

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

12:30-14:00

Lunch Break

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

5 March, Tuesday – Day 1

09:00-09:30

OPENING SESSION

Welcome Address

Ahmed Nadeem, Secretary-General, Asia-Pacific Broadcasting Union

Keynote Address

Sharad Sadhu, former Director of ABU Technology and Media Specialist, India

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

Opening 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: Encik Kumaran a/I Subramaniam, Head of Academic Department, IPPTAR, Malaysia

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

Session
Supported by
MAINDATA



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

AI Empowers High-Quality Development: Cases on the IRC and 5G Laboratory

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 for All -
Bridging the Last-mile for
Saving Lives**

Sharad Sadhu, India

Eliot Christian, USA

Natalia Ilieva, ABU



15:30-16:00

Session Break | Networking & Refreshments

16:00-17:30

Session 4 | AI Tools & Security in Media Industry

Moderator: Fintan Mc Kiernan, CEO, Ideal Systems, Singapore

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

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**

Dr Ahmad Moradi, VYPA

Dr Francis Teo, Singapore

M. Vijjayandran, VYPA



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+ update on receivers and African pilot projects

Dr Les Sabel, Chair, WorldDAB APAC Technical Group and
Aloysius Muheke, Uganda Communications Commission (UCC), Uganda

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

Bhavik Vyas, Disk Archive



12:30-14:00

Lunch Break

14:00-15:45

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

Driving viewer engagement with AI-powered Personalization & Conversational search

Jim Vinh, Sales Director - APAC, Quickplay, Malaysia

Workshop 6 |

Revolutionizing Media Production with AI and Augmented Reality tools

Roman Nikitin, RT

Vladislav Spreys, RT



15:45-16:15

Session Break | Networking & Refreshments

16:15-17:30

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

Moderator: Mardhiah Nasir, Executive Director, IPSB Technology, Malaysia

Sharad Sadhu, Media Specialist, India

Jade Wang, Director of China Media Group, China

Aale Raza, Director, Whiteways Systems, Singapore

Fintan Mc Kiernan, CEO, Ideal Systems, Singapore

Lindsay Cornell, Principal Systems Architect, BBC Digital, BBC

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

Virtual Production for Broadcast: Optimizing Cinematic and Episodic TV Workflows

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

Workshop 7 |

DVB: Advancing IP-based broadcast technologies

Dr Peter Siebert, IEEE

Emily Dubs, DVB

Mika Kanerva, Sofia Digital

Dusan Stelov, Maindata

Richard Lhermitte, Enensys

Kian Seng They, Huawei



10:30-11:00

Session Break | Networking & Refreshments

11:00-12:30

Session 10 | Innovative Workflows across the Media Supply Chain

Moderator: Lindsay Cornell, Principal Systems Architect, BBC Digital, BBC

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

12:30-14:00

Lunch Break

14:00-15:30

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

Moderator: Dr Mohieddin Moradi, Director General, IRIB R&D, Iran

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

Mazlina Mohd Yusoff

Azhar Abdul Latiff

Andrew Kunaselan



15:30-16:00

Session Break | Networking & Refreshments

16:00-17:00

Session 12 | Sustainable and Dynamic Practices in Media Delivery

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

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