

**Day 1**      **Wednesday 6 March**  
Mahkota II

**>>> DBS Conference**

09:00-09:30

**OPENING SESSION**

**"PERSPECTIVES"**

Premila Manvi, ABU Legal Officer

**WELCOME ADDRESS**

Dr Javad Mottaghi, Secretary-General, ABU

**INDUSTRY KEYNOTE**

Ruxandra Obreja,  
Chairman, DRM Consortium,  
Head of Digital Radio Development,  
BBC World Service, UK

**Session 1**

09:30-11:00

and

12:00-12:30

**SYSTEM STANDARDS: DEVELOPING SYSTEM  
STANDARDS – NEW AND ENHANCEMENTS**

Chairman:    Lieven Vermaele, Director, Technology &  
Innovation, European Broadcasting Union

**Developments in UHDTV**

Femin John, Technical Director APAC, ATEME

**FOBTV - An End to Standards Battles**

Philip Laven, Chairman, DVB

**Development of Next Generation ISDB-T System and  
SHV Screening of Olympics**

Masayuki Takada, Senior Research Engineer, Broadcasting  
Networks Research Division, NHK Laboratories, Japan  
Broadcasting Corporation

**More than Audio Broadcast: A Platform for Excellent  
Multimedia**

Matthias Stoll, Head of Transmitter Product Development,  
Ampegon AG, Member of the DRM Steering Board and the  
DRM Executive Board

**The DAB Family - Enhancing the Radio  
Experience**

Lindsay Cornell, Principal Systems Architect, BBC,  
United Kingdom

**The Advantages of the AAC Family of Open Audio  
Standards in a Converging Media Environment**

Toni Fiedler, Director Marketing and Business Development  
APAC, Fraunhofer IIS, China

**Current Enhancements in DTMB System**

Dr Li LeiLei, Senior Engineer, Academy of Broadcasting  
Planning, SARFT, China

11:00-11:30

Tea Break

## MINISTERIAL SESSION

11:30-12:00

### WELCOME ADDRESS

Dr Javad Mottaghi, Secretary-General, ABU

### MINISTERIAL ADDRESS

Y B Dato' Joseph Salang  
Hon Deputy Minister of Information, Communications  
and Culture, Malaysia

### PRESENTATION OF LIFETIME ACHIEVEMENT AWARD

Erina Tobing, Director of Engineering  
LPP Televisi Republik Indonesia, TVRI

12:00-12:30

Session 1 continues

12:30-14:00

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**Session 2**  
14:00-15:30

## SMART APPS AND NEW CONTENT DISTRIBUTION NETWORKS

Chairman: Philip Laven, Chairman, DVB

### Digital Contents Offering Incentives for Continuous Viewers

Kanako Takeguchi, Media Services Engineering Division,  
Japan Broadcasting Corporation, NHK-Japan

### Broadcast in a Broadband World, Broadcasters in a Broadband Whirl

Lieven Vermaele, Director, Technology & Innovation,  
EBU

### Mobile Multimedia Broadcasting in Japan: A future of Television, Available Today

Shin Tonooka, Senior Manager of Strategy, mmbi, Inc,  
Japan

### OTT and the Future of Broadcasting

Nonie Llanes, Sales Director, Conax, Philippines

### Role of Broadcast Management Systems in Enabling Efficient Delivery to Multiple Devices

Stephen Kyefulumya, Vice President Sales Asia Pacific, Pilat  
Media, Australia

**Session 3**  
16:00-17:30

**NEW ENHANCEMENTS IN CONTENT DELIVERY –  
TOWARDS HIGHER CAPACITY**

Chairman: Richard Redmond, Vice President of Product Management and Strategy, Broadcast Communications Transmission Business, HARRIS

**Next Generation Media Distribution Network**

Mark Johnston, Account Director, Kordia, New Zealand

**Delivery of Higher Capacity UHDTV via Satellites**

Dr Kazuyoshi Shogen, Senior Associate Director, B-Sat, Japan

**Enhancements in Content Delivery via Satellite**

Khan Abdul Rahman, Communications Systems Engineer, AsiaSat, Hong Kong

**Audio for HDTV: Case Studies from the ABU Region**

Mathias Bendull, Senior Director, Broadcast Consumer Audio at Dolby Laboratories, Inc

**DVB-T2 – T2-Lite, Deployments Update**

Bernard Pichot, Partnership Manager, Enensys

**Day 2 Thursday 7 March**

**>>> DBS Conference**

**Session 4**  
09:00-10:30

**CREATIVE RADIO CONTENT FOR MULTIPLE  
PLATFORMS**

Chairman: Steve Ahern, Managing Director, Ahern Media & Training, Australia

**Keep Your Friends Close and Your Competitors Even Closer**

Joan Warner, Chief Executive Officer, Commercial Radio Australia

**Radio Broadcasting in the Connected World**

Steve Ahern, Managing Director, Ahern Media & Training, Australia

**Multimedia Services for Digital Radio and Surround Content Generation**

Alex Zink, Senior Business Development Manager Digital Radio, Fraunhofer IIS, VP DRM Association, Vice Chairman DRM Technical Committee and DRM Treasurer

11:00

## Keynote Address

### Future of Broadcasting: Challenges & Opportunities

Gil Hwan-Young  
President & CEO, Korean Broadcasting System

## Session 5

11:15-12:45

### THE HDTV PARADIGM: IS YOUR MARKET READY?

Chairman: Dato' Haji Abu Bakar bin Ab Rahim,  
Deputy Director-General of Broadcasting  
(Engineering), Radio Television Malaysia

#### Innovations in the Live Production Ecosystem

Peter Bruce, Channel Management Director APAC,  
Grass Valley

#### HD Production: From Base-band to New Media

Tuck Kay Chan/Eric Augereau, Rohde & Schwarz, Singapore

#### Why HD for Everyone Requires a Different Headend Approach

David Mitchinson, Solutions Manager, Appear TV AS

#### HDTV Deployment Considerations

Ray Sanders, CEO, Gencom Technology

#### Empowering Emerging Broadcasters to Leapfrog to HD

Russell Isaac, Managing Director, Sports Media Services Ltd

12:45-14:00

Lunch

## Session 6

14:00-16:00

### TERRESTRIAL BROADCASTING FOR THE FUTURE - DIGITAL MIGRATION, ENHANCED PLATFORMS, GREEN TECHNOLOGY

Chairman: Alan Turner, General Manager Kordia  
Solutions

#### Green Broadcasting and New Technologies

Richard Redmond, Vice President of Product Management  
and Strategy, Broadcast Communications Transmission  
Business, HARRIS

#### Megasolar Plans at High Power Radio Transmitting Station

Masaki Ishihara, Senior Engineer, Architectural  
Engineering Division, Engineering Administration  
Department, Japan Broadcasting Corporation, NHK-Japan

**Energy Efficiency - How to Reduce TCO for Broadcast Transmission Networks**

Nils Ahrens, Area Manager for Pacific and Southeast Asia, Rohde & Schwarz

**Setting up Green FM Radio Transmitters**

Md Muzibur Rahman, Deputy Station Engineer, Bangladesh Betar

**Germany's First Real Hybrid TV Product**

Daniel Kleinbauer, Head of Product Management Hybrid TV, Media Broadcast, Germany

**LTE – DTT Interference Prediction**

Milos Pavlovic, Sales Manager Broadcast LS telcom AG, Germany

**Protecting the T2 Signal in your Distribution Network**

Espen Myhre, VP Sales APAC, Nevion

16:00-16:30

Tea Break

**Session 7**  
16:30-1800

**ENHANCEMENTS IN IMAGING AND CONTENT CREATION**

Chairman: Chris Grey, General Manager, Broadcast & Content Creation Solutions Asia Pacific Division, Professional Solutions Asia Pacific Company (Hong Kong) (Sony)

**4K: Available, Affordable, Ahead of Schedule**

Norihiko Noguchi, Senior Product Planning Manager, Sony, Japan

**XYZ Camera for High-Fidelity Colours**

Tomohiro Kamiyanagi, Research & Development Division Member, Ikegami, Japan

**Production of UHD TV Content**

Yong-Seob Nam, Senior Engineer, Korean Broadcasting System, KBS-Korea

**Radio Digital Workflow for New Media Services in KBS**

Jin-Sun Kim, Senior Engineer, Korean Broadcasting System, KBS-Korea

**Day 3      Friday 8 March**

**>>> DBS Conference**

**Session 8**  
09:00-10:30

**THE CONNECTED WORLD**

Chairman: Masakazu Iwaki, Senior Manager, Planning & Coordination Division, Science & Technology Research Laboratories, Japan Broadcasting Corporation

**Achieving a Universal OTT Video Experience**

Laurence Peak, VP Asia Pacific, Verimatrix

**HbbTV in Europe and Asia**

Jean-Christophe Jubin, General Manager APAC, HTTPV

**Launching OHTV Service in Korea**

Dong-Jun Lee, Deputy Director, Korean Broadcasting System, KBS-Korea

**Hybrid OTT/DTT Platform: Harnessing the Disruption of Internet. Why, How, a Receiver Perspective**

Laurent Le Morvan, Marketing Manager, STMicroelectronics, Thailand

**Connected TV – An Indian Perspective**

N Thiyagarajan, Dy Director General, Doordarshan, India

10:30-11:00

Tea Break

**Session 9**  
11:00-12:30

**INDUSTRY DEBATE: LEVERAGING PULL FACTOR OF NEXT-GEN SERVICES**

12:30-14:00

Lunch

**Session 10**  
14:00-15:30

**MEDIA MANAGEMENT – WORKFLOW TECHNOLOGIES FOR IMPROVING EFFICIENCY**

Chairman: Asaad Sameer Bagharib, Senior Vice President, MediaCorp, Singapore

**Archiving: A Future-Proof Media Solution**

Noboru Yanagita, Senior Business Planner, Sony, Japan

**Media Cloud Building Practicalities**

Marc Wharmby, International Sales Manager, Front Porch Digital

**How can I Improve my Productivity and Efficiency with MAM Systems**

Yoann Poizeau, Business Development Manager, Dalet

**Media Management: Workflow Technologies for Improving Efficiency**

Roger Heath, Director File Based Solutions, Evertz, London

**Automated Quality Control for File-Based Video**

Andrew Scott, Applications Engineer, Tektronix, USA

15:30-16:00

Tea Break

**Session 11**  
16:00-17:30

**MULTIMEDIA BUSINESS SOLUTIONS IN EMERGING MARKETS**

Chairman: Vanessa Ching, Vice-President, Channel Marketing and Communications, Asia-Pacific and Middle East, Snell

**DRM Implementation Models: Some Asian Lessons**

John Abdnour, Regional Sales Manager, Asia/Pacific, Nautel, DRM Member

**Navigating the New Media Ecosystem:  
How to Ensure P+P=Profit**

Andrew Yeo, Publisher/Editorial Director, Asia Pacific Broadcasting, Singapore

**Potential of Mobile Multimedia Broadcasting in Emerging Markets**

Shin Tonooka, Senior Manager of Strategy, mmbi, Inc, Japan

**How to Make a Successful DTT Launch**

Tatjana Medic, Commercial Director/CCO, Funke Antennen, Netherlands

**Digital Radio in Cars: Business Case of HD-Radio**

Scott Stull, Vice President of International Development, iBiquity, USA

<b>DBS 2013 – VALUE ADDED WORKSHOPS</b>	
<b>4-5 MARCH</b>	<b>ITU-ABU-AIBD WORKSHOP ON DIGITAL MIGRATION</b>
<b>6-7 MARCH</b>	<b>IPPTAR-ABU WORKSHOP ON HDTV OPERATIONS</b>
<b>7 MARCH</b>	<b>ABU SEMINAR ON CONTENT PROTECTION AND COPYRIGHT RELATED ISSUES</b>
<b>8-9 MARCH</b>	<b>UNESCAP ABU WORKSHOP ON EWB: SAVING LIVES – EMERGENCY WARNINGS AND DISASTER RISK REDUCTION BROADCASTING</b>
<b>9 MARCH</b>	<b>INDUCTION MEETING FOR UNESCAP-ABU DISASTER RISK REDUCTION MEDIA INITIATIVE 2013-2014 (PARTICIPATION BY INVITATION)</b>