

Monday, 6 March

Venue: Taming Sari 3

Parallel Workshops - page 16

From Network Planning to the Living Room – How to Set Up a DTT Network

09:30-09:40	Introduction Dr Peter Siebert , Executive Director, DVB Project Office
09:40-09:55	Basics of Network Planning Mr Milos Pavlovic , Sales Director Broadcast LS telcom AG, Germany
09:55-10:10	Encoding and Multiplexing Mr Nils Ahrens , Area Sales Manager, Rohde & Schwarz
10:10-10:25	DVB-T2 Gateways Mr Colin Prior , Asia-Pacific Sales Manager, Enensys Technologies
10:25-10:40	Transmitter Fundamentals Mr Rinaldo Mazzone , Head of Research and Development, Syes s.r.l
10:40-10:55	DTT Monitoring Mr Simon Tsang , Asia-Pacific Sales Manager, Test-Tree c/o Enensys Technologies
10:55-11:10	TV Reception Mr Muzaffar Fakhruddin , Head of Asia R&D, Sony Malaysia
11:10-11:30	Coffee Break
11:30-13:00	Hands-on Demonstration provided by all speakers - End of workshop
13:00-14:00	Lunch

Venue: Taming Sari 3

Parallel Workshops - page 16

DAB+ Expansion in the ASIA-PACIFIC

12:30-13:30	Workshop Registration
13:30-14:10	Opening Welcome Ms Joan Warner , Vice President and Asia-Pacific Chair, WorldDAB and CEO Commercial Radio Australia
14:10-14:30	International update – Progress with Digital Switch Over in Europe – WorldDAB strategic focus for Asia-Pacific – Latest WorldDAB technical developments Speakers: Ms Bernie O'Neill , Project Director, WorldDAB Mr Lindsay Cornell , Technical Committee Chair WorldDAB & Principal Systems Architect, BBC
14:30-14:50	Introduction to Hybrid Radio – Why hybrid gives digital radio the best of IP and broadcast – DAB+ hybrid in vehicles Speaker: Mr Nick Piggott , Project Director, RadioDNS
15:10-15:40	Implementing DAB+: Business Case studies – Commercial Radio Business case – Ms Joan Warner , CRA – Public radio business case - Norway Case study digital switch over – Mr Jørn Jensen , Senior Advisor, NRK Norway
15:40-16:00	Coffee Break
16:00-16:40	Questions and Answer Break Out Groups Group discussion will identify the common challenges in planning for digital radio migration Regulation and Policy Group Moderators: Ms Joan Warner , CRA Mr Jørn Jensen , Senior Advisor, NRK Norway Technical Group Moderators: Mr Lindsay Cornell , TC Chair WorldDAB & Principal Systems Architect, BBC Dr Les Sabel , WorldDAB TC & Consulting Engineer, CRA Content Group Moderators: Mr Steve Ahern , Editor, RadiInfo and MD, Ahern Media Training Mr Nick Piggott , Project Director, RadioDNS
16:00 - 16:55	Breakout Group output summaries
16:55 - 17:00	Closing remarks

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Parallel Workshops - page 15

Venue: Taming Sari 2

New Media Masterclass: Transmedia Storytelling and Audience Engagement

Trainer: **Ms Madiana Asseraf**, Senior Online Development Manager, EBU

09:00 - 09:30	Introductions and objectives
09:30 - 12:00	MODULE 1: RE-DEFINING MEDIA CONTENT FOR MULTI-SCREEN UNIVERSE – Expanding existing content for multi-platform presentation – Using the transmedia tools and concepts to enhance your content Guest Speaker: Mr Steve Ahern , Editor, RadiolInfo and MD, Ahern Media Training
11:00 - 11:30 Coffee Break	
12:00-15:30	MODULE 2: INNOVATIVE STORYTELLING FOR THE INTERNET GENERATION – New ways of telling stories for audiences: how to tell a story using different media and giving the story multiple layers – Exploring the realm of transmedia storytelling – Essential steps to develop your story and carry out a successful transmedia project Guest Speakers: Ms Keiko Bang , Bang Productions-Singapore Ms Ayako Takada , NHK-Japan
13:00 - 14:00 Lunch Break	
15:30 - 16:00	Coffee Break
16:00 - 17:00	MODULE 3: ENGAGING YOUR AUDIENCE IN THE NEW MEDIA ENVIRONMENT – Know your audience: The role of your audience and their expectations – How to match your audience, your content, and your platforms – Forge better relationship with your audiences – Audience analytics Guest Speaker: Ms Marini Ramlan , Primeworks Studios-Malaysia
17:00 - 17:30	Key learnings and wrap-up – Discuss what you learned – Consider how you can use these learnings in your work – Exchange ideas with other participants

Tuesday, 7 March

Venue: Taming Sari 3

Tun Sri Lanang 1

14:00 - 15:30	WORKSHOP 1 – Dell EMC Create, Manage, Deliver & Measure – Advanced Media Infrastructure Architecture Dell EMC has broad experience working with leading organisations and solution providers across the media and entertainment industry. Join Chief Technology Officer Charles Sevier for this in-depth workshop on the architecture of a cost-optimised solution that delivers on the promise of an “All-IP” media infrastructure. This covers the end to end media workflow of content ingest & creation, content management & archive, content delivery (both broadcast & OTT) and advanced analytics improving viewer measurement and reporting Mr Charles Sevier , CTO Scale Out Storage, Dell EMC	DOLBY Workshop 14:00 - 14:45 Digital TV: Dolby 5.1 Content Production Workflow Mr Vikram Joglekar , Senior Content Manager, Dolby Laboratories
15:30 - 16:15	Tea Break & Networking	14:45 - 15:30 OTT: Delivery of Enhanced Audio Experience Over OTT Mr Jayant Shah , Director, Apps and Solutions Engineering, Dolby Laboratories
16:15 - 17:30	WORKSHOP 2 –DRM Digital Radio Mondiale - Practical Implementation for Success Digital Radio Mondiale (DRM) is currently being rolled-out successfully by All India Radio in India and project have started in Pakistan (full DRM in AM and VHF). DRM is being strongly considered in other Asian countries and in South Africa, Zimbabwe, Mozambique in Africa. Once the decision by a country to adopt DRM and to implement the standard has been made, the hard work starts to order and acquire transmitters or update existing ones as well as acquiring other ancillary equipment.	DOLBY Workshop 16:15 - 17:00 Next Generation Experiences: Dolby Vision and Dolby Atmos Mr Jerry Gui , Senior Staff Solutions Engineer, Dolby Laboratories
		17:00 - 17:45 HbbTV: Interactive Digital TV Feature and Case Study Mr Jerry Gui , Senior Staff Solutions Engineer, Dolby Laboratories

16:15 - 17:30
**WORKSHOP
2 –DRM**

Parallel
Conference
Session 4:
Technologies
for Inclusive
Broadcasting

In the DRM workshop specialists from UK, Germany, Indonesia will tackle practical questions linked to such a major national project starting with the formation of a dedicated stakeholder committee focused on the project and able co-ordinate all major steps towards successful completion of digitisation. The aim of the DRM workshop is to offer a concise and practical way of understanding what DRM digital radio is and how to roll it out successfully, on budget and on time.

This is a workshop with a difference! We have the questions and you have the answers. Come, learn and enjoy!

Mr Alexander Zink, Senior Business Development Manager, Fraunhofer
Ms Ruxandra Obreja, DRM Consortium Chairman, Digital Radio Mondiale
Mr Lindsay Cornell, Principal Systems Architect, BBC Digital
Key personnel of RRI Indonesia

Venue: Taming Sari 3

09:00 - 10:30

Parallel
Conference
Session 5:
Innovating
the Audio
Experience

**WORKSHOP 3 – SOLID STATE LOGIC
Professional Audio over IP: The Way Forward**

A presentation that looks at the history of Audio Over IP, where it's heading and why manufacturers like SSL have had to make some key decisions. There will be examples of applications and installations, and we will engage with the question as whether it will become a common protocol across the entire audio industry.

Mr Anthony Gofton, Vice President, Asian Sales, Solid State Logic

Tun Sri Lanang 1

DOLBY Workshop

09:00-09:45

**Digital TV: Dolby 5.1 Content
Production Workflow**

Mr Vikram Joglekar, Senior Content Manager, Dolby Laboratories

09:45-10:30

**OTT: Delivery of Enhanced Audio
Experience Over OTT**

Mr Jayant Shah, Director, Apps and Solutions Engineering, Dolby Laboratories

10:30 - 11:15

Tea Break & Networking

11:15 - 13:00

Parallel
Conference
Session 6:
Immersive
Media:
Future of TV
Experience

**WORKSHOP 4 – JAA System
Smart Audio is the way forward for live audio production
and post production in all fields of professional audio
content creation**

Amongst all the various elements broadcasters have to handle including video, graphics, data, captions and subtitles, the importance of audio should not be underestimated. One aspect that is particularly important to pay attention to is speech intelligibility. In today's file based environment, the task of creating good audio, especially dialog, involves many techniques. Appropriate microphone choice and placement, post-production techniques and a myriad of software tools that can analyse and enhance faster than real time. In a live broadcast situation however, things are very different.

A feed from an outside broadcast needs to be combined with a local studio presenter. Audio levels cannot be assumed to be consistent with each other and may not be compliant with relevant loudness standards. The answer is to utilize real time processing algorithms that are both intelligent and adaptive, a solution that creates the future way of producing audio as part of live media content for all kind of distribution and delivery - that is Smart Audio. The workshop will explain and show the basics of the concept as well as demonstrate some real use cases where the concept has been brought to work.

Mr Peter Poers, Managing Director, Jünger Audio GmbH

DOLBY Workshop

11:30-12:15

**Next Generation Experiences: Dolby
Vision and Dolby Atmos**

Mr Jerry Gui, Senior Staff Solutions Engineer, Dolby Laboratories

12:15-13:00

**HbbTV: Interactive Digital TV Feature
and Case Study**

Mr Jerry Gui, Senior Staff Solutions Engineer, Dolby Laboratories

13:00 - 14:00

Lunch & Networking

Wednesday, 8 March

Venue: Taming Sari 3

14:00 - 15:30

Parallel
Conference
Session 7
Towards the
IP Ready
Broadcast
Chain

WORKSHOP 5 – Rohde & Schwarz

4K/HDR End to End Workflow made possible by DolbyVision

Today's cinema and television is going through a technical evolution. The industry is working on major improvements such as higher special resolutions, higher frame rates wider color gamut and higher dynamic range. In this workshop we will explain how we shape the future content creation with DolbyVision (Dolby's HDR proposal) in order to give film makers and content creators ultimately the tool they needed to express their creative intent and to best tell their story. We will explain a 4K/HDR end to end workflow with its different challenges such as HDR format cross conversions (PQ vs HLG), SDR up-scaling to HDR and how to deliver reliably b2b and b2c in HDR thanks to the new emerging IMF standard. We demonstrate on our RS CLIPSTER 6 and the Dolby CMU how to unleash HDR.

Mr Simon Roehrs, Regional Manager APAC, Tokyo, Rohde & Schwarz

15:30 - 16:15

Tea Break & Networking

16:15 - 17:30

Parallel
Conference
Session 8
Cloud
Technologies,
Media and
Cyber Security

WORKSHOP 6

Creating Content for Long Term Success

Moderator: Mr Abdul Hakim Amir bin Nazri, Assistant Vice President, Content Development & Production Unit, Astro, MEASAT Broadcast Satellite Network Systems

CONTAGIOUS...

There are no accidents in creating great content. But if you ask 100 great content creators, no two will tell you the same way to create something viral.

It's a tough question, but when you look around, there's some people who are able to craft contagious content every single time.

Make a date with Mr Hosang Kim, Director of the KBS' Television Production 9.

He is responsible for overseeing the production of the KBS' flagship entertainment and music programs such as Happy Sunday and Yu Huiyeol's Sketchbook.

He joined the KBS in December 1994 as a TV producer and director and has more than 22 years' experience in the production of entertainment programming.

Mr Hosang Kim, Director, KBS Television Production 9, Korean Broadcasting System

Thursday, 9 March

Venue: Taming Sari 3

09:00 - 10:30

Parallel
Conference
Session 9
The Changing
Media
Business:
Opportunities
for
Broadcasters

WORKSHOP 7

Workshop on Digitising & Archiving Legacy Content

Every broadcaster has a large number of old tapes, films, cassettes etc in their archives library. As they grow older, they become more precious and hold memorable moments from the past. In some cases, they are a historical legacy to be guarded for future generations. The workshop will provide share similar experiences and provide a guide on how to convert the tapes into digital format and store it in a way that they can be easily searched, retrieved and distributed.

Presenter: Mr Aale Raza, Director, Whiteways Systems Pte Ltd

Tuesday, 7 March – Conference Day 1

Venue: Taming Sari 1 & 2

09:00 - 09:30

OPENING SESSION

Welcome Address

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

Industry Keynote - Principal Sponsor – WorldDAB

DAB+: Delivering Radio's Digital Future

Ms Joan Warner, Chief Executive Officer, Commercial Radio Australia

09:30 - 10:30

Session 1

Advances in Technology: Improvements and New Developments

Chairman: Mr Masakazu Iwaki, Head of Human Interface Research Division, STRL, Nippon Hoso Kyokai, Japan

UHD and HDR in DVB

Dr Peter Siebert, Executive Director, DVB

Technical Update on Advances in DAB+, Specifications, Emergency Warnings and Future Developments

Mr Lindsay Cornell, Principal Systems Architect, BBC

Digital Radio Mondiale (DRM) - Achievements and Challenges for a Successful Roll-Out

Ms Ruxandra Obreja, DRM Consortium Chairman, Digital Radio Mondiale

Cutting Edge 8K Camera Technologies

Mr Tomoki Matsubara, Researcher, NHK Science and Technology Research Laboratories, NHK-Japan

10:30 - 11:00

Tea Break & Networking

11:00 - 11:30

Ministerial Session

Welcome Address

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

Ministerial Address and Official Opening of Exhibition

YB Datuk Seri Dr Salleh Said Keruak, Minister of Communications and Multimedia, Ministry of Communication and Multimedia, Malaysia

11:30 - 13:00

Session 2

Enhancements in Workflow and Media Management

Chairman: Dr Ahmad Zaki Mohd Salleh, Group GM, Engineering, Television Networks, Media Prima

Conquering the Complexity of VOD, from Rights to Material Management

Mr Michel Beke, VP Product Strategy, MediaGeniX

TBC

Mr Simon Fell, Director of Technology & Innovation, EBU

A Quick Change - Accelerate and Simplify your Media Workflow

Mr Charles Sevier, CTO Scale Out Storage, Dell EMC

Sony Media Asset Management and Archiving Solutions

Mr James Thia, Principal Consultant, Professional Solutions Company (PSAP), Sony Electronics Asia-Pacific Pte Ltd.

Improving Operational Efficiency by using Automated File Based Audio Processing

Mr MC Patel, CEO, Emotion Systems

Tuesday, 7 March – Conference Day 1

13:00 - 14:00	Lunch & Networking
14:00 - 15:30 Session 3	<p>Production Technologies: from HD to UHD Chairman: Mr Prashant Butani, Senior Sales Director, Sales & Marketing, MEASAT Satellite Systems Sdn Bhd</p> <p>Wireless Transmission Systems for 8K UHDTV Program Production Mr Jun Tsumochi, Research Engineer, NHK Science and Technology Research Laboratories, NHK-Japan</p> <p>Digital Lighting for Digital Broadcasting Mr Ajeet Khare, Managing Director, Canara Lighting Industries Pvt Ltd</p> <p>4K Post Production and Transmission Mr Dawoon CHUNG, Engineer, Korean Broadcasting System, KBS-Korea</p> <p>HD to UHD, Challenges & Opportunities Mr Prashant Chothani, Chief Executive Officer, Travelxp & Media Worldwide Limited</p>
15:30 - 16:15	Tea Break & Networking
16:15 - 17:30 Session 4	<p>Advance Solutions and Future Challenges TBC</p> <p>Video Streaming Quality - Requirements to Monitor your quality on OTT, HD and UHD Streams Mr Nils Ahrens, Broadcast Sales Manager Asia-Pacific, Rohde & Schwarz (Australia) Pty Ltd</p> <p>Sign Language CG Presentation System Using Second Screen Device Mr Tsubasa Uchida, Researcher, NHK Science and Technology Research Laboratories, NHK-Japan</p> <p>Updates to WRC-19 Process and Challenges for broadcasters Mr Akira Negishi, Senior Manager, Planning Division, Engineering Administration Department, NHK-Japan</p> <p>The Radio in a Box in Philippine Schools: An Indispensable Tool During Disaster Mrs Elizabeth S. Mendoza, Director, Courseline Training Center</p>

Wednesday, 8 March – Conference Day 2

Venue: Taming Sari 1 & 2

09:00 - 10:30 Session 5	<p>Innovating the Audio Experience Chairman: Mr Steve Ahern, Managing Director, AMT Pty Ltd Australia</p> <p>Content Innovations – Pop-up Digital Stations Ms Kartini Binti Kamalul Ariffin, Director, iM4U Radio, Malaysia & Mr Firdaus Shamsuddin, Radio Broadcast Engineer, iM4Ufm</p> <p>Innovations in Radio Streaming: Content and Platform Mr Andi Permadi, Head of New Media, Radio Republik Indonesia</p> <p>NRK Norway’s cradle to grave digital radio strategy Mr Jørn Jensen, Senior Advisor, NRK Norway</p> <p>Innovative use of Digital & New Media Platforms Ms Shanthi Bhagirathan, Group Director, MBC, Sri Lanka</p> <p>Exploring the Journaline Text Service with DRM Digital Radio Mr Alexander Zink, Senior Business Development Manager, Fraunhofer</p>
10:30 - 11:00	Tea Break & Networking

11:15 - 13:00

Session 6

Parallel
Workshop 4
JAA System
Taming Sari 3

Parallel
Dolby
Workshop
Tun Sri
Lanang 1

Immersive Media: Future of TV Experience

Chairman: Dr Peter Siebert, Executive Director, DVB

The Next Generation Audio and Video Consumer Experiences

Mr Jayant Shah, Director, Apps and Solutions Engineering, Dolby Laboratories

MPEG-H Based 3D Audio (7.1.4 Multi Channel)

Mr Deokjoon WOO, Deputy Director, Korean Broadcasting System, KBS-Korea

Smooth Transition to Next Generation Broadcast Audio – Step by Step to Adaptive Interactive 3D Sound

Mr Toni Fiedler, Director APAC, Fraunhofer

Business & Delivery Model for Evolutional Technologies

Mr Dennis Breckenridge, CEO, Elevate Broadcast

The Operation and Challenge of SHV Play-out and Transmitting Facilities

Mr Naoya Kimoto, Engineer, Japan Broadcasting Corporation, NHK-Japan

Platform Based Integrated Solution of Graphics, Sports and News

Mr Joel Lamdani, Senior Director Business Development, AVID

13:00 - 14:00

Lunch & Networking

14:00-15:30

Session 7

Parallel
Workshop 5
Rohde &
Schwarz
Taming Sari 3

Towards the IP Ready Broadcast Chain

Chairman: Dr Fintan Mc Kiernan, CEO, IDEAL Systems Singapore

Multichannel, Multiregional and Multiscreen via Satellite

Mr Markus Fritz, Executive Vice President of Commercial Development & Strategic Partnerships, Eutelsat

Professional Audio over IP: The Way Forward

Mr Anthony Gofton, Vice President Asian Sales, Solid State Logic

IP-based Distribution and Contribution at Deutsche Welle

Mr Oliver Linow, Distribution, Deutsche Welle

Leveraging Open Internet Technology

Mr Eric Hamilton, Chief Operating Officer of Caton Technology Corp.

DAB+ Hybrid – New Look Digital Radio

Mr Nick Piggott, Project Director, RadioDNS

15:30-16:15

Tea Break & Networking

16:15-17:30

Session 8

Parallel
Workshop 6
ABU
Programming
Creating
Content for
Long Term
Success
Taming Sari 3

Cloud Technologies, Media and Cyber Security

Chairman: Dr Amal Punchihewa, Director ABU Technology, ABU

Best Practices for Moving Media Workflows to the Cloud

Mr Jew Kok Lim, Director of Sales, APAC, ASPERA – an IBM company

EBU recommendations and what Broadcasters need to know about Cyber Security

Mr Simon Fell, Director Technology & Innovation, EBU

Cyber Security within Broadcast Infrastructure

Mr Aale Raza, Director, Whiteways Systems Pte Ltd

TBC

TBC, Media Prima

TBC

TBC, MCMC

Venue: Taming Sari 1 & 2

09:00-10:30
Session 9

Parallel
Workshop 7
Workshop
on Digitising
& Archiving
Legacy
Content
Taming Sari 3

The Changing Media Business: Opportunities for Broadcasters
Chairman: Mr Jamel bin Seman, Director Broadcast Operation, Radio Television Malaysia

TBC
TBC, ATEME

Collaboration and Opex – Real Partnerships that Deliver Operational Efficiency for Media Companies
Mr Jon Flay, Managing Director, Megahertz Ltd

Monetising on Multiple Delivery Platforms
Mr Hitesh Upadhyay, Asia-Pacific Leader, The Weather Company

Identifying the Keys to Success in the Evolving Media Business
Mr Steve Ahern, Managing Director, AMT Pty Ltd Australia

The Changing Trends of the Broadcast and Media Industry
Mr Peter Bruce, Director APAC, IABM

10:30-11:15

Tea Break & Networking

11:15-13:00
Session 10

Industry Debate – Panel Discussion
Managing the multifaceted Transition: what's the strategy, where to prioritise?
(Analogue to Digital, SD to HD, HD to UHD and Traditional to Multiplatform?...)

Moderator: Asaad Sameer Bagharib, Director, Thinking Tub Media

Panellists:

Dato' Haji Abu Bakar Ab. Rahim, Director General, Radio Televisyen Malaysia
Dr Ahmad Zaki Mohd Salleh, Group General Manager of Engineering, Media Prima Berhad
Mr Charles Seviar, CTO Scale Out Storage, Dell EMC
Dr Fintan Mc Kiernan, CEO, IDEAL Systems Singapore
Mr Simon Fell, Director of Technology & Innovation, EBU

13:00-14:00

Lunch & Networking

14:00-15:30
Session 11

Evolving Platforms – OTT, IBB and the Interactive Audience
Chairman: Che Rohana Che Omar, Deputy Director, TV Programme (Multichannel), Radio Television Malaysia

New Hybrid Digital TV Services in Singapore and Malaysia
Mr Mika Kanerva, COO and Co-Founder, Sofia Digital

Best Practices In The Digital Age - OTT Simplified
Mr Roy Reichbach, President and CEO, NeuLion

Advertising Going Mobile
Mr Mariano L Monteverde, Director of Sales for Asia-Pacific, VSN APAC

Digitisation of Malaysian Content Through MyCC 4 D World
Dr Megat Al-Imran, Senior Lecturer at Universiti Putra Malaysia (UPM)

15:30-16:15

Tea Break & Networking

16:00-17:15
Session 12

Digital Transition – Experiences in Digitising and Digitalising Infrastructure
Chairman: Mr Les Sabel, Digital Manager, Commercial Radio Australia

Digitize, Restore and Archive
Mr Aale Raza, Director, Whiteways Systems Pte Ltd

New ITU-R Handbook – DTTB Networks and Systems Implementation
Mr Pham Nhu Hai, Counsellor, ITU

Safeguard of your Infrastructure Investment by Monitoring the Delivery Chain
Mr Simon Tsang, Asia-Pacific Sales Manager, Test-Tree c/o Enensys Technologies