Why I am next days in Brazil?
Why I’m for a few days in Brazil?

For many years, my colleagues and I have been watching the radio spectrum use in productions. Over the next few days, we hope to learn a lot about the Formula 1 production.

Picture of a Spectrum Recording of SRG, Switzerland

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Arrival at the airport, Sao Paulo
Why I’m for a few days in Brazil?

I have just arrived.
To my delight a ENG production took place at the airport.
We have already seen such pictures in many countries.
ENG takes place everywhere and the production tools look very similar.

What is our focus today?
High quality and reliable radio frequencies for wireless production tools

- Wireless production tools are an important component at the beginning of a long value chain.

- Quite simply - these tools have to work - no alternative.
For many decades, the program distribution and the audio tools of content production have shared a common frequency range…

…the UHF TV band.

This partnership has been very successful.
Our World is changing

- The digitalization of content distribution releases radio frequencies that can be used by other services.

**BUT**

- The discussion often forgets wireless production tools.
- As a consequence, it is becoming more and more difficult to continue content production, while maintaining the high demands on production quality.
Why was APWPT founded?

Technology, politics or a mixture of both?

- At the beginning of the change process (DD) we saw all the technical problems, e.g. new production tools will solve the lack of spectrum. But is this really true or the complete story?
- We had to learn that technical development has physical limits, which were already difficult for our experts to understand. How should the spectrum decision-makers, who work outside our productions, understand this?
Technology, politics or a mixture of both?

- We are all audio or video experts and we are rightly proud of that.
- **But does that secure our future work and its growth?** Unfortunately No!
- We had to and continue to have to explain our work processes, describe the necessary framework conditions and successfully represent them in national and international working groups – a **political activity**.

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National Representation of Interests
National representation of interests

- There are interest groups in all the countries we know. **That is of course very good.**

- Simplified:
  - These interest groups focus mainly on the output of content and event production - the use of radio spectrum of production tools is a "secondary task".
  - The resources to participate in national and international radio spectrum working groups are mostly quite limited.

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Restrictions call for a Solution
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- In 2008, many associations met and founded an international organization - APWPT.
- This umbrella organization has to represent the interest in radio spectrum for users of wireless production tools in many working groups.
- In a reverse direction, APWPT supports its member associations in the necessary national work.
- These processes are supported by many manufacturers.

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Why are we with you today?
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- The network of APWPT wants to learn how to describe your own local situation.
- We are looking for a conversation with you about identified problems and possible solutions.
- In addition, we want to discuss a beneficial cooperation together with you.

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How to get further information