

# MEDIA RELEASE



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## ABU Digital Broadcasting Symposium 2013 Gathers Momentum

Fifty eminent broadcasting industry players are joining the ABU Digital Broadcasting Symposium 2013, adding value to this event in several ways. Among them are equipment manufacturers, system integrators, transmission network integrators, frequency planners, Internet and broadcast service providers, digital system proponents and regulatory agencies.

The Symposium, organised by the Asia-Pacific Broadcasting Union, will address the theme "**Next-Gen Media Space and the Connected World**". The event offers a mix of a conference, workshops, an exhibition and several value-added workshops and meetings conducted by other organisations.

The Digital Radio Mondiale Consortium (DRM) is the Principal Sponsor of the Symposium. The six Major Sponsors of the event are Harris, WorldDMB, Sony, the Malaysian Communication and Multimedia Commission, Grass Valley and Snell. In addition, IPPTAR is a Co-Sponsor of the Symposium.

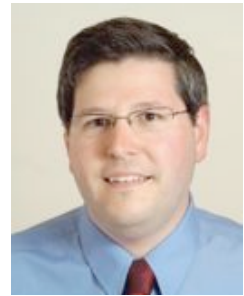
In the connected world, Connected TV, enhanced OTT, use of LTE for video, mobile broadcasting and Smart Apps have generated demand for innovative services. While meeting the current requirements, the 'near future' services like Ultra-HDTV, high scan rate TV, 3DTV and digital radio with 'small video' cannot be ignored. 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 in the near term so as not to be left behind in the media space.

The 2013 Symposium will feature presentations, panel discussions and workshops, showcasing the latest broadcasting products and services. The value-add events will provide opportunities to industry leaders to convey their message to broadcasters and the industry at large.



Expressing support to the event, Ms Ruxandra Obreja, Chair of DRM, said, "The Digital Radio Mondiale (DRM) Consortium is privileged to support one of the premier digital events in Asia. With the most significant DRM developments underway in India especially, and Asia Pacific generally, we felt the time is right to become deeply involved with this significant initiative. ABU is a major promoter of the connected world and the place of DRM in it is undeniably key."

Underlining support for this prominent industry event, Rich Redmond, Vice President Product Management & Strategy at Harris Broadcast, said, "It's a privilege to participate in the ABU Symposium which offers attendees a great forum for in-depth discussions on industry trends such as the developments in connected TV applications as well as providing an important networking opportunity in the region. Harris Broadcast is actively involved with bringing digital-ready radio and TV transmission products to market in order to help countries around the world as they work towards their digital switchover. With its global presence, Harris Broadcast supports the adoption of digital Radio & TV standards, including DAB+, DVB-T2 and ISDBT, in various territories around the world including the ASEAN market."



Expressing her support to the Symposium, Joan Warner, WorldDMB Asia Pacific Committee Chairperson, said: "WorldDMB sees ABU Digital Broadcasting Symposium as an important opportunity to meet broadcasters from the Asia Pacific region to discuss their plans for the switch from analogue to digital radio. There are now hundreds of DAB+ radios and devices on the market for home, mobile and in-car use and we will be showcasing these at the ABU 2013 event".

"We are pleased to be once again involved as a key sponsor of this event which has emerged as an important platform for exploring ideas and discussing industry issues in the region. Recognizing the on-going migrations to HD and file based operations, we will exhibit our latest products and solutions to support this. Additionally we will bring new 4k capable products for those ready to take the next step to Ultra HD and present new archive media solutions in the conference sessions," said Chris Grey, General Manager, Professional Solutions Company (PSAP), Sony Corporation of Hong Kong Limited.



"We are pleased to participate in the ABU Digital Symposium as one of its major sponsors. We hope that with the continuous support and commitment we have invested in the ABU, our nation's transformation from analogue to digital broadcasting will be smooth. We believe that through this symposium, we can share knowledge and learn from the experiences of others in the industry and in other countries for the benefit of the Malaysian people," said Dato' Mohamed Sharil Tarmizi, Chairman of MCMC.



at Grass Valley.

"Grass Valley is proud to partner with ABU 2013 as Asia Pacific's flagship event for the broadcasting industry. As the region's broadcasters continue their transition to high definition and beyond, production and playout complexities can add up. Therefore, it is critical for organisations to adopt a simplified workflow approach from seamless live HD content acquisition to distribution across multiple platforms, including traditional broadcast networks, online streaming, as well as device-specific and region-specific formatting and content," said Charlie Dunn, Vice President of Product Solutions



able to enjoy this benefit and do much more with less."

Ms Vanessa Ching, Vice-President, Channel Marketing & Communications, Asia-Pacific and Middle East (APME) of Snell, said, "We are pleased to support the ABU Digital Symposium where broadcasters can learn more about how technologies can assist them in their migration process. Snell has been helping broadcasters to move from SD to HD, to 1080p and beyond. Recently, Snell announced that it is offering 1080p at no additional cost in its 3G-capable products for broadcast infrastructures. Broadcasters will be

Sharad Sadhu, ABU's Director Technology, said: "We are proud to have the DRM Consortium, Harris, WorldDMB Forum, Sony, DRM, MCMC, Grass Valley, Snell and 43 other industry partners supporting ABU DB Symposium 2013. Our industry partners have consistently supported the ABU and its activities. We highly value their long standing partnership with us and we welcome their support to the development of the industry in the region."

Among the highlights, Mrs Erina Tobing, Director of Engineering, Television Republic of Indonesia (TVRI), will receive a Lifetime Achievement Award at the Symposium for her outstanding contributions to the development of the broadcasting industry in Indonesia and in the region. Mrs Tobing is an eminent broadcast professional and during her long spell in the industry, she has played a prominent role in bringing new broadcasting technologies to Indonesia.



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### About DRM

The DRM Consortium was founded in 1998 in China. It has about 100 members and associate members. It is a non-profit organisation dedicated to making the standard known, accepted and used worldwide.

Digital Radio Mondiale (DRM) is the universal, openly standardised digital broadcasting system for all broadcasting frequencies below and above 30 MHz, including LW, MW, SW, band I, II (FM band) and band III. DRM provides digital sound quality and the ease-of-use that comes from digital radio, combined with a wealth of enhanced features: Surround Sound, Journaline text information, Slideshow, EPG, and data services. DRM on short, medium and long wave for broadcasting bands up to 30 MHz (called 'DRM30') provides large coverage areas and low power consumption. The enhancement of the DRM standard for broadcast frequencies above 30 MHz ('DRM+') uses the same audio coding, data services, multiplexing and signalling schemes as DRM30 but introduces an additional transmission mode optimized for those bands. ITU has recommended the full DRM standard - DRM 30 and recently DRM+ (as System G).

DRM on short, medium and long wave for broadcasting bands up to 30 MHz ('DRM30') provides large coverage areas and low power consumption. DRM+, ensuring reuse of existent infrastructure and maintaining coverage at slightly reduced energy costs with more content capacity, should not be overlooked. DRM is currently undergoing a significant roll-out in India.

For more information please visit <http://www.drm.org/> or subscribe to DRM news by writing to [pressoffice@drm.org](mailto:pressoffice@drm.org)

#### **About Harris**

Harris offers a comprehensive portfolio of workflow, infrastructure and networking tools engineered to address all current and future standards — and the unique challenges faced when baseband meets broadband. The company offers standard- and high-definition products and systems that enable media companies to streamline workflow from production through transmission. Additionally its Media portfolio comprises a range of industry-leading software solutions for automation, digital asset management and business management that address every stage of the process from proposal to order, including management of inventory, reconciliation and billing and performance analytics.

Harris continues to lead in transmission technology, and the company's analogue and digital television and radio transmission solutions are recognized for delivering operational and cost efficiencies, regulatory compliance and field serviceability for broadcast, network, telecommunications and government customers.

Harris also provides a full suite of advanced hardware and software solutions for Digital Out-Of-Home (DOOH) applications in key consumer vertical segments, including retail, hospitality and sports and live event environments.

Website: [harris.com](http://harris.com)

#### **About WorldDMB Forum**

WorldDMB is the global industry forum for digital radio promoting DAB, DAB+ and DMB - the digital standards of choice in Europe and much of Asia Pacific. Its global membership includes public and commercial broadcasters, network providers, receiver manufacturers, chip manufacturers, and car manufacturers. WorldDMB delivers advice and tailored solutions on all aspects of the switch from analogue to digital radio including regulation, licensing, technology trials, network build out, marketing and production of new digital radio content. More than 500 million people worldwide can receive DAB/DAB+/DMB, there are well over 1,000 services on air and several hundred varieties of receivers are available.

Website: [www.worlddab.org](http://www.worlddab.org)

#### **About Professional Solutions Company (PSAP), Sony Corporation of Hong Kong Ltd**

Sony is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. Sony's Broadcast & Content Creation Solutions Asia Pacific business is established under Professional Solutions Company (PSAP), a division company under Sony Corporation of Hong Kong Ltd. It markets Sony's leading broadcast systems, professional video and audio products in Asia other than Japan. It also provides customised business solutions, comprehensive technical support and after-sales service to help Sony's customers stay at the forefront of their business.

Please visit our website at <http://pro.sony-asia.com> for more information

#### **About MCMC**

The primary role of Malaysian Communications and Multimedia Commission (MCMC) is to implement and promote the Government's national policy objectives for the communications and multimedia sector. MCMC is also charged with overseeing the regulatory framework for the converging industries of telecommunications, broadcasting and on-line activities, in accordance with the national policy objectives set out in the Communications and Multimedia Act 1998 (CMA), as well as postal services and digital certifications. The CMA provides that MCMC undertakes a

policy implementation role, while policy decision-making is vested with the Minister. The Minister may also give policy directions to the Commission.

For more information visit <http://www.skmm.gov.my>

### **About Grass Valley**

With a rich history serving the broadcast and professional video industries, the Grass Valley name is synonymous with innovation, leadership, and performance. With a full range of products and services supporting many of the world's most high-profile television events, Grass Valley offers the most comprehensive portfolio of flexible and cost-effective digital technologies and systems available. Customers deploying Grass Valley solutions include most of the world's leading broadcast and teleproduction facilities, independent video professionals, as well as emerging content creators and distributors providing broadband, telecommunications, and transmission services. When you're watching news, sports, or entertainment programming, whether on a TV, the Web, or a mobile phone, you're watching Grass Valley at work.

For more information visit [www.grassvalley.com](http://www.grassvalley.com)

### **About Snell**

Snell is a leading innovator in digital media technology, providing broadcasters and global media companies with a comprehensive range of solutions for creating, managing, and streamlining the distribution of content for today's multi-screen world. Specializing in TV Everywhere and Live TV applications, Snell provides the necessary tools to transition seamlessly and cost-effectively to 4K UHD TV, file-based, and 3Gbps operations, while enabling broadcasters to monetize and deliver their media assets across multiple distribution platforms. Headquartered in the U.K., Snell serves more than 2,000 broadcasters, post facilities, and global media companies in more than 100 countries through its worldwide team of sales and support personnel.

For more information visit [www.snellgroup.com](http://www.snellgroup.com)

For more information on the DB Symposium, please visit [www.abu.org.my/dbsymposium](http://www.abu.org.my/dbsymposium) or contact Sharad Sadhu at [sharad.s@abu.org.my](mailto:sharad.s@abu.org.my) Tel: +(603) 2282-4995.