Workshop Day – 24th February 2025

Time	Details
09:30 – 11:00	**Workshop 1: IPSB Workshop** **Title : The Paradox of Choice: How Technology Moved from Scarcity to Abundance** **Speaker(s):** Alia Sarah Zainal Abidin, Head of Marketing & Business Development, IPSB Technology Mardhiah Nasir, Executive Director, IPSB Technology
11:00 - 11:15	*Coffee Break | Networking & Refreshments*
11:15 – 12:45	**Workshop 2: MCMC Workshop** **Title : Monetization and Sustainability in Broadcasting: Navigating the Next Decade** **Speaker(s):** Khairul Anwar Md Zain, Business Development Manager, IPSB Technology Ashran Dato Ghazi, CEO, Dattel Asia Group Thibault Morisse, Solutions Architect, Ateme
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 **Speaker(s):** 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 Mr. 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 (…Continued)** **Title : Innovations in implementing DAB+: safety and efficiency** **Moderator:** Dr. Les Sabel, Chair, WorldDAB APAC Technical Group **Speaker(s):** Mr. Oscar Hu, Sales Manager - Asia Pacific, GatesAir Ing. Carlo Perotta, Sales Manager, Aldena Dr.-Ing. Albert Waal, RFmondial GmbH
17:30	*End of Workshop Day*

Day 1 – 25th February 2025

09:00 - 09:30 **OPENING SESSION**

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09:30 – 10:30 **Session 1 | Personalization and AI in Broadcasting Content Creation**

- **RTHK embraces AI for People**
  Ng Kam Man, Head of Video Editing, RTHK, Hong Kong
- **AI Workflow & Usage in Phoenix TV Hong Kong**
  Terence Yiu, Director of Engineering, Phoenix Satellite Television Co. Ltd., Hong Kong-China
- **Personalization and AI in Broadcasting Content Creation**
  Greg Armshaw, Senior Director of Strategy, APAC, Brightcove Inc.
- **Use of AI more effectively in Radio Broadcast**
  Fouzia Sultana, Senior Producer, Pakistan Broadcasting Corporation

10:30 - 11:00 _Coffee Break | Networking & Refreshments_

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

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

- **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 Seibert, Adcom Member & VP, IEEE Broadcast Technology Society
- **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
14:00 – 15:30 **Session 3	Innovation in Media Management and AI Integration** - **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 - **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 - **Nusrat Lovely, Regional Manager & Application Engineer, Axle AI, Inc.** - **Amiruddin bin Jemaat, Assistant Director (Engineer), RTM**	**Workshop 4: DRM** **Title: DRM – One Standard for All Frequencies and Needs** **Speaker:** - Alexander Zink, DRM Vice Chair, DRM **DRM**

15:30 – 16:00 _Coffee Break | Networking & Refreshments_

16:00 – 17:30 **Session 4	Innovative Media Solutions: Deployment and Development**	**Workshop 5**

- **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
- **The Importance of Non-Proprietary & Flexible Archives in the Fast-Paced World of Media Assets.**
  Bhavik Vyas, Data Preservation Strategist, Disk Archive Corporation
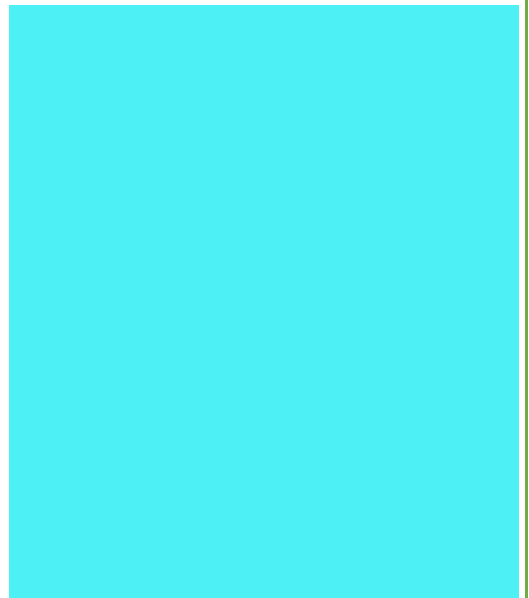
17:30   *End of Day 1*

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Day 2 – 26th February 2025

09:00 – 10:30   **Session 5 | Advancement in Broadcasting Tools & Technologies**

- **How to Create a Visual Radio Product on a Limited Budget and Without Extra Human Resources.**
  Fabio Gattari, Director, ETERE
- **Rise of Ai In Broadcasting**
  Onur Göker, Software Engineer, TRT
- **Hybrid CCT Tunable LED Lights for Optimum Lighting Design**
  Ajeet Khare, Managing Director, Canara Lighting Industries Pvt. Ltd.
- **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**

- **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**
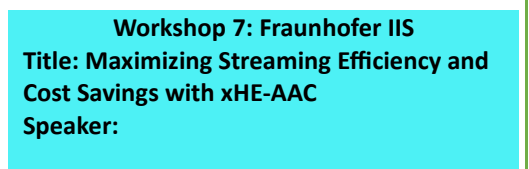 Padarabinda Das, Former DDG, Prasar Bharati

Workshop 6
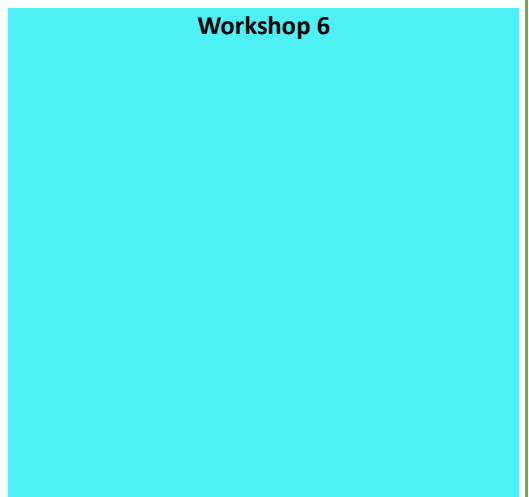
12:30 – 14:00   *Lunch Break*

14:00 – 15:30   **Session 7 | Streamlining Workflows for the Digital Future ; Efficiency & Security**

- **Digital Transformation Through AI**
  İbrahim Cihan Şengün, Manager, TRT- Türkiye

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

- **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
- **Finlayson Anak Ludan, Deputy Director of SAICT, RTM**
- **Challenges and Solutions for Real-Time Digital Ad Insertion in the Compressed Domain**
  Richard LHERMITTE, CTO, Enensys Technologies, France

- Christian Simon, Business Development Manager, Fraunhofer IIS

Fraunhofer
IIS

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

16:00 – 17:30

Session 8 | Industry Debate

Topic : TBA
Moderator & Speakers: TBA

Workshop 8: DVB

DVB

17:30

End of Day 2

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Day 3 – 27th February 2025

09:00 – 10:30

Session 9 | Hybrid Media Ecosystems – IP & Traditional Broadcasting

- **YBhg. Datuk Suhaimi Sulaiman, Director-General, RTM**
- **Service-Aware Monitoring in Hybrid Broadcast Environments**
  Naveendran Murthy, Director APAC Operation, Skyline Communication
- **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, IRIB

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

11:00 – 12:30

Session 10 | Empowering Women in Tech: Driving Innovation and Diversity

Moderator & Speakers: TBA

Workshop 9: Accedo
Title: Sustainability in Streaming: Practical Strategies for the Media Industry
Speaker:
- Francois Polarczyk, Sustainability Director, Accedo

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| 12:30 – 14:00	*Lunch Break*

14:00 – 15:30

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

Workshop 10

- **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
- **Neil Anderson, CRO, Codemill**
- **Linear TV: From free-to-air to connected TVs**
  Mariano L. Monteverde, Director of Sales APAC, Skylark Technology
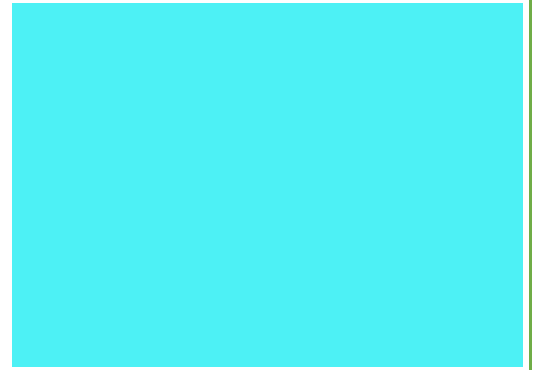
15:30 – 16:00	*Coffee Break	Networking & Refreshments*

16:00 – 17:30   **Session 12 | Sustainability and Efficiency in Broadcasting**

- **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 at IRIB University, Iran
- **Accelerate Enterprise Workflows with AI**
  Mehmet Tarık Kırşanlı, Software Engineer, TRT
- **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*

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Day 1 – 25th February 2025

14:00 - 15:30   **Masterclass 1: Techniques for High Quality Video Production in Broadcasting**
Speaker(s): Dr. Mohieddin Moradi, Assistant Professor at IRIB University, Iran
Room: AR 6 & 7

Masterclass Explanation:
HDR (High Dynamic Range) video quality production enhances visual experience by capturing a broader range of colors and brightness levels compared to standard dynamic range (SDR) video. This process involves a thorough understanding of technology, standards, and techniques to maximize image quality. Professionals such as colorists, cinematographers, and VFX artists will particularly benefit from mastering HDR to ensure their productions achieve the best possible visual impact. Following issues will be discussed in this masterclass

Day 2 – 26th February 2025

14:00 - 15:30   **Masterclass 2: Techniques for High Quality Video Production in Broadcasting (…Continued)**
Speaker(s): Dr. Mohieddin Moradi, Assistant Professor at IRIB University, Iran
Room: AR 6 & 7

Masterclass Explanation:
HDR (High Dynamic Range) video quality production enhances visual experience by capturing a broader range of colors and brightness levels compared to standard dynamic range (SDR) video. This process involves a thorough understanding of technology, standards, and techniques to maximize image quality. Professionals such as colorists, cinematographers, and VFX artists will particularly benefit from mastering HDR to ensure their productions achieve the best possible visual impact. Following issues will be discussed in this masterclass

Day 3 – 26th February 2025

14:00 - 15:30   **Masterclass 3: The Latest Podcast Trends and Tools**
Speaker(s): Andrew Davies, Head of Radio, ABU
Room: AR 6 & 7