



Workshop Day – 24th February 2025

09:30 - 12:30 **Workshop 1 : [WorldDAB]**

14:00 – 16:00 **Workshop 2 : [IPSB]**

16:00 – 17:30 **Workshop 3 : [MCMC]**

Day 1 – 25th February 2025

09:00 - 09:15 **OPENING SESSION**

09:15 – 10:30 **Session 1 | Personalization and AI in Broadcasting Content Creation**
Exploring how AI is driving personalized content creation, enhancing viewer engagement and redefining the creative process.

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

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

11:30 - 13:00 **Session 2 | Next-Gen Media Distribution**
This session delves into the evolving landscape of media distribution, discussing the hurdles and innovative strategies for next-generation content delivery.

13:00 – 14:00 *Lunch Break*

14:00 – 15:30 **Session 3 | Innovation in Media Archive and AI Integration**
Exploring how AI-driven technologies are revolutionizing media archives, ensuring efficient content management and retrieval.

Workshop 4 : [DRM]

15:30 – 16:00 *Coffee Break | Networking & Refreshments*

16:00 – 17:30 **Session 4 | Innovative Media Solutions: Deployment and Development**

Workshop 5

Showcasing the latest advancements in deploying innovative media solutions and their impact on the industry. Discussing on the technical and creative obstacles and solutions in delivering seamless real-time interactivity to audiences.

17:30

End of Day 1

Day 2 – 26th February 2025

09:00 – 10:30

Session 5 | Advancement in Broadcasting Tools and Technologies

The session will explore advancements in broadcasting tools and technologies, including AI, cloud-based workflows, immersive media, and next-generation codecs, that drive innovation and redefine the future of broadcasting.

10:30 – 11:00

Coffee Break | Networking & Refreshments

11:00 – 12:30

Session 6 | Advancement in Broadcasting Standards and Technologies

The session will investigate latest industry trends and advancements in broadcast technologies, standards, Audio/Video Coding etc. that Shapes the Future in broadcasting.

Workshop 6 : [IPPTAR]

12:30 – 14:00

Lunch Break

14:00 – 15:30

Session 7 | Cybersecurity in Broadcasting – Protecting Digital Assets

Sharing on the safeguarding digital media assets in an era of increasing cyber threats and vulnerabilities.

Workshop 7 : [Fraunhofer IIS]

15:30 – 16:00

Coffee Break | Networking & Refreshments

16:00 – 17:30

Session 8 | Industry Debate

Workshop 8 : [DVB]

17:30

End of Day 2

Day 3 – 27th February 2025

09:00 – 10:30

Session 9 | Hybrid Media Ecosystems – IP & Traditional Broadcasting

Discussing the convergence of IP-based and traditional broadcasting methods to create a unified media ecosystem.

10:30 – 11:00

Session Break | Networking & Refreshments

11:00 – 12:30

Session 10 | Advances in Cloud Workflows and Remote Tools for Media Production

Highlighting the role of cloud technologies and remote production tools in modern media workflows.

Workshop 9 : [Accedo]

12:30 – 14:00

Lunch Break

14:00 – 15:30

Session 11 | Sustainable Practice and GREEN INNOVATION in Broadcasting and Delivery

Focus on eco-friendly technologies and sustainable practices revolutionizing the broadcasting industry.

Workshop 10

15:30 – 16:00

Coffee Break | Networking & Refreshments

16:00 – 17:30

Session 12 | Empowering Women in Tech: Driving Innovation and Diversity

Workshop 11

17:30

Closing | End of the Event
