

JAA System
Workshop 4
Wednesday, 8 March
11:15-13:00

**Smart Audio is the way forward for live audio production and post-production
in all fields of professional audio content creation.**

Today's broadcast facilities are facing ever-increasing demands on their resources as they strive to keep up with consumers who expect more content, on more devices both where and when they want it. Amongst all the various elements broadcasters have to handle including video, graphics, data, captions and subtitles, the importance of audio should not be underestimated.

To attract and retain viewers, consistent, stable and coherent audio is a vital requirement. One aspect that is particularly important to pay attention to is speech intelligibility. In today's file-based environment, for content being recorded to be stored and subsequently broadcast at a later date, the task of creating good audio, especially dialog, involves many techniques. Appropriate microphone choice and placement, post-production techniques and a myriad of software tools that can analyse and enhance faster than real time.

In a live broadcast situation however, things are very different. Think about a breaking news story that needs to be on air as quickly as possible. A feed from an outside broadcast needs to be combined with a local studio presenter and perhaps a correspondent reporter speaking from a remote studio. Audio levels cannot be assumed to be consistent with each other and may not be compliant with relevant loudness standards. To ensure that viewers receive a consistent and above all clear, audio experience, it is necessary to find a way of dealing with potential issues in a more efficient way and one that requires minimal intervention and manual control or operation.

The answer is to utilize real time processing algorithms that are both intelligent and adaptive. Devices need to be fully interoperable with others in the broadcast environment and need to seamlessly integrate with both playout automation systems and logging and monitoring processes. Bringing all requirements together into a solution that creates the future way of producing audio as part of live media content for all kind of distribution and delivery - that is Smart Audio.

The workshop will explain and show the basics of the concept as well as demonstrate some real use cases where the concept has been brought to work. And where Smart Audio is changing workflow in live broadcast to reach higher efficiency and predictable output quality for audio programs.

Peter Poers, Managing Director, Junger Audio GmbH

Peter Poers began his career at the East-German Record Company in 1988. From 1990 to 1994 he worked with Sony Broadcast & Communications for Professional Audio. In 1995 Peter joined Junger Audio-Studiotechnik GmbH. He has managed the company for about 10 years. He is a member of EBU PLOUD and also ATSC TG1.

