



# ABU TECHNICAL COMMITTEE MEETING

#ABUTC2020

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## **CHAIRMAN'S WELCOME ADDRESS**

(TC Opening Session, 24-Nov @2:00pm KL time, ONLINE)

Dr Javad Mottaghi, Secretary-General, ABU  
Honorary members of the Technical Committee  
Distinguished Observers, Colleagues, Ladies and Gentlemen

Thank you all for joining us for this first ever virtual meeting of the Technical Committee. The COVID-19 pandemic has changed the world that we know. The way we work, the way we do business, the way we communicate, the way we live our lives have been affected. But given the difficulties and the inconveniences we have to move forward and fulfil our mandate as broadcasters who the public look up to specially in difficulties like these. We are happy to note that our members have taken the necessary actions and swiftly put together new SOPs to accommodate the new requirements and continue serving the public as we have before.

What we have seen in the past couple of months is to use available technologies and implement new solutions to allow us all to work remotely and stay connected to the operation centre in order to delivery broadcasting services. Some of these remote capabilities were in the pipeline for implementation but had to be rushed. We are seeing the advantages of adopting these new digital technologies. Working remotely has become the new norm for all of us and we are happy that new and advanced digital technologies allow such possibilities.

The broadcasting industry is currently faced with a number of challenges, both in terms of keeping its audience engaged and informed more than ever. New Technologies and advanced solutions, which are fast being rolled out by tech savvy organisations, are disrupting the usual flow of media delivery and distribution. Media consumption is becoming more and more personal and the use of the digital technologies to understand the preference of audience is key to gaining an edge over the competition. Industry experts believe that broadcasters need to work together and find creative solutions to challenge the hugely resourceful competition they are up against. Broadcasters need to be agile and adopt a more media centric approach taking advantage of the convergence of technologies and the new digital innovations in media delivery, intelligence and business operations.

Let me briefly highlight that we had a very fruitful virtual session of our annual Technical Bureau meeting yesterday. Of course, we all missed being together and talking and discussing with each other as we usually do. But nonetheless the available online platforms provide the opportunities for us to meet online and discuss on key issues. We heard from all Bureau members on the challenges that they are facing and the kind of solutions they have adopted to mitigate the difficulties. Sharing such information helps us to learn from each other on implementing simple but effective measures to overcome otherwise difficult problems. The Bureau took a comprehensive review of its activities and discussed two key proposals that will be presented to this meeting later today.

We have put together a interesting two-day programme for this virtual Technical Committee meeting. Although the time we have for the meeting is short compared to our normal practices we have been able to accommodate some wonderful and interesting topics that our colleagues and industry experts will present later today and tomorrow. We hope you will enjoy the programme for the next two days and the deliberations will help your work and future endeavours. Please join the discussions and make use of the options available on this platform to interact with us and the speakers.

With that let me conclude my brief welcome and let me now invite the ABU Secretary-General Dr Javad Mottaghi to say a few words.