

Malaysia Mobile TV Seminar

27th November

Organised by:



Programme
Malaysia Mobile TV Seminar
Kuala Lumpur, Malaysia November 27th 2007

Venue: Malaysian Communications and Multimedia Commission, Cyberjaya
Address: 63000 Cyberjaya, Selangor, Telephone: +60 3 8688 8000

A Look into Digital Broadcasting Technologies: Choosing the Right Standard for Your Market

This seminar will focus on the major mobile TV standards (DMB, DVB-H and MediaFlo) in order to better illustrate to the Malaysian market the various standards and business models that have been deployed in the rest of the world. The key objective of this seminar is to provide educational information to the Malaysian mobile TV task force in order to provide them with the necessary background in choosing the right mobile TV standard for Malaysia.

- 9.00 - 9.30** Registration
- 9.30 - 9.50** Keynote Address
Zamani bin Zakariah, Senior Director, MyICMS 886 & Technology and Standards Division, MCMC, Malaysian
- 9.50-10.15** Update on the Malaysian DAB/DMB Trial
Mohd Jaaffar bin Mohd Daud, Head TG 4 (Dimensitek)
- Transition to Digital Broadcasting - A Practical Guide**
- 10.15-10.40** Key Factors to Consider When Choosing a Mobile TV Standard
Rukmin Wijemann, Head of Studio Technology and Training, ABU, Malaysia
- 10.40-11.05** Network Rollout: Costs, Transmission Requirements and Coverage involved in the Rollout of the Various Technologies
Alex Ng, Senior Applications Engineer Transmissions System, Harris, Singapore
This session seeks to clarify for both the broadcaster and telecom operators how much it will cost to roll out a network infrastructure for mobile TV. Surprisingly the cost can vary drastically, but one must consider factors such as: indoor coverage, receiver battery life, antennae size and many others.
- 11.05-11.30** Coffee Break
- Overview of the Various Digital Broadcasting Technologies and Receiver Availability**
- 11.30-12:35** One Mobile TV Standard for all?
Most of the leading industry players believe that mandating one single technology will inhibit the growth and success of mobile TV. However, the most successful mobile TV markets (South Korea with DMB and Japan with ISDB-T) have shown that using one main platform worked for them. This session takes a closer look at each of the key mobile TV standards and will allow attendees to pose questions to the panel about the differences that exist in the market.
- Moderator: Peter Kepreotes*, Vice President - Technology, Broadcast Australia, Australia
- Panellist:**
DAB/DAB+/DMB
Roger Johansson, Area Sales Manager, Factum, Sweden
DVB-H
Manish Ladha, Senior Product Manager, Multimedia Experiences, Nokia, Singapore
MediaFlo
Alex Kuan, Sr. Manager Business Development, Qualcomm, Malaysia

- 12.35-12.55** **Case Study: Korea**
Songmin Kim, *Researcher, ETRI, Korea*
 Over 6 million mobile TV devices have been sold in Korea. What are the business models used and how has DMB been so successful in Korea?
- 12.55-14:00** **Lunch Break**
- The Convergence of Audio and Multimedia**
- 14.00-14.20** **The New Radio Revolution: Multimedia Applications and Services**
Simon Chan, *Sales Manager Asia, Radioscape, China*
 This session looks at the new applications that are available for broadcasters. Traditional radio is now evolving to include multimedia services, which appeal to the younger generation and offer consumers a more interactive role in radio.
- 14.20-14.45** **Journaline and In Car Applications**
Markus Prosch, *Fraunhofer, Germany*
 Journaline(R) is a new 'teletext-like' service for Digital Radio. It enables the user to interactively navigate through text based information. Journaline can be implemented on the full range of Digital Radio receivers - from bed-side radios and rich-graphic gadgets up to special applications like the AUDI implementation with text-to-speech support for in-care use.
- 14:45-15.05** **IP Based Content and Stock on Data Information**
Jamshaid Akbar, *CEO, GoMobile Pte Ltd, Singapore*
 As the world of multimedia expands and there is an increasing demand for information on the move. This session looks at new applications available to the consumer on hand held devices.
- 15.05-15.25** **Case Study: China**
Benjamin Lian, *Director of Technology APAC, Irdeto, Singapore*
 As China prepares for the 2008 Beijing Olympic Games the race is on for Mobile TV Standards in the country. This session looks at the current situation in China, future plans and consumer's behaviour towards Mobile TV.
- 15.25-15.50** **Coffee Break & Receivers Demonstrations**
- 15:50- 16.00** **Evolution of DAB**
 Is DMB a new technology? This presentation will explore the origins of DMB and common elements that the standard shares with other similar technologies.
Hartmut Schaefer, *Regional Manager Broadcasting, Rohde & Schwarz, Germany*
- 16.00- 16.15** **What's Really happening in Europe?**
 The European Commissioner, Vivien Reding has expressed her favour of DVB-H as the mobile TV standard in Europe. However, what have been the reactions within the industry and EU?
Kelly Griffiths, *Project Director, WorldDMB, UK*
- 16.15-16.45** **Panel Discussion: What Types of Business Models in Malaysia Considering for its Mobile TV Market?**
Moderator: Dato Ismail Bin Osman, *Chairman, MTSFB*
- Panellists:**
Ahmad Kamal Shamsuddin, *General Manager, Broadcast Sales & Services, Telekom Malaysia, Malaysia*
Abu Bakar Ab Rahim, *Director of Engineering Research, Radio & TV Malaysia, Malaysia*
Norehan Yahya, *General Manager of Forward Planning Department, Maxis, Malaysia*
Abdullah Shahadan, *Sr. Manager of Strategic Technology, ASTRO, Malaysia*
Dr. Ahmad Zaki, *General Manager Engineering, ntv7, Media Prima, Malaysia*
Ridhwan Shah Abu Bakar, *Research, Strategy Development & Implementation, Celcom, Malaysia*
- 16:45-17:00** **Closing Remarks**
Mohd Jaaffar bin Mohd Daud, *Head TG4*