

## Sharad Sadhu

### Media Specialist



Sharad's career in the media industry spans 47 years. He was the Director Technology of the Asia-Pacific Broadcasting Union till 2013. Sharad has previously worked as Director Engineering in Doordarshan-India, General Manager in TCIL and Professor of TV Technical Operations in the Film and TV Institute of India. Currently he is a Technical Consultant carrying out projects on TV broadcasting and spectrum issues. He is also the Advisor on Technology and International Relations to the Chief Executive Officer of Prasar Bharati, the Indian Public Broadcaster.

Sharad has been instrumental in developing a strong base for the spectrum management, regulation and new technologies activities among the broadcasters in the region, as also in introducing delivery to mobile, handheld devices, broadband delivery and other ICT technologies. He has received extensive exposure internationally in broadcasting technologies and spectrum regulation.

On behalf of the International Telecommunication Union (ITU), Sharad has supervised and carried out projects on digital TV broadcasting in more than 15 countries. On behalf of the UNESCO, he had carried out projects in 9 countries on Emergency Warning broadcasting.

For many years, he was the Vice-Chairman of the World Broadcasting Unions-Technical Committee, Steering Board member of the DRM Consortium and the World DMB Forum. He also served the ITU's WRC conferences in several capacities since 1988 and has contributed as a senior expert in many ITU projects.

Sharad has authored a large number of papers on topics of current interest and has made presentations at eminent conferences in six continents.

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