

6 March, Monday (Workshop Day)

09:30-12:30 **Workshop 1- IPSB | Monetization: How Broadcasters can Leverage AdTech**
Moderator: Alia Zainal, Head of Marketing & Business Development, IPSB Technology, Malaysia

Speakers

Desmond Ngai, SVP Corporate Development, WebTVAsia
Shad Hashmi, Media and Entertainment Partner Lead-APAC, AWS
Siva Krishnan, digital marketer, MGID, Malaysia
Khairil Azizi Khairuddin, Digital Marketing, IPSB Technology

12:30-14:00 *Lunch Break*

14:00-17:00 **Workshop 2-WorldDAB | Economics, Environment, Emergency - driving the case for DAB+**
Moderator: Les Sabel, Chair, WorldDAB APAC Technical Group

Speakers

Les Sabel, Chair, WorldDAB APAC Technical Group
Bernie O'Neill, Project Director, WorldDAB
Lindsay Cornell, Chair, WorldDAB Technical Committee
Nick Piggott, Director and Project Manager, Bristol Digital Radio
Lars-Peder Lundgren, CEO, Paneda
Oscar Hu, Regional Sales Manager, Southeast Asia, GatesAir
Hermann Zensen, Head of Sales and Marketing, Digidia

7 March, Tuesday – Day 1

09:00-09:30 **OPENING SESSION**
Welcome Address
Dr Javad Mottaghi, Secretary-General, Asia-Pacific Broadcasting Union
Keynote Address
Suhaimi Bin Sulaiman, Director General, Radio Televisyen Malaysia (RTM)

09:30-10:30 **Session 1 | Industry Developments and Standards Update**
Moderator: Hamid Dehghan Nayeri, Chairman, ABU Technical Committee

How DVB-I with Native IP enables a converged media delivery ecosystem
Emily Dubs, Head of Technology, DVB Project, Switzerland
ATSC 3.0 Update
Madeleine Noland, President of the ATSC, United States
Digital Radio Technical Update
Lindsay Cornell, Chair, WorldDAB Technical Committee and Principal Systems Architect, BBC, UK

10:30-11:00 *Session Break | Networking & Refreshments*

11:00-11:30 **MINISTERIAL OPENING SESSION**
Address
<Minister of Communications and Digital, Malaysia> (TBC)

11:30-13:00

Session 2 | Cybersecurity and Media Industry

Moderator: Name, Organisation (TBC)

Topic (TBC), Michael Lok, Regional Director, Enterprise & Channels-ASEAN, Arista, Singapore

Broadcasters & Cybersecurity

Harne Mohamed, Head, Network Security Division, MCMC, Malaysia

WBU Recommendations on Cybersecurity

Hamid Dehghan Nayeri, Chairman, ABU Technical Committee

Cybersecurity and you: an update!

John Maizels, Media Consultant, Australia

13:00-14:00

Lunch Break

14:00-15:30

Session 3 | Sustainable Technologies and Strategies in Broadcasting

Moderator: Otto Othman, TV & Radio Personality, TRAXX FM, RTM

Advances in Broadcasting for Sustainable Data Networks

Madeleine Noland, President of the ATSC, United States

How African members are utilising sustainability technologies in broadcasting

Gisele Nnemiga Salome, Head of News, AUB, Senegal

Putting Digital Radio to Work 101, What approaches will make sense for you

Wendell Lonergan, Senior Director of Broadcast Sales, Nautel, Canada

How to Reduce Broadcasting Costs While Increasing Revenues

Simon Keens, Sales and Business Development Manager, Ampegon, Switzerland

Update on RadioDNS standards for hybrid radio and metadata

Nick Piggott, Project Director, RadioDNS, United Kingdom

Workshop 3 | The Cost-effective way of successfully building an OB Van

Yashovardhan Sharma
and Vijay Singh Basera,
Whiteways Systems

15:30-16:00

Session Break | Networking & Refreshments

16:00-17:45

Session 4 | Moving Media Workflows to The Cloud

Moderator: Name, Organisation (TBC)

Session

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Make, Move & Monetize your content with Cloud Workflows

Jay Ganesan, SVP Sales, APAC, Amagi, Singapore

The Cloud Localisation Blueprint - a reference architecture

Neil Anderson, Chief Revenue Officer, Codemill, United Kingdom

Cloud Deployed Workflows in Broadcast & Media: Pros, Cons and Use Cases

Yew-jin Cheong, Sales Director, Rohde & Schwarz, Singapore

TVU Ecosystem -Cloud Workflow for Live Production and Playout

Subodh Aggarwal, Sr. Director Solutions SAMEA/APAC, TVU Networks, India

Cloud Migration: Key Reasons to Move Broadcast Channels Now

Dennis Wong, Senior Managing Director of Sales, Harmonic, Singapore

Cloud-Based Live Production – how to orchestrate a multi-vendor environment in the cloud

Michiel Saalen, Regional Office Manager, Skyline Communications, Singapore

Workshop 4 | DRR Project

John Maizels, Australia
Natalia Ilieva, ABU

17:45

End of Day 1

8 March, Wednesday – Day 2

09:00-10:30

Session 5 | Media Solutions: Implementation and Updates

Moderator: John Maizels, Media Consultant, Australia

DAB+ announcements for domestic receivers: new opportunities for broadcasters

Les Sabel, Chair, WorldDAB APAC Technical Group, Australia

Creative Lighting Solution for Chroma Studio

Ajeet Khare, Managing Director, Canara Lighting Industries, India

DRM: The Global Roll-Out Progresses

Simon Keens, Sales and Business Development Manager, Ampegon, Switzerland

TV applications utilizing DVB-I and targeted advertisement

Mika Kanerva, COO, Sofia Digital, Finland

10:30-11:00

Session Break | Networking & Refreshments

11:00-11:30	INDUSTRY KEYNOTE Storytelling in an Era of Short Attention Span Suhaimi Bin Sulaiman, Director General, Radio Televisyen Malaysia (RTM)	
11:30-13:00	Session 6 Advances in Media Delivery Moderator: Les Sabel, Chair, WorldDAB APAC Technical Group, Australia Comparing network performance of 5G broadcast and the ATSC 3.0 systems for Handheld reception Mats Ek, Technical Director, Progira, Sweden 5G Broadcast to Handhelds – will it be a success? Peter Siebert, Adcom Member, IEEE BTS, Switzerland Realities of High Bitrate Live Video Low Latency Delivery over Open Internet George Mikeladze, Founder & Chairman, Qarva, Georgia Transition from Satellite to hybrid distribution network Hubert Czaja, Head of Distribution Systems, Deutsche Welle, Germany	Workshop 5 Unleashing the Power of Drone-based Antenna Measurements Yahya Khaled, ATDI and Jason Schreiber, Sixarms
13:00-14:00	<i>Lunch Break</i>	
14:00-15:30	Session 7 AI, Blockchain and Data Applications in Media Moderator: Name, Organisation (TBC) What is Blockchain Technology? Use cases of blockchain technology in business sector Ruhi TAŞ, Deputy Director of Information Technologies, TRT, Türkiye AI techniques for the Broadcast Industry João Neto, CEO, VoiceInteraction, Singapore A new way to Store, Distribute and Monetise Content utilising Web3 and Blockchain Christian Christiansen, COO, Damsmart Asia Sdn Bhd & Silver Trak, Australia Automated Sign-language CG Generation System for Weather and Disaster Information Tetsushi Okura, Senior Manager, NHK, Japan Takashi Koyano, Corporate Officer, NHK Enterprises, Japan AI in Media Production Junghyun Kim, Deputy Manager, KBS, Korea	Workshop 6 Part 1: 5G Broadcast to create the future of efficient content delivery By Josef Müller, Rohde & Schwarz Part 2: Efficiency in Broadcast Production and Delivery through software-defined solutions By Yew-jin, Rohde & Schwarz
15:30-16:00	<i>Session Break Networking & Refreshments</i>	
16:00-17:45	Session 8 Media Management & Digital Workflow Moderator: John Maizels, Media Consultant, Australia The new trends in Media Management Aale Raza, Founder and Managing Director, Whiteways Systems, Singapore Digitisation of Legacy Content Library: Challenges & Solutions Sanjay Krishan Das, VP Global Sales, Cite De Memoire, India Archive Innovation & Global Standards for content preservation Alan Hoggarth, Managing Director, Disk Archive Corporation Ltd, United Kingdom ADiB, Digital News Regional Archive Ahmad Shafiq Mirza Mansor, Assistant Director (Eng), RTM, Malaysia Empowering Broadcasters to Monetise Their Legacy Audio Visual Archives Joe Kelly, CEO, Damsmart Asia, Malaysia Rueben Thomas, Sales Director, Telstra International, Malaysia	Workshop 7 IP-based Direct-to-Mobile and Direct-to-Vehicle Madeleine Noland, ATSC Raghu Ravindran, Saankhya Labs Sungjun Ahn, ETRI Stefan Meltzer, Fraunhofer Group
17:45	<i>End of Day 2</i>	

9 March, Thursday – Day 3

09:00-10:30

Session 9 | Remote Production Technologies and Studio Automation

Moderator: Padarabinda Das, Advisor, Doordarshan, Prasar Bharati, India

Advantages of TCP based contribution for Remote (Live) Production

Rando Pikner Head of Business Development, Qarva, Estonia

How new broadcast standards are changing the game for Asian Sports Broadcasting

Fintan Mc Kiernan, CEO, Ideal Systems, Singapore

Why is remote production and Automation important?

Aale Raza, Founder and Managing Director, Whiteways Systems, Singapore

Taking Advantage of Remote Cloud Production Workflows in Sports

Andrew Wong, Manager, Sales Engineering team, LiveU, Malaysia

10:30-11:00

Session Break | Networking & Refreshments

11:00-13:00

Session 10 | Innovative Implementations from Media & Industry

Moderator: Fintan Mc Kiernan, CEO, Ideal Systems, Singapore

Bridging Malaysian Broadcasters demand efficiently though utilizing latest technologies

Azman Fitton, Vice President, Broadcast Operations, MYTV, Malaysia

Digital Flip: real time CG system using AR markers

Akira Miyashita, Engineer, NHK, Japan

Relevance of Satellite platforms- The DD free dish

R Krishna Das, Deputy Director General, Prasar Bharati, India

A GUI based application development environment for IBB services

Masaru Takechi, Senior Research Engineer, NHK Engineering System, Japan

Digital and Disaster Broadcasting

SeongMin Kim, Project Manager, KBS, Korea

Status of the next generation TV3.0 broadcast system for Brazil and technology demonstrations during the 2022 football World Cup

Stefan Meltzer, Chief Business Development Manager, Fraunhofer IIS, Germany

The AI based Video Content analysis

Mohammad Paknahad, Senior researcher, IRIB R&D, Iran

Workshop 8 | DVB Native IP & DVB-I media delivery ecosystem

Emily Dubs, DVB Project
Mika Kanerva, Sofia Digital

Peter Siebert, NERC DTV
They Kian Seng, Huawei

13:00-14:00

Lunch Break

14:00-15:30

Session 11 | IP-centric Solutions for Broadcasters

Moderator: Emily Dubs, Head of Technology, DVB Project, Switzerland

IP Audio Networking Implementation for Radio Broadcasting in Malaysia

Azhar Abdul Latiff, Director, Medialab Alliance, Malaysia

A Case Study: Building IP Based Central Distribution Room

Kangsoo Kim, System Engineer, KBS, Korea

Maintaining Quality of Service and Experience in IP Content Delivery

Colin Prior, VP Sales - APAC, ENENSYS Technologies, France

Audio Production System Utilizing the capabilities of the IP-based System and Open-Source Protocol

Tomoya Onishi, Engineer, Engineering Administration Department, NHK, Japan

Workshop 9 | From Data to Results: Building a Successful Enterprise Analytics Program

Zaid Waqiyuddin,
Credence, Telekom Malaysia

15:30-16:00

Session Break | Networking & Refreshments

16:00-17:30

Session 12 | NextGen Infrastructure and Immersive AV Experiences

Moderator: Peter Siebert, Adcom Member, IEEE BTS, Switzerland

The Immersive AV and Special Events

Aale Raza, Founder and Managing Director, Whiteways Systems, Singapore

Advancing the Artful Evolution of Storytelling

Vikas Choudhry, Presales Consultant, Vizrt, India

Immersive China - Diving into the Future of Communication

Ran Chen, Chief Editor, CGTN Digital, China

The Future of Broadcast Video Codec War

Mohammad Nozari Pak, Senior researcher, IRIB R&D, Iran

17:30

End of the Event