

ROME CALLING

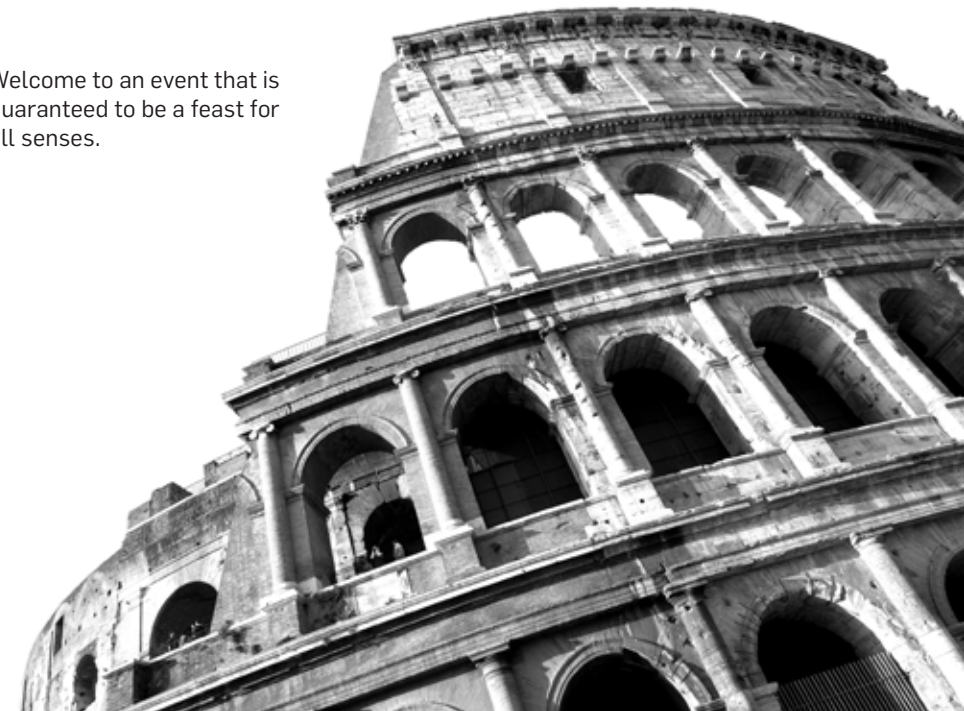
AUDIO SEMINAR • 9 & 10 JUNE 2011

Learn all about the radical changes now happening in production and distribution of broadcast, film and music as a consequence of new ITU and EBU standards. This compact, knowledge-boosting seminar is large enough to gather some of the industry's most influential speakers, yet personal enough that exchange of information and experience is facilitated. Seminars are strictly focused on technology, not on products.

The groundbreaking and comprehensive EBU R128 loudness recommendation is investigated from a multitude of angles, while only a few weeks earlier, ITU's loudness standard, BS.1770, will have been updated. The consequences of this update will also be evaluated and put into practical perspective.

Italy was an early mover on loudness-based transmission procedures and legislation, so the Eternal City will play an obvious host to an international assembly of audio professionals. The event takes place in a beautiful old building with fine acoustics in central Rome; the Auditorium della Discoteca di Stato. It's within walking distance of the great plazas, Pantheon, Forum Romanum, Trastevere, Colosseum, Fontana di Trevi, etc.

Welcome to an event that is guaranteed to be a feast for all senses.



Bagnetti

AUDIO
AES Audio
Engineering
Society



Gruppo Tematico per la
Cinematografia Sonora

tc electronic


ISTITUTO CENTRALE
PER I BENI SONORI
ED AUDIOVISIVI

THURSDAY, JUNE 9.

MUSIC AND FILM PRODUCTION IN RELATION TO BS.1770 AND EBU R128

9:00 Welcome, coffee

9:30 **LOUDNESS WARS PART I. THOMAS LUND**
Consequences of hyper-compression. iTunes and normalization

10:30 **LOUDNESS WARS PART II. BOB KATZ**
A historic perspective on music loudness. The science

11:30 Coffee

12:00 **FILM MIXING. SIMONE CORELLI**
Cinema loudness and cinema requirements

12:30 **MUSIC MIXING. FLORIAN CAMERER**
Mixing and processing of WLR programs

13:00 Lunch

14:00 **DYNAMICS PROCESSING IN PRODUCTION. GEORGE MASSENBURG**
Creative and sensible use of compression and limiting

15:15 Coffee, visit to on-site museum of historical recording tools

16:00 **MUSIC MASTERING. BACK TO THE FUTURE. BOB KATZ**
Tools and goals of mastering in a loudness-normalized world

17:00 **DESIGN OF FILM MIXING ROOMS. DINO D'AMBROSIO**

17:30 Tête-à-tête

18:00 Close

FRIDAY, JUNE 10.

BROADCAST PRODUCTION AND TRANSMISSION IN RELATION TO EBU R128

9:00 Welcome, coffee

9:30 **EBU R128 INTRODUCTION. FLORIAN CAMERER**
The fundamentals. Loudness Zen. EBU Tech documents

10:30 **EBU R128 IN PRODUCTION AND TRANSMISSION. THOMAS LUND**
Handling of commercials, up/down conversion, mobile platforms

11:30 Coffee

12:00 **EBU R128 AND STATION WORKFLOW. ALESSANDRO TRAVAGLINI**
Production and QC experience

12:30 **EBU R128 AND METADATA. MARK PASCOE**
Distribution formats requiring metadata: A workflow challenge

13:00 Lunch

14:00 **LEGISLATING THE LEVEL OF COMMERCIALS. MAURO FALCONE**
Systematic measurement of TV channels in Italy

14:30 **EBU R128 IN DISTRIBUTION. RICHARD VAN EVERDINGEN**
Distribution overview. Cross-platform procedures. EBU Tech 3344

15:30 Coffee

16:00 **ITU STATUS AND THE GLOBAL LOUDNESS PERSPECTIVE**
Japan, United States, Europe. New topics on the agenda.
Florian Camerer, Richard van Everdingen, George Massenburg, Thomas Lund

17:00 Tête-à-tête

18:00 Close