



บันทึกข้อความ

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

ที่..... นร.0209.03/ ๗ ๑๙.....วันที่..... ๒..... กุมภาพันธ์ 2551

เรื่อง.....การสัมมนาเรื่อง ABU Digital Broadcasting Symposium 2008.....

เรียน.....ผอ.สทท. 11, ผอ.สวท. และ ผอ.สปช. 1 - 8

ด้วย ABU กำหนดจัดสัมมนาว่าด้วยการกระจายเสียงและแพร่ภาพระบบดิจิตอล ประจำปี 2008 (ABU Digital Broadcasting Symposium 2008) ระหว่างวันที่ 10 - 13 มีนาคม 2551 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย

การสัมมนารั้งนี้จะพิจารณาหัวข้อสำคัญ ได้แก่ ความก้าวหน้าในการกระจายเสียงและแพร่ภาพด้วยระบบดิจิตอล และการกระจายเสียงและแพร่ภาพผ่านโทรศัพท์มือถือ (Progression to Digital and Mobile Services) โดยจะมีการอภิปรายเกี่ยวกับเทคโนโลยีสมัยใหม่ การจัดทำเนื้อหารายการ การวางแผนกลยุทธ์ และการบริการลูกค้า

ABU เชิญ กปส. ส่งบุคลากรเข้าร่วมการสัมมนา โดย กปส. จะต้องรับผิดชอบค่าใช้จ่ายต่าง ๆ ของผู้แทนเป็นเงินประมาณ 53,000 บาท/คน (ห้าหมื่นสามพันบาทถ้วน)

ในการนี้ สปต. ขอให้ สทท. 11, สวท. และ สปช. 1 - 8 พิจารณาส่งผู้แทนเข้าร่วมการสัมมนา โดยต้องเป็นเจ้าหน้าที่อาวุโสด้านเทคนิค, การจัดรายการ, การบริหารจัดการ และการพัฒนาธุรกิจ รวมทั้งต้องมีความรู้ภาษาอังกฤษดีด้วย โดยเบิกค่าใช้จ่ายในการเดินทางจากสำนักต้นสังกัด ทั้งนี้ ขอให้แจ้งชื่อพร้อมประวัติการทำงานและใบสมัครตามแบบฟอร์มของ ABU ไปยัง สปต. ภายในวันที่ 15 กุมภาพันธ์ 2551 เพื่อนำเสนอ สปต. พิจารณานุมัติต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จะขอบคุณยิ่ง

(นางลดาวัลย์ บัวเยี่ยม)

ผอ.สปต.

ประมาณการค่าใช้จ่ายในการเดินทางเข้าร่วมสัมมนาระดับภูมิภาคเรื่อง

“ABU Digital Broadcasting Symposium 2008”

ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย

ระหว่างวันที่ 9-14 มีนาคม 2551 (รวมวันเดินทางไป-กลับ)

1. ค่าบัตรโดยสารเครื่องบินไป-กลับ กรุงเทพฯ-กัวลาลัมเปอร์-กรุงเทพฯ ชั้นประหยัด	เป็นเงิน	13,000 บาท
2. ค่าเบี้ยเลี้ยง 2,100 บาท X 6 วัน	เป็นเงิน	12,600 บาท
3. ค่าที่พัก 4,000 X 5 คืน	เป็นเงิน	20,000 บาท
4. ค่าลงทะเบียน	เป็นเงิน	3,400 บาท
4. ค่าธรรมเนียมการทำหนังสือเดินทาง (passport)	เป็นเงิน	1,000 บาท
5. ค่าพาหนะระหว่างบ้านพัก-สนามบิน-บ้านพัก	เป็นเงิน	1,000 บาท
6. ค่าพาหนะในประเทศของต่างประเทศ	เป็นเงิน	2,000 บาท

รวมเป็นเงิน 53,000 บาท

หมายเหตุ

1. ประมาณการค่าใช้จ่ายต่อ 1 คน
2. ค่าใช้จ่ายข้างต้นไม่รวมค่าใช้จ่ายในการเดินทางจากส่วนภูมิภาคมายังกรุงเทพฯ สำหรับผู้ที่ปฏิบัติงานประจำอยู่ในภูมิภาค

Our Ref: SEM
January 14, 2008

Dear Sir / Madam

**ABU DIGITAL BROADCASTING SYMPOSIUM 2008: PROGRESSION TO DIGITAL
AND MOBILE SERVICES, 10-13 MARCH, 2008, HOTEL PRINCE, KUALA LUMPUR**

The ABU is pleased to announce the Digital Broadcasting Symposium 2008. This international symposium, with the theme "Progression to Digital and Mobile Services", is aimed at TV and radio broadcasters, equipment manufacturers, facility integrators and other broadcasting industry players. We expect senior executives from the technical, programming, management and business development streams to participate in this event.

Implementation of digital and mobile broadcasting services is gaining momentum in the Asia-Pacific region. However, technology does not stand still and new enhancements are being introduced to digital broadcasting systems, programme content and the resulting business strategies. This Symposium aims to address these aspects and discuss how implementation strategies, consumer services and business planning can be employed to undertake the progression to digital and mobile services. A copy of the preliminary programme is attached.

With an emphasis on mobile services, the Symposium 2008 will have a strong element of digital radio and TV broadcasting, while two sessions will be devoted to programming issues; content creation for mobile TV, and content and services for shortwave digital radio. Technology workshops will provide focused presentation of specific technologies for radio, TV and mobile broadcasting. Participation of major industry players makes this a "must attend" event for broadcasting executives.

INVITATION

We are delighted to invite you and your organisation to participate in this important event concerning the digital broadcasting industry. Information on registration, conferences fees and concessional rate hotel accommodation will soon be forwarded to you.

SPONSORSHIP and EXHIBITION

The Symposium offers attractive sponsorship opportunities for our industry partners (details attached). The event also offers companies the opportunity to exhibit their products and services to the industry. We will be delighted to know if you plan to avail of these opportunities. Please let us know if you wish to make use of any sponsorship opportunities.

We look forward to hearing from you.

Best regards.

Yours sincerely

Sharad Sadhu
Director, Technical Department

Windows Live™


Fw: Invitation letter for Digital Broadcasting Symposium

From: **Wanna Vuthiaporn** (vuthiaporn@yahoo.com)

Sent: Tuesday, February 05, 2008 10:58:05 AM

To: abuthai@hotmail.com

Attachments: ABS08-CONF&HOTEL-REGN-FORM3.pdf (393.0 KB), ADBS-2008-PROG-21Jan20081.pdf (95.8 KB)

Security scan upon download 

----- Forwarded Message -----

From: Kim <kim@abu.org.my>

To: Kim <kim@abu.org.my>

Sent: Thursday, January 31, 2008 3:24:27 PM

Subject: Invitation letter for Digital Broadcasting Symposium

To : All ABU Liaison Officers

Dear Colleagues

ABU DIGITAL BROADCASTING SYMPOSIUM 2008 :
PROGRESSION TO DIGITAL AND MOBILE SERVICES
10-13 March 2008, Prince Hotel, Kuala Lumpur

I am pleased to invite you to participate in one of our exciting events this year. Enclosed please find the programme and registration form for the event.

The implementation of digital and mobile broadcasting services is gaining momentum in the Asia-Pacific region. However, technology does not stand still and new enhancements are being introduced to digital broadcasting systems, programme content and the resulting business strategies.

The 4-day Symposium aims to address these aspects. I am sure you realise the importance of the issues raised and see value in participation which will benefit both you and your organisation.

We would appreciate it highly if you could send several delegates from your organisation to participate in this important event.

We look forward to seeing you in Kuala Lumpur!

Sincerely yours

Tatsuya Nakamura
Director, Programme Department
Asia-Pacific Broadcasting Union

Be a better friend, newshound, and know-it-all with Yahoo! Mobile. Try it now.

10 – 13 March 2008

Prince Hotel, Kuala Lumpur, Malaysia

REGISTRATION FORM

Email to: abu.symposium@abu.org.my
Fax to: +60 3 2282 4606 Tel: +60 3 2282 3108

PLEASE COMPLETE THE FORM IN BLOCK LETTERS

1. ORGANISATION:

Abbreviation:

2. PARTICIPANT'S DETAILS

- ☐ Mr ☐ Mrs
☐ Ms ☐ Dr
☐ Male ☐ Female

Full name:

Name (to be shown on Name Tag):

Position in your organisation:

Nationality

Date of birth
(dd/mm/yy)

Passport no.

Date of issue
(dd/mm/yy)

Expiry date
(dd/mm/yy)

Office Address:

Country:

Tel No:

Mobile No:

E-mail address:

3. REGISTRATION FEES

PLEASE SELECT

- ☐ ABU Member US\$100
☐ Non-ABU Member US\$350

Sponsors *Please see below

- ☐ Non Member US\$175
☐ ABU Member US\$50
☐ Exhibitor US\$200

* Principal Sponsors:

- ☐ Waiver of registration fees for 4 nominees (includes speakers)
☐ Additional 2 at 50% (non ABU member)

Major Sponsors:

- ☐ Waiver of registration fees for 3 nominees (includes speakers)
☐ Additional 2 at 50% (non ABU Member)

Tea-break, Symposium Bag and Lanyard Sponsors:

- ☐ Waiver of registration fees for 2 nominees
☐ Additional 1 at 50% (non ABU member)

Co-Sponsors:

- ☐ Waiver of registration fees for 1 nominee
☐ Additional 1 at 50% (non ABU member)

4. PAYMENT

☐ BANK CHEQUE

Please make cheque payable to
'Asia-Pacific Broadcasting Union'
and send to:
Attn: Mr Rukmin Wijemanne, (ABU Secretariat)
Asia-Pacific Broadcasting Union
P O Box 1164, Jalan Pantai Baharu
59700 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,
50250 Kuala Lumpur, Malaysia
Account No: **687-0902506**
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. Cancellations received after 29 February 2008 will not be refunded.

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

- ☐ VISA ☐ MASTERCARD

Credit Card No:

Expiry Date:

Name of Card Holder:

☐ CASH (ON-SITE)

5. ACCOMMODATION

☐ I will make my own accommodation arrangement

☐ Stay at Symposium Hotel - Prince Hotel & Residence Kuala Lumpur

☐ Hotel Istana Kuala Lumpur

☐ Radius International Kuala Lumpur

Hotel reservation forms attached. Please fax a copy of the hotel booking details to the ABU Secretariat at +6 03 2282 4606.

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

Arrival date: (dd/mm)

Flight No:

Time:

From:

Departure date: (dd/mm)

Flight No:

Time:

From:

7. SIGNATURE:

DATE:

HOTEL RESERVATION FORM
Asia Pacific Broadcasting Union
ABU Digital Broadcasting Symposium 2008
10th – 13th March 2008



*** To take advantage of these rates and to ensure your accommodation, please **complete this reservation form with full details** and fax it directly to the hotel, using the fax number or email in box 2.*

1. GUEST'S DETAILS

Please complete in block capitals using black ink

Family Name:	_____	Given Name:	_____
Job Title:	_____		
Organization:	_____		
Tel (Direct line):	_____	Fax (For confirmation):	_____
Email:	_____		

2. REQUIREMENTS

Please choose room type

PRINCE HOTEL & RESIDENCE KUALA LUMPUR Telephone: +6(03) 2170 8888 Email: reservations@princehotelkl.com.my			
PLEASE FAX TO: +6(03) 2170 8662 BEFORE		[Prior to 25th February 2008]	
No. of rooms			
<input type="checkbox"/>	Deluxe Single	(Inclusive of 1 breakfast)	RM290.00nett per room per night
<input type="checkbox"/>	Deluxe Double	(Inclusive of 2 breakfasts)	RM315.00nett per room per night
<input type="checkbox"/>	Extra Bed : RM90.00++ per unit per day (Inclusive of 1 breakfast)		<input type="checkbox"/> Broadband Internet : RM50.00nett per day (24 hours usage)
Special Request: _____			
Arrival Date: _____		Flight/ ETA: _____	<input type="checkbox"/> * Optional Limousine transfer RM220.00nett per car per way
Departure Date: _____		Flight/ ETD: _____	
Note: <ul style="list-style-type: none"> ▪ Rates quoted subject to 10% Service charge and 5% Government tax unless otherwise specified; ▪ Check-in time is after 1400hrs on the day of arrival and Check-out time is before 1200 hrs on the day of departure. Early check-in is subject to room availability. Late check-out before 1800 hrs is based on half day rate charge and full day rate charge will apply for check-outs after 1800 hrs; ▪ Airport transfer between 0000 to 0600 hrs is subject to 50% surcharge. 			

2. TO GUARANTEE YOUR ROOM

All reservations must be guaranteed with major credit card

<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> AMEX	<input type="checkbox"/> DINERS CLUB	<input type="checkbox"/> JCB
Credit Card No.: _____		Expiry Date: _____		
Cardholder's Name: _____				
Signature of Cardholder: _____		Non-embossed ID No.: _____		
Note: <ul style="list-style-type: none"> ▪ In the event of non-arrival or cancellation less than 3 working days prior to arrival, a one night deposit will be charged; ▪ Please provide copy of your credit card (front & back) in order to guarantee your booking. 				

PRINCE HOTEL & RESIDENCE KUALA LUMPUR

Jalan Conlay, 50450 Kuala Lumpur, Malaysia. Tel:603 2170 8888 Fax:603 2170 8808
 e-mail : enquiry@princehotelkl.com.my website : http://www.princehotelkl.com



**ASIA PACIFIC BROADCASTING UNION (ABU)
ABU DIGITAL BROADCASTING SYMPOSIUM 2008
10TH MARCH - 13TH MARCH 2008**

Inconjunction with this prestigious event, Hotel Istana is offering special room rates as per below:

ROOM TYPE	ROOM RATE (Inclusive of Breakfast for one or two persons)	
	Single	Double
SUPERIOR ROOM	RM 240.00++ per night	RM 280.00++ per night
DELUXE ROOM	RM 290.00++ per night	RM 330.00++ per night
CLUB ROOM	RM 390.00++ per night	RM 430.00++ per night
CLUB SUITE ROOM	RM 590.00++ per night	RM 630.00++ per night

All above rates are subject to 10% service charge and 5% government tax and are non-commissionable.

*For reservation please complete the following and fax or email to :
Hotel Reservation Dept at fax no. 603 2149 5500 or email address rsvn@hotelistan.com.my*

GUEST PARTICULARS

NAME _____	DESIGNATION _____
ARRIVAL _____	FLIGHT NO. : _____ ETA _____
DEPARTURE _____	FLIGHT NO. : _____ ETD _____
E-MAIL _____	TEL/FAX NO.: _____

RESERVATIONS DETAILS

1) SUPERIOR ROOM	Single	<input type="checkbox"/>	Double	<input type="checkbox"/>
2) DELUXE ROOM	Single	<input type="checkbox"/>	Double	<input type="checkbox"/>
3) CLUB ROOM	Single	<input type="checkbox"/>	Double	<input type="checkbox"/>
5) CLUB SUITE ROOM	Single	<input type="checkbox"/>	Double	<input type="checkbox"/>

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?

(Bookings without Flight Details or Guarantee will be automatically released at 1800 hrs)

☐ YES

☐ NO

If yes, please provide Credit Card No: _____ Exp. Date _____

LIMOUSINE ARRANGEMENTS

Airport (KLIA) to Hotel Istana at RM230.00nett per way Yes / No Flight ETA: _____
Hotel Istana to Airport (KLIA) at RM230.00nett per way Yes / No Flight ETA: _____

Credit card or company letter is required to guarantee all limousine arrangements.

Name of Card Holder : _____
Credit Card Number : _____
Expiry Date : _____

* Reservations No. and Confirmed By :	
Date : _____	Stamp : _____

ASIA PACIFIC BROADCASTING UNION (ABU)
ABU DIGITAL BROADCASTING SYMPOSIUM 2008
10TH MARCH - 13TH MARCH 2008

ROOMS	ROOM'S RATE
SUPERIOR ROOM	RM 158.00
DELUXE ROOM	RM 180.00
PREMIER ROOM	RM 225.00
PREMIER SUITE ROOM	RM 350.00

For reservation please complete the following and fax or email to :
Hotel Reservation Dept at fax no. 603 2715 1888 or email address inquiry@radius-international.com

GUEST PARTICULARS

NAME _____	DESIGNATION _____
ARRIVAL _____	FLIGHT NO. : _____ ETA _____
DEPARTURE _____	FLIGHT NO. : _____ ETD _____
E-MAIL _____	TEL/FAX NO.: _____

RESERVATIONS DETAILS

1) SUPERIOR ROOM	<input type="checkbox"/>
2) DELUXE ROOM	<input type="checkbox"/>
3) CLUB ROOM	<input type="checkbox"/>
5) CLUB SUITE ROOM	<input type="checkbox"/>

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?

(Bookings without Flight Details or Guarantee will be automatically released at 1800 hrs)

☐ YES

☐ NO

If yes, please provide Credit Card No: _____ Exp. Date _____

* Reservations No. and Confirmed By : _____

Date : _____

Stamp : _____

PRELIMINARY PROGRAMME

SYMPOSIUM THEME – Progression to digital and mobile services

Implementation of digital and mobile broadcasting services is gaining momentum in the Asia-Pacific region. However, technology does not stand still and new enhancements are being introduced to digital broadcasting systems, programme content innovations and the resulting business strategies. This Symposium aims to address these aspects and discuss how implementation strategies, consumer services and business planning can be employed to undertake the progression to digital and mobile services.

With an emphasis on mobile services, the symposium will have a strong element of digital radio and TV broadcasting, while two sessions will be devoted to programming issues, content creation for mobile TV, and content and services for shortwave digital radio. Technology workshops will provide focused presentation of specific technologies for radio, TV and mobile broadcasting. Participation of major industry players makes this a "must attend" event for broadcasting executives.

DBS CONFERENCE >>> Day 1 MONDAY (10 March)

OPENING

09:00 – 10:00

OPENING ADDRESS

David Astley, Secretary-General, Asia-Pacific Broadcasting Union

WELCOME SPEECH

INDUSTRY KEYNOTE

MINISTERIAL ADDRESS

Tea Break

SESSION 1

10:30 – 12:30

10:00 - 10:30 sponsored by iBiquity Digital Corporation

MOBILE SYSTEMS - MAKING THE APPROPRIATE CHOICES

This session discusses the many mobile systems in existence and enhancements that have been introduced to these systems. The session will help broadcasters to understand new features of these systems to assess which of these suit their particular requirements and environments. *The systems included are DVB-H, H2, DVB-SH, T-DMB, S-DMB, One-Seg, MediaFLO, TiMi, STiMi, MBMS, DRM and HD-Radio.*

HD Radio

Scott Stull, Vice President, Broadcast Business Development, iBiquity Digital Corporation

Enhancements in TiMi and STiMi

Speaker: TBA

Enhancements in MBMS Systems

Speaker: TBA

One-Seg

Speaker: TBA, Japan Broadcasting Corporation - NHK

12:30 - 14:00

Lunch

SESSION 2

14:00 – 15:30

MOBILE APPLICATIONS AND BUSINESS PLANNING

New applications are constantly being introduced to attract consumers and also to create new revenue streams. A very realistic business plan, which takes into account these new service options, local conditions and consumer needs, is essential for successful implementation of mobile broadcasting services. What business strategies are being implemented in mobile broadcasting. How these are different from the traditional terrestrial broadcasting. How do these cater to the mobile audiences and other niche markets. Are there any successful models to be followed or does each environment and market need to have a customised strategy. This session addresses the vital issues of successful business strategies.

Introduction of EWBS (Emergency Warning Broadcasting System) in the ABU region

Dr Kazuyoshi Shogen, Japan Broadcasting Corporation - NHK STRL

Mobile TV Development: How to drive it?

John Yip, Radio Television Hong Kong

Business Planning for Mobile

Speaker: TBA, Broadcast Australia

Applications and Business Planning for Mobile Broadcasting Services

Speaker: TBA

Tea Break

15:30 - 16:00 sponsored by iBiquity Digital Corporation

Major Sponsors



Qualcomm MediaFLO Technologies

Workshop Sponsors



Pixelmetrix

Exhibitors



WorldDAB/
Futurewaves

Media Partners



ASIA-PACIFIC
BROADCASTING
www.apb-tv.com

SESSION 3 16:00 – 17:30	<p>DIGITAL RADIO & TV CONTENT TECHNOLOGIES The session addresses technology issues involved in production of content most suitable for digital and mobile services. <i>What are the most suitable content production technologies?</i> Multiplatform content production systems will also be featured. Protection of digital content is a very important issue and how does it affect mobile content?</p> <p>Business Planning for MediaFLO Speaker: TBA, Qualcomm</p> <p>Business Planning for One-Seg Nagisa Oyoshi, Tokyo Broadcasting System Inc</p> <p>Content Protection for Mobile Norehan Yahya, Technology Development (TV & FMC), Maxis</p> <p>Content Protection Technologies Isa Seow, Motion Picture Association</p> <p>NLD for HD K L Yeung, Television Broadcasts Limited, Hong Kong</p> <p>Modern Content Production Systems Speaker: TBA</p> <p>Production Technologies for Multiple Platform Production Speaker: TBA</p> <p>New Technologies in Radio Content Production Speaker: TBA</p>
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DBS CONFERENCE >>> Day 2 TUESDAY (11 March)

SESSION 4 09:00 – 10:30	<p>CONTENT CREATION FOR MOBILE SERVICES <i>This session address the content required for mobile radio and TV services. Re-purpose or purpose produced content? Which kind of content would appeal to the mobile consumer market? These questions will be addressed in this session. How user generated content may be incorporated in mobile broadcasting?</i></p> <p>Content Production Speaker: TBA, NHK</p>
Tea Break	10:30 – 11:00 sponsored by iBiquity Digital Corporation
SESSION 5 11:00 – 12:30	<p>INFRASTRUCTURE PLANNING: DIGITAL & MOBILE SERVICES <i>Building infrastructure involves several issues. Spectrum availability, network configuration, use of existing infrastructure and cost are some of these issues. Mobile network structures are somewhat different from those used for classical terrestrial broadcasting as smaller coverage cell size and lower towers are required. This session looks at the planning for digital networks with an emphasis on mobile services.</i></p> <p>Network Planning Speaker: TBA, Broadcast Australia</p> <p>Satellite Distribution for Mobile Network Monitoring Joost Verbrugge, Director Business Development Newtec Cy-Belgium</p> <p>Network Monitoring Speaker: TBA, Rohde & Schwarz</p>
Lunch	12:30 – 14:00
SESSION 6 14:00 – 15:00	<p>SYSTEM DEMONSTRATIONS: EXHIBITION WALKABOUT Venue – Exhibition Booths <i>Special Session of the Symposium is devoted to the participants' walk-about in the exhibition. The exhibitors will make focused presentations / demonstrations in groups. They could also invite selected participants to special demonstrations.</i></p>
SESSION 7 15:00 – 16:00	<p>STATUS OF DIGITAL BROADCASTING IN THE REGION: FOCUS ON MOBILE AND ISSUES PERTAINING TO DEVELOPING BROADCASTERS <i>A round up of the status of mobile broadcasting in the region. Several industry operators, service providers and broadcasters report on developments in the region. This will also describe lessons learned and results of trials conducted.</i></p> <p>MM Broadcasting in Japan Tomoyuki Okamura, Fuji Television Network Inc</p> <p>Status of Digital Broadcasting in Malaysia Haji Abu Bakar Ab Rahim, Radio Television Malaysia</p> <p>Status of Mobile Broadcasting in China Speaker: TBA</p> <p>Status Report from Australia Speaker: TBA</p> <p>Status Report from India Speaker: TBA</p> <p>Status Report from Vietnam Speaker: TBA</p> <p>Status Report from Singapore Speaker: TBA</p>
Tea Break	16:00 – 16:30 sponsored by iBiquity Digital Corporation
SESSION 8 16:30 – 17:30	<p>MOBILE BROADCASTING BY SATELLITE <i>This session will address main aspects of mobile broadcasting services delivered by satellite. Several countries in this region have on-going services and these have proved to be viable and cost effective. It would be interesting to share the experiences that have been gathered through these services.</i></p> <p>Experiences Gathered in Mobile Broadcasting of Satellite Speaker: TBA</p> <p>WorldSpace Experiences in China and India on Mobile TV and Radio Broadcasting Speaker: TBA</p>

DBS CONFERENCE >>> Day 3 WEDNESDAY (12 March)

SESSION 9 09:00 – 10:30	ACQUISITION AND DISPLAY TECHNOLOGIES: STATE OF THE ART DEVELOPMENTS <i>Digital technology has revolutionised the equipment for programme acquisition and display. Tapeless recording, SD/HD switchover, high sensitivity chips etc for cameras, and PDP, LCD and an array of other technologies for display screens have become the new digital environment. This session will present these implementations from industry leaders.</i>
	New Acquisition Technologies Speaker: TBA Current Acquisition Technologies Using Broadcasting Speaker: TBA 10:30 - 11:00 <i>sponsored by iBiquity Digital Corporation</i>
Tea Break SESSION 10 11:00 – 12:30	IPTV – IPTV & Broadcasters <i>IPTV is the region's fastest growing technology. Telcos in the region are moving into this field very quickly making the region to lead in the IPTV take-up. Where does the broadcaster fit in this scenario? This session will focus on its technology, business plans and opportunities for the broadcaster and new revenue streams.</i>
	Involvement of Broadcasters in IPTV Speaker: TBA Progress of IPTV in the Asia-Pacific and the Role of Broadcasters Speaker: TBA Broadcasters' Experiences in IPTV Speaker: TBA 12:30 - 14:00
Lunch SESSION 11 14:00 – 15:30	TELCO SYSTEMS FOR DELIVERY OF MOBILE MULTIMEDIA SERVICES <i>There are several Telco operated mobile systems operating around in the Asia-Pacific and other parts of the world. Providing a status report on these applications, this session looks at how the networked mobile delivery compares with mobile broadcasting systems? Are these networks a threat to the broadcasters or a challenging opportunity?</i>
	Delivering Multimedia Content on Cellular Networks Speaker: TBA Providing Multicast Multimedia Mobile Speaker: TBA Telco Multimedia Mobile Services Speaker: TBA 15:30 - 16:00 <i>sponsored by iBiquity Digital Corporation</i>
Tea Break SESSION 12 16:00 – 17:30	INDUSTRY DEBATE: <i>What should be the catalysts to further accelerate the implementation of digital and mobile broadcasting services in the region? Are there any other concerns that delay digital implementation in the region that are not yet resolved?</i>

>>> WORKSHOP PROGRAMME

Suggested Topics (We welcome other suggestions from the industry)

DAY 2 – Tuesday, 11 March

09:00 – 10:30	Workshop 1: Spectrum for Mobile Broadcasting
10:30 – 12:30	Workshop 2: Key Decisions Required for DTV Implementations
12:30 – 14:00	<i>Lunch</i>
14:00 – 15:30	Workshop 3: Content & Services for Shortwave Digital Radio
16:00 – 17:30	Workshop 4: Developments in Digital Radio Systems

Sponsored by iBiquity Digital Corporation

Day 3 – Wednesday, 12 March

09:00 – 10:30	Workshop 5: Content Protection : Issues and Solutions
	<i>Sponsored by Japan Broadcasting Corporation - NHK</i>
11:00 – 12:30	Workshop 6: Coverage Planning for Digital Services
	<i>Sponsored by Broadcast Australia</i>
12:30 – 14:00	<i>Lunch</i>
14:00 – 15:30	Workshop 7: Network Monitoring and Control
	<i>Sponsored by Pixelmetrix</i>
16:00 – 17:30	Workshop 8: Workflow & Management of Digital Content Production

Day 4 – Thursday, 13 March

09:00 – 10:30	Workshop 9: Super Hi-Vision
	<i>Sponsored by Japan Broadcasting Corporation - NHK</i>
09:00 – 10:30	Workshop 10: Simulcast Technologies in Digital Radio
11:00 – 12:30	Workshop 11: Financing Digital Services: Implementation & Operations
11:00 – 12:30	Workshop 12: Radio-in-a-Box concept and Applications
	<i>Sponsored by Newtec</i>
12:30 – 14:00	<i>Lunch</i>
14:00 – 15:30	Workshop 13: A-Z of setting up a Digital Archive
14:00 – 15:30	Workshop 14: Latest Equipment Related Session
16:00 – 17:30	Workshop 15: Latest Equipment Related Session
16:00 – 17:30	Workshop 16: Latest Equipment Related Session

PROGRAMME AT A GLANCE

DBS CONFERENCE

>>> WORKSHOP PROGRAMME

DAY 1 – Monday, 10 March

Opening Ceremony	09:00 – 10:00	
Session 1 – Mobile Systems - Making the Appropriate Choices	10:30 – 12:30	
<i>Lunch</i>	12:30 – 14:00	<i>Lunch</i>
Session 2 – Mobile Applications And Services	14:00 – 15:30	
Session 3 – Digital Radio & TV Content Technologies	16:00 – 17:30	

DAY 2 – Tuesday, 11 March

Session 4 – Content Creation for Mobile Services	09:00 – 10:30	Workshop 1:
Session 5 – Infrastructure Planning - Digital & Mobile Services	10:30 – 12:30	Workshop 2:
<i>Lunch</i>	12:30 – 14:00	<i>Lunch</i>
Session 6 – Exhibition Walkabout	14:00 – 15:00	
Session 7 – Status of Digital Broadcasting in the Region – Focus on mobile Broadcasting	15:00 – 16:00	Workshop 3:
Session 8 – Mobile Broadcasting by Satellite	16:30 – 17:30	Workshop 4:

Day 3 – Wednesday, 12 March

Session 9 – Telco Systems for Delivery of Mobile Multimedia Services	09:00 – 10:30	Workshop 5:
Session 10 – IPTV – IPTV & Broadcasters	11:00 – 12:30	Workshop 6:
<i>Lunch</i>	12:30 – 14:00	<i>Lunch</i>
Session 11 – Acquisition and Display Technologies: State of the Art Developments	14:00 – 15:30	Workshop 7:
Session 12 – Industry Debate	16:00 – 17:30	Workshop 8:

Day 4 – Thursday, 13 March

09:00 – 10:30	Workshop 9 & 10:
11:00 – 12:30	Workshop 11 & 12:
12:30 – 14:00	<i>Lunch</i>
14:00 – 15:30	Workshop 13 & 14:
16:00 – 17:30	Workshop 15 & 16: