



ABU DIGITAL BROADCASTING SYMPOSIUM 2015

ENABLING CHANGE SMARTLY

Beyond HD resolution in pictures, enhanced quality in sound to match pictures and high fidelity devices in media industry challenge media stakeholders to be smart and adaptive in responding to market trends and user demands.

The key to performing well, sustaining and thriving in such a dynamic and challenging media environment requires stakeholders to be receptive to change and enable it smartly, mitigating inherent resistances.

This year ABU's Digital Broadcasting Symposium will address how broadcasters could secure spectrum for future broadcasting by enabling changes smartly while making use of latest opportunities emerged due to Over-The-Top (OTT) and Integrated Broadband Broadcast (IBB) services. The various sessions of the Symposium will address issues relating to the diversity of media audience, UHDTV new delivery mechanisms and future transmission technologies, among others. There will also be panel discussions on whether spectrum is essential for future broadcasting.

The ABU, together with its stakeholders and sister unions, will continue to participate actively in spectrum studies that lead to efficient use of the radio-frequency bands, that can continually be used for distribution of broadcast media content, both assigned and associated with broadcasting.

Enabling Changes Smartly can not only help broadcasters in securing spectrum but also to achieve production and distribution efficiencies that could make a marked difference in the performance of a media organisation.

Your partnership, participation and fruitful discussions during the Symposium will help shape this new and dynamic media environment to the benefit of the broadcasting industry in the Asia-Pacific.

Join us and let's succeed together.

Principal Sponsor

WORLD



Defining the future of digital radio

SAVE THE DATES

3-6 March 2015

Hotel Istana Kuala Lumpur

Contact: Dr Amal PUNCHIHEWA

amal@abu.org.my

www.abu.org.my/dbsymposium