

PRE-CONFERENCE WORKSHOPS

6 March (Monday)

09:30-12:30 WORKSHOP 1: PRESENTED BY IPSB

MONETIZATION: HOW BROADCASTERS CAN LEVERAGE ADTECH

The goal of the workshop is to discuss the difficulties that broadcasters encounter when trying to monetize their content. In order to get broadcasters started on the path to successfully monetizing their content, it aims to address industry concerns and highlight the stages and tactics they need to take. Overall, the workshop provides a comprehensive overview of AdTech so broadcasters can stay competitive in the rapidly evolving media landscape.



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: PRESENTED BY WORLDDAB

ECONOMICS, ENVIRONMENT, EMERGENCY - DRIVING THE CASE FOR DAB+

Broadcast radio is free to air, universal and reliable in emergencies. DAB+ is key to protecting those benefits, offering lower costs of distribution than FM, lower energy requirements, and greater resilience in emergencies, especially out of home. The workshop will discuss these critical areas and will provide an update on the latest DAB+ activities and equipment advances.



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



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