

MEDIA RELEASE



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Broadcast Australia to be Principal Sponsor ABU Digital Broadcasting Symposium 2012

Broadcast Australia will be the Principal Sponsor of the Asia-Pacific Broadcasting Union's (ABU) Digital Broadcasting Symposium 2012, to be held in Kuala Lumpur on 6-9 March.

The symposium, with the theme ***Decision Time for Stakeholders***, is the eighth in a series of annual symposiums staged by the ABU to help radio and television broadcasters and the industry to make the digital transition. The 2011 symposium attracted over 700 participants from the Asia-Pacific region and beyond.

The 2012 symposium will feature presentations by experts, panel discussions, workshops, as well as an exhibition showcasing the latest broadcasting products and services. Several pre-conference and side-events will provide opportunities to industry leaders to convey their message to the broadcasters and the industry at large.

Confirming support to this regional industry event, Brett Savill, Broadcast Australia's Director of Strategy and Corporate Development, said: 'This is now the fifth year that Broadcast Australia has sponsored the ABU Symposium. It is the premiere event in South East Asia and comes at an exciting time for the industry.'



The ABU's Secretary-General, Javad Mottaghi, said: "Broadcast Australia has consistently supported the ABU, particularly with the annual digital broadcasting symposiums. We are very pleased that Broadcast Australia has, once again, chosen to be the exclusive Principal Sponsor for the Symposium. Broadcast Australia has a long standing partnership with the ABU and we welcome their support to this major industry event."

A leading provider of critical communications solutions, Broadcast Australia connects clients with their audiences and users across multiple platforms. The company's digital television and radio transmission expertise is founded on over 80 years experience as the owner and operator of one of the most extensive terrestrial broadcast transmission networks in the world. Broadcast Australia also develops world-class solutions and applications for new and emerging technologies—such as 3D TV, Digital Radio and Mobile TV.

An impressive portfolio of core competencies—including planning and network design, engineering design and project management, complex systems integration, site development and installation, operations and network management, and in-house repairs and maintenance—underpins Broadcast Australia’s leading position in the region

Web site <http://www.broadcaustralia.com.au>

About the ABU

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise co-operative activities amongst its members. It currently has over 215 members in 60 countries, representing who-is-who of the broadcasting industry and reaching a potential audience of about 3 billion people. For more information, visit www.abu.org.my

For more information about the 2012 symposium, please contact Sharad Sadhu at sharad.s@abu.org.my Tel: +6 03 2282-4995 or visit www.abu.org.my/dbsymposium