

**ABU  
DIGITAL  
BROADCASTING  
SYMPOSIUM 2019**

**15** *years*  
2005-2019

**DIGITAL TRANSITION  
& TRANSFORMATION**

4 - 7 MARCH 2019  
ROYALE CHULAN KUALA LUMPUR

**POCKET PROGRAMME**

SPONSORED BY

**DELL** EMC

**#DBS2019**

09:00-09:30  
**OPENING SESSION**

**Welcome**

Ms Hanizah Hamzah, Head of TV, Asia-Pacific Broadcasting Union

**Industry Keynote – Principal Sponsor: WorldDAB**

**Seizing the Digital Opportunity**

Ms Joan Warner, Chief Executive Officer, Commercial Radio Australia

**Opening Address**

Dr Javad Mottaghi, Secretary-General, Asia-Pacific Broadcasting Union

**Session 1**  
09:30-10:30

**Technologies & Standards: New Developments and the Next Wave**

**Moderator:** *Mr Hamid Dehghan Nayeri, Chairman ABU Technical Committee, Director, International Technical Affairs & ABU Technical Liaison Officer, Islamic Republic of Iran Broadcasting (IRIB-Iran)*

**5G and Broadcast**

*Dr Peter Siebert, Head of Technology, DVB*

**The launch of 4K/8K Advanced Satellite Broadcasting and Related Technologies and Developments**

*Mr Akira Kiuchi, Technical Engineer, Engineering Administration Department, Japan Broadcasting Corporation, NHK-Japan*

**TV Broadcasting via FeMBMS- the next TV transmission standard?**

*Mr Mats Ek, Technical Director, PROGIRA*

**Recent Developments in DAB+**

*Lindsay Cornell, BBC and WorldDAB Technical Committee Chair*

10:30-11:00

Networking Break

11:00-11:30

**Ministerial Session**

**Welcome Address**

*Dr Javad Mottaghi, Secretary-General, Asia-Pacific Broadcasting Union*

**Ministerial Address**

*YB Tuan Gobind Singh Deo, Minister of Communications and Multimedia  
Ministry of Communications and Multimedia, Malaysia*

11:30-11:45

**Official Opening of Exhibition**

*YB Tuan Gobind Singh Deo, Minister of Communications and Multimedia  
Ministry of Communications and Multimedia, Malaysia*

**Session 2**  
11:45-13:30

**Broadcasting Business and Strategies for the Future**

Session Sponsored by



**Moderator:** *Mr Asaad Bagharib, Director, Thinking Tub Media Pte Ltd*

**Next Generation Experiences in our Region**

*Mr Panna Dey, Regional Head, South East Asia, Dolby Laboratories*

**Commercial Broadcasting now and into the future - opportunities and challenges**

*Mr Grant Blackley CEO Southern Cross Austereo*

**DAB v Analogue – Why incumbents can be the winners**

*Mr Nick Piggott, Project Director, RadioDNS*

**OTT Services - Increase the Value of your Content at a Lower Operating Cost**

*Mr Fabio Gattari, Director, Etere*

**Maximising audiences through multi-platform delivery**

*Mr Markus Fritz, EVP Commercial Development, Eutelsat*

**(Topic TBC)**

*Mr Dennis Breckenridge, Managing Director, Elevate Broadcast*

**Digital Radio - Switch off date or Launch date?**

*Ruxandra Obreja, Chairman/President, Digital Radio Mondiale*

## DBS CONFERENCE

Tuesday, 6 March (Afternoon). DBS Conference Day 1

Taming Sari 1

Session 3  
14:30-15:30**Cybersecurity and Media – Action Required****Moderator:** Mr Masakazu Iwaki, Deputy Director / Head of Secretariat for AI Promotion, Science and Technology Research Laboratories, NHK-Japan**Parallel Sessions**WORKSHOP  
Dolby  
Tun Sri Lanang 1**WBU-TC Recommendations on Cybersecurity for Media**

Mr Hamid Dehghan Nayeri, Chairman ABU Technical Committee, Director, International Technical Affairs &amp; ABU Technical Liaison Officer, Islamic Republic of Iran Broadcasting (IRIB-Iran)

WORKSHOP  
DRM  
Tun Sri Lanang 2**Media and Cybersecurity - Understanding Upstream and Downstream Dependencies**

Ms Kathryn Brown, Head of Strategic Development, Commercial Radio Australia

MASTERCLASS  
Please refer to  
Masterclass  
Schedule**Digital Piracy Co-regulations**

Mr Syed Mokhsien b. Syed Mansor, Head of New Media Management Department, Malaysian Communications and Multimedia Commission (MCMC)

**Cybersecurity Framework in Malaysia & Singapore**

Ms Mariette Peters-Goh, Associate Director: Knowledge, Innovation &amp; Technology, WongPartnership LLP, Singapore

15:30-16:00 Networking Break

Session 4  
16:00-17:30**Big Data, Artificial Intelligence and Personalisation of Media****Moderator:** Mr A Raza, Director, Whiteways Systems**Parallel Session**WORKSHOP  
DRM  
Tun Sri Lanang 2**Radio's super pilot**

Ms Deb Hishon, Head of Media Measurement, GfK

**Technologies for TV Program Production Using AI**

Mr Masakazu Iwaki, Deputy Director / Head of Secretariat for AI Promotion, Science and Technology Research Laboratories, NHK-Japan

MASTERCLASS  
Please refer to  
Masterclass  
Schedule**Powering Data-Driven Cloud-Based Digital TV – An Antithesis?**

Mr Asaad Bagharib, Director, Thinking Tub Media Pte Ltd

**Media Data Capital – Increase Your Value**Mr Charles Sevier, CTO (APJ + GC) Unstructured Data Solutions  
Dell EMC

17:30 hrs Daily Lucky Draw Winners' announcements

(Parallel Workshops)

## DBS WORKSHOPS

Tuesday, 5 March (Afternoon)

14:30-16:00

**WORKSHOP DOLBY**

Tun Sri Lanang 1

**Simple Surround Production for Enhancing the Immersive Experience**

Mr Geoffrey Low, Staff Content Engineer, Dolby



14:30-16:00

**WORKSHOP DRM**

Tun Sri Lanang 2

**Introducing the DRM Benefits and Services to Millions - the India Case**

Mr Yogendra Pal, Honorary Chairman of the DRM Chapter in India, and other senior Consortium members



16:00-16:15

## Networking Break

16:15-17:30

**WORKSHOP DRM**

Tun Sri Lanang 2

**How to Transition from Analogue to Digital Radio – Get the Practical DRM Know-how and Experience**

Mr Alexander Zink, Senior Business Development Manager, Fraunhofer IIS, Germany and senior Consortium Members



## DBS CONFERENCE

**Wednesday, 6 March (Morning) DBS Conference Day 2**

**Taming Sari 1**

**Session 5**  
09:00-10:45

### Migrating to IP – Standards, Strategies and Challenges

**Moderator:** *Dr Fintan Mc Kiernan, CEO, Ideal Systems SEA*

**Optimizing IT Technology in Broadcast**

*Mr Yew-jin Cheong, Director, Broadcast & Media, Rohde & Schwarz*

**Implementation of IP for DTT distribution network in SFN**

*Mr Toshihiro Mitsuyoshi, Engineering Administration Department, NHK-Japan*

**Leveraging IP WAN technology for contribution and remote production**

*Mr Torkel Aamodt Thoresen, Senior Solution Architect, Nevion*

**The road to IP workflow, why? And is this the time right for you?**

*Mr Peter Bruce, Director IABM APAC, IABM*

**MASTERCLASS**  
*Please refer to  
Masterclass  
Schedule*

**Migrating to IP? Reality Check: Manage the Diversity of IP enabled products, SDN orchestration and monitoring**

*Mr Jonathan Triboulet, Director APAC Operations, Skyline Communications*

10:45-11:15

Networking Break

**Session 6**  
11-15-13:00

### Digital Transformation – Workflow Enhancement, Media Management and Cloud Integration

**Moderator:** *Mr Charles Sevier, CTO (APJ + GC) Unstructured Data Solutions, Dell EMC*

Session Sponsored by



**Parallel Session**

**One platform – leveraging MAM as a platform to reduce complexity**

*Mr Paul Shutt, Director of Solutions, APAC, VIZRT*

**Integrating DAB+ into contemporary studio technology**

*Mr Aaron Alphonso, CTO, Macquarie Media Limited*

**OTT & Broadcasting: streamline your operations and manage the big picture with WHATS'ON**

*Mr Johan Vanmarcke, Managing Director MEDIAGENIX APAC*

**Enhanced workflow for HD and UHD production in today's broadcasters**

*Mr Tomas Chen, Assistant Manager, Sony*

**Make your audiovisual archives valuable again**

*Mr Bruno Burtre, Director of Business Development, NOA-Archive, NOA GmbH*

**Cloud Integration- "Getting to cloud via Hybrid"**

*Mr James Taylor, Head of Cloud Services for APAC, Ideal Systems*

**WORKSHOP**  
**ROHDE & SCHWARZ**  
Tun Sri Lanang 1

**MASTERCLASS**  
*Please refer to  
Masterclass  
Schedule*

13:00-14:00

Lunch

(Parallel Workshops)

## DBS WORKSHOPS

**Wednesday, 6 March (Morning)**

**Tun Sri Lanang 1**

11:30-13:00

**WORKSHOP ROHDE & SCHWARZ**



**Video over IP: Optimizing IT technology in broadcast**

*Mr Stephen Wong, Regional Sales Manager, India & South East Asia, Rohde & Schwarz, Singapore*

**HPC, leading to Smart Storage**

*Mr Ong Kah Keong, Solution Architect, Broadcast and Media (Asia Pacific), Rohde & Schwarz, Singapore*

13:00-14:00

Networking Break

## DBS CONFERENCE

Wednesday, 6 March (Afternoon) **DBS Conference Day 2**

Taming Sari 1

<b>Session 7</b> 14:00-15:30	<b>Delivery Technologies for the Future – UHD, 5G and more</b>	
<b>Parallel Session</b>	<b>Moderator:</b>	<i>Dr Peter Siebert, Head of Technology, DVB</i>
<b>WORKSHOP DALET</b> Tun Sri Lanang 1	<b>8K UHD TV Video Transmission System with Adaptive Rate Control for Mobile Live Production</b> <i>Mr Fumiki UZAWA, Engineer, NHK-Japan</i>	
	<b>The Value of Terrestrial Network Planning for Broadcast Technologies in 5G Networks</b> <i>Mr Andreas Streit, Senior Consultant &amp; Radio Network Planner, LS telcom</i>	
	<b>Introduction of terrestrial UHD broadcasting networks in Korea</b> <i>Mr Jae Kwon LEE, Senior Researcher, Research &amp; Planning Department, KBS TRI, Korean Broadcasting System</i>	
<b>MASTERCLASS</b> Please refer to Masterclass Schedule	<b>DAB and 5G, What are the opportunities and challenges?</b> <i>Dr Les Sabel, WorldDAB Technical Committee</i>	
	<b>Optimizing TV Distribution combining DTT/DTH broadcast and OTT</b> <i>Mr Colin Prior, APAC Sales Manager &amp; Mr Simon Tsang, Area Sales Manager, ENENSYS Technologies</i>	
15:30-16:00	Networking Break	
<b>Session 8</b> 16:00-17:30	<b>Advances in Digital Radio &amp; TV Technologies</b>	
<b>Parallel Session</b>	<b>Moderator:</b>	<i>Ms Bernie O'Neill, Project Director, WorldDAB,</i>
	<b>22.2 Multichannel Sound Production System for 8K UHD TV Program</b> <i>Mrs Taeko Hattori, Engineer, NHK-Japan</i>	
	<b>China Broadcasting: Past, Now and Future</b> <i>Dr Kong Bin, Vice-Chairman of ABU TC/Operation Director, National Radio &amp; Television Administration, NRTA- People's Republic of China</i>	
<b>MASTERCLASS</b> Please refer to Masterclass Schedule	<b>Introduction of UHD workflow and content management system in KBS</b> <i>Mr Jun Ho CHO, Senior Engineer, System Construction Department, Korean Broadcasting System</i>	
	<b>Required performance for new generation 4K Master Monitor</b> <i>Mr Sota Kobayashi, Engineer, IKEGAMI</i>	
	<b>Network Management Systems (NMS) in Broadcasting Chain</b> <i>Mrs Rezvaneh Sahba, Manager of Central Monitoring, IRIB-Iran</i>	
	<b>DRM Emergency Warning Functionality – Saving Lives by Integrating DRM into your National Warning Infrastructure</b> <i>Mr Alexander Zink, Senior Business Development Manager, Digital Radio &amp; Streaming Applications, Fraunhofer IIS</i>	
17:30hrs	<b>Daily Lucky Draw Winners' announcements</b>	

(Parallel Workshops)

## DBS WORKSHOPS

Wednesday, 6 March (Afternoon)

Tun Sri Lanang 1

14:00-15:30	<b>WORKSHOP DALET</b> <b>Orchestrated Media Solutions</b> <b>Innovative Media Asset Management and AI Enabled News Operations</b> <i>Mr Laurent Jardin, Project Manager/Solution Architect Dalet Digital Media Systems</i>	
15:30-16:00	Networking Break	
16:00-17:30	<b>WORKSHOP NTT Data Institute of Management Consulting Inc</b> <b>Hybridcast Technical Update</b> <i>Mr Yoshimitsu Tsurimaki, Senior Manager/Social System Innovation, NTT Data Institute of Management Consulting Inc</i>	

## DBS CONFERENCE

Thursday, 7 March (Morning) DBS Conference Day 3

Taming Sari 1

<p><b>Session 9</b> 09:00-10:30</p> <p><b>Parallel Session</b></p> <p><b>WORKSHOP</b> <b>Whiteways Systems</b> Tun Sri Lanang 1</p>	<p><b>Immersive Technologies and Industry Trends in VR, AR, MR, 360Video and more...</b></p> <p><b>Moderator:</b> <i>Name, Designation, Organisation (TBC)</i></p> <p><b>Keydream – A real-time virtual studio with no chroma keying</b> <i>Mr Atsunori Toyoda, Engineer, NHK-Japan</i></p> <p><b>Immersive and Interactive Audio</b> <i>Mr Toni Fiedler, General Manager, Fraunhofer IIS, Greater China &amp; APAC</i></p> <p><b>Between Flatty and Spatial: Where Cinematic VR moves forward</b> <i>Mr Jong Min Kim, New Media Content Creator, VR</i></p> <p><b>Veritable Video Codec (VVC) for UHD and 360 Video</b> <i>Mr Mohieddin Moradi, R &amp; D Project Manager, University Instructor, IRIB University and IRIB R &amp; D Department, IRIB-Iran</i></p>
<p>MASTERCLASSES <i>Please refer to Masterclass Schedule</i></p>	<p><b>10:30-11:00</b> Networking Break</p>
<p><b>11:00-11:15</b></p> <p><b>Session 10</b> 11:15-13:00</p> <p><b>Parallel Session</b></p> <p>MASTERCLASS <i>Please refer to Masterclass Schedule</i></p>	<p><b>ABU General Assembly 2019   Host Presentation – NHK, Japan</b> <i>Mr Akira Negishi, Senior Manager, NHK World Department, NHK-Japan</i></p> <p><b>Industry Debate Panel: Broadcasters &amp; the Connected Generation – Content ideas, Business cases and Serving a Global Audience</b> <b>Moderator:</b> <i>Mr Akira Negishi, Senior Manager, NHK World Department, NHK-Japan</i></p> <p><b>Tuan Haji Abdul Muis bin Shefii</b>, Director General, Radio Televisyen Malaysia <b>Ms Hong, Young Kyung</b>, ABU Technical Liaison Officer, Production Technology Management Department, KBS-Korea <b>Mr Garry Kum</b>, Head of Engineering &amp; ABU Technical Liaison Officer, Television Broadcasts Limited (TVB-Hong Kong) <b>Mr Lindsay Cornell</b>, BBC and WorldDAB Technical Committee Chair <b>Mr Oliver Linow</b>, Distribution Systems, Deutsche Welle <b>Mr Peh Beng Yeow</b>, Vice President (Transmission), Mediacorp Pte Ltd</p>
<p><b>13:00-14:00</b></p>	<p>Lunch</p>

(Parallel Workshops)

## DBS WORKSHOPS

Thursday, 7 March (Morning)

Tun Sri Lanang 1

09:00-10:30

**WORKSHOP** Whiteways Systems  
**Modern OB Van Design Concept**  
*Mr A Raza, Director, Whiteways Systems*


**WHITEWAYS SYSTEMS PTE LTD**  
Broadcast System Integration | Distribution of Broadcast equipment | Consultancy Services | Maintenance

## DBS CONFERENCE

Thursday, 7 March (Afternoon) DBS Conference Day 3

Taming Sari 1

Session 11  
14:00-15:30

### OTT, IBB and Content Delivery Platforms for Building a Global Audience

**Moderator:** *Dr Ahmad Zaki Mohd Salleh, Group General Manager, Engineering Media Prima Berhad*

Parallel  
Session

#### Reliable Video Distribution over the public Internet

*Mr Oliver Linow, Distribution Systems, Deutsche Welle*

#### Latest developments in Hbbtv

*Mr Mika Kanerva, COO, Sofia Digital*

#### Cloud Broadcast – The Next Technology Wave “Why Cloud is important for Broadcasters”

*Mr James Taylor, Head of Cloud Services for APAC, Ideal Systems*

#### Leveraging Weather for Broadcast and Online Viewership

*Mr Tom Sutherland, General Manager – Asia, MetraWeather*

#### Where we stand Japanese IBB Service “Hybridcast”

*Mr Yoshimitsu Tsurimaki, Senior Manager/Social System Innovation, NTT Data Institute of Management Consulting Inc*

MASTERCLASS  
Please refer to  
Masterclass  
Schedule

15:30-16:00

Networking Break

Session 12  
16:00-17:15

### Digital Transition and Analogue Switch-off – Challenges, Case Studies and Experiences

**Moderator:** *Mr Alex Reza Shariman Othman, Director of Public Relations, Radio Televisyen Malaysia*

Parallel  
Session

#### DSO (Digital Switch Over): Lessons from recent projects in Asia and elsewhere

*Dr Helge Stephansen, Sr. Solutions Architect, Nevion*

#### ITU assistance in the DSO

*Mrs Ilham GHAZI, Head, Broadcasting Division, Radiocommunication Bureau, International Telecommunication Union*

#### Learning from the Experiences of DSO in Norway

*Ms Bernie O'Neill, Project Director, WorldDAB*

#### Transition to DRM Digital Radio in India – Approach and Lessons Learnt

*Mr Yogendra Pal, Honorary Chairman of the DRM Chapter in India*

#### my Freeview Digital

*Name, Designation, MCMC*

MASTERCLASS  
Please refer to  
Masterclass  
Schedule

17:15hrs

Daily Lucky Draw Winners' announcements

Announcement of the Best Booth Award

Closing

**Join the DBS Lucky Draw to  
win fabulous prizes daily.**

Lucky draw winners are announced at **5:30pm** everyday at the  
main conference hall.

**Make sure you are present to collect your prize.**

# DBS MASTERCLASS SESSIONS

Masterclass titles	MOJO Photography, Radio, Video, Playbook	HTC VIVE Immersive VR Showcase	Send in the Drones	Fraunhofer Demo	Modern Broadcast Camera Techniques, Set-up & Operation
Venue:	Mahkota 2	View@Chulan	Taming Sari Grand Ballroom Foyer	Mahkota 1	Tun Sri Lanang 2
<b>Tue 5 March</b>					
<b>13:30 – 14:30 Lunch</b>					
Afternoon Sessions	---	14:00-15:00 16:00-17:00	16:00-17:30	---	---
<b>Wed 6 March</b>					
Morning Sessions	09:00-13:00	09:00-10:00 11:00-12:00	11:15-13:00	09:00-10:30 11:30-13:00	09:00-13:00
<b>13:00 – 14:00 Lunch</b>					
Afternoon Sessions	14:00-17:00	14:00-15:00 16:00-17:00		14:00-15:00	14:00-17:00
<b>Thu 7 March</b>					
Morning Sessions	09:00-13:00	---		11:00-13:00	11:00-15:30
<b>13:00 – 14:00 Lunch</b>					
Afternoon Sessions	14:00-17:00	---	14:00-15:30	14:00-15:00 16:00-17:15	14:00-15:30 16:00-17:30

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