

5 Mar Sun	Engineering the Future 2017 (Participation by invitation only) (Organised by: ABU, AIBD and IABM Educational Foundation)
5-Mar (full-day) 09:00-17:30 -- 6 Mar (half-day) 09:00-12:30	Chulan View Engineering the Future: Asia 2017 Tom McGann Memorial Summit <i>Engineering the Future is an initiative from the IABM Educational Foundation which aims to bring together all sides of the industry to analyse requirements for engineering and technical talent in the future, and to determine how that talent can best be attracted, developed and retained. This is the second such summit following the first one organised in Europe earlier. Key personnel from the broadcast and media industry, within the emerging Asian Broadcast market, will be invited to sit together with academia and other stakeholders to discuss and identify any technical skill shortages that might limit the development of this industry going in to the future. To identify new initiatives, consider those from the European Summit that are relevant and to extend and identify additional actions that may be more applicable in this region to alleviate these skills shortages.</i>

6 Mar Mon	DBS WORKSHOP DAY	
09:00-12:30	Taming Sari 3 DVB Workshop From Network Planning to the Living room – How to Set Up a DTT Network (half-day workshop) <i>The workshop will focus on terrestrial network implementation covering topics such as; Networking Planning, Encoding and Multiplexing, Modulation, Transmission, Test & Measurement and Reception. The workshop will also provide hands-on demonstration using industry standard equipment.</i>	Tun Sri Lanang 1 New Media Masterclass 'Transmedia Storytelling and Audience Engagement' (full-day workshop) <i>The traditional media landscape has been dramatically transformed in the increasingly converged world that we live in today. Broadcasters are faced with the challenge of adapting to innovative ways of doing things in the ever-changing new media universe. The main aim of this masterclass is to share knowledge with broadcasters on new ways to enhance their content to reach to wider audiences. By the end of the masterclass, participants will have a clear understanding on how innovative and engaging content are created and distributed for new age audiences.</i>
14:00-17:30	Taming Sari 3 WorldDAB Workshop DAB+ expansion in Asia Pacific (half-day workshop) <i>The workshop will present the latest developments in DAB+ digital radio, introducing the hybrid radio concept, the business case for implementing DAB+ and the benefits of DAB+ in smartphones. It will also feature breakout sessions, in which participants will be invited to focus on three aspects of digital radio: regulation, technology and developing new content on DAB+. This will facilitate discussions on issues pertaining to each of these key areas which are important for a successful roll-out of digital radio.</i>	

7 Mar Tue	Conference Day 1 Taming Sari 1&2	Workshops (parallel sessions)
09:00-09:30	OPENING SESSION Welcome Address Industry Keynote - Principal Sponsor – WorldDAB	
09:30-10:30 (30min)	Session 1: Advances in Technology: Improvements and New Developments <i>The industry is currently witnessing new technologies evolving and making its way towards implementation at a rapid rate. Some of these improvements offer a major step forward in efficient and cost-effective delivery of digital services as well as an increase in quality of experience. This session looks at new and upcoming enhancements to systems/standards, its anticipated benefits and implementation methods.</i> <i>Some suggested topics;</i> - DVB – Enhancements and Next Generation technologies - ISDB-T – the roadmap going forward - Digital Radio – towards improving the quality of experience	
11:00-11:30	Ministerial Address and official opening of exhibition Welcome Address Ministerial Address and Official Opening of Exhibition	
11:30-13:00 (90min)	Session 2: Enhancements in Workflow and Media Management <i>One of the main areas which saw the benefits of incorporating IT within the broadcast infrastructure early on was the implementation of NLE systems and workflows based on file-based systems. Now with almost every equipment ready to work in the file domain, there is a huge drive to further enhance productivity and efficiency of workflows within the media environment. The session will explore how such technologies are improving efficiency and further leveraging the benefits of file-based workflows and automation.</i> <i>Some suggested topics;</i> - Open standards and Next generation workflows - Easy collaboration and efficiency improvements - Benefits of automating workflow - Archiving and Effective media management systems	

<p>14:00-15:30 (90min)</p>	<p>Session 3: Production Technologies: from HD to UHD <i>The session will focus on the technological advancements and solutions in terms of image capture quality and devices, post-production techniques and challenges broadcasters and those involved in post-production will face when moving from HD to UHD. It will present current and upcoming solutions for broadcasters for easy transition from SD/HD to UHD in acquisition and production area.</i> <i>Some suggested topics include:</i> - Introducing and migrate to UHD - managing the special requirements - Imaging technologies and solutions for the broadcast environment - Production systems and workflow for UHD - Co-existing in a typical SD/HD/UHD environment</p>	<p>Taming Sari 3 WORKSHOP 1 (Dell EMC)</p>	<p>Tun Sri Lanang 1 DOLBY Workshop 14:00-14:45 Digital TV: Dolby 5.1 Content Production Workflow Mr Vikram Joglekar, Senior Content Manager, Dolby Laboratories 14:45-15:30 OTT: Delivery of Enhanced Audio Experience Over OTT Mr Jayant Shah, Director, Apps and Solutions Engineering, Dolby Laboratories</p>
<p>16:15-17:30 (75min)</p>	<p>Session 4: Technologies for Inclusive Broadcasting <i>Broadcasting has always lead the way in informing, entertaining, educating the masses. It has always been the most effective form of information dissemination at times of emergencies and impending disasters. Over the years technology has allowed and improved how this information can be presented so that it is also accessible to people with special needs. With the advent of digital technology these solutions have been further developed and enhanced and are easier than ever to integrate into existing workflows. The session will present advanced solutions that broadcasters and industry is working together to make broadcasting more accessible to a universal audience than ever before.</i> <i>Some suggested topics;</i> - Automatic sign language generation systems - Speech recognition and closed captioning systems - Advanced concepts for disaster information and disaster literacy</p>	<p>WORKSHOP 2 (DRM)</p>	<p>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</p>

8 Mar Wed	Conference Day 2 Taming Sari 1&2	Workshops (parallel sessions)	
<p>09:00-10:30 (90min)</p>	<p>Session 5: Innovating the Audio Experience <i>Digital technologies are taking the Radio experience and its reach to new levels. Radio, with its simplicity, has always been more connected with the audience both as listeners and content makers. Current digital solutions make audience involvement easier and with innovative content ideas it can provide a more enhanced experience with better interactivity. This session will present and facilitate discussions on radio and audio related issues; innovative content ideas, effective delivery technologies, audio streaming, on-line brand promotion, enhancing interactivity, mobile, production techniques, etc.</i> <i>Some suggested topics;</i> - Innovations in Audio Streaming: Content and Platform - Content innovations - pop up digital stations - Re-inventing the Art of Storytelling - Workflow transitions and Diversifying workplaces in audio production</p>	<p>Taming Sari 3 WORKSHOP 3 (SOLID STATE LOGIC)</p>	<p>Tun Sri Lanang 1 DOLBY Workshop <i>09:00-09:45</i> Digital TV: Dolby 5.1 Content Production Workflow Mr Vikram Joglekar, Senior Content Manager, Dolby Laboratories <i>09:45-10:30</i> OTT: Delivery of Enhanced Audio Experience Over OTT Mr Jayant Shah, Director, Apps and Solutions Engineering, Dolby Laboratories</p>
<p>11:15-13:00 (105min)</p>	<p>Session 6: Immersive Media: Future of TV Experience <i>Dubbed as the next generation with higher number of pixels, higher dynamic range, better colour gamut, higher frame rates for smoother pictures and advanced multichannel sound, a more immersive media experience is supposedly making its way into the broadcast arena. But how much of improvement in the quality of experience are these technologies going to provide? Is this ready for broadcasters? Is it time for broadcasters to start planning for such technologies? The session will explain such technologies and what they bring to the viewers and what is in it for broadcasters.</i> <i>Some suggested topics;</i> - HDR and High Frame rate applications - UHD and Super-high vision for immersive experiences - Multichannel and 3D Sound enhancements - Next generation roadmap for broadcasters</p>	<p>WORKSHOP 4 (JAAS)</p>	<p>DOLBY Workshop <i>11:30-12:15</i> Next Generation Experiences: Dolby Vision and Dolby Atmos Mr Jerry Gui, Senior Staff Solutions Engineer, Dolby Laboratories <i>12:15-13:00</i> HbbTV: Interactive Digital TV Feature and Case Study Mr Jerry Gui, Senior Staff Solutions Engineer, Dolby Laboratories</p>
<p>14:00-15:30 (90min)</p>	<p>Session 7: Towards the IP Ready Broadcast Chain <i>IP based networks are revolutionising how video is delivered and contributed, as promised making the process of creating and delivering compelling content easier and more cost effective. IP infrastructure and interconnectivity is set to improve the operational flexibility and efficiency. The full IP based facility is coming fast and many are looking forward for the promised improvements but experts do highlight some challenges and security issues. The session will explain the concept of studio video over IP, including the benefits and improvements. In addition, the session will explore the current state of full IP implementations, what early findings show and key areas that need further consideration.</i> <i>Some suggested topics include:</i> - Fundamentals of studio video over IP - Key standards, important developments and formats - Critical role of precision timing, synchronisation and metadata - Interoperability between equipment vendors and open standards</p>	<p>WORKSHOP 5 (Rohde & Schwarz)</p>	

16:15-17:30 (75min)	Session 8: Cloud Technologies, Media and Cyber Security <i>More than ever before, broadcasters and media organisations are making use of connected networks and cloud technologies for easy collaboration and delivery of content. Although such systems do provide effective solutions they also expose these networks to potential hacks and cyber-attacks. The session will explore advance network and cloud based solutions, how broadcasters can effectively utilities these within their setup. Also, what are cyber-attacks and how to safeguard their networks.</i> Some suggested topics; - How cloud technologies could help media operations - Employing CDN system improves efficiency - What are cyber-attacks, how are media companies vulnerable to these? - How to create awareness and protect themselves from such attacks?	WORKSHOP 6 (Content by PD)
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9 Mar Thur	Conference Day 3 Taming Sari 1&2	Workshops (parallel sessions) Taming Sari 3
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09:00-10:30 (90min)	Session 9: The Changing Media Business: Opportunities for Broadcasters <i>The industry is going through rapid changes, with the new technological developments, digital services, delivery of content over the internet, support for multiple devices and increasing demand from viewers for the content to be made available on all platforms. Although these are challenging times for broadcasters and media organisations, these also provide huge opportunities for those who have identified the best business models for their markets. This session explores the business side of content creation, media delivery and broadcasting. How the new digital technologies can be used to generate new revenue streams.</i> Some suggested topics; - Monetising on multiple delivery platforms - Advertising and Big Data – broadcast applications - The traditional broadcast business needs a change - The case for mobile TV to succeed	WORKSHOP 7
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11:15-13:00 (105min)	Session 10: Industry Debate – Panel Discussion <i>(Topic: TBC)</i>	WORKSHOP 8
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14:00-15:30 (90min)	Session 11: Evolving Platforms – OTT, IBB and the Interactive Audience <i>More and more media operators and broadcasters are utilising internet to provide content to their audiences in addition to the traditional delivery platforms. Some broadcasters have been using dedicated OTT portals for some time now. While these alternative delivery methods create opportunities, they also open the gateway for other players to enter the same domain increasing competition. Although OTT is becoming more popular IBB platforms are lauded to provide the best experience and a more broadcast friendly and cost effective solution to the audience. This session will explore the possibilities OTT provides as well as how broadcasters could utilise the IBB technologies to create a better experience.</i> Some suggested topics; - OTT – is it a threat or an opportunity for broadcasters - Enhancing the second screen experience - Integrating broadcast and broadband - Social media and broadcasting	WORKSHOP 9 (Caton Technology)
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16:00-17:15 (75min)	Session 12: Digital Transition – Experiences in Digitising and Digitalising Infrastructure <i>Digital technologies can be employed in every aspect of the broadcast value chain to increase productivity and improve efficiency. Those who have successfully incorporated digital technologies within their broadcast chain are enjoying its advantages. The benefits of going digital are not limited only to transmission and content delivery, but are also applicable throughout every stage of the value chain, including all processes and operations from content development, production, delivery, archiving and overall operations and management. But the reality is that many broadcasters in the region are still struggling, at different stages, while making this transition to digital. The session will share experiences, ideas and success stories in implementing digital technologies within the broadcast infrastructure.</i> Some suggested topics: - A collective approach to digital and ASO - Benefits of having an all-digital infrastructure - Cost effective solutions for digitalisation of existing systems - Case-studies and success stories from the region and around the world	
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