

## 4 March, Monday (Workshop Day)

**09:30-12:30** **IPSB Workshop | Unleashing the Power of Cloud, AI, Data-Driven Workflow Strategy & Monetization in Broadcasting**  
**Moderator:** Alia Sarah Binti Zainal Abidin, Head of Marketing & Business Development, IPSB Technology

**Speakers**

Mardhiah Nasir, Executive Director, IPSB Technology, Malaysia  
Michael Lok, Regional Director, Enterprise & Channels-ASEAN, Arista  
Samuel Bogoch, CEO, Axle AI, United States  
Jay Ganesan, Senior Vice President, APAC Amagi, Singapore  
Fahim Surani, Solutions Architect, Amazon Web Services

**14:00-17:00** **WorldDAB Workshop | Sustain, Strengthen, Support - driving the case for DAB+**  
**Moderator:** Dr. Les Sabel, Chair, WorldDAB APAC Technical Group

**Speakers**

Dr. Les Sabel, Chair, WorldDAB APAC Technical Group  
Bernie O'Neill, Project Director, WorldDAB  
Lindsay Cornell, Chair, WorldDAB Technical Committee  
Dr. Kiatanantha Lounkaew, Assistant Professor, Thammasat University, Thailand  
Dr. Ignatius Hendrasmo, President Director, Radio Republic Indonesia  
Gabriel Kwofie, Head, Broadcasting Monitoring Centre, National Communications Authority, Ghana  
Lars-Peder Lundgren, CEO, Paneda Sweden  
Christoph Lessnau, Senior Engineer, AVT Audio Video Technologies GmbH  
Oscar Hu, Regional Sales Manager, Southeast Asia, GatesAir  
Muheki Wasago Aloysius, Uganda Communications Commission (UCC), Uganda

## 5 March, Tuesday – Day 1

**09:00-09:30** **OPENING SESSION**  
**Welcome Address**  
Ahmed Nadeem, Secretary-General, Asia-Pacific Broadcasting Union  
**Opening Address**  
(TBC)  
**Keynote Address**  
(TBC)

**09:30-10:30** **Session 1 | Advancements in Broadcasting Technologies and Standards**  
**Moderator:** Masashi Kamei, Senior Research Engineer, NHK STRL, Japan and Chairman, ABU Technical Committee

**DAB technical update including Emergency Warning System design progress**

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

**Improved Capabilities: The Ongoing Evolution of Next-Gen Video Codecs**

Dr Peter Siebert, VP of BTS Conferences, IEEE BTS, Switzerland

**Content Discovery - Technology to Expand Viewing Opportunities of Broadcast Content**

Ryo Yasuoka, Researcher, NHK Science and Technology Research Laboratories, Japan

**DVB still setting the standards for digital media delivery**

Emily Dubs, Head of Technology, DVB Project, Switzerland

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

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

**Address**

<Ministry of Communications and Digital, Malaysia>

11:30-13:00

**Session 2 | Efficient Media Workflows with AI & Cloud Solutions**

**Moderator:** Zhifan Sheng, CTO of ABS, NRTA, China and Vice Chairman, ABU Technical Committee

**Integrating AI into existing broadcast workflows to increase operational efficiency and reduce costs**

Fintan Mc Kiernan, CEO, Ideal Systems, Singapore

**Multimodal AI for media search using a next-generation MAM platform**

Samuel Bogoch, CEO, Axle AI, United States

**FM Digital Radio in the Cloud**

Joe Cheu, Sales Manager - Asia Pacific, Nautel, Singapore

**How TVU's Cloud-Based Workflow Enhances the Media Supply Chain**

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

**Broadcast Cloud Playout for Advanced Integrated Broadcast-Broadband Services**

Hiroyasu Nagata, Research Engineer, NHK, Japan

13:00-14:00

*Lunch Break*

14:00-15:30

**Session 3 | Sustainable Broadcasting and Media Business Ecosystem**

**Moderator:** Name, Organisation (TBC)

**How To Survive & Excel In The New Content Ecosystem - The RTM Way**

YBhg. Datuk Suhaimi Bin Sulaiman, Director General, Radio Televisyen Malaysia

**Game changing satellite signal delivery based on DVB-SIS and Dynamic Broadcast**

Dusan Statelov, CEO, MAINDATA, Slovakia

**Deutsche Welle's ways to improve the carbon footprint**

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

**Economic impact of DAB+**

Dr. Kiatanantha Lounkaew, Assistant Professor, Thammasat University, Thailand

**Workshop 3**

15:30-16:00

*Session Break | Networking & Refreshments*

16:00-17:30

**Session 4 | AI Tools & Security in Media Industry**

**Moderator:** Name, Organisation (TBC)

**Topic (TBC)**, Michael Lok, Regional Director, Enterprise & Channels-ASEAN, Arista

**AI Supported IT Helpdesk**

Dr Ruhi Tas, Deputy Director, Information Department, TRT, Türkiye

**Driving viewer engagement with AI-powered Personalization & Conversational search**

Jim Vinh, Sales Director - APAC, Quickplay, Malaysia

**AI in Mediacorp - Empower Responsible Creativity & Innovation**

Tim Xu, Lead, AI Products & Solutions, Mediacorp, Singapore

**Workshop 4 |  
AI Powered Digital Media  
Rooms - Safeguarding  
media contents against  
Scams & Fraud  
(VYPA/NETSTAIRS.COM/M  
ETAXCHANGE.AI)**

17:30

*End of Day 1*

**6 March, Wednesday – Day 2**

09:00-10:30

**Session 5 | Novel Media Solutions: Implementation and Updates**

**Moderator:** Name, Organisation (TBC)

**Hybrid automotive progress – new features and developments**

Nick Piggott, Vice President, WorldDAB and Project Director, RadioDNS Project

**Media Operations**

Michiel Saelen, Solution Architect & Regional Office Manager, Skyline Communications, Singapore

**Topic (TBC)**, Ajeet Khare, Managing Director, Canara Lighting Industries, India

**Diversity of Content in Broadcasting Using Virtual Human**

Saifuzzaman bin Yusop, Director of Radio, RTM, Malaysia

**Designing and developing applications in the cloud (DevOps)**

Zahra Sadat Mortazavi, Senior Researcher, IRIB R&D, Iran

10:30-11:00

*Session Break | Networking & Refreshments*

11:00-12:30

**Session 6 | Next-Gen Media Distribution and Reception**

**Moderator:** Name, Organisation (TBC)

**Enhanced Transmission Technologies: Integration with AI and SDW**

Eduard Chizhikov, Head of Viory Asia, Viory, United Arab Emirates

**DAB+ Receivers – cost minimisation for rollout and launch**

Dr Les Sabel, Chair, WorldDAB APAC Technical Group

**T-DAB Frequency and Coverage planning for Thailand - Requirements and Results**

Mats Ek, Technical Director, Progira, Sweden

**Ad Insertion in Broadcast-Broadband Delivery: challenges, strategies and monitoring**

Richard Lhermitte, CTO, ENENSYS Technologies, France

**Topic (TBC)**, Jay Ganesan, Senior Vice President, APAC Amagi, Singapore

**Workshop 5 |  
ALTO: Archive Innovation  
& Global Standards for  
Data Preservation  
(Disk Archive)**

12:30-14:00

Lunch Break

14:00-15:30

**Session 7 | AI-Driven Personalisation & Ad Management**

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

**Impact of Artificial Intelligence on viewership data**

Aale Raza, Director, Whiteways Systems, Singapore

**Topic (TBC),** Mardhiah Nasir, Executive Director, IPSB Technology, Malaysia

**New Generation User Experience (UX) for Content Consumption**

Abdul Haleem, Head of Business Development-APAC, Accedo Malaysia

**Drive viewer engagement & monetization with AI-based video innovations**

Ashwin Sashital, Business Development Director - APAC, Harmonic

**How Generative AI creates new experiences in the media industry**

Michele Lai Chin, VP Sales-APAC, Qvest, Singapore

**Workshop 6 |  
Revolutionizing Media  
Production with AI and  
Augmented Reality tools  
(RT-Russia)**

15:30-16:00

Session Break | Networking & Refreshments

16:00-17:30

**Session 8 | Industry Debate – Impact of AI in Media, Regulation & Ethics**

**Moderator:** Kazim Pektas, Chief Engineer, TRT, Türkiye and Vice-Chairman, ABU Technical Committee

Topic, Speaker Name, Organisation (TBC)

Topic, Speaker Name, Organisation (TBC)

Topic, Speaker Name, Organisation (TBC)

Topic, Speaker Name, Organisation (TBC)

17:30

End of Day 2

## 7 March, Thursday – Day 3

09:00-10:30

**Session 9 | AI Use Cases and Innovations in Remote & Virtual Production**

**Moderator:** Aale Raza, Director, Whiteways Systems, Singapore

**Navigating the Cookie Deprecation Era: iCDN Digital Media Rooms - A Revolutionary Solution**

Dr Ahmad Moradi, CEO - NETSTAIRS & METAXCHANGE.AI and CSO - VYPA

**What is Virtual Production & How is it Revolutionizing Broadcast & Film**

Louis Clovis, Managing Director, Broadcast Elements, Malaysia

**LED Wall for Virtual Production: Solution and Guidance**

Dr Mohieddin Moradi, Assistant Professor, IRIB University, Iran

Topic, Speaker Name, Organisation (TBC)

10:30-11:00

Session Break | Networking & Refreshments

11:00-12:30

**Session 10 | Innovative Workflows across the Media Supply Chain**

**Moderator:** Name, Organisation (TBC)

**DRM: Digital Radio Over Any Distance**

Dr Simon Keens, Co-Vice Chairperson, DRM Consortium, Switzerland

**RTM's Technical Content Delivery: Cutting-Edge Tech for Seamless Content Delivery**

Amirah Jaafar Mad Ariff, Head of Support & System Solution, RTM, Malaysia

**How our legacy archives can help improve the efficiency of the AI tools**

Sanjay Das, VP Global Sales & Business Development, Cite De Memoire, India

**The Potential of 5G Technology in Broadcast Industry**

Zahedeh Farshad, Researcher, IRIB R&D, Iran

**Workshop 7 |  
DVB: Advancing IP-based  
broadcast technologies  
(IEEE BTS/DVB)**

12:30-14:00

Lunch Break

14:00-15:30

**Session 11 | Immersive Media & Next Gen Audio-Visual Technologies**

**Moderator:** Name, Organisation (TBC)

**Development of real time writing system on virtual screen displayed in virtual studio**

Kazuhiro Yamagata, Engineer, NHK – Japan and

Shunto Yamashita, Engineer, NHK – Japan

**AI supported Digital Audio Processing**

Toni Fiedler, Head of China and SEA, Fraunhofer IIS, Germany

**AI-based Voice Conversion and Media applications**

Mohammad Reza Hasanabadi, Fellow Researcher, IRIB R&D, Iran

Topic, Speaker Name, Organisation (TBC)

**Workshop 8**

15:30

Session Break | Networking & Refreshments

16:00-17:30

**Session 12 | Data Analytics in New Era: AI, Blockchain, Web 3.0, etc.**

**Moderator:** Name, Organisation (TBC)

Topic, Speaker Name, Organisation (TBC)

Topic, Speaker Name, Organisation (TBC)

Topic, Speaker Name, Organisation (TBC)

17:30

*End of the Event*

---