

ABU DBS 2025

DIGITAL BROADCASTING SYMPOSIUM

24 - 27 FEBRUARY 2025
WYNDHAM ACMAR HOTEL

ABU DIGITAL BROADCASTING SYMPOSIUM 2025

24-27 February

Wyndham Acmar Hotel

Programme

Workshop Day – 24th February 2025

09:30 –
11:00

Workshop 1: IPSB Workshop

Title: The Paradox of Choice: How Technology Moved from Scarcity to Abundance

Speakers:

Mardhiah Nasir, Executive Director, IPSB Technology
Alia Sarah Zainal Abidin, Head of Marketing & Business Development, IPSB Technology
Nusrat Lovely, Regional Manager & Application Engineer, Axle.AI, Inc



UNESCO – ABU Regional Workshop
Broadcasting for All: Focus on Diversity and Inclusion in Media

Facilitator:

Chrissie Tucker, Chair of ABU Diversity and Inclusion Group



11:00 –
11:15

Coffee Break | Networking & Refreshments

11:15 –
12:45

Workshop 2: IPSB Workshop

Title: Sustainability in Broadcasting: Navigating the Next Decade

Speakers:

Mardhiah Nasir - Executive Director, IPSB Technology
Khairul Anwar Md Zain, Business Development Manager, IPSB Technology
Shaharliza Mohamad Saman, Head, Broadcasting Development Department, Emerging Technologies Development Division, Malaysian Communications and Multimedia Commission, MCMC
Ashran Dato Ghazi, CEO, Dattel Asia Group
Thibault Morisse, Solutions Architect, Ateame



12:45 –
14:00

Lunch Break

14:00 –
15:30

Workshop 3: WorldDAB Workshop

Title : Innovations in implementing DAB+: safety and efficiency

Moderator: Dr. Les Sabel, Chair, WorldDAB APAC Technical **Group**

Speakers:

Bernie O’Neill, Project Director, WorldDAB

Lindsay Cornell, Chair, WorldDAB Technical Committee

Anupon Tajawanno, Asia Regional Sale Manager, Paneda (ASIA)

Mr. Lars-Peder Lundgren, CEO, Paneda Sweden

Ms. Ulrike Lauterbach, Sales Director, AVT Audio Video Technologies GmbH



15:30 –
15:45

Coffee Break | Networking & Refreshments

15:45 –
17:15

Workshop 3: WorldDAB Workshop

**Title : Innovations in implementing DAB+: safety and efficiency
(...Continued)**

Moderator: Dr. Les Sabel, Chair, WorldDAB APAC Technical **Group**

Speakers:

Mr. Oscar Hu, Sales Manager - Asia Pacific, GatesAir

Ing. Carlo Perotta, Sales Manager, Aldena

Dr.-Ing. Albert Waal, RFmondial GmbH



**UNESCO – ABU Regional Workshop
Broadcasting for All: Focus on
Diversity and Inclusion in Media
(...Continued)**

Facilitator:

Chrissie Tucker, Chair of ABU Diversity and Inclusion Group



17:15

End of Workshop Day

Day 1 – 25th February 2025

09:00 – **OPENING SESSION**

09:30 **Welcome Address**

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

Opening Address

YBrs. Encik Nik Kamaruzaman Nik Husin, Deputy Secretary-General (S),
Ministry of Communications, Malaysia

09:30 – **Session 1 | Personalisation and AI in Broadcasting Content Creation**

10:30 **Moderator:** Masashi Kamei, Senior Research Engineer, NHK STRL, Japan and Chairman, ABU Technical Committee

- **RTHK embraces AI for People**
Ng Kam Man, Head of Video Editing, RTHK, Hong Kong-China
- **AI Workflow & Usage in Phoenix TV Hong Kong**
Edward Ng, Assistant Engineering Manager, Phoenix Satellite Television Co. Ltd., Hong Kong-China
- **AI in Director Chair**
Greg Armshaw, Senior Director of Strategy, APAC, Brightcove Inc.

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

11:00 – **MINISTERIAL OPENING SESSION**

11:30 YB Teo Nie Ching, Deputy Minister, Ministry of Communications, Malaysia

11:30 - 12:30 **Session 2 | Next-Gen Media Distribution**

Moderator: Sharad Sadhu, Media Specialist, India

- **How DVB bridges broadcast and broadband for standards-based next-gen media distribution**
Emily Dubs, Head of Technology, DVB Project
- **Unlocking the Potential of AI & ML in Media Distribution**
Paul Christmas, Head of Global Sports, Caton Technology Asia Pte. Ltd
- **Advancing Video Coding: The Extended Journey from H.266/VVC to H.267**
Dr. Peter Siebert, Adcom Member & VP, IEEE Broadcast Technology Society
- **Emergency Warnings: Why DAB+ ASA is different**
Lindsay Cornell, Chair, WorldDAB Technical Committee, and Principal Systems Architect, BBC Technology and Media Operations

12:30 – 14:00 *Lunch Break*

Conference Slots

Workshop Slots

Masterclasses

14:00 – 15:30 **Session 3 | Innovation in Media Management and AI Integration**

Moderator: Aale Raza, Director, Whiteways Systems, Singapore

- **A GenAI-Powered End-to-End Media Ecosystem that Discovers the Hidden Value of Your Content (Part 1)**
Christian Christiansen, COO, Silver Trak Digital / DAMsmart, Australia

Workshop 4: DRM
Title: DRM – One Standard for All Frequencies and Needs
Speaker:

- Alexander Zink, DRM Vice Chair, DRM
- Dr. Albert Waal, Head of Hardware Development, RFmondial GmbH

Masterclass 2: IRIB
Title: Techniques for High Quality Video Production in Broadcasting

Speaker:
Dr. Mohieddin Moradi, Assistant Professor at IRIB University, Iran



- **A GenAI-Powered End-to-End Media Ecosystem that Discovers the Hidden Value of Your Content (Part 2)**
James Gibson, Founder & CTO, Ortana Media Group
- **Open & Flexible Media Archives: AI-Driven User friendly Asset Management Without Lock-In**
Nusrat Lovely, Regional Manager & Application Engineer, Axle AI, Inc.
- **The Importance of Non-Proprietary & Flexible Archives in the Fast-Paced World of Media Assets.**
Bhavik Vyas, Data Preservation Strategist, Disk Archive Corporation
- **TCODE: Transforming Media Management for RTM**
Amiruddin bin Jemaat, Assistant Director (Engineer), RTM



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

16:00 – 17:30 **Session 4 | Innovative Media Solutions: Deployment and Development**
Moderator : Priyankara Lanumodarage, Chief Engineer – Operations, MTV Channel (Pvt) Limited – Sri Lanka

- **Media Intelligence: Transforming Data into Actionable Insights**
Micheal Low, General Manager, RCS Malaysia
- **Raising the Bar on the Auto Dashboard Radio Experience**
Wendell Lonergan, Senior Director of Broadcast Sales, Nautel
- **Ongoing Innovative Solutions for Media and Deployment Strategies Employed**
Sharad Sadhu, Media Specialist
- **AI TV - The Future of Television!**
Dr. Ahmad Moradi, CEO, NETSTAIR

17:30 *End of Day 1*

Day 2 – 26th February 2025

09:00 – 10:30 **Session 5 | Advancement in Broadcasting Tools & Technologies**
Moderator : Dr. Peter Siebert, Adcom Member & VP, IEEE Broadcast Technology Society

- **How to Create a Visual Radio Product on a Limited Budget and Without Extra Human Resources.**
Alex Gattari, Business Development, ETERE
- **Rise of AI In Broadcasting**
Onur Göker, Software Engineer, TRT - Türkiye
- **Hybrid CCT Tunable LED Lights for Optimum Lighting Design**
Ajeet Khare, Managing Director, Canara Lighting Industries Pvt. Ltd.
- **Artificial Intelligence in the Newsroom**
Aale Raza, Director, Whiteways Systems, Singapore
- **Ready for Primetime: S35 sensor broadcast**
Yi Ci Low, Product Specialist - Camera System, Asia Pacific, ARRI

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

11:00 –
12:30

Session 6 | Advancement in Broadcasting Standards & Technologies

Moderator : Otto bin Md Tahir @ Othman, TV & Radio Personality, TRAXX FM, RTM

- **Introducing Digital Radio - Is the Clock Ticking?**
Ruxandra Obreja, DRM Consortium Chairman, DRM
- **DRM Digital Radio - Creating Value for Listeners and Broadcasters**
Alexander Zink, DRM Vice Chair, DRM
- **The Future of Digital TV and the PMSE Sector: The Critical Role of the UHF Spectrum**
Guillaume Mascot, Senior Manager, Global Regulatory Policy, SHURE
- **Digital Radio Evolution: Importance of Frequency Band and Selection of Broadcasting System**
Padarabinda Das, Former DDG, Prasar Bharati

12:30 –
14:00

Lunch Break

14:00 –
15:30

Session 7 | Streamlining Workflows for the Digital Future ; Efficiency & Security

Moderator : Onur Göker, Software Engineer, TRT - Türkiye

- **Digital Transformation Through AI**
İbrahim Cihan Şengün, Manager, TRT-Türkiye
- **Towards a Smarter Media Asset Management: Integrating AI with Content Search**
William Wong, Telecommunication Engineer, RTHK-China
- **Is C2PA a way to bring Authenticity and Trust in Media**
Frederik Sandbrink, System Engineer, Deutsche Welle
- **Galaksi 34 & AI Driven Radio: Enhancing Digital Engagement through Innovation**
Finlayson Anak Ludan, Deputy Director of SAICT, RTM

Workshop 7: Fraunhofer IIS
Title: Maximizing Streaming Efficiency and Cost Savings with xHE-AAC

Speaker:

- Christian Simon, Business Development Manager, Fraunhofer IIS
- Sharad Sadhu, Media Specialist, Fraunhofer IIS



Masterclass 2: IRIB
Title: Techniques for High Quality Video Production in Broadcasting (...Continued)

Speaker:

Dr. Mohieddin Moradi,
Assistant Professor at IRIB
University, Iran



15:30 – 16:00

Coffee Break | Networking & Refreshments

16:00 –
17:30

Session 8 | Industry Debate - The Cost of Knowing You: Personalisation and The Privacy Paradox.

Moderator : Mardhiah Nasir, Executive Director, IPSB Technology

Panellists:

- Fintan Mc Kiernan, CEO, Ideal Systems, Singapore
- Aale Raza, Director, Whiteways Systems, Singapore
- Ts. Ahmad Shafiq Mirza bin Mansor, Assistant Director, RTM-Malaysia
- Mariano L. Monteverde, Director of Sales APAC, Skylark Technology - Hong Kong-China
- Onur Göker, Software Engineer, TRT- Türkiye

Workshop 8: DVB

Title: The pillars of next-gen media delivery: DVB Native IP, DVB-I & Targeted Advertising

Speaker:

- Emily Dubs, Head of Technology, DVB Project
- Richard Smith, Managing Director, EKT
- Mika Kanerva, COO, Sofia Digital



17:30

End of Day 2

09:00 –
10:30

Session 9 | Hybrid Media Ecosystems – IP & Traditional Broadcasting

Moderator : Dr. Mohieddin Moradi, Assistant Professor at IRIB University, Iran

- **The Hybrid Approach: Best of Both Worlds**
YBhg. Datuk Suhaimi Sulaiman, Director-General, RTM
- **Service-Aware Monitoring in Hybrid Broadcast Environments**
Naveendran Murthy, Director APAC Operation, Skyline Communication
- **Open Technical Standards for Hybrid Radio - Combining Broadcast Radio & IP**
Nick Piggott, Project Director, RadioDNS and Vice President, WorldDAB
- **Case studies of network operations incorporating IP, cloud, and AI technologies**
Masumi Konno, Leader of operators in Network Operation Center, NHK
- **Some Security Considerations in using Audio and Video IT Equipment in broadcast Chain**
Dr. Seyed Hossein Alavi Soltani, Senior Researcher, IRIB -Iran

10:30 –
11:00

Coffee Break | Networking & Refreshments

11:00 –
12:30

Session 10 | Elevating Women in Broadcast Technology: Strategies for Inclusion & Leadership

Moderator: Nargiza Numanova, Head of Secretary-General's Office

Keynote speech: Ms Hanani Binti Sapit, Director General, Department of Women Development

Panellists:

- Mardhiah Nasir, Executive Director, IPSB Technology
- Bernie O'Neill, Project Director, WorldDAB
- Ritika Pratap, Deputy Manager of News FBC, Fiji
- Nusrat Lovely, Regional Manager & Application Engineer, Axle AI, Inc.

Presenters:

- Emily Dubs, Head of Technology, DVB Project
- Chrissie Tucker, Chair of ABU Diversity and Inclusion Group

Workshop 9: Accedo

Title: Sustainability in Streaming: Practical Strategies for the Media Industry

Speaker:

- Francois Polarczyk, Sustainability Director, Accedo

The logo for Accedo, featuring the word "accedo" in a lowercase, sans-serif font. The letter "o" is stylized with a blue dot above it and a red dot to its right.

12:30 – 14:00 *Lunch Break*

14:00 –
15:30

Session 11 | Advances in Cloud Workflows and Remote Tools for Media Production

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

- **Transforming Broadcasting with Cloud Integration and Remote Collaboration**
Subodh Aggarwal, General Manager for TVU South Asia, TVU Networks
- **Unlocking Efficiency: Modern Tools for Live Production**
Dylan Van Dyke, Key Account Manager, VIZRT
- **Managing Media Supply Chain workflows, efficiently in the cloud and at scale for broadcast, VOD/OTT/FAST and social media platform distribution**
Neil Anderson, CRO, Codemill
- **Linear TV: From free-to-air to connected TVs**
Mariano L. Monteverde, Director of Sales APAC, Skylark Technology

Masterclass 3 : The Latest Podcast Trends and Tools

Speaker:

Andrew Davies, Head of Radio, ABU



15:30 – 16:00

Coffee Break | Networking & Refreshments

16:00 –
17:30

Session 12 | Sustainability and Efficiency in Broadcasting

Moderator : Andrew Davies, Head of Radio, ABU

- **Economic / green aspects of DAB+**
Les Sabel, S-Comm Technologies (Chair, WorldDAB APAC Technical Group)
- **Practical Considerations for required MUX Capacity Reduction for Digital Terrestrial Television (DTT) broadcasting technology**
Dr. Mohieddin Moradi, Assistant Professor, IRIB University, Iran
- **Disaster Prevention Information System (DPIS) Through DVB-T2 Networks to Reduce the Risk of Disaster Victims**
Bernardus Satriyo Dharmanto, Chief Technology Officer, TVRI Indonesia

17:30

Closing | End of the Event
