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Asian Dialogue@NAB 2010



Dawn of the Immersive & Interactive Age:
Converting Rich Media Content into Digital Dollars?

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ASIA-PACIFIC BROADCASTING

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DTV progress in region slower than expected

KUALA LUMPUR – “Digital transition will not be completed anytime soon in the Asia-Pacific region,” said David Astley, the acting secretary-general of the Asia-Pacific Broadcasting Union (ABU).

In his opening address at the ABU Digital Symposium 2010, he explained that the stress of operating parallel systems and the cost of simulcasting are among the biggest challenges broadcasters face in transitioning from analogue to digital. These two factors have put a big strain on operational and financial resources, especially during the recent economic downturn, said Astley.

“Cheaper production, more efficiencies and lower transmission costs are what Asian broadcasters are looking for,” said Astley, adding that it had become apparent the ASO (analogue switch-off) was not going to happen as fast as he had thought five years ago.

Astley cited some of the problems that broadcasters are encountering in the digital transition — the cost of preserving archives, adapting to new delivery platforms, training staff on new systems and competition from new start-ups facilitated by the lower cost of entry to the industry.

Fragmentation of audiences is another big issue. “Many of us didn’t realise how quickly and how much that was going to happen,” he said. “The pace of technology change has just been enormous.”

However, despite some scepticism when digital broadcasting first started, the industry on the whole had seen some enormous

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ABU’s acting secretary-general David Astley: “Cheaper production, more efficiencies and lower transmission costs are what broadcasters are looking for.”

Study: 19 million Asia-Pac IPTV users by 2012

MONTEREY, CALIFORNIA – The Asia-Pacific will surpass Western Europe in IPTV subscriber population, reaching 19.3 million by 2012.

As at end-2009, Western Europe led the global IPTV realm with 13.2 million IPTV subscribers, followed by the Asia-Pacific and North America, with 9.6 million

and six million subscribers, respectively.

This forecast is contained in an upcoming whitepaper by research firm SNL Kagan, *The State of Global IPTV*, which examines recent IPTV market trends. The whitepaper covers the platform’s growth for a five-year period, from 2009-13, in six regions — North America, Latin

America, Western Europe, Eastern Europe, the Middle East and the Asia-Pacific.

Indeed, IPTV is emerging as a strong market alternative in the increasingly competitive global multi-channel space. According to SNL Kagan, IPTV, which accounted for only 0.01% of global

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