



## MEDIA RELEASE

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### **WorldDAB Principal Sponsor of ABU DBS 2019**

The ABU is pleased to announce that WorldDAB will be Principal Sponsor of the ABU Digital Broadcasting Symposium 2019, taking place in Kuala Lumpur on 4-7 March.

The theme of the 2019 DBS conference is "Digital Transition and Transformation". WorldDAB will take the opportunity to update delegates on the latest developments on DAB+ digital radio both in the Asia Pacific region and around the world, including market updates, new developments on digital radio in the car, and the latest technology developments on how broadcasters are harnessing the best of broadcast and IP.

The ABU Digital Broadcasting Symposium turns 15 in 2019 – a milestone that marks years of steady growth since its launch in 2005.

Held annually in Kuala Lumpur, and organised by the ABU, it now attracts more than 1,000 participants. Comprising a conference, an exhibition, masterclasses and workshops, the symposium is designed to provide broadcasters with the information needed to make the right decisions in the rapidly-changing digital age.

For more information visit <http://dbs.abu.org.my>

**WorldDAB** is the global industry association responsible for defining and promoting DAB digital radio. By bringing together radio industry professionals, WorldDAB provides knowledge and expertise that helps countries successfully adopt and implement broadcast digital radio. Over 1250+ experts from 100+ member organisations cover 30 countries across the globe and include public and commercial broadcasters, regulators, network providers and manufacturers of receivers, chips, professional equipment and automobiles. WorldDAB's Asia Pacific Committee works with broadcasters to provide guidance and advice on the successful roll-out of DAB+ digital radio across the Asia-Pacific region.

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 276 members in 68 countries, reaching a potential audience of more than 3.5 billion people. For more information, please visit <http://dbs.abu.org.my> or contact Ahmed Nadeem at [dbs@abu.org.my](mailto:dbs@abu.org.my)