



**4th REGIONAL WORKSHOP ON
OTT and IBB TECHNOLOGIES & SERVICES for MEDIA
27th September to 30th September 2016, Kuala Lumpur**

WORKSHOP PROGRAMME

Time	Topic	Speaker
Day 1: 27th September (Tuesday)		
9:00-09:15hrs	Opening Session - Opening and Welcome Remarks - Welcome Remarks from ITU - Welcome Remarks from AIBD	Dr Amal Punchihewa, <i>Director Technology & Innovation, ABU</i> Mr Ashish Narayan, Programme Coordinator Mr K C Rabi, Programme Manager
9:15-9:45hrs	A Broadcaster's Perspective	Dr. Ahmad Zaki Mohd Salleh, <i>Group General Manager, Engineering, Media Prima, Malaysia</i>
9:45-10:30hrs	ITU WP and standardization summary of work	Mr Masaru TAKECHI <i>Integrated Broadcast-Broadband Systems Research Division NHK Science & Technology Research Laboratories, NHK, Japan</i>
10:30-11:00hrs	Networking Break (Tea & Coffee)	
11:00-12:00hrs	Cloud-Based Workflows for Content Ingest, Processing, Management and Distribution	Mr Natarajan Krishnan, <i>Aspera, an IBM Company</i>
12:00-12:30	New Media, ABU Perspective	Mr Hamdhoon Rashad, <i>Project Manager, New Media. ABU</i>
12:30-14:00hrs	Lunch Break	
14:00-15:30hrs	Regulatory Aspects of Media Over the Internet <i>Net Neutrality</i> Regulator perspective ABU perspective Global perspective	Ms Seemantani Sharma <i>Officer- Regulatory, Legal & IP Services</i> Regulatory Authority <i>MCMC, Malaysia</i>
15:30-16:00hrs	Networking Break (Tea & Coffee)	
16:00-16:30hrs	New Media, Broadcaster Perspective	Mr Andi Permadi, <i>Head of New Media RRI Indonesia</i>
16:30-17:00hrs	OTT and Regulation	Mr Ashish Narayan, <i>Programme Coordinator ITU Bangkok office, ITU</i>
17:00-17:30hrs	Immersive Audio Experience in OTT and HbbTV Services	Mr Jerry Gui, <i>Regional Senior Staff Engineer, Dolby Singapore</i>
Summarising and closing for the day - Dr Amal Punchihewa, Director of Technology & Innovation, ABU		

Day 2: 28th September (Wednesday)		
09:00-10:30hrs	Industry Perspective: Media, Broadcasting and IT	Mr Charles Sevior CTO, APJ, Isilon Dell EMC, Emerging Technologies Team
10:30-11:00hrs	Networking Break (Tea & Coffee)	
11:00-12:30hrs	The ongoing March of HbbTV" - An update on HbbTV deployments around the world, and the latest features of HbbTV 2.0 and HbbTV 2.0.1	Mr Andy Hickman CEO, Eurofins Digital Testing, UK
12:30-14:00hrs	Lunch Break	
14:00-15:30hrs	Cloud Based DVR - Definition of various terms like Restart TV, Catchup TV, Cloud DVR - Cloud DVR Architecture and Components - Challenges in Cloud DVR Architectures	Mr Yin Loong Chao Product Sales Specialist. Sp Sales Cisco Systems, Inc.
15:30-16:00hrs	Networking Break (Tea & Coffee)	
16:00-16:45hrs	Regulatory Aspects of Media Over the Internet <i>Sharing of content and right issues</i> Regulator perspective ABU perspective Global perspective - Evolving challenges and Issues	Mr Nawaz Dookhee Manager-Regulatory, Legal & IP Services Regulatory Authority MCMC, Malaysia Facilitated and Moderated by Dr Amal Punchihewa, Director of Technology & Innovation, ABU
16:45-17:30hrs	OTT: A Manufacturer's Perspective	Mr Grabuleda, Gerard & Dr Wy Leon Mun, SONY Asia-Pacific, Bangi-Office, Malaysia
Summarising and closing for the day - Dr Amal Punchihewa, Director of Technology & Innovation, ABU		
Day 3: 29th September (Thursday)		
09:00-10:30hrs	Integrated Broadcast Broadband System - Hybridcast	Mr Masaru TAKECHI NHK, Japan
10:30-11:00hrs	Networking Break (Tea & Coffee)	
11:00-12:30hrs	Panel Discussion: ITU, NHK, Dell EMC, Eurofins Digital Testing, MCMC, Mediaprima, Astro, Deutsche Welle, ABU-Regulatory, Legal & IP Services	Moderated by: Dr Amal Punchihewa, Director of Technology & Innovation, ABU
12:30-14:00hrs	Lunch Break	
14:00-15:30hrs	Online Media: Blending Broadcast with Webcast and Social media - Case Studies Sri Lanka Rupavahini Corporation, SLRC- National Television Broadcaster in Sri Lanka	Mr Anuruddha Dissanayake (Actg) Engineer (IT), SLRC, Sri Lanka Mr Nandana Edirisinghe Engg Division, SLRC, Sri Lanka
15:30-16:00hrs	Networking Break (Tea & Coffee)	
16:00-16:45hrs	Online Media: IP-Livestreaming and On-demand services Global, regional and ABU perspectives	Mr Oliver Linow Deutsche Welle (DW)
16:45-17:30hrs	Interactive Session/Discussion Is linear TV dead? Facilitated and moderated by ABU Summary and Concluding remarks by ABU	Dr Amal Punchihewa, Director of Technology & Innovation, ABU
Day 4: 30th September (Thursday)		
Field visit to A Broadcast Station (limited to 20 – FRcFS ABU & AIBD members)		
<i>workshop ends</i>		