

# 2025 NAB Broadcast Engineering and IT Conference

Saturday, April 5, 2025

## BEIT Conference Opening Session

10 – 11 a.m. | Room W222-W223

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### **Making Radio Better Than Ever**

11:15 a.m. – 12:15 p.m. | Room W220-W221

Moderator: Rick Ackermans, CBS/Paramount

11:15 a.m. - Digital-Only Boosters for HD Radio Single-Frequency Networks

- Alan Jurison, National Radio Systems Committee (NRSC)
- Mike Raide, Xperi

11:35 a.m.- Redefining The Live Radio Technology Infrastructure and Workflows for Talent and Technical Teams

- Brendon Cassidy, Super Hi-Fi

11:55 a.m. - How to Create a Visual Radio Product on a Limited Budget and Without Extra Human Resources

- Fabio Gattari, Etere
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### **Broadcast Positioning System (BPS): Deployments and Testing**

11:45 a.m. – 12:45 p.m. | Room W222-W223

Moderator: Harvey Arnold, Sinclair Broadcast Group

11:45 a.m. – BPS Project Update, Leader-Follower Deployment, and eLoran Demo

- Tariq Mondal, National Association of Broadcasters
- Harvey Arnold, Sinclair Broadcast Group
- Charles Schue, UrsaNav, LLC

12:15 p.m. - Using BPS and eLoran as PNT Survivability Solution on Loss of Space Resources

- Pat Diamond, Diamond Consulting
- Scott Sorebeer
- William Shelton

## Embracing the Cloud: Transforming Broadcast Operations with ATSC 3.0 and Broadband Technologies

1:30 – 2:30 p.m. | Room W220-W221

Moderator: Thomas Edwards, Amazon Web Services

1:30 p.m. - [Beyond the Antenna: Cloud-Native Broadcasting with ATSC 3.0 – A Blueprint for the Future of Broadcast Operations](#)

- [James Willis, ONE Media Technology](#)

1:50 p.m. - [ATSC 3.0 and TV 3.0 in the Cloud](#)

- [Boris Kauffman, Amazon Web Services](#)

2:10 p.m. - [Broadcast Using Cloud and Broadband Technologies: Deployment Challenges and Uses Cases](#)

- [Richard Lhermitte, ENENSYS Technologies](#)
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## AI-Powered Creativity & Cloud-Native Studios

2:00 – 3:00 p.m. | Room W222-W223

Moderator: Marisabel Rodriguez, Google Cloud

2:00 p.m. - [From Script to Screen – More Creative in a Fraction of the Time](#)

- [Gary Adcock, Gary Adcock Inc.](#)
- [Michael Cioni, Strada](#)
- [Guy Goldstein, WriterDuet Inc.](#)
- [Leland Krane, ShotKraft](#)
- [Jaron Presant, Jaron Presant, ASC](#)

2:30 p.m. - [Cloud-Native Architecture: Engineering the Next Generation Creative Studio](#)

- [Samuel Reid, EngineLab](#)

## Getting the Most out of ATSC 3.0

3:00 – 4:00 p.m. | Room W220-W221

Moderator: Joe Seccia, TelevisaUnivision

3:00 p.m. - [Optimizing ATSC 3.0 Spectrum Utilization with Dynamic Resource Allocation and Management](#)

- [Nick Hottinger, ONE Media Technologies](#)

3:20 p.m. - [Cloud Advantages and Problematics for NextGen TV](#)

- [Richard Lhermitte, ENENSYS Technologies](#)

3:40 p.m. - [NEXTGEN Incident Response Communication System – Using ATSC 3.0](#)

- [Timothy Bagnall, Mosaic ATM](#)
  - [Fred Engel, Device Solutions, Inc.](#)
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## IEEE BTS: SRT Backup and Digital Broadcast to Handhelds

3:30 – 4:30 p.m. | Room W222-W223

Moderator:

3:30 p.m. - [SRT Backup, A Proposal for the Improvement of C band Satellite Link Availability](#)

- [Guy Bouchard, Broadcast Technologies](#)

4:00 p.m. - [Digital Broadcast to Handhelds: The Future that is still to come](#)

- [Peter Siebert, Broadcast Technology Society](#)

**Sunday, April 6, 2025**

## **AI Applications: Captions, Content Detection and Advertising Management**

9:30 – 10:30 a.m. | Room W220-W221

Moderator: Sun Sachs, Townsquare Media

9:30 a.m. - [Media campaign workflow using AI agents](#)

- [Matt Ferris, Decentrix Inc.](#)
- [Michael Ledwich, Decentrix Inc.](#)

9:50 a.m. - [How AI is Transforming Caption Quality Assurance](#)

- [Jeff Ross, Interra Systems](#)

10:10 a.m. - [Enhancing Instream Shoppable Brand and Product Detection in Broadcast, OTT, and VOD Content through Multi-Model Object Detection and Real-Time SCTE-35/SEI/VMAP Integration](#)

- [Chaitanya Mahanthi, Cognizant](#)

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## **Deploying Live UltraHD Broadcasts**

10:00 – 11:00 a.m. | Room W222-W223

Moderator: Cindy Cavell, Capitol Airspace Group

10:00 a.m. - [Bridging the Gap: Deploying Live Ultra HD Broadcasts Across HDR and SDR Systems](#)

- [Bill Baggelaar, UHD Alliance](#)
- [Ian Nock, Fairmile West/ Ultra HD Forum](#)
- [Yasser Syed, UHD Forum, Comcast Cable](#)
- [Michael Zink, LG Electronics](#)
- [Kelly Williams, National Association of Broadcasters](#)

## Broadcast Positioning System (BPS): Resilience and Precision

11:00 – 12:00 p.m. | Room W220-W221

Moderator: Harvey Arnold, Sinclair Broadcast Group

11:00 a.m. - [BPS Mesh Network – Initial Deployment Report](#)

- [Mark Corl, Triveni Digital, Inc.](#)

11:20 a.m. - [Field Test of ATSC 3.0/BPS Precise Time Distribution](#)

- [Jeff Sherman, NIST](#)

11:40 a.m. - [Transferring Traceable Time to BPS-Enabled ATSC 3.0 Station](#)

- [Ramki Ramakrishnan](#)
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## Cloud Applications for Media Production

11:30 – 12:30 p.m. | Room W222-W223

Moderator: Thomas Edwards, Amazon Web Services

11:30 a.m. - [Streamlining Content Delivery: Enhancing Efficiency and Reducing Costs in Media Production](#)

- [James Cohan, Paramount](#)
- [Jane Sung, Cinedeck](#)

12:00 p.m. - [From Camera to Cloud: Unlocking Global Collaboration and Real-Time Editing](#)

- [Marc Genin, Tyrell Corporation](#)
  - [Rob Hedrick, National Hot Rod Association](#)
  - [Connie Sawyer, Connie Sawyer LLC](#)
  - [Lori H. Schwartz, StoryTech](#)
  - [Lisa Watts, CREE8 Inc.](#)
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## Brigital: Integrating Broadcast and Digital

1:30 – 2:30 p.m. | Room W220-W221

Moderator: Cindy Cavell, Capitol Airspace Group



1:30 p.m. - [Broadcast and Digital out of Home \(DOOH\) – A Convergence Thru Datacasting](#)

- [Ted Korte, USSI Global](#)

1:50 p.m. - [Asynchronous Sharing of Media Essence Data in Software Defined Workflows](#)

- [Pravin Sethia, NVIDIA](#)
- [Gareth Sylvester-Bradley, NVIDIA](#)
- [Tom True, NVIDIA](#)

2:10 p.m. - [Broadcasting Without Boundaries: Seamlessly Integrating EAS into Virtualized Air-Chains](#)

- [Bill Robertson, Digital Alert Systems](#)

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### [“Is WMAS the Future for Wireless Mics?”](#)

2:00 – 3:00 p.m. | Room W222-W223

Moderator: [Rebecca Hanson, North American Broadcasters Association](#)

- [Rick Ackermans, CBS/Paramount](#)
- [Joe Ciaudelli, Sennheiser](#)
- [Stan Moote, IABM](#)
- [Jason Waufle, Shure Incorporated](#)

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### **Making ATSC 3.0 Better than Ever**

3:00 – 4:00 p.m. | Room W220-W221

Moderator: Chris Homer, KGUN9 TV

3:00 p.m. - [High Resolution + HDR. Cloud Production and Distribution](#)

- [Lucas Wilson, Advanced Systems Group, LLC](#)

3:20 p.m. - [Cloud-Based Advanced Emergency Information \(AEI\) System for ATSC 3.0 and IP Delivery](#)

- [Jason Kim, ONE Media Technologies](#)

3:40 p.m. - [VVC Broadcast Deployment Update](#)

- [Lukasz Litwic, Ericsson](#)
- [Justin Ridge, Nokia](#)

## New Frontiers of ATSC 3.0 and Managing Privacy Issues

3:30 – 4:30 p.m. | Room W222-W223

Moderator: Joe Seccia, TelevisaUnivision

3:30 p.m. - [NextGen TV: The New Frontier for Content Interactivity and Immersive Experiences](#)

- [Alberto Niero, Fincons Group](#)
- [Joe Addalia, Hearst Television](#)

4:00 p.m. - [Consent is King: Maximizing CPM and Revenue by Balancing Privacy and Personalization](#)

- [Sebastion Braun, 24i](#)
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## Monday, April 7, 2025

### Immersive Audio, Satellite and OTT Delivery

9:30 – 10:30 a.m. | Room W220-W221

Moderator: Rick Ackermans, CBS/Paramount

9:30 a.m. - [Proactive Observability for Video Over IP](#)

- [Adi Rozenberg, Alvalinks](#)

9:50 a.m. - [OTT as a Replacement for Satellite Contribution](#)

- [David Eisenbacher, EZDRM Inc.](#)

10:10 a.m. - [Optimizing Satellite/Internet Hybrid Content Delivery Using Program Selection](#)

- [Ciro Noronha, Cobalt Digital](#)
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### AI Applications: Sports, Newsrooms and Archives

10:00 – 11:00 a.m. | Room W222-W223

Moderator: Stan Moote, IABM

10:00 a.m. - [Enhancing Fantasy League Engagement Through Efficient Hyper-Personalized Highlights](#)

- [Tony Jones, MediaKind](#)

10:20 a.m. - [Integrated Newsrooms with Generative AI: Efficiency, Accuracy, and Beyond](#)

- [Punyabrota Dasgupta, AWS India](#)
- [Maheshwaran G, AWS India](#)

10:40 a.m. - [Vision and Language Models for Enhanced Archive Video Management](#)

- [Khalil Guetari, Moments Lab](#)

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## Enhancing Video Streaming Quality and Efficiency

11:00 – 12:00 p.m. | Room W220-W221

Moderator: Marisabel Rodriguez, Google Cloud

11:00 a.m. - [Two-Pass Encoding for Live Video Streaming](#)

- [Mohammad Ghasempour, Alpen-Adria-Universität](#)

11:20 a.m. - [Improving Streaming QOE Analytics Using Timed Metadata and Encoder-reported Quality Scores](#)

- [Yuriy Reznik, Brightcove, Inc.](#)

11:40 a.m. - [Verifying Video Signals Using Computer Vision and Machine Learning Techniques](#)

- [Saurabh Jain, Interra Systems](#)

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## Safeguarding Media Integrity

11:30 – 12:30 p.m. | Room W222-W223

Moderator: Chris Homer, KGUN9 TV

11:30 a.m. - [Safeguarding Media Integrity From The Growing Threat of Generative AI](#)

- [Eric Wengrowski, Steg.AI](#)



## AM Radio: Measurements and Modeling

1:30 – 2:30 p.m. | Room W220-W221

Moderator: David Kolesar, Hubbard Radio

1:30 p.m. - [Real AM Radio Coverage Across Urban to Rural Areas: A Novel RF Measurement Approach](#)

- [John Kean, Capitol Airspace Group](#)

1:50 p.m. - [Measurement of RF Emissions from Wireless Power Transfer Technology for Electric Vehicles](#)

- [Robert Weller, National Association of Broadcasters](#)

2:10 p.m. - [Proving the HEBA Antenna](#)

- [David Maxson, Isotrope, LLC](#)
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## [Public Media Prototyping for NextGen TV](#)

2:00 – 3:00 p.m. | Room W222-W223

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## Resilience, Safety and Protection for Broadcast Services

3:00 – 4:00 p.m. | Room W220-W221

Moderator: Jason Ornellas, Bonneville International

3:00 p.m. - [Enhancing Resilience: A Backup Communication System with Cyber Communications Integration for Broadcasters](#)

- [Matthew Straeb, Global Security Systems](#)

3:20 p.m. - [When C2PA Breaks Down: Protecting Broadcast Integrity in the Age of AI](#)

- [Rijul Gupta, Deep Media AI](#)

3:40 p.m. - [Tower Site Safety](#)

- [James Leifer, American Tower Corporation](#)
- [Clark Lindstrom, American Tower Corporation](#)

## Innovations in Live Production and Broadcast Workflows

3:30 – 4:30 p.m. | Room W222-W223

Moderator: Wilson Le, Cisco

3:30 p.m. - [Building an Industry-Wide Open Interface for Compute-Native Media Exchange in Live Production](#)

- [Andy Rayner, Appear](#)

3:50 p.m. - [The UHD HDR Host Broadcast Vision Engineering Workflow of the Olympic Games Revealed](#)

- [Geert Heirbaut, Olympic Broadcasting Services](#)

4:10 p.m. - [Optimizing Dynamic Ad Insertion for ATSC 3.0 in Low Broadband Access Markets](#)

- [Liam Power, ONE Media Technologies](#)
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## Tuesday, April 8, 2025

### 5G in Broadcast Spectrum and Video Quality Metrics

9:30 – 10:30 a.m. | Room W220-W221

Moderator: Marisabel Rodriguez, Google Cloud

9:30 a.m. - [Off-piste 5G in the Broadcast Auxiliary Service Band](#)

- [Samuel Yoffe, Neutral Wireless](#)

9:50 a.m. - [Deploying 5G Broadcast in UHF Spectrum](#)

- [Javier Fernandez, Qualcomm Technologies Incorporated](#)

10:10 a.m. - [Open-Source Low-Complexity Perceptual Video Quality Measurement with pVMAF](#)

- [Jan De Cock, Synamedia](#)

## Bluetooth and Ultra-low Latency Audio

10:00 – 11:00 a.m. | Room W222-W223

Moderator: Chris Homer, KGUN9 TV

10:00 a.m. - [Ultra-low Latency Audio over Bluetooth – a New Benchmark](#)

- [Jonny McClintock, Virscient Ltd.](#)

10:30 a.m. - [Functional Requirements for Dynamic Media Facilities](#)

- [Chris Lapp, Cisco Systems Inc.](#)
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## Cybersecurity for Broadcasters

11:00 - 12:00 p.m. | Room W220-W221

Moderator: Jason Ornellas, Bonneville International

11:00 a.m. - [The Liability of Elasticity](#)

- [John Guntenaar, NEP Group](#)
- [Jorge Llano, NEP Group](#)
- [Daniel Murphy, NEP Group](#)

11:20 a.m. - [Downtime Management in Multi-CDN Steering Systems](#)

- [Gwendal Simon, Synamedia](#)

11:40 a.m. - [Securing Hybrid Media and Entertainment Workflows: Practical Strategies for Protecting Intellectual Property and Critical Assets](#)

- [Johnathan Solomon, Principal Partner Solutions Architect](#)
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## [SCTE: Maximizing FAST Channel Revenue Using SCTE Technologies](#)

11:30 – 12:30 p.m. | Room W222-W223



## Production Advancements: Avatars and Immersive Content

1:30 – 2:30 p.m. | Room W220-W221

Moderator: Sun Sachs, Townsquare Media

1:30 p.m. - [Transforming Team Collaboration with Avatars: Enhancing Productivity in Content Creation in Broadcasting](#)

- [Kaushal Dadi, Tiptop Technologies Inc.](#)
- [Ira Sharma, Tiptop Technologies Inc.](#)

1:50 p.m. - [Hidden Depths: Disguise's Integration of Depth and Volumetric Capture Workflows for Virtual Production](#)

- [Philip Coulam-Jones, Disguise Systems Limited](#)
- [Chris Nash, Disguise Systems Limited](#)

2:10 p.m. - [Video Super Resolution for Broadcast Television](#)

- [Christopher Bird, Intel](#)
- [Surbhi Madan, Intel Corporation](#)

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## Software Defined Broadcast Technology

2:00 – 3:00 p.m. | Room W222-W223

Moderator: Sarah Foss, Audacy

2:00 p.m. - [How to Use JPEG XS to Transform Live TV](#)

- [Gatis Gailis, Veset](#)
- [Martins Magone, Veset](#)

2:30 p.m. - [Software Defined Broadcast: A New Way Forward for Video Production](#)

- [Phillip Myers, Lawo](#)
- [John Naylor, Ross Video](#)
- [Lukas Odhner, Deloitte Consulting](#)
- [Brian Olson, Intel Corporation](#)
- [Michael Proulx, Consulting Business](#)

## IP Networks and the Broadcast Chain: Fast Friends

3:00 – 4:00 p.m. | Room W220-W221

Moderator: Lynn Claudy, National Association of Broadcasters

3:00 p.m. - [Innovative Internet Protocol Remote Production Devices Using Open Standards](#)

- [Takaya Omuro, Japan Broadcasting Corporation](#)

3:20 p.m. - [How the Eurovision Song Contest Transitioned from Baseband to ST 2110 for its LED Video System](#)

- [Scott Blair, Megapixel](#)

3:40 p.m. - [Network Distribution and the Internet Snake! – Transcoding Anywhere](#)

- [David Edwards, Net Insight](#)
- [Adam Nilsson, Net Insight](#)

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## Streaming Improvements: Low Latency and Multiview

3:30 – 4:30 p.m. | Room W222-W223

Moderator: Sarah Foss, Audacy

3:30 p.m. - [Low latency, reloaded: Enhancing MPEG DASH for Next-Generation Streaming Experiences](#)

- [Thasso Griebel, castLabs](#)

3:50 p.m. - [Solving the Multiview Problem](#)

- [Rob Koenen, Tiledmedia](#)
- [Ray van Brandenburg, Tiledmedia](#)

4:10 p.m. - [Low Latency Wireless Broadcast Production over 5G](#)

- [Samuel Yoffe, Neutral Wireless](#)