

Pre-Symposium Workshop – Sponsored by DVB
Mon 2 March SAFIR 2

Workshop on DVB-T2: Technologies and Implementations



- 09:00-10:30 **Opening Remarks**
Dr Amal Punchihewa, ABU
- Latest development and future road map of DTT and HEVC**
Dr Peter Siebert, DVB
- Worldwide DTT Deployment Status - DigiTAG**
Simon Fell, European Broadcasting Union
- 10:30-11:00 **Tea Break**
- 11:00-12:30 **DVB-T2 System Capabilities including Early Warning Systems**
Colin Prior, Enensys Technologies
- Latest DVB Transmission Trends: SFN, HEVC, and UHD**
Nils Ahrens, Rohde & Schwarz
- DVB-T2 Lite for Mobile and Radio**
Lachlan Michael, Sony
- 12:30-14:00 **Lunch & Networking**
- 14:00-15:30 **Next Generation DTT: The Introduction of DVB-T2 with HEVC in Germany**
Elmar Möller, Media Broadcast
- Receive Technology (STB, Chip sets)**
Laurent Le Morvan, STMicroelectronics
- Implementations of T2**
Martyn Horspool, GatesAir
- 15:30-16:00 **Tea Break**
- 16:00-17:00 **Interactivity for Broadcast Channels**
Andy Hickman, Digital TV Labs
- Latest Trends in Broadcast Content Protection**
Christophe Clement, Nagravision
- 17:00-17:40 **Closing Remarks and Q&A**
ABU, DigiTag, DVB

Tue 3 March DBS Workshops

- 09:00-10:30 **WORKSHOP Sponsored by ERICSSON**
From DVB-T2 to Virtualised Headends – What will Delivering TV Services in the Future look like? 
Mahkota 3
- 10:30-11:00 **Tea Break**
- 11:00-12:30 **WORKSHOP Sponsored by MediaGuru**
Digital Archiving of Audio-Visual Content and Digitization Value Chain for Broadcasters 
Mahkota 3
- 12:30-14:00 **Networking Lunch & Visit Exhibition**
- 14:00-15:30 **WORKSHOP sponsored by WASP3D**
Changing the Content Creation Paradigm 
Mahkota 3
- 14:00-15:30 **WORKSHOP sponsored by WorldDMB** 
Safir 2
- Opening remarks** *Joan Warner, Asia Pacific Chair, WorldDMB*
- Session 1 Global update – DAB+ Around the World**
Bernie O'Neill, Project Director, WorldDMB
- Session 2 Why DAB+ makes sense for Governments, Broadcasters & Audiences**
Joan Warner, Asia Pacific Chair, WorldDMB
- Session 3 New Technical Innovations in DAB+ Chair** *Dr Amal Punchihewa, Director Technology ABU*
Lindsay Cornell, Principal Systems Architect, BBC-UK
- 15:30-16:00 **Tea Break & Visit Exhibition**
- 16:00-17:30 **WORKSHOP sponsored by WorldDMB continues**
Session 3 New Technical Innovations in DAB+ continues
Simon Fell, Director of Technology & Innovation, European Broadcasting Union
- Session 4 DAB+ Planning Strategies**
Dr Les Sabel, WorldDMB TC
- Session 5 Critical activities for success**
Kath Brown, Head of Strategy, Commercial Radio Australia
- Q & A Session** *Chair – Joan Warner*

Wed 4 March DBS Conference
Mahkota 3 Ballroom

- 09:00-09:30 **OPENING SESSION**
- Welcome Address**
Dr Javad Mottaghi, Secretary-General, ABU
- Industry Keynote:**
Joan Warner, Vice President of WorldDMB and Chair of WorldDMB Asia Pacific Committee
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- SESSION 1: EVOLVING TECHNOLOGIES**
 09:30-10:30 &
 11:30-12:30
- Session Chairman:** *Masakazu Iwaki, NHK-Japan*
- Compact 120-fps 8K Super Hi-Vision Camera System**
Dr Hiroshi Shimamoto, NHK-Japan
- DVB in the Next Decade**
Dr Peter Siebert, DVB Project Office
- HEVC/H.265 Standards and Technology Update**
Femin John, ATEME
- Hybrid Radio – What's Been Happening?**
Lindsay Cornell, BBC-UK
- The Next Generation Audio and Video Experience for Broadcasters**
Craig Todd, SVP, Dolby Laboratories
- Digital Radio Mondiale (DRM) – Delivering to all Your Needs**
Ruxandra Obreja, Digital Radio Mondiale
- 10:30-11:00 **Tea Break & Visit Exhibition**
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- 11:00-11:30 **MINISTERIAL SESSION**
- Welcome Address**
Dr Javad Mottaghi, Secretary-General, ABU
- Ministerial Address**
YB Dato' Jailani Johari, Deputy Minister of Communications and Multimedia, Ministry of Communication and Multimedia, Malaysia
- OFFICIAL OPENING OF EXHIBITION BY**
YB Dato' Jailani Johari, Deputy Minister of Communications and Multimedia, Ministry of Communication and Multimedia, Malaysia
- 12:30-14:00 **Networking Lunch & Visit Exhibition**

Wed 4 March DBS Conference
Mahkota 3 Ballroom

- 14:00-15:30 **Session Sponsored by Korean Broadcasting System** 
SESSION 2: DELIVERY OF BEYOND HD RESOLUTION
- Session Chairman:** *Dr Peter Siebert, DVB*
- HDR in Television Broadcasting Services**
Dr Masayuki Sugawara, NHK-Japan
- Terrestrial 4K UHD Live Broadcasting**
Kyeong-Seop Kim, KBS-Korea
- HDR (High Dynamic Range)**
Koji Kumano, Sony Corporation
- Delivery and Quality – Assurance of HD - Content**
Oliver Linow, Deutsche Welle
- Satellite UHD/4K Transmission**
Tommy Ng, Regional Manager, AsiaSat
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- 16:00-17:30 **SESSION 3: NEW BUSINESS MODELS**
- Session Chairman:** *Joan Warner, Commercial Radio Australia*
- DAB+ Hybrid Radio: Use Cases and Business Drivers**
Dr Les Sabel, Commercial Radio Australia
- The Broadcast and Media Industry trends, Commercial and Technology**
Peter Bruce, IABM
- Monetizing OTT and Multiscreen propositions in APAC Territories**
John Kjellemo, Conax
- Monetising Archives**
Sanjay Salil, MediaGuru
- Monetising Music: Lessons for Broadcasters**
Steve Ahern, Ahern Media & Training Pty Ltd & www.AsiaRadioToday.com

Thu 5 March DBS Conference Mahkota 3 Ballroom

09:00-10:30

SESSION 4: CONTENT IN HIGH DEFINITION

Parallel Session Safir 2
WORKSHOP sponsored by **MediaGenIX**
 Ever more channels, ever more platforms ... Can your system manager?

Session Chairman: Jack Nadarajah, Radio Television Malaysia
LED Revolution in Broadcast Lighting
 Ajeet Khare, Canara Lighting Industries
Making HD TV Drama in Korea: Consideration of the Technical Concerns on TV Drama Production
 Sang-Ryoon Yoon, KBS-Korea
Lighting is not a Technology but much more like a Design!!!
 Yun Hwan Jeong, Asia-Pacific Broadcasting Union
Title of Presentation TBC
 Presenter TV3 (TBC)
Title of Presentation TBC
 Presenter TBC

Thu 5 March DBS Conference Mahkota 3 Ballroom

14:00-15:30

SESSION 6: ENABLING CHANGE SMARTLY

Parallel Session Safir 2
WORKSHOP sponsored by **Digital Radio Mondiale**
 Clever Radio for Smart Countries

Session Chairman: Simon Fell, European Broadcasting Union
DVB-T2 Success Stories in Asia-Pacific
 Colin Prior, Enensys Technologies
How to Optimize T2 Network Coverage by Utilizing Gappfiller and Lower Power Transmitter
 Nils Ahren, Rohde & Schwarz
LTE Mobile Offload –Technology and Business Model for Off-Loading Payload from Low Tower, Low Power Networks to High Tower, High Power Networks
 Martyn Horspool, GatesAir
Experiences from DVB-T2 Rollout: Case Study Malaysia
 Milos Pavlovic, LS telcom
Title of Presentation
 MYTV, Malaysia

11:00-12:30

Session Sponsored by the International Telecommunication Union
SESSION 5: SPECTRUM



Parallel Session Safir 2
WORKSHOP sponsored by **Rohde & Schwarz**
 -DVB-T2 Receiver Compliance
 -Automation Workflow Efficiency -
 "Connecting islands, not building new ones!"

Session Chairman: Kanit Sunchatavirul, National Broadcasting Commission - Thailand
Spectrum, Spectrum, Spectrum – Why it is Broadcasters' Most Important Asset
 Joan Warner, Commercial Radio Australia
Interference Free TV White Space Spectrum Management
 Yahya Khaled, ATDI
Title of Presentation (TBC)
 Haji Aisharuddin Nuruddin, Malaysian Communications and Multimedia Commission
WRC-15 Spectrum Issues for Broadcasters
 Yuichiro Kushiro, NHK-Japan
Spectrum Reassignment and DSO: Technical Challenges for Broadcasters and Regulators
 Luc Haeberlé, Colibrex GmbH (LS telcom Group)
Spectrum for Programme Making and Special Events
 Lindsay Cornell, BBC-UK

16:00-17:30

SESSION 7: SMART TECHNOLOGICAL SOLUTIONS

Parallel Session Safir 2
WORKSHOP sponsored by **LS telcom**
 Lessons Learnt from DTT Network Implementation in Terms of Planning, Coordination, Installation and Verification

Session Chairman: Dr Ahmad Zaki Mohd Salleh, Media Prima Berhad
The Need for a Professional Monitoring Strategy when Deploying a Digital TV Network
 Guillaume Boutin, WorldCast Systems
Digital Terrestrial Television (DTT) Signal Monitoring Platform
 Nuno Ribeiro, RPROBE
Going Beyond Traditional Backpacks: Advancements in 3G/4G Uplink Systems
 Rick Asahina, TVU Networks
Efficient and Coordinated AD Content for a Digital World
 Martin Roberts, Adstream Asia - Asia OnTime

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Fri 6 March DBS Conference Mahkota 3 Ballroom

09:00-10:30

SESSION 8: CLOUD TECHNOLOGIES IN BROADCASTING

Parallel Session Safir 2
WORKSHOP sponsored by **DOLBY**
 Simple and Effective Surround Production Techniques with local production case studies

Session Chairman: Haji Zulkifli bin Abdul Rahim, Radio Television Malaysia
Broadcasting via the Internet is no longer optional (a focus on OTT content delivery)
 Charles Seviour, EMC Emerging Technology Division
New Trends in OTT
 Katrine Finstad, Appear TV
Expanding Real World Media in the Cloud
 Paul Jones, Front Porch Digital
Availability to the public cloud of broadcasting system
 Hiroki Nonoshita, Ikegami
End-to-end live streaming in the cloud
 Jew Kok Lim, Aspera – an IBM company

Fri 6 March DBS Conference Mahkota 3 Ballroom

14:45-16:00

SESSION 10: 4K, PRODUCTION, WORKFLOW, MAM AND ARCHIVING

Session Chairman: Dr Amal Punchihewa, Director ABU Technology
Media Life Cycle and Archiving Solutions
 Genya Kamada, Sony Corporation of Japan
The Objects of Archiving
 Mike Grayson, Spectra Logic
Workflow Changes in the IP Production Era
 Dr Yuan-Xing Zheng, BBC-UK
Affordable and Easy to Use File Based Workflow Disaster Recovery Solution
 Brad Redwood, Playbox Technology APAC

11:00-12:30

SESSION 9: INDUSTRY DEBATE – IS SPECTRUM ESSENTIAL FOR BROADCASTING

Parallel Session Safir 2
WORKSHOP sponsored by **EMC**
 Sizing and Architecture Design review for Content delivery via OTT & CDN (a practical workshop)

Moderator: Dr Amal Punchihewa, Director ABU Technology
Kathryn Brown
 Commercial Radio Australia
Yahya Khaled
 ATDI
Ruxandra Obreja
 Digital Radio Mondiale
Martyn Horspool
 GatesAir
Dr Ahmad Zaki Mohd Salleh
 Media Prima Berhad
Simon Fell
 European Broadcasting Union

16:30-17:30

SESSION 11: INTEGRATED BROADBAND – BROADCAST SYSTEMS

Session Chairman: Magli Alias, Radio Television Malaysia
Advanced Hybrid TV services in Japan and its Future Direction
 Dr Yusei Nishimoto, NHK-Japan
An Update on Development of Digital Broadcasting in ASEAN
 Haji Ibrahim Haji Mohamad, Radio Television Brunei
Managing the Hybrid Broadcast Facility
 Dr Fintan Mc Kiernan, Ideal Systems S.E.A.
HbbTV, a Breakthrough Standard for Digital Switch Over to Build on Régis Saint Girons, HTTV and HbbTV Association
European Broadcasting Union Initiatives in Digital, Smart and Hybrid Radio
 Simon Fell, European Broadcasting Union
Closing Remarks for DBS 2015
 Dr Amal Punchihewa, Director ABU Technology

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