



**Pre-Summit workshop on
Enhancing Digital Terrestrial Television Broadcasting Transition
Experience**

**Monday 25 May 2015
Kuala Lumpur, Malaysia**

Supported by:



PRELIMINARY AGENDA

Objectives:

- a) To share country experiences on transition from analogue to digital terrestrial television broadcasting
- b) To provide information on new technologies and services for digital television and radio
- c) To build skills enabling smooth transition from analogue to digital terrestrial television broadcasting

MONDAY 25 MAY 2015	
0830-0900	REGISTRATION
0900-0930	Opening Session: Welcome Address <ul style="list-style-type: none"> 1. AIBD: Welcome Remarks 2. ABU: Welcome Remarks 3. ITU: Opening Remarks
0930-1000	GROUP PHOTO AND COFFEE BREAK
1000-1100	Session 1: Digital Terrestrial Television Broadcasting Implementation in Asia and the Pacific <i>This session will present the current status of the digital terrestrial television broadcasting implementation in Asia and the Pacific and is shared by a few countries representation on their experiences.</i> Speakers: Ms. Sireerat Bunnag, Programme Officer, ITU Regional Office for Asia and the Pacific to

	<p>update the current status of digital broadcasting implementation in Asia Pacific</p> <p>Mr. Andrew King, ITU's expert, to share Australia's experience Dr. Amal Punchihewa, Director, ABU Technology, to share New Zealand's experience Mr. Takefumi SATO, Deputy Director, Broadcasting Technology Division, International and Communications Bureau, MIC-Japan: to share Japan's experience</p>
1100-1200	<p>Session 2: Policy and Regulatory framework & digital dividend</p> <p><i>This session will share policy and regulatory experiences of countries in introducing digital terrestrial television broadcasting in their countries.</i></p> <p>Speakers: Mr. Andrew King, ITU's expert Ms. Azlina Mohd Yusof, MCMC, Malaysia</p>
1200-1330	LUNCH BREAK
1330-1430	<p>Session 3: Broadcasting Standards for digital television (DTMB, ATSC, ISDB-T, DVB T/T2) and radio & Emergency Warning Broadcasting System</p> <p><i>This session will update the technologies and standards from digital broadcasting of TV and radio including experience sharing of the East Japan Great Earthquake.</i></p> <p>Speakers: Dr. Amal Punchihewa, Director, ABU Technology, DTMB, ATSC, DVB and ABU working on EWS 2.0. Looking at Asia-Pacific requirements and building a reference model. Mr. Takefumi SATO, Deputy Director, Broadcasting Technology Division, International and Communications Bureau, MIC-Japan, on ISDB-T and EWS</p>
1430-1530	<p>Session 4: Market & Business Development in mobile TV, satellite TV, Cable TV, IP TV, etc.</p> <p><i>This session will provide the experience in doing business with the technologies and services in digital terrestrial television broadcasting transition.</i></p> <p>Speakers: Mr. Andrew King, ITU's expert, to present the rollout of HbbTV services over digital terrestrial television and IPTV. Dr. Amal Punchihewa, Director, ABU Technology, to present the Interactive Multimedia Services in Asia Pacific: Trends & Insights Mr. Takefumi SATO, Deputy Director, Broadcasting Technology Division, International and Communications Bureau, MIC-Japan, to present VHF and UHF after ASO</p>
1530-1600	COFFEE BREAK
1600-1700	<p>Session 5: Digital Terrestrial Television Broadcasting: Challenges & Way forward</p> <p><i>This session will be shared by countries' representatives that have undertaken or are undergoing transition from analogue to digital terrestrial television broadcasting.</i></p> <p>Panel discussion: Moderator: Dr. Amal Punchihewa, Director, ABU Technology LDCs Representatives: <u>Bhutan</u>: Ms. Monira Tsewang, Chief Info & Media Officer, Head InfoCom and Media Dev</p>

	Division, MIC Cambodia: Mr. Satha Men, Deputy Director of Broadcasting Department, MOI <u>Lao PDR</u> : Mr. Somphone Syhalath, Director Radio Spectrum Management Division, MOPT <u>Timor Leste</u> : Mr. Joao Olivio Freitas, Technical Director, ANC
1700	CLOSING SESSION ITU, ABU, AIBD

FOLLOWED BY ASIA MEDIA SUMMIT 2015: 26-28 MAY