

MEDIA RELEASE



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Contacts: Sharad Sadhu
E-mail: sharad.s@abu.org.my

Prominent Industry Players Support ABU Digital Broadcasting Symposium 2013

Top broadcasting industry players are supporting the ABU Digital Broadcasting Symposium 2013 as Principal and Major Sponsors. To be held in Kuala Lumpur on 5-8 March, the event is organised by the Asia-Pacific Broadcasting Union (ABU). Digital Radio Mondiale Consortium (DRM) is the Principal Sponsor of the Symposium. Harris, WorldDMB Forum, Sony, the Malaysian Communications and Multimedia Commission, Grass Valley and Snell are the Major Sponsors of the event. Support from these leading industry players underscores the stature of this major industry event in the region.

In addition, the Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR), the media training institute of the Ministry of Information, Communication and Culture, Government of Malaysia, is a Co-Sponsor of the Symposium.

The symposium, with the theme ***Next-Gen Media Space and the Connected World***, is the ninth in a series of annual symposiums staged by the ABU to help radio and television broadcasters and the industry to make the digital transition. The 2012 symposium attracted more than 1000 participants from the Asia-Pacific region and beyond.

In the connected world, Connected TV, enhanced OTT, use of 3G for video, mobile broadcasting and content via Smart Apps have put new devices in the hands of the consumers, generating demand for innovative services. Some of the new system standards are now being set by the manufacturers or by closed groups of industry players. Arguably, the most profound influence that the broadcasters will witness is the use of Smart Apps to "capture" content of choice on Smart display devices.

In the current media space, the 'near future' services like Ultra-HDTV, high scan rate TV and 3DTV, cannot be ignored. Audiences are now demanding full-scale HDTV from their service providers. Expectedly Ultra-HDTV will also capture the imagination of the audiences and will be an instant hit. The 3DTV will eventually follow the same path. While the industry is in constant change, the industry players have to move forward. The broadcasters need to assess the situation and take definitive initial steps.

Asia-Pacific Broadcasting Union
P.O. Box 12287, 50772 Kuala Lumpur, Malaysia.
Email: info@abu.org.my | Tel: +60-3 2282 -3592 | Fax: +60-3 2282-5292
www.abu.org.my

The 2013 symposium will feature presentations by experts, panel discussions and workshops, as well as an exhibition showcasing the latest broadcasting products and services. Several side-events will provide opportunities to industry leaders to convey their message to broadcasters and the industry at large.

Sharad Sadhu, ABU's Director Technology, said: "We are proud to have these leading industry players supporting the 2013 edition of the ABU DB Symposium. We highly value their long standing partnership with the ABU and we welcome their support to this major industry event."

About the ABU

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise co-operative activities amongst its members. It currently has nearly 230 members in 60 countries, representing the who's who of the broadcasting industry and reaching a potential audience of more than 3.5 billion people.

For more information, please visit www.abu.org.my/dbsymposium or contact Sharad Sadhu at sharad.s@abu.org.my Tel: +(603) 2282-4995.

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