



## REGIONAL WORKSHOP ON OTT and IBB HYBRID TECHNOLOGIES FOR BROADCASTERS 29<sup>th</sup> September to 1<sup>st</sup> October 2015, Kuala Lumpur

Recent workshops and seminars revealed that OTT and IBB Technologies are not yet understood well by the broadcasters. While they offer wide range of opportunities, they also introduce challenges to the broadcasters. A number of broadcasters have already explored these platforms. Implementing these technologies can help increase the broadcaster's reach, brand loyalty and at the same time provide an enhanced experience for the audience.

This three-day workshop 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. Case studies from Asia-Pacific region will be presented with some reference to European implementations too.

### WORKSHOP PROGRAMME (draft)

Time	Topic	Speaker
<b>Day 1: 29<sup>th</sup> September (Tuesday)</b>		
9:00-09:15hrs	Opening Session - Opening remarks  - Welcome Remarks	Dr Amal Punchihewa, <i>Director Technology, ABU</i>  Mr Chang Jin, <i>Director, AIBD</i>
9:15-10:15hrs	Introduction: OTT and IBB for Broadcasters	Mr Masaru TAKECHI <i>Integrated Broadcast-Broadband Systems Research Division NHK Science &amp; Technology Research Laboratories NHK, Japan</i>
10:15-10:30hrs	ITU WP and standardization summary of work	
10:30-11:00hrs	Networking Break (Tea & Coffee)	
11:00-12:30hrs	MPEG-H OTT vs NGTV	Mr Tony Fiedler, <i>Fraunhofer Institute for Integrated Circuits (IIS), Audio and Multimedia Division</i>
12:30-14:00hrs	Lunch Break	
14:00-15:30hrs	Ensuring a successful HbbTV roll-out: case studies, interoperability challenges and lessons learnt	Mr Keith Potter <i>VP Product Strategy Digital TV Labs -a Eurofins Company</i>
15:30-16:00hrs	Networking Break (Tea & Coffee)	
16:00-17:30hrs	Topic (TBC)	Mr Jerry Gui, <i>Regional Senior Staff Engineer, Dolby Singapore</i>
<b>Day 2: 30<sup>th</sup> September (Wednesday)</b>		
09:00-10:30hrs	Integrated Broadcast Broadband System - Hybridcast	Mr Masaru TAKECHI <i>NHK, Japan</i>
10:30-11:00hrs	Networking Break (Tea & Coffee)	
11:00-12:30hrs	Setting up a fully operational OTT platform: Implementation and Applications for broadcasters	Asaad & Hairi, <i>Thinking Tub Media</i>
12:30-14:00hrs	Lunch Break	

14:00-15:30hrs	IT Infrastructure in the media industry: Production to OTT delivery	Mr Ronald Pereira, <i>EMC Isilon</i>
15:30-16:00hrs	Networking Break (Tea & Coffee)	
16:00-17:30hrs	OTT: A Manufacturer's Perspective	Mr Steve Cleary, Mr Muzaffar Fakhruddin & Mr Wy Leon Mun, <i>SONY Asia-Pacific, Bangi-Office, Malaysia</i>
<b>Day 3: 1<sup>st</sup> October (Thursday)</b>		
09:00-10:30hrs	Case Studies and sharing Experiences: Media Prima	Media Prima
10:30-11:00hrs	Networking Break (Tea & Coffee)	
11:00-12:30hrs	Panel Discussion: NHK, EMC, Digital Labs	Moderated by ABU
12:30-14:00hrs	Lunch Break	
14:00-15:30hrs	IBB Platform: Case Studies and sharing Experiences: TRT	Ruhi Tas, <i>TRT</i>
16:00-17:30hrs	Interactive Session/Discussion Is linear TV dead? Facilitated and moderated by ABU	Dr Amal Punchihewa, <i>ABU</i>
<i>workshop ends</i>		

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