



ABU DIGITAL BROADCASTING SYMPOSIUM 2026

30 March-2 April

Berjaya Time Square Hotel

Programme (Draft)

## Workshop Day – 30<sup>th</sup> March 2026

09:00 – 10:00

**Workshop 1**

10:00 – 11:00

**Workshop 2**

11:00 – 11:30

*Coffee Break | Networking & Refreshments*

11:30 – 12:30

**Workshop 3**

12:30 – 14:00

*Lunch Break*

14:00 – 15:00

**Workshop 4**

15:00 – 16:00

**Workshop 5**

16:00 – 16:30

*Coffee Break | Networking & Refreshments*

16:30 – 17:30

**Workshop 6**

17:30

*End of Workshop Day*

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Day 1 – 31<sup>st</sup> March 2026

09:00 - 09:30	<b>OPENING SESSION</b> <hr/>
09:30 – 10:30	<b>Session 1   Synthetic Intelligence &amp; Creative Transformation</b> Explore how emerging intelligent technologies are reshaping creative processes in broadcasting and media production. This session highlights the convergence of automation, content generation, and creative innovation in the synthetic era.
10:30 - 11:00	<b>OFFICIAL OPENING SESSION</b> <hr/>
11:00 - 11:30	<i>Session Break   Networking &amp; Refreshments</i>
11:30 - 12:30	<b>Session 2   Immersive Media – Exploring New Realities</b> Dive into the world of immersive experiences through XR, VR, and AR technologies. This session discusses how immersive storytelling is redefining audience engagement and the future of content consumption.
12:30 – 14:00	<i>Lunch Break</i>
14:00 – 15:00	<b>Session 3     Smart Archives: AI and Automation in Media Preservation</b> Discover how artificial intelligence and automation are revolutionizing media archiving. The session focuses on intelligent indexing, metadata generation, and efficient preservation workflows for broadcasters.
15:00 – 15:30	<i>Coffee Break   Networking &amp; Refreshments</i>
15:30 – 16:30	<b>Workshop 7</b>
17:00	<i>End of Day 1</i> <hr/>

09:00 – 10:00	<b>Session 4   Advancements in Broadcasting Technologies and Standards</b> An in-depth look at the latest developments in global broadcasting standards, including new transmission protocols and system innovations driving the next evolution of broadcast delivery.
10:00 – 10:30	Coffee Break   Networking & Refreshments
10:30 – 11:30	<b>Session 5   Innovative Media Solutions: Deployment and Development</b> Explore cutting-edge tools and solutions transforming media operations, from content creation to delivery. Learn how broadcasters are adopting innovative technologies to enhance efficiency and viewer experience.
11:30 – 12:30	<b>Session 6   OTT Frontiers: AI, Cloud, and the Future of Streaming</b> Gain insights into the evolving streaming ecosystem. This session examines cloud-based architectures, adaptive delivery technologies, and the integration of intelligent systems shaping the future of OTT services.
12:30 – 14:00	Lunch Break
14:00 – 15:00	<b>Session 7   Advancement and Innovation in Media Distribution &amp; Delivery</b> Understand how emerging technologies are redefining content distribution. Topics include network optimization, hybrid delivery models, and scalable infrastructures supporting global media access.
15:00 – 15:30	Coffee Break   Networking & Refreshments
15:30 – 16:30	Workshop 8
16:30	End of Day 2

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09:00 – 10:00	<b>Session 8   Cloud-to-Edge Media Fabric: Building Scalable Broadcast Networks</b> Discover the architecture of modern broadcast networks that seamlessly connect cloud and edge systems. This session explores scalability, flexibility, and performance optimization in distributed media environments.
10:00 – 10:30	<i>Coffee Break   Networking &amp; Refreshments</i>
10:30 – 11:30	<b>Session 9   The New Soundscape: Emerging Innovations in Audio Technology</b> A look into the latest advancements in audio engineering and sound technologies. From spatial audio to intelligent mixing, this session explores innovations shaping the future of auditory experiences.
11:30 – 12:30	<b>Session 10   Securing Broadcast Networks in the Digital Transformation Era</b> Learn how broadcasters are strengthening cyber resilience and safeguarding infrastructure. The session discusses best practices for ensuring trust, integrity, and security in the connected media environment.
12:30 – 14:00	<i>Lunch Break</i>
14:00 – 15:00	<b>Session 11   Sustainable Broadcasting in the Age of Intelligent Systems</b> Explore strategies for creating energy-efficient, environmentally responsible broadcast operations. This session focuses on how automation, data analytics, and intelligent systems contribute to a sustainable media future.
15:00 – 15:30	<i>Coffee Break   Networking &amp; Refreshments</i>
15:30 – 16:30	<b>Session 12   Industry Debate</b>
16:30 – 17:00	<b>Lucky Draw Closing Ceremony</b>
17:00	<i>End of the Event</i> <hr/>