360 VIDEO CREATION

ALSO IN THIS ISSUE:

CONTENT DEALS, NEW TECH AT NATPE

CALMING STRATEGY FOR VIDEO SPOT

CCF DELIVERS WITH NEW EXECUTIVE

digitalmedia
SUMMIT

MAY 7, 2015

SHERATON CENTRE, TORONTO
WWW.DIGITALMEDIASUMMIT.CA

CANADA'S SOCIAL MEDIA
& INTERACTIVE MARKETING
CONFERENCE

JASON MILLER
LINKEDIN

KEN RUTKOWSKI
BUSINESS ROCKSTARS

TRAVIS WRIGHT
CCP GLOBAL

JEFFREY SMULYAN
EMMIS COMMUNICATIONS
CORP.

BRIAN SOLIS
ALTIMETER GROUP

JULIE ADAM
ROGERS BROADCASTING LTD

YOU

BE OUR VIP

2 MUST-ATTEND CONFERENCES
UNDER ONE ROOF
REGISTER TODAY!

MARK RAMSEY
MARK RAMSEY MEDIA

STEVE REYNOLDS
THE REYNOLDS GROUP

STEVE JONES
NEWCAP RADIO

Radio
Interactive
INTERNATIONAL RADIO SUMMIT

MAY 7 - 8, 2015

SHERATON CENTRE, TORONTO
WWW.CMW.NET/RADIO

PAUL SKI
ROGERS BROADCASTING LTD.

CHRIS PANDOFF
CORUS ENTERTAINMENT
RADIO

THE ULTIMATE VENUE FOR CONNECTING
WITH RADIO PROFESSIONALS

Alliance for Audited Media   Canada

Contents

Broadcaster® February 2015   Volume 74 Number 1

FEATURES

COVER PHOTO

More cameras, more video, more digital data
– media management tools and techniques
for   processing, rendering, compositing and
other post production processes for
stereoscopic 360 video are being developed
even as programs are produced.
Photograph provided by DEEP Inc.

Reality Takes on New Shape with 360 Video Tools, Techniques

"Virtual reality is the next great technological advance.
You don't have a television set there at all,
you actually really are there."

Naturalist and filmmaker Sir David Attenborough

A new frontier in media production has been reached using 360 degree spherical video camera arrays such as those developed by companies like 360 Heroes and Freedom 360; the special multi-camera mounts were loaded with HD capable GoPro cameras for a recent documentary series shot in the Arctic.

The world is not flat, so why are the screens?

New techniques and technologies for creating and delivering immersive video content are opening up new opportunities for program production, even as they may cast aside old delivery methods.

The flat screen – be it a TV, computer or smartphone – can be seen as a limitation by leading edge content creators working on truly immersive virtual reality environments built with 360 degree video.

Whether it is conveying a powerful, you-are-there message about climate change in the Arctic, or an emotional and spiritu-ally charged musical performance, 360 video is opening people's eyes to new program possibilities and delivery devices.

The team at a Toronto-based company is deeply involved in 360 video and pursuing those possibilities as program producers, technology developers and concept evangelists. The company has produced programming that surrounds, envelops and immerses viewers in a new kind of storytelling experience.

Thomas Wallner is a multiple-Emmy-award-winning producer, writer, director and game designer working in feature film, television, games and interactive media. His company DEEP Inc. is pioneering 360-degree video technologies to create new,

immersive forms of storytelling.

DEEP is currently developing a software program, video player and platform for VR cinema in partnership with the Ryerson Transmedia Centre, and other international partners; they call it "Liquid Cinema", and the team has been working for nearly three years to research, develop and produce the necessary underlying code.

By mixing 360 video, 'flat' film and still imagery with a strong narrative, a new kind of program has been created and new ways to convey a story have been opened up.

360 Video Complements Broadcast TV

Vision TV recently screened the world premiere broadcast of *Songs of Freedom*, a 90-minute film from Rhombus Media, starring the acclaimed Canadian soprano Measha Brueggergosman.

Companies such as Apple, Facebook, Samsung and DEEP Inc. are among those looking closely at new ways to deliver interactive content and mediated virtual reality environments, including wearable VR goggles to which 360 spherical video can be streamed.

She delivers an intensely powerful and spiritual collection of songs that emerged from Africa via the slave trade to become standards in North America, songs like *Amazing Grace*, or *Go Down Moses.*

Online, the broadcast was supported with a media rich easy-to-navigate website and mobile interactive songbook application for iPad and iPhone (expected out as 'Our Freedom Songs').

Sometimes I feel like a Motherless child...

Special digital content created for Vision TV's Songs of Freedom, accessible through a mobile app, was shot with a spherical camera system. User-controlled technology lets viewers interact with the recorded performances of Canadian soprano Measha Brueggergosman.

Four of the songs were recorded live using a 360 spherical video camera system, capturing the songstress' performance from every angle, and letting online users watch as if they were actually there standing beside her.

Irene Vandertop, one of the principals at DEEP, helped spearhead the creation of the online and mobile components of the TV project, noting her company's long standing relationship with Rhombus as key to understanding and merging new immersive and established documentary concepts.

She also noted the work done for a 10-part series, airing on TVO, that explores climate change in the Arctic, *The Polar Sea.*

"It seemed like the ideal project to undertake a groundbreaking experiment in immersive filmmaking. Rather than just showing the Arctic on traditional film, we could use 360-degree video to do something that TV can't do: we could literally take our viewers to the Arctic."

The production team took some 80 GoPro cameras and associated rigging to the Arctic as part of its gear – the team also used drones to carrying its spherical video camera set-up (weighing about 900 grams) and capture gorgeous airborne 360 HD panoramas.

In his efforts to reach as wide an audience as possible, producer Kevin McMahon was not at all adverse to using new platforms, both for product and distribution – the interactive documentary was also developed as a cross-multi-platform project, compatible with so-called VR goggles, those new wearable virtual reality devices like the Facebook-owned Oculus Rift and Samsung's Gear VR, to which stereoscopic immersive video can be delivered.

In fact, DEEP has developed its own wearables to deliver its special content; of course, they are wrap-around glasses, not flat screens.

Anaïd Hires former Shaw Media Executive

Barbara Shearer, Anaïd Productions' new executive producer, Toronto operations

Award-winning factual and reality programming writer and producer Barbara Shearer is joining Anaïd Productions as Executive Producer in charge of the company's Toronto operations. She was most recently with Shaw Media as the executive in charge of factual content for HISTORY, Global Television, Slice, and National Geographic Channel.

In this new role, Shearer will lead the creative team in the development and production of factual content. She will report to Anaïd Productions President and Executive Producer, Margaret Mardirossian.

"We've been looking forward to expanding our production company into Toronto and we're thrilled to have someone with as much production experience and creative vision as Barbara leading our Eastern Canada operations," said Mardirossian. "Barbara brings incredible insight and knowledge to Anaïd with her background in developing a variety of factual and lifestyle series and documentaries from inception to completion. We're so pleased to have her as part of our award-winning team."

Conflicts of Interest Beset Broadcasters

Incidents involving perceived or acknowledged conflicts of interest have beset major Canadian broadcast operations recently, triggering resignations and new operating procedures.

The Canadian Broadcasting Corporation has banned outside paid appearances by its on-air journalists, after almost a year

marblemedia On a Roll with Expanded Prime Time Development Plans

Multi-platform content creation company marblemedia has hired former Our House Media executive Sean Connolly, in the newly created role of Vice President, Primetime Unscripted Development as part of the company's expansion into primetime.

"Sean brings a wealth of expertise with over a decade of experience at some of the industry's top indie companies," said Matt Hornburg, Co-CEO and Executive Producer, marblemedia. "Sean is a passionate storyteller and a tremendous collaborator. He is a terrific addition to our team and will further fuel the company's growth."

Sean has held various executive roles at a number of notable companies including Red Apple Entertainment, Proper Television and his own indie Gorilla Media, where he created the international format Make The Politician Work

Sean Connolly, Vice President, Primetime Unscripted Development

(CBC). He also has an extensive credit list with titles including Junk Raiders, Newlywed, Nearly Dead, Love Hunters and many more.

of controversy over allegations of potential conflicts-of-interest.

Journalists there will now be barred from accepting any form of payment from third parties, including reimbursement for out-of-pocket expenses.

In a memo from Jennifer McGuire, the general manager and editor-in-chief of CBC News and Centres, and Michel Cormier, the executive director of Radio-Canada's news and current affairs operations, staff were advised that "paid appearances can create an adverse impact on the Corporation" and that "CBC/Radio-Canada will no longer approve paid appearances by its on-air journalistic employees", in recognition of "a changing environment in which the public expects more transparency from institutions and the media is making the practice of paid outside activities for our journalists less acceptable to audiences."

At Global News, meanwhile, Leslie Roberts has resigned from his position as Anchor and Executive Editor of Global Toronto, and co-host of The National Morning Show.

His role as part-owner of a Toronto PR firm led to controversy because clients of the firm appeared on Global News programs.

Following an internal investigation at Global, conducted on the basis of the company's Business Conduct Standards and the Global News Journalistic Principles and

Practices, Global News said it was "satisfied" with the results, and remained "committed to balanced and ethical journalism produced in the public's interest."

A statement released by Roberts said straightforwardly that he was resigning as News Anchor and Executive Editor of Global Toronto: "I regret the circumstances, specifically a failure to disclose information, which led to this outcome."

Williams Leaves Bell Media to Produce *Saving Hope*

Corrie Coe, Senior Vice-President, Independent Production, Bell Media, announced today that Trish Williams is leaving the company to become Co-Executive Producer of CTV's hit original drama series *Saving Hope*.

Williams will be succeeded by Tom Hastings, who has been appointed Director, Independent Production, Bell Media. Formerly a Production Executive on Bell Media's Independent Production team, Hastings will report directly to Coe while leading the development of dramatic productions across the Bell Media suite of channels.

"Trish has been a key figure in the success of some of Canada's most-watched and most-acclaimed original drama series, and we are very much looking forward to continuing to work with her in her new role," said Coe. "Tom is well-respected among Canadian television production companies

and has played a crucial role in developing Bell Media's leading drama slate. We are delighted to welcome him into this new role."

As the Director of Drama in Bell Media's Independent Production Unit, Williams oversaw the development and production of original Canadian dramatic series on Bell Media channels including CTV, Space, MuchMusic, and Bravo, and most recently The Movie Network. In her tenure as Director, Independent Production, she successfully launched several new dramatic series.

Hastings has comprehensive experience bringing compelling dramatic ideas from concept to reality. He joined Bell Media in 2012 as a Production Executive in the Independent Production, Drama unit where he was responsible for the development and production of several dramatic series, including the critically acclaimed 19-2, recently nominated for 10 Canadian Screen Awards. Prior to his role at Bell Media, Hastings was the Creative Head of CBC Drama where he oversaw the development and production of prime-time dramatic programming

Shaw Media Takes History Underground with New Series

HISTORY is taking viewers inside a covert operation in the new, fact-based drama series, *Gangland Undercover*, which chronicles infiltrator Charles Falco's (Canadian Damon Runyan) mission inside one of America's most notoriously violent outlaw motorcycle gangs.

Giving a rare look inside this historically infamous organized crime gang through the eyes of an undercover investigator, the new six-episode Canadian series from Cineflix Productions premieres on HISTORY in early March.

The show is based on the 2013 memoir, *Vagos, Mongols, and Outlaws: My Infiltration of America's Deadliest Biker Gang*, written by Falco, along with Kerrie Droban, an author and criminal defense attorney in Phoenix, Arizona.

Gangland Undercover is produced by Cineflix Productions in association with Shaw Media and Stephen Kemp. Noel Baker is the lead writer. Neil Rawles, Carl Hindmarch and Stephen Kemp are the

Author and attorney Kerrie Droban helped write a 2013 gangland memoir on which a new Shaw Media specialty channel series is based.

directors. Charles Tremayne and Kim Bondi are among Cineflix's Executive Producers.

A+E Networks will distribute *Gangland Undercover* outside of North America under the A+E Studios International banner.

New SMPTE Directors and Board Appointments

Paul Stechly, SMPTE Finance Vice President

The Society of Motion Picture and Television Engineers and the SMPTE Board of Governors has named the Society's 2015 directors and has appointed new officers and governors to fill vacant positions.

Toronto-based president of Applied Electronics Limited Paul Stechly has been appointed SMPTE finance vice president to complete the term of Matthew Goldman, who was elected in October to serve as the Society's executive vice president.

"The 2015 directors and newly appointed officers and governors represent the remarkable expertise and industry leadership that make the Society's membership so noteworthy," said Robert Seidel, SMPTE president and vice president of engineering and advanced technology at CBS. "Their ongoing contributions to the Society will enable SMPTE to continue its pioneering standards work, as well as its unique educational offerings for those within the motion-imaging field."

William C. Miller will take on the role of SMPTE membership vice president, and Douglas Sheer will serve as New York Region governor. Andrew Setos will serve as Hollywood Region governor, replacing Clyde Smith, who is stepping down in conjunction with his retirement.

New SMPTE Finance Vice President Stechly joined Applied Electronics in 1983 when he founded and operated the Audio Visual Division, and he assumed the role of president in 1998. Stechly holds seven patents in multimedia technology. He has long been involved with the SMPTE Toronto Section, including serving as Section Chair.

FACET4 Media Announces Series for Canadian and International Marketplace

A new home-grown Canadian entertainment company, founded and steered by Stephen Greenberg, is developing and acquiring a slate of original television programming in both the reality and dramatic arenas.

With a television distribution deal and servicing arrangement already in place with Fox/Incendo, FACET4 is poised to make a big splash in the Canadian industry. Fox/Incendo will handle delivery, sales and back office support for all content produced and represented by FACET4 Media.

Stephen Greenberg launched FACET4 in 2014 along with his sister, Anna-Sue Greenberg, and his son, Jamie D. Greenberg. Focusing on developing, creating and financing Canadian content programming, the Greenberg's have aligned themselves with the tremendous creative talent pool that exists in Canada. Stephen brought almost 35 years in the Canadian television and film production industry to this new venture, having worked with every major television and film studio in Canada, the U.S, and all the major territories in Europe.

Anna-Sue Greenberg is responsible for FACET4 Media's Creative Development. She brings a wealth of knowledge and experience having served as Creative Executive on over 20 made for television movies as well as Marketing Director for an additional 20 television movies, television series and documentaries during her previous role at independent producer and distributor, Incendo.

Following a three-year stint as legal counsel at Public Mobile, Jamie D. Greenberg is responsible for Acquisitions and Business Development for FACET4 Media with specific focus on researching, evaluating and attracting new content suppliers in all media to FACET4. Jamie's experience at Public Mobile coupled with his time as legal counsel for the Canadian Radio-television and Telecommunications Commission (CRTC) has given him broad exposure to the variety of delivery, production and regulatory requirements in Canada.

Broadcasting Accessibility Fund Issues First Call for Letters of Intent

The Broadcasting Accessibility Fund (the Fund) has issued a Call for Letters of Intent, an initial step for those interested in applying to the Fund, which is mandated to provide financial support for initiatives that advance accessibility to broadcasting content for Canadians with disabilities.

"The Fund has elected to take an approach which will request that anyone interested in applying for a grant first tell us about their proposed initiative," said Board of Directors Chair Allister Byrne. "We're interested in finding out about their ideas through a brief letter to us, to ensure that specific initiatives are in line with the Fund's mandate."

"Over the past several months, we've heard some great ideas from a number of groups, organizations, researchers and others about ways of improving access to broadcasting content across various platforms," said the Fund's CEO/Funding Officer Richard Cavanagh. "It seems logical to ask for a brief summary of any proposal before taking on the work of a full application to the Fund."

"Once the Grant Committee of the Board has reviewed a Letter of Intent, we'll get in touch with the potential applicant to let them know whether their proposal fits our mandate, or perhaps needs a bit of work, or is simply not a match for our objectives," Byrne added. "We'll request a full application from those we wish to proceed with."

The deadline for submitting a Letter of Intent to the Fund is March 12, 2015.

The Broadcasting Accessibility Fund was established as an independent and impartial funding body supporting innovative projects to increase the accessibility of broadcasting content in Canada. The fund was created as part of the tangible benefits package associated with Bell Canada's acquisition of CTV. The Canadian Radio-television and Telecommunications Commission (CRTC) approved its creation together with initial funding of $5.7 million.

Digiflare Expands Executive Ranks to Meet TV Everywhere Demands

Toronto-based TV Everywhere (TVE) and Over-the-Top (OTT) video application design and development company s Digiflare has made significant hirings as it grows into the TV Network and Pay-TV Operator space.

Candice Edwards has been hired as SVP of Strategy and Business Development, and Ashley Desatnik as Senior Director of Business Development.

The company also announced that David MacPhie has been promoted to Senior Director of Business Development and he'll work to expand the footprint of its existing US TV partners at both broadcast and cable networks.

Prior to Digiflare, Edwards was responsible for driving new business initiatives in the media and entertainment sector for Ooyala (acquired by Telstra), a major online video technology platform and analytics provider.

Desatnik recently served as a senior leader and digital video strategist at BlackBerry. While at BlackBerry, he was instrumental in creating strategic partnerships with major film studios and TV networks. He negotiated 50+ global licensing contracts, including all major film studios and TV networks for the global launch of the BlackBerry 10 (BB10) transactional download video service in the US, Canada, and UK.

New executive hires at Digiflare include Candice Edwards, Ashley Desatnik, and David MacPhie.

David MacPhie drives Digiflare's partnerships with key US TV Networks and brings more than 10 years of product development experience working within the telecommunications and media space to the role. Prior to joining Digiflare, MacPhie was the Director of Mobile and Companion Viewing at Bell Media helping launch and monetize several TV Everywhere applications for brands that include TSN, CTV, Discovery and MTV Canada.

This year, NATPE was well positioned at the intersection of consumer electronics and content creation, where service and solution providers like Playwire presented products used to deliver monetized digital video across multiple media platforms.

NEW TECHNOLOGY UNVEILED, MORE PROGRAMS SOLD AS DIGITAL CONTENT UNLEASHED AT NATPE

BY JONATHAN HILTZ WITH MYLES SHANE

It goes without saying that NATPE has once again come off a successful year now that they're regulars on the Miami strip at the Fontainebleau hotel. Less than a decade ago when the show was making the difficult transition from Las Vegas to the sunshine state, there were many that said the events' best years were behind it.

These days, all you need to do is walk the show floor and attend the speakers' sessions to know that NATPE isn't looking back. If anything, they have their sights set forward by staying relevant and having poignant presentations and panel discussions about the digital age, which is here and thriving.

For example, this years 'theme' of the market was titled *Content Without Borders*, which is a tip of the hat to the integration of both linear and digital content models. These topics reflected greatly in the panel discussions, with people that included YouTube corporate players, executives from Vine and Twitter and others in the who's who of the online dimension.

NATPE also partnered this year with the Consumer Electronics Association and did a fascinating joint study of streaming and other online habits for viewers. Study findings show that consumers are seeking out television programs through a variety of different mediums now. In fact, 71 per cent of viewers said that they have watched streaming media content, including full length TV shows, within the last six months.

With NATPE positioned at the intersection of consumer electronics and content creation, online video platform developers like Playwire use the conference to unveil what are called video technology breakthroughs to enable publishers and content producers

to monetize and distribute their content more efficiently.

Launched in 2011, to make digital content distribution profitable for publishers, Playwire technology, including a customizable video player and content management system, is used to serve up online content and advertising for premium content publisher accounts.

"NATPE provides a unique opportunity for us to showcase Playwire to an international community of premium content creators right in our backyard," said Playwire CEO Jayson Dubin. "Our technology is already helping change the digital content strategies of media companies, publishers and record labels, and we look forward to bringing Playwire to the television and entertainment communities."

"As content distribution evolves, device manufacturers are launching a variety of innovations that deliver richer experiences and empower consumers with anytime/ anywhere access to their favourite television programs." said CEA President Gary Shapiro.

Netflix was one of the top companies in this study, with 40 per cent of viewers getting their content from its service or services similar, followed by YouTube with 26 per cent. Movies, comedy and drama are the top TV program genres being watched in broadband households, the study showed.

Another interesting addition to this year's NATPE was the creation of the Reality Breakthrough Award. This accolade celebrates the most innovative reality content available today. The awards were presented by Howie Mandel and some of the winners included the hit show *Shark Tank, Hollywood Game Night*, and the critically acclaimed *Anthony Bourdain Parts Unknown* on CNN.

One big announcement in the digital realm came from YouTube, which will be funding original programming by the end of the year.

Alex Carloss, head of originals for the giant online broadcaster, said the company will mainly be funding content done by the most popular YouTube personalities currently online, content that is free of traditional broadcasting constraints, such as running length; this will allow the creatives to tell the story they want, without cutting out the good stuff because they need to stay within 46 minutes.

That suits the program producers and distributors at NATPE just fine.

The Fremantle Corporation, for example, picked up a short form (average running length, 13 minutes) comedic series at the show, produced by Crazy Shirt Productions. The two companies, as well as the show, are based in Toronto.

Touring T.O. follows the adventures of a start-up rickshaw company, taking tourists to various unique and obscure landmarks in the city.

The show launched in September 2013 as one of the hyper-local video programs supported and delivered by Bell Media's Bell Local Fibe TV channel.

The service was created by Bell in order to meet broadcast regulator requirements for local TV programming; it just may be the concept meets a growing global demand for unique and alternative digital video content.

"We are excited to head into NATPE with a new format that has strong international potential and a great collection of sales closed," said newly appointed company CEO Brad Pelman. TFC has also completed license agreements with several broadcasters, including new deals in Africa, Italy, Belgium, Brazil, Canada and the U.S.

Once everything was said and done, NATPE had great numbers this year: with some 230 exhibitors attending the show (107 domestic and 123 international), including for the third year running, each of the major studios. Organizers noted that 28 new exhibitors – representing the U.S., Canada, Latin America and other international regions – attended NATPE Miami for the first time this year.

Power of Video Communications Coupled with Calming Creative Strategy

A cinema verité video shooting style, coupled with natural light and ambient sounds, was used to reinforce the desired calm, natural ambience of a new direct marketing video and TV spot created by Fifth Story.

According to the Content Marketing Institute's 2014 B2C Content Marketing study, 72% of B2C communications professionals use online videos as part of their content marketing strategy. They know that Canadians rank second worldwide in terms of online video usage, and that they spend more time on websites with streaming video, sharing favourite clips regularly with friends, family and online social circles.

Not surprising then that a leading brand and marketing agency would develop a new video-based advertising campaign combining the wide reach of television advertising, the power of social media, and the audience identification factor created with the on-camera help of a celebrity endorser.

Fifth Story, a Toronto-based content marketing firm, created a 30-second direct-response television spot on behalf of Natural Calm, a top nutritional supplement brand in Canada.

Fifth Story brought to the table its more than 30 years experience in the media industry; the company was founded in 1981 as News Canada; new owners and new creative teams helped build the company and expand the company over the years, adding digital and online skills, media measurement capabilities and in-house production assets.

The company rebranded as Fifth Story last year.

Sitara Hewitt, well known for her starring role in CBC's award-winning Little Mosque On The Prairie, brings an organic feel to her role as Natural Calm's brand ambassador.

This new campaign and the scene-setting Natural Calm spot features Sitara Hewitt, Natural Calm's brand ambassador, best known for her role in CBC's award-winning *Little Mosque On The Prairie.*

Additional content and digital media assets created for the project include a Fifth Story produced 30-second public service announcement (PSA) television spot for Organics 4 Orphans that also features Hewitt., and a re-edited TV spot rolled out online across social, media and streaming video sites.

"We've had a long and successful run with a commercial featuring the company's co-owner, Linda Bolton, which has paid considerable dividends in terms of raising both awareness and sales," described John Halbert, Vice-President of Operations at TOP Nutritionals. "However, earlier this year, we felt that it was time for a new commercial, different from what we had done in the past, one enlisting the help of a celebrity. In Fifth Story, we found the perfect blend of creativity, production excellence and cost-effectiveness," he added.

Stephen Stanley, Fifth Story's Creative Director, described some of the shooting strategies and styles, noting first that the DoP for the 1080HD spot was Sarah Thomas Moffat.

"Sarah has a strong nature-documen-

tary background and we felt that she would be perfect for what we were trying to capture in this piece. She did not disappoint," he said.

In discussion with Stanley, Thomas Moffat reviewed plans for the look and feel of the spot. Words like "flow" fit right in with

Fifth Story worked with DoP Sarah Thomas Moffat who brought "a strong nature-documentary background" to the look and feel of a product promotion and brand awareness commercial campaign.

the product, so she worked to create certain looks and emotions in camera.

Working with her Canon C500 Cinema EOS camera – capable of 4K, but also 2K and 1080HD – to handle the high contrast shooting scenarios, she worked handheld, from the back of a hatch back car, and with the camera mounted on a jib arm, so the shots float and flow gently during Hewitt's on-camera line delivery.

She used a cinema verité style to capture Hewitt enjoying her life in a natural environment, and sharing her personal experience with Natural Calm. The natural light and sounds were used to reinforce the calm, natural feel of the spot, and the lighting was saturated to be even more inviting and inspiring.

All production and post-production is handled in-house at Fifth Story, Stanley added, and the producer on this project was Ellen Heron Howell and the editor was Jamin Tabarez.

As well, while Natural Calm did have a jingle written for them a few years back and wanted to maintain the flavour of that song for the current campaign, Fifth Story staff worked with the composer to re-orchestrate the track and give it a "more earthy organic feel."

With a re-recorded ukulele replacing an acoustic guitar track, and some tracks of island-influenced rhythm and percussion being removed, the client was extremely happy with the new sound and feel.

Airing last fall and this winter, Natural Calm's television strategy to generate mass exposure for the brand, engaging Canadian consumers by fostering a sense of health and wellness, and driving brand preference by emphasizing the company's corporate social responsibility (CSR) policy – TOP Nutritionals donates all profits after business expenses to Organics 4 Orphans, the company's charity, which focuses on helping orphans in Africa.

Blackmagic Design - 4K for Today and Tomorrow

Blackmagic Design's Atem Video Production Systems

Blackmagic Design offers the largest selection of 4K compliant Live Production products.

At the heart of the Blackmagic Solution is the powerful line of Atem video production switchers, from the entry level Studio 4K through the 1ME and powerful 2 ME solution; you can choose the connectivity and features right for your level of production, for today and tomorrow

Need to build or integrate a larger system? No problem. Blackmagic Design has a full line of 4K compliant (up to 12G) routing switchers and open gear rack mountable conversion and distribution products.

Need to upgrade your existing assets to HD or 4K? Blackmagic has the best tools in the business using their renowned Teranex processing technology.

Need to update and interface your server or graphics station? Blackmagic has a wide selection of new 4K compliant Decklink cards available.

Need to Record or Monitor 4K signals? Blackmagic has a wide range of Hyperdeck recorders and monitors that can do the job for you.

If you are looking for affordable options for Studio cameras, even just to test or pilot, Blackmagic has a solution.

Teradek – The Name of the Game is Connectivity

Teradek has been building a solid reputation in the industry as a premium provider of professional wireless and IP connectivity products. Whether you are looking for remote video capture, live ENG backhaul, a live production application, or require real-time monitoring, proxy recording or simple webcasting, Teradek has a wide range of products suited to a variety of needs and requirements.

The Bolt line of zero latency transmitters can provide uncompressed quality for connecting HDSDI or HDMI sources wirelessly up to 2,000 feet.

Low Latency High Quality wireless transmission up to 2,500

New IP and wireless connectivity solutions from Teradek

feet can be achieved with the company's new Beam line of products. The Cube line of H264 encoders and decoders allows for quick and easy HD transmission over wireless or wired IP networks. Bond products extend your wireless connectivity to almost anywhere with 3G/4G cellular network connectivity. New CORE technology can remotely configure, manage, record and archive multiple streams. VidiU makes it simple to stream programming live to the Internet from almost anywhere.

If you are looking for help with 4K production equipment, or for professional connectivity solutions, contact Vistek PVSG.

RØDE Launches Digital System

Australian audio company RØDE Microphones has launched its new Digital Wireless System, with a number of receiver and transmitter options for film, news gathering, presentation and stage use.

Called RØDELink, the system utilizes a next-generation 2.4GHz, 128-bit encrypted digital transmission sent on two channels simultaneously, providing a high-resolution 24-bit/44.1k digital audio signal at a range of up to 100 meters (over 100 yards).

The first product released is the Film-maker Kit, including a belt pack transmitter, on-camera or belt pack receiver, and RØDE's broadcast quality Lavaliere microphone.

RØDE has also announced two new shotgun microphones, the NTG4 and NTG4+, with new capsules offering lower noise and higher sensitivity. On-board digital switching now controls a 75Hz high pass filter, 10db PAD and innovative high frequency boost which was first available on the Stereo VideoMic X,

RØDE's broadcast quality audio solutions now include digital wireless systems receivers and transmitters, including the new Filmmaker Kit.

allowing you to compensate for any high frequency attenuation when using a DeadCat style furry windshield.

Enhancing the dual-powered flexibility of the NTG2, the NTG4+ comes equipped with an internal rechargeable lithium battery, a world first for a professional shotgun microphone. Providing up to 150 hours operating time, the battery is conveniently charged via any USB power source using the supplied MicroUSB cable.

White's Makes Major Investment in New Equipment and Technologies

William F. White International reports a major investment in new production equipment and technologies plans for 2015, continuing its national expansion program.

The $15 million budget represents the largest single investment in the company's 52 years of operation.

It has invested $40 million on recent inventory upgrades and acquisitions from top manufacturers including new LED lighting, lensless HMI Par systems, new high-speed camera support vehicles, camera cars, TechnoDollies, and Super Technocranes in addition to conducting research and development toward high-speed imaging.

"With stable, engaged management and ownership, we're continuing to invest in our core business," said Paul Bronfman, Chairman and CEO of Comweb Group Inc. and William F. White International Inc. "This capital will provide us with the additional resources to help accelerate growth while we continue to leverage our market leadership position across the country. We will continue to be owner-managed and focused on what we do best, delivering the highest quality production tools and technical expertise to content creators across the country."

The company recently made a $1 million investment in the new Calgary Film Centre, expanded into Sudbury, and acquired Telescopic Camera Cranes Inc. based in Vancouver, and Location Equipment Supply Inc. based in Toronto, both now rebranded as Whites companies.

New equipment investments and company acquisitions are driving production equipment supplier Wm F White's expansion strategy.

Haivision Mobile Adds HEVC and SRT for Low Latency Enterprise Mobile Applications

Haivision announced the newest release of the company's free enterprise media player for low latency live streaming to mobile devices – InStream Mobile 1.2.

The latest version now supports HEVC/H.265 (in addition to H.264) for bandwidth efficiency and SRT (Secure Reliable Transport) for stream resiliency and security. InStream Mobile is now available for download in the Apple App Store and Google Play.

InStream Mobile keeps employees connected by streaming low latency, secure video to their mobile devices. InStream Mobile allows enterprise users to tune in to internal video streams and channels for training, contextual review, corporate all hands, important announcements or other live video content, all from within an organization's secure network.

An open standard player, InStream Mobile can decode streams from many encoders, but works best with Haivision Makito X encoders. Combining Haivision Makito X Encoders and InStream Mobile can result in end-to-end latency of less than 500 milliseconds for 1080p60 video without the need for a central streaming server. In contrast, typical mobile streaming solutions are subject to a 10 to 60 second delay.

New to InStream Mobile, HEVC (high efficiency video coding), also known as H.265, is the latest video compression standard offering improved streaming efficiency. When transmitting video over constrained networks, HEVC provides significantly improved video quality compared to H.264 at the same bitrate.

Supporting Transport Stream multicast, HTTP Live Streaming (HLS), and Haivision's SRT, InStream Mobile gives users access to local performance streams as well as those available on the Internet. Local multicast transport streams do not need to be transcoded, resized, or converted to HLS, allowing InStream Mobile to be instantly deployed within current enterprise workflows. InStream Mobile also supports a central channel guide file so the channel list for all users can quickly be established and changed, further easing deployment and media control.

Solotech Expands in Toronto, Welcomes Maurice Latour Out of Retirement

Solotech continues to grow and expand its audio, video, rigging and staging capabilities with the New Year acquisition of the assets of P.A. Plus Productions, and with the Midnite Hour Productions acquisition last November.

wMeanwhile, broadcast community customers, suppliers and employees in Toronto and elsewhere have welcomed the return of Maurice Latour to Solotech, and the experience and expertise he has gained over his thirty years at Solotech.

Maurice Latour of Solotech

"I could not remain indifferent to all the messages I received from my clients in the lasts months! All comments and warm testimonies have greatly influenced my decision to resume service," Latour said. "These are people who have proven themselves in the industry and know exactly where they are going, and more than anyone, how to get there! It is extremely motivating to be part of such a winning team!"

"We are very pleased with the return of Maurice Latour," Jean-Louis Blanchard, Vice President of Sales & Integration Division at Solotech."Maurice's experience and knowledge are valuable assets to our team. After all, he is still very young and he will always have time to rest later!", he joked.

Plura timing system interoperability supports end-to-end production operations for control room and technical staff tasked with program direction and monitoring.

Plura Introduces Production Timers

The new Alpermann-Velte SPT family from Plura includes rackmount and table-top versions, each capable of distributing six different timers across unlimited associated hardware or software devices.

The networked SPT architecture, which includes Power over Ethernet (PoE) signal distribution, also enables synchronization with studio clock reference systems, the manufacturer reports, as well as IP control across all connected devices to start, stop, reset and adjust other timer settings.

The SPT range delivers software-defined intelligence to advance production timer applications in broadcast and production facilities. As with the best legacy timer products, SPT solutions offer to-the-second precision for countdowns leading in and out of transitions, live or recorded, ensuring seamless continuity between programs and advertisements. Unlike legacy timers, SPT products integrate seamlessly with leading multiviewers, incorporating digital timers and/or analog clocks into the visual display.

The specialized SPT mobile app further enhances production in the connected studio, providing a wireless control environment for personnel moving around the control room or production floor. Available for most mobile devices, users can control the same functions as a wired SPT solution, and view countdowns and other timer functions on a corresponding tablet — a unique attribute and an industry first for production timers.

With minimal connections required, facilities can use existing infrastructure for PoE signal distribution and eliminate complex LTP legacy wiring in favor of standard network cables. The design also eliminates large time generator units, reducing costs and adding flexibility to the distribution architecture.

Norsat's Manpack Portable Satellite Terminal

Norsat International has launched the Journey Manpack 0.9m ultra-portable Ku-Band satellite terminal, a six-segment, carbon fibre unit weighing less than 18 kilograms (40 pounds) including the backpack.

Setup takes less than 10 minutes, the manufacturer describes, letting users with minimal training to quickly lock onto a satellite and transmit/receive. The Journey Manpack is optionally equipped with LinkControl software which simplifies the antenna alignment process with its alignment wizard, beacon detector and built-in spectrum analyzer.

The high performance Journey Manpack terminal delivers Rx data rates up to 45Mbps, and Tx data rates up to 20 Mbps. Designed for low power consumption, the Journey runs on AC power or a 4/6 cell battery pack that provides more than four hours of continuous run time. Providing unmatched durability, the system is MIL-STD-810G compliant and has been built to oper-

The new Journey Manpack terminal delivers Rx data rates up to 45Mbps, and Tx data rates up to 20 Mbps

ate in harsh and hostile environments.

The Journey Manpack includes an integrated BUC, LNB and modem, providing a full solution in one case or backpack. Journey can also be customized with a variety of BUCs, LNBs and modems to meet varying customer requirements and budgets.

RTW Touts Loudness Tools

RTW is showing new products in its line of audio loudness and metering tools.

The first item in this new product line, Loudness Tools was designed to serve the needs of users in the DAW sector. RTW Mastering Tools is the second product in RTW's Masterclass PlugIns line, which provides users with software versions of some of the company's most popular metering and measurement solutions.

RTW's Masterclass PlugIns Loudness Tools is a standard-format plug-in for Windows and Mac OS platforms.

The RTW TM3-Primus is a recently announced multi functional audio-measurement desktop unit featuring unbalanced RCA-type two-channel analog, digital (SPDIF) and USB interfaces. It also features an advanced USB hybrid mode that allows users to visualize a metering point in a digital

New hardware and software solutions from RTW for audio metering and measurement.

audio workstation, using a specific RTW plug-in, directly on the new TouchMonitor's screen. Also, a USB port allows for implementing an innovative USB/plug-in hybrid mode that enables metering to be performed on the DAW so that a user can process

and visualize the information instantly.

RTW meters, including the TM3, TMR7, TM7 and TM9, conform to the EBU R128 loudness standard, as well as ITU-R BS.1770-3/1771-1, ATSC A/85, ARIB, OP-59, AGCOM, SPL mode and the U.S. Calm Act regulations.

Datavideo Live Streaming Production System

Datavideo has announced its virtual studio in a box, the TVS-1000 system.

Its multi-capability design includes a video switcher, a character generator, a video recorder, and a streaming encoder.

The TVS-1000 control panel lets users switch up to four positions on the virtual set using only one camera. This is possible through the presets in the TVS-1000 allowing the various positions to be switched using a T-bar or buttons.

Users can switch and display media files (pictures and video) as elements of the set or over the full screen. Simply point a single HDMI camera at a green screen, and key in one of over 25 included virtual studio backgrounds to have a professional news set or entertainment show.

The program output can be recorded to a file and streamed to the Internet simultaneously, using most major CDNs (content distribution networks), such as UStream and YouTube or new CDNs that use RTMP for connectivity, like MyLiveDistrict.

The interface to Datavideo new TVS 1000 virtual production system offers full control over video assets, inputs and outputs.
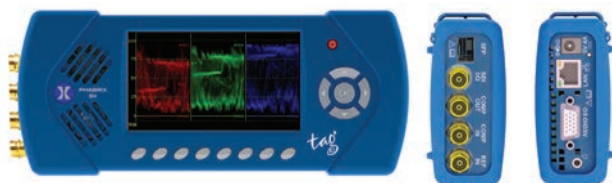
New Video Test Instruments Debut

Leader is showing new additions to its PHABRIX and Leader ranges of video test instruments, including the PHABRIX Sx TAG hand-held video/audio analyzer/monitor, the latest Sx TAGC variant with integral signal generator, the Rx rack-mountable series and Leader's recently announced LV5333 3G-SDI-compatible multi-SDI monitor.

The Sx TAG is a hand-held video/audio analyzer/monitor with support for a wide range of signal formats and display standards. Compatible with SD, HD and 3G-SDI, it i ncorporates analogue, SDI and optical ports. Low entry price allows users to purchase the standard instrument and add supplementary features in the field as required. The Sx TAG can be upgraded to an Sx TAGC which includes a fully functional generator across all standards. An integral video cage generator supports a range of SFP optical transceivers.

The PHABRIX Rx rack mount range is a modular rack-mounting system available in three chassis types: a 2U version with two integral screens and two rasterizers, the 1U Rx1000 and the Rx 500 1U half rack. The Rx can route its rasterized output through both HDMI and SDI at 1920 x 1080. Up to 8 channels SDI sources can be monitored and logged.

The rasterized output is presented in full resolution 1920 x 1080 as HDMI and 3G/HD-SDI, including audio. Test screens conducive to the operator's specific workflow can be config-

New additions to the PHABRIX and Leader ranges of video test instruments.

ured quickly. The HDMI output enables local instrumentation display. The 3G/HD-SDI rasterized output permits routing of the rasterized display to any point in the facility

The Leader LV5333 is a new multi-SDI monitor designed for use in studios, technical areas or attached to a video camera-support tripod. The Leader LV5333 is compatible with over 20 HD-SDI/SD-SDI signal formats including 3G-SDI.

The LV5333 occupies a 215 x 128 x 63 millimeter housing and weighs 1.3 kilograms. It can be powered from battery or a universal mains adapter.

New Gimbal Gear from Redrock Micro

including Freefly MoVI, DJI Ronin, Defy, and others.

Redrock Gimbal Gear consists of the updated microRemote wireless remote focus system, flexCable super flexible cables, powerPack power distribution to safely power all onboard accessories from a single battery, and camera rigging options for outfitting cameras on gimbals.

The powerPack gives operators and techs the ability to regulate power from a base station platform, and one central location to power a monitor, wireless follow focus and video transmitter, while being regulated.

The updated wireless hand unit is said to be some 30 per cent smaller and lighter; it includes an updated radio with a one mile line of sight range. New microRemote 2.0 firmware increases performance and reliability, and adds new features such as electronic backlash adjustment (the firmware is a free upgrade and is customer installable.)

Packaged cables are available for the most popular accessories from SmallHD, TVLogic, Marshall Electronics, Teradek, and Paralinx.

Redrock Micro announced a suite of new products for popular gimbals and video shooting accessories.

axle Video Delivers High Capacity Video Management Drives

axle Video's new axle Drives are designed to support HD and 4K media acquisition, especially from devices like smartphones, GoPros, DSLRs and iPads

The new drives are available in three versions, each offering expandable video storage capacity; browser-based access to media from laptops, iPads, iPhones and Android devices; automatic creation of video, photo and PDF proxies; as well as distinct administrator and user access levels and privileges.

New axleDrive video storage units come in different storage capacities and configurations

axle Drive 2 holds about 100 hours of HD footage, or 5,000 hours of H.264 proxy media in its two terabytes of usable storage. Featuring USB3 connectivity, the portable hardware can be taken anywhere.

axle Drive 4 holds about 200 hours of HD footage, or 10,000 hours of H.264 proxy media in its four TB fully redundant (RAID1) storage. It has dual Gigabit Ethernet connectivity. axle Drive 6 holds some 300 hours of HD footage in six TB RAID1 storage.

All axle Drive systems must be connected to at least one Mac computer, typically a dedicated Mac mini, iMac or Mac Pro, running OSX 10.8 or higher.

Blackbird X10 Drone with On Board HD Cam

The brand new Aries Blackbird X10 quadcopter features an on-board camera that shoots 1080p HD 30 fps video and 16MP still images in ultra-high resolution.

The drone can capture First Person Video (FPV) from up to 1,500 feet, with a flight time of up to 25 minutes per charge.

The Aries Blackbird X10 quadcopter has an on-board HD video camera.

The high-tech chopper features integrated flight and camera control, 6-axis gyro stability, GPS accuracy, advanced intelligent flight control systems, a weather-protected build, and a wide, stable landing base.

With complete 2.4GHz Wi-Fi integration connecting to mobile device platforms running Android or iOS, users can control the Blackbird X10 camera through the Aries App in real time and direct the camera to frame the subject or scene with absolute precision. The app's mobile display enables shooters to start and stop video recordings, take a still shot, or make changes to the settings and vary the field of view of the lens. Mobile devices can be securely mounted to the main controller using the Mobile Device Mount, which ships with the Blackbird X10.

Cinematographers striving to get the best possible flight control will rely on the GPS navigation system to keep the quadcopter stable, maintaining a fixed horizontal and vertical position. The flight is piloted via the wireless flight transmitter with a communication range of up to 1,600 feet. Satellite accuracy maintains flight data calibration and compass settings, and defends against electronic interference.

OB Factory Drives Canadian Mobile Production

A Studer Vista 1 mixing console from Harman resides in one of the newest OB trucks from Montreal's REC4BOX.

eight GPIOs. For this particular truck, the REC4BOX team added a stage box with 64 additional inputs, and integrated the console with a complete 5.1 surround sound kit. The truck itself requires 12 analog inputs to operate, while 48 to 64 inputs are activated during a TV show.

Studer consoles provide an advanced, intuitive control surface making them easy to learn and fast to operate. With its Vistonics user interface, the Vista 1 is as easy to use as any full size console, thereby decreasing deployment and setup time for mobile broadcasting units.

The latest OB truck from REC4BOX OB Factory is describe as the first OB truck in its region that houses a Studer Vista 1 mixing console from Harman.

REC4BOX currently operates on a contract basis, renting out or selling fully operational OB trucks to networks in Canada and the US. The company notes that each system is tested to ensure that networks are able to start production with only two onboard technicians, within an hour after receiving the trailer.

The Vista 1 console contains all needed mobile broadcasting tools, eliminating the need for additional racks of gear.

The Vista 1 console comes standard with 32 mic/line inputs and 32 analog line outputs as well as broadcast monitoring, talkback, red light control and

QVC Upgrades Audio Technology with Lawo

Shopping channel QVC has had new audio consoles and central routers installed in its broadcast facilities, in a major project handled by Lawo out of Toronto.

Lawo's North American office in Toronto has delivered four Lawo mc² series audio consoles and a Nova73 HD central router to the broadcast facilities at QVC's corporate headquarters in West Chester, PA.

QVC is an American cable, satellite and broadcast television network, specializing in televised home shopping.

The mc²56 MKII consoles are being installed in three different control rooms as well as a main theatre and will be interconnected through redundant Lawo Nova73s to provide a completely flexible networked solution interfacing with 10 studio areas.

Lawo is also providing QVC a fully redundant and integrated audio networking solution with flexibility to access any I/O and drive any production studio from any audio control room, supporting the year-round 24/7 live programming QVC delivers in multiple time zones.

Lawo products include digital audio mixing consoles, routers, video processing tools as well as IP-based video and audio transport solutions.

New Year Brings Changes to CCF Executive, Historical Website

D r. Evelyn Ellerman, Ph.D., is the new President of The Canadian Communications Foundation (CCF) Foundation.

She took office January 1st, following the announcement of the Foundation's election results.

Dr. Ellerman is Associate Professor of Communication Studies at Athabasca University, where among many accomplishments, she designed and implemented the curriculum and the marketing strategies for the Communication Studies program.

Her research interests lie in the areas of technological innovation and pedagogy, and in the role of cultural mediation in the development of colonial book cultures. Dr. Ellerman has been a member of the CCF Board since 2011, and she was named Vice-President of the Foundation in 2013.

Also on January 1st, Jack Ruttle, a Board member since 2011, was elected Vice-President of the Foundation.

Ruttle began his career in broadcasting in Barrie in 1955. He was with CFTO-TV in Toronto for nine years from 1960 as promotion and program manager, then became Vice President, Programming at CKLW-TV in Windsor, and later held General Management positions at CJOH-TV Ottawa, and CFCN-TV Calgary AB, before becoming Executive Vice President of CTV in 1979. In 1987 he joined Power Broadcasting as Vice Chair and retired in 1991.

After serving on the Board as Vice President since 2004 and President since 2011, Pip Wedge resigned from the Board effective December 31st 2014. As of January 1st, he was appointed by the Board as Executive Director of the Foundation.

His prime responsibilities will be editing and supervising the ongoing updating of the Foundation's *Canadian Broadcasting History* website and the Foundation has embarked on a project to involve more post-secondary institutions across the country in contributing to and benefitting from the content of the website.

An Athabasca University server hosts the CCF website, www.broadcasting-history.ca.

To Document and Record The Story of Canadian Broadcasting

The preservation of Canada's long TV and radio broadcast history depends on the industry's newest medium – and a dedicated group of staff and volunteers.

The CCF is redeveloping its website about Canadian broadcasting.

The website of the Canadian Communications Foundation (CCF) presents a wealth of information about the history of broadcasting in Canada – and about every single radio and television station and network in the system.

Originally financed by the Canadian Association of Broadcasters as a Centennial project back in 1967, the Foundation still actively commemorates the development of electronic communications across Canada.

Progress was admittedly slow at the start, but by the early '90s, about 150 interviews had been recorded with active and retired broadcasters, industry pioneers all.

The Foundation sought even wider exposure for its material, and it had received the CAB's blessing to operate as a separate entity, so Jon Keeble, then a professor at Ryerson, saw the opportunity and suggested that the public be enabled to access the tapes via an Internet website.

Thus was www.broadcasting-history.ca born.

For the next few years, CCF President Ross McCreath and V.P. Lyman Potts each donated hundreds of pro bono hours writing histories of radio and television stations, and adding to the site biographies of all the 100+ personalities who had been inducted into the CAB Broadcast Hall of Fame. Many interviews conducted by McCreath will be digitized and added to the site.

A major breakthrough came when the CRTC recognized the value of the Foundation's work by approving a substantial grant to the CCF as part of the Benefits Package attending BCE's purchase of the CTV Network. This enabled McCreath to hire more researcher/writers, and the site expanded dramatically as the 21st Century began.

Further grants came from Astral's purchase of Standard and CHUM's acquisition of Craig Media, along with support from numerous other companies and individuals, but the Foundation continued to face the possibility of having to cease operations and 'freeze' the website, unless support continued.

Even now, as the Canadian Communications Foundation's Broadcasting History website settles into its new home, the site is well worth supporting, so that it can continue to grow and continue to be the definitive source of information on the country's broadcasting history, as well as the history that Canadian broadcasters are making every day.

How do you
keep your audience engaged?

Keep audiences engaged by licensing real-time, compelling content from reputable news sources and publishing it through your digital and social media channels.

NewsCred's Content Marketing Cloud, now available in Canada exclusively from The Canadian Press, combines cutting-edge software with world-class content. In one place, you can quickly and easily discover, publish, share and measure real-time, relevant articles and photos from 4,500+ editorial sources such as CP, Forbes, CNN, The New York Times and more.

Ask for a demo or more info today!

416-507-2019
sales@thecanadianpress.com
www.newscred.com

THE CANADIAN PRESS