

ABU DIGITAL BROADCASTING SYMPOSIUM 2014

EMBRACING TECHNOLOGICAL INNOVATIONS

The present media landscape is changing rapidly in multiple perspectives. Technological changes have given rise to new challenges for broadcasters especially in their investment plans, in meeting the audiences' growing demands of delivering the content beyond traditional platforms, and in adapting towards the fast evolving transmission technology.

With better resolution in pictures, better quality in sound, better devices, and savings in operations at every point in the broadcast value chain, stakeholders are required to be proactive in responding to market trends and demands.

The key to doing well, to sustain, and to be relevant in the industry, requires stakeholders to be innovative and be adaptive.

This year ABU's Digital Broadcasting Symposium will address how broadcasters could embrace latest developments in technology that can be used to survive and thrive in this dynamic digital media environment. The various sessions of the Symposium will address issues relating to the fragmented media market, new delivery mechanisms, quality of experience, and second-generation transmission technologies among others. There will also be panel discussions on multi-platform delivery and physical layer processing advancements.

Embracing technological innovations can help broadcasters in achieving spectrum, production and power efficiencies that could make a difference in performance of a media organisation. Therefore, we look forward to your participation and fruitful discussions during the Symposium as stakeholders of the media industry.

Let's collaborate to achieve success.

SAVE THE DATES
4-7 MARCH
KUALA LUMPUR

CONTACT: DR AMAL PUNCHIHEWA
amal@abu.org.my
WWW.ABU.ORG.MY/DBSYMPOSIUM

