newspapers before joining Cogeco's *Rythme FM* network and *93.9* in 1999 as GM...

Newcap has promoted Ken Geddes to GM at *Q104 (CFRQ)/Radio 965 FM (CKUL) Halifax*. He retains his role as general sales manager...

Darrell Ens, a 10-year *Corus Radio Vancouver* veteran who, for the last three years was chief engineer, will leave the cluster at the end of this month... Brian Donohue joins *FLY FM/The Drive Kingston* as promotions and marketing director Nov. 18. Donohue moves from *Heart FM Woodstock* where he was promotions director.

RADIO: The *North American Broadcasters Association* (NABA), headquartered in Toronto, has formed a full radio committee. The committee will meet later this month to develop a formal mandate that will include technical, operational and best practices, recognizing them in context with the developments for digital radio, hybrid radio, radio in mobile devices and two-way radios (whether via Wi-Fi or 4G/LTE). Workflow efficiencies, multi-platform delivery and audience analytics will also be a major focus...

The *Bell Media Vancouver* radio cluster is moving downtown to 969 Robson St., Suite 500, Vancouver, BC V6Z 1X5... *Indie 88.1 (CIND-FM) Toronto* has won *CRTC* approval to bump power from 532 to 2,100 watts and to decrease the antenna height from 328.4 to 281 metres. It was a matter of signal strength rather than area covered. The weaker signal was unable to penetrate many of downtown Toronto's highrise buildings... *Mix 88.1 (CHES-FM) Erin*, a community station, was in a similar situation; a signal that reached less than half of the town and buffered by hilly, rolling terrain. The Commission approved a bump from 125 to 570 watts... In a decision related to *Indie 88.1* and *Mix 88.1*, the *CRTC* allowed French-language *La Clé d'la Baie en Huronie, Association culturelle francophone*, the operator of *CFRH-FM Penetanguishene*, also operating at 88.1, to erect a re-transmitter to serve Barrie and area but on 106.7 with power of 175 watts...

Lyman Potts wrote to say that a recent profile published in the *Hamilton Spectator*, and brought to your attention in *Broadcast Dialogue*, may have inspired his selection as one of three long-time members of the Hamilton-Burlington community who are to receive a lifetime achievement award at a gala ceremony and concert at *Mohawk College's McIntyre Arts Centre* Nov. 17. At that same event, conductor Boris Brott and blues-singer Harrison Kennedy will also be honoured for their artistic contributions to music. Potts, now 97 and who was with *CKOC Hamilton* from 1940 through 1956, will be recognized for his work in the music industry and for his outstanding contributions to the Canadian recording industry.

TELEVISION: An *FCC* idea that could have an impact on Canadian sports fans sees interim Chairwoman Mignon Clyburn wanting to scrap the sports-blackout rule. That's the rule that prohibits pay-TV operators from showing *NFL* or other pro games that are blacked out on local TV outlets because of possible negative impact on game

ticket sales. Dennis Wharton, the *National Association of Broadcasters* spokesman, says changing the rule *could "hasten the migration of sports to pay-TV platforms, and will disadvantage the growing number of people who rely on free, over-the-air television as their primary source for sports"...* *Blue Ant Media*, owner of *Bite TV*, and *Mondo Media* have teamed with *YouTube* for *Bite on Mondo* - an animated comedy shorts pitch for content targeted at teens and young adults. The program aims to discover breakout animated content to source, finance, test, and grow properties that will resonate both on and off YouTube... *Asian Television Network* has launched six Canadian channels on *Bell Fibe TV*... Media union *Unifor* has called upon the *CRTC* to reject *Bell Media's* application to reduce local news and programming. The union's media sector director, Howard Law, said: "*Bell Media has asked previously for an averaging formula, and it was rejected. They are persistent in their pressure, but the CRTC must be equally strong and consistent in enforcing Bell Media-CTV's licence commitments.*"

SIGN-OFFS: John Manol, 79, of cancer at *Lakeridge Hospital* in Oshawa. The long-time VP/GM of *CHUM*-owned *Energy 99.7 (CKPT)/Country 105(CKQM) Peterborough* (now *Bell Media*-owned) worked for CHUM for more than 35 years before retiring. Current VP/GM Steve Fawcett was hired by Manol in the mid '80s... Terry Dolan, 79, in Surrey, BC. Dolan worked in the news business, in radio, TV (*CHAN-TV Vancouver*) and newspaper before his 31-year reporting career at *CBC News*. He retired in 1994... Ken Meeker, 83, of cancer in St. John's, NL. During a TV journalism career that spanned decades, was a regular for many years on *CBC's Here & Now*, where he specialized in segments such as *Collect A Wreck*, which focused on the environmental degradation of the then-common habit in some Newfoundland & Labrador communities of dumping old car wrecks in ditches, woods and streams. Meeker began at *CJON St. John's* in 1961 and later worked at the *Newfoundland Herald* before joining CBC... Ken Palmer, 65, at London's *University Hospital*, of pneumonia following a heart transplant. He was a former *CBC* radio host, helped shape *Fanshawe College's* radio station and ran a record retail outlet in London. He was also in the *Dixie Flyers*, a London bluegrass band, and a former artistic director of the *Home County Music & Art Festival*.

GENERAL: Broadcast winners at the *2013 Jack Webster Awards* ceremony, held in Vancouver, are:

Best News Reporting of the Year - Radio	Bob Keating, <i>CBC Radio</i>
Best News Reporting of the Year - Television	Jon Woodward, <i>CTV British Columbia</i>
Best Feature Story - Radio	Garth Mullins, Lisa Hale & Yvonne Gall, <i>CBC Radio</i>
Best Feature Story - Television	Kelvin Redvers, <i>CTV BC</i>
Best Reporting - Chinese Language	Spencer Gall, <i>Fairchild TV</i>
City Mike Award (Commentator of the Year)	Simi Sara, <i>CKNW NewsTalk Vancouver</i>

Montreal-based *Cogeco* says it recorded a profit of \$43.8 million in the fourth quarter, or 82 cents per diluted share. That was down from \$44.9 million, or 83 cents per diluted share, in the same period a year ago. The company's fourth quarter revenue grew 41.5% to reach \$504.7 million and closed the fiscal year at \$1.8 billion. Cogeco is Canada's fourth largest cable company serving parts of Ontario and Quebec. It also owns U.S.-based cable company *Atlantic Broadband* and 13 Quebec radio stations.

OPS: Drew Keith remains with *Vista Radio Niagara* in a contract capacity. The former PD/ops mgr stepped down but did not, as BD reported last week, leave.

SUPPLYLINES: The *Ottawa Chamber of Commerce* and *Business Journal* will award *Ross Video* its *Best Ottawa Business Award as Exporter of the Year*. The presentation takes place in Ottawa Nov. 21.

BROADCAST Dialogue

Essential Reading

NOVEMBER 7, 2013

**The next generation
of television and radio**

**Virginia Gibberd:
In her own words**

Demystifying television

**Microphones and
how we use 'em —
proximity effect**



PUBLISHER'S NOTE

Now that HDTV is pretty much a done deal, start thinking UHDTV. The revolution in technology is moving faster and faster, seemingly without end. There is a race on to create *Ultra High Definition TV* of 4K or 8K definition, progressive scan formats, hybrid (two-way communication which is Internet and LTE connectable), higher frame rates, mobile, scalable pictures and conditional access capable. And while that effort is taking place, a global group called the *Future of Broadcast Television* (FOBTv) is trying to come up with a common world standard for the next generation television. Be sure to read *The next generation of television and radio* by Michael McEwen in this edition.

Meantime, in today's TV world, three widely-held misperceptions keep rearing their ugly heads. They are: The Internet is killing TV; PVRs are killing TV; and TV ads are no longer effective. For the straight goods putting those mistruths out of their misery, read *Demystifying television*.

Rogers Media Vice President of Operations and Engineering Virginia Gibberd, whose retirement came into effect at October's conclusion, offers her take on 25 years spent in the man's world of television engineering and productions. Her goodbye is a meaty serving of humour, pathos, gratitude and good story-telling. See *Virginia Gibberd: In her own words*.

And Dan Roach, *Broadcast Dialogue's* long-time engineering columnist, writes about *Microphones and how we use 'em—proximity effect*. I was going to try to highlight what you can expect to see but I barely recognize it as English, never mind what he's actually saying. Take your cue from the story's headline.

Enjoy WABE and when you see our roving camera, smile!

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The next generation of television and radio



As you read this there are engineers and laboratories in the U.S., Europe, Japan, Korea and China who are working towards the next generation of TV. Perhaps you thought it was done with HDTV. Well, not quite.

The race is on to create Ultra High Definition (UHDTV) of 4K or 8K definition, progressive scan formats, hybrid (two-way communication which is Internet and LTE connectable),



by Michael McEwen



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While these individual efforts are going on there is a global group called the Future of Broadcast Television (FOBTV) in which all the interested parties belong; to share information and progress. FOBTV was set up to try and come to a common world standard for the next generation television and if that is not possible then at least have technology solutions that can talk to one another. The business case for such an effort is overwhelming but the challenge is a steep hill and the temptation for regional solutions in a global environment is sometimes too strong to resist.

The North American effort is being led by the Advanced Television Systems Committee (ATSC) based in Washington; the same folks who brought you HDTV. Its membership is made up of broadcast networks from Mexico, the U.S. and Canada, manufacturers and scientific bodies from North America and around the world. CBC/Radio-Canada and Communications Research Centre (CRC) are both ATSC members. While Canadian participation is short on numbers it is strongly led by both the science people CRC and the operations/engineering people from CBC/Radio-Canada.

Why is this necessary so soon after North Americans equipped their homes with HD displays? In screens over 50 inches, the UHDTV picture is demonstrably better, and larger screens for the home seem to be the norm these days even in the confines of condo living. Sports and high-end drama presented on large screens will be immensely superior.

The adoption of this new technology will require a lot of discussion about broadcast spectrum; how to apportion it and the need to preserve what is now available to broadcasters from the voracious appetites of mobile and IMT service providers. Compression technology is making this leap forward possible and this technology will only get better and better, allowing broadcasters to use their spectrum more efficiently.

Realistically we are looking at a two- to three-year timeframe before anything is available to the mass viewing market, but that's pretty short. The introduction of TV took a very long time, the introduction of colour was shorter and digital HDTV shorter still in its transition from analogue. Much like the evolution of computers and the Internet, the timeframe for market change gets faster and faster as the technology evolves.

There has been much talk about the second screen

experience and that 4G mobile may be replacing the large screen TV. Experience over the last few years suggests that, in fact, these tools broaden the viewer experience and provide opportunities for large screen material in ways that enhance that experience and better engage the viewer. The market is growing for all of this technology but I would argue that it is growing in a manner that reinforces the content experience which broadcasters supply on every platform.

Broadcasting in Times of Emergency

The North American Broadcasters Association (NABA) has been working with the operations/news people in our membership on renewing a standing committee that will look at the risks associated with natural and man-made emergencies and how to best ensure broadcast continuity and services.

Just in the last year, we have had the experience of the Alberta floods, the Oklahoma tornado, Hurricane Sandy and the Boston Marathon terror attack. In all of those examples it became clear that over-the-air broadcasting, both radio and TV, were important to the safety, security and well being of those affected. After the military, broadcasters and transmitters are one of the most secure and dependable communication facilities available. Mobile phone systems are prone to failure in severe weather and when many in a small geographic area are all trying to use the service at once. Satellite and some cable systems experienced similar problems during Hurricane Sandy but, for the most part, broadcasters were present with reporters in the field, working with authorities and getting survival information to people who needed it.

Radio is often more effective than TV in these

situations since it is portable but a new mobile chip for digital TV may be a game changer for a true portable TV. If mobile phone manufacturers put the mobile TV and radio chip into their (4G/LTE) devices, citizens could access these services at any time, getting the feed directly from the TV or radio transmitter even if the cell system was down during an emergency. It makes so much sense but there is resistance from mobile operators since it bypasses their bandwidth and there is an extra cost for putting the chip into the device. Talks are ongoing and I cannot believe that something so useful will not receive wide industry support (along with government support).

The NABA Risk Awareness & Continuity Committee (NABA-RACC) is looking at sharing best practices in all areas including physical plant, cyber security, procedures for staff support and facilities, the safety of crews in the field (both domestically and in international conflict situations) and the relationship between government, first responders and local emergency authorities. These are all important to getting the best information to the public in a timely manner. It is also part of a broadcaster's social responsibility to the communities they work in and serve.

Media or File Transfer

In a multi-platform world, getting content efficiently to the right platform at the right time is critical to getting the best value for that content. Broadcasters are doing that very exercise every day but they are faced with a plethora of technology and systems that are not necessarily compatible and require different technology for different platforms. One company may opt for one technology while another company uses a different technology and some content producers are employing another technology altogether.

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The consequence of this is a work flow nightmare that is both time consuming and costly in equipment, software and staff. So NABA has created a working group to look at the issues; educate our members and the wider service community about what we are using today; what can be harmonized; and what may eventually lend itself to standardization to benefit the whole industry.

On August 13, NABA held a Technology Summit at NBCU's Rockefeller Center in New York where we shared a survey of what was available, what the issues were and various industry efforts to date. It was a first of its kind in this area and well received. I think the important point is that the users (broadcasters) were informing the manufacturers and the standard-setting bodies that we must do better. In particular, that it begins with broadcasters defining their requirements, assessing what is available and then recommending the next steps including harmonization of existing technology and standards which meet our needs. This will be the working group's agenda over the coming year.

This is an issue for broadcasters around the world and there are examples from Europe and Asia which will help us with our work. This is not near as exciting as a great new drama series, a developing news story or a terrific sporting event but it is critical to making this content profitable on every platform, sometimes in real time. If the engine room of a broadcast centre is efficient and effective it makes a great contribution to the viability of content in the digital/Internet age.

The Broadcaster Treaty

Broadcast Dialogue readers may recall an [article](#) I wrote several months ago on this subject. NABA has been hard at work in Geneva at the World Intellectual Property Organization (WIPO) in attempting to get agreement on a date for a diplomatic conference to update the Treaty of Rome, now over 50 years old. The goal is to have an international broadcaster treaty that provides a framework for the protection of our signals and content in the digital age.

With a new treaty, countries will have tools to enact local laws and regulations which protect broadcaster signals and the content they carry. This is important for all the reasons I explained in the earlier article but the two most critical issues are the cost to the broadcaster from pirated material and the lack of control by the broadcaster of their signal for economic and legal purposes.

You are aware of the horror stories about content and signals being stolen and then retransmitted on the Internet and the corresponding billions of dollars lost each year. These losses are real and potentially crippling in the evolving Internet. While many countries are taking domestic action to preserve broadcasters' rights there are gaps around the world which need this international framework.

Along with other broadcast unions and associations such as the European Broadcasting Union (EBU) and the Asia-Pacific Broadcasting Union (ABU) we are making representations in Geneva at various WIPO venues to get our message out. Our current view is that there is an

understanding of the urgency and some support for this initiative and we hope at the Extraordinary Session of the WIPO General Assembly this December we will achieve a commitment and a timetable that realizes this diplomatic conference sometime in 2015. Then the real work will begin by working with governments on language that helps ensure protections for broadcasters in an age where every platform door seems easily unlocked.

A New Radio Committee for NABA

At a board of directors meeting in Los Angeles a few weeks ago, the board approved the development of a new committee devoted to radio; its issues, operations and technology.

This was welcome news to those NABA members who have radio networks and operations, including NPR, CBC/Radio-Canada, CBS, Rogers and ABC/Disney. We are hoping their agenda will be of interest to large radio groups including Clear Channel, Emmis and Bell Media. The agenda will be the subject of an initial meeting in late November and then a follow-up gathering at our annual general meeting in New York at mid-February.

As you might imagine, the topics under discussion will include HD radio, social media and radio, hybrid radio and work flow issues. I hope they will also pick up on the need for a radio chip in cell phones; this is an area where NABA can effectively lobby on the industry's behalf.

There will be more to come on the radio committee in the months ahead.



I have just celebrated 18 months as director general of NABA and while those who have been part of an association know the ride can be a bit wild from time to time, I have found the experience to be a most creative and productive time. The membership has grown and they have broadened the agenda exponentially. The work is timely and important to our broadcast operations today and tomorrow. This speaks to the importance of broadcasters working together, defining our interests and advancing our solutions. A much needed voice in an environment where competing interests are always present.

Michael McEwen is the director general of the North American Broadcasters Association and is based in Toronto. He can be reached at mmcewen@nabanet.com.

The advertisement for Davicom features a light blue background with a stylized wave logo above the company name 'davicom'. Below the name, the text reads 'REMOTE SITE MONITORING & CONTROL SYSTEMS'. Further down, it lists '20 years of innovation and success', 'Unmatched technical support', '2 year warranty', 'Free DavLink software and firmware upgrades', and 'Hassle free continental US shipping, handling and support'. The website 'www.davicom.com' is prominently displayed. At the bottom, there are icons for YouTube and Facebook, a QR code, and the text 'Intelligent Site Monitoring t. 1.418.682.3380 | f. 1.418.682.8996'. On the left side of the ad, there is a vertical image of a radio tower with several satellite dishes.

VIRGINIA GIBBERD:

In her own words

Virginia Gibberd, after 25 years of service with CTV/Rogers Media, left her VP of operations & engineering position Oct. 31 with plans that she and her husband would retire to Vancouver Island. Gibberd's achievements include the launch of Sportsnet's first HD channel (2003) and wireless highlight Video on Demand services during the 2006 FIFA World Cup. Her group was also responsible for building an integrated broadcast plant facility at Rogers's main office in Toronto and integrating a Media Asset Management (MAM) system a year later. In 2012, Gibberd received the Leadership Excellence Award from Canadian Women in Communications.

Before I began work at CTV's head office in Toronto in 1988 I'd spent seven years knocking around Vancouver, Whitehorse and Toronto working on everything from community TV to high-end commercials. One of my first jobs in TV was as a cable puller at CKVU-TV Vancouver and, yes, I was the first girl. Oddly, my boss at the time asked me to attend a production meeting but the location was a strip club.

The Winter Olympics at Lillehammer was my first foray into sports; two months away from home as a member of the FILO (first-in-and-last-out) crew. We blew off steam a few days before the games by holding an outdoor barbeque that January at the Norwegian venue. We were Canadian and it seemed necessary. The beer was frozen and the hot dogs burnt.

At CTV I began an adventure production-managing talk shows, lifestyle shows, music specials and the Canadian Country Music Awards, and did so for many years. Back then, I had to fight for budget that would allow me to get a MAC computer. The Internet was still an emerging beast.

Most recently, of course, my office had a computer, iPad and Blackberry that were all connected with desktop applications that allowed me to see all content coming into the Rogers building, review all of our stations' output, easily move files from one place to another and search the world's data bases.

Rather than technology, my skill set is the passion and understanding of the process of making television. That's what made me a good production manager for all those years at CTV Entertainment and allowed me to transition to the operations side and have the belief that I could add value to engineering.

That value resulted in certain technical achievements for which I'm proud...

- Providing World Cup soccer highlights on a digital platform for Rogers in 2006 with our newly expanded highlight factory we devoted to digital output.
- Being a part of the drive to bring HD to television with our own HD master control and supporting Dome Production's acquisition of HD trucks.



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- The 2006-2008 build of Sportsnet's new facility in Toronto included development of a large scale HD server system that handled ingest, playback to control rooms and master, editing on multiplatforms integrated with five other key production systems fully integrated into the Quantel system. During the build I realized a Media Asset System (MAM) was essential for the Sportsnet plant and growth strategy. It was a tough sell to management as they had experienced a buggy radio automation system. The discussion with Rogers Media president Tony Viner was exciting but heated and I learned to articulate vision and calmness under pressure along with always planning a back-up strategy which came in handy as we rolled out the MAM in 2009. Sportsnet ONE and the companion channels were a quick installation in a plant ready for growth, but the impact internally to the growth of volume took some adjustments. Since that time, we got pretty good at launching channels; FX, CNC, Channel 999, SCN and Pattison rebroadcast, City Montreal, Sportsnet World, Sportsnet 360 and Sportsnet 360 West.

Launching Sportsnet was an adventure. We went from managing people one project at a time to a long-term commitment and responsibility. In one month we did more events than CTV Sports had done in a year. We celebrated our achievements on a T-shirt that was outdated immediately and today might account for a day in the life of Sportsnet. I was happy last month to celebrate 15 extraordinary years with the other 54 "originals" at Sportsnet.

Taking on the additional role at City and the specialty channels in 2010 was both a challenge and greatly rewarding. I believe I have provided strong collaboration and communication across the physical distances of the City/OMNI properties and between operations, engineering, IT, digital and Rogers cable/wireless. Along with launching a lot of signals, and creating and collapsing productions, we have brought higher standards of professionalism and best practices to the teams and ensured that ops and engineering have a voice within the company.

Along with our technical challenges we have contributed to a few beta systems such as Qtube from Quantel and the Inception/turnaround product from Ross Video, we have been at the forefront of work with Dejero and lots of software developments with Bannister Lake. I just love the process of having a complex problem to solve and working through it to resolution.

The big technical challenges facing the industry are the chaos of file transfer across all the existing and developing platforms. This past August, 50 senior North American broadcasters came together in New York City at the behest of NABA to share what they had learned on Standard Mezzanine Distribution, otherwise known as the start of a standard for the faster management and distribution of content for multiple platforms.

As I left Rogers, it was acquiring another MAM for the City

and specialty services. And a pet vision of mine may get realized: federated search software to allow journalists to search any of our existing production databases and aggregate low resolution video proxies at their desktops. This allows collaborative decisions on story developments across the Rogers brands by sharing resources and building from existing research and produced content.

Providing leadership and mentoring has been a pleasure in the past couple of years. Being a storyteller for our internal managers courses gave me a terrific chance to reflect on what I had learned in the past years in TV. Hopefully, I've made it easier for women to succeed in this business. While doing a standard non-traditional job is tough, spending a majority of your time working with men can be challenging. You have to bring your analytical side to the fore, suppress the emotional side, speak up for yourself and your department and, frankly, just do the work. I am so proud we finally have women working in Master Control and that great women like Tessa Potter and Amanda Kjersem are engineers at Rogers, and that Michelle Moy is the manager of engineering at Sportsnet.

Over the years I have worked with a lot of talented and hard-working people and I am grateful to have worked with the best in Canada. Many thanks to John Cassaday for showing me what leadership is, Doug Beeforth for teaching me a lot about the television business and Scott Moore for being a great leader, a great supporter of staff and a passionate advocate of the television craft.

I was lucky to have worked with a tight team of four for a number of years and I wish them the best as they take Rogers Broadcasting to the next level. On a day-to-day basis, my baby is left in the capable hands of Frank Bruno, Andrew Thomas, Lisa Bowditch and Glenn Torrence.

I have had one job since 1988 with the two primary owners, CTV and Rogers. The opportunities seemed to just land in my lap. You can't ask for more in a career.

The top 10 things I have learned:

1. Embrace the moments in history you get to witness close up. For me it was Kurt Browning's Olympics skates, the rise of Elvis Stoyko and K.D. Lang commanding the stage at the Canadian Country Music Association awards (CCMAs).
2. Have passion for the work. It will give you patience to overcome issues and the strength to learn.




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3. Understand that your boss doesn't have magical power and didn't go to some über training course. He/she just has a wider scope of vision and a head start.
4. Overcome the fear of asking questions. Dumb is not knowing what the intent is or what your direction is truly supposed to be.
5. Acronyms and business speak don't make you smarter at your job.
6. Telling the truth with compassion is always the best policy. Don't put off a tough conversation. The more you manage upfront the quicker it's resolved.
7. Delegate. It gains you empowered, engaged staff.
8. Realize and appreciate that you are so lucky to be working in this exciting field.
9. Be friends with your colleagues and staff as you may spend more time with them than your family.
10. Work hard, work smart. Enjoy the respect to be gained from that.


I believe that I'll be a 90-year-old lady watching my ultra-high res TV that has interactivity with my home technologies, my car and personal devices. While the over-the-air (OTA) business model is changing, the requirement to aggregate, package and provide content to customers still seems viable.

Virginia L. Gibberd can be reached at virggibberd@gmail.com.




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Demystifying television

Three widely-held bumper-sticker misperceptions about television need some drilling-down to reach a level of greater understanding. They are:

1. The Internet is killing TV
2. PVRs are killing TV
3. TV ads are no longer effective.

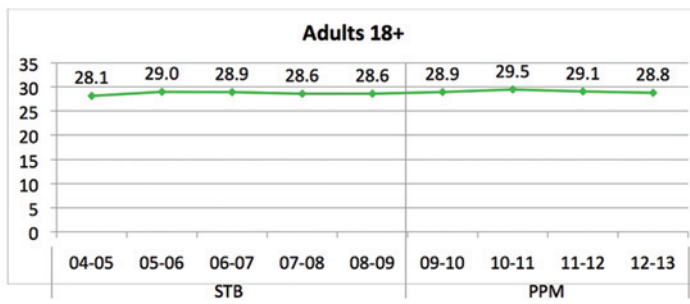
The Internet is Not Killing TV

Everyone is still watching (98% of Canadians). Viewing is substantial through all demos, strong and steady. Online video consumption adds to time spent with TV content rather than displacing it. Prime time continues to deliver scale—over 14-million viewers on any given weeknight, with 94% of the population is still connected via cable or satellite (the cord).

by Howard Christensen

Adults are watching

Average Weekly Per Capita Hours



Source: BBM Canada InfoSys+ TV PPM; Total TV/Total TV PPM; Total Canada; M-Su 2a-2a



1

“
Online video consumption adds to time spent with TV content rather than displacing it.
”

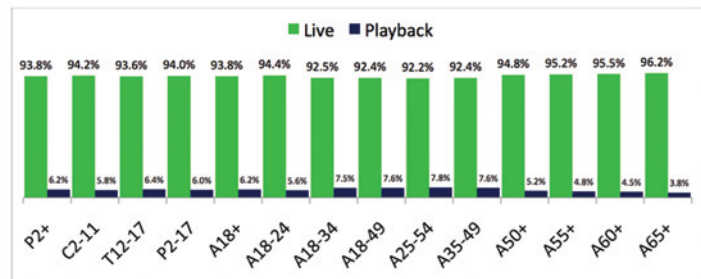
PVRs Are Not Killing TV

With the vast majority (94%) of television watching in Canada being to live TV—and just 6% to viewing in playback—commercials aren’t being skipped. Ads can only be skipped in playback, not live. Of PVR users surveyed, 48% say that they stop to watch interesting commercials. The highest number of fast-forwarders and skippers are 54% of 18-34s, with 93% of them still viewing live TV.

In the last four years, PVR penetration has grown from 14% of households to 47% (as of June 2013).

Live TV is the preference

Share by Viewing Mode - Total Canada



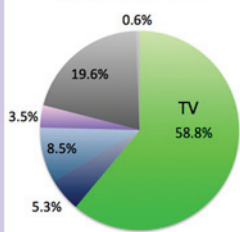
Source: BBM Canada InfoSys+ TV PPM; Total TV PPM; Total Canada 2+; M-Su 2a-2a; 2012/13 Broadcast Year



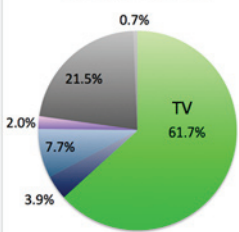
2

Ad Influence – Adults 25-54

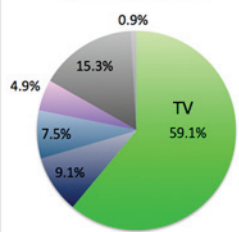
Which ONE of the following media carries advertising that you believe to be the most **INFLUENTIAL**?



Which ONE of the following media carries advertising that you believe to be the most **POWERFUL**?



Which ONE of the following media carries advertising that you believe to be the most **PERSUASIVE**?



Source: BBM Analytics OmniVue; March 2013; Nationally representative random sample weighted to population



3

TV Ads Remain Effective

One-thousand Canadian survey participants were asked about the effectiveness of various types of advertising, e.g. which medium do they believe carries the most influential, powerful and persuasive advertising. The majority said television—almost triple that of the next highest-rated medium.

In a separate survey, people were asked where they were most likely to notice ads, when they are most receptive to them, and when they pay the most attention to ads. In all cases, it’s TV.

Lots of Screens

TV content is integrated and consumed across screens, including online. But while TV content is integrated across screens, audience measurement is not. TV broadcasters, ad agencies and a host of other interested parties must still rely solely on the measurement of linear television—consistently averaging 29 hours per week. Still, there's no doubt consumers are spending a lot of time online.

What is linear television measurement data?

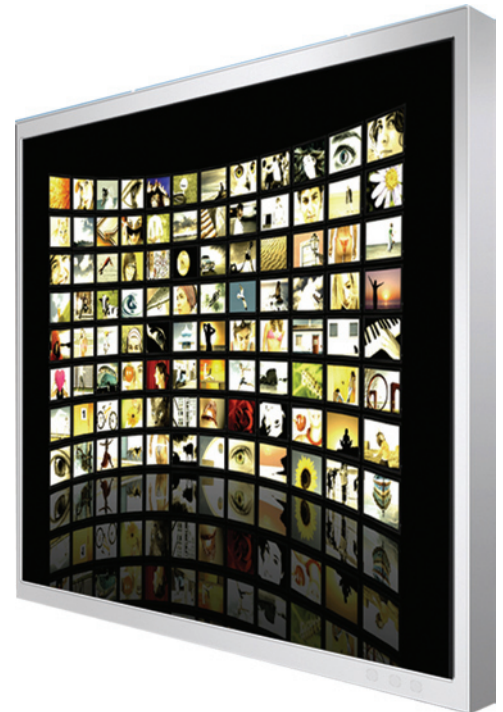
The standard measurement now is by portable people meters (PPM) passively measuring viewing by recording codes embedded in the audio of broadcast signals. PPMs will record only those signals where the volume can be reasonably heard by the PPM wearer. PPMs are carried 24/7/365 and provide national viewing data and measurement in Canada's five largest markets.

Who's Watching?

Weekly Reach and Time Spent across all demos is high. Any time-watching variances in demographics depend on life stage and daily obligations, e.g. many people are out of the work force. Young people spend more time with TV than with any other medium. TV reaches practically everyone, with weekly reach ranging from 97% to 99%.

The general population aged 2+ watches 27 hours a week. Adults watch 29 hours a week, and retired people on average watch more than 41 hours a week. Children 2-11 watch 21 hours a week as do teenagers in the 12-17 demo.

Adults 18-24, 18-34, 18-49 and 25-54 show very little difference in time spent viewing. All are in the 21 to 24 hours per week umbrella. There's no difference in measuring the sexes. Their viewing is equal at 98% though women, at 29 hours per week, watch three more hours than men. Fuelled by Quebec's star system and programming, French Canadians spend an average of about 34 hours a week watching TV. Education levels have no bearing on TV's reach.



Viewing Trends

Time spent watching TV increased with the advent of PPMs over the old set-top boxes and, before that, the diary method of measuring audiences. PPM meters go with the individual so that all linear viewing is measured regardless of location, thus more viewing is being captured because PPM records viewing at any location where the TV volume is high enough to be discerned. Another reason more viewing is being captured is the passive nature of the PPM. People don't have to push buttons on the meter when they are or aren't watching TV.

Tuning to linear TV has declined slightly as cross-platform TV viewing has increased. That decline is likely offset by additional television viewing online.

As with radio, if you're listening to your favourite station online you're still listening to radio though the signal is arriving



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on a different conveyance. Ditto television. Changing consumer behaviour is a result of new technology which broadcasters are adapting-to by delivering content on new platforms.

How We Are Watching?

- 94% subscribe to a TV service.
- 82% of households get digital service via cable or satellite, by far the method of choice for most Canadians.
- 11% of households are still on analog cable.
- 6% receive their TV over the air via antenna.

Cord cutting in Canada represents a miniscule fraction of the overall subscriber base. The latest data indicates that the number of Canadian households subscribing to cable or satellite TV has remained stable at just under 12 million households. Subscriptions peaked at 11.9 million households in June 2012 and declined slightly by 0.7% to 11.8 million households in January of this year.

Advertising

There is a perception that ad dollars are leaving all offline media and instead being allocated to online. That's true only in some cases. What online has done over the last 10 years is to help grow the advertising pie by almost \$4 billion dollars. While online revenue has skyrocketed, revenue for most of the other media has also grown though not at the same pace. As an example, of the \$4 billion dollars of growth over the last 10 years, \$1 billion of that money went to television.

When the Pie Grows, Share Changes

The fact that online received more than 50% of the \$4 billion dollar growth and that print newspapers declined by half a billion dollars altered the shares from where they were 10 years ago. Linear TV still has the largest share with 29% of ad revenues but that's down from 32% in 2002. Online has the second highest share with 25% although that share includes online revenue for television, newspapers and all of the other traditional media. While linear television revenue grew over that period, the share of overall growth declined.

Are All Ads the Same?

To put some context around the big TV and Internet revenue numbers apples to apples, this is how it breaks

down: almost \$3.6 billion of the TV number is advertising compared to \$1 billion for online. To TV, add another \$15 million in infomercials and to Internet add \$1.3 billion in search, \$600 million in classifieds and the remaining in E-mail and gaming for a total of \$2.6 billion in Internet and \$3.6 billion in TV.

What about the Other Screens?

- 69% of 25-54s have the capability to watch TV content on their smartphone.
- 37% can watch on their tablet.
- 61% access the Internet on their phone while 34% do so on their tablet.
- 28% have their TV connected to the Internet either directly or through a peripheral device such as a gaming console.



2013 Communications Monitoring Report

A few weeks back, the CRTC issued its 2013 Communications Monitoring Report, providing an overview of the Canadian communication system.

In 2012, the number of households that subscribed to basic television service increased by 1% to 12 million. Over 68% of Canadians subscribed to cable, 24% to a satellite company and 8% to companies that deliver TV programming over phone lines (Internet Protocol television service).

Broadcasters spent \$2.9 billion on Canadian programming, up 9.6% from the year before and representing 68% of all programming expenditures. The production and acquisition of programming accounted for 64 cents out of every dollar earned in revenue.

Television Bureau of Canada (TVB)

Early last month, TVB released its Net Advertising Volume by Medium for the Broadcast Year ending August 31, 2012. It confirmed that television continues to be the dominant advertising medium in Canada at \$3.6 billion in revenue.

TVB reported online TV revenue at \$110 million in 2012, up 10% from 2011. Prior to this year, that statistic had been combined with newspaper, magazine and radio online advertising.

An Online Synergy Study conducted earlier this year by TVB confirmed—given the choice between smartphones, tablets and computers—that 87% of 18-49 adults prefer watching their favourite shows on a TV screen at home. The research also found that 73% of the same demographic think watching TV content on a computer, tablet or mobile device could not replace viewing on a TV set.

Howard Christensen can be reached at howard@broadcastdialogue.com.

Microphones and how we use 'em



– proximity effect

(*A picayune note on spelling: in professional audio, the usual abbreviation for microphone is mic. The appellation mike is normally restricted to consumer jargon, or to persons named Mike. However, I just can't bring myself to use the word micing and also so as to not offend any rodents reading this column, I have slipped into using the version miking.)

With the issues of microphone types and styles discussed in my [last column](#), there's the issue of the ways we use them in radio. From our survey of mics, I think we can correctly conclude that, especially in broadcast studio use, the mics in play come down to dynamic types, large format condensers and smaller or hand-held condensers. The specialist mics such as shotguns, parabolics, lavaliers and podium mics see little use in radio, at least inside the radio station. And there's very little use for omnidirectional mics in the studio, although they remain very popular in newsgathering and outside interview applications.

That means we're down to the cardioid pattern and its subflavours. Invariably we're trying to pick up our talent in a fairly small room and, at the same time, we're trying not to pick up room reverberations and general background noise, whether generated by the talent or by the machines nearby. So it's fairly close miking and directional mics for most of us most of the time.

The first thing we need to know about directional mics is that they all exhibit proximity effect to varying degrees. This is an artefact of having the microphone less than two feet or so from the audio source and it results in a bass boost effect for the speaker. Many announcers will covet this effect as it can give the voice extra balls and an



by Dan Roach

artificial but not unpleasant depth and warmth. It can be difficult to control, however, as the bass boost effect increases very sharply as we get closer. (That explains why it's called proximity effect, I guess).

At close range, even a slight head movement while speaking can have undesired effects. Uncontrolled proximity effect can make the speaker sound excessively boomy, nasal and unnatural. It's common to have a bass roll-off switch on these microphones (often labeled voice/music) which will try to compensate for close miking by inserting a high-pass filter, but it's important to realize that this will result in flat response only at one mic distance at best.

To further complicate matters, different microphones will have different amounts of proximity bass boost. It's a feature that is not often documented in the spec. sheets so you tend to find out how much there is only by actually using the mic in question, a good reason to borrow an evaluation mic before you buy.

So what causes proximity effect? The short version is that all directional mics work by utilizing pressure differences between on- and off-axis sound. This is done either with a differential diaphragm or two separate diaphragms picking up the incident sound wave and a secondary wave. Often large condenser mics will use two capsules and various summing schemes for switchable patterns. Smaller condenser mics, and most dynamic mics, will use the single diaphragm. Either way, there is a difference in path length from the sound source to the two diaphragms or to the front and back of the differential cartridge. So there's a phase difference between the two paths which can be used to develop the

directional pattern but which also causes a 6 dB/octave increase in output as frequency rises (because the fixed path length difference creates a phase difference that increases with f). This is compensated for by damping the diaphragm(s), and our output is now pretty flat. But there's a secondary effect of the different path lengths; the sound intensity, which drops with the square of distance, will be different between the two paths and this difference will boost the low frequencies. The amount of proximity effect, then, is related to the inverse square of the difference in path lengths, for those who are still keeping score.

Further complications are sometimes added to reduce proximity effect by making the secondary path loss frequency-dependent e.g. adding a passive diaphragm that will pass low frequencies easily but attenuate higher frequencies or by using multiple ports that allow more complex secondary path lengths. The popular Electro-voice RE20 series of mics have this patented continuous variable-D design, for instance, and are said (by Electro-voice, at least) to exhibit reduced proximity effect (personally, I find they still have plenty).

Like the bass roll-off switch, however, the thing to take home is that these refinements can only partially compensate for what is really a moving target. All directional microphones will have proximity effect.

And a little bit can be a good thing.

Dan Roach works at S.W. Davis Broadcast Technical Services Ltd., a contract engineering firm based in Vancouver. If you have a question or comment, contact him at dan@broadcasttechnical.com.



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Thursday, November 14, 2013

Volume 21, Number 26

REVOLVING DOOR: *Rogers Radio* CEO Paul Ski adds responsibilities for day-to-day operations in the Toronto radio market as well as heading the integrated conventional TV and radio stations in Winnipeg, Calgary, Edmonton and Vancouver. The new broadcast management appointments, who report to Ski, are **Jim Blundell** for B.C., **Craig Letawsky** for Alberta and **Scott Armstrong** for Winnipeg, each appointed as GMs, Television and Radio for their respective areas. They each also lead radio programming and production as well as administration and management for *City* and *OMNI Television* in their markets. As reported previously in BD, **Danny Kingsbury** assumes the expanded role of GM in Ottawa, Atlantic and Kingston while **Mike Collins** takes on the expanded role of GM for Kitchener and London... Fish'n'Chips, Rock'n'Roll, Lube'n'Oil, Fric'n'Frac, *Larry and Willy* but no, now it's just Willy without Larry at *Classic Rock 101 (CFMI) Vancouver*. A year ago, the morning duo went off the air at *Jack FM Vancouver* after failure to resolve a contract issue with *Rogers*. Willy Percy minus Larry Hennessey returned with *Willy In The Morning* Tuesday on the *Corus* station... Toronto Mayor Rob Ford and his city councillor brother, Doug, no longer have their weekly 2-hour show at *NEWSTALK 1010 (CFRB) Toronto*... **Tony Parsons** is leaving *CBC-TV Vancouver*. The veteran news anchor's last newscast there will be Dec. 20 and he won't return at the end of his contract. Parsons spent 30 years as the supper hour anchor at *BCTV* (now *Global BC*) and moved to Victoria where he began anchoring at *CHEK-TV*. In 2010, he became host of the 6 p.m. *CBC-TV Vancouver* newscast... **Vassy Kapelos** joins *Global Television's* Ottawa Bureau Dec. 2 as a parliamentary correspondent. She moves from *Global Edmonton* where she was the provincial affairs reporter...



Paul Ski



Jim Blundell



Craig Letawsky



Scott Armstrong



Larry Hennessey & Willy Percy

Erin Trafford is the new *Global Halifax* News Final anchor/producer, a promotion from her roles of reporting, shooting and anchoring. Trafford moved to Global Halifax about nine months ago from *NEWS95.7 (CJNI) Halifax*... Steve "Hurricane" Huber has become PD at *Vista Radio's Free FM Grande Prairie*. His background includes being program manager at the *Saskatoon Media Group* and PD duties at *104.9 The Wolf Regina*... PD Bruce Gilbert will leave *97.7 HTZ-FM St. Catharines* at year-end to join the faculty at *Niagara College*. Gilbert began at HTZ-FM in 1992 as a part-timer, staying until April, 1999 when he left to become assistant promotions director at *CING 108 Burlington/Hamilton*. He later moved to CKFM/CJEZ Toronto, returned to HTZ in 2004 as PD, moved again in 2009 to sister station *Virgin Radio 1069 (CKQB-FM) Ottawa* as PD and then, in early 2012, returned yet again to HTZ-FM as PD... Seventy-nine-year-old Larry King, after six decades away from it, returned to radio Monday to do minute-long, daily reports on a network of 50 stations owned by *Cumulus*. The former *CNN* host, with the news channel for years, interviewed luminaries ranging from celebrities to politicians until he left in 2010... Terry Timms, after 52 years in radio, will retire at year's end. Timms, now in ad sales with *EZ Rock Salmon Arm*, worked as the operations manager/production manager at *CHQM Vancouver* and was with *CFMS Victoria* before he and his wife moved to the Shuswap where he joined EZ Rock, then under *Standard Radio* ownership. In 2006, Timms was one of just three account execs within the Standard chain who earned a *President's Ring* for knocking his budget out of the park.



Tony Parsons



Vassy Kapelos



Steve Huber

GENERAL: Winners of *Community Service Awards* at this year's *Ontario Association of Broadcasters'* annual conference, held in Toronto, are:

- | | |
|-----------------------|---------------------------------------------------|
| Television - | <i>Global Toronto</i> |
| Radio, Large Market - | <i>Corus Toronto (Q107/102.1 The Edge/AM 640)</i> |
| Honourable Mention - | <i>Corus London</i> |
| Radio, Small Market - | <i>KISS 100.5 North Bay</i> |
| Honourable Mention - | <i>MIX 106.5 Owen Sound</i> |

Winner of the *Ontario Association of Broadcasters Hall of Fame Award* is *Shaw Communications* founder and executive chair **JR Shaw**. He was born in Ontario, near Sarnia, and moved to Alberta in the '60s where he launched *Capital Cable*. Photos of winners accepting their awards from OAB President **Doug Kirk** are on Page 5... *CBC Calgary* and its partners at *Suncor Energy* have won a corporate philanthropy award for the annual *Calgary Food Bank* drive held last December. What is now the largest cash-generating event of the year for the food bank began 27 years ago as an employee-led initiative on CBC radio. CBC and Suncor will pick up the award Friday night in Calgary. The annual event has raised more than \$11 million, including the \$1.3 million raised last year... *BCE* had a third-quarter profit of \$343-million that fell nearly 35% from the same period last year due to the regulatory charge of \$230-million in tangible benefits related to its acquisition of *Astral Media*. Net earnings attributable to common shareholders were 44-cents per common share compared to a profit of \$527-million or 68-cents per share for the same period last year. *Bell Media*, meanwhile, saw revenues increase by 21.6% to \$664-million largely because its Astral acquisition provided a boost to advertising and subscriber fee revenues... *Quebecor* had a \$167.8 million net loss in the third quarter but its adjusted earnings were up from last year and better than estimates. The net loss amounted to \$1.36 per share and

compared with a year-earlier profit of 39 cents per share. On an adjusted basis, considered more indicative of the underlying business, Quebecor's continuing operations earned \$63.7 million, up from \$49.5 million last year. The broadcasting segment's operating income more than doubled to \$15.2 million. The increases reflect, among other things, the impact of significant cost-containment and repositioning initiatives.

RADIO: The *CRTC*, which had considered issuing a call for radio applications in Saskatoon, has decided against it. The decision was based on the financial performance of the market and its stations... *Harvard Broadcasting* has won approval for its purchase of *K-Rock 100.5 (CHFT-FM) Fort McMurray*, owned by *Newcap*. The adjusted purchase price, as determined by the *CRTC*, was \$5,237,714... *OZFM (CHOZ-FM) St. John's* has Commission approval for a 3,330-watt repeater at Stephenville operating at 98.5... Radio remains the chief avenue of music discovery. *Nielsen's Music 360* data shows 63% of listeners say they discover new music through terrestrial radio. Radio also leads all sources of music discovery when it comes to being trusted (43%) and current (49%). Streaming, however, keeps booming with 68% of U.S. listeners saying they have streamed music in the past year, up 40% over the year before... *CKXL Calgary* icon Ezzert "Sugarfoot" Anderson, 93, has been presented with *Canada's Recording Legacy Award* (www.canadasrecordinglegacy.com). Anderson, a former *CFL Calgary Stampeders* player, was on *CKXL* six nights a week from 1950 through 1955. He programmed R&B, Blues and Jazz on his show, influencing and inspiring the city's musicians and singers with the new music he was playing... *CJAM Windsor*, the not-for-profit university station at 99.1 FM, wants to boost power to 2,000 watts. There are some pockets of Windsor and area that cannot receive the station... Saskatoon Mayor **Don Atchison** lit a Christmas tree and made the first donation as the *30th Annual CJWW Denny Carr's Secret Santa campaign* kicked off. The campaign began when *CJWW Saskatoon* personality **Denny Carr** was determined to ensure no child went without a new toy at Christmas. Carr led the Secret Santa campaign until 1999 when he passed away from cancer. The following year, the annual event was named after Carr. Roughly 600 Saskatoon families will benefit this year, receiving new unwrapped toys and food hampers.

TELEVISION: *CTV News Channel* will premiere a new flagship news program Monday night called *KEVIN NEWMAN LIVE*. The CTV news release describes the new show as being "... cut from a different swath, with a newscast that is informative, opinionated, unpredictable, and surprising" and "... opening viewers' eyes to stories and situations that may not ordinarily hit the radar or pass through the 'typical' North American news filter." Social media will play a large role, with a dedicated website (KNLive.com) offering an inside look at how stories are selected



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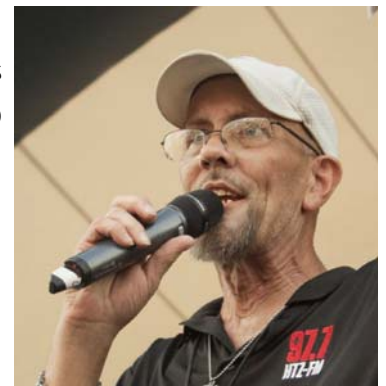
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and the news editorial team's daily story meetings... Record IPTV subscriber growth has curbed cord-cutting at Canadian cable, satellite and telco (BDU) services during the third quarter. That reversed a trend of cumulative losses in each of the previous three quarters. Research from Ottawa-based research and consulting firm *Boon Dog Professional Services* shows that TV service providers added an estimated 14,145 subscribers combined in Q3, about one-third of the number added in the same quarter last year. However, says Boon Dog Partner Mario Mota, the numbers should not fool anyone into thinking that cord-cutting has come to an end. The fact is, he says, publicly traded TV service providers have lost an estimated 10,873 TV subs combined so far in 2013 and an estimated 19,048 subs combined over the last four quarters. Further, he believes that the third quarter's results represent a blip in the cord-cutting trend... U.S. Senator Jay Rockefeller has introduced the *Consumer Choice in Online Video Act*, which he says would give more consumer choice in video by ensuring that legacy media and cable companies don't stifle the growth of online video distributors. He compares the online video providers with the growth of satellite providers in the '90s and says these online providers should have the same protections as satellite providers did back then. Rockefeller, however, made no comment about the cost cable and satellite companies have in distributing online services, e.g. *Netflix* which, in Canada, doesn't have to pay to be carried on *Rogers, Shaw, Cogeco, Bell, Telus*, et al... Following on the heels of a report that *Netflix* and *YouTube* together account for 50% of U.S. broadband data usage comes word that the OTT service has a new look, a new deal with the *National Film Board of Canada* and plans for 4K-resolution content. The changes will come on videogame consoles, smart TVs and streaming boxes, and

will feature more preview images.

SIGN-OFF: "Iron" Mike Bensson, of cancer, in St. Catharines. A *97.7 HTZ-FM St. Catharines* stalwart since 1995, Bensson was host of afternoon drive for nine years before moving to mornings at the station. Seven years later, he moved back to afternoons.



Mike Bensson

2013 Ontario Association of Broadcasters Awards



TELEVISION AWARD
Global Toronto for Toronto
Black Film Festival



RADIO SMALL MARKET HONOURABLE MENTION
MIX 106.5 Owen Sound for
30 Deeds Done Cheap



RADIO SMALL MARKET AWARD
Today's Best Music KiSS 100.5 North Bay for
I'm with the B.A.N.D.



**RADIO LARGE MARKET
HONOURABLE MENTION**
Corus London for
Glad You Didn't Drink & Drive



RADIO LARGE MARKET AWARD
Corus Toronto for
Corus Feeds Kids



ONTARIO HALL OF FAME AWARD
presented to JR Shaw, Executive Chair
Shaw Communications Inc.



Technology —

Influences affecting the future of television

by Ingrid Christensen

At this year's Television Bureau of Canada Sales Advisory Conference (SAC), the first speaker took a figurative left turn by asking, "How can we use technology to tell our stories better?" He combined that interrogative with "What is the future of television?"

James Stewart of Geneva Films said the two questions can easily be assimilated. For example, he believes the future of television is more television. The box is going to get bigger, pixel density is going to increase, it's going to be connected wirelessly by something like the Internet, it's going to be in 3D. Further, he speculates, it's going to be controlled by voice, eye recognition, retina recognition and it's going to continue to be the most important central communication device in the home. Television will be on surfaces near you. Just what those surfaces will be remains to be determined.

**“You need
to learn to
disrespect the
impossible.”**



James Stewart of Geneva Films

So what is TV anyway?

It is something that was invented over 70 years ago and it was teleporting into your home. In the '50s TV became popular because you could teleport Milton Berle and other comedians into your house along with cowboy stars such as Hopalong Cassidy and The Lone Ranger. You could bring things from Hollywood into your home. Then you saw someone stand on the moon, live, right there in your living room. You could teleport from the moon!

TV is more relevant today than it has ever has been.

As for the technology, Stewart said what we have now is, of course, the box itself, mobile TV, YouTube, Google, Twitter TV but that in essence there are three groups who want to own TV: the cable companies; the content creators; and, interestingly, the technology companies. Where these three groups are going, he said, will only be determined by time.

Regardless, Stewart believes teleporting is only going to become more and more important. To paraphrase Mark Twain, TV's death has been greatly exaggerated. Because TV continues to create great stories, everybody wants to be in TV. Why? Because television still has incredible numbers of eyeballs and it's still an immersive way to tell stories, whether it's by way of advertising or entertainment.

Believe it or not, appointment television still rules as evidenced by such offerings as the *Super Bowl*, *Survivor*, *Hockey Night in Canada* and so many other great shows. These are exciting times in television, asserts Stewart. He posits that watching TV is a community experience and that as much as we like to communicate on Twitter and be on Facebook, we generally want to be in a room with other people where we can feel their emotions and feel their reactions. We can laugh together, we can cry, we can feed off each other because that's why we get together in the home when we watch television.

Yes, he says, we are double screening, doing other things at the same

time but television is the first screen and will stay that way. It is a collective, community experience and something that's visceral and emotional for people. We love seeing great stories. Content still drives all the devices.

Paraphrasing a line from the great John F. Kennedy inaugural speech, Stewart said: "Ask not what the technology can do for you, (but rather) what you can do with the technology".

People over 30 need to lose their fear of technology and instead embrace it. Stewart suggested that you don't need to learn how to code but you do need to manage and communicate with those people who do, including having enough knowledge to talk with clients and agencies.

Advertising

Advertising hasn't changed. It's still about storytelling, still about connecting with your customer. The proof of that resides in your pocket or purse. In 10 years, your new cell phones and iPads will be regarded as primitive. "Everything we have is ridiculously primitive," said Stewart, "so it doesn't really matter what the platform is. It's about storytelling and reaching out to the customer."

Increasingly, Stewart's clients say they want NBDB (Never Been Done Before), and they're referring to storytelling but from a technology point of view so that stories are better told. While he has no problem acting stupid (because everyone else in the room is stupid when it comes to this), Stewart is adamant in trying to figure it out.

"You need to learn to disrespect the impossible," he said. Incredibly impossible things 100 years ago are now commonplace. Take the technology, hack it, rip it apart, understand it, put it back together and use it to tell stories. "Understand the technology, how you can use it, how you can harness it for yourself."

With the knowledge that television can capture 110 million people for one thing at one time, creative agencies must come to grips with making commercials that people want to talk about. Now, more than ever, people are going to talk about your commercials whether you want them to or not. They are going to pass them on.

3D and Ultra High Definition TV (UHDTV) with four times the pixel density of HD television will be under Christmas trees this year, but why does that matter?

In Stewart's estimation, "all that matters is that commercials and content going on television is going to look better and it's going to look brighter and it's going to have better resolution whether it's HD 4K, 8K, 100K."

It doesn't matter so long as it's great communication.

James Stewart's takeaway message from the SAC conference was that technology is not the next big thing. What you do with it is the next big thing. And if you take the technology and you hack it and you use it for your own communication and for your clients and for your own messaging, then you will be the next big thing.

**"Ask not
what the
technology
can do for
you, but
what you can
do with the
technology".**

Dialogue **BROADCAST**

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Thursday, November 21, 2013

Volume 21, Number 27

REVOLVING DOOR: Well-known national broadcast news exec Terry Scott is no longer with *The Canadian Press*. Scott, the news agency's director of broadcasting, began with CP-owned *Broadcast News* in 1990 and was promoted to ever-increasing responsibilities. Before joining BN/CP, Scott was a broadcast journalist/anchor at radio stations in Western Canada, Southwestern Ontario, Montreal and Toronto. His successor has yet to be named... Rick Brace, the president of Specialty Channels and CTV Production at *Bell Media*, will retire at the end of the year after almost 40 years in broadcasting. He will have a consultative role in the new year, leading some special projects as well remaining the company's representative on the board of directors of *Discovery Canada*, *CTV Specialty Television* and the *Hockey Hall of Fame*. Succeeding Brace is Phil King, now president of CTV Programming and Sports... Sharon Taylor, the GM at *QX 104 (CFQX-FM)/FAB 94.3 (CHIQ) Winnipeg*, is moving farther west to take on the GM's position at the *Newcap Edmonton* stations. She begins there Dec. 2. Taylor had been GM the last nine and a-half years in Winnipeg, first with then-owner *Standard Radio*, then *Astral Media* and lastly with the two Winnipeg stations being held in trust as a result of the *BCE* purchase of *Astral*. The *Jim Pattison Broadcast Group* has purchased the stations but is awaiting *CRTC* approval. Meantime, the interim GM at *QX/FAB* is Don Shafer, the former Kelowna-based VP/GM of the *Standard*, then *Astral*, then *Bell Media* radio and TV stations in the B.C. interior... Other changes at *Newcap* include: Scott Broderick appointed VP Ontario/Maritime operations in addition to his national VP, marketing role; Ken Geddes promoted to director of Maritime operations while continuing as GM of *Radio 965 FM (CKUL-FM)/Q104 (CFRQ-FM) Halifax*; Hilary Montbourquette assuming his new role of director western regional operations and continuing as GM of *KG Country (CKGY-FM)/Z98.9 (CIZZ) Red Deer*; and Ron Ryan, VP Operations Atlantic Canada at *Newcap* sister company, *Steele Communications* for the last four years, is no longer with the company... Ross Jacobs becomes director of operations for *Clear Sky Radio's* two Alberta stations, *CJOC-FM Lethbridge* and *CJCY-FM Medicine Hat*, effective Dec. 1. He moves from his GM position at *Newcap's 100.5 K-Rock Fort McMurray*. K-Rock's sale to *Harvard Broadcasting*, as reported in BD last week, has been



Terry Scott



Rick Brace



Phil King



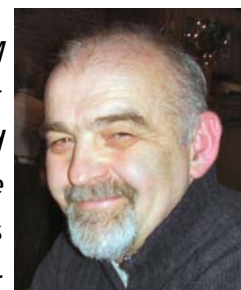
Sharon Taylor



Don Shafer



Ken Geddes



Hilary Montbourquette

approved by the *CRTC*. Before going to Ft McMurray at mid-2012, Jacobs's background included hosting, MD, APD, news reporting/anchoring and broadcast technical work... Peter Hobbs has joined *Vista Radio* as regional cluster GM/SM for the company's stations in North Bay, Sturgeon Falls, Espanola and Elliot Lake as well as overseeing the Timmins cluster of stations. Hobbs, who is based in North Bay, was most recently the GSM at the three-station *Bell Media Hamilton* cluster. He began at Vista Nov. 18... Steve Muscat and Sébastien Joncas have joined *Bell Media Mix*, a part of *Bell Media Sales*, as group managers. The new company offers integrated media strategies for its various platforms. Joncas and Muscat will liaise between brand teams (TV/radio/out of home/digital) and clients. Muscat had been national sales director at *Rogers* for five years and, before that, spent eight years as national sales director at *CHUM Television*. For Foncas, the new job is a promotion from account exec at *Bell Media TVPlus*... New PD/morning host at *The Peak Smithers* is Lou Attia. He worked at *Nile FM* in his native Egypt, then moved to Toronto in 2010 where he attended *Humber College*, graduating with honours earlier this year from the radio broadcasting post-graduate certificate program.



Peter Hobbs

Lou Attia

TELEVISION: *Bell Media*, *CBC/Radio-Canada* and *ZoomerMedia* are participating in the *United Nations*-sanctioned *World Television Day* today (Thursday). The initiative, led by worldwide public service and commercial broadcasters, sales houses and trade associations, will see broadcasters in more than 20 countries taking part, airing a video clip featuring people of all ages and nationalities watching TV content on different devices, ranging from entertainment to news, to culture, education and drama. Watch the :60 clip by clicking [HERE](#)... *Sun News Network* was quick to pick up the Ford brothers after their radio show was cancelled at *CFRB Toronto*. But it was even quicker to drop them after only one program. Mayor Rob Ford and his councillor brother, Doug, did the first of what was to be their scheduled weekly shows this past Monday night. But while the program was a ratings success, the news channel cancelled it citing the brutal economics of cable TV and the Fords' relative inexperience with the medium. Monday's episode took five hours to record and another eight-plus hours to edit. Advertisers keeping their distance didn't help, either... While watching TV on the Internet is cheap, only a small number of Canadians have cut the cord on traditional viewing. Analysts who track viewing habits say that the death of traditional TV watching has been exaggerated. Brahm Eiley of the *Convergence Consulting Group* in Toronto says about 400,000 TV subscribers, or 3.5% out of 11.8 million, have cut the cord since 2011 shortly after the arrival of *Netflix*. BDUs are fighting to keep every subscriber, offering aggressive promotions... At the *CRTC* website where opinions on television are being collected for the Commission to update its policies, the most liked comment is: "End the *CRTC*. And take the *CBC* with you." In an interview with the *Montreal Gazette*, *CRTC* Chair Jean-Pierre Blais said that while that jibe isn't particularly useful, it's still a fair comment. The Commission, he said, was a lot about rules and not about outcomes. Now, he said, people have access to the best content ever made and aren't aware that "there may be clouds on the horizon. The economic underpinnings that made all that possible may be under threat, not now but eventually. We have to think of how we ensure the continued availability of that content at affordable cost." Tomorrow (Friday), public comments close on the *CRTC*'s *Let's Talk TV* campaign... The push by the federal government for BDUs to change their marketing strategy to pick-and-pay will have unintended consequences, according to *Bell Media* CEO Kevin Crull. And not the least of those consequences, he says, is the notion that consumers will enjoy dramatically lower cable bills. Another is that there could be less funding for original Canadian programming. Speaking to an Ottawa communications conference, Crull said that when consumers buy less, the unit cost is going to be higher "and overall savings, if any, may be small". He and his competing CEOs are urging Ottawa to take a balanced



approach to pick and pay, stressing that any new regulations would affect a number of commercial agreements... Earlier, Heritage Minister **Shelley Glover** asked the *CRTC* to prepare a report on how the unbundling of TV channels will take place, and did so less than a month after the Commission launched consultations on the future of television in Canada. The report requested by the minister is to focus specifically on unbundling TV channels, including the steps the CRTC intends to take in that regard. It is to be submitted no later than April 30, 2014. The federal government announced during the October throne speech that it would proceed with this a-la-carte measure... In a coincidental announcement, Ottawa's *Privy Council Office* — which serves the PM and cabinet in the National Capital Region — has awarded a sole-source contract to *Rogers Cable* at an estimated value of \$828,840 over a three-year term. The tender notice specifies that delivery be via coaxial (COAX) or fiber... *NBCUniversal* and *Corus Entertainment* will axe their UK-based joint venture kids channel, *KidsCo*, Dec. 31. KidsCo got going back in early 2007 when *Nelvana*, a division of Corus, teamed with children's media companies *Sparrowhawk Media* and *DIC Entertainment*. Then, in May of last year, NBCUniversal acquired a 51% controlling interest in KidsCo while Corus bumped up its equity to 43.8%... *Investigation*, *Bell Media's* newest French-language specialty service, will launch Dec. 12. It focuses on the world of crime, investigation and forensic techniques and will launch with a "freeview"... They take their soccer seriously overseas, so seriously that their country's entry into the finals of *World Cup* play is the epitome of fandom ecstasy. Enter **Doria Tillier**, a weather presenter in France who — dejected over her team's 2-0 defeat at the hands of Ukraine in the first leg of their World Cup playoff tie — said she'd do her forecast naked if the team made an extraordinary comeback and sealed a spot at next summer's World Cup. The odds against it happening were enormous. Tuesday night, *les Bleus* won 3-0. The *Canal+* presenter is now expected to go through with her pledge.

RADIO: New research in the U.S. reveals that the vast majority of 13-34s have a positive attitude toward FM. On a love-versus-hate scale, 37% say they love FM radio and 45% like it, 4% dislike it and 1% hate it. The remaining 13% are neutral or undecided. Those in the 13-17 demo were the least enthusiastic about FM, with nearly 1/4 of them being neutral. But teens are not more negative than older millennials; only 3% of teens dislike FM and 1% hate it. Females are more positive about FM than males: 45% of them love FM, while 29% of males do. The findings are based on 303 online interviews with 13-34 radio listeners conducted by *Mark Kassof & Co.* Kassof noted that while FM has serious challenges, the perception that millennials have a negative attitude toward radio is dead wrong... *CHFI-FM Toronto's* programming late last week was billed as "*Ford-Free Friday*". The Erin Davis and Mike Cooper morning show began the day — after hitting the tipping point on Ford coverage after Thursday's fiasco — with no talk, no postings, no late-night TV jokes nor any stories in newscasts about embattled Toronto Mayor **Rob Ford**... *Sirius XM Canada* has posted its first full year of net profit despite a 33% drop in fourth quarter earnings. Net income in the quarter ended Aug. 31 dropped to \$4.1 million from the \$6.1 million in the same period last year but revenue grew 11.2% to \$75.7 million from \$68.1 million. For the full year, Sirius XM reported net profit of \$12.2 million, or

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10 cents per share, which reversed a net loss of \$4.2 million or three cents per share in 2012... *620 CKRM/MY 92.1/104.9 the Wolf Regina*, in their combined *11th Annual Children's Hospital Radiothon* which ran over 24-hours, raised \$371,615.57 which will go toward the *Children's Hospital* about to begin building in Saskatoon. The *Harvard Broadcasting* stations have raised almost \$3-million over the span of the annual event.

GENERAL: Industry Minister James Moore has told telecom companies, notably *Bell* with 234 licences, that sitting on licensing rights that could provide more high-speed Internet service to rural consumers won't be tolerated. The licences that were issued for the 2300 megahertz and 3500 megahertz spectrum were for fixed wireless services, described as the most affordable way to provide high-speed broadband in lesser populated areas... According to a *MediaPost* research brief, the Internet is the world's third-smallest advertising medium, beating out outdoor and cinema advertising for last place, as measured in spending. Television is the world leader in 2013, accounting for 57.6% of total ad spend. Second and third are newspapers (18.9%) and magazines (10%), with radio worldwide at 5.4%... The U.S. *Federal Communications Commission*, in a 5-to-0 vote, said it will consider approving transactions that increase foreign ownership of U.S. broadcasters. The FCC will examine applications on a case-by-case basis that would see foreign ownership go above 25%. The restriction doesn't apply to cable, satellite and Internet operators.

SIGN-OFFS: Richard Beaton, 60, of a stroke in St. John's. Beaton read newscasts on *CBC Radio* and from 1979 to 1990 was the host of *Dialogue*, a *CBC-TV* program that focused on religion, spirituality and the humanities. He retired from CBC in 1997... *Virginia Maude (Mindy) Bawlf*, 58, of breast cancer in Victoria. She launched her career in radio at private stations in Nanaimo and Victoria before spending 17 years on-air with *CBC Radio* in Whitehorse, Quebec City and Victoria. She left radio in 2005.



Richard Beaton

SUPPLYLINES: Australia's *Southern Cross Austereo* has placed an order for 31 *Nautel* transmitters to be used throughout the country to replace aging equipment... Laurie Knapp has been named VP of media at Brookfield, WI-based *MusicMaster*. She moves back to the company from *Neverending Light Productions* where she was an editor/writer.



Laurie Knapp

Photos and coverage from the Western Association of Broadcast Engineers 63rd Annual Convention can be found on the following pages.



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Marco Auriti, Touch Canada Broadcasting Edmonton



David Linder, JRfm/The Peak Vancouver and Richard Davis, Jim Pattison Broadcast Group Kamloops

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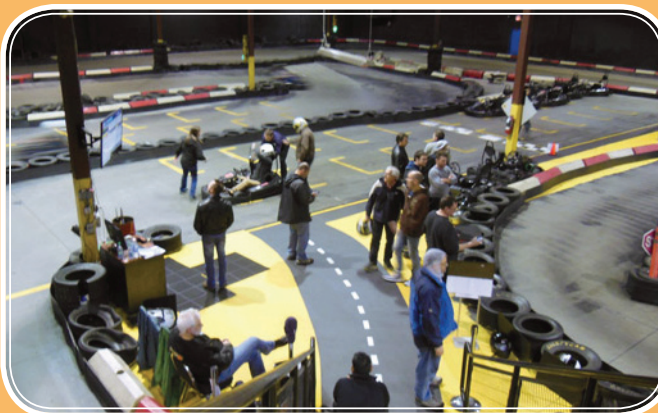
In session



Brian Mayer, Global Calgary and Dale Coutts, Bell Media Calgary



*Tyler Everitt,
Pippin Technical Saskatoon*



WABE delegates at indoor go cart track for the last evening's traditional Slo-down Hoedown

Courtesy Peter Warth



*Murray Howatt,
BC Legislature Victoria*



Mark Tommey, Vislink, North Billerica, MA; Stewart Sheriff, Novanet Ajax and Lyle Kosola, Novanet Port Coquitlam at the Novanet exhibit



Carey Downs, Jim Pattison Broadcast Group Medicine Hat and Ross Wells, JPBG Lethbridge

Images from the Western Association of Broadcast Engineers Convention courtesy of



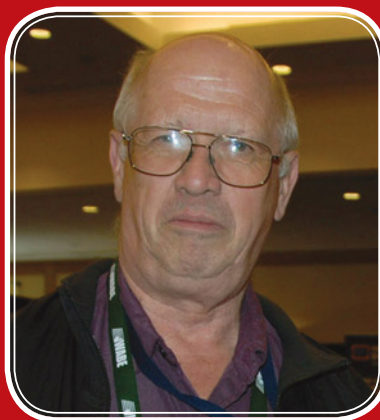
Diana Stokey and Barry Hill, RCS, White Plains, NY



Oakwood Broadcast exhibit



Kerry Pelser, DEM Allen & Assoc., Winnipeg
and John McKay, Grundy Telecom, Burlington



Dave Youell,
Bell Media Radio Vancouver



Chuck Laws, Applied Electronics Burnaby
and Darrell Norton, BC Legislature Victoria



Fernand Dubois, APTN Winnipeg



Michael Wm Bach, Kathrein,
Scala Division, Medford OR

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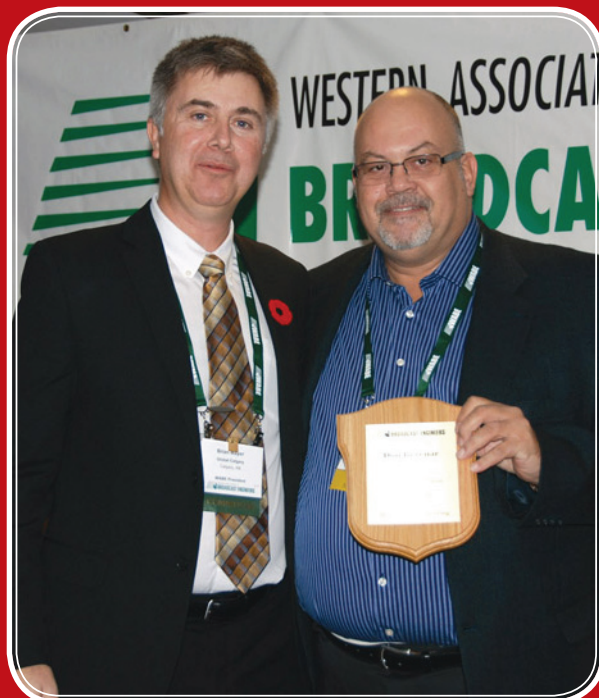
Stephen Tomchuck, Saskatoon; Cory Bashford, Winnipeg; Jason Coleman, Vancouver; and Dave Rainnie, Montreal. All are from CBC Transmission



Dan Roach, S.W. Davis Broadcast Technical Services, Vancouver and Larry King, Bell Media Kelowna



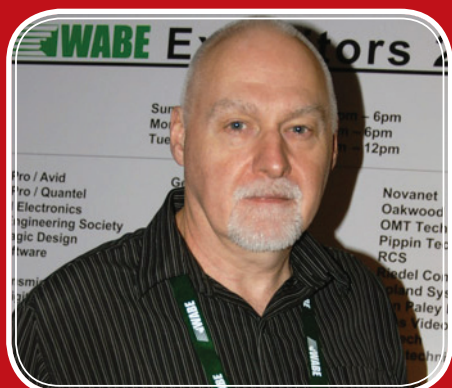
Kam Abbott, Jim Pattison Broadcast Group Nanaimo



Brian Mayer presents Don Bezenar of Harris Broadcast with the Ambassador Award



Laverne Siemens, Golden West Broadcasting, Altona



Craig Strong, Oakwood Broadcast, Winnipeg



Ron Taylor, Digital Jukebox Winnipeg

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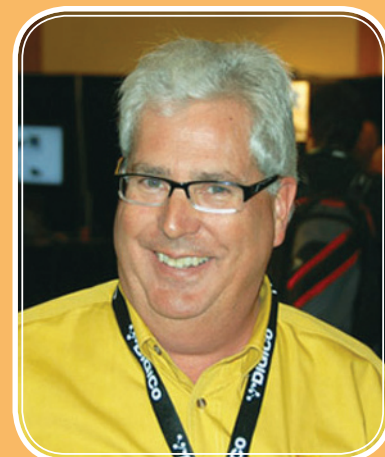
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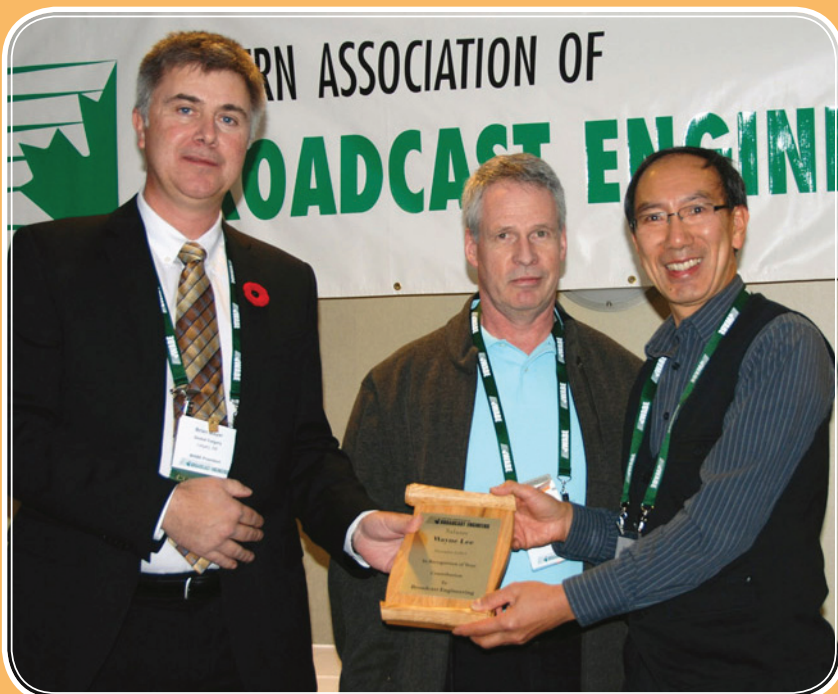
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WABE President Brian Mayer, Global Calgary and Myles Morse of Rogers Vancouver present Wayne Lee (also Rogers) with the Retirement Award



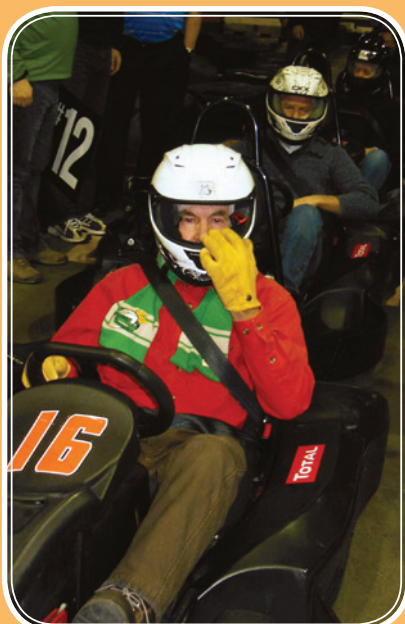
Nathan Pachal, Rogers Broadcasting Vancouver



Michael Lewis, Shaw Media Burnaby



Guy St. Pierre, Global BC Vancouver



Getting set to race during the traditional Slo-down Hoedown

Courtesy Peter Warth



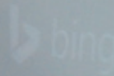
Allan Kirk, SAIT Calgary



Pete Cline and Gary Brandt, CTV British Columbia

One network to rule them all:

VLANs, QoS and
your production
network



by Nathan Pachal

The world of information technology is moving from logical designs that are based on physical equipment to a world where the logical design and physical equipment no longer needs to be tightly coupled. Virtual desktops and servers, software defined networks and the ubiquitous cloud are simply buzzwords that describe this evolution. The end result is that you can do more with less, and with increased flexibility and visibility.

Instead of having to physically set up new desktops, servers or network switches (including running new network cables), bringing up a new service becomes a software-only configuration change. Virtualization has seen widespread

adoption in the server realm and is starting to pick up in the network world. Perhaps it is time to look at a virtualized network at your production facilities.

When looking at the majority of production facilities, there are often multiple, poorly documented ad-hoc networks. These networks are typically difficult to troubleshoot, provide no real redundancy and come with hidden costs. How many Internet connections go into your facility?

On the other extreme, some facilities have multiple high-end specialized networks: an automation network, editing network and administration network. All these networks require separate high-end network equipment and cabling. The end result is network duplication with little flexibility and poor network visibility. How many high-end wide-area network connections live at your facility? Do you really need another costly Cisco switch?

Of course there are also the many legacy transports such as ASI, HD/SD-SDI, AES, DS3 and T1 that all have their own costly infrastructure which could be moved to an Ethernet/IP based network.

A virtualized network should allow services to share a common network infrastructure both within the facility and over wide-area networks. This virtualized network will save capital costs since less equipment is needed (especially expensive broadcast equipment). Operating costs can also be reduced as there is only one network to maintain, one Internet connection, and one wide-area network. A virtualized network will allow for flexibility as services are added or removed, quality-of-service which ensures that some services are prioritized over others, and complete network visibility. Because there is only one network, cost-effective redundancy can also be implemented. So, how do you shift to a virtualized network and what technology building blocks are required?

Layer-3 switches are a must when designing a virtualized network. Layer-3 switches combine traditional Ethernet switching with IP routing services. The layer-3 switch should support VLANs (Virtual LANs), dynamic IP routing protocols, multiple router instances, DiffServ Quality of Service and network viability protocols such as NetFlow, IPFIX or sFlow. Each of these technologies enables the creation of a virtualized network.

VLANs are the basic building block of any virtualized network. VLANs allow a switch to segment each port into different broadcast domains. Ports assigned to a VLAN can only see services from other ports in the same VLAN. Some ports can be configured as 802.1q trunks to allow multiply VLANs to use the same physical wire. This is useful when connecting virtual servers to a switch, or when interconnecting switches.

Let's say you have a network with administration services, and real-time video and production services. One VLAN could be used for administration services and another VLAN for real-time video and production services. This would allow one switch to service multiple needs.

While VLANs are useful, you may want to allow some services between the administration VLAN and production VLAN to reach each other. Also, you may have other administration and production VLANs on other switches in your facility or across a wide-area network with

A virtualized network should allow services to share a common network infrastructure both within the facility and over wide-area networks.

services that you might want to allow access between. This is where IP routing comes into play.

In order to enable IP routing, each VLAN must have an IPv4 and/or IPv6 address and a network range assigned. Cisco provides an informative article about IPv4 addressing on their website: http://www.cisco.com/en/US/tech/tk365/technologies_tech_note09186a00800a67f5.shtml. For information about IPv6 addressing, Cisco provides further resources at the following address: <http://blogs.cisco.com/security/ipv6-addressing/>. Once an IP address and network are assigned to each VLAN, routing can be globally enabled on each switch.

Hosts within each VLAN IP network will be able to talk with each other but in order for a host to reach out to hosts on other VLAN IP networks its default gateway needs to be set to the IP address of the VLAN it is in. At this point, intra-switch VLAN routing will be functional but not inter-switch routing. While configuring static routing is a possible it is much easier to use a dynamic routing protocol such as RIP, EIGRP, or OSPF.

Setting up dynamic routing protocols allows the network to find the best path for services to follow. Also, dynamic routing protocols generally only need to be configured once per switch. Static routing, while usable for routing between a few switches, can get out of hand relatively quickly if you have to touch each switch whenever the network changes. At this point we have a network where all hosts on all VLANs can talk to each other but we wanted two networks: an administration network and a production network. VRF-lite allows switches to be split into multiple routing domains.

All the VLANs that are part of the administration network can be assigned to one routing domain and all the VLANs that are part of the production network can be assigned to another routing domain. If required, special rules can be set up between the routing domains to allow some services to pass between them. At this point we have two logical networks using one physical infrastructure. The next key is to prioritize some services over others.

Quality of Service (QoS) classifies services on a network; bit rate, delay, jitter, packet dropping probability and/or bit error rate can be controlled with QoS features on most network switches. DiffServ QoS uses the 6-bit Differentiated services field (DSCP) in the IP header to tag each packet that is part of a service flow. Based on that tag, network equipment can make a decision on what priority a packet will have.

With DiffServ QoS each packet that enters the switch is tagged with a DSCP; based on this value services can be bandwidth limited. Also some services can be given a higher priority over others on the network. This is important if services need to be dropped due to network congestion. DiffServ QoS allows real-time video or audio services to be given a higher priority than production services which can have a higher priority than administration services.

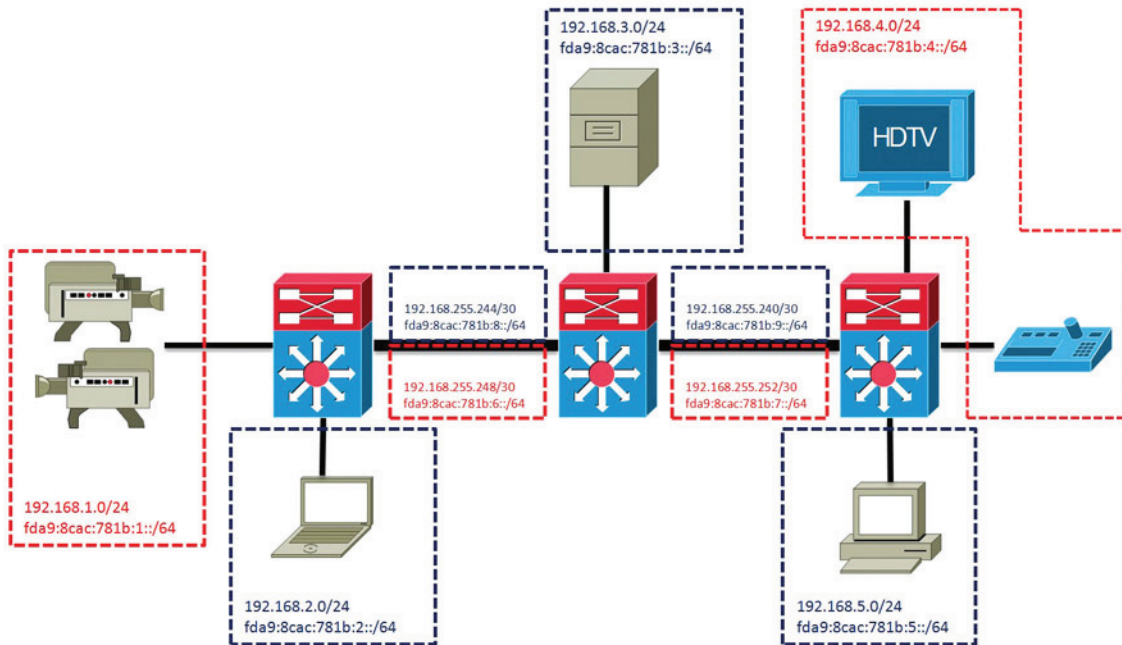


Figure 1
Example network:
Boxes represent individual VLANs.
Colours represent the routing instance which the VLANs are in.

The final piece of the puzzle is to get telemetry about services that are flowing through network switches. NetFlow, IPFIX, and sFlow are all protocols that allow the exporting of service flow information to external monitoring servers. It is important to make sure that your switches support one of these technologies. Examples of monitoring servers include Solarwinds NetFlow monitor and Plixer Scrutinizer.

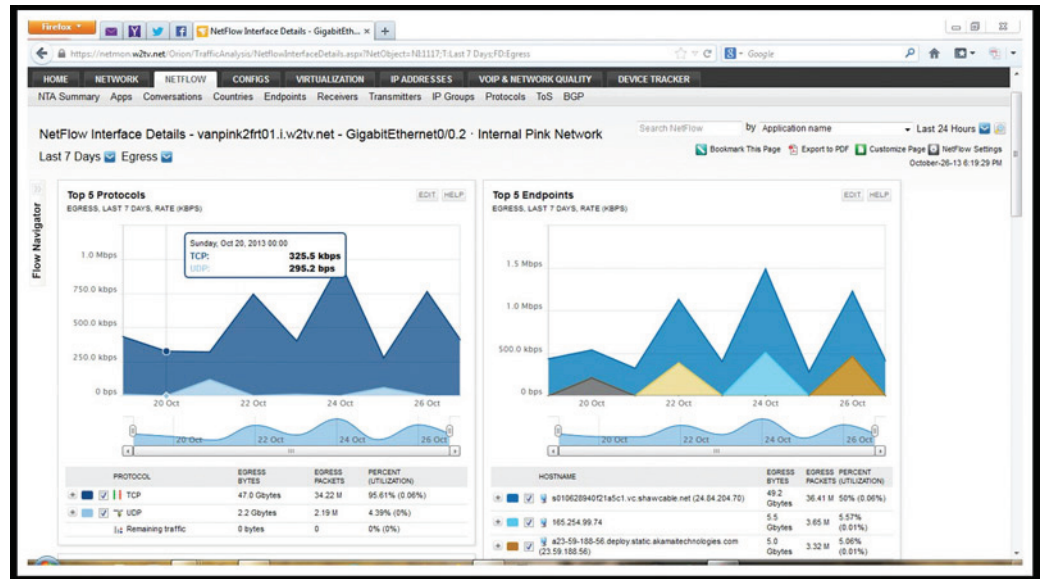


Figure 2
Solarwind NetFlow monitor showing network services through a switch.

While this article is not meant to be an exhaustive guide on how to deploy a virtualized network, it should hopefully get you started as you discover how this type of network will benefit your production facility.

Nathan Pachal presented the TV paper, One network to rule them all, at this year's Western Association of Broadcasters annual convention in Vancouver. Pachal is with the engineering team at Rogers Media Television in Vancouver. He may be reached at Nathan.Pachal@RCI.ROGERS.COM.



centralized public alerting solution for CBC/Radio-Canada's radio networks

By Marc Germain
and Dave Rainnie

Introduction

In the past year, public alerting has become an issue of high importance for Canadian broadcasters, radio broadcasters in particular. Providing emergency alerts to the Canadian public is critical to protecting the public from natural disasters and other threats to human life. The National Alert Aggregation and Dissemination (NAAD) System has been operational for over three years, but for various reasons, its alerts have not been broadcast by the vast majority of Canadian broadcasters.

As you are likely aware, the CRTC has imposed a condition of licence upon CBC/Radio-Canada requiring emergency alerts from the NAADS to be distributed on our radio transmitters given that the alerts meet certain criteria. They must:

- Be relevant to an area served by one of CBC/Radio-Canada's transmitters
- Be designated for immediate broadcast by the alert originator
- Be in the language of the CBC/Radio-Canada service
- Contain audio content.

For those not familiar with the NAADS, these last two criteria will greatly limit the number of alerts required to be broadcast. Environment Canada, far and away the biggest alert contributor to the NAADS, does not include audio content on its alerts. However, the implementation of text-to-speech (TTS) generators in alerting equipment enables broadcasters to generate an audible alert from NAADS alerts without audio content.

Also, some provincial and territorial emergency management organizations (EMOs) are not issuing alerts in both official languages. Since ignoring an alert for a tornado because it did not have an audio file attached nor in the language of the radio service would be irresponsible on the part of CBC/Radio-Canada, we will be playing alerts even if they do not meet the last two criteria.

Centralized/De-Centralized Implementation Comparison

Broadcasting all emergency alerts matching the aforementioned filter criteria will be carried out on the four CBC/Radio-Canada networks: Radio One, Radio Two, ICI Radio-Canada Première and Espace Musique. The various audio streams associated with these networks are sent via a satellite distribution system to 719 AM and FM radio transmitters spread across the country. A decentralized approach would involve the installation of alert decoding equipment at the transmitter sites for each of these 719 transmitters, a costly proposal.

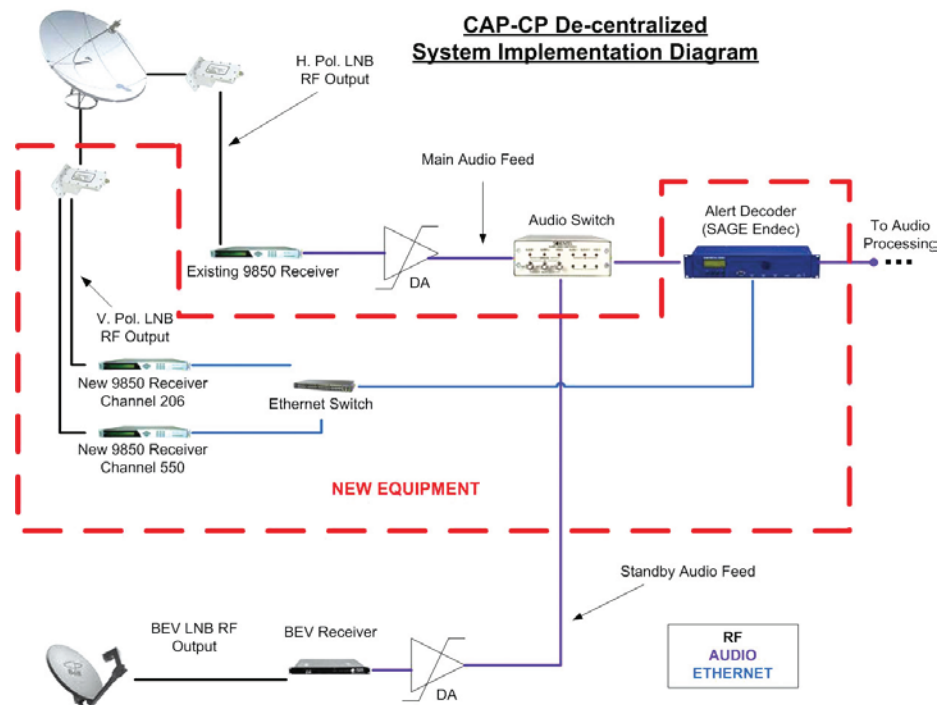


Figure 1 (above) is representative of a typical installation at a single transmitter site, using the de-centralized approach.

The 49 audio streams associated with Radio One and the 15 audio streams associated with Radio Two are packaged and uplinked to satellite at the CBC/Radio-Canada Toronto Broadcast Centre (TBC). Likewise, the 45 audio streams for ICI Radio-Canada Première and the 14 audio streams for Espace Musique are packaged and uplinked to satellite at Maison Radio-Canada (MRC) in Montreal. The centralized model involves the installation of alert decoding equipment on the 64 English radio streams emanating from the TBC and on the 59 French radio streams emanating from MRC. The centralized approach would require the installation of 123 (64+59) single alert decoders and associated equipment at these two locations. Since a manufacturer offers public alerting decoder boxes that can each handle four audio streams, the number of decoders required using a centralized model can be further reduced to 31 (123/4).

The key advantage of the de-centralized approach over a centralized approach is that it offers superior alert targeting, since the equipment is installed at the transmitter site and affects only the coverage area of that specific transmitter. The disadvantages include an increase in cost (719 single decoders vs. 31 quad decoders), difficult and costly access to equipment due to the remote geographical locations of these sites and a lack of Internet connectivity at most of these locations.

The centralized model offers an estimated sevenfold cost reduction, easy access to equipment, rapid restoration of service due to 24/7 staffing, seamless insertion of alert messages, IP connectivity and audio logging as mandated by the CRTC. The major disadvantage is the lack of granularity when transmitting an alert message, i.e. a wider target area and thus an increase in the number of residents who will receive the emergency alerting message.

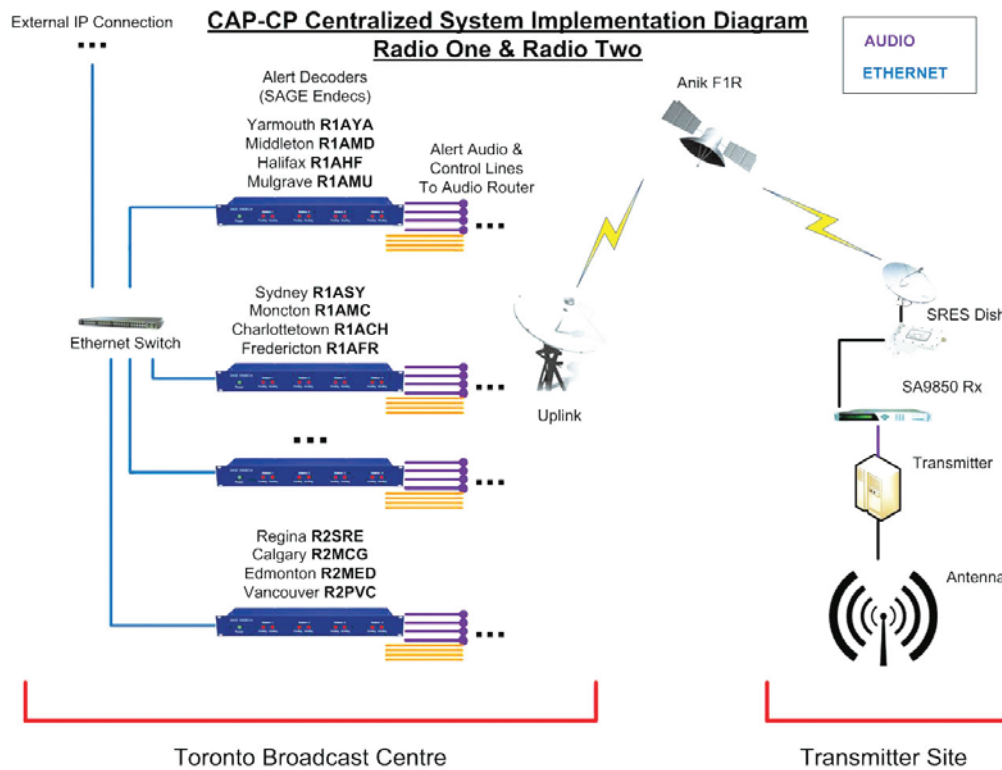


Figure 2 (above) is representative of the installation at the TBC and at MRC using the centralized approach.

The insertion of an emergency message will occur upon receipt of a valid alert matching the filter criteria previously uploaded into the alert decoder unit. Once detected, a dry contact closure activates the routing switcher, substituting the programming stream being uplinked to satellite with the received audio message or text-to-speech audio if audio was not included with the alert. This action is immediately displayed on the screens located in the presentation centres in Montreal or Toronto along with an audible alarm for the operators on duty. Once the alert has been transmitted, the routing switcher returns to its normal configuration substituting the alert audio with its programmed audio stream.



Figure 3 (above) shows the presentation display while an alert message is being inserted on the Sydney and Mulgrave Radio One feeds, as indicated by the blue bars above the audio meters.

Alert Filtering

With incoming alerts having to meet criteria set by an internal filter file, the question remains: How are these filters to be set? There are several parameters in the alert decoder filter. These include the affected locations, the urgency of an alert (i.e. immediately/future), the severity of an alert, the certainty (e.g. observed, likely, possible, etc.) of the alert event. Deciding which types of alerts to be broadcast is up to the last mile distributor (LMD). Different settings will greatly affect the number of alerts being relayed by the alert decoder. CBC/Radio-Canada will only be relaying “Broadcast Intrusive” alerts, those which are deemed to be an immediate threat to human life. There is a table of alerts eligible to be designated as broadcast intrusive. These are the most serious alerts, such as fires, earthquakes, tornados, amber alerts, etc.

Filtering for broadcast intrusive alerts only simplifies the filtering process, as the only other filter setting to be determined is the location setting. Location filtering is done by overlaying the desired alerting region (usually the signal coverage) over a map of Statistics Canada’s Standard Geographical Classification (SGC) divisions or subdivisions. These divisions and subdivisions are those used for the census. While the divisions are static the subdivisions can change from year to year.

There is no one correct way to set the location filtering. It’s up to the LMD to decide for which locations it will provide alerts. The LMD may decide to play alerts for only the areas which are covered by its official CRTC contours or it may want to use its terrain-sensitive coverage to determine the locations for the decoder filter. It is also reasonable to include areas just outside an LMD’s coverage to alert listeners traveling towards an event or disaster. CBC/Radio-Canada has decided to use its official CRTC contours as the basis for determining the locations to be used in its alert filters.

CBC/Radio-Canada will be using a centralized solution for inserting alerts onto its radio networks. Since multiple transmitters will be receiving

the same feed, alerts for all transmitters using the same feed will be played on all of the transmitters even if the given alert affects only one transmitter.

Figure 4 (below) shows five different Radio One feeds in Nova Scotia mapped over the census divisions. The map is colour-coded such that the coverage contours of the transmitters broadcasting the same feed are in the same colour.

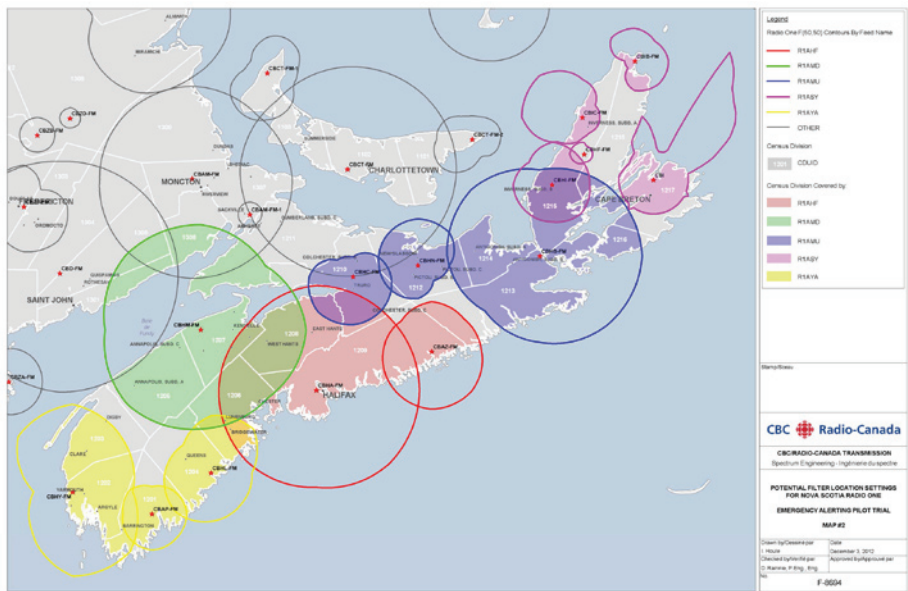
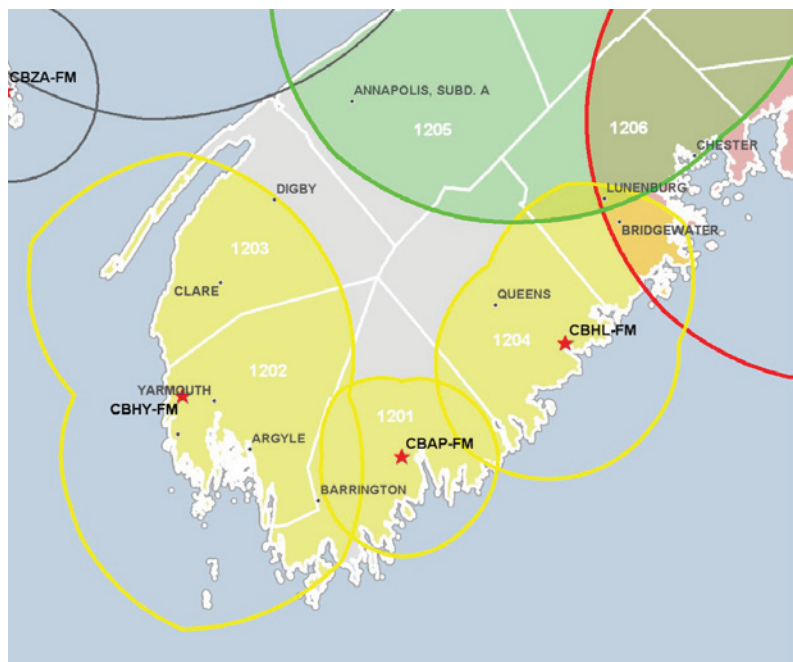


Figure 5 (below) shows a close-up of our Radio One feed serving the Yarmouth area. Since the zones with SGC codes 1201, 1202, 1203, 1204 and 1206 are either partially or completely intersected by the yellow contours, the filter for the Yarmouth Radio One feed must play alerts for all of these zones. Using this location filter setting will mean that, according to our official coverage contours, even though Chester is not served by the Yarmouth Radio One feed, all broadcast intrusive alerts for Chester will be played on our Liverpool, Shelburne and Yarmouth transmitters.



This over-alerting can be considered as a quantization error of sorts. The over-alerting can be mitigated by filtering for census subdivisions, but their quasi-dynamic nature would result in a considerable amount of work to re-map all of the filters for all feeds of all services when the subdivisions are updated. For this reason, CBC/Radio-Canada will use the less granular method of using the census divisions for its alerting filters. This lack of granularity is more problematic in areas where the census divisions are large or where a large geographical area is served by the same network feed, but the relatively low number of broadcast intrusive alerts means that over-alerting will not be excessive.

Conclusion

This article has highlighted the advantages and disadvantages of using a centralized public alerting solution, specifically for CBC/Radio-Canada's radio services. Besides the obvious cost savings, having the alerting equipment in the studios in Toronto and Montreal allows both physical accessibility and network connectivity to the alerting equipment, enabling constant monitoring and rapid troubleshooting should the need arise. In the opinion of CBC/Radio-Canada, these advantages outweigh the occasional over-alerting which will occur by implementing the alert decoding on a per feed instead of a per transmitter basis.

Marc Germain is an Ottawa-based project manager for CBC Transmission and has worked in the broadcasting industry for over 30 years. He is available at marc.germain@radio-canada.ca. Dave Rainnie is a spectrum engineer based at CBC/Radio-Canada's Transmission Engineering group in Montréal. He has been responsible for the testing of alerting equipment for the National Alert Aggregation and Dissemination System since 2010. He can be reached at dave.rainnie@radio-canada.ca.



Marc Germain



Dave Rainnie

Virtual Radio, Virtual Engineers, Virtual Listeners & Real Concerns

by Diana Stokey, RCS



Radio engineers have been challenged with implementing virtualization efforts from manpower to listeners and maximizing the impact of new technologies. That used to consist only of the studio and the transmitter. Now the virtual networks, cloud servers, web farms, and mobile streaming stations are a reality with broadcast radio and the Internet linked together. Engineers are responsible for sites they may never step foot in as these virtual stations broadcast to an audience that may be (virtually) anywhere around the world, yet keep it sounding live and local on air.

[CLICK HERE](#)

With a wide and growing variety of devices on which to view video, Knowledge Network set out to better understand how current and future viewers expect to engage with content on its platforms. As a commercial-free service, this became a challenge with technical products and operations driven by commercial imperatives. Technology is also changing at a frantic pace affecting audience behaviours and the ability to adapt delivery platforms within limited budgets. To retain market share and increase donor support, Knowledge Network introduced new systems and workflows to improve its public service for British Columbians—any screen, anytime.

[CLICK HERE](#)

British Columbia's Knowledge Network, Any Screen, Anytime

by Oliver Eichel, Knowledge Network



BROADCAST Dialogue

Essential Reading

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Thursday, November 28, 2013

Volume 21, Number 28

TELEVISION: *Rogers Communications* reached a 12-year, \$5.2-billion agreement with the *NHL* for the league's broadcast and multimedia rights: national rights to all NHL games, including the playoffs and *Stanley Cup* final, on all of its platforms in all languages. As part of the largest media rights deals in NHL history, *CBC* will continue to air *Hockey Night in Canada* (HNIC) while *TVA* in Quebec has the Canadian French-language multi-media rights. However, *CBC* will no longer control production, editorial content nor on-air talent associated with HNIC telecasts which will result in job losses. *CBC* will also not receive any of the revenue generated from HNIC broadcasts, but will no longer pay production costs either. Revenue generated by HNIC broadcasts will go to *Rogers*. *BCE*, largely shut out, insists that its *TSN* and French-language *RDS* will still play a large role in airing hockey in Canada. *Bell Media* owns regional rights in many parts of the country. *TSN* is Canada's most-watched specialty channel. Earlier this year, the *CRTC* approved the purchase by *Rogers* of *Score Media Inc.* Seen by many as a strategic coup, the *Rogers'* move may be a knock-out blow in the fight to stop cord-cutting from traditional wireless and cable TV providers. Further, said another marketer, the deal was aimed at mobile device customers. Four take-aways for observers: 1) *Rogers* views its media business as providing content to the cable business and not as a standalone entity; 2) As *Rogers* moves more content onto channels it owns, it creates more content people want to watch while creating more content non-subscribers will pay to watch; 3) *Rogers* now possesses high profile programming which can be used to advertise its own products; and 4) Sports are desired by advertisers since real-time viewers are less likely to skip the commercials. They don't want to miss any action...

Twitter has introduced "TV conversation targeting" in the U.S. and the U.K. It lets marketers show ads to people who are tweeting about a given show before, during and after it runs whether or not they're also buying ads on TV. And *Twitter* intends to bring it to other markets, including Canada, in the coming weeks. This new option is likely aimed at advertisers who cannot afford TV but it also could easily be marketed to larger spenders. Should that happen, TV may have to find a new best (social media) friend...

Sunday's *Shaw Share-a-Smile* telethon for the *Okanagan Similkameen Neurological Society* (OSNS) *Child Development Centre* in Penticton raised more than \$42,000. Taking over the MC duties this year were *Dennis Walker* from *Socountry.ca* Internet radio and *Global Okanagan's* (CHBC) *Toby Tannas*. *Global's* *Mike Roberts* had, for many years, been the face of the annual fundraiser but retired Sept. 6 after 40-years with the station in a 44-year career.

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RADIO: Of the 38 people invested into the *Order of Canada* Friday at Rideau Hall in Ottawa, two were broadcasters: **Andy Barrie** and **Michael Enright**. Barrie, best known for his tenure as host of *CBC Radio's MetroMorning*, has long been a proponent of community engagement and at the forefront of fundraising efforts to benefit mental health causes, and for advocating on behalf of those living with Parkinson's disease. Enright, also with a huge CBC Radio background, led *This Country in the Morning*, *As It Happens* and *The Sunday Edition*. As a volunteer with *Community Living Toronto*, he is a vocal advocate for raising awareness of the rights and skills of people with intellectual disabilities...

Podcasts, the next big thing a half-dozen years ago, seemingly haven't worked out that way. **Mark Ramsey**, writing in *NetNewsCheck*, takes the position that -- with only some exceptions, e.g. established personalities -- podcasting has fallen off the media radar. Research almost two years old, seemingly the most recent on the topic, showed a 45% awareness of the word (podcasting), unchanged for four years. Almost 30% said they had ever listened to a podcast, and just 17% said they had listened to a podcast in the past month, unchanged over recent years. For marketers, the problem is huge; metrics limited only to download counts, referrals, devices and locations. Interaction with the podcast remains a mystery, thus any potential advertiser has no sense of who's listening or for how long -- or even whether they're listening...

Virgin Radio DJ Starting From Scratch has been presented the 2013 International DJ of the Year award at the second annual *Global Spin Awards* in New York City. The awards honour "the world's most dynamic and talented DJs for their contribution to the culture of music and entertainment". Originating in Toronto, his show, *The Hit Mix with DJ Starting from Scratch*, airs six



nights a week on Virgin Radio stations in Toronto, London, Winnipeg, Calgary, Edmonton and on *The Bounce Halifax*... **Red Robinson** has just begun his 60th year in radio. It was back on Nov. 12, 1954, that he got his own show -- *Theme for Teens* -- at *CJOR Vancouver* where he began playing wall to wall rock and roll. The music and the show caught on, at one point providing the station with a 51.4 audience share, unheard of in recent times... And still with Robinson, a petition has

been taken up to stop *Great Canadian Gaming Corporation*, now the owner of the *Boulevard Casino* in Coquitlam, for it to keep the name of the *Red Robinson Show Theatre*. So far, there are 7,000+ signatures. The Boulevard was renamed the Hard Rock and the Red Robinson Show Theatre sign has been taken down...

The *CRTC* has approved a 5,700-watt community radio station for Huntsville on the 88.7 frequency. *Hunters Bay Radio Inc.* proposed to air 126 hours of local, station-produced programming each broadcast week and music programming that would include Jazz and Blues, Folk, as well as Experimental music... A *RED FM Surrey* radiothon to benefit victims of Typhoon Haiyan in the Philippines has raised \$480,000 from B.C.'s South Asian community. *Surrey Memorial Hospital Foundation* will receive 80% of the funds while the *Canadian Red Cross* will get the remaining 20%... The 14th annual *CHAT 94.5 FM Medicine Hat Food Drive* collected 118,001 lbs. of food for the *Medicine Hat and District Food Bank* during a one-day event. CHAT team members broadcast from a bus as they drove all over the city making food pick-ups.



Red Robinson

GENERAL: The *CBC* and the *Canadian Media Guild* (CMG), which represents much of its on-air talent and production staff, have reached a tentative five-year labour agreement that will go into effect April 1, 2014, provided the membership vote in January approves it. The deal includes wage increases of 1.5% in each of the first two years, with wages in the remaining three years to be negotiated later. CMG represents about 5,000 on-air, production, technical and administrative workers at *CBC/Radio-Canada* (not including Quebec and Moncton)...

Aboriginal Peoples Television Network (APTN) and *Rogers Communications* have been named as being among Canada's top 100 employers. Now in its 15th year, the *Canada's Top 100 Employers* project evaluates companies using eight criteria: Physical workplace; work atmosphere and social; health, financial and family benefits; vacation and time off; employee communications; performance management; training and skills development; and community involvement...

More than 700 people joined *CBC Cape Breton* in North Sydney for the annual reading of Charles Dickens's *A Christmas Carol* Sunday night. The *Cape Breton Orchestra* helped set the mood while CBC personalities regaled people with Dickens's famous tale. Donations topped \$2,600 for *Feed Nova Scotia*. The reading was also the launch of the CBC Cape Breton *Light Up A Life* campaign...

Maclean's annual list of the 50 most powerful Canadians include four individuals who are familiar to most broadcasters. In the #14 position is former Heritage Minister James Moore (now serving as the Minister of Industry). #15 is Karl Peladeau, president/CEO of *Quebecor Inc.*, *Quebecor Media Inc.* and *Sun Media Corporation*. #34 is Jean-Paul Blais, chair of the *CRTC*. And #42 is *CBC Radio's* Gian Ghomeshi (broadcaster, producer, writer and musician).

REVOLVING DOOR: Jeff Vidler has become the principal at *Audience Insights Inc.* in Toronto. His independent research consultancy will see *Vision Critical*, Vidler's former employer, play a significant role as his online and mobile survey technology partner. He can be reached at jeff.vidler@audience-insights.com... Jim Schneider, GM/GSM at *Rogers Radio Victoria* for close to four years, is no longer with the station cluster. Schneider moved to Victoria from his GM/GSM position at the sister *Rogers* station cluster in Fort McMurray (*Rock 97.9(CKYX)/Country 93.3 (CJOK)*). He'd been with those stations since January of 1996 under the previous *OK Radio Group* ownership... Nick Poirier, the senior publicist at



Jeff Vidler

Global News Toronto has been promoted. He's now in Calgary and on the *Shaw Communications* side as their new manager of media relations... **Darin Banister** is no longer the retail sales manager at *Newcap Calgary*. He has been succeeded through promotion by **Carla Beaupre**. She moved from her station manager position at sister station *K-Rock Cold Lake*. She was also GSM for Newcap's stations in the *Alberta East*



Nick Poirier



Carla Beaupre



Mike Jones

Radio cluster... *Rock 97.7 Grande Prairie* PD **Andrew Wilcox** is no longer with the station... New MD at *Country 93.3 Fort McMurray* is **Mike Jones**, who also does swing. New Afternoon Drive Host is **Rick Firth**, ex of *Newcap's UP! 93.1 Fredericton*... **Katie Couric** will join *Yahoo* in the new year to anchor a news program. But it won't be an exclusive move. The 56-year-old host of the *ABC* daytime show, *Katie*, will remain with the Amnet. At *YAHOO*, Couric will be what's described as a global anchor. The Internet company is trying to expand its audience and thus sell more advertising.

SIGN-OFF: **John Sykes**, 75, at the *Abbotsford Regional Hospital*. He began his career in 1959 at *CKJL St. Jerome* doing news, sports and DJ work, moved to *CKGM Montreal* doing sports from 1960-67, *CFOX Montreal* '67-'69, then PD/sports director at *CFUN/CKVN Vancouver* '69-'73, and sports director at *CJOR Vancouver* '73-'75. A short break from broadcasting then sports director at *CJJC Langley* in 1976 and *CFVR Abbotsford* 1985-'93.

SUPPLYLINES: There have been lay-offs at *Panasonic Canada's* Professional Imaging Group. No longer with the company are Systems Solutions Manager **Reid Robertson**, Product Manager **David Craig** and Regional Account Managers **Kevin McKay** and **Lucio Guerra**... Canadian radio transmitter manufacturer *Nautel* received the *Globe & Mail's* attention this week. For the story, click [HERE](#)... The Central Canada Broadcast Engineers association has re-engineered its website, www.ccbe.ca.

Broadcast Executives Society Christmas Luncheon

Shaw) Media

For Details and To Order Tickets, Click [HERE](#)

Images from the Ontario Association of Broadcasters Conference courtesy of



OAB President Doug Kirk presents JR Shaw of Shaw Communications with the Ontario Hall of Fame Award



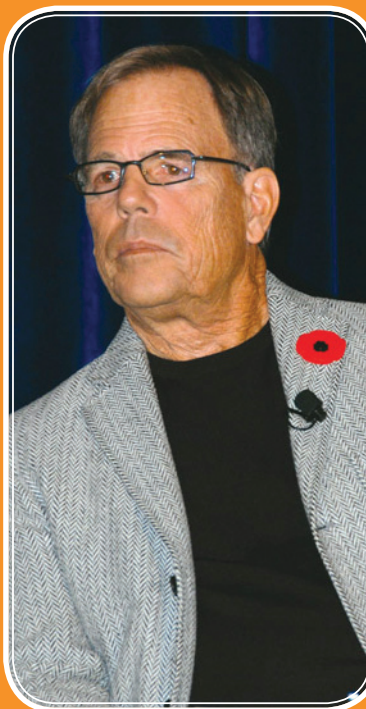
OAB Reception



Steve Jones,
Newcap Radio, Dartmouth



Catherine Kelly, BBM Vancouver



Chuck McCoy,
Chuck McCoy International
Media Services, Toronto



Jeff Vidler,
Audience Insights Inc., Toronto

Images from the Ontario Association of Broadcasters Conference courtesy of



OAB President Doug Kirk presents a Community Service Award, Honourable Mention to Ross Kentner and Kevin Brown, Bayshore Broadcasting Owen Sound for 30 Deeds Done Dirt Cheap



John Oakley, AM640 Toronto and Carolyn Jarvis, Global Television (16X9)



Troy Reeb, Shaw Media and Howard Christensen, Broadcast Dialogue



A Community Service Award goes to 100.5 KiSS North Bay for I'm with the B.A.N.D.: Mitch Belanger, 102 FM The Fox, Lynn Larondeau, Doug Kirk, Kevin Oschefski, KiSS 100.5



Pary Bell, Rogers Digital Media, Toronto



Geoff Poulton, Vista Radio

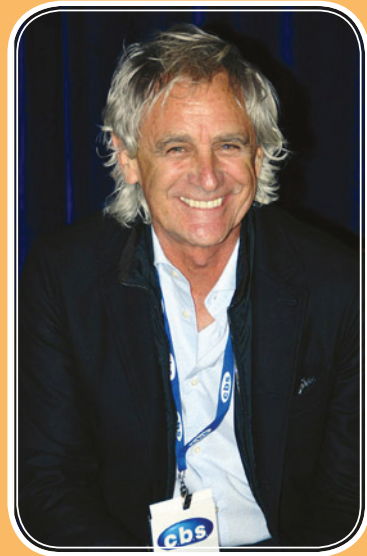


BIANCA, accompanied by David Restivo

**Images from the
Ontario Association
of Broadcasters
Conference courtesy of**



Doug Kirk and Broadcast Order of Achievement recipients Paul Cross, Roger Rafson, Steve Kassay, Bill Toffan, Walter Ploegman, Bill Roberts



Patrick Grierson, Canadian Broadcast Sales, Toronto



Dave Farough accepts a Community Service Award for Corus Toronto Corus Feeds Kids



Chris Sisam receives a Community Service Award, Honourable Mention for Corus London Glad You Didn't Drink & Drive



Doug Murphy, Corus Entertainment, Toronto



Ron Waksman, Global News, Toronto

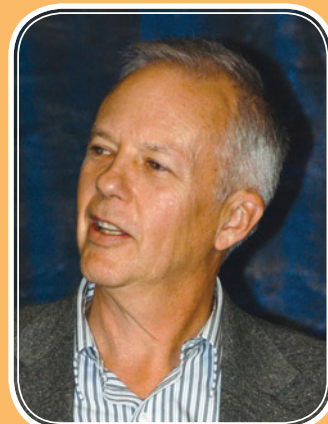
**Images from the
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OAB attendees



Jim Anderson, SDS Toronto



Rob Dilworth, DILigent Marketing Solutions, Toronto



Paul Ski, Rogers Broadcasting, Toronto



Ward Smith receives a Community Service Award for Global Toronto, Toronto Black Film Festival



Terry Scott and Dr. Shan Chandrasekar, Asian Television Network, Markham

Raj Shoan

at OAB



In his inaugural address to the annual conference of the Ontario Association of Broadcasters, Raj Shoan, the CRTC regional commissioner for Ontario, touched on TV, tangible benefits, the radio sector and radio regulation.

Television

The Commission, he said, has launched its conversation with Canadians about the future of television, particularly important since TV now connects to a universe of apps, networks and devices. With the Internet enabling access to almost any information or entertainment people want, the CRTC's role will have to change. Further, he said, the regulatory framework for television has to be dynamic while addressing Canadians' needs.



And that is why the CRTC launched its conversation, Let's Talk TV, with Canadians.

"This time, we are starting by gathering input from people who normally don't take part in our proceedings," he said. "Their needs and wants will help frame the issues that will be considered during our formal public proceeding, which we plan to launch in the spring."

Tangible Benefits

In October, the CRTC published a Notice of Consultation on the tangible benefits policy applicable to television and radio.

A factor in the Commission's assessment of proposed transactions is the tangible benefits package proposed by the applicant; financial commitments which provide measurable benefits to the communities served by the applicant broadcaster and to the Canadian broadcasting system as a whole. The amount to be invested depends on the value of the transaction.

It's a complicated process often burdensome to the Commission as well as applicants. Because that's the case, the CRTC wants suggestions on a simplified approach used to determine the value of transactions and allocating them amongst the component assets.

More rigorous criteria for benefits in television are being sought, especially that they should flow primarily to established third-party funds including the Canadian Media Fund and various certified independent production funds.

In radio, the Commission is asking if the current formula for allocating benefits to various funds and initiatives should be reviewed.

Radio Regulation

With new entrants fragmenting the radio marketplace, Shoan asked what their effect will be on traditional radio broadcasters.

With a trend emerging in PPM markets of radio listening down 30% among 18-24s and down 50% among 12-17s, he said stations can't stand still if they want to hold on to audiences much less grow them.

Shoan posed a number of questions, among them: What can stations do to retain listener loyalty and invite them to follow stations online or on their mobile devices? How can stations get them to connect with interactively instead of passively? How can you use your libraries of Canadian music to build more listener loyalty?



It's difficult to know which way to go when the shape of the digital future isn't yet defined.

The Commission, he said, is aware of the special challenges that face smaller radio stations. Consolidation is creating a handful of large players, and the smaller players are understandably concerned.

"All stations are required to make basic contributions to the development of Canadian content in amounts based on their revenues. However, we decided in September to amend the Radio Regulations and remove this obligation from commercial and ethnic stations with revenues of under \$1.25-million. This will provide them with more financial flexibility, reduce their regulatory burden and simplify administration of our policy.

"The overall level of support for Canadian content development will be maintained through contributions from other sources, including the tangible benefits derived from ownership transfers."

Shoan said, however, that the Canadian radio sector is generally in good shape. There seems to be no need for any major overhaul of the commercial radio policy although it was last reviewed in 2006. There may be some areas that need to be updated.

A few weeks back, the CRTC issued a Notice of Consultation, asking for comments on a number of issues, e.g. the Commission's approach to calls for applications and to small markets; the processing of applications for the conversion of low-power, unprotected stations to protected status; the review of definitions for local and national time sales, and the need for a definition of regional advertising; an update of the rules which specify how licensees must maintain and submit their logs and records; the possible adoption of new compliance mechanisms to encourage licensees to comply at all times with regulatory requirements and conditions of licence; and the possible implementation of Hybrid Digital Radio technology in Canada, along with the need to adopt a regulatory framework.

— BD

Flat

is the
new
up

We're on the cusp of great changes which have the potential to affect the radio industry profoundly, and in a positive way. But Scott Cuthbertson, who recently joined e-Radio Inc. as CFO, told delegates to the Ontario Association of Broadcasters annual conference that can only happen if we seize the moment.

Further, he said, there are big changes happening right now in media and in the advertising industry.

Canadian advertising trends over the last 10 years, he said, have shown a deceleration and a shift away from traditional media. The slowdown could also be a symptom of a larger problem; the rising price of oil. Jeff Rubin, a former economist at



CIBC, contends that the rising price of oil means that economic growth in the industrialized world will halt—and probably contract—in the years ahead. This slowdown may be just a cycle but Cuthbertson encouraged broadcasters to plan for a best-case scenario while also preparing for the worst.

In addition to slow ad growth, fragmentation of audiences will put additional pressure on revenue streams. More importantly, reliance on one large revenue stream may not be the best strategy. There is a need to augment traditional revenue with alternative streams.

If analog dollars are turning into digital dimes, protect the dimes you have and go after new ones, he advised. “Keep your business, keep doing all the stuff you love to do, great music, great formats. But there is a whole bunch of other stuff going on that I think is really worth devoting some time and resources to.”

Regarding online relevance, Cuthbertson said that streaming shows, posting concerts and events, and displaying videos is just the beginning. While listenership to satellite and services may not be large enough to upset traditional tuning, they are fragmenting audiences.

He posed these questions to the audience:

Why can't Canadian operators have a Songza?

(Editor's Note: Songza is a free music streaming and recommendation service for North American Internet users. It recommends various playlists based on time of day and mood or activity, e.g. activities such as waking up, working out, commuting, concentrating, unwinding, entertaining and sleeping. Users can vote songs up or down, and Songza will adapt to the user's personal music preferences. Users can find playlists based on artists, songs, or genres, themes, interests and eras.)

How do we break new Djs?

Why should fans of a radio station or TV show have to use alternative media services to check out a video that is trending or enter a playlist contest on a streaming site?

While such ideas may not turn into immediate dollars, they will add value while helping to retain audiences. Broadcasters, he said, should find ways to be more relevant online.

Cuthbertson suggested that since FM bandwidth carries data, use it to generate new revenue. Examples cited included:

- Customer relationship management. Automotive is an obvious place to start. Recalls, service deals, and so on.
- Location-based marketing, e.g. by being part of a listener club members shopping in a mall can look up the deals being offered to them by that mall's merchants. This can be offered on a cell platform initially.



- Emergency messaging to alternative media devices. Advanced metering infrastructure (AMI) meters are gaining penetration and are just one new screen/interface.

Perhaps the most important FM development is facilitating utility demand optimization, that is, machine-to-machine communication. A new Consumers Electrical Association standard specifies a communications interface for all appliances, very likely to become standard equipment going forward. Described as a “turning point for demand response” by the Electric Power Research Institute (EPRI), this could cheaply and unnoticeably optimize gigawatts of power without sacrificing privacy, directly addressing a \$167-billion market in the U.S. last year. The belief out there is that this revolution is best powered by FM radio RDS.

Cuthbertson said radio—and media in general—had a tremendous run in Canada but it’s not going back to what it was; the advertising spend on traditional media is likely not going to improve. He thinks it’s going to get more fragmented and more competitive. It’s going to be a greater and greater challenge to make money. He expects that both time and engagement fragmentation will get worse in the years ahead as content options and ways to consume them continue to grow and the digital generation grows up and gets targeted more.

He told the OAB delegates that online is super-important and a comfortable extension but that the only thing all broadcasters are doing now is duplicating the same news, music and talk product that’s on air. If they don’t use their spectrum (and protect it), they’ll potentially lose it to those who would use it for purposes that would dwarf the revenue stream of the entire broadcast industry.

Cuthbertson believes that building on the relationship with listeners is a good investment. Loyalty clubs, online listening, options to compete with alternatives like Songza and added value via Groupon-like rewards should aid retention. Making better use of all the bandwidth both protects the value of broadcast licences and should generate new sources of revenue while fulfilling the mandate of the greater good of society.

In closing, he said that the incredible developments in other media communication spaces have forever changed the landscape and will continue to do so. Radio 2.0 could be the most exciting chapter yet, but prosperity is not on automatic.

You have to do something about it.

—BD