

6 March, Monday (Workshop Day)

09:30-12:30 **Workshop 1- IPSB | Monetization: How Broadcasters can Leverage AdTech**
Moderator: Alia Zainal, Head of Marketing & Business Development, IPSB Technology, Malaysia

Speakers

Desmond Ngai, SVP Corporate Development, WebTVAsia
Shad Hashmi, Media and Entertainment Partner Lead-APAC, AWS
Siva Krishnan, digital marketer, MGID, Malaysia
Khairil Azizi Khairuddin, Digital Marketing, IPSB Technology

12:30-14:00 *Lunch Break*

14:00-17:00 **Workshop 2-WorldDAB | Economics, Environment, Emergency - driving the case for DAB+**
Moderator: Les Sabel, Chair, WorldDAB APAC Technical Group

Speakers

Les Sabel, Chair, WorldDAB APAC Technical Group
Bernie O'Neill, Project Director, WorldDAB
Lindsay Cornell, Chair, WorldDAB Technical Committee
Nick Piggott, Director and Project Manager, Bristol Digital Radio
Lars-Peder Lundgren, CEO, Paneda
Oscar Hu, Regional Sales Manager, Southeast Asia, GatesAir
Hermann Zensen, Head of Sales and Marketing, Digidia

7 March, Tuesday – Day 1

09:00-09:30 **OPENING SESSION**
Welcome Address
Dr Javad Mottaghi, Secretary-General, Asia-Pacific Broadcasting Union
Keynote Address
YBr. Suhaimi Bin Sulaiman, Director General, Radio Televisyen Malaysia (RTM)

09:30-10:30 **Session 1 | Industry Developments and Standards Update**
Moderator: Hamid Dehghan Nayeri, Chairman, ABU Technical Committee

How DVB Native IP enables a converged media delivery ecosystem

Emily Dubs, Head of Technology, DVB Project, Switzerland

ATSC 3.0 Update

Madeleine Noland, President of the ATSC, United States

Digital Radio Technical Update

Lindsay Cornell, Chair, WorldDAB Technical Committee and Principal Systems Architect, BBC, UK

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

11:00-11:30 **MINISTERIAL OPENING SESSION**
Address
YB Ahmad Fahmi Bin Mohamed Fadzil, Minister of Communications and Digital, Malaysia

11:30-13:00 **Session 2 | Cybersecurity and Media Industry**
Moderator: Azman Fitton, Vice President, Broadcast Operations, MYTV, Malaysia

Cybersecurity for Media Industry

Michael Lok, Regional Director, Enterprise & Channels-ASEAN, Arista, Singapore

Broadcasters & Cybersecurity

Harne Mohamed, Head, Network Security Division, MCMC, Malaysia

WBU Recommendations on Cybersecurity

Hamid Dehghan Nayeri, Chairman, ABU Technical Committee

Cybersecurity and you: an update!

John Maizels, Media Consultant, Australia

13:00-14:00 *Lunch Break*

14:00-15:30

Session 3 | Sustainable Technologies and Strategies in Broadcasting

Moderator: Otto Othman, TV & Radio Personality, TRAXX FM, RTM, Malaysia

Advances in Broadcasting for Sustainable Data Networks

Madeleine Noland, President of the ATSC, United States

How African members are utilising sustainability technologies in broadcasting

Gisele Nnemiga Salome, Head of News, AUB, Senegal

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

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

How to Reduce Broadcasting Costs While Increasing Revenues

Simon Keens, Sales and Business Development Manager, Ampegon, Switzerland

Update on RadioDNS standards for hybrid radio and metadata

Nick Piggott, Project Director, RadioDNS, United Kingdom

**Workshop 3 |
The Cost-effective way of
successfully building an OB
Van**

Yashovardhan Sharma and
Vijay Singh Basera,
Whiteways Systems

15:30-16:00

Session Break | Networking & Refreshments

16:00-17:45

Session

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Session 4 | Moving Media Workflows to The Cloud

Moderator: Lindsay Cornell, Chair, WorldDAB Technical Committee and Principal Systems Architect, BBC, UK

Make, Move & Monetize your content with Cloud Workflows

Jay Ganesan, SVP Sales, APAC, Amagi, Singapore

The Cloud Localisation Blueprint - a reference architecture

Neil Anderson, Chief Revenue Officer, Codemill, United Kingdom

Cloud Deployed Workflows in Broadcast & Media: Pros, Cons and Use Cases

Yew-jin Cheong, Sales Director, Rohde & Schwarz, Singapore

TVU Ecosystem -Cloud Workflow for Live Production and Playout

Subodh Aggarwal, Sr. Director Solutions SAMEA/APAC, TVU Networks, India

Cloud Migration: Key Reasons to Move Broadcast Channels Now

Dennis Wong, Senior Managing Director of Sales, Harmonic, Singapore

Cloud-Based Live Production – how to orchestrate a multi-vendor environment in the cloud

Michiel Saelen, Regional Office Manager, Skyline Communications, Singapore

**Workshop 4 |
Saving Lives and
Livelihoods: Early Warning
Broadcast Systems**

Natalia Ilieva, ABU
John Maizels, Australia
Tetsushi Okura, NHK
Takashi Koyano, NHK
Name (TBC), KBS

17:45

End of Day 1

8 March, Wednesday – Day 2

09:00-10:30

Session 5 | Media Solutions: Implementation and Updates

Moderator: John Maizels, Media Consultant, Australia

DAB+ announcements for domestic receivers: new opportunities for broadcasters

Les Sabel, Chair, WorldDAB APAC Technical Group, Australia

Creative Lighting Solution for Chroma Studio

Ajeet Khare, Managing Director, Canara Lighting Industries, India

DRM: The Global Roll-Out Progresses

Simon Keens, Sales and Business Development Manager, Ampegon, Switzerland

TV applications utilizing DVB-I and targeted advertisement

Mika Kanerva, COO, Sofia Digital, Finland

10:30-11:00

Session Break | Networking & Refreshments

11:00-11:30

INDUSTRY KEYNOTE

Storytelling in an Era of Short Attention Span

YBr. Suhaimi Bin Sulaiman, Director General, Radio Televisyen Malaysia (RTM)

11:30-13:00

Session 6 | Advances in Media Delivery

Moderator: Les Sabel, Chair, WorldDAB APAC Technical Group, Australia

Comparing network performance of 5G broadcast and the ATSC 3.0 systems for Handheld reception

Mats Ek, Technical Director, Progira, Sweden

5G Broadcast to Handhelds – will it be a success?

Peter Siebert, Adcom Member, IEEE BTS, Switzerland

Realities of High Bitrate Live Video Low Latency Delivery over Open Internet

George Mikeladze, Founder & Chairman, Qarva, Georgia

Transition from Satellite to hybrid distribution network

Hubert Czaja, Head of Distribution Systems, Deutsche Welle, Germany

**Workshop 5 |
Unleashing the Power of
Drone-based Antenna
Measurements**

Yahya Khaled, ATDI Jason
Schreiber, Sixarms

13:00-14:00

Lunch Break

14:00-15:30

Session
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Session 7 | AI, Blockchain and Data Applications in Media

Moderator: Samina Husain, BTS Vice President, IEEE Broadcast Technology Society

What is Blockchain Technology? Use cases of blockchain technology in business sector

Ruhi TAŞ, Deputy Director of Information Technologies, TRT, Türkiye

AI techniques for the Broadcast Industry

João Neto, CEO, VoiceInteraction, Singapore

A new way to Store, Distribute and Monetise Content utilising Web3 and Blockchain

Christian Christiansen, COO, Damsmart Asia Sdn Bhd & Silver Trak, Australia

Automated Sign-language CG Generation System for Weather and Disaster Information

Tetsushi Okura, Senior Manager, NHK, Japan

Takashi Koyano, Corporate Officer, NHK Enterprises, Japan

AI in Media Production

Junghyun Kim, Deputy Manager, KBS, Korea

Workshop 6 |

Part 1: 5G Broadcast to create the future of efficient content delivery

Josef Müller, Rohde & Schwarz

Part 2: Efficiency in Broadcast Production and Delivery through software-defined solutions

Yew-jin Cheong and Ong Kah Keong, Rohde & Schwarz

15:30-16:00

Session Break | Networking & Refreshments

16:00-17:45

Session 8 | Media Management & Digital Workflow

Moderator: John Maizels, Media Consultant, Australia

The new trends in Media Management

Aale Raza, Founder and Managing Director, Whiteways Systems, Singapore

Digitisation of Legacy Content Library: Challenges & Solutions

Sanjay Krishan Das, VP Global Sales, Cite De Memoire, India

Archive Innovation & Global Standards for content preservation

Alan Hoggarth, Managing Director, Disk Archive Corporation Ltd, United Kingdom

ADiB, Digital News Regional Archive

Ahmad Shafiq Mirza Mansor, Assistant Director (Eng), RTM, Malaysia

Empowering Broadcasters to Monetise Their Legacy Audio Visual Archives

Joe Kelly, CEO, Damsmart Asia, Malaysia

Rueben Thomas, Sales Director, Telstra International, Malaysia

Workshop 7 | IP-based Direct-to-Mobile and Direct-to-Vehicle

Madeleine Noland, ATSC Raghuravindran, Saankhya Labs

Sungjun Ahn, ETRI Stefan Meltzer, Fraunhofer Group

17:45

End of Day 2

9 March, Thursday – Day 3

09:00-10:30

Session 9 | Remote Production Technologies and Studio Automation

Moderator: Padarabinda Das, Advisor, Doordarshan, Prasar Bharati, India

Advantages of TCP based contribution for Remote (Live) Production

Rando Pikner Head of Business Development, Qarva, Estonia

How new broadcast standards are changing the game for Asian Sports Broadcasting

Fintan Mc Kiernan, CEO, Ideal Systems, Singapore

Why is remote production and Automation important?

Aale Raza, Founder and Managing Director, Whiteways Systems, Singapore

Taking Advantage of Remote Cloud Production Workflows in Sports

Andrew Wong, Manager, Sales Engineering team, LiveU, Malaysia

10:30-11:00

Session Break | Networking & Refreshments

11:00-13:00

Session 10 | Innovative Implementations from Media & Industry
Moderator: Fintan Mc Kiernan, CEO, Ideal Systems, Singapore

Bridging Malaysian Broadcasters demand efficiently though utilizing latest technologies

Azman Fitton, Vice President, Broadcast Operations, MYTV, Malaysia

Digital Flip: real time CG system using AR markers

Akira Miyashita, Engineer, NHK, Japan

Relevance of Satellite platforms- The DD free dish

R Krishna Das, Deputy Director General, Prasar Bharati, India

A GUI based application development environment for IBB services

Masaru Takechi, Senior Research Engineer, NHK Engineering System, Japan

Digital and Disaster Broadcasting

SeongMin Kim, Project Manager, KBS, Korea

OB Systems Design Challenges in SDI and IP Environments

Mohieddin Moradi, Director General of IRIB R&D, Iran

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

**Workshop 8 |
DVB Native IP & DVB-I
media delivery ecosystem**

Emily Dubs, DVB Project
Mika Kanerva, Sofia Digital
Peter Siebert, NERC DTV
They Kian Seng, Huawei

13:00-14:00

Lunch Break

14:00-15:30

Session 11 | IP-centric Solutions for Broadcasters

Moderator: Emily Dubs, Head of Technology, DVB Project, Switzerland

IP Audio Networking Implementation for Radio Broadcasting in Malaysia

Azhar Abdul Latiff, Director, Medialab Alliance, Malaysia

A Case Study: Building IP Based Central Distribution Room

Kangsoo Kim, System Engineer, KBS, Korea

Maintaining Quality of Service and Experience in IP Content Delivery

Colin Prior, VP Sales - APAC, ENENSYS Technologies, France

Audio Production System Utilizing the capabilities of the IP-based System and Open-Source Protocol

Tomoya Onishi, Engineer, Engineering Administration Department, NHK, Japan

**Workshop 9 | From Data
to Results: Building a
Successful Enterprise
Analytics Program**

Zaid Waqiyuddin,
Credence, Telekom
Malaysia

15:30-16:00

Session Break | Networking & Refreshments

16:00-17:30

Session 12 | NextGen Infrastructure and Immersive AV Experiences

Moderator: Peter Siebert, Adcom Member, IEEE BTS, Switzerland

The Immersive AV and Special Events

Aale Raza, Founder and Managing Director, Whiteways Systems, Singapore

Advancing the Artful Evolution of Storytelling

Vikas Choudhry, Presales Consultant, Vizrt, India

Immersive China - Diving into the Future of Communication

Ran Chen, Chief Editor, CGTN Digital, China

The Future of Broadcast Video Codec War

Mohammad Nozari Pak, Senior researcher, IRIB R&D, Iran

17:30

End of the Event