



**ITU-ABU Pacific Media Partnership Conference
2016
Collaborating for Broadcasting**

**Workshop : Capacity Building for Digital
Broadcasting**

**24-26 August 2016
Port Moresby, Papua New Guinea**

Hosted by:



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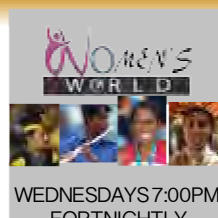


AGENDA

Objectives:

- a) To share country experiences and best practices on transition from analogue to digital terrestrial television broadcasting
- b) To create awareness and discuss challenges on new technologies and services for digital television and radio broadcasting
- c) To build skills enabling smooth transition from analogue to digital terrestrial television broadcasting

WEDNESDAY 24 AUGUST 2016	
Workshop 2: Capacity Building for Digital Broadcasting (Day 1)	
0830-0900	REGISTRATION
0900-0915	<p>Opening Session:</p> <p><i>Welcome Remarks:</i> EMTV & ABU <i>Opening Remarks:</i> ITU</p>
0915 -0930	GROUP PHOTO
0930 -1030	<p>Session 1: Digital Terrestrial Television Broadcasting Implementation in Asia-Pacific</p> <p><i>This session will present the current status of the digital terrestrial television broadcasting implementation in Asia and the Pacific including an updated from Australia DTTB experience.</i></p> <p>Speakers:</p> <p>Mr. Wisit Atipayakoon <i>Programme Officer, ITU Regional Office for Asia and the Pacific</i></p> <p>Mr. Andrew King <i>Director, BroadSpectrum, Australia</i></p>



1030 -1100	COFFEE BREAK
1100 -1200	<p>Session 2: Interactive Multimedia Services : Trend & Insights</p> <p><i>This session will provide an overview of the key technologies and standards for delivering these interactive multimedia services including Over-the-Top (OTT) services: business, policy and regulatory trends. It will also discuss other complementing delivery technologies, platforms, standards and services. This is based on the ITU study published in December 2015. The session also addresses latest trends in communication services, challenges in developing infrastructures.</i></p> <p>Speakers: Dr. Amal Punchihewa Director Technology and Innovation, ABU</p>
1200-1330	LUNCH BREAK
1330 -1500	<p>Session 3: Digital Content and Communication Challenges for Pacific</p> <p><i>This session will present industry view point in a holistic approach to discuss communication and digital content which also includes role of media in educating the public on environment, climate change, and disaster mitigation.</i></p> <p>Speakers:</p> <ol style="list-style-type: none"> EMTV – Mr. Neville Choi Head of News and Current Affairs UNESCO - Ms. Aterina Samasoni Audio Visual Archiving – ‘In Place and Safe’ SPREP- Ms. Nanette Wontoon TUNANOMICS
1500-1530	COFFEE BREAK
1530 -1630	<p>Session 4: Digital Broadcasting Technologies and Spectrum Management</p> <p><i>This session will provide a short summary of the WRC-15 results related to broadcasting frequency including broad overview of broadcasting technologies and services including spectrum management in digital terrestrial television broadcasting. SFN in DVB-T2 with Low power Transmitters and Total cost of Ownership in Transmission networks.</i></p> <p>Speakers:</p>



- TV Commercial
- Video Productions
- Training
- Merchandising
- Graphic Print & Video

- 2D & 3D Animations
- Photography
- Web Design
- Video Library Footage
- Dubbing

- Web Design
- Studio Hire
- Sound Recording

	<p>Mr Wisit Atipayakoon Programme Officer, ITU Regional office for Asia and Pacific</p> <p>Mr. Nils Ahrens, Rohde & Schwarz, Australia</p>
1630 -1700	Summary of Day 1 Q & A (ITU Experts, ABU, Regional office ITU, EMTV, PACMAS, SPREP, Tunanomics)
<p>THURSDAY 25 AUGUST 2016</p> <p>Worksh:op 2 Capacity Building for Digital Broadcasting (Day 2)</p>	
0900-0945	<p>Session 5: The Development of Digital Broadcasting in the Pacific</p> <p><i>This session will provide an updated on the Digital Broadcasting Transition in the Pacific (PNG, Samoa, Tonga)</i></p> <p>Speaker: Mr. Andrew King, Director, BroadSpectrum, Australia</p>
0945-1030	<p>Session 6: Digital Terrestrial Television Broadcasting: Challenges & Way forward</p> <p><i>This session will be shared by countries' representatives that have undertaken or are undergoing transition from analogue to digital terrestrial television broadcasting.</i></p> <p><u>Panel Discussion</u> Moderator: Dr. Amal Punchihewa Director Technology and Innovation, ABU</p> <p>ITU Expert: Mr. Andrew King Director, BroadSpectrum, Australia</p> <p>Country Representatives: Group 1</p> <ul style="list-style-type: none"> • Fiji • Papua New Guinea • Samoa • Tonga
1030-1100	COFFEE BREAK
1100-1200	<p>Session 7: Digital Terrestrial Television Broadcasting: Challenges & Way forward (Con't)</p> <p><i>This session will be shared by countries' representatives that have undertaken or are undergoing transition from analogue to digital</i></p>

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	<p>terrestrial television broadcasting.</p> <p><u>Panel Discussion</u></p> <p>Moderator: Dr Amal Punchihewa Director Technology and Innovation, ABU</p> <p>ITU Expert: Mr Andrew King Director, BroadSpectrum</p> <p>Country Representatives: <u>Group 2</u></p> <ul style="list-style-type: none"> • Kiribati • Micronesia • Solomon Islands • Vanuatu
1200-1330	LUNCH BREAK
1330-1500	<p>Session 8: Modern workflows with latest generation of Ingest & Playout Servers and Immersive viewing with HDR, HFR & HEVC for HD and UHD-TV</p> <p><i>This session will provide information on the latest developments in digital television broadcasting. High dynamic range, high frame rate, H.265 or High efficiency Video Coding and beyond HD will be discussed.</i></p> <p><u>Speaker:</u> Mr Nils Ahrens Rohde & Schwarz, Australia</p>
1500-1530	<p>Session 9: Digital Broadcasting for Disadvantaged</p> <p><i>This session will discuss the accessibility to technologies and services in view of the disadvantaged.</i></p> <p><u>Speaker:</u> Mr Masakazu Iwaki Head of Human Interface Research Division, Science and Technology Research Laboratories, NHK (Japan Broadcasting Corporation)</p>
1530-1600	COFFEE BREAK
1600-1700	<p>Session 10: Panel Discussion: Future of Digital Broadcasting</p> <p><i>This session will discuss the key findings from each session and brainstorm ideas on how to be successful on A to D implementation.</i></p> <p><u>Panel Discussion</u></p> <p>Moderator: Dr. Amal Punchihewa Director Technology and Innovation, ABU</p> <p>ITU Expert: Mr. Andrew King Director, BroadSpectrum, Australia</p>
	<p>For updated programme, please click on http://www.abu.org.my/Event_-_PMPC2016.aspx NOTE: This event agenda can be/is subject to change</p>