

**ABU
DIGITAL
BROADCASTING
SYMPOSIUM 2019**

15 *years*
2005-2019

**DIGITAL TRANSITION
& TRANSFORMATION**

4 - 7 MARCH 2019
ROYALE CHULAN KUALA LUMPUR

POCKET PROGRAMME

SPONSORED BY

DELL EMC

#DBS2019

09:00-09:30
OPENING SESSION

Welcome

Ms Hanizah Hamzah, Head of TV, Asia-Pacific Broadcasting Union

Industry Keynote – Principal Sponsor: WorldDAB

Seizing the Digital Opportunity

Ms Joan Warner, Chief Executive Officer, Commercial Radio Australia

Opening Address

Dr Javad Mottaghi, Secretary-General, Asia-Pacific Broadcasting Union

Session 1
09:30-10:30

Technologies & Standards: New Developments and the Next Wave

Moderator: *Mr Hamid Dehghan Nayeri, Chairman ABU Technical Committee, Director, International Technical Affairs & ABU Technical Liaison Officer, Islamic Republic of Iran Broadcasting (IRIB-Iran)*

5G and Broadcast

Dr Peter Siebert, Head of Technology, DVB

The launch of 4K/8K Advanced Satellite Broadcasting and Related Technologies and Developments

Mr Akira Kiuchi, Technical Engineer, Engineering Administration Department, Japan Broadcasting Corporation, NHK-Japan

TV Broadcasting via FeMBMS- the next TV transmission standard?

Mr Mats Ek, Technical Director, PROGIRA

Recent Developments in DAB+

Lindsay Cornell, BBC and WorldDAB Technical Committee Chair

10:30-11:00

Networking Break

11:00-11:30

Ministerial Session

Welcome Address

Dr Javad Mottaghi, Secretary-General, Asia-Pacific Broadcasting Union

Ministerial Address

*YB Tuan Gobind Singh Deo, Minister of Communications and Multimedia
Ministry of Communications and Multimedia, Malaysia*

11:30-11:45

Official Opening of Exhibition

*YB Tuan Gobind Singh Deo, Minister of Communications and Multimedia
Ministry of Communications and Multimedia, Malaysia*

Session 2
11:45-13:30

Broadcasting Business and Strategies for the Future

Session Sponsored by



Moderator: *Mr Asaad Bagharib, Director, Thinking Tub Media Pte Ltd*

Next Generation Experiences in our Region

Mr Panna Dey, Regional Head, South East Asia, Dolby Laboratories

Commercial Broadcasting now and into the future - opportunities and challenges

Mr Grant Blackley CEO Southern Cross Austereo

DAB v Analogue – Why incumbents can be the winners

Mr Nick Piggott, Project Director, RadioDNS

OTT Services - Increase the Value of your Content at a Lower Operating Cost

Mr Fabio Gattari, Director, Etere

Maximising audiences through multi-platform delivery

Mr Markus Fritz, EVP Commercial Development, Eutelsat

(Topic TBC)

Mr Dennis Breckenridge, Managing Director, Elevate Broadcast

Digital Radio - Switch off date or Launch date?

Ruxandra Obreja, Chairman/President, Digital Radio Mondiale

DBS CONFERENCE

Tuesday, 6 March (Afternoon). DBS Conference Day 1

Taming Sari 1

Session 3
14:30-15:30**Cybersecurity and Media – Action Required****Moderator:** Mr Masakazu Iwaki, Deputy Director / Head of Secretariat for AI Promotion, Science and Technology Research Laboratories, NHK-Japan**Parallel Sessions**WORKSHOP
Dolby
Tun Sri Lanang 1**WBU-TC Recommendations on Cybersecurity for Media**

Mr Hamid Dehghan Nayeri, Chairman ABU Technical Committee, Director, International Technical Affairs & ABU Technical Liaison Officer, Islamic Republic of Iran Broadcasting (IRIB-Iran)

WORKSHOP
DRM
Tun Sri Lanang 2**Media and Cybersecurity - Understanding Upstream and Downstream Dependencies**

Ms Kathryn Brown, Head of Strategic Development, Commercial Radio Australia

MASTERCLASS
Please refer to
Masterclass
Schedule**Digital Piracy Co-regulations**

Mr Syed Mokhsien b. Syed Mansor, Head of New Media Management Department, Malaysian Communications and Multimedia Commission (MCMC)

Cybersecurity Framework in Malaysia & Singapore

Ms Mariette Peters-Goh, Associate Director: Knowledge, Innovation & Technology, WongPartnership LLP, Singapore

15:30-16:00 Networking Break

Session 4
16:00-17:30**Big Data, Artificial Intelligence and Personalisation of Media****Moderator:** Mr A Raza, Director, Whiteways Systems**Parallel Session**WORKSHOP
DRM
Tun Sri Lanang 2**Radio's super pilot**

Ms Deb Hishon, Head of Media Measurement, GfK

Technologies for TV Program Production Using AI

Mr Masakazu Iwaki, Deputy Director / Head of Secretariat for AI Promotion, Science and Technology Research Laboratories, NHK-Japan

MASTERCLASS
Please refer to
Masterclass
Schedule**Powering Data-Driven Cloud-Based Digital TV – An Antithesis?**

Mr Asaad Bagharib, Director, Thinking Tub Media Pte Ltd

Media Data Capital – Increase Your ValueMr Charles Seviar, CTO (APJ + GC) Unstructured Data Solutions
Dell EMC17:30 hrs **Daily Lucky Draw Winners' announcements**

(Parallel Workshops)

DBS WORKSHOPS

Tuesday, 5 March (Afternoon)

14:30-16:00

WORKSHOP DOLBY

Tun Sri Lanang 1

Simple Surround Production for Enhancing the Immersive Experience

Mr Geoffrey Low, Staff Content Engineer, Dolby



14:30-16:00

WORKSHOP DRM

Tun Sri Lanang 2

Introducing the DRM Benefits and Services to Millions - the India Case

Mr Yogendra Pal, Honorary Chairman of the DRM Chapter in India, and other senior Consortium members



16:00-16:15

Networking Break

16:15-17:30

WORKSHOP DRM

Tun Sri Lanang 2

How to Transition from Analogue to Digital Radio – Get the Practical DRM Know-how and Experience

Mr Alexander Zink, Senior Business Development Manager, Fraunhofer IIS, Germany and senior Consortium Members



DBS CONFERENCE

Wednesday, 6 March (Morning) DBS Conference Day 2

Taming Sari 1

Session 5
09:00-10:45

Migrating to IP – Standards, Strategies and Challenges

Moderator: *Dr Fintan Mc Kiernan, CEO, Ideal Systems SEA*

Optimizing IT Technology in Broadcast

Mr Yew-jin Cheong, Director, Broadcast & Media, Rohde & Schwarz

Implementation of IP for DTT distribution network in SFN

Mr Toshihiro Mitsuyoshi, Engineering Administration Department, NHK-Japan

Leveraging IP WAN technology for contribution and remote production

Mr Torkel Aamodt Thoresen, Senior Solution Architect, Nevion

The road to IP workflow, why? And is this the time right for you?

Mr Peter Bruce, Director IABM APAC, IABM

MASTERCLASS
Please refer to
Masterclass
Schedule

Migrating to IP? Reality Check: Manage the Diversity of IP enabled products, SDN orchestration and monitoring

Mr Jonathan Triboulet, Director APAC Operations, Skyline Communications

10:45-11:15

Networking Break

Session 6
11-15-13:00

Digital Transformation – Workflow Enhancement, Media Management and Cloud Integration

Moderator: *Mr Charles Sevior, CTO (APJ + GC) Unstructured Data Solutions, Dell EMC*

Session Sponsored by



Parallel Session

One platform – leveraging MAM as a platform to reduce complexity

Mr Paul Shutt, Director of Solutions, APAC, VIZRT

Integrating DAB+ into contemporary studio technology

Mr Aaron Alphonso, CTO, Macquarie Media Limited

OTT & Broadcasting: streamline your operations and manage the big picture with WHATS'ON

Mr Johan Vanmarcke, Managing Director MEDIAGENIX APAC

Enhanced workflow for HD and UHD production in today's broadcasters

Mr Tomas Chen, Assistant Manager, Sony

Make your audiovisual archives valuable again

Mr Bruno Burtre, Director of Business Development, NOA-Archive, NOA GmbH

Cloud Integration- "Getting to cloud via Hybrid"

Mr James Taylor, Head of Cloud Services for APAC, Ideal Systems

WORKSHOP
ROHDE & SCHWARZ
Tun Sri Lanang 1

MASTERCLASS
Please refer to
Masterclass
Schedule

13:00-14:00

Lunch

(Parallel Workshops)

DBS WORKSHOPS

Wednesday, 6 March (Morning)

Tun Sri Lanang 1

11:30-13:00

WORKSHOP ROHDE & SCHWARZ



Video over IP: Optimizing IT technology in broadcast

Mr Stephen Wong, Regional Sales Manager, India & South East Asia, Rohde & Schwarz, Singapore

HPC, leading to Smart Storage

Mr Ong Kah Keong, Solution Architect, Broadcast and Media (Asia Pacific), Rohde & Schwarz, Singapore

13:00-14:00

Networking Break

DBS CONFERENCE

Wednesday, 6 March (Afternoon) DBS Conference Day 2

Taming Sari 1

Session 7 14:00-15:30	Delivery Technologies for the Future – UHD, 5G and more
Parallel Session	Moderator: Dr Peter Siebert, Head of Technology, DVB
WORKSHOP DALET Tun Sri Lanang 1	8K UHD TV Video Transmission System with Adaptive Rate Control for Mobile Live Production Mr Fumiki UZAWA, Engineer, NHK-Japan
MASTERCLASS Please refer to Masterclass Schedule	The Value of Terrestrial Network Planning for Broadcast Technologies in 5G Networks Mr Andreas Streit, Senior Consultant & Radio Network Planner, LS telcom
	Introduction of terrestrial UHD broadcasting networks in Korea Mr Jae Kwon LEE, Senior Researcher, Research & Planning Department, KBS TRI, Korean Broadcasting System
	DAB and 5G, What are the opportunities and challenges? Dr Les Sabel, WorldDAB Technical Committee
	Optimizing TV Distribution combining DTT/DTH broadcast and OTT Mr Colin Prior, APAC Sales Manager & Mr Simon Tsang, Area Sales Manager, ENENSYS Technologies
15:30-16:00	Networking Break
Session 8 16:00-17:30	Advances in Digital Radio & TV Technologies
Parallel Session	Moderator: Ms Bernie O'Neill, Project Director, WorldDAB,
	22.2 Multichannel Sound Production System for 8K UHD TV Program Mrs Taeko Hattori, Engineer, NHK-Japan
	China Broadcasting: Past, Now and Future Dr Kong Bin, Vice-Chairman of ABU TC/Operation Director, National Radio & Television Administration, NRTA- People's Republic of China
MASTERCLASS Please refer to Masterclass Schedule	Introduction of UHD workflow and content management system in KBS Mr Jun Ho CHO, Senior Engineer, System Construction Department, Korean Broadcasting System
	Required performance for new generation 4K Master Monitor Mr Sota Kobayashi, Engineer, IKEGAMI
	Network Management Systems (NMS) in Broadcasting Chain Mrs Rezvaneh Sahba, Manager of Central Monitoring, IRIB-Iran
	DRM Emergency Warning Functionality – Saving Lives by Integrating DRM into your National Warning Infrastructure Mr Alexander Zink, Senior Business Development Manager, Digital Radio & Streaming Applications, Fraunhofer IIS
17:30hrs	Daily Lucky Draw Winners' announcements

(Parallel Workshops)

DBS WORKSHOPS

Wednesday, 6 March (Afternoon)

Tun Sri Lanang 1

14:00-15:30	WORKSHOP DALET Orchestrated Media Solutions Innovative Media Asset Management and AI Enabled News Operations Mr Laurent Jardin, Project Manager/Solution Architect Dalet Digital Media Systems	
15:30-16:00	Networking Break	
16:00-17:30	WORKSHOP NTT Data Institute of Management Consulting Inc Hybridcast Technical Update Mr Yoshimitsu Tsurimaki, Senior Manager/Social System Innovation, NTT Data Institute of Management Consulting Inc	

DBS CONFERENCE

Thursday, 7 March (Morning) DBS Conference Day 3

Taming Sari 1


<p>Session 9 09:00-10:30</p> <p>Parallel Session WORKSHOP Whiteways Systems Tun Sri Lanang 1</p>	<p>Immersive Technologies and Industry Trends in VR, AR, MR, 360Video and more...</p> <p>Moderator: <i>Name, Designation, Organisation (TBC)</i></p> <p>Keydream – A real-time virtual studio with no chroma keying <i>Mr Atsunori Toyoda, Engineer, NHK-Japan</i></p> <p>Immersive and Interactive Audio <i>Mr Toni Fiedler, General Manager, Fraunhofer IIS, Greater China & APAC</i></p>
<p>MASTERCLASSES <i>Please refer to Masterclass Schedule</i></p>	<p>Between Flatty and Spatial: Where Cinematic VR moves forward <i>Mr Jong Min Kim, New Media Content Creator, VR</i></p> <p>Veritable Video Codec (VVC) for UHD and 360 Video <i>Mr Mohieddin Moradi, R & D Project Manager, University Instructor, IRIB University and IRIB R & D Department, IRIB-Iran</i></p>
10:30-11:00	Networking Break
11:00-11:15	ABU General Assembly 2019 Host Presentation – NHK, Japan <i>Mr Akira Negishi, Senior Manager, NHK World Department, NHK-Japan</i>
<p>Session 10 11:15-13:00</p> <p>Parallel Session</p>	<p>Industry Debate Panel: Broadcasters & the Connected Generation – Content ideas, Business cases and Serving a Global Audience</p> <p>Moderator: <i>Mr Akira Negishi, Senior Manager, NHK World Department, NHK-Japan</i></p> <p>Tuan Haji Abdul Muis bin Shefii, Director General, Radio Televisyen Malaysia Ms Hong, Young Kyung, ABU Technical Liaison Officer, Production Technology Management Department, KBS-Korea Mr Garry Kum, Head of Engineering & ABU Technical Liaison Officer, Television Broadcasts Limited (TVB-Hong Kong) Mr Lindsay Cornell, BBC and WorldDAB Technical Committee Chair Mr Oliver Linow, Distribution Systems, Deutsche Welle Mr Peh Beng Yeow, Vice President (Transmission), Mediacorp Pte Ltd</p>
<p>MASTERCLASS <i>Please refer to Masterclass Schedule</i></p>	
13:00-14:00	Lunch

(Parallel Workshops)

DBS WORKSHOPS

Thursday, 7 March (Morning)

Tun Sri Lanang 1

09:00-10:30	<p>WORKSHOP Whiteways Systems Modern OB Van Design Concept <i>Mr A Raza, Director, Whiteways Systems</i></p>	 <p>WHITEWAYS SYSTEMS PTE LTD <small>Broadcast System Integration Distribution of Broadcast equipment Consultancy Services Maintenance</small></p>
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Session 11
14:00-15:30

OTT, IBB and Content Delivery Platforms for Building a Global Audience

Moderator: *Dr Ahmad Zaki Mohd Salleh, Group General Manager, Engineering Media Prima Berhad*

Reliable Video Distribution over the public Internet

Mr Oliver Linow, Distribution Systems, Deutsche Welle

Latest developments in Hbbtv

Mr Mika Kanerva, COO, Sofia Digital

Cloud Broadcast – The Next Technology Wave “Why Cloud is important for Broadcasters”

Mr James Taylor, Head of Cloud Services for APAC, Ideal Systems

Leveraging Weather for Broadcast and Online Viewership

Mr Tom Sutherland, General Manager – Asia, MetraWeather

Where we stand Japanese IBB Service “Hybridcast”

Mr Yoshimitsu Tsurimaki, Senior Manager/Social System Innovation, NTT Data Institute of Management Consulting Inc

Parallel Session

MASTERCLASS
Please refer to Masterclass Schedule

15:30-16:00

Networking Break

Session 12
16:00-17:15

Digital Transition and Analogue Switch-off – Challenges, Case Studies and Experiences

Moderator: *Mr Alex Reza Shariman Othman, Director of Public Relations, Radio Televisyen Malaysia*

DSO (Digital Switch Over): Lessons from recent projects in Asia and elsewhere

Dr Helge Stephansen, Sr. Solutions Architect, Nevion

ITU assistance in the DSO

Mrs Ilham GHAZI, Head, Broadcasting Division, Radiocommunication Bureau, International Telecommunication Union

Learning from the Experiences of DSO in Norway

Ms Bernie O’Neill, Project Director, WorldDAB

Transition to DRM Digital Radio in India – Approach and Lessons Learnt

Mr Yogendra Pal, Honorary Chairman of the DRM Chapter in India

my Freeview Digital

Name, Designation, MCMC

Parallel Session

MASTERCLASS
Please refer to Masterclass Schedule

17:15hrs

Daily Lucky Draw Winners’ announcements

Announcement of the Best Booth Award

Closing

Join the DBS Lucky Draw to win fabulous prizes daily.

Lucky draw winners are announced at **5:30pm** everyday at the main conference hall.

Make sure you are present to collect your prize.

DBS MASTERCLASS SESSIONS

Masterclass titles	MOJO Photography, Radio, Video, Playbook	HTC VIVE Immersive VR Showcase	Send in the Drones	Fraunhofer Demo	Modern Broadcast Camera Techniques, Set-up & Operation
Venue:	Mahkota 2	View@Chulan	Taming Sari Grand Ballroom Foyer	Mahkota 1	Tun Sri Lanang 2
Tue 5 March					
13:30 – 14:30 Lunch					
Afternoon Sessions	---	14:00-15:00 16:00-17:00	---	---	---
Wed 6 March					
Morning Sessions	09:00-13:00	09:00-10:00 11:00-12:00	11:15-13:00	09:00-10:30 11:30-13:00	09:00-13:00
13:00 – 14:00 Lunch					
Afternoon Sessions	14:00-17:00	14:00-15:00 16:00-17:00		14:00-15:00	14:00-17:00
Thu 7 March					
Morning Sessions	09:00-13:00	---		11:00-13:00	11:00-15:30
13:00 – 14:00 Lunch					
Afternoon Sessions	14:00-17:00	---	14:00-15:30	14:00-15:00 16:00-17:15	14:00-15:30 16:00-17:30