



PROGRAMME

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DBS CONFERENCE

Tuesday, 1 March

DBS Conference Day 1

Mahkota 3

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

Welcome Address

Dr Javad Mottaghi, Secretary-General, ABU

Industry Keynote:

How the Powerful Mix of Talent and Technology can Future Proof Broadcasting
Joan Warner, Vice President Asia Pacific WorldDAB and CEO Commercial Radio Australia

Session 1
09:30-10:30

Evolving Technologies: Towards Enhancing Experience

Chairman: Masakazu Iwaki, Head of Human Interface Research Division, NHK Science and Technology Research Laboratories and Chairman of the ABU Technical Committee, NHK-Japan

Digital Radio – Improving the Radio

Graham Dixon, Head of Radio, European Broadcasting Union

The More and the Better Pixels – Reinvention of TV

Dr Peter Siebert, Executive Director, DVB Project Office

8K Live Production with New OBvan has started!

Yoshitoshi KONDA, Video Engineer, Outside Broadcast Engineering Division, News Technical Center, Broadcast Engineering Department, Japan Broadcasting Corporation, NHK-Japan

Update on New DAB+ Standards and from WRC15

Lindsay Cornell, Principal Systems Architect, BBC-UK and WorldDAB TC

10:30-11:00

Tea Break

11:00-11:30

Ministerial Session

Welcome Address

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

Ministerial Address

YB Datuk Seri Dr Salleh Said Keruak

Minister of Communications and Multimedia

Ministry of Communication and Multimedia, Malaysia



Official Opening of Exhibition

Session 2
11:30-13:00

Beyond HD: What Changes can Broadcasters Expect

Chairman: Magli Alias, Deputy Director, Network & Transmission, Engineering Multichannel Section, Radio Television Malaysia

Progress towards Next Generation Audio/Video for Broadcasting

Craig Todd, Senior Vice President and Chief Technical Officer, Dolby Laboratories

Transmission Technology for Next Generation Terrestrial Broadcasting

Seo Jaehyun, Senior Researcher, Electronics and Telecommunications Research Institute (ETRI)

"Blurring the Lines" How to Maximize your Technology Initiatives

Dennis Breckenridge, Managing Director, Advanced Broadcast Solutions – Asia Pte Ltd

DRM Digital Radio on the Move – Time for Action

Alexander Zink, Senior Business Development Manager Digital Radio, Fraunhofer

Satellite Transmission for 4K

Johnny Ng, Sales Director, Sales & Business Development, AsiaSat

Is HDR+ the most significant technology in boosting TV viewing experiences?

Khush Kundi, Head of Compression Solutions, Ericsson APAC

13:00-14:00

Lunch

Session 3
14:00-15:30

The Changing Media Business and Opportunities

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

Digital Transformation of the Media Industry

Charles Seviar, CTO, EMC Emerging Technology Division

Why Setting a Digital Switchover Date is Important

Jørn Jensen, Senior Advisor, NRK, Norway

Social Media for Broadcasters: EMBRACING THE CONTENT CONSUMER

Poonam Sharma, Director, MediaGuru

Do the Right Choices when Launching OTT Services

Vidar Sandvik, Director Products, Partners and APAC Operations, CryptoGuard AB

Five Ways to Monetize OTT: Make OTT pay with expanded reach and better viewer engagement that reduces churn and delivers incremental profits

Dave Ulmer, Sr. VP & GM, Asia Pacific, Sea Change

Surviving the OTT Minefield


Stephen Lee, Sales Director, Conax AS

Parallel

Workshop 1

ABU

Berlian &
Baiduri

15:30-16:15	Tea Break
DBS CONFERENCE	
Session 4 16:15-17:30	<p>Session Sponsored by Korean Broadcasting System</p>  <p>Cloud Technologies in Media Chairman: Dr Ahmad Zaki Mohd Salleh, Group GM, Engineering, Television Networks, Media Prima</p> <p>Enabling Cloud-Based Media Workflows Jew Kok Lim, Director of Sales, APAC, ASPERA</p> <p>KBS World Caption Production System NCPS (Network File-based Caption Production System) Taehyun Ihm, Senior Engineer, Korean Broadcasting System</p> <p>Internet Playout for a Traditional Broadcaster Oliver Linow, Operations Engineer, Distribution Department, Deutsche Welle</p> <p>The IABM Surveys, Tracking the Progression to Digital and onto the Cloud Peter Bruce, Director IABM APAC, IABM</p>
<i>Parallel</i> <i>Workshop 1</i> <i>ABU</i>	
<i>Berlian & Baiduri</i>	
Daily Lucky Draw Winners' announcements	

Wednesday, 2 March DBS Conference Day 2 Mahkota 3

Session 5 09:00-10:30	<p>Creative Content for Enhanced Experiences</p> <p>Chairman: Abdul Hakim Amir bin Nazri, Assistant Vice President, Content Development & Production Unit, Astro, Measat Broadcast Satellite Network Systems</p> <p>Content for Interactive Platforms Jaya Mahajan, Consultant, Factual for Asia</p> <p>Technology Enhances Creativity Tuan Haji Burhanuddin Md Radzi, Managing Director, Les' Copaque Production</p> <p>Different Screen Sizes do not Need different Content Jaeheon Song, Executive Director, KBS Content Business, Korean Broadcasting System</p> <p>The Secret Success of TV formats in the Digital Age Dr Bettina Brinkmann, TV Manager, European Broadcasting Union</p>
<i>Parallel</i> <i>EMC Corporation</i> <i>Workshop</i> <i>Berlian & Baiduri</i>	
<i>Parallel</i> <i>DOLBY</i> <i>Workshop</i> <i>Safir I</i>	
10:30-11:15	Tea Break
Session 6 11:15-13:00	<p>Challenges in Media Delivery Chairman: Charles Seviar, CTO, EMC Emerging Technology Division</p> <p>Cross Platform Authentication for Radio Simon Fell, Director of Technology & Innovation, EBU</p> <p>Development of Disaster Information System for Digital TV, Data Broadcasting and Web Contents In NHK Shunichi Sakai, Media Services Engineering Division Content Control & Engineering Center, Broadcast Engineering Department, Japan Broadcasting Corporation (NHK)</p> <p>UHD with HDR and HFR, creates impressive viewing experience Nils Ahrens, Area Sales Manager, Rohde & Schwarz</p> <p>Solving the challenges of local content insertion and distribution network optimisation Colin Prior, APAC Sales Manager, ENENSYS Networks</p> <p>After WRC-15, is the delivery of UHD content over UHF spectrum a Realistic Option? Luc Haeberlé, Managing Director, Colibrex GmbH/LS telcom</p>
<i>Parallel</i> <i>EMC Corporation</i> <i>Workshop</i> <i>Berlian & Baiduri</i>	
<i>Parallel</i> <i>DOLBY</i> <i>Workshop</i> <i>Safir I</i>	
13:00-14:00	Lunch
Session 7 14:00-15:30	<p>Innovating Digital Connections Chairman: Simon Fell, Director of Technology & Innovation, EBU</p> <p>Supercharging Broadcast with Hybrid Connectivity Dr Les Sabel, Managing Director, S-Comm Technologies</p> <p>Embracing the Power of Social Media for Broadcasters Aale Raza, Director, Whiteways Systems Pte Ltd</p> <p>Delivery over Internet and Broadcast Integration Masaru Takechi, Senior Research Engineer, Japan Broadcasting Corporation, NHK-Japan</p> <p>Bridging Quality of Experience in OTT through Precise Analytics Thomas Humeau, Business Development Director, Village Island Co Ltd</p>
<i>Parallel</i> <i>Rohde & Schwarz</i> <i>Workshop</i> <i>Berlian & Baiduri</i>	
<i>Parallel</i> <i>DOLBY</i> <i>Workshop</i> <i>Safir I</i>	
15:30-16:15	Tea Break
Session 8 16:15-17:30	<p>Immersive Media Technologies Chairman: Dr Peter Siebert, Executive Director, DVB Project Office</p> <p>Redefining TV Viewing Experience – High Dynamic Range (HDR) & Wide Color Gamut (WCG) Femin John, Technical Director, ATEME</p>
<i>Parallel</i> <i>Caton</i> <i>Technology</i> <i>Workshop</i> <i>Berlian & Baiduri</i>	

DBS CONFERENCE	
Session 9 09:00-10:30	<p>Monitoring and Authoring of 3D Immersive Next Generation Audio Formats Peter Poers, Managing Director, Jünger Audio GmbH</p> <p>Beyond 4K, Development Toward 2020 Naoki Kashimura, Director of the Board, Managing Director, Product Strategy & Marketing Div, R & D, Ikegami Tsushinki Co Ltd</p> <p>MPEG xHE-AAC - The Latest Innovation in Audio for Digital Radio and Web Streaming Alexander Zink, Senior Business Development Manager Digital Radio, Fraunhofer</p>
Daily Lucky Draw Winners' announcements	
Thursday, 3 March DBS Conference Day 3 Mahkota 3	
Session 9 09:00-10:30	<p>Media Management and Workflow Enhancements Chairman: Haji Zulkifli bin Abdul Rahim, Deputy Director (Services), Radio Television Malaysia</p> <p>New Generation Scheduling Tools Open Up VOD Ad Revenue Streams to Broadcasters Michel Beke, SVP Product Strategy, MediaGeniX NG</p> <p>Large-Scale Archive Digitization: Commercial Benefits, Operational Advantages and Challenges Michel Merten, Co-CEO of Memnon on behalf of SONY</p> <p>File Based Audio Processing - what we did with tapes now needs to be done with files MC Patel, CEO, Emotion Systems</p> <p>Storage, Protection and Preservation for the Long-term: Real World Challenges and Solutions Paul Jones, Sales Director, Digital Media Solutions, Oracle</p>
10:30-11:15	Tea Break
Session 10: 11:15-13:00	<p>Industry Debate Panel "Digital Radio for the Future" Moderator: Lindsay Cornell, Principal Systems Architect, BBC-UK and WorldDAB TC</p> <p>Panellists: Dato' Haji Abu Bakar Ab Rahim, Director-General, Radio Television Malaysia Joan Warner, Vice President Asia Pacific WorldDAB and CEO Commercial Radio Australia Simon Fell, Director of Technology & Innovation, EBU Masakazu Iwaki, Head of Human Interface Research Division, Science and Technology Research Laboratories and Chairman of the ABU Technical Committee, NHK-Japan Sunarya Ruslan, Member of the Board of Supervisory, RRI-Indonesia Alexander Zink, Senior Business Development Manager Digital Radio, Fraunhofer</p>
13:00-14:00	Lunch
Session 11: 14:00-15:30	<p>Session Sponsored by Organisation of the Islamic Cooperation</p> <p>Advanced Solutions for Inclusive Broadcasting Chairman: Hiroshi Kawamura, Research Advisor, National Rehabilitation Center for Persons with Disabilities Research Institute</p> <p>Automatic Sign Language Animation System for Weather News Makiko Azuma, Research Engineer, Human Interface Research Division, NHK</p> <p>Smart Village of the Future Natalia Ilieva, Executive Assistant to the Secretary General, ABU</p> <p>File-based Closed Captioning System without Captioning Delay Yunhyoung Kim, Research Engineer, Technical Research Institute, Korean Broadcasting System</p> <p>A Real-time Automatic Captioning System with High Efficiency Shoei SATO, Senior Research Engineer, Human Interface Research Division, NHK Science & Technology Research Laboratories, Japan Broadcasting Corporation, NHK-Japan</p>
	
15:30-16:00	Tea Break
Session 12: 16:00-17:15	<p>Towards Digital and Alternate Delivery Platforms in Broadcast Chairman: Aale Raza, Director, Whiteways Systems Pte Ltd</p> <p>Face the Future, Accept the Changes Helmut Jung, Channel Manager, Dimetis GmbH</p> <p>Quality control and Certification of reception devices Tatjana Medic, Chief Commercial Officer, Funke Digital TV</p> <p>IBB: Influence on TV Design Dr Leon Mun, W Y, Head of Content Delivery Department, Sony R&D Centre, Malaysia</p> <p>TV anywhere, anytime, for all Charles Disneur, Director Commercial Development, Marketing – APAC, Eutelsat</p>
Daily Lucky Draw Winners' announcement	
Announcement of the Best Booth Award	
Closing	

DBS WORKSHOPS

Monday, 29 February

Parallel Workshops

09:00-10:30	<p>DVB: The Future of TV</p> <p>Session 1 Latest Development and Future Directions for DTT Latest updates on DTT standardization in DVB Peter Siebert, Executive Director, DVB Project Office The Status of Mobile Broadcast Reception Kazuhiro Shimizu, Project Manager, SONY WRC 2015 and the Future of DTT Simon Fell, Director of Technology & Innovation, European Broadcasting Union</p>	<p>SAFIR 2</p> 
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10:30-11:00 Tea Break

11:00-13:00	<p>Session 2 UHD Beyond the More Pixels The Brave New World of Immersive Audio Craig Todd, Senior Vice President and Chief Technical Officer, Dolby Laboratories What you always wanted to know about HDR Khush Kundi, Head of Compression Solutions, APAC, Ericsson How to bring UHD to a TV Near You Markus Fritz, Senior Vice President, Commercial Development & Marketing, Eutelsat</p>	
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13:00-14:00 Lunch

14:00-17:00	<p>WorldDAB DAB+ Digital Radio Workshop</p> <p>Workshop Title: <i>Moving Forward with DAB+</i></p> 	
12:30-13:30	Workshop Registration, Hotel Istana Kuala Lumpur, Safir 2	
14:00-14:15	Opening Welcome Joan Warner, Vice President Asia Pacific WorldDAB and CEO Commercial Radio Australia	
14:15-14:45	<p>International developments</p> <ul style="list-style-type: none"> > Regional and Country updates > WorldDAB strategic focus > Vehicle manufacturer > Mobile phone integration > Hybrid features and function <p>Speakers: Bernie O'Neill, Project Director, Lindsay Cornell, Technical Committee Chair, WorldDAB</p>	
14:45-15:30	<p>Building blocks for success</p> <ul style="list-style-type: none"> > EBU toolkit – Graham Dixon, Head of Radio, EBU > Norway Case study digital switch over – Jorn Jensen NRK > Progress in Australia – Joan Warner, CRA > South African update – Lynn Mansfield, SABC 	

15:30-15:50 Afternoon Break & Networking

16:00-16:45	<p>Breaking the stalemate and moving forward Breakout groups will identify the common challenges in planning for digital migration. A nominated spokesperson from each group will present a summary of discussions and suggestions to the workshop participants</p> <ul style="list-style-type: none"> > Regulatory – Joan Warner CRA & Graham Dixon EBU > Technical – Lindsay Cornell and Les Sabel, WorldDAB TC > Content – Steve Ahern, AMT <p>Names represent discussion leader/s for each group Facilitators: Kath Brown & Bernie O'Neill</p> <p>Wrap up and recommendations Questions from the participants Panel discussion with moderator Recommendations on how to move forward</p> <p>Moderator: Joan Warner</p>	
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DBS WORKSHOPS

Monday, 29 February

Parallel Workshops

<p>Workshop on Management and Digitisation of Audio-Video Archives for Broadcasters</p> <p>"Preserving Heritage Archives"</p>	<p>Berlian & Baiduri</p>
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09:00-09:30 **Welcome Address (ABU)**
Opening Keynote (TBC)

09:30-10:30	<p>Preservation Techniques and Management of Existing Archives The Digital Approach – Policies, Priorities and Workflow Yasuhiko Iwasaki, Senior Manager, Japan Broadcasting Corporation, NHK-Japan Cleaning and restoration techniques Aale Raza, Director, Whiteways Systems Pte Ltd</p>	<p>Parallel DVB Workshop Safir II</p>
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10:30-11:00 Tea Break

11:00-13:00	<p>Digital Solutions for Preservation and Modern Archiving Systems Choosing the Right Format and Media Hiroshi Nimura, System Engineer, Engineering Administration Department, Japan Broadcasting Corporation, NHK-Japan Review of the latest technology options for archive – Tape, Disk & Cloud Case Study: The Vatican Archives Charles Sevier, CTO EMC Emerging Technology Division Panasonic On Demand Archive Solution Supachai Chanyasawad, Senior Department Manager, Broadcast Regional Operation Center, Panasonic</p>	<p>Parallel DVB Workshop Safir II</p>
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13:00-14:00 Lunch

14:00-15:30	<p>Metadata and Management of Digital Archives</p> <p>Why Metadata matters and How we Manage it Using Advanced Technology Nobu Yamashita, Senior Manager, Archives Division, Japan Broadcasting Corporation, NHK-Japan Integrating the Archive Workflow Aale Raza, Director, Whiteways Systems Pte Ltd</p>	<p>Parallel WorldDAB Workshop Safir II</p>
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15:30-16:00 Tea Break

16:00-17:30	<p>Case Studies: Sharing Experiences from Broadcasters</p> <p>Lim Soh Kwang, Superintendent Engineering, (Technical Services), RTB-Brunei Yasuhiko Iwasaki, Senior Manager Archives Division, Rights and Archives Management Center, Japan Broadcasting Corporation, NHK-Japan</p>	<p>Parallel WorldDAB Workshop Safir II</p>
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Supported by:



DBS WORKSHOPS

Tuesday, 1 March

Parallel Workshops

Berlian & Baiduri

Safir I

14:00-15:30

WORKSHOP 1
New Developments in Audio Content Production

Parallel Conference Session 3
Changing Media Business & Opportunities
 Mahkota 3

- **Socialising your Sound Recordings**

Facilitator: Steve Ahern, Managing Director, Ahern Media & Training, Australia
Bring your Connected devices so you can participate in the practical activities!

- **Immersive Sound Creation**

Facilitator: Toni Fiedler, Ton Meister Expert, Fraunhofer

DOLBY

Dolby Workshop: Next Generation Audio & Video Experience for Broadcast & OTT

14:00-14:45
Dolby 5.1 Content Production Case Studies
 Vikram Joglekar, Consultant, Dolby

14:45-15:30
Object-based Immersive Audio for Broadcast
 Greg Price, Sr Engineer, Dolby, USA

15:30-16:15 Tea Break

16:15-17:30

WORKSHOP 2 **Korea Radio Promotion Association (RAPA) Korea's UHD Broadcasting Service**

Parallel Conference Session 4
Cloud Technologies in Media
 Mahkota 3

16:15-16:20 **Introduction**

16:20-16:40 **Korea's Policy to Vitalize UHD Broadcasting**
 Jeong Seonguk, Deputy Director, Ministry of Science, ICT and Future Planning, MSIP

16:40-17:00 **World's First Terrestrial UHD Broadcasting in Korea**
 Lee Sangjin, Director, Seoul Broadcasting System

17:00-17:20 **Trends in UHD Broadcasting Equipment**
 Hwang Inung, Manager, Korea Radio Promotion Association, RAPA

17:20-17:30 **Q&A**



DOLBY

Dolby Workshop: Next Generation Audio & Video Experience for Broadcast & OTT

16:15-17:00
High Dynamic Range Video Technology- Dolby Vision
 Greg Price, Sr Engineer, Dolby, USA

17:00-17:45
Enhanced Audio for Mobile OTT
 Jayant Shah, Director-Technical, Dolby India & SEA

Wednesday, 2 March

Parallel Workshops

Berlian & Baiduri

Safir I

09:00-10:30

WORKSHOP 3 **EMC Corporation**


Parallel Conference Session 5
Creative Content for Enhanced Experience
 Mahkota 3

Designing a Cloud-enabled Infrastructure for your Media Digital Transformation

Presenters:
 Charles Sevier, CTO, EMC Emerging Technology Division

Richard Jones, File-based Solutions Specialist, Grass Valley

Guest Speaker (TBC)



DOLBY

Dolby Workshop: Next Generation Audio & Video Experience for Broadcast & OTT

09:00-09:45
HbbTV- Interactive Digital TV feature
 Jerry Gui, Regional Senior Staff Engineer, Dolby Singapore

09:45-10:30
Dolby 5.1 Content Production Case Studies
 Vikram Joglekar, Consultant, Dolby

10:30-11:00 Tea Break

DBS WORKSHOPS

Berlian & Baiduri

Safir I

11:15-13:00

WORKSHOP 4
Digital Radio Mondiale

Parallel Conference Session 6
Challenges in Media Delivery
 Mahkota 3

DRM - For Full and Efficient Country Coverage

Presenters:
 Alexander Zink, Senior Business Development Manager Digital Radio, Fraunhofer

John Abdour, Regional Sales Manager - Asia/Pacific, Nautel

Gerhard Filipp, Ampegon

Radu Obreja, Marketing Director, DRM Consortium



DOLBY

Dolby Workshop: Next Generation Audio & Video Experience for Broadcast & OTT

11:30-12:15
Object-based Immersive Audio for Broadcast
 12:15-13:00
High Dynamic Range Video Technology-Dolby Vision
 Greg Price, Sr Engineer, Dolby, USA

13:00-14:00 Lunch

14:00-15:30

WORKSHOP 5
Rohde & Schwarz

Parallel Conference Session 7
Innovating Digital Connections
 Mahkota 3

Broadcast Live Quality Monitoring and Control
 Eric Li Bin, Business Development Manager, Rohde & Schwarz

Delivering an Immersive Viewing Experience to a Global Audience made possible by IMF in Higher Dynamic Range
 Simon Roehrs, Regional Manager Broadcast Applications and Solutions, Rohde & Schwarz



DOLBY

Dolby Workshop: Next Generation Audio & Video Experience for Broadcast & OTT

14:00-14:45
Enhanced Audio for Mobile OTT
 Jayant Shah, Director-Technical, Dolby India & SEA

15:30-16:15 Tea Break

16:15-17:30

WORKSHOP 6 **Caton Technology**

Parallel Conference Session 8
Immersive Media Technologies
 Mahkota 3

Open Internet IP Delivery Make Possible for Live Video Transmission and Fast Files Transferring

Presenter:
 Wu YuTa, VP of Technology, Caton Technology Group



Friday, 4 March

Parallel Workshops

09:00-16:00

Regional Workshop on Advanced Technologies for Digital Inclusion
Sponsored by the Organisation of Islamic Cooperation

Presenters:
 Aqeel Qureshi, Founder & CEO, Techbility

Natalia Ilieva, Executive Assistant to the Secretary-General, ABU

