



## Siemens involvement in EBU working groups

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# Guidelines: Siemens involvement in EBU technology working groups

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## Introduction & Background

The BBC is a member of the European Broadcasting Union and an active participant in its work defining technical standards and guidelines for public service broadcasters. In the past, the employees of BBC Technology contributed extensively to a number of EBU groups, acting on behalf of the BBC. As the major technology partner of the BBC, Siemens staff may also wish to participate in EBU working groups and may do so on behalf of the BBC when they can bring additional knowledge and expertise to the discussions.

In general, working groups for technology issues are set up by one of the EBU's Technology Management Sub-committees (Delivery, Network, Production and Spectrum) or may occasionally be set up by either the Technical Committee itself or by another EBU group.

This document outlines the guidelines which apply to Siemens involvement with EBU Working Groups when acting on behalf of the BBC.

Siemens staff may also be involved in the work of an EBU group on behalf of another organisation or in their own right without the BBC's prior knowledge. When this occurs, Siemens will be expected to apply normal professional standards to avoid any conflict of interest.

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## Guidelines

- All Siemens staff will have a BBC 'sponsor' who will agree their participation in any EBU group and through whom the request for membership should be submitted. In general, the BBC sponsor should also seek to agree Siemens participation with the chairman of the relevant Working Group. The BBC sponsors are currently:
  - Network Technology Management Committee (**N/name**) – Rhys Lewis, FM&T
  - Production Technology Management Committee (**P/name**) – David Kirby, FM&T
  - Spectrum Management Committee (**S/name**) – Nigel Laflin, Strategy & Distribution

- Delivery Technology Management Committee – Rhys Lewis or Nigel Laflin, FM&T
- Assembly of Contact Engineers (ACE) – Peter James, Sport (International Unit)
- Other groups – please contact Rhys Lewis, FM&T
- Siemens staff should at all times seek to promote the interests of the BBC and should seek guidance from their BBC sponsor if any conflict of interest arises between the BBC's public service interests and Siemens commercial interests.
- Siemens staff should be able to demonstrate that they have the technical expertise relevant to the area in which the EBU group is working.
- Siemens staff should keep their BBC sponsor informed of the progress of work within their group and of any issues affecting the BBC or Siemens which may arise in their work with the EBU or through their contact with the EBU.
- In general, there will only be one BBC or Siemens nominee for any Working Group. The main exception to this will be where the BBC or Siemens nominee is also chairing the group, where with the agreement of the sponsor, a second nominee may be considered appropriate.

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## **EBU Contact Engineer**

As part of its relationship with the EBU, the BBC nominates a Contact Engineer to act as the main point of contact between the BBC and the EBU's Operations Division. Because of the close relationship between the BBC's gateway to the EBU network (the BBC's CNCT which is operated by Siemens), and the role of the Contact Engineer, then the position would normally be filled by a Siemens employee acting on the BBC's behalf. The arrangement described above applies to this engagement and Terms of Engagement presented below have been agreed by the BBC and Siemens.

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### **EBU contact engineer – terms of engagement**

The purpose of this note is to define the relationship between the BBC's EBU contact engineer (CE), who is a member of Siemens staff, the BBC, and the EBU.

The EBU (draft) job description states: 'The CE is the primary interface between [the BBC] and the Eurovision Operations Department (EOD) of the EBU; including the operational contact with the transmission Planning, with the Eurovision Control Centre (EVC) and with the section dealing with the post-transmission billing.' The role includes attending the EBU's annual CE meeting and dealing with operational CNCT issues as they arise.

Although there is inevitably some cross-over, in principle technical developments affecting the BBC are covered by the EBU technical department's broadcast, production and network management committees (BMC, PMC and NMC), for which the BBC supplies other representatives. The BBC also supplies representatives for the EBU's non-technical groups (e.g. News, Sport, Legal). The contact

engineer will be expected to maintain an effective liaison with the BBC's other EBU representatives, when necessary, in order to ensure that the relevant BBC representatives are aware of any operational issues which have an impact on the work of the group in which they represent the BBC.

In accordance with the BBC guidelines for Siemens involvement in EBU working groups, the CE will have a BBC 'sponsor' (Peter James, manager of the International Unit). The guidelines further state:

'Siemens staff should at all times seek to promote the interests of the BBC and should seek guidance from their BBC sponsor if any conflict of interest arises between the BBC's public service interest and Siemens' commercial interests. [...] Siemens staff should keep their BBC sponsor informed of progress of work within their group and of any issues affecting the BBC or Siemens which may arise in their work with the EBU or through their contact with the EBU.'

Expectations on the Siemens CE:

- To provide a monthly update to the BBC Sponsor on work progressing within the various groups. This should include any decisions made on behalf of the BBC to ensure that all necessary parties are aware. The document should be in the form of a written report. Level of detail to be agreed between CE and BBC Sponsor.
- Any anticipated conflict of interest (as described above) should be detailed in writing (email) and sent to the BBC sponsor for review.

Expectations on the BBC Sponsor:

- To provide awareness of BBC technical and operational strategies, policies and expectations to the Siemens CE. This is to reduce the likelihood of the Siemens CE inadvertently misguiding the EBU through lack of awareness of BBC intentions or preferences. It is also to allow the CE to make informed decisions to the EBU in order to prevent a bottle-neck of decision making.
- To review and respond to issues or conflict of interests raised by Siemens CE. Responses to conflicts of interest to be document through email to generate an audit trail.

The sponsor will therefore be the CE's first point of contact for issues that may need consideration within the BBC.

The sponsor will also be the EBU's point of contact in case of any conflict of interest or confidentiality issues.

## Document History

Date	Version	Changes / Comments	Author
07/05/05	01.00	Issued version	Rhys Lewis
04/07/06	01.01	Contacts and terminology updated, and Contact Engineer section added. Drafted by Peter James/Spencer Piggott/Rhys	Rhys Lewis

		Lewis, agreed for Siemens by Andy Whadcoat, May 2006	
10/01/08	01.02	Minor updates to document formatting and wordings	Adele Chaplin