



**4<sup>th</sup> REGIONAL WORKSHOP ON OTT AND IBB TECHNOLOGIES  
AND SERVICES FOR MEDIA  
27th September to 30th September 2016, Kuala Lumpur**

We are pleased to inform you that the ABU in collaboration with Asia-Pacific Institute for Broadcasting Development (AIBD) and International Telecommunication Union (ITU) have organised the 4<sup>th</sup> Regional Workshop on Over-The-Top (OTT) and Integrated Broadcast Broadband (IBB) technologies and services.

This three day workshop followed by a field visit will introduce these technologies and address some of the main issues that broadcasters are facing when they want to introduce OTT and IBB services within their portfolio. It will not only explore the technology but also look at other value added services and business opportunities that they can introduce to attain a competitive edge in the market place. This year workshop will also address social media and regulatory aspects. Case studies from Asia-Pacific region will be presented with some reference to European implementations too.

**INVITATION**

We are delighted to invite colleagues involved in technical and production operations as well as others interested from your organisation to participate in this “OTT and IBB Technologies & Services for Media” event.

**REGISTRATION**

Please register online at [www.abu.org.my/ott](http://www.abu.org.my/ott) by 18 Sep 2016 at the latest. As the number of participants is strictly limited, early registration will ensure that your nominees are accepted.

There are no registration/participation fees for ABU members.  
Non-members will have to pay a registration fee of USD100.00 to cover meeting costs for the three days.

**ACCOMODATION**

The workshop will take place at Hotel CaPITOL Kuala Lumpur. We have made arrangements for participants to stay in the same hotel for the special rate of MYR220 nett (approx. USD56.00) per night. As the number of rooms is limited early registration is advised.

**EXPENSES**

All expenses on the travel and stay of your nominee are to be borne by your organisation.

Best regards,  
Dr Amal Punchihewa  
Director Technology & Innovation of ABU