

# Regional Updates – Asia-Pacific 2013 WorldDMB General Assembly

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# Greetings

## Selamat Datang

Kia ora



# Outline

- Who am I?
- What is ABU?
- My Vision for ABU Technology
- Membership & growth
- Radio Broadcasters
- Technologies – take-up, hindrances, drivers, awareness
- Drivers for new technology – needs and wants
- Knowledge and Understanding – life long learning
- Activities
- Summary



# AMAL

AMAL is a Chartered Professional Engineer having nearly 30 years of experience in broadcast engineering. He worked in all three domains of academia, industry and in research & development. His Masters was on HDMAC from Eindhoven University of Technology, PhD was on compression artefacts. He is a Fellow of Institution of Engineering and Technology of UK and a Senior Member of IEEE (USA). He was the head of Engineering at National TV in Sri Lanka. Institution of Engineers Sri Lanka presented a prestigious award to him in year 2000 for his contribution to Broadcast Engineering in Sri Lanka.



# What is ABU?

- Professional non-profit organisation
- Secretariat in KL
- 259 members
- 63 countries
- 50<sup>th</sup> Anniversary
- Speaking for more than half the population
- Wide range of activities
- Technical, programme, sports, news
- International frequency coordination, fostering new technologies



# Amal's Vision for ABU Technology

## ABU Technology as a valued partner for media organisations

- Foster innovation,
- Assist members making better technical choices,
- Enable appropriate and relevant standardisation of media creation, distribution and delivery methodologies,
- Emphasising professional and ethical conduct from personnel
- Enable life-long learning through continuous professional development courses to survive and thrive in the fragmented media market



Source: [http://www.abu.org.my/Latest\\_News-@-Innovation\\_and\\_cooperation\\_key\\_for\\_new\\_ABU\\_technology\\_director.aspx](http://www.abu.org.my/Latest_News-@-Innovation_and_cooperation_key_for_new_ABU_technology_director.aspx), 12<sup>th</sup> July 2013



# Composition of Membership

Category	Number
Radio	28
Television	41
Radio & Television	59
Others	131
Total	259



# Digital Radio Technology Standards in Asia Pacific Region

Country	Standard
Australia	DAB +
Brunei Darussalam	DAB+ Trial
China	DAB, DMB
Chinese Taipei	DAB Trial including DMB
Hong Kong	DAB +
India	DRM
Indonesia	DMB Trial
Kuwait	DAB + Trial
Sri Lanka	DRM Trial (2010)
South Korea	DAB, DMB
Thailand	DAB + Trial
Vietnam	DAB+ Trial

Reference:

<http://www.worlddab.org/country-information>

<http://www.drm.org/wp-content/uploads/2013/09/DRM-guide-artwork-9-2013-1.pdf>





# Drivers

- Sound Quality
- Variety
- Radio Text
- Program Guide
- Control
- Ease of Use
- Spectrum
- No Re-tuning, etc. ....



# Countries vs adopted DR standard

- Singapore (Media Corp launched DAB service in November 1999 and discontinued December 2011)
- China (DAB and DMB)
- Australia (DAB +)
- Hong Kong (DAB +)
- South Korea (DMB)
- India (DRM)
- Japan (ISDB-T)



# Technology trails in last few years

- 2013/2014-RTM KL (DAB+)
- 2013-VOV Hanoi (DAB+)
- 2012- RRI Indonesia (DAB+)
- 2004-NBT Thailand (DRM)



# Drivers beyond traditional

- Needs
- Wants
- Features – EWB - Ability to carry warnings
- Green Technology – Power and Space



# Hindrances

- Economic
- Social
- Political
- Understanding and knowledge
- Etc.
- .....



# Awareness

- Pros
- Cons
- Features
- Compatibility
- Limitations



# Take-up

- Slow
- Cautious
- What others have done



# Activities

- Radio Activity areas
  - Radio Forum
  - Publications,
  - Technology Webinar,
  - DBS – Symposium and Exhibition,
  - Workshops,
  - TAS missions
- New Initiatives – RTM-ABU technology Trials





# Summary

- Introduced myself and ABU
- Membership of ABU & growth
- Radio Broadcasters in Asia-Pacific
- Technologies – take-up, hindrances, drivers, awareness
- Drivers for new technology – needs and wants
- Knowledge and Understanding – life long learning
- Radio Activity areas
  - Radio Forum, Publications, Technology Webinar, DBS – Symposium and Exhibition, Workshops, TAS missions
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