14/2/2026 Event

Join us in Malaysia at the ABU Digital Broadcasting Symposium 2026!

We're excited to announce our participation in the ABU Digital Broadcasting Symposium (DBS) on 31 March 2026 at the Berjaya Times Square Hotel, Kuala Lumpur, Malaysia. Mark your calendars, we hope to see you there!

ABU Digital Broadcasting Symposium 2026
Date: 31 March
Venue: Berjaya Times Square Hotel, Kuala Lumpur, Malaysia

Please contact us to arrange a meeting at this event or leave us your contact details and we can arrange a personalised online consultation with our product specialists. We hope to meet you soon!

Etere logo

ABU DBS 2026

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.

Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere digital technologies and market-proven remote/on-site services, such as consultancy, training, installation, and demonstrations, are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com

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About ABU DBS 2026

With the theme "The Rising Synthetic Era", DBS 2026 marks a pivotal moment as the broadcasting and media world enters a new chapter shaped by the rise of synthetic intelligence and creative technologies. The theme captures this transformation — where artificial intelligence, automation, and generative tools are evolving from simple assistants into genuine creative partners.

In this emerging landscape, the boundary between what is real and what is synthetic is increasingly blurred. From AI-generated visuals and hyperreal soundscapes to virtual presenters and automated storytelling, synthetic media is redefining how we create, deliver, and experience content. Broadcasters and media professionals are now faced with a critical question: how can we embrace these technologies while remaining authentic, creative, and worthy of our audience's trust?

DBS 2026 will explore how this "synthetic rise" is transforming every facet of broadcasting — from production and distribution to security, audience engagement, and ethical governance. The symposium aims to inspire and equip the industry to adapt, innovate, and thrive in a future where human imagination and machine intelligence work together to shape the stories of tomorrow.

The event will offer both international and regional exposure to ABU members, broadcasters, and the wider media industry. Each year, DBS attracts over 1,200 participants, including media experts, senior executives, and decision-makers from broadcast and media organisations, regulators, government institutions, academia, solution providers, and other stakeholders from across the region and beyond.

https://dbs.abu.org.my/

About Asia-Pacific Broadcasting Union (ABU)

ABU (Asia-Pacific Broadcasting Union) established in 1964 is the biggest broadcasting union in the world. Formed in 1964, it's a non-profit, professional association of broadcasting organisations. It currently has over 288 members in 57 countries and regions, reaching a potential audience of about 3 billion people.
https://www.abu.org.my/

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