

International Conference on Broadcasting Media & Film Industry

October 20, 2014 DoubleTree by Hilton Baltimore-BWI Airport, USA

HD 4:2:2, 50 Megabit/s, 10 bit: A barrier for small African production companies to the broadcast global market

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Color sampling, data transferring speed and quantity of color information during recording; all technical requirements but well able to exclude some African producers from the global broadcast business. Major broadcasters in Europe will remain the dreamed clients for all African Producers. How often excitement has turned into stress after the technical sheet has revealed the deliverables are required on HD 4:2:2 50 Mb/s at 10 bit? Strange but reel. Who to blame? Digital video equipment manufacturers? Not at all. Most of them have lastly come up with some new range of products to solve the problem. From 1/3" to full super 35mm sensor cameras, Producers have a wild range to make a decision. In fact, manufacturers have also released HD 4:2:2 50 Mb/s 10 bit visual mixers, signal convertors and video recorders. Traditional post production designers led by the same objectives have released some upgraded none linear editing platforms that handle the 50 Mb/s for long-GOP recording imposed by the EBU. However, small production companies, part of a 3.5 million per year industry in South Africa still struggle to find their way in the EBU market. This presentation is a compilation of some major challenges faced by local small productions to deliver to EBU clients.

Biography

Patrick Mutayi has completed Journalism and Television Technology at the National School of Journalism in the Congo. He has years experience in Television and Broadcast Operations at Visual Impact South Africa, one of the internationally known leading Film and Broadcast rental companies. He has worked as Audiovisual Technician for many production companies on television reality show projects: MasterChef, Fear Factor, You deserve it, The Bachelor, Idols South Africa, Dare to Dance. He is currently working as an Audio Visual Engineer at Visual Impact Cape Town in South Africa. He has also completed an Undergraduate degree in Pharmaceutical Sciences at the University of Kinshasa.

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