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|  | **ITU - TRAI International Training Programme**on**“Emerging Trends in Broadcasting”**09 -11 October 2019New Delhi, India | Image result for TRAI india logo |

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|  DRAFT AGENDA  |
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|  **09 October 2019 (Day-1)**  |

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| 0830-0900 | **REGISTRATION** |
| 0900-1000 | **INAUGURAL SESSION**Followed by Group Photo |
| 1000 – 1030 | **High Tea** |
| 1030 -1100 | **Session 1: Introduction to the training and objectives**Objective: To introduce the background of the training and its objectives**Panel*** **Mr Istvan Bozsoki, ITU**
* **Mr Sameer Sharma, ITU**
* **Dr Amal Punchihewa, ITU Expert**
* **Mr Sanjeev Kumar Sharma, Advisor(IR), TRAI**
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| 1100-1200 | **Session 2: Present Status, trends, new technologies in broadcasting sector**Objective: To provide an overview of current status quo of digital terrestrial television broadcasting, trends and new technologies for digital terrestrial broadcasting. Session also aims to report on the summary of the ITU assistance in the APAC region on digital broadcasting transition **Panel*** **Mr Sudhanshu Vats, CII**
* **Mr Istvan Bozsoki, ITU**
* **Dr Amal Punchihewa, ITU Expert**
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| 1200-1300 | **Session 3:  Broadcasters’ and Telcos’ perspective on OTT – IBB, IPTV vs. OTT**Objective: To provide how broadcasters and telcos could embrace OTT while carrying out their traditional broadcasting over the air and IPTV delivery on their networks respectively while deploying or offering CDN services. **Panel:*** **CEO, Hotstar, India/Country Head**
* **DDI; National Telco in India; IPTV provider; Mediacorp**
* **Ms Emily Wee, Vice President, Content and Media Operations, Telekom Malaysia**
* **Mr Shree Bhadra Wagle, Manager Production & Delivery Technologies, ABU**
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| 1300-1400 | **LUNCH** |
| 1400-1500 | **Session 4: Business models for OTT** Objective: To discuss the sustainability issues in the content delivery in the form of OTT for traditional broadcasters and for non-traditional broadcasters.**Panel :*** **Ms Archana Anand, Chief Business Officer- ZEE5 Global**
* **Mr Mika Kanerva, COO of Sofia Digital**
* **Dr Amal Punchihewa , ITU Expert**
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| 1500-1530 | Coffee Break |
| 1530-1700 | **Session 5: Broadband over Cable TV Network**To discuss value added services such as Broadband that could offer by cable TV operators.**Panel:*** **Mr Sunil Singhal, Advisor, TRAI**
* **Mr Rajan Gupta, CEO, Hathway**
* **Country Head, Comcast**
* **Mr Balaji, Vodafone, India**

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|  **10 October 2019 (Day-2)**  |

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| 0900-1000 | **Session 6: broadcast OFF-Load Technologies** Objective: To introduce the technological and business developments taking place in the field of Broadcasting through Terrestrial systems for mobile/portable devices (including DVB T-2, eMBMS, etc).Panel –* **CEO/MD, Reliance Jio, India**
* **Mobile operators in Singapore/Malaysia/Asia/Australia (Telstra)**
* **Mr Parag Naik, CEO at Saankhya Labs**
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| 1000-1100 | **Session 7: cdn networks for Media delivery and Distribution**Objective: To provide an overview of the evolution of multi-CDNs and its practical use case of OTT.**Panel*** **Boston Consultancy Group, Country Head, India**
* **Business Head/Country Head, ACAMAI**
* **Business Head/Country Head, Google**
* **Michael Ritchie, Eurovision FLOW, Eurovision, EBU**
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| 1030-1100 | Coffee Break |
| 1100-1230 | **Session 8:  IBB and OTT Media services in the Asia-Pacific** Objective: To provide practical aspects of implementation from global deployments and challenges in its implementation.**Panel -*** **Teresa Cheung, Managing Director HK at Eurofins Digital Testing,**
* **Sofia Digital Mediacorp (Singapore)**
* **Dr Leon Mun, Head of OTT, Sony, Malaysia**
* **NBTC, Thailand**
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| 1230-1330 | **LUNCH** |
| 1330-1500 | **Session 9: emerging trends in devices for content distribution**Objective: To introduce the developments happening in the area of media consumption devices (CPEs, Display terminals, Hybrid STBs, etc) and how it is effecting the delivery and pattern of consumption of media, in the age of convergence. **Panel*** **Head, Google, Singapore**
* **CEO, Samsung/LG**
* **Country Head, Apple**
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| 1500-1530 | Coffee Break |
| 1530-1700 | **Session 10: emerging trends in rating and weightage of different media**Objective: To introduce the latest developments in the field of rating and measurements of viewership/media consumption delivered through different means and platforms.**Panel*** **CEO, BARC India**
* **CEO, Nielsen**
* **Subho Ray, President, IAMAI**
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|  **11 October 2019 (Day-3)**  |

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| 0900-0945 | **Session 11: AI, ML and Cyber Security** Objective: To introduce potential threats that are increasing while servicing online and recommended actions to mitigate them, highlight the role of AI and ML play for better user experience.**Panel:*** **Mr Sameer Sharma, ITU**
* **Dr. Keeratpal Singh, Chief Data Scientist at Axiata**
* **Dr Amal Punchihewa, ITU Expert**
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| 0945-1100 | **Session 12: Regulatory Policy, Practices & Challenges in the era of Convergence (of services) Policy and Regulations** Objective: To discuss and provide policy and regulatory mechanisms those are in place both in APAC and beyond.**Panel :*** **TRAI**
* **MDA-Singapore, New Zealand**
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| 1100-1130 | Coffee Break |
| 1130-1300 | **Session 13: Summary, Conclusions, Lessons Learnt and The Way Forward** Objective: To discuss the policy and regulatory issues in the Asia-Pacific pertaining to supporting broadcast services in APAC and to identify the way forward to foster the complementing environment that will support broadcasting.**Panel:*** **Mr SK Gupta, Secretary, TRAI**
* **Mr Sameer Sharma, ITU**
* **Mr Istvan Bozsoki, ITU**
* **Dr Amal Punchihewa, ITU Expert**
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| 1300-1400 | **LUNCH** |

**WORKSHOP COORDINATION**

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