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DECEMBER 2022



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# THE GREAT EQUALISER

**Jay Tyler**, director of worldwide sales, Wheatstone, explains why he believes broadcast is the original globalist, and what the studio of tomorrow has in store

## How did you get started in the media tech industry?

I started at Wheatstone in the mid-90s as a sales person for our Audioarts division and am now director of worldwide sales. My time at Wheatstone is split between our manufacturing HQ in New Bern, North Carolina, and a good amount of time out in the field helping our customers design studios, visiting our distributors around the globe, training them on our new technology, and visiting their clients.

## How has the industry changed since you started your career?

When I started at Wheatstone, everything was analogue and the console was the centre of everything and at that time, we put in centralised audio routers and sometimes an intercom system on top of that. This created a massive infrastructure of cabling and blocks with specialised engineers to take care of each piece. Now, mixing, routing and intercom are all integrated into one network, managed and maintained by a fraction of the people, sometimes even from other parts of the world.

## What makes you passionate about working in the industry?

It's the people. I know everyone says that, but it's true. Some of the most innovative, creative and iconic individuals got their start in this industry and are a part of it still.

## If you could change one thing about the media tech industry, what would it be?

Technology adoption has always been cautionary, and for good reason. I certainly wouldn't change that about this industry because it has served us well in the past. But if I had to change anything, it would probably be the rate of tech adoption by broadcasters. There is every reason to believe that the faster we can adopt new enterprise tech, the more benefit we derive from it sooner.

## How inclusive do you think the industry is, and how can we make it more inclusive?

If you're talking about inclusion in the real sense – of people who not only look different and live different lifestyles, but also think differently – you'll find a lot of that in this industry. Broadcasting, after all, was the great equaliser everywhere around the world long before we had social media and communication as we know it now. We are the original globalists with deep, deep roots in different geographies, cultures and ethnicities.

## How do we encourage young people that media technology is the career for them?

By giving them the tools of their generation. If you give a millennial or Gen Z an old analogue console that is wired into the wall, chances are they're going to ask you where the touch screen is. You have to give them the right tools to do the job, and that means touch screens and tablets and iPhones and connectivity. This is an industry unlike any other that requires heavy human interaction with technology. We spend a lot of R&D on this very human element of technology because without that, the rest doesn't happen.

## Where do you think the industry will go next?

Broadcasting is about to become a lot more ubiquitous.

As I mentioned earlier, broadcast functions now live in software and part of that is because we're able to build upon enterprise technology such as IP and Linux. The great part of this is that Linux and IP are also the basis for cloud-based systems. We can consolidate operations and functions not only in the geographical sense, but also with regard to cloud-based systems whether said system is a giant server farm run by a large broadcast group in just one or two locations, or true cloud-based systems running well off-site and operated by third-party entities such as AWS.

## What's the biggest topic of discussion in your area of the industry?

Companies like Wheatstone are investing a great deal in the studio of tomorrow, specifically how to safely and effectively migrate the studios of today into more cloud or server-based operations. The biggest question, and the answer isn't the same for everyone, is how to make that migration. Security and cost-effectiveness are all part of that equation, because broadcast remains a trusted media that people rely on. We want to preserve that reputation into the next new opportunity for broadcasters.

## What should the industry be talking about that it isn't at the moment?

We need to continue to talk about and develop new ways to increase the reach of broadcasting. That not only involves technology but also new ways of reaching the public through technology. It's an exciting time to be in this industry. ■

