

Speakers:

16:00-17:30 **Session 7:** **Enhancements in Imaging and Content Creation**

Chairman:

- HDTV content: What are the current technology choices
- Cost effective 3D production in the studio
- Coping with Ultra-HDTV production requirements; 4 and 8 K

Friday 8 March 2013

>>> Conference

09:00-10:30 **Session 8:** **The Connected World**

Chairman:

- Issues on technology and content
- Steps to standardisation: Will proprietary standards prevail?
- Does the hybrid platform have a business case for the broadcasting industry/ internet TV providers
- How OTT enhances the experience
- Progress of OTT and how it enhances the viewer experience
- IPTV: is it the future of multimedia experience
- IPTV: Future proof business models

11:00-12:30 **Session 9** **INDUSTRY DEBATE: Leveraging Pull Factor of Next-Gen Services**

Moderator:

Panelists:

14:00-15:30 **Session 10** **Media Management – Workflow Technologies for Improving Efficiency**

Chairman:

- Production: What are your targets
- Workflow solutions and Change Management
- Multiplatform Asset Creation
- Creating solutions around a MAM system
- Custom made versus off-the-shelf file-based equipment
- Durable Archiving Technologies

16:00-17:30 **Session 11** **Multimedia Business Solutions in Emerging Markets**

Chairman:

- Reshaping personalised media: creating new experiences
- Broadcasting and Olympics
- Leveraging on social media platforms

- Content and its protection
- Redefining interactive TV
- Mobile broadcasting: A business enigma

DBS 2013 – Workshops, 5 to 8 March

The following topics/themes for the workshops are offered as examples, unless finalised.

Workshop 1	DVB-T2 and its implementation
Workshop 2	What is Cloud Broadcasting and Cloud Storage
Workshop 3	Harris Workshop
Workshop 4	Sony Workshop
Workshop 5	Rohde & Schwarz Workshop
Workshop 6	How will WiMax and LTE support Broadcasting Services
Workshop 7	Accessibility for people needing special assistance
Workshop 8	New Transmitter Technologies
Workshop 9	What is New in Content Protection and how it helps broadcasters
Workshop 10	Smart Applications and Why Broadcasters Should Embrace it
Workshop 11	Roadmap for Migration to Digital
Workshop 12	ABU: Workshop on TV Production
Workshop 13	Killer Applications Provided by Digital Radio
Workshop 14	Practising Green Broadcasting through the use of new technology
Workshop 15	Monitoring and Quality Assessment in Production Workflow
Workshop 16	ASO and Management of Post-ASO scenario

DBS 2013 – Value Add Workshops

Workshop 1: 4-5 March	ITU-ABU-AIBD Workshop on Digital Migration
Workshop 2	
Workshop 3	
Workshop 4	
Workshop 5	
Workshop 6: 7 March (half-day)	ABU Workshop on Olympic Sports Coverage and Production of Sporting Events
Workshop 7	
Workshop 8	

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Asia Pacific Broadcasting Association

MEDIA GURU

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WORLD

LSI



REGISTRATION FORM

ABU Digital Broadcasting Symposium 2013

5-8 March, 2013, Hotel Istana Kuala Lumpur, Malaysia
Email to: sharad.s@abu.org.my or bahadir@abu.org.my
Fax to: +60 3 2282 4606 Tel: +60 3 2282 3108

1. ORGANISATION Name:

Abbreviation:

2. PARTICIPANT'S DETAILS

Mr ☐ Mrs ☐ Ms ☐ Dr ☐

Full Name:

Name to be shown on Name Tag:

Position in organisation:

Nationality:

Date of birth:

Passport no:

Date of issue:

Expiry Date:

Office Address:

Country:

Tel No:

Mobile No:

(with country and area codes)

Email address:

3. REGISTRATION FEE DETAILS: ABU Member RM300 Non Member RM900 Student RM100

Fees are for access to the conference and workshop sessions and include lunch, tea breaks and the symposium kit.
Visitors who register for the exhibition need not pay a fee (no lunch and tea is provided).

4. PAYMENT

☐ BANK DRAFT

Please make bank draft payable to
Asia-Pacific Broadcasting Union and send to:
Attn: Mr Sharad Sadhu
Asia-Pacific Broadcasting Union
P O Box 12287
50772 Kuala Lumpur
MALAYSIA

Please note that personal cheques will not be accepted by the ABU

☐ BANK TRANSFER

Account Name: **Asia-Pacific Broadcasting Union**
Bank Name: J.P. Morgan Chase Bank Berhad
Bank Address: Menara Dion, Level 26
Jalan Sultan Ismail,
51250 Kuala Lumpur, Malaysia
Account No: 687-0-79118-0 (Ringgit Account)
Swift Code: CHASMYKX

Please note that all bank charges incurred are to be borne by the paying organisation. Please ensure that the total symposium fees payable to ABU is the full amount invoiced.

☐ CREDIT CARD (Credit card details must be provided to confirm your conference registration)

☐ VISA ☐ MASTERCARD

Credit Card No:

Expiry Date:

Name of Card Holder:

Please note that no payment will be charged on your credit card until you present your card during registration.

☐ CASH (ON-SITE)

☐ SPEAKERS and SPONSORED DELEGATES

☐ EXHIBITION SUPPORT STAFF

5. ACCOMMODATION

☐ I will make my own accommodation arrangement

☐ Symposium Hotel - Hotel Istana Kuala Lumpur

☐ Radius International Kuala Lumpur

☐ Hotel Capitol Kuala Lumpur

Please fax Hotel Room Reservation form to concerned hotel and to the ABU Secretariat at +6 03 2282 4606.

6. TRAVEL DETAILS - Please enter flight details for overseas delegates

Arrival date:

Flight No:

Time:

From:

(dd/mm)

Departure date:

Flight No:

Time:



To:

(dd/mm)

7. This registration confirms your intention to participate in the event. DATE:



ABU Digital Broadcasting Symposium 2013
Ballroom Level Hotel Istana Kuala Lumpur
 Meetings, Workshops, Conference & Exhibition

4 March Monday					
ITU-ABU-AIBD Workshop					
IPPTAR-ABU Workshop on HDTV					
5 March Tuesday			6 March Wednesday	7 March Thursday	8 March Friday
ABU DBS Exhibition 5-8 March					
ITU-ABU-AIBD Workshop			Meetings of international Organisations, System Standard Groups	Meetings of international Organisations, System Standard Groups	Meetings of international Organisations, System Standard Groups
IPPTAR-ABU Workshop on HDTV					
ABU DBS Workshops					
5 March			6 March	7 March	8 March
09:00 - 10:30	1	2		11	15
11:00 - 12:30	3	4		12	
14:00 - 15:30	5	6	9	13	16
16:00 - 17:30	7	8	10	14	
17:45-18:45	Webinar		ABU Special Workshop 	TUTORIAL	
Full Day ABU Workshop 			ABU DBS Conference		
			6 March	7 March	8 March
			Opening Session Session 1 Session 2 Session 3	Session 4 Session 5 Session 6 Session 7	Session 8 Session 9 - <i>Industry Debate</i> Session 10 Session 11
			ABU Workshop on Implications of the Broadcasters' Treaty	ABU Workshop on Olympic Sports Coverage and Production of Sporting Events	Workshop on EWB – Implementation and Operations



ABU DIGITAL BROADCASTING SYMPOSIUM 2013
5-8 March, 2013

In conjunction with this event, Hotel Istana is offering special room rates as per below:

ROOM TYPE	ROOM RATES	
	Single inclusive of One Buffet Breakfast	Double inclusive of Two Buffet Breakfasts
DELUXE ROOM	RM270.00 nett	RM300.00 nett

For reservation, please complete the following and fax or email to:
Hotel Reservation Dept at fax no: +6 03 2149 5500 or email rsvn@hotelistana.com.my

GUEST PARTICULARS

Name:		Surname		First name	
Designation:					
Organisation:					
Address:					
Tel:				Fax:	
Email:					
Arrival date:		Flight No:		Time:	
Limousine Transfer at RM400.00 per car				Yes	No
Departure date:		Flight No:		Time:	
Limousine Transfer at RM400.00 per car				Yes	No

RESERVATION DETAILS

RESERVATION DETAILS					
DELUXE ROOM	Single		Double		

BILLING INSTRUCTIONS

We accept cash (Ringgit Malaysia) or the following credit card: AMEX, VISA, MASTERCARD, DINERS CLUB, JCB

Do you wish to guarantee this reservation?					YES	NO
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(Bookings without flight details or Guarantee will be automatically released at 1800 hrs)

To confirm your reservation, please indicate your credit card number and its expiration date:

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* **Card Verification Value:** The 3-4 digits on the signature strip on the back of the card. If your card doesn't have this code, please leave this field blank.

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