

## DBS WORKSHOPS

Monday, 29 February

Parallel Workshops

09:00-10:30

### DVB: The Future of TV

SAFIR 2

Session 1 **Latest Development and Future Directions for DTT**



**Latest updates on DTT standardization in DVB**  
Peter Siebert, Executive Director, DVB Project Office

**The Status of Mobile Broadcast Reception**  
Kazuhiro Shimizu, Project Manager, SONY

**WRC 2015 and the Future of DTT**  
Simon Fell, Director of Technology & Innovation, European Broadcasting Union

Parallel  
Archives Workshop  
Berlian & Baiduri

10:30-11:00 Tea Break

11:00-13:00 Session 2 **UHD Beyond the More Pixels**

**The Brave New World of Immersive Audio**  
Craig Todd, Senior Vice President and Chief Technical Officer, Dolby Laboratories

**What you always wanted to know about HDR**  
Khush Kundi, Head of Compression Solutions, APAC, Ericsson

**How to bring UHD to a TV Near You**  
Markus Fritz, Senior Vice President, Commercial Development & Marketing, Eutelsat

Parallel  
Archives Workshop  
Berlian & Baiduri

13:00-14:00 Lunch

## DBS WORKSHOPS

Monday, 29 February

Parallel Workshops

14:00-17:00

### WorldDAB DAB+ Digital Radio Workshop

Workshop Title: **Moving Forward with DAB+**



12:30-13:30 Workshop Registration, Hotel Istana Kuala Lumpur, Safir 2

14:00-14:15 **Opening Welcome**

Joan Warner, Vice President Asia Pacific WorldDAB and CEO Commercial Radio Australia

14:15-14:45 **International developments**

- > Regional and Country updates
- > WorldDAB strategic focus
- > Vehicle manufacturer
- > Mobile phone integration
- > Hybrid features and function

**Speakers: Bernie O'Neill, Project Director, Lindsay Cornell, Technical Committee Chair, WorldDAB**

14:45-15:30 **Building blocks for success**

- > EBU toolkit – Graham Dixon, Head of Radio, EBU
- > Norway Case study digital switch over – Jorn Jensen NRK
- > Progress in Australia – Joan Warner, CRA
- > South African update – Lynn Mansfield, SABC

Parallel  
Archives Workshop  
Berlian & Baiduri

15:30-15:50 Afternoon Break & Networking

16:00-16:45 **Breaking the stalemate and moving forward**  
Breakout groups will identify the common challenges in planning for digital migration. A nominated spokesperson from each group will present a summary of discussions and suggestions to the workshop participants

- > Regulatory – **Joan Warner CRA & Graham Dixon EBU**
- > Technical – **Lindsay Cornell and Les Sabel, WorldDAB TC**
- > Content – **Steve Ahern, AMT**

Names represent discussion leader/s for each group  
**Facilitators: Kath Brown & Bernie O'Neill**

16:60-17:15 **Wrap up and recommendations**  
Questions from the participants  
Panel discussion with moderator  
Recommendations on how to move forward

Moderator: Joan Warner

Parallel  
Archives Workshop  
Berlian & Baiduri

## DBS WORKSHOPS

Monday, 29 February

Parallel Workshops

### Workshop on Management and Digitisation of Audio-Video Archives for Broadcasters

Berlian & Baiduri

#### "Preserving Heritage Archives"

The workshop will address steps necessary towards digitisation of audio and video archives, beginning with ways to further extend the life of existing analogue tapes, choosing the appropriate technology, metadata schemas and storage requirements and options. It will also look into implementation of MAM systems, its benefits in efficient content management and workflow. Many advanced broadcasters from the region will present and share their experiences in this challenging process.

09:00-09:30 **Welcome Address (ABU)**  
**Opening Keynote (TBC)**

09:30-10:30 **Parallel DVB Workshop Safir II**  
**Preservation Techniques and Management of Existing Archives**  
**Managing the safeguarding your existing Archives – Best practice methods (TBC)**  
**Cleaning and restoration techniques**  
Aale Raza, Director, Whiteways Systems Pte Ltd

10:30-11:00 Tea Break

11:00-12:00 **Parallel DVB Workshop Safir II**  
**Modern Approach to Preservation of Audio Video Archives**  
**The digital approach – policies, priorities and workflow**  
Yasuhiko Iwasaki, Senior Manager, Japan Broadcasting Corporation, NHK-Japan  
**Choosing the Right Format and Media**  
Hiroshi Nimura, System Engineer, Engineering Administration Department, Japan Broadcasting Corporation, NHK-Japan

12:00-13:00 **Parallel DVB Workshop Safir II**  
**Digital Solutions for Preservation and Modern Archiving Systems**  
**Review of the latest technology options for archive – tape, disk & cloud Case Study: The Vatican Archives**  
Charles Sevier, CTO EMC Emerging Technology Division

13:00-14:00 Lunch

14:00-15:30 **Parallel WorldDAB Workshop Safir II**  
**Metadata and Management of Digital Archives**  
**Why Metadata matters and How we Manage it Using Advanced Technology**  
Nobu Yamashita, Senior Manager, Archives Division, Japan Broadcasting Corporation, NHK-Japan  
**Integrating the Archive Workflow**  
(TBC)

15:30-16:00 Tea Break

16:00-17:30 **Parallel WorldDAB Workshop Safir II**  
**Case Studies: Sharing experiences from broadcasters**  
Lim Soh Kwang, Superintendent Engineering, (Technical Services), RTB-Brunei  
Turkay Okan Salman, Chief Engineer, Archiving Department, TRT-Turkey  
Yasuhiko Iwasaki, Senior Manager Archives Division, Rights and Archives Management Center, Japan Broadcasting Corporation, NHK-Japan

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## DBS WORKSHOPS

Tuesday, 1 March

Parallel Sessions

Berlian & Baiduri

Safir I

14:00-15:30

### WORKSHOP 1 New Developments in Audio Content Production

The objective of this workshop is to expose content creators to new developments in audio content creation for radio and TV services. This workshop is for radio and TV content creators (programmers) and their technical colleagues.

• **Socialising your Sound Recordings**  
**Facilitator: Steve Ahern, Managing Director, Ahern Media & Training, Australia**

Consumers no longer just consume sound in a linear form. They stop and start, rewind and time shift. They share, clip and mash up sound on social media. What are the latest trends and tricks for socialising your audio to achieve the maximum audience reach on a variety of platforms?  
*Bring your Connected devices so you can participate in the practical activities!*

• **Immersive Sound Creation**  
**Facilitator: Toni Fiedler, Ton Meister Expert, Fraunhofer**

For TV services, the second part of the workshop will take up entirely new concepts of sound gathering and content creation. These new methods utilize, what is known as 'object based production' where the soundscape of the scene is fully captured and faithfully reproduced at the viewers' / listeners' environment without having to place loud speakers in particular positions. The immersive effect of the sound environment is reproduced and creative sound-mixing adds to this. This opens up many exciting possibilities for content creators to produce new genres of programmes with great sound effects. Some of these methods can be used for radio content as well.

15:30-16:15 Tea Break

16:15-17:30

### WORKSHOP 2 Korea Radio Promotion Association (RAPA) Korea's UHD Broadcasting Service



16:15-16:20 **Introduction**  
16:20-16:40 **Korea's Policy to vitalize UHD Broadcasting**  
Jeong Seonguk, Deputy Director, Ministry of Science, ICT and Future Planning, MSIP  
16:40-17:00 **World's First Terrestrial UHD Broadcasting in Korea**  
Lee Sangjin, Director, Seoul Broadcasting System  
17:00-17:20 **Trends in UHD Broadcasting Equipment**  
Hwang Inung, Manager, Korea Radio Promotion Association, RAPA  
17:20-17:30 **Q&A**



### Dolby Workshop: Next Generation Audio & Video Experience for Broadcast & OTT

14:00-14:45

#### Dolby 5.1 Content Production Case Studies

Vikram Joglekar, Consultant, Dolby

14:45-15:30

#### Object-based Immersive Audio for Broadcast

Greg Price, Sr Engineer, Dolby, USA



### Dolby Workshop: Next Generation Audio & Video Experience for Broadcast & OTT

16:15-17:00 **High Dynamic Range Video Technology- Dolby Vision**  
Greg Price, Sr Engineer, Dolby, USA

17:00-17:45 **Enhanced Audio for Mobile OTT**  
Jayant Shah, Director-Technical, Dolby India & SEA

## DBS WORKSHOPS

Wednesday, 2 March

Berlian & Baiduri

09:00-10:30

**WORKSHOP 3** EMC Corporation



### Designing a Cloud-enabled Infrastructure for your Media Digital Transformation

Many traditional media companies in Asia are grappling with the need to stay relevant and be agile in the face of competitive threats from streaming content delivery platforms such as Netflix, and other new local market entrants. But it is important to control and manage your most valuable asset – high quality content – whilst still leveraging the power and economics of Cloud computing.

EMC Isilon has recently introduced new technology to directly integrate cloud storage into your high-bandwidth media workflow with full security. In addition, the EMC Elastic Cloud Storage solution provides highly resilient and low cost object storage that can be leveraged directly or via a service provider partner to build a secure hybrid media cloud.

This workshop will go into depth on the requirements for a digital transformation, showing new architectures for cloud-enabled media technology infrastructure and investigating the sizing and alternative options for long-term media archives. Integrating this directly into a modern file-based workflow built on Media Asset Management applications will equip your company with the tools needed to compete in 2016 and beyond.

The workshop will include some brief solution updates from application partners, and insight from a guest speaker who has been going through this process. You will also learn about the power of big data analytics, and how this is being used to extract greater business value and open up new revenue streams.

#### Presenters:

Charles Seviar, CTO, EMC Emerging Technology Division

Richard Jones, File-based Solutions Specialist, Grass Valley

**Guest Speaker (details TBC)**

Parallel  
Conference Session 5  
Creative Content for Enhanced Experience  
Mahkota 3

Parallel Sessions

Safir I



### Dolby Workshop: Next Generation Audio & Video Experience for Broadcast & OTT

09:00-09:45

#### HbbTV- Interactive Digital TV feature

Jerry Gui, Regional Senior Staff Engineer, Dolby Singapore

09:45-10:30

#### Dolby 5.1 Content Production Case Studies

Vikram Joglekar, Consultant, Dolby



### Dolby Workshop: Next Generation Audio & Video Experience for Broadcast & OTT

11:30-12:15

#### Object-based Immersive Audio for Broadcast

12:15-13:00

#### High Dynamic Range Video Technology-Dolby Vision

Presenter: Greg Price, Sr Engineer, Dolby, USA

11:15-13:00

**WORKSHOP 4** Digital Radio Mondiale



### DRM - For Full and Efficient Country Coverage

#### Presenters:

Alex Zink, Senior Business Development Manager Digital Radio, Fraunhofer

John Abdour, Regional Sales Manager - Asia/Pacific, Nautel

Gerhard Filipp, Ampegon

Radu Obreja, Marketing Director, DRM Consortium

Parallel  
Conference Session 6  
Challenges in Media Delivery  
Mahkota 3

13:00-14:00

Lunch

## DBS WORKSHOPS

Berlian & Baiduri

Safir I

14:00-15:30

**WORKSHOP 5** Rohde & Schwarz



### Broadcast Live Quality Monitoring and Control

Eric Li Bin, Business Development Manager, Rohde & Schwarz

### Delivering an Immersive Viewing Experience to a Global Audience made possible by IMF in Higher Dynamic Range

Simon Roehrs, Regional Manager Broadcast Applications and Solutions, Rohde & Schwarz



### Dolby Workshop: Next Generation Audio & Video Experience for Broadcast & OTT

14:00-14:45

#### Enhanced Audio for Mobile OTT

Jayant Shah, Director-Technical, Dolby India & SEA

Parallel  
Conference Session 7  
Innovating Digital Connections  
Mahkota 3

15:30-16:15

Tea Break

16:15-17:30

**WORKSHOP 6** Caton Technology



### Open Internet IP Delivery Make Possible for Live Video Transmission and Fast Files Transferring

#### Presenter:

Wu YuTa, VP of Technology, Caton Technology Group

Parallel  
Conference Session 8  
Immersive Media Technologies  
Mahkota 3

Friday, 4 March

09:00-16:00

### Regional Workshop on Advanced Technologies for Digital Inclusion Sponsored by the Organisation of Islamic Cooperation



Advances in digital technologies, including broadcasting, have improved immensely the lives of many persons with disabilities and marginalised people across the world. The workshop aims to familiarize broadcasters, media organisations, development agencies and NGOs with existing advanced broadcast technologies to provide equal accessibility to broadcast services to women, persons with disabilities, elderly and extremely poor people. It will provide examples and understanding of:

- Automatic sign language generation systems developed and deployed by ABU leading members such as NHK, KBS, TRT etc.
- Speech recognition and closed captioning systems, that are normally deployed in Europe, USA, Canada and Australia.
- Smart Village concept – employing advanced digital technologies for community capacity building even in the most remote places.

#### Presenters:

Aqeel Qureshi, Founder & CEO, Techbility

Natalia Ilieva, Executive Assistant to the Secretary-General, ABU

## DBS CONFERENCE

Tuesday, 1 March **DBS Conference Day 1** **Mahkota 3**

09:00-09:30  
**OPENING SESSION**

**Welcome Address**  
Dr Javad Mottaghi, Secretary-General, ABU

**Industry Keynote:**  
**How the Powerful Mix of Talent and Technology can Future Proof Broadcasting**  
Joan Warner, Vice President Asia Pacific WorldDAB and CEO Commercial Radio Australia

**Session 1**  
09:30-10:30

**Evolving Technologies: Towards Enhancing Experience**

**Chairman: Masakazu Iwaki, Head of Human Interface Research Division, NHK Science and Technology Research Laboratories and Chairman of the ABU Technical Committee, NHK-Japan**

The industry is witnessing an enhancement of currently established standards and the emergence of new features at an accelerated pace. Some of these improvements offer a major step forward in efficient and cost-effective delivery of digital services as well as an increase in quality of experience. This session looks at the enhancements as well as the intended results from these in terms of its application and implementation.

**Digital Radio – Improving the Radio**  
Graham Dixon, Head of Radio, European Broadcasting Union

**The More and the Better Pixels – Reinvention of TV**  
Dr Peter Siebert, Executive Director, DVB Project Office

**8K Live Production with New OBvan has started!**  
Yoshitoshi KONDA, Video Engineer, Outside Broadcast Engineering Division, News Technical Center, Broadcast Engineering Department, Japan Broadcasting Corporation, NHK-Japan

**Update on New DAB+ Standards and from WRC15**  
Lindsay Cornell, Principal Systems Architect, BBC-UK and WorldDAB TC

10:30-11:00 Tea Break



11:00-11:30

**Ministerial Session**

**Welcome Address**  
Dr Javad Mottaghi, Secretary-General, Asia-Pacific Broadcasting Union

**Ministerial Address and Official Opening of Exhibition**  
YB Datuk Seri Dr Salleh Said Keruak  
Minister of Communications and Multimedia  
Ministry of Communication and Multimedia, Malaysia

## DBS CONFERENCE

**Session 2**  
11:30-13:00

**Beyond HD: What changes can broadcasters expect**

**Chairman: TBC**

While HDTV brought major changes in image capture and production, it also presented the broadcasters with a complex environment filled with challenges of handling multiple formats and standards. Now the industry is facing further significant developments in imaging and production technologies of UHD and beyond. This session looks at the advances in image capture and other developments in processing and delivery of the services.

**Progress towards Next Generation Audio/Video for Broadcasting**  
Craig Todd, Senior Vice President and Chief Technical Officer, Dolby Laboratories

**Transmission Technology for Next Generation Terrestrial Broadcasting**  
Seo Jaehyun, Senior Researcher, Electronics and Telecommunications Research Institute (ETRI)

**"Blurring the Lines" How to Maximize your Technology Initiatives**  
Dennis Breckenridge, Managing Director, Advanced Broadcast Solutions – Asia Pte Ltd

**DRM Digital Radio on the Move – Time for Action**  
Alexander Zink, Senior Business Development Manager Digital Radio, Fraunhofer

**Satellite Transmission for 4K**  
Johnny Ng, Sales Director, Sales & Business Development, AsiaSat

**Is HDR+ the most significant technology in boosting TV viewing experiences?**  
Khush Kundi, Head of Compression Solutions, Ericsson APAC

13:00-14:00 Lunch

**Session 3**  
14:00-15:30

**The Changing Media Business and Opportunities**

**Chairman: Dr Fintan Mc Kiernan, CEO, IDEAL Systems Singapore**

The current changing media landscape offers broadcasters the opportunities of increasing technological developments, digital services, IP delivery of content, HD and beyond. However this progress is also associated with growing challenges. Does today's scenario present itself as the opportune time for stakeholders to change their business strategies? Are the current business models applicable or is change inevitable? This session explores several established and emerging business models enabling the stakeholders to empower in setting up their business plans and identifying new revenue streams.

**Digital Transformation of the Media Industry**  
Charles Seviar, CTO, EMC Emerging Technology Division

**Why Setting a Digital Switchover Date is Important**  
Jørn Jensen, Senior Advisor, NRK, Norway

**Social Media for Broadcasters: EMBRACING THE CONTENT CONSUMER**  
Poonam Sharma, Director, MediaGuru

**Do the Right Choices when Launching OTT Services**  
Vidar Sandvik, Director Products, Partners and APAC Operations, CryptoGuard AB

**Five Ways to Monetize OTT: Make OTT pay with expanded reach and better viewer engagement that reduces churn and delivers incremental profits**  
Dave Ulmer, Sr. VP & GM, Asia Pacific, Sea Change

**Surviving the OTT Minefield**  
Stephen Lee, Sales Director, Conax AS

15:30-16:15 Tea Break

Parallel Workshop 1 ABU  
Berlian & Baiduri

## DBS CONFERENCE

Session 4  
16:15-17:30



Session Sponsored by  
**Korean Broadcasting System**

### Cloud Technologies in Media

**Chairman: Dr Ahmad Zaki Mohd Salleh, Group GM, Engineering, Television Networks, Media Prima**

How are cloud technologies making their way into the media environment where storage and bandwidth requirements are high and operations are highly time critical? How could broadcasters and media operations make use of these technologies to make their workflow more effective and efficient? This session will look at the type of applications cloud technologies are suited for media operations and how these are changing the contribution and distribution systems.

**End-to-end Live Streaming in the Cloud**  
Jew Kok Lim, Director of Sales, APAC, ASPERA

**KBS World Caption Production System NCPS (Network File-based Caption Production System)**  
Taehyun Ihm, Senior Engineer, Korean Broadcasting System

**Internet Playout for a Traditional Broadcaster**  
Oliver Linow, Operations Engineer, Distribution Department, Deutsche Welle

**The IABM Surveys, Tracking the Progression to Digital and onto the Cloud**  
Peter Bruce, Director IABM APAC, IABM

Parallel Workshop 1 ABU  
Berlian & Baiduri

Daily Lucky Draw Winners' announcements

## DBS CONFERENCE

Wednesday, 2 March DBS Conference Day 2

Mahkota 3

Session 5  
09:00-10:30

### Creative Content for Enhanced Experiences

**Chairman: Abdal Hakim Amir bin Nazri, Assistant Vice President, Content Development & Production Unit, Astro, Measat Broadcast Satellite Network Systems**

Though High Definition content is becoming the most desirable form of viewing on the large screen, it is important to look into effective ways to present content on all the current and emerging multi-platforms. Content that fulfils the demands of the audiences is becoming critical. Creative ways of developing content could be the key for survival of broadcasters. This session looks into experiences of various industry players on creative approach to content creation.

**Content for Interactive Platforms**  
Jaya Mahajan, Consultant, Factual for Asia

**Technology Enhances Creativity**  
Tuan Haji Burhanuddin Md Radzi, Managing Director, Les' Copaque Production

**Different Screen Sizes do not Need different Content**  
Jaeheon Song, Executive Director, KBS Content Business, Korean Broadcasting System

**The Secret Success of TV formats in the Digital Age**  
Dr Bettina Brinkmann, TV Manager, European Broadcasting Union

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Parallel DOLBY  
WORKSHOP  
Safir I

10:30-11:15

Tea Break

Session 6  
11:15-13:00

### Challenges in Media Delivery

**Chairman: Charles Sevier, CTO, EMC Emerging Technology Division**

Advancements in processing and compression technologies have provided solutions to provide multiple HD services to viewers through DTV channels. However the quality demand and technological advancements are going for higher quality images like UHD and beyond. This provides huge challenges for delivery channels. This session looks at the different approaches and advanced technologies employed in modern delivery systems.

**Cross Platform Authentication for Radio**  
Simon Fell, Director of Technology & Innovation, EBU

**Development of Disaster Information System for Digital TV, Data Broadcasting and Web Contents In NHK**  
Shunichi Sakai, Media Services Engineering Division Content Control & Engineering Center, Broadcast Engineering Department, Japan Broadcasting Corporation (NHK)

**UHD with HDR and HFR, creates impressive viewing experience**  
Nils Ahrens, Area Sales Manager, Rohde & Schwarz

**Solving the challenges of local content insertion and distribution network optimisation**  
Colin Prior, APAC Sales Manager, ENENSYS Networks

**After WRC-15, is the delivery of UHD content over UHF spectrum a Realistic Option?**  
Luc Haerberlé, Managing Director, Colibrex GmbH/LS telcom

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Workshop  
Berlian & Baiduri

Parallel DOLBY  
WORKSHOP  
Safir I

13:00-14:00

Lunch

## DBS CONFERENCE

**Session 7**  
14:00-15:30

### Innovating Digital Connections

Chairman: **Simon Fell, Director of Technology & Innovation, EBU**

This session aims to look at the integrated environment of IP and traditional broadcast. Looking at the complete broadcast chain the involvement of IT technologies in production and IP in media movement is becoming more prevalent. But are media organisations looking at this the right way? Are broadcasters compromising on quality in favour of costs?

#### Supercharging Broadcast with Hybrid Connectivity

Dr Les Sabel, Managing Director, S-Comm Technologies

#### Embracing the Power of Social Media for Broadcasters

Aale Raza, Director, Whiteways Systems Pte Ltd

#### Delivery over Internet and Broadcast Integration

Masaru Takechi, Senior Research Engineer, Japan Broadcasting Corporation, NHK-Japan

#### Bridging Quality of Experience in OTT through Precise Analytics

Thomas Humeau, Business Development Director, Village Island Co Ltd

Parallel  
Rohde & Schwarz  
Workshop  
Berlian & Baiduri

Parallel DOLBY  
WORKSHOP  
Safir I

15:30-16:15

Tea Break

**Session 8**  
16:15-17:30

### Immersive Media Technologies

Chairman: **Dr Peter Siebert, Executive Director, DVB Project Office**

Higher dynamic range (HDR) providing wider and more vibrant colour pictures, higher frame rates providing more smoother viewing experiences, and further advancing multichannel audio providing all new listening experiences are some of the next generation systems emerging from the industry. The experiences for audiences are evolving from typical viewing and listening to experiencing media. The session will look into the developments towards next generation media systems and how they enhance audiences viewing experiences.

#### Redefining TV Viewing Experience – High Dynamic Range (HDR) & Wide Color Gamut (WCG)

Femin John, Technical Director, ATEME

#### Monitoring and Authoring of 3D Immersive Next Generation Audio Formats

Peter Poers, Managing Director, Jünger Audio GmbH

#### Beyond 4K, Development Toward 2020

Naoki Kashimura, Director of the Board, Managing Director, Product Strategy & Marketing Div, R & D, Ikegami Tsushinki Co Ltd

#### MPEG xHE-AAC - The Latest Innovation in Audio for Digital Radio and Web Streaming

Alexander Zink, Senior Business Development Manager Digital Radio, Fraunhofer

Parallel  
Caton Technology  
Workshop  
Berlian & Baiduri

**Daily Lucky Draw Winners' announcements**

## DBS CONFERENCE

Thursday, 3 March **DBS Conference Day 3**

**Mahkota 3**

**Session 9**  
09:00-10:30

### Media Management and Workflow enhancements

Chairman: **TBC**

With media contribution and distribution systems increasingly employing IP platforms the broadcast and production workflows are moving quickly to expand its functionality. With new and advanced equipment ready to work in the IP domain, there is a huge drive to further enhance productivity and efficiency of workflows within the media environment. The session will look into how key technologies can be used within broadcast and media environments to leverage the benefits of file-based workflow and automation.

#### New Generation Scheduling Tools Open Up VOD Ad Revenue Streams to Broadcasters

Michel Beke, SVP Product Strategy, MediaGeniX NG

#### Large-Scale Archive Digitization: Commercial Benefits, Operational Advantages and Challenges

Michel Merten, Co-CEO of Memnon on behalf of SONY

#### File Based Audio Processing - what we did with tapes now needs to be done with files

MC Patel, CEO, Emotion Systems

#### Storage, Protection and Preservation for the Long-term: Real World Challenges and Solutions

Paul Jones, Sales Director, Digital Media Solutions, Oracle

10:30-11:15

Tea Break

11:15-13:00

### Session 10: Industry Debate Panel "Digital Radio for the Future"

*Is digital radio industry moving slower in the Asia-Pacific region compared to others? How can broadcasters move forward with implementation? What are the opportunities and does it outweigh the challenges? How does the roadmap for digital radio implementation look in the region? The Panel will discuss on the future of radio going digital.*

Moderator: **Name, designation, organisation**

#### Panellists:

Joan Warner, Vice President Asia Pacific WorldDAB and CEO Commercial Radio Australia

Simon Fell, Director of Technology & Innovation, EBU

Masakazu Iwaki, Head of Human Interface Research Division, Science and Technology Research Laboratories and Chairman of the ABU Technical Committee, NHK-Japan

Sunarya Ruslan, Member of the Board of Supervisory, RRI-Indonesia

Alex Zink, Senior Business Development Manager Digital Radio, Fraunhofer

**RTM**

13:00-14:00

Lunch

## DBS CONFERENCE

**Session 11:**  
14:00-15:30

Session Sponsored by  
**Organisation of the Islamic Cooperation**



**Advanced Solutions for Inclusive Broadcasting**

**Chairman:** Hiroshi Kawamura, Research Advisor, National Rehabilitation Center for Persons with Disabilities Research Institute, Vice President, Assistive Technology Development Organization, President, DAISY Consortium

**Automatic Sign Language Animation System for Weather News**

Makiko Azuma, Research Engineer, Human Interface Research Division, NHK Science & Technology Research Laboratories, Japan Broadcasting Corporation, NHK-Japan

**Smart Village of the Future**

Natalia Ilieva, Executive Assistant to the Secretary General, ABU

**File-based Closed Captioning System without Captioning Delay**

Yunhyoung Kim, Research Engineer, Technical Research Institute, Korean Broadcasting System

**A Real-time Automatic Captioning System with High Efficiency**

Shohei SATO, Senior Research Engineer, Human Interface Research Division, NHK Science & Technology Research Laboratories, Japan Broadcasting Corporation, NHK-Japan

15:30-16:00

Tea Break

**Session 12:**  
16:00-17:15

**Towards Digital and Alternate Delivery Platforms in Broadcast**

**Chairman:** TBC

Going digital is the way forward and few have successfully completed the transition. Most of the broadcasters in the region are moving ahead with their plans. This is not the only challenge faced by broadcasters, the growth of media delivery over IP and its demand has given broadcasters a new avenue to grow their services. Some broadcasters have launched their own dedicated OTT portals. Many broadcasters have explored the new media platforms and implementing these technologies can help increase the broadcaster's reach, brand loyalty and at the same time provide an enhanced experience for the audience. This session will explore the challenges in going digital and the possibilities and opportunities OTT and IBB technologies could provide.

**Face the Future, Accept the Changes**

Helmut Jung, Channel Manager, Dimetis GmbH

**Quality control and Certification of reception devices**

Tatjana Medic, Chief Commercial Officer, Funke Digital TV

**IBB: Influence on TV Design**

Dr Leon Mun, W Y, Head of Content Delivery Department, Sony R&D Centre, Malaysia

**TV anywhere, anytime, for all**

Charles Disneur, Director Commercial Development, Marketing – APAC, Eutelsat

**Status of Digital Radio & TV in Turkey**

Ozgur Cosar, Chief Engineer, R&D Department, Turkish Radio Television Corporation

**Daily Lucky Draw Winners' announcements**

**Announcement of the Best Booth Award**

**Closing**