

MEDIA RELEASE



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Industry experts line up to tackle broadcasting challenges at DBS 2014

Industry experts attending this year's ABU Digital Broadcasting Symposium will unite to chart a future for broadcasting, especially in the Asia-Pacific.

The highlight of the conference in Kuala Lumpur, Malaysia, will be the Industry Debate on 7 March 2014, at which leading industry figures will address the question: "What can we achieve in the next three years?"

To-date, 61 speakers are confirmed for the event from 4-7 March and 44 companies have signed up as exhibitors – the largest number in the symposium's 10 year history.

The principal sponsor is World DMB and five major sponsors have been confirmed so far, the most recent being the Malaysian Communications and Multimedia Commission (MCMC).

The annual ABU Symposium is a premier event in the region's broadcasting calendar, attracting more than 1,000 participants from the Asia-Pacific and beyond.

The 2014 Symposium, themed "Embracing Technological Innovations", will feature presentations by experts, panel discussions and workshops, as well as an exhibition showcasing the latest broadcasting technology and services.

The ABU Director Technology, Dr Amal Punchihewa, said: "The aim of the symposium is to help broadcasters and others in the industry to collaborate to achieve success. We are delighted by the support for the 2014 event from major industry players."

"Technological changes in the media landscape have given rise to new challenges for broadcasters especially in their investment plans, in meeting the audiences' growing demands for delivering content beyond traditional platforms, and in adapting to fast evolving transmission technology.

"With better resolution in pictures, better quality in sound, better devices and savings in operations at every point in the broadcast value chain, stakeholders need to be proactive in responding to market trends and demands. DBS 2014 is where participants will find the answers to these challenges," he added.

More information on DBS and registration can be found at the Symposium www.abu.org.my/dbsymposium

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 among its members. It currently has over 250 members in over 60 countries, reaching a potential audience of more than 3.5 billion people. For more information, please visit www.abu.org.my/dbsymposium or contact Dr Amal Punchihewa at dbs@abu.org.my Tel: +(603) 2282-4995.