

<b>2 Mar Mon</b>	<b>DBS WORKSHOP DAY</b>
09:30-17:00	<b>SDI to IP Workflow</b> (full-day workshop)
14:00-17:00	<b>WorldDAB Technical Consultations</b> (half-day)
<b>3 Mar Tue</b>	<b>CONFERENCE Day 1</b>
09:15-09:30	<b>OPENING SESSION</b>
09:30-10:30	<p><b>Session 1: Advances in Technologies &amp; Broadcast Standards</b>  <b>Moderator:</b> <i>Hamid Dehghan Nayeri, Chairman ABU Technical Committee, Director, International Technical Affairs, IRIB</i></p> <p><b>Future of Broadcast TV</b>  <i>Dr Peter Siebert, Adcom member, IEEE BTS</i></p> <p><b>Will cloud become a broadcast reality before IP</b>  <i>Dr Fintan Mc Kiernan, CEO, IDEAL Systems</i></p> <p><b>Digital Radio Technical Update – DAB, DRM, RadioDNS</b>  <i>Lindsay Cornell, Principal Systems Architect, BBC Digital</i></p>
10:30-11:00	<i>Networking Break</i>
11:00-12:30	<p><b>Session 2: Evolving Media Business – Strategies and Opportunities</b>  <b>Moderator:</b> <i>Alex Reza Shariman Othman, Head of International Relations, Radio Televisyen Malaysia</i></p> <p><b>Commercial Radio Evolution and Digital Radio</b>  <i>Joan Warner, Chief Executive Officer, Commercial Radio Australia</i></p> <p><b>Using Shared Transmission Facilities</b>  <i>Steve Ahern, Managing Director, AMT Pty Ltd</i></p> <p><b>Future of DTT in Malaysia/Roadmaps &amp; Services</b>  <i>Mazlan bin Mahdi, CEO, MYTV Broadcasting Sdn Bhd</i></p> <p><b>Do You Know What You're Worth? – Marketing Prioritisation within Public Service Broadcasting</b>  <i>Joseph Goddard, Director, Asia-Pacific, James &amp; Wilkinson Media</i></p>
12:30-14:00	<i>Lunch</i>
14:00-15:30	<p><b>Session 3: IBB Interoperability – Workshop presented by</b></p> <div style="text-align: right;">  </div> <p>Case study and way of approach realizing interoperability from the viewpoint of disaster management</p> <p style="text-align: center;"><b>Yoshimitsu Tsurimaki</b> <i>Producer, T-NET Japan</i></p>
15:30-16:00	<i>Networking Break</i>
16:00-17:00	<p><b>SESSION SPONSORED BY VERIZON MEDIA</b></p> <p><b>Session 4: Cybersecurity and Content Piracy – Action Required</b>  <b>Moderator:</b> <i>Aale Raza, Director, Whiteways Systems Pte Ltd</i></p> <div style="text-align: right;">  </div> <p><b>Cybersecurity and Content Piracy - Actual Title to be updated</b>  <i>Matthew Sturgess, Regional Managing Director Asia-Pacific, Verizon Media Platform</i></p> <p><b>Cybersecurity Recommendations</b>  <i>Hamid Nayeri, Chairman ABU Technical Committee</i></p> <p><b>Digital Piracy Co-Regulations</b>  <i>Muhammad Amirul Hafiz bin Rosly, Head of New Media Department, MCMC</i></p>

<b>4 Mar</b> <b>Wed</b>	<b>CONFERENCE Day 2</b>
09:30-10:30	<p><b>Session 5: Digital Radio, The Podcast Generation &amp; Enhanced Audio Technologies</b>  <b>Moderator:</b> <i>Dr Les Sabel, Founder, S-Comm Technologies/Kathryn Brown, Head of Strategic Development, Commercial Radio Australia</i></p> <p><b>Digital Radio Offering- Public Service Media Strategies and Opportunities</b>  <i>Nurulhusna Mohamad Kasim, Assistant Director, Radio Television Malaysia</i></p> <p><b>Digital Radio, The Podcast Generation and Enhanced Audio Technologies</b>  <i>Joan Warner, Chief Executive Officer, Commercial Radio Australia &amp; Vice Chair, Asia Pacific, WorldDAB</i></p> <p><b>Hybrid Radio Update - Combining broadcast radio and IP in connected vehicles</b>  <i>Nick Piggott, Project Director, RadioDNS</i></p>
<i>10:30-11:00</i>	<i>Networking Break</i>
11:00-12:30	<p><b>Session 6: Media Management and Advanced Broadcast Applications</b>  <b>Moderator:</b> <i>Dr Peter Siebert, Adcom member, IEEE BTS</i></p> <p><b>The importance of an efficient content supply chain: 4 case studies</b>  <i>Albert Feytons, Business Consultant, MEDIAGENIX</i></p> <p><b>Emergency Alerting with Open Source Technologies</b>  <i>Rob Hopkins, OpenBroadcaster Inc.</i></p> <p><b>Human Motion Capture Using Deep Convolutional Neural Networks</b>  <i>Mohammad Nozari Pak, Senior Researcher, IRIB R&amp;D, Iran</i></p> <p><b>Cloud Payout – IAAS</b>  <i>Emanuele Porfiri, Solution Architect, Tecla System</i></p>
<i>12:30-14:00</i>	<i>Lunch</i>
14:00-15:30	<p><b>Session 7: Advanced Broadcast Delivery Systems and 5G Technology</b>  <b>Moderator:</b> <i>Steve Ahern, Managing Director, AMT Pty Ltd</i></p> <p><b>LTE (5G) BroadCast Networks - Requirements and Capacity</b>  <i>Mats Ek, Technical Director, PROGIRA</i></p> <p><b>Potential of Satellite Broadcasting toward Progress of Broadcasting Services</b>  <i>Masashi Kamei, Senior Research Engineer, Science and Technology Research Laboratories, NHK-Japan</i></p> <p><b>Delivering a better user experience for live OTT using Multicast ABR</b>  <i>Colin Prior, APAC Sales Manager, ENENSYS</i></p>
<i>15:30-16:00</i>	<i>Networking Break</i>
16:00-17:00	<p><b>Session 8: Media Personalisation Strategies – Applications of Big Data &amp; Artificial Intelligence</b>  <b>Moderator:</b> <i>Dr Fintan Mc Kiernan, CEO, IDEAL Systems</i></p> <p><b>Social Big Data Analysis for TV Program Production</b>  <i>Hiroki Okamoto, Research Engineer, NHK-Japan</i></p> <p><b>Practical Applications of AI in Television and Video Production</b>  <i>Andrew Kunaselan, Director' Content Management, TechKnow Solutions Sdn Bhd</i></p> <p><b>Targeted/Personalised Advertising</b>  <i>Colin Prior, APAC Sales Manager, ENENSYS</i></p>

<b>5 Mar</b> <b>Thur</b>	<b>CONFERENCE Day 3</b>	
09:30-10:30	<p><b>Session 9: Advanced Production Technologies and All-IP Infrastructure,</b>  <b>Moderator:</b> <i>Lindsay Cornell, Principal Systems Architect, BBC Digital</i></p> <p><b>Live IP Production (Opportunities and Challenges)</b>  <i>Dr Mohieddin Moradi, Senior Researcher, IRIB R&amp;D</i></p> <p><b>PTP MANAGEMENT AND ST2110 MEDIA FLOW MONITORING - Why an umbrella management layer for all-IP infrastructures has become a must</b>  <i>Thomas Gunkel, Global Market Director Broadcast, Skyline Communications</i></p> <p><b>Upgrading TV Studios to HDR Technology with focus on SDR and HDR Coexistence</b>  <i>Seyed Mohammad Paknahad, Senior Researcher, IRIB R&amp;D, Iran</i></p>	
10:30-11:00	<i>Networking Break</i>	
11:00-12:30	<p><b>SESSION SPONSORED BY VIZRT</b></p> <p><b>Session 10: Content Delivery Networks, OTT Platforms and IBB Systems</b>  <b>Moderator:</b> <i>Ahmad Zaki Mohd Salleh, Group General Manager of Engineering, Media Prima Berhad</i></p> <p><b>The Software Switcher – Tearing Down The Walls of the Control Room</b>  <i>Roberto Musso, IP&amp;NDI Regional Product Manager EMEA, Vizrt</i></p> <p><b>Assessing consumers' appetite for on-demand and streaming. What does the consumer want?</b>  <i>Mardhiah Nasir, Director &amp; VP of Sales, IPSB Technology</i></p> <p><b>(TBC)</b>  <i>Yoshimitsu Tsurimaki, Producer, T-NET Japan Co Ltd</i></p> <p><b>New DVB-I Standard and Latest Trends in TV Delivery Over Internet</b>  <i>Mika Kanerva, COO, Sofia Digital Ltd</i></p> <p><b>Faster than Broadcast – Ultra Low Latency OTT Streaming Today</b>  <i>Chao Yin Loong, Enterprise Architect, Akamai, Singapore</i></p> 	
12:30-14:00	<i>Lunch</i>	
14:00-17:00	<p><b>Session 11: Analogue to Digital Transition Journey:  from a Technical, Legal and Commercial Perspective</b></p> <p><b>Presented by: MYTV Broadcasting  &amp; its Technical Partners</b></p> <p>Case study on the successful migration from Analogue to Digital Transition in Malaysia, discussing the legal challenges, technical solutions and the commercial approach</p> 	