

## 6 March, Monday (Workshop Day)

### 09:30-13:00 Workshop 1- IPSB/Arista/AWS | TOPIC (TBA)

Speaker(s) name, Organisation

### 14:00-17:00 Workshop 2-WorldDAB | TOPIC (TBA)

Speaker(s) name, Organisation

## 7 March, Tuesday – Day 1

### 09:00-09:30 OPENING SESSION

#### Welcome Address

Dr Javad Mottaghi, Secretary-General, Asia-Pacific Broadcasting Union

#### Keynote Address

Topic, Speaker name, Organisation (TBC)

### 09:30-10:30 Session 1 | Industry Developments and Standards Update

*(The session will look into latest industry trends and advancements in broadcast technologies, standards, Audio/Video Coding etc.)*

#### How DVB-I with Native enables a converged media delivery ecosystem

Emily Dubs, Head of Technology, DVB Project, Switzerland

#### ATSC 3.0 Update

Madeleine Noland, President of the ATSC

#### DAB standards update

Lindsay Cornell, WorldDAB

### 10:30-11:00 Session Break | Networking & Refreshments

### 11:00-11:30 MINISTERIAL OPENING SESSION

#### Address

<Minister of Communications and Digital, Malaysia> (TBC)

### 11:30-13:00 Session 2 | Cybersecurity and Media Industry

*(The session will look into ways of managing network, content, & system protection and to share cyberthreat cases and best practices to mitigate these risks etc.)*

#### Topic, Speaker name, Arista (TBC)

Topic, Speaker name, Organisation (TBC)

Topic, Speaker name, Organisation (TBC)

Topic, Speaker name, Organisation (TBC)

### 13:00-14:00 Lunch Break

### 14:00-15:30 Session 3 | Sustainable Technologies and Strategies in Broadcasting

*(The session will explore techniques, business models in enhancing media services, business processes with respect to production, and distribution of broadcasters' contents with sustainable technologies and methods)*

#### Putting Digital Radio to Work 101, What approaches will make sense for you

Wendell Lonergan, Senior Director of Broadcast Sales, Nautel, Canada

#### DRM saves Lives and Money

Simon Keens, Sales and Business Development Manager, Ampegon

#### Advances in Broadcasting for Sustainable Data Networks

Madeleine Noland, President of the ATSC

#### Update on RadioDNS standards for hybrid radio and metadata

Nick Piggott Project Director RadioDNS United Kingdom

### Workshop 3-Whiteways

Speaker(s) name,  
Organisation

15:30-16:00 *Session Break | Networking & Refreshments*

16:00-17:30 **Session 4 | Moving Media Workflows to The Cloud**  
*(The session will look at insights on advanced workflows enabled by virtualization, IP standards and networked media architecture, Provisioning studio resources on cloud addressing connectivity & bandwidth challenges and solutions)*  
**Cloud Deployed Workflows in Broadcast & Media: Pros, Cons and Use Cases**  
Yew-jin Cheong, Sales Director, Rohde & Schwarz  
**Topic, Speaker name, IPSB (TBC)**  
Topic, Speaker name, Organisation (TBC)  
Topic, Speaker name, Organisation (TBC)

**Workshop 4**  
Speaker(s) name,  
Organisation

17:30 *End of Day 1*

## 8 March, Wednesday – Day 2

09:00-09:30 **INDUSTRY KEYNOTE**  
Topic, Speaker name, Organisation (TBC)

09:30-11:00 **Session 5 | Media Solutions: Implementation and Use Cases**  
*(The session will be sharing broadcast and media industry experiences about solutions and services such as OTT, IBB, D2H, DRM, DAB+ etc)*  
**TV applications utilizing DVB-I and targeted advertisement**  
Mika Kanerva, COO, Sofia Digital, Finland  
**DAB radio – Announcements for domestic DAB+ receivers**  
Les Sabel, WorldDAB  
**Creative Lighting Solution for Chroma Studio**  
Ajeet Khare, Managing Director, Canara Lighting Industries, India  
**Digital and Disaster Broadcasting**  
SeongMin Kim, Project Manager, KBS- Korea

11:00-11:30 *Session Break | Networking & Refreshments*

11:30-13:00 **Session 6 | Advances in Media Delivery**  
*(The session will explore updates on 5G & beyond, insights on Low Latency Protocols, Real-Time 3D Content Sharing Technologies, Broadcast/Broadband Solutions Integrating Satellite, Optical Fibre, and Mobile Networks)*  
**Comparing network performance of 5G broadcast and the ATSC 3.0 systems for Handheld reception**  
Mats Ek, Technical Director, Progira, Sweden  
**Transition from Satellite to hybrid distribution network**  
Hubert Czaja, Head of Distribution Systems, Deutsche Welle, Germany  
**5G Broadcast to Handhelds – will it be a success?**  
Peter Siebert, IEEE BTS  
Topic, Speaker name, Organisation (TBC)

**Workshop 5- Rohde & Schwarz**  
Speaker(s) name,  
Organisation

13:00-14:00 *Lunch Break*

14:00-15:30 **Session 7 | AI, Blockchain and Data Applications in Media**  
*(The session will take a deep dive into Big Data Stream Computing/Analysis, Blockchain Applications for Content Sharing, AI in production /Post-Production /Archive etc.)*  
**What is Blockchain Technology? Use cases of blockchain technology in business sector**  
Dr Ruhi TAŞ, Deputy Director of Information Technologies, TRT, Turkey  
**AI in Media Production**  
Junghyun Kim, Deputy Manager (Team Leader), KBS, South Korea  
**AI techniques for the Broadcast Industry**  
João Neto, CEO, VoiceInteraction, Singapore  
**Topic, Speaker name, AWS (TBC)**

**Workshop 6-ATDI**  
Speaker(s) name,  
Organisation

15:30-16:00 *Session Break | Networking & Refreshments*

16:00-17:30 **Session 8 | Media Management & Digital Workflow**  
*(The session will discuss about media management practices, archiving techniques & solutions, content digitisation & curation, digital workflows etc. for broadcasters)*  
**Digitisation of Legacy Content Library: Challenges & Solutions**  
 Ms Caroline Caruelle, Founding Partner, Cite de Memoire & Archive TV, France  
 Topic, Speaker name, DAMsmart (TBC)  
 Topic, Speaker name, Telstra (TBC)  
**Archive Innovation & Global Standards for content preservation**  
 Mr Alan Hoggarth, Managing Director, Disk Archive Corporation Ltd, United Kingdom

17:30 *End of Day 2*

## 9 March, Thursday – Day 3

09:00-10:30 **Session 9 | Remote Production Technologies and Studio Automation**  
*(The session will discuss about connected & scalable technological solutions for Remote Integration, At-home production, Live production etc. and those tools leading to automation of studio functions)*  
**How new broadcast standards are changing the game for Asian Sports Broadcasting**  
 Fintan Mc Kiernan, CEO, Ideal Systems Singapore  
 Topic, Speaker name, Organisation (TBC)  
 Topic, Speaker name, Organisation (TBC)  
**Podcast Development in Mongolia: Present situation and future prospects**  
 Gankhuyag Erdenebat-Ochir, Sustainability Manager, MNB-Mongolia

10:30-11:00 *Session Break | Networking & Refreshments*

11:00-12:30 **Session 10 | Industry Debate – Topic (TBA)**  
 Speaker name, Organisation (TBC)  
 Speaker name, Organisation (TBC)  
 Speaker name, Organisation (TBC)  
 Speaker name, Organisation (TBC)

12:30-14:00 *Lunch Break*

14:00-15:30 **Session 11 | IP-centric Solutions for Broadcasters**  
*(The session will look into the workflow orchestration and Integration, Infrastructure solutions, Challenges in moving to IP)*  
**A Case Study: Building IP Based Central Distribution Room**  
 Kangsoo Kim, System Engineer, KBS, South Korea  
**IP Audio Networking Implementation for Radio Broadcasting in Malaysia**  
 Azhar Abdul Latiff, Director, Medialab Alliance/JAA Sys, Malaysia  
**Maintaining Quality of Service and Experience in IP Content Delivery**  
 Colin Prior, VP Sales - APAC, ENENSYS Technologies  
 Topic, Speaker name, Organisation (TBC)

**Workshop 7**  
 Speaker(s) name,  
 Organisation

15:30-16:00 *Session Break | Networking & Refreshments*

16:00-17:30 **Session 12 | NextGen Infrastructure and Immersive AV Experiences**  
*(The session will present on understanding next generation of audio-visual technology, Immersive applications and user experiences including XR, VR, AR)*  
**Status of the next generation TV3.0 broadcast system for Brazil and technology demonstrations during the 2022 football World Cup**  
 Stefan Meltzer, Chief Business Development Manager, Fraunhofer IIS, Germany  
**Topic (TBC)**  
 Vikas Choudhry, VIZRT  
 Topic, Speaker name, Organisation (TBC)  
 Topic, Speaker name, Organisation (TBC)

**Workshop 8**  
 Speaker(s) name,  
 Organisation

17:30 *End of the Event*