

# Broadcast Media Technology

## Understanding your Industry

### Course Contents

Listed below are the contents of the 2-day Broadcast Media Technology – Understanding Your Industry course. Please note that this is not a list of Training Objectives and should not be considered an Instructional Specification. The lists of topics below are illustrative of the course content.

#### **Day one – How Television Works**

**Day one will show how broadcasting and television work. You will learn what makes up a television channel, what common buzzwords mean, what a television studio looks like and how all the equipment fits together.**

##### **Module 1 – Broadcasting Today**

This module is an introduction to the broadcast industry, its stakeholders and the basic business principles behind it. As part of this, it considers the different genres of content that we typically watch, and considers their relative importance: economically, socially and practically.

*Briefly describe the evolution of the Broadcast Industry*

*Explain the evolution of broadcasting and media to put today's capabilities in context*

*Describe what is broadcast*

*Discuss the various elements which go to make up a television schedule*

*Describe the importance of the various elements in the broadcaster's business model*

*List the different production genres*

*Outline the production chain*

*Differentiate between the requirements of different production genres.*

##### **Module 2 – Technology Basics**

In this session we look at the very basics of broadcasting, by considering how television works. This is definitely not for engineers, but some understanding of the language of technology will help

*Describe the basics of the TV image*

*Describe the underlying elements of the television picture: lines and frames, and interlaced and progressive scanning*

*State the difference between aspect ratios, and between SD, HD and higher resolution formats*

*State the need for compression and its impact on image quality*

*Discuss the differences between Analogue and Digital systems*

### **Module 3 – Making Programmes**

This module is an introduction to how television is made. It includes a tour of a television production facility.

*Discuss Production Workflows*

*Identify different facilities and processes within the production process*

*Describe different production methods*

*Discuss which methods suit different genres*

*Discuss how consumer products are changing professional practices*

*Discuss when consumer or prosumer equipment can be used in professional applications*

### **Module 4 – Managing Content**

This module looks at the different ways in which content is managed. Firstly there is post production, when the elements shot in the studio or on location are combined with other resources to finish the programme. Then it considers how content flows through the whole production chain, and how workflows have changed in recent years, particularly since the advent of file-based systems. Finally, it looks at long-term asset management and the importance of metadata.

*Describe the Post production Broadcast Production Chain*

*Describe how the post production process brings elements together to finish a programme*

*Discuss the way that workflows have changed as we move towards a file-based infrastructure*

*Define the term 'Metadata'*

*Describe the importance of metadata and how it can shape workflows as well as make archive research more productive*

*Describe the value of physical and media assets and the importance of effective asset management.*

## **Day two – How the Television Industry Works**

**Day two puts the knowledge gained in day one into the context of the broadcast and media business. You will learn how broadcasters and services suppliers make their money and how the impact of new technology and devices affects viewing habits and the television business.**

### **Module 1 - Delivery to the Consumer**

We are now receiving content on multiple devices, not just the television set in the corner of the living room. This module looks at the different ways in which content is delivered to the consumer, and starts to consider some of the issues and opportunities that multi-platform delivery brings.

*List the various Delivery Platforms*

*Describe the basic building blocks of the content delivery chain, from broadcaster to consumer, via different routes*

*Discuss the diversity of delivery platforms*

*Discuss the commercial challenges and opportunities for multi-screening*

*Discuss the effect of Age Demographics on Broadcasters*

*State the impact on business that changes in demographics bring.*

### **Module 2 – Broadcaster Business**

This module looks at the business of broadcasting: how broadcasters earn their revenues, and how they spend their money.

*Describe the various Broadcast Business Models*

*Discuss the differences between the four primary funding models for broadcast.*

*Discuss the Broadcasters Income and Expenditure*

*Describe how content and business information flows, and how this relates to income and expenditure*

*Describe the various Delivery Models*

*Discuss the implications of the multi-platform world for broadcasters*

*Describe the differences between delivery platforms, and particularly between traditional broadcasting and new media.*

### **Module 3 – Suppliers Business**

Having looked at the broadcaster's business, this module now looks at the business for suppliers of equipment and services.

*Describe the Technology and Content Supply chains*

*Describe the difference between supply routes, and how they apply to specific products and services*

*Describe the types of supply business*

*Discuss how the supply side and the demand side together to appreciate the nature of the industry.*

*State how the supply side serves the broadcaster and new media business*

*Commercial in Confidence*

## **Module 4 – The Future**

This section asks ‘Where next?’ – has HD really got a hold and the future for 3D and mobile. It looks at the global markets – evolution and scale – how will the media business look in 2020? Also it asks how will the established players on the demand side, the supply side and in the consumer space respond?

*Discuss the future of Broadcast*

*Describe how enablers and drivers determine the pace of change*

*Discuss how technology is moving on, the difference between push and pull in consumer markets, and the effect of consumer choices*

*Discuss some of the changes the industry will face*