

MEDIA RELEASE



Date: 7 March 2012
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Doan Viet Trung receives Lifetime Achievement Award

Doan Viet Trung, Vice President of Vietnam's national radio service, The Voice of Vietnam, has won a special Lifetime Achievement Award for his outstanding contribution to the development of digital TV broadcasting in the Asia-Pacific region.

The award, made by the Asia-Pacific Broadcasting Union (ABU), was presented today at the ABU Digital Broadcasting Symposium 2012 in Kuala Lumpur. The event runs from 6-9 March.



Mr Doan Viet Trung is the Vice President of The Voice of Vietnam, VOV. VOV is a prominent public broadcaster and an active ABU member.

Mr Trung has provided leadership in setting up and expanding VOV's radio and TV broadcasting network in Vietnam. He has been working in VOV for more than 20 years.

Mr Trung has initiated introduction of new technologies and new media in VOV including innovations such as a traffic channel and news webcast.

This award is bestowed on him in recognition of his outstanding contributions in developing and expanding radio broadcasting, and introducing new technologies in Vietnam and the region.

About the Digital Broadcasting Symposium 2012

Major broadcasting industry players from the Asia-Pacific region and beyond are taking part in the ABU Digital Broadcasting Symposium 2012. The four-day symposium includes a conference, workshops and an exhibition of the latest developments in digital television and radio.

In the last couple of years, several new technologies have emerged in the broadcasting field, in addition to the huge changes that digital broadcasting and

file-based production technologies have brought about. Hybrid platform technologies, 3DTV imaging and delivery, and surround sound delivery by digital radio have matured and are ready for implementation on a larger scale. The symposium is addressing all the issues involved, including implementation, content and its creation, and business planning and strategies.

The symposium is staged by the ABU to help equip radio and television broadcasters in the region with the knowledge to chart and manage their digital transition. For more information, on the conference and workshop programme, please visit www.abu.org.my/dbsymposium

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 the who's who of the broadcasting industry and reaching a potential audience of more than 3.5 billion people.

For more information about the 2012 symposium, please visit www.abu.org.my or contact Sharad Sadhu at sharad.s@abu.org.my Tel: +(603) 2282-4995.