



Telecommunication  
Development Bureau (BDT)

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Contact: Ms. Sireerat Bunnag Administrations of ITU Member States  
ITU Regional Office for Asia and the Regulators and ITU-Sector Members of the  
Pacific Asia-Pacific Region

Telephone: +66 2 5748565  
Telefax: +66 2 5749328  
E-mail: sireerat.bunnag@itu.int

Subject: **ITU-AIBD-ABU Regional Workshop on “Strengthening Digital Broadcasting Experience”,  
22-23 May 2011, Hanoi, Vietnam**

Dear Sir/ Madam,

I am pleased to invite your organization to participate in ITU-AIBD-ABU Regional workshop on **“STRENGTHENING DIGITAL BROADCASTING EXPERIENCE”** co-organized by the International Telecommunication Union (ITU), the Asia-Pacific Institute for Broadcasting Development (AIBD), the ITU Asia Pacific Centre of Excellence (ASP CoE) Node for Digital Broadcasting and the Asia-Pacific Broadcasting Union (ABU), which will be held in Hanoi, Vietnam, from 22 to 23 May 2011.

The main objective of this workshop is to help participants to understand the various types of digital terrestrial television technology that are used around the world, ATSC, DVB-T, ISDB-T, and T-DMB, future trends of Set-Top-Box and digital TV receivers, Mobile TV and future home entertainment, next-generation of digital broadcasting in convergence era including an update on the digital broadcasting guidelines for Asia and the Pacific and the country's roadmap.

The workshop is addressed to Policy Makers, Regulators, Broadcast Engineers, Corporate Executives and Managers, Administrators and Officials dealing with migration from analogue to digital broadcasting. The preliminary programme as well as the fellowships request form are attached (Annex 1 and 2) for your information. All documents relating to the event: updated programme, Registration form, fellowships request form and participant's information will be posted on the ITU website at <http://www.itu.int/ITU-D/asp/CMS/Events/2011/DigitalBroadcast-May2011/index.aspl>. Participants are invited to download and print the documents needed for the event.

To register for this workshop, participants are kindly requested to complete the registration form (Annex 2) and send it to the e-mail address indicated in the form, **by 15 April 2011** at the latest.

Travel arrangements and accommodation should be made and borne by the participating Administration.

ITU is providing the daily subsistence allowance (DSA) to Least Developed Countries (LDCs) and possibly to Low Income Countries (LICs) subject to availability of funds. The last date for fellowship application is 15 April 2011.

If you require assistance for an entry visa to Vietnam please contact Ms. Sireerat Bunnag ([sireerat.bunnag@itu.int](mailto:sireerat.bunnag@itu.int)) at the ITU Regional Office in Bangkok via telephone +66 2 574 8565 or fax +66 2 574 9328.

I look forward to active participation from your organization.

Yours sincerely,



Brahima Sanou  
Director

**Annexes:** Annex 1: Preliminary Programme  
Annex 2: Registration form

**Cc:** Mr. François Rancy, Director BR  
BDT/Fellowships



Annex 1

## ITU-AIBD-ABU REGIONAL WORKSHOP STRENGTHENING DIGITAL BROADCASTING EXPERIENCE

22-23 May 2011

### Preliminary Programme

<b>22 May 2011: Sunday DAY 1 (DTTB Technology)</b>		
<b>Time</b>	<b>Topic</b>	<b>Speaker</b>
0800-0900 Hrs	Registration	
09:00-09:15 Hrs	Opening address	
<b>Session-1</b> 09:15-10:30 Hrs	<ul style="list-style-type: none"><li>• Traditional TV and Digital TV</li><li>• Overview of DVB-T &amp; DVB-T2</li></ul>	
10:30-11:00 Hrs	Refreshment Break & Technology Demo	
<b>Session-2</b> 11:00-12:30 Hrs	<ul style="list-style-type: none"><li>• Overview of ISDB-T</li><li>• Overview of T-DMB</li></ul>	
12:30-14:00 Hrs	Lunch Break & Technology Demo	
<b>Session-3</b> 14:00-15:30 Hrs	<ul style="list-style-type: none"><li>• Overview of ATSC</li><li>• Interactivity &amp; Interoperability choices</li></ul>	
15:30-16:00 Hrs	Refreshment Break & Technology Demo	
<b>Session-4</b> 16:00-17:15 Hrs	<ul style="list-style-type: none"><li>• Future Trends in STB &amp; Digital TV Receivers</li><li>• <b>Q &amp; A</b></li></ul>	
<b>23 May 2011: Monday DAY 2 (DTTB Guidelines &amp; Experience)</b>		

<b>Session-5</b> 09:00- 10:30 Hrs	<ul style="list-style-type: none"> <li>• Overview on the ITU activities on the A-D transition; ITU -Introduction of the Guidelines on Migration from Analogue to Digital Broadcasting DTTB and MTV for Asia and the Pacific</li> <li>• Implementing of Digital TV: country experience</li> </ul>	
10:30- 11:00 Hrs	Refreshment Break & Technology Demo	
<b>Session-6</b> 11:00- 12:30 Hrs	<ul style="list-style-type: none"> <li>• Convergence Services – Business model</li> <li>• Mobile TV and Entertainment</li> </ul>	
12:30- 14:00 Hrs	Lunch Break & Technology Demo	
<b>Session-7</b> 14:00- 15:30 Hrs	<ul style="list-style-type: none"> <li>• HDTV to the Home</li> <li>• Future Home Entertainment</li> </ul>	
15:30- 16:00 Hrs	Refreshment Break & Technology Demo	
<b>Session-8</b> 16:00- 17:15 Hrs	<ul style="list-style-type: none"> <li>• Management &amp; Delivery of Content</li> <li>• Next-Generation of Digital Broadcasting in Convergence Era</li> </ul>	
17:15- 17:20 Hrs	Closing	



**ITU-AIBD-ABU Regional Workshop**  
**“Strengthening Digital Broadcasting Experience”**  
 22-23 May 2011  
 Hanoi, Vietnam

**Registration Form**

<i>(Please type or write in <b>block letters</b>)</i>			
<b>1. ORGANISATION:</b>			
Abbreviation:			
<b>2. PARTICIPANT DETAILS</b>			
<input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Dr <input type="checkbox"/> Other	First Name:	Family Name:	
	Name (to be shown on Name Tag):		
	Position in your organisation:		
Current Nationality	Nationality at Birth	Date of Birth	Passport no.
Date of Issue (dd/mm/yy)		Date of Expiry (dd/mm/yy)	
Office Address:			
Country:			
Tel No:	Mobile No:	E-mail address:	
Fax No:			
<b>3. ACCOMPANYING PERSON DETAILS</b>			
<input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Dr <input type="checkbox"/> Other	First Name:	Family Name:	
	Name (to be shown on Name Tag):		
Current Nationality	Nationality at Birth	Date of Birth	Passport no.
Date of Issue (dd/mm/yy)		Date of Expiry (dd/mm/yy)	
<b>4. CONFERENCE VENUE</b>		<b>5. AGENDA AND CONFERENCE INFORMATION</b>	
<b>Melia Hotel</b> <b>44B Ly Thuong Kiet Street</b> <b>Hanoi, Vietnam</b> <b>www.meliahanoi.com</b> <b>www.solmelia.com</b>		The latest agenda and AMS information is available at: <b>www.aibd.org.my/AMS</b>  <b>Note:</b> No registration fee for public service broadcasters around the globe, AIBD members, AIBD affiliates, AIBD partners and summit speakers. Registration fee for private networks, institutes and individuals is US\$ 250. This does not include accommodation.	

Please e-mail this form duly completed by **15 April 2011 at the latest** to  
 Mr Holger Banko  
 Tel: + 60-3-22823719  
 Fax: + 60-3-22822761  
 Email: holger@aibd.org.my