



AMAL PUNCHIHEWA

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Dr Amal Punchihewa is a researcher, educator, advisor and consultant in ICT, Media, and Broadcasting with four decades of experience in the industry, academia, and research. Amal graduated from the University of Moratuwa (Sri Lanka), specialising in Electronics and Telecommunications, Master of Electronics Engineering from the Technical University of Eindhoven, the Netherlands and PhD from Massey University in New Zealand. He is a Chartered Professional Engineer and Fellow of IET (UK), a Fellow of Engineering New Zealand and a Senior Member of IEEE (USA).

Amal has served academia, research and industry. From 1997 to 2001, Amal served as the CTO & CIO (Deputy Director General of Engineering) at the Sri Lanka national TV, Rupavahini Corporation (SLRC). During that time, he also served as Pro Bono Vice Chair of the Technical Committee of World Broadcasting Unions (WBU).

Among many other notable contributions, Amal spearheaded the introduction of NICAM stereo and multilingual sound broadcasting and the second programme channel of SLRC. He was a recipient of the IESL Wimalasurendra Award for on-the-job Research. He has published over 100 peer-reviewed papers in reputed journals and conference proceedings in addition to three books, five book chapters and many books edited.

Amal facilitates and advocates technical guidelines and standards, and provides expertise related to the convergence of media and evolving technology needs. He advises professional communities and explains the trends that shape the media to empower media & ICT stakeholders to continue to make good strategic decisions. Amal is an ITU Expert in Broadcasting.