

# TV loudness - a hot topic at Mediatech Africa

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Ever had the problem where the final mix you approved on that big budget TV ad sounded really different off-air than in the audio post suite? Chances are you've fallen victim to the new loudness management measures that are being put in place at studios, in OB trucks and at post houses to deal with the perennial problem of fluctuating audio levels in broadcast. Around the world this problem has been successfully addressed with the introduction of the ITU BS.1770 recommendation, and in Africa we are seeing the adoption of EBU R128 (based entirely on BS.1770) as the way to manage perceived loudness of all on-air programme content. This R128 adoption is aimed at reducing consumer complaints of ads or programming that is suddenly too loud.



The poster for the Africa Loudness Summit features a silhouette of a lion against a sunset background. The text includes the Asikhule logo, the event title 'Africa LOUDNESS Summit', the dates '17-19 July 2013', and the location 'Coca Cola Dome, Johannesburg ZA'. It lists the featured speaker 'Mr Florian Camerer' and provides a website 'www.asikhule.com/loudness'. A call to action states 'Book now to qualify for your FREE loudness measurement tools\*'. The schedule for three days is provided, along with details about free tools and prizes. The Multichoice logo is also present, labeled as the 'PLATINUM SPONSOR'.

asikhule

**Africa LOUDNESS Summit**  
17-19 July 2013  
Coca Cola Dome, Johannesburg ZA

Featuring:  
PLOUD Chairman and EBU R128 co-author  
**Mr Florian Camerer**  
[www.asikhule.com/loudness](http://www.asikhule.com/loudness)

**Book now to qualify for your FREE loudness measurement tools\***

Day 1: All about loudness, the new standards and what this means for us in Africa  
Day 2: Morning session - a broadcaster perspective; Afternoon session: a production perspective  
Day 3: Morning session: the latest hardware and software offerings; Afternoon session: open forum discussion

\* Take back to your facility state-of-the-art loudness measurement and management tools FREE!  
Everyone who attends gets: killer discounts from Dolby, Nugen, Waves and ZPlane  
Attend any two days and get a FREE TC-Electronic LM2 loudness metering plug-in valued at \$199!  
Attend and be in the draw for five Nugen Complete Loudness Solutions valued at \$1900 each!

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What does this all mean for advertisers? First, it's important to understand what loudness means for you and your client. In this loudness measurement (as opposed to the old level management) paradigm, you have to learn how to "stand out" on TV if all content is now expected to sound equally "loud"? What can your audio engineer actually do to help? How should we measure and manage in post to avoid disappointments when we go to air?

To answer these and other technical broadcast and production related questions, local training company, Asikhule, with assistance from platinum sponsors, Multichoice, have taken the initiative and set up the upcoming **Africa Loudness Summit**. Loosely based on similar events run in Europe, Asia, Australia and the Americas, Asikhule have invited the author of the new R128 recommendation, **Mr Florian Camerer** to Johannesburg in July 2013. Florian will deliver three days of specialised information and shared global best-practice in the hope of educating African broadcasters and production facilities on how to best implement the new standards and avoid the aggressive government legislation to which many territories across the world have been subjected.

For the inside track on all things loudness, to stay ahead of the curve, attend the upcoming **Africa Loudness Summit** at the Coca-Cola Dome from July 17th-19th. For more information, or to register, please go to <http://www.mediatech.co.za/The-Africa-Loudness-Summit.php>.

## About Asikhule

The South Africa registered business Asikhule Training Partners offers customised vendor certification and bespoke technical training for full-time or freelance professionals in the broadcast, media production and entertainment industries across the continent of Africa. Asikhule also offers workshops for production facilities and ad agencies to familiarise

creatives and engineers with practical loudness techniques. For more on Asikhule, please see [www.asikhule.com](http://www.asikhule.com).

## About Florian Camerer

Florian Camerer joined the Austrian Broadcasting Corporation (ORF) in 1990 as a sound assistant. In 1995 he became a staff-sound-engineer ("Tonmeister") mainly in the field of production sound and post-production. High quality audio for documentaries developed into his field of special interest. In 1993 he started to get interested in surround sound. He mixed the first program of the ORF in Dolby Surround ("Arctic Northeast"), played an integral role in ORF's move towards multichannel audio transmission (starting with the New Year's Concert 2003, Europe's first live discrete surround sound transmission) and is now involved with all aspects of multichannel audio at ORF. He is lecturing on an international basis especially in dramaturgical aspects of surround sound productions, microphones for surround sound and multichannel audio for HD. In recent years he has expanded his international activities to the field of loudness issues, chairing the EBU group PLOUD since 2008. This resulted, amongst other things, in the EBU recommendation R128, a breakthrough in audio leveling. As chair of the PLOUD group and active mixing engineer, Florian is promoting the switch to loudness normalisation all over Europe and overseas. He is also an active member of the AES, the Audio Engineering Society, serving as Broadcast Session Chair on the committee for the past five European conventions.

For more, visit: <https://www.bizcommunity.com>