



ก่วนที่สุด

บันทึกข้อความ

ส่วนราชการ.....สำนักงานประชาสัมพันธ์ต่างประเทศ สรท. โทร. 0-2618-2323 ต่อ 1710-11

ที่..... นร 0209/สปด./๖.๑๓.....วันที่..... 3 มิถุนายน 2547

เรื่อง.....การประชุม Broadcast Asia Conference 2004

เรียน.....ผอ.สำนัก, ผอ.กอง และ หัวหน้าหน่วยงาน

เพื่อโปรดพิจารณา

1. ข้อเท็จจริง

1.1 สถาบันพัฒนากิจการวิทยุ-โทรทัศน์แห่งเอเชีย-แปซิฟิก (Asia-Pacific Institute for Broadcasting Development – AIBD) แจ้งข่าวการประชุม Broadcast Asia Conference 2004 ซึ่งกำหนดจัดขึ้นระหว่าง วันที่ 15-18 มิถุนายน 2547 ณ ประเทศสิงคโปร์

1.2 การประชุมครั้งนี้ มีวัตถุประสงค์เพื่อเปิดโอกาสให้ผู้บริหารองค์กรวิทยุ-โทรทัศน์ ตลอดจนสื่อต่างๆ ได้ประชุมหารือ รับทราบ เกี่ยวกับการพัฒนากิจการวิทยุ-โทรทัศน์และสื่ออิเล็กทรอนิกส์ เพื่อให้สอดคล้องกับการเปลี่ยนแปลงอย่างรวดเร็วของเทคโนโลยีในยุคปัจจุบัน การประชุมประกอบด้วย การอภิปราย 12 รายการ และกิจกรรมอื่นๆ ที่น่าสนใจ รวมถึงการแสดงสินค้า อุปกรณ์อิเล็กทรอนิกส์ต่าง ๆ ทั้งนี้ AIBD ได้มีส่วนร่วมในการจัดอภิปราย 3 รายการ ดังรายละเอียดในเอกสารแนบท้าย

2. ประเด็น

AIBD เชิญผู้แทน กปส. เข้าร่วมการประชุม Broadcast Asia Conference 2004 โดยสามารถหาข้อมูลเพิ่มเติม พร้อมทั้งลงทะเบียนเข้าร่วมประชุมดังกล่าวได้ที่ WWW. broadcast-asias.com

3. ข้อพิจารณา

หน่วยงานที่สนใจจะส่งผู้แทนเข้าร่วมการประชุมฯ จะต้องรับผิดชอบค่าใช้จ่ายในการเดินทางเองทั้งหมด เป็นเงินประมาณ 87,500 บาท ประกอบด้วย ค่าลงทะเบียนเข้าร่วมการประชุมทุกรายการ 37,500 บาท ค่าบัตรโดยสารเครื่องบิน 12,000 บาท ค่าเบี้ยเลี้ยง 5 วัน ๆ ละ 2,100 บาท ค่าที่พัก 5 คืน ๆ ละ 5,000 บาท และค่าใช้จ่ายเบ็ดเตล็ดอื่น ๆ 2,500 บาท ทั้งนี้ หากประสงค์เข้าร่วมประชุมฯ กรุณาแจ้ง สปด. ภายในวันที่ 10 มิถุนายน 2547 เพื่อจะได้นำเสนอขออนุมัติต่อ อปส. และประสานกับ AIBD ต่อไป

จึงเรียนมาเพื่อโปรดพิจารณา

(นางกัทริยา สุมะโน)

ผอ.สปด.

BroadcastAsia2004

The 9th International Electronic Media Technology Exhibition & Conference



15 - 18 June 2004 @ Singapore Expo

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Conference Programme

Interact with the Best Minds in the Industry

BroadcastAsia2004 International Conference

Redefining Broadcasting

BroadcastAsia2004 International Conference & Adjacent Events offers you the opportunity to learn & network with the industry. With 4 days of parallel business & technology sessions, the Audio Technology Seminar and Masterclass, the conference aims to equip the industry with the latest technologies, trends and insights.

Schedule at a Glance

Time	15 June, Tue		16 June, Wed		17 June, Thur		18 June, Fri			
AM	Media Asset Management & Information Technology	Audio Restoration Techniques	Digital Lifestyles	Asian D-Cinema Summit	Digital Content Delivery	DAB Conference	Digital Radio	Session / Channel Identity		
PM				Accountable Management in Broadcasting				Regulatory Forum	Production Tools & Innovations	Planning of Broadcasting Projects
Adjacent Events					Audio Technology Seminar		Masterclass : The Egg Story			
					Chief Engineers' Roundtable					
	BCA Training College									
	Graphics / VRCAI									

[Click Here For A Bigger View](#)

Session 1 : Media Asset Management & Information Technology
Maximising Content to Your Best Advantage

Content is King but only if you can manage it. In an age where there is unprecedented growth in the quantity of content to be stored, accessed and managed, knowledge of storage and access solutions is essential. At this session, learn about media asset management and the use of information technology in content production.

[More Details](#)

Session 2 : Audio Restoration Techniques
Techniques & Methods for the Preservation & Restoration of Audio Material in Sound Archives



Presented by Asia-Pacific Broadcasting Union

A major portion of the cultural legacy of the last 100 years is held in the form of audiovisual recordings. Following estimations of a recent European research project, the world's collections of audio recordings amount to more than 100 million hours stored on materials which are deteriorating progressively. Tomorrow, these unique cultural testimonies will be lost irretrievably if we do not take care today for their long-term preservation.

The Asia-Pacific Broadcasting Union (ABU) is presenting a presentation-based tutorial in this field of current interest as a response to an ever increasing demand for specific information about proper and farsighted archiving of audio holdings.

[More Details](#)

Session 3 : Digital Lifestyles
The Consumer Experience of the Digital Age



Today's consumers are experiencing more digital solutions in the home environment than ever before. The use of digital processing in content preparation and delivery offer viewers, content providers and advertisers new and challenging opportunities. Take a look at the home digital recorder and the expanding choices of entertainment lifestyles it offers. Explore new production techniques that can expand the richness of the consumer experience. The session also reviews the implementation and opportunities of interactivity and broadcasting via mobile TV, mobile phones and PDAs.

[More Details](#)

Session 4 : Asian D-Cinema Summit

D-Cinema in Asia – The Way Forward

The definitive event to attend on Digital Cinema in Asia - The Asian D-Cinema Summit aims to set the direction for the industry by addressing the key issues of business models, rights management, delivery modes and security. Hear experts from Eng Wah, GDC Technology, Mukta Adlabs and SingTel share their views and vision for digital cinema in Asia.

[More Details](#)

Session 5 : Accountable Management in Broadcasting

Presented by  Asia-Pacific Institute for Broadcasting Development

In recent years, life in broadcast management has become more hectic and corporate and financial structures have been changing as fast as technology. Accountable Management in Broadcasting now requires contemporary finance, business development and management skills as much as a "feel" for content.

The session aims at providing examples and best practices in broadcasting management in the scenario of media proliferation and technological changes. The session will highlight problems and adoptable solutions for structural and organisational changes, business/revenue models, joint ventures, mergers and human resources and asset management of a broadcasting organisation in its transition to corporatisation.

[More Details](#)

Session 6 : Digital Content Delivery

Analogue to Digital – Crossing the Great Divide

In this session, you will examine case studies of digital television systems and networks. Learn about the measurement and assurance of service quality in a digital environment, the value of IP in the transmission and delivery of digital content and review advances in compression technologies. The session will highlight the transition to digital service and analogue switch-off.

[More Details](#)

Session 7 : DAB Conference

Presented by  Asia DAB Committee of the World DAB Forum

The conference will highlight developments in the world of DAB through the experiences and success stories of leading DAB players in Asia and Europe. Hear developments in Digital Multimedia Broadcasting (DMB) in Korea from leveraging on DAB technology. Also, learn about new revenue streams that can be generated and their business potential.

[More Details](#)

Session 8 : Regulatory Forum

Mobile Broadcasting – Bane or Boon?

Presented by  Asia-Pacific Broadcasting Union and

 Media Development Authority Singapore

Mobile wireless technologies are rapidly emerging as an important new medium to send and receive data, text, voice and video. New wireless technologies will permit cell phones, and

portable or wearable computers to function as universal remote consoles for accessing information and services and controlling appliances and devices. This session will explore the latest trends in mobile broadcasting, new programme formats, convergent devices and the opportunities and challenges that mobile broadcasting brings to the broadcaster. The session will round off with a panel discussion on regulating mobile content services.

[More Details](#)

Session 9 : Digital Radio

Revolutionising the Way We Hear

This session attempts to review and access the latest technologies that extend the traditional perception of radio broadcasting. Complementary systems that bring local and global broadcasting into the digital age will be highlighted. The session will also look into the delivery of multimedia content to radio.

[More Details](#)

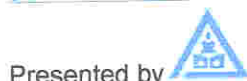
Session 10 : Production Tools & Innovations

New Values, New Challenges

Digital broadcasting brings with it new values and challenges to the production of content. In this session, you will explore new technical innovations and production opportunities. The session will also look into training and monitoring and control.

[More Details](#)

Session 11 : Station / Channel Identity



Presented by Asia-Pacific Institute for Broadcasting Development

In a fierce competition environment, it is a major issue for a TV channel to have a clear and relevant identity according to its audience, as to promote its programmes. Channel identity mixes strategic and management issues with technical aspects, since computer graphics (2D / 3D) are required to design the suitable products (logos, credits, animation, etc) and implement an effective identity policy, which can help the channel to promote audience loyalty and also get better advertising incomes.

[More Details](#)

Session 12 : Planning of Broadcasting Projects



Presented by Asia-Pacific Institute for Broadcasting Development

Planning for broadcasting projects follows the same rules as in general project management and planning. Still it seems that some of the fundamental ideas of planning are not considered in small or even large studio projects.

This session will outline some of the basic concepts of planning for broadcasting projects and will focus on the requirements for a proper needs analysis. It will also point out different approaches for new radio studio systems.

[More Details](#)

BroadcastAsia2004 International Conference Organised

In Association with:



Online Paper Publisher:



Conference Stationery Sponsor:



Events in Conjunction with BroadcastAsia2004

<http://www.broadcast-asia.com/conference.html>

3/6/2547

International Conference

Chief Engineers Roundtable

Calling all chief engineers of TV/Radio stations, production houses and broadcasting facilities. Don't miss out on this interactive programme where you can team up to design state-of-the-art broadcast systems to deliver new revenue streams.

[More Details](#)

Hear the difference @ Audio Technology Seminar

A must-attend seminar for all audio professionals involved in mid-range live sound for studio, theatres & auditoriums.

[More Details](#)

BroadcastAsia Training College

Roll up your sleeves & participate in these hands-on training courses which cover production, broadcast engineering and transmission.

[More Details](#)

Post-Production Masterclass

An answer to the overwhelming response for Richard Taylor's (of Lord of the Rings fame) session in 2002, the Masterclass will touch on the creative challenges in directing and producing animation in Asia.

[More Details](#)

Graphite

VRCAI

Co-located with BroadcastAsia, these two events feature the latest computer graphics and virtual reality technologies and their exploitation in games, the arts, electronic theatre and much, much more.

The Graphite2004 conference will bring together people and technologies from a variety of locations and disciplines – to share ideas and form new partnerships in computer graphics and interactive techniques. VRCAI2004 will showcase the latest development of the state-of-the-art technology in the Virtual Reality Continuum.

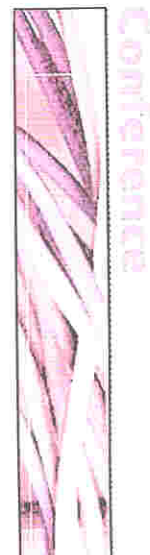
These two exciting events will be held at the Nanyang Technological University, Singapore and will feature eminent Keynote Speakers, Prof. James Foley of the Georgia Institute of Technology and Prof. Jacquelyn Ford Morie of the Institute of Creative Technology, University of Southern California.

**Please direct all enquiries on these programmes to Ms Emily Han,
em@sesallworld.com**

Broadcast Asia 2004

14-15 June 2004, Singapore Convention Centre, Singapore

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REGISTRATION FEES		Early Bird Rate (Register & pay by 14 May 2004)		Regular Rate (Register & pay by 8 June 2004)		Onsite Rate (Register & pay onsite at Singapore Expo)	
		Overseas Delegate (SGD)	Local Delegate (SGD)	Overseas Delegate (SGD)	Local Delegate (SGD)	Overseas Delegate (SGD)	Local Delegate (SGD)
BroadcastAsia2004 International Conference	Session 1 : Media Asset Management & Information Technology	250	262.50	300	315	350	367.50
	Session 2 : Audio Restoration Techniques	250	262.50	300	315	350	367.50
	Session 3 : Digital Lifestyles	250	262.50	300	315	350	367.50
	Session 4 : Asian D- Cinema Summit	200	210	250	262.50	300	315
	Session 5 : Accountable Management in Broadcasting	200	210	250	262.50	300	315
	Session 6 : Digital Content Delivery	250	262.50	300	315	350	367.50
	Session 7 : DAB Conference	200	210	250	262.50	300	315
	Session 8 : Regulatory Forum	200	210	250	262.50	300	315
	Session 9 : Digital Radio	200	210	250	262.50	300	315
	Session 10 : Production Tools & Innovations	200	210	250	262.50	300	315
	Session 11 : Station/Channel Identity	200	210	250	262.50	300	315
	Session 12 : Planning of Broadcasting Projects	200	210	250	262.50	300	315
	CONFERENCE PASSPORT (S1-S12)	1000	1050	1500	1575	2000	2100
	Masterclass : The Egg Story	60	63	70	73.50	80	84
	Audio Technology Seminar	Members/ Students	150	157.50	150	157.50	157.50
		Non-	250	262.50	300	315	367.50

Arilabent Events	Members						
	BCA Training College	Register at this provided link					
	Graphite	Register at this provided link					
	VRCAI	Register at this provided link					

Fees entitle you access to the conference/workshop(s), documentation & refreshments.

* A 5% Goods & Services Tax (GST) is applicable to all local companies in Singapore. GST does not apply to companies outside Singapore.

Closing Date for Pre-Registration :

8 June 2004. After this date, please register personally onsite at Singapore Expo from 14-18 June 2004. Onsite registration is subject to space availability.

Discounts (Discounts are not cumulative)

- **10% discount** to BroadcastAsia2004 Exhibitors
- **10% discount** to BroadcastAsia2004 Supporting Organisations
- **10% discount** if you register for 2 or more sessions (not applicable to Conference Passport)
- **20% discount** to groups of 5 & above registering from the same organisation. Delegates must register as a group. Multiple individual registrations will not be entitled to the group discounts.

Cancellations / Transfers

No refund will be given upon cancellation. Substitutions are accepted upon prior notice.

For Enquiries

Contact Ms Emily Han at em@sesallworld.com

Online Registration

Click [REGISTER ONLINE](#) to register online.



ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

P.O. BOX 1137, PANTAI, 59700 KUALA LUMPUR, MALAYSIA

วันที่	14/05/04
เวลา	17.00 น.
ที่	

May 4, 2004

Your Ref: Mr. Suchat Suchatvejapoom
Director-General, National Broadcasting Services
Our Ref: of Thailand (Public Relations Dept)
9 soi Areesamphun, Rama VI Road,
Phayathai,
BANGKOK 10400, THAILAND

Phone : (03) 22823719 / 22824618 / 22827192
Fax : (03) 22822761

E-mail : admin@aibd.org.my
E-mail : devbroad@aibd.org.my
Website : http://aibd.org.my

สว. น.ร.
P.L.
17 H.P. 47

Dear Mr Suchat,

RE: Broadcast Asia 2004 Conference Program

วันที่	10/05/04
เวลา	18.00 น.
ที่	10-30 น.

From **15th to 18th June** Broadcast Asia, the largest Electronic Media fair for Asia, will feature the latest broadcast technologies in **Singapore**.

AIBD has the pleasure to inform you, that it **will contribute three interesting sessions to Broadcast Asia conference program**.

Please find the attached programme for your kind information.

For more details and last minute information about the sessions as well as **for your registration**, please refer to Broadcast Asia's web site at www.broadcast-asias.com

We kindly request you to pass this information to your colleagues, who are planning to visit Broadcast Asia and we look forward to seeing many of them at the conference in Singapore.

With kind regards,

JAVAD MOTTAGHI
Director, AIBD

(E-mail: javad@aibd.org.my)

1. Mr. Suchat
1. Mr. Suchat Suchatvejapoom
18 May 04

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Wednesday 16 June 2004, 2:00 - 3.30pm

■ **Accountable Management in Broadcasting**

- *Modern Challenges for Broadcast Management – Structure, Joint Ventures & Technology -*

The session aims at providing examples and best practices in broadcasting management in the scenario of media proliferation and technological changes. The session will highlight problems and adoptable solutions of a broadcasting organisation in its transition to corporatisation.

Chairperson: Dato Paduka Haji Ismail Bin Haji Mohamed, Director, RTB, Brunei

Speakers: Mr. Woon Tai Ho, CEO MediaCorp TV12, Singapore
"Restructuring Broadcasting Organizations"

Mr. Gerry Moriarty, Executive Director of the Macquarie Bank in Australia
and Chairman of the Macquarie Communications Infrastructure Group.
"Joint Ventures for Broadcasters"

Mr. Ian McGarrity, Chairman of Digital Broadcasting Australia
"Getting the Most from your Assets"

Friday 18 June 2004, 9:00am - 10.30pm

■ **Station / Channel Identity**

- *Giving your Channel an Unique & Effective Identity -*

TV Channel identity mixes marketing/branding and management issues with technical aspects. This session will emphasize on the importance of having a clear and relevant identity to respond to the interest of the audience, which will result in promoting Television programmes in such a competitive environment.

Chairperson: Ms. Barbara Edmonds, Managing Director for Television,
Radio Television Malaysia (RTM)

Speakers: Ms Selena Ho, VP of Network Programming & Promotions 5,
MediaCorp Singapore
"Keys to successful Channel branding"

Mr. Park In Taek, Deputy Director of KBS Global Strategy (Korea)
"Programming policy of World Channels - the example of KBS World"

Dr. Wang Fu, Director of CCTV Research Department (China)
"The basic form and cultural concept of CCTV Channel Package"

Ms. Natalie Gee, Executive Producer,
Walt Disney Television International (Asia Pacific)
"Disney Channel in Asia: Building Channel Identity across the cultures"

Friday 18 June 2004, 2:30 – 4:30 pm

■ **Planning of Broadcasting Projects**

- *Guidelines to Successful Planning for New or Modernised Studio Equipment -*

This session will outline the fundamental rules for successful planning of broadcasting systems and will provide guidelines for successful requirement definitions. A planning engineer of a major radio station will present his views, know-how and experience and a project engineer of a supplier of broadcasting equipment will contribute the manufacturer's vision and perspective.

Chairperson: Mr. Om Kushu, former Technical Director of the ABU

Speakers: Karl Lippe, Engineering Consultant, AIBD, Malaysia
"Successful Planning of Broadcasting Projects"

Mr. Jibbi Jacob, Project Manager, MediaCorp, Singapore
"Experiences in Radio Studio Planning"

Mr. Klaus Peill, International Sales Manager, Lawo AG, Germany
"Successful choice of appropriate broadcast technology" ■