

SYMPOSIUM THEME – Decision Time for Stakeholders

In the last couple of years, several new technologies have emerged in the broadcasting space. This is in addition to the overwhelming changes that the digital broadcasting and file based production technologies have brought about. The advent of Hybrid Platform technologies, 3DTV imaging and delivery, small-video and surround sound delivery by digital radio have matured to a large extent and are ready for implementation on a larger scale. These technologies bring with them several complicated issues related to content, its protection, delivery and access to consumers. It is for the industry players and stakeholders to take appropriate decisions for the near term so as not to be left behind in the marketplace. The 2012 ABU Digital Broadcasting Symposium will address all these issues, bringing together world experts and representatives of the entire broadcasting industry.

Day 1 Tuesday 6 March

>>> DBS Workshops

09:00-17:30 Venue: **Safir II**

Full-Day ABU Management Workshop: The Norms of 21ST Century Management

This day-long workshop will deal with:

A conceptual overview of the Decision and Information Sciences Ideology;
Managing perilous situation; the Decision Making Process and Decision Making Constraints; Decision Making Under Conditions of Uncertainty, Using the Pay-Off Matrix; Colonne's Dilemma and Inferences.

Presenter: Ajith Rohana Colonne, Lecturer in Management and Business Economics, Colombo



09:00-10:30 Venue: **Mahkota II**

Workshop 1: Sponsored by T-VIPS



DVB-T2 and its Implementation

The workshop will cover how we deployed solutions for distribution to transmitters, regionalization of content, EPG, SFN, redundancy and monitoring. Share T-VIPS' first-hand knowledge of multiple DVB-T2 deployments in different countries and benefit from experience in addressing different challenges in DVB-T2 projects.

Presenters: Janne T Morstøl, COO and Espen Myhre, VP Sales APAC, T-VIPS, Norway

Also visit Booth #2

09:00-10:30 Venue: **Safir I**

Workshop 2: Sponsored by Nevion



Setting up Infrastructure in Emerging and Developed Markets

Broadcasters building the infrastructure of tomorrow must accommodate dynamic connections involving thousands of pieces of information. While most of this should be hidden, critical real-time status information must be readily available. Meanwhile, they must continue delivering services throughout a lengthy transition period, making it difficult to monitor QoS and ensure end-to-end signal protection. This workshop will explore how managed video services systems can help address these challenges.

Presenter: Dr Chin Chye Koh, Solutions Strategist, Nevion USA

10:30-11:00 Tea Break

11:00-12:30 **Mahkota II**



Workshop 3: Sponsored by SONY

Sony XDCAM Workflow Solutions

With an increasing demand for efficient workflow operations, Sony's XDCAM has designed tools to work hand-in-hand with their lineup of camcorders and post production decks. One such application is XMPilot, which provides various time saving features for naming, logging and managing of clips whilst shooting in the field by utilizing mobile devices such as smart phones and tablets to communicate with the camcorders. This workshop will explain how easily these applications can be used and demonstrate XMPilot in action. A must for those struggling to manage their material.

Presenters: Mitsuo Kano, Senior Business Planner, Content Creation Solutions Business Division, Professional Device & Solutions Group, Sony Corporation
Jacky Chung, Product Marketing Manager, Sony Professional Solutions Asia Pacific

Also visit Booth #31

11:00-12:30 **Safir I**



Workshop 4: Sponsored by HARRIS

The Harris Advantage for DVB-T/DVB-T2 Integration

Capturing the full capabilities of new and emerging standards such as DVB-T2 for digital broadcast is crucial for global broadcasters seeking new opportunities to diversify programming, improve operational efficiency, deliver content to multiple devices and generate new revenue streams.

Harris has demonstrated a long-standing dedication to meeting the needs of broadcasters as they embrace these new technologies and offers the most complete and cost-effective DVB-T2 solution available.

Our comprehensive product portfolio includes transmitters, gap fillers, MPEG-4 SD and HD encoders, multiplexers, and single- and multi-frequency network adapters in an integrated system, permitting one experienced provider for sourcing, installation and deployment of DVB-T2 solutions.

Presenters: Richard Redmond, Vice President of Product Management and Strategy, Harris Corporation's Broadcast Communications Transmission Business
Jishun Mei, General Manager, China and Director of Sales, Asia Pacific, Harris Corporation's Broadcast Division

Also visit Booth #5

12:30-14:00 Lunch

14:00-15:30 **Mahkota II**

Workshop 5: Sponsored by Broadcast Australia



WHY GREEN TECHNOLOGY FOR BROADCASTING IS NOT JUST A BUZZWORD

For most networks, the use of green technologies is not and end it itself. However, looked at as part of effectively managing a network, it is clear that the use of them is beneficial for operators today.

A holistic approach for reducing power consumption and examining other environmental impacts of broadcasting facilities, by looking at whole of life facility cost, both capex and opex, can lead to the best outputs.

The following aspects will be examined in the light of complete asset management:

- Siting and sizing of transmission facilities, transmitters and antennas to get the best trade-offs
- Technologies to improve transmitter efficiencies
- Tools in the transmission standards to assist with transmitter efficiencies
- Improvements in cooling systems for transmitters and buildings
- Using renewable energy and generators to supplement the grid generators
- Case study of the Broadcast Australia Mt Owen renewable energy supported transmission facility. Technology, implementation and learning.
- Other environmental considerations"

Presenters: Doug Iles, Engineering Manager, Technology Futures, Broadcast Australia
Suvendu Mukherjee, Broadcast Planning Engineer, Broadcast Australia

Also visit Booth #3

14:00-15:30 **Safir I**

Workshop 6: Sponsored by Snell



Operational efficiencies for broadcast infrastructures

Snell is a trusted brand and leading innovator in digital media technology, providing broadcasters with a comprehensive range of solutions for broadcast infrastructure, live production and TV Everywhere for today's multi-screen world. Snell provides the tools necessary to transition seamlessly and cost-effectively to HDTV, stereoscopic 3D, and 3Gbps operations. Join Snell in this workshop to discover new levels of operational efficiencies in aiding broadcasters in their decision-making for robust, effective broadcast infrastructures.

Presenter: Maurice Snell, Senior Product Specialist, Snell

15:30-16:00 Tea Break

16:00-17:30 **Mahkota II**



Workshop 7: Sponsored by Tektronix

Measuring your TV viewers' Quality of Experience on your Content

To gain 100% confidence level to content delivery and quality assurance to your viewers, it is imperative for broadcasters, content providers and service providers to be on 24x7 Quality of Experience monitoring from content acquisition, encoding to delivery chain. Attend this workshop to help you gain knowledge on the differences between Quality of Service and Quality of Experience monitoring. Why is it important to do QOE checks and how Tektronix Sentry offers the ultimate performance needed to detect, validate and quantify Quality of Experiences score of your average viewer. You will also learn how quickly Tektronix Sentry solution can isolate, identify, and characterize elusive and hard-to-find mpeg problems with a comprehensive set of reasons for the cause of the problem. Therefore, allowing you to enhance the functionality of your digital content delivery. Last but not least, discover the method to do compression bitrate optimization

Presenter: Klaven Siow, Regional Product Manager, Tektronix Southeast Asia

Also visit Booth #38

16:00-17:30 **Safir I**



Workshop 8: ABU Workshop on Radio Content

Using File-based Systems to Create Radio Content for all Platforms Radio broadcasters are progressively employing all platforms for delivery of content. While the method of delivery is platform specific, the content genres, their formats and duration are quite different and platform specific. Radio broadcasters are getting to grips with these content creation issues, something which the Workshop will explore.

Presenters: Vishnu Devarajan, Platform and Device Content Manager, AMP Radio, Malaysia
Henry Doo, Head of New Media Unit, Radio Television Hong Kong

17:45-18:45 **Mahkota II**

ABU-LS telcom Webinar Presentation: Elements of Modern Frequency and Network Planning



The two main groups involved in the frequency and network planning are regulators and operators. Regulators focus on the compatibility aspect and the avoidance of interference, while operators focus mainly on coverage aspects. The webinar highlights both aspects and shows the interaction between them. An overview will be addressed on the necessary elements required for modern frequency and network planning.

Presenter: Markus Morgen, Head of Department Broadcast Services, LS telcom, Germany

Also visit Booth #20

Day 2 Wednesday 7 March

>>> DBS Workshops

14:00-15:30 Safir I



Workshop 9: Sponsored by DRM

DRM Workshop: Digital Radio Mondiale – Practical Considerations for a Successful Service and Network Roll-Out

Several countries around the world are currently in the process of launching DRM networks, headed by India and Russia. The workshop focuses on advanced considerations for a successful service and network setup, apart from the obvious transmitter and frequency planning aspects. The presented topics include: DRM's Disaster & Emergency Warning feature, Data Contribution and Multiplex Distribution Network considerations, Automated Service Monitoring possibilities.

Presenters: Dr Albert Waal, Head of Hardware Development, RFmondial GmbH
Alexander Zink, Senior Manager Business Development Digital Radio and vice group leader for the work group 'Broadcast Applications', Fraunhofer Institute for Integrated Circuits

15:30-16:00 Tea Break

16:00-17:30 Safir I



Workshop 10: Sponsored by ATDI

Digital Broadcasting Operation - Co-existence between DVB-T/T2 and LTE: Case study in Norway

The digital dividend is bringing wide spectrum technologies closer than ever before to the broadcasting channels. The regulators have the responsibility to ensure the spectrum users are not suffering from interference. Through a case study, the potential impact of WBA (Wireless Broadband Access) on digital TV network will be assessed and possible recommendations will be provided.

Presenters: Pascal Gelugne, Managing Director, ATDI South Pacific Pty Ltd

Also visit Booth #32

17:45-18:45 Safir I



ABU Special Workshop: The Norms of 21st Century Management

Presenter: Ajith Rohana Colonne, Lecturer in Management and Business Economics, Colombo

Day 3 Thursday, 8 March

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09:00-10:30 Safir I



Workshop 11: Sponsored by WorldDMB

How to successfully deploy DAB+ Digital Radio

A Practical Guide on Getting started and Where World DMB Can Help

The DAB/DAB+/DMB family has emerged as the standard of choice for commercial and public radio broadcasters across Europe and much of Asia Pacific. This workshop shows how WorldDMB can assist in the adoption of DAB+ digital radio broadcasting by providing a networking environment of contacts, expertise and knowledge exchange.

Presenters: Jørn Jensen, President, WorldDMB
Lindsay Cornell, Principal Systems Architect, BBC
Joan Warner, Chief Executive Officer, Commercial Radio Australia
Richard Redmond, Vice President of Product Management and Strategy, Harris Corporation's Broadcast Communications Transmission Business
Simon Heung, Chief Engineer, Digital Broadcasting Corporation Hong Kong Limited
Chris Gould, Founder and Managing Director, "All In Media"

Also visit Booth #4

10:30-11:00 Tea Break

11:00-12:30 Safir I

Workshop 12: Sponsored by DVB

DVB-T to DVB-T2 Fundamentals to Planning

The workshop will discuss the basic fundamentals of the underlying the key technology of COFDM modulation and how this produces in a controlled environment a near perfect transmission. The workshop then will cover the similarities and differences between DVB-T & DVB-T2 and the key technologies which makes this 3rd Generation standard the most efficient transmission standard in the digital world today. The workshop will also cover the characteristics of DVB-T2 and how a service can be planned to achieve required payload or coverage objectives. This will also include SFN networks.

Presenters: John Bigeni, DVB SE Asia Representative
Dr Gerard Faria, Director, Teamcast

Also visit Booth # 25

12:30-14:00

Lunch Sponsored by



14:00-15:30 Safir I

Workshop 13: Sponsored by Rohde & Schwarz



True Efficiency in Broadcasting

In the past decades of broadcasting industry, cost-driving technologies such as power efficiency were seen as innovative and highly valuable. Nowadays, there exist other important high-tech product features, which are often difficult to quantify. In this workshop, some of the latest advancements in Broadcast Transmission systems will be discussed. These include the new developments in solid state technologies achieving best in class efficiency. Having four transmitters in one rack is now possible with Rohde & Schwarz's latest innovations MultiTX. Attendees will not only learn how power efficiency should be measured, but also the values that are constantly being referred to in energy efficiency which is gaining more importance in the broadcasting industry.

Presenters: Nils Ahrens, Area Manager for Pacific and South-East Asia, Rohde & Schwarz
 Jürgen Steinheber, Product Marketing Manager, Rohde & Schwarz International Operations GmbH, Munich
 Li Bin, Regional Business Development Manager, Rohde & Schwarz
 Bettina Koethner, Regional Manager Asia for Broadcasting, Rohde & Schwarz International Operations GmbH, Munich

Also visit Booths #9 & 14

15:30-16:00 Tea Break

16:00-17:30 Safir I

Workshop 14: Sponsored by Fraunhofer



HE-AAC for Digital Broadcasting Hands-on

The goal of the workshop is to answer all open questions about deploying HE-AAC as the audio codec in Digital Television eg in DVB-T2. The broadcast signal chain will be demonstrated with examples from real broadcast as it is on air in Europe, with 2.0 and 5.1 transmissions in different scenarios (singlecast, simulcast). Generating and handling of meta data will be discussed for scenarios using HE-AAC only as well as in heterogenous environments (transcoding). Target bit rates versus achievable quality will be explained by means of independent listening tests and demonstrated with sound samples. Embedded audio and other techniques in combination with HE-AAC that open possibilities for user control will be introduced.

Presenters: Stefan Meltzer, Independent Technology Consultant, Fraunhofer
 Toni Fiedler, Director Marketing and Business Development APAC, Fraunhofer IIS

18:30-19:30 Safir I

TUTORIAL: Ultra-HDTV Broadcasting by Satellite in 21 GHz Band: Technology and Spectrum Issues

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

Day 4 Friday, 9 March

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09:00-10:30 Safir I

Workshop 15: Sponsored by Dolby



Multichannel Audio: Production to Playback

In this session Dolby representatives will cover a wide range of topics around audio in broadcast chains including Multichannel production, loudness, metadata, and playback.

Presenter: Adam Pinch, Broadcast Systems and Support Engineer, Dolby Laboratories

14:00-15:30 Safir I

Workshop 16: Sponsored by MEDIA BROADCAST



Media Broadcast Workshop: The DVB-T2 Trial in Singapore - Key Aspects from one of World's Most extensive Test Networks

In Singapore, media regulator MDA initiated one of the world's most ambitious and extensive DVB-T2 trials in 2011. Media Broadcast is in charge of designing the trial and technically managing and analysing all test and measurement procedures suitable to define optimum system constellations and network designs. For the first time ever, this workshop will unveil key aspects how we practically approach topics like outdoor vs. deep indoor reception, SFN, Multiple-PLP, unique mobile reception measurements in this most exciting project.

Presenters: Holger Meinzer, Senior Manager Strategy & Business Development and Stefan Krueger, Head of Broadcast Platforms and Services, Media Broadcast, Germany

Day 2 Wednesday 7 March

>>> DBS Conference

Mahkota II

OPENING SESSION

09:00-09:30

"PERSPECTIVES"

Kudisia Kahar, Vice-President of Corporate Strategy & Industry Development, AMP Radio, Malaysia

WELCOME ADDRESS

Dr Javad Mottaghi, Secretary-General, ABU

INDUSTRY KEYNOTE

Brett Savill, Director of Strategy and Corporate Development (Executive Committee Member), Broadcast Australia

SESSION 1

09:30-11:00

SYSTEM STANDARDS: NEW FEATURES AND THEIR EVALUATION

The industry is witnessing accelerated enhancement of currently established digital system standards and emergence of new standards. Some of these enhancements offer a major step forward in efficient and cost-effective delivery of digital services. In this context, it is essential that the new features of the systems be objectively evaluated through trials and demonstrations. This session looks at the enhancements as well as the results of the system evaluation with a view to equipping the system users in making some informed decisions in the near and far term.

Chairman: Philip Laven, Chairman, DVB

Standards Selection and Evaluation

Doug Iles, Engineering Manager, Technology Futures, Broadcast Australia

DRM System and Receiver Development

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

DVB-T2 the Green Standard

John Bigeni, Representative, DVB Asia

DAB+ /WorldDMB: Developments in Global Standard for Radio

Jørn Jensen, President, WorldDMB and Chief Advisor, NRK

Digital TV Audio: AAC in a Competitive Landscape

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

11:00-11:30

Tea Break

MINISTERIAL SESSION

11:30-12:00

WELCOME

Secretary-General, ABU

MINISTERIAL ADDRESS

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

PRESENTATION OF LIFETIME ACHIEVEMENT AWARD

Doan Viet Trung, Vice President of The Voice of Vietnam

12:30-14:00 Lunch

SESSION 2

12:00-12:30

14:00-15:00

IMAGE ACQUISITION FOR HD, 3DTV AND BEYOND

While 3DTV has brought about major challenges in image capture and production, the situation in real HDTV image capture is equally complex. Significant developments have taken place in imaging of more enhanced systems such as the Ultra High Definition TV where many new technologies have been put to use. This session looks at the new developments and systems which are employed for capturing enhanced images and their processing for use in delivery of services.

Chairman: Naoki Kashimura, Director of the Board, Ikegami Tsushinki Co Ltd, Japan

Advanced Image Acquisition Technology from Sensor to DSP

Fumihiko Sudo, General Manager, Imaging Technology Development Department, Professional Solutions Group, Sony Corporation

Adaptive Video Image Enhancement by Using Retinex Theory

Tohru Fukuda, Assistant Manager, Ikegami Tsushinki Co Ltd, Japan

Dual Stream 3DTV Live Broadcasting

Hae Dong Song, Deputy Director, OB Dept, Korean Broadcasting System

Quality of Experience (QOE) for Next Generation Video Network

Klaven Siow, Regional Product Manager, Tektronix, Singapore

15:00-15:30

Tea Break

Session 3 sponsored by Korean Broadcasting System



SESSION 3

15:30-17:30

ENGAGING AUDIENCES ON FOUR SCREENS: HYBRID, BROADBAND AND SMART APPS

The industry has witnessed rapid transition from the classical multimedia platforms to more versatile platforms such as Hybrid TV or connected TV, broadband and OTT, smart applications as well as the use of cloud technology. All this together add an entirely new dimension to the enhanced access the audiences now have to multimedia content and services. The consumers have more avenues to derive services and multimedia products from difference platforms and on devices of their choice. At the same time, the broadcasters, content aggregators and content providers also have the possibility of choosing their distribution and delivery platforms to deliver their products and services. This session looks at this evolving scenario with a view to providing guidance to the broadcasters on how to use the four screen capture to retain and enhance their audiences.

Chairman: Chris Grey, General Manager, Sony Corporation of HK Ltd

Hybrid, Mobile Broadcasting Platforms and Services

Dr Hyun Soon Kim, Senior Research Engineer, Technical Research Institute, Korean Broadcasting System

Hybridcast – Its Services and Technologies

Kazuhiro Otsuki, Principal Engineer, Advanced Platforms, NHK Science & Technology Research Laboratories, Japan

Broadcasters in the Online World

Brett Savill, Director of Strategy and Corporate Development, Broadcast Australia

KBS's N-Screen Services

Dr Byunghye Jung, Principal Research Engineer, Technical Research Institute, Korean Broadcasting System

Developing Interactivity and Hybrid Radio with Mobile Telephones

Joan Warner, Vice-Chair, WorldDMB and CEO, Commercial Radio Australia

Converging Networks: Creating a Multi-Network Security Solution

Steve Oetegenn, Chief Sales and Marketing Officer, Verimatrix

Transition to OTT and Multiscreen - Global Experiences

Stephen Lee, Business Development Manager, Conax AS

17:45-18:45 **Safir II**

ABU Special Workshop: The Norms of 21st Century Management

Presenter: Ajith Rohana Colonne, Lecturer in Management and Business Economics, Colombo

Day 3 Thursday 8 March

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SESSION 4

09:00-10:30

ASSIMILATING EFFECTIVE WORKFLOWS AND MEDIA MANAGEMENT

File-based content production has been around for quite a while and many broadcasters are getting used to the new workflow and production environment. Still, there are some unresolved issues in a production plant and these are being attended to by the industry. A huge effort is required on the part of the broadcasters to assimilate the new workflows, address interoperability issues and learn to make efficient use of the media management possibilities in a modern production plant. This session looks at the new features in file-based production systems which progressively eliminate the problems that the users face.

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

Advanced Media Workflow Solution: Media Backbone Conductor

Keiko Abe, Senior Manager Media Backbone Product Planning, Professional Solutions Group Sony, Japan

Digital Archive System in TRT

Fikriye Berker, Chief Engineer, TRT, Turkey

Digital Work Flow and Network Production System

Jung Ho Seo, Deputy Director, TV Technical Operations Dept, Korean Broadcasting System

Building Media in the Cloud

Brian Campanotti, Chief Technology Officer, Front Porch Digital Inc.

VCMS - All Screen Delivery

Brendan O'Shaughnessy, Head of South-East Asia, Australia & NZ, Kit Digital

10:30-11:00

Tea Break

SESSION 5

11:00-12:30

CONTENT CREATION FOR HDTV

High Definition has become the present. With a growing demand for high definition programming in broadcast, cable, and satellite, companies are taking advantage of the dynamics in digital content creation and produce programming in HD. This session will look into various experiences from industry players.

Chairman: Mr Sayed Munawar, TV Host

SD to HD Migration-Challenges and Prospects

Dr C Rajamani, Senior Vice President, Director of Content Management, MBNS, Malaysia

Transcending Markets with HDTV

Mohd Naguib Razak, Director General, National Film Development Corp, Malaysia

HDTV Content - What are We Looking At?

Thomas Hankil Nam, Senior Producer, EBS-Korea/ABU

HDTV – RTM's Experience

Norliza Mohd Ali, Deputy Director (TV Production), Radio Television Malaysia

12:30-14:00

Lunch Sponsored by



14:00-15:00

EXHIBITION WALKABOUT

Special Session of the Symposium is devoted to the participants' walk-about in the exhibition. The exhibitors will make focused presentations/demonstrations in groups.

SESSION 6

15:00-16:30

DELIVERY OF CONTENT, INCLUDING 3DTV AND U-HDTV

Several attempts have been made to deliver 3DTV services on terrestrial and satellite platforms. While the component images of the 3DTV offering need to be HDTV quality, many of these delivery systems offer only half the resolution. Some other systems have been developed which offer a true HDTV images and some of them are even backward compatible. At the same time, the international standardisation process is on, though we are yet to agree upon a viable standard. This session looks at the different approaches that have been or are being developed for terrestrial and satellite delivery of 3DTV as well as the more enhanced Ultra HDTV content.

Chairman: Espen Myhre, VP Sales, T-VIPS

Transmission of SHV via Satellite

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

Mobile Multi Media Using T2

Dr Gerard Faria, CTO & Co-Founder, TEAMCAST, France

Hybrid Solutions on DTT

Henrik Rinnert, Senior Vice President Business Unit TV, Media Broadcast

Surround Sound for DVB-T2 – Completing the HD Experience

Jason Power, Senior Director, Broadcast Audio Ecosystems, Dolby

Combining Satellite DTH and Feeding of DVB-T2 Transmitters

Janne T Morstøl, COO, T-VIPS, Norway

16:30-16:45

Tea Break

SESSION 7

16:45-18:15

DIGITAL RADIO: LOOKING TO THE FUTURE

While the broadcasting community is well versed at the emergence of digital radio and the principal features of the various systems available, information needs to be imparted to them on the current developments in digital radio and how it will march into the new future. In particular, emphasis has to be put on configuring the services and picking up the appropriate technologies that would be needed to deliver those services. This session will address these issues and provide the requisite direction in that regard.

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

DRM AM-FM Re-Broadcasting

Matthias Stoll, Research & Development, Medium Wave Transmitters, Thomson Broadcast AG Swiss

Success and Challenges in Current Rollout of DAB+ in Hong Kong

Simon Heung, Chief Engineer, Digital Broadcasting Corporation Hong Kong Limited

Digital Radio Network Planning Method and Considerations

Pascal Gelugne, Managing Director, ATDI South Pacific Pty Ltd

Broadcast Antennas for Digital Radio and DAB+ in Germany

Christian Sautter, Project Manager, Broadcast Antennas, KATHREIN-Werke KG, Germany

Digital Radio in Europe

Frank Wandres, Senior Sales Manager, LS telcom, Germany

18:30-19:30 **Safir I**

TUTORIAL: Ultra-HDTV Broadcasting by Satellite in 21 GHz Band: Technology and Spectrum Issues

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

Day 4 Friday 9 March

>>> DBS Conference

Session 8

Sponsored by Malaysian Communications and Multimedia Commission



09:00-11:00

SETTING UP INFRASTRUCTURE IN EMERGING AND DEVELOPED MARKETS

Building infrastructure is the main cost issue in setting up a new network. So it is absolutely important to plan and optimise the infrastructure as finely as possible. In this effort, careful frequency and coverage planning, optimal selection of standards, transmission parameters, radiated power and many other issues is required. There is also a marked difference between the requirements in emerging markets and those in developed markets. This session will look at all these important issues of how careful planning and infrastructure building can provide good dividends.

Chairman: Mike Dallimore, Vice President - International Business Development, Broadcast Australia

Cost Optimisation in Network Deployment

Suvendu Mukherjee, Broadcast Planning Engineer, Broadcast Australia

Modern FM Transmission Technology

Richard Redmond, Vice President of Product Management and Strategy, Harris Corporation's Broadcast Communications Transmission Business

Technical Measures for Viewers in Digital TV Transition in Japan

Satoru Wajiki, Head of Reception Engineering Division, NHK-Japan

Launching a DTV Transmitter Network with Modern Transmitter Design

Nils Ahrens, Regional Manager Solutions for Broadcast, Rohde & Schwarz, Australia

Identifying Efficient TV Network Setup: Core Experiences

Bernd Kraus, CEO, Media Broadcast, Germany

Digital Antenna Upgrade - Yes, Tower Upgrade - No

Ashley Bicknell, Broadcast Projects & Systems Sales Manager
Radio Frequency Systems

11:00-11:30 Tea Break

SESSION 9

11:30-12:30

INDUSTRY DEBATE:

Decision Time for Stakeholders – Moving Towards Implementation

The session looks at one of the most talked about topic of current interest to broadcasters as well as the industry as a whole. Eminent experts representing broadcasters, manufacturers and other industry players join to discuss and present their views and solutions on a selected issue.

Moderator: ABU

12:30-14:00 Lunch

SESSION 10

14:00-15:30

DECISION TIME FOR STAKEHOLDERS: BUILDING BUSINESS MODELS

Given the current state of maturity in the digital technologies for broadcasting services, time is opportune for the stakeholders to take informed decisions on the way forward, particularly pertaining to introduction to such technologies in the production, transmission and internet environments. A crucial component of the decision making is the ability to develop business models that respond to the market and generate returns on investments. This session will articulate several established and emerging business models so that the stakeholders are empowered to setup their business plans and identify the revenue streams.

Chairman: Bernd Kraus, CEO, MEDIA BROADCAST

DVB-T2 Consideration in Business Models

Richard Redmond, Vice President of Product Management and Strategy,
Harris Corporation's Broadcast Communications Transmission Business

DRM30 - A Truly Economical Digital Solution

Jochen Huber, CEO Transradio and DRM, Germany

Revenue Optimization Strategies for Multi-network Video

Steve Oetegenn, Chief Sales and Marketing Officer, Verimatrix

OTT Ecosystem and Environment

Claude Stoffel, Sales Director, ATEME

Connected TV – Threat or Opportunity for Broadcasters?

David Cutts, Managing Director and Co-founder of Strategy & Technology, London

15:30-16:00 Tea Break

SESSION 11

16:00-17:30

DIGITAL IMPLEMENTATION BY BROADCASTERS AND INDUSTRY

The session presents success stories and challenges faced by broadcasters and industry in digital implementation, Hybrid TV, broadband, OTT, and other technologies both in the radio as well as TV environments.

Chairman: Masakazu Iwaki, Senior Manager, Planning Division
Engineering Administration Department, NHK, Japan

Green the Transmitter Site-Reduce the Carbon Footprint

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

Achieving the Digital Switchover in France : A Challenge for Broadcasters, Industry and Public institutions

Pierre Costanzo, CTO, Public Interest Group France Télévision Numérique

World Largest DVB-T2 Deployment with Cross-Border Regionalisation

Laurent Roul, Product Manager, ENENSYS Technologies

DRM+ Trial Results and ITU Update

Lindsay Cornell, Principal Systems Architect, BBC-UK

Player K and Asia-Pacific View

Jae Woong Shin, Team leader, New Media Center, Korean Broadcasting System

Current Status of HD-Radio Implementation

Scott Stull, VP Business Development, iBiquity, USA

SYMPOSIUM CLOSÉS