

MEDIA RELEASE



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WorldDAB to be Principal Sponsor of DBS 2016

WorldDAB is the principal sponsor of the ABU Digital Broadcasting Symposium 2016 which will take place in Kuala Lumpur from 29 February to 3 March.

This is the third consecutive year that WorldDAB has been the symposium's principal sponsor. WorldDAB is the global industry forum responsible for defining the broadcasting standard DAB+.



The major sponsors this year are the Malaysian Communications and Multimedia Commission, EMC Corporation, MediaGeniX, Rohde & Schwarz, MediaGuru, the Korea Radio Promotion Association and Dolby.



Joan Warner, Vice President Asia Pacific WorldDAB and CEO Commercial Radio Australia, will deliver the industry keynote at the conference opening on 1 March on 'How the powerful mix of talent and technology can future proof broadcasting'.

In addition to taking part in the conference and exhibition, WorldDAB will hold a workshop on 29 February with a line-up of international speakers. They will share firsthand experience of the various phases of trialling, planning and rolling out DAB+ digital radio services in Europe, Asia Pacific and elsewhere.

Topics will include the integration of digital radio in connected cars and smart devices, especially in the Asia-Pacific region. The workshop will take a hands-on approach to helping broadcasters and regulators work together to plan the digitisation of radio, even before the digital switchover of TV is complete.

The 2016 symposium, with the theme 'Innovating Digital Connections', will showcase how the integration of media and communication technologies are helping to bring further innovation, improve efficiency, increase reach, create new revenue streams and drive development of creative content. This will bring more choice to the audience and benefits to the industry as a whole.

The symposium comprises a conference, workshops and an exhibition. More than 60 speakers will be presenting at the conference and workshops sessions.

WorldDAB

WorldDAB is the global industry forum responsible for defining and promoting DAB+, the digital radio broadcasting standard of choice in Europe, Asia Pacific and beyond. With unique cross-industry representation, our members cover 27 countries and include regulators, broadcasters and network providers through to manufacturers of receivers, chips, professional equipment and automobiles. Together we define and promote DAB+ offering support on all aspects of the switch from analogue to digital radio. This includes regulation, licensing, technology trials, network build out, marketing and production of digital radio content. We support and host industry events, briefings and tailored workshops providing insights, market intelligence and invaluable networking opportunities.

For more information, please contact Bernie O'Neill, Project Director, WorldDAB bernie.oneill@worlddab.org

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 nearly 270 members in 68 countries, reaching a potential audience of more than 3.5 billion people.

For more information, please visit www.abu.org.my/dbsymposium or contact Ahmed Nadeem at dbs@abu.org.my