

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
Muhamad Sujai, Director of Technology and New Media, 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
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

YB Teo Nie Ching, Deputy Minister, Ministry of Communications, Malaysia

11:30-13:00

Session 2 | Efficient Media Workflows with AI & Cloud Solutions

Moderator: Name, Organisation (TBC)

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

Economic impact of DAB+

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

How AI Empowers High-Quality Development of China's Audiovisual Industry

Yan Ni, Deputy Director-General, RTPRC, China

The Global E-waste Conundrum: Can Broadcasting Industry Help?

Mohd Shamsul Izuan Che Musa, Assistant Director, MCMC, Malaysia

Deutsche Welle's ways to improve the carbon footprint

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

**Workshop 3 |
Early Warning Systems for
All - Bridging the Last-mile
for Saving Lives
(ABU/UNDRR)**

15:30-16:00

Session Break | Networking & Refreshments

16:00-17:30

Session 4 | AI Tools & Security in Media Industry

Moderator: Name, Organisation (TBC)

Identifying Anomaly Threats through AI

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/
METAXCHANGE.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: Kazim Pektas, Chief Engineer, TRT-Türkiye and Vice-Chairman, ABU Technical Committee

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

Soft Lighting For Broadcasting Studios

Ajeet Khare, Managing Director, Canara Lighting Industries, India

Diversity of Content in RTM 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: Sharad Sadhu, Media Specialist, India

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

FAST Channels and the FAST Ecosystems

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 & Audience Management

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

Impact of Artificial Intelligence on viewership data

Aale Raza, Director, Whiteways Systems, Singapore

Unveiling the FAST Revolution: Audience Engagement and Content Monetization

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: Name, Organisation (TBC)

Speaker(s) 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, Director General, IRIB R&D, Iran

Deploying Content to The Metaverse

Ken ichiro Nagano, Technical Manager, NHK World, Japan

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

Evolution of Radio Automation: Exploring Current Trends and Beyond

Micheal Low, General Manager, RCS 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

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

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

The Potential of 5G Technology in Broadcast Industry

Zahedeh Farshad, Researcher, IRIB R&D, Iran

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

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 & Operation

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

**Workshop 8 |
Usage of Artificial
Intelligence in Radio
Studios and Automated
Subtitling for Content
Creators
(IPPTAR Malaysia)**

15:30

Session Break | Networking & Refreshments

16:00-17:00

Session 12 | Sustainable and Dynamic Practices in Media Delivery

Moderator: Name, Organisation (TBC)

Sustainable Broadcasting and Media Business Ecosystem

Satriyo Dharmanto, Director of Technical Operational, TVRI, Indonesia

Multiplying Audience-Base through D2M and 5G Broadcasting

Sharad Sadhu, Media Specialist, India

Enabling simultaneous 4K Sport Live delivery over satellite and terrestrial networks

Richard Lhermitte, CTO, ENENSYS Technologies, France

17:00

End of the Event
