

BroadcastAsia2016

INTERNATIONAL CONFERENCE

Integrating Technologies, Experiencing Content

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SGD 500

31 May – 3 June 2016
Marina Bay Sands, Singapore
www.broadcast-asia.com

FEATURING 2016 SPEAKERS



Chris Fetner
Director of Global
Content Partners
Operations
Netflix



John Honeycutt
Chief Technology
Officer
**Discovery
Communications**



**Jacques-Aymar De
Roquefeuil**
Deputy General Director
**K+ Vietnam
Satellite Digital
Television**



Yudha Wibawa
Deputy Chief Executive
Officer and Managing
Director
MNC Sky Vision



Zungkon Yim
Deputy Director
**Korean
Broadcasting
System (KBS)**



Shane Mitchell
Head, Digital
MediaCorp



Azran Osman Rani
Chief Executive Officer
ifix Malaysia
Chief Operating Officer
ifix Group



Leh-Chyun Lin
Vice President
**Public Television
Services Taiwan**



**Kazufumi
Nagasawa**
Chief Content Officer
**Hulu
(HJ Holdings)**



Jake Abdullah
Chief Executive Officer
Astro Radio



Nick North
Director of Audiences
BBC



Mickey Kim
Head of Chromecast &
TV Partnerships,
Asia Pacific
Google

MEETING THE **SYNERGY** IN THE PURSUIT OF **PREMIER MONETISATION STRATEGIES** AND ADAPTING THE CHANGE OF **BROADCASTING TECHNOLOGIES**

Key Topics Discussed:

- Catching up with changing **content consumption patterns** and innovative ways to **gain customers**
- How are **OTT business models** evolving in Asia? Do they need to be **regulated?**
- Unlocking commercial opportunities via **big data** and **real-time analytics**
- Evolving broadcasting **business models** and ensuring **sustainability**
- **Digital Broadcasting** – Standards, technologies and implementation challenges
- **Virtualisation:** Planning and designing the IP broadcast facility
- A view from **the cloud** - **Next-Generation** content distribution over **IP/TV Everywhere** scenarios
- **Radio broadcasting** – New age and new strategies

NEW FOR 2016

The Business of Connected
Entertainment

IP Broadcasting and TVE
Technologies

Capturing Viewers with
Immersive Experiences – At
home and on the go

Broadcast Standards and Video
Encoding Technologies

Big Data and Real – Time
Analytics – New Commercial
Opportunities

Held Concurrently

Incorporating

CommunicAsia2016

EnterpriseIT2016

SatComm2016

Organiser



Worldwide Associate



Hosted by



A Part of



BroadcastAsia2015 International Conference presents

500+ attendees | 120+ speakers | 25+ hours of networking | 4 action packed days | 1 stellar event!

BroadcastAsia2016 International Conference

TV industry is on the cusp of change and in the age of disruption, be it IP-based broadcasting, OTT monetisation models or workflow management trends, the stakeholders are continually looking for practical and cost effective solutions.

BroadcastAsia2016 International Conference is designed to provide key broadcast stakeholders with proficient and cost effective approaches into emerging trends in convergence of broadcast and IP-based technologies and their implications on TVE business.

How are the OTT monetisation models changing the rules of the game for broadcasters, operators, content creators and telco providers? How are new technologies and integration of standards helping players maintain their foothold in the broadcast business? Moreover, with the shift in Pay TV business models, how are broadcasters maintaining their market shares with creative contents and offerings

Join us at BroadcastAsia2016 International Conference - **Asia's largest and unprecedented** conference, where broadcasters, content providers and technology experts share collaborating strategies and exchange views that will further shape the broadcasting industry. Don't miss the opportunity to hear first-hand information from the amazing cast of new speakers for 2016.

See you in Singapore!

SAVE THE DATE!

The top players in the broadcast and entertainment are convening at BroadcastAsia2016 International Conference from **31 May - 3 June 2016**, at the **Marina Bay Sands, Singapore!**

To register, contact Cheryl Choy at +65 6233 6623 or Cheryl@sesallworld.com

REASONS TO ATTEND

- 1 The only networking platform in Asia to meet decision makers from leading broadcasters, operators and content creators from across the globe – All under one roof!
- 2 Gain implementable case studies from companies that are making headlines! Get to hear and network with 60+ new key speakers who are speaking for the first time at BroadcastAsia2016 Conference.
- 3 Assess cost effective broadcast solutions and technologies that are strategically positioned in the conference to suit your company's needs.
- 4 Network with 500+ of your industry peers, from 40+ countries



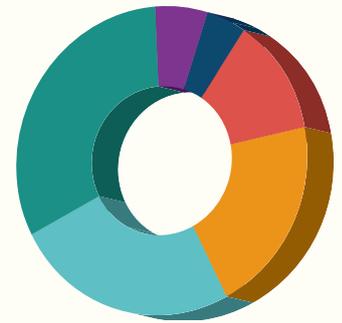
BroadcastAsia ROCKS! It gives us new exposure on the new broadcast knowledge / system / platforms that is currently available in the market. Keep it up!"

Noor Azila Binti Hassan,
Assistant Vice President, **Measat**

Where the Global Broadcast Industry Gathers...

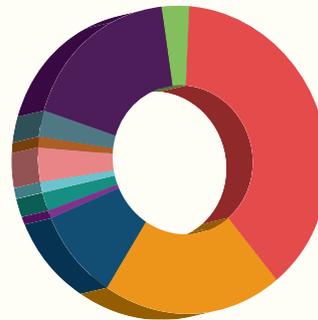
Job Function

- 28% Top/Senior Management
- 22% Technical/Engineering/Network Mgmt
- 18% Operations/Maintenance/Production
- 11% Sales/Marketing/Business Development
- 4% Broadcast/Media (General)
- 5% Programming/Content Development



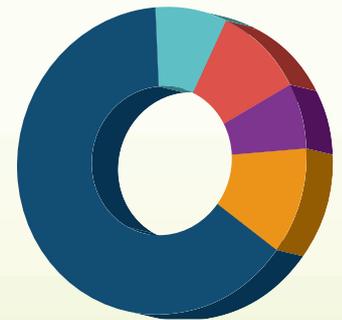
Industry

- 40% Broadcaster
- 21% Broadcast System Solution Provider
- 10% Content Provider/OTT Players
- 1% Distributor/Wholesaler/Importer/Agent/Reseller
- 2% Film Production
- 1% Operator (Cinema)
- 4% Production House
- 1% System Integrator
- 3% Academia/Training Institute
- 19% Governmental Organisation
- 3% Operator (Telecommunications)



Country/Region

- 64% South-East-Asia
- 11% Rest of Asia
- 7% Oceania
- 10% Europe
- 8% USA



CONTENT CAPITALISATION STRATEGIES

BROADCAST ENGINEERING AND TECHNOLOGY

MORNING PLENARY SESSION (OPEN TO ALL BROADCASTASIA2016 CONFERENCE DELEGATES)

Captains of Industry Dialogue 1: Traditional TV Vs. Digital TV: Is the "New Alliance" Content Delivery a Way Forward?
Neflix Technical Address: Delivering to a Global OTT Platform, Why it's Harder Than You Think

31 MAY

NEW

TRACK C1

THE BUSINESS OF CONNECTED ENTERTAINMENT

- Understanding the accelerators for the TVE business and how they are changing
- Direct-to-consumer models: Understanding the evolution of the Pay TV OTT market and the importance of flexible business models
- Achieving a fully ad-funded OTT business
- TV Everywhere Business and Operating Models: Reducing cost barriers and effective monetisation of delivering high quality experiences

NEW

TRACK T1

IP BROADCASTING & TVE TECHNOLOGIES

- IP infrastructure – Addressing technical considerations / challenges when switching from legacy systems
- What is the best platform for delivering high quality content on the go? Wifi, fixed or mobile broadband?
- 4G Broadcast (LTE eMBMS): Addressing congestion and peak demand for popular content
- HTML5, HyppTV, MPEG-DASH: Technology, deployment and applications for video delivery

MORNING PLENARY: (Open to all conference delegates)

Opening Keynote Address

Visionary Address: The next 5 years in Global Digital Transformation
Thought-Leaders Panel: New Media Opportunities: Collaborating in a Disruptive Phase
(Combined with *CommunicAsia Summit and BroadcastAsia International Conference*)

1 JUNE

NEW

TRACK C2

CAPTURING VIEWERS WITH IMMERSIVE EXPERIENCES – AT HOME AND ON THE GO

- Second screen applications and capitalisation opportunities to reduce churn and grow subscriptions
- Ensuring a consistent UI experience across devices
- Creating an easy-to-use mobile app for video consumption anytime
- Sportscasting highlights

NEW

TRACK T2

BROADCAST STANDARDS & VIDEO ENCODING TECHNOLOGIES

- Updates on digital broadcasting standards, and addressing its implementation challenges
- Video encoding and compression standards & technologies (HEVC / MPEG Dash)
- Audio technologies for immersive audio experience (Audio 22.2 / MPEG-H 3D Audio)

TRACK T3
NEXT GENERATION WORKFLOW & DIGITAL ASSETS MANAGEMENT

- Cloud and metadata applications to streamline your workflow
- Upgrading content processing, archiving, workflows, distribution and delivery with cloud technologies
- Automation technologies for faster subtitling, metadata insertion, DRM, measurements and more...
- Quality monitoring functionalities to ensure best QoE across all platforms

MORNING PLENARY: OPEN TO ALL BROADCASTASIA2016 CONFERENCE DELEGATES

Opening Keynote Address: Changing TV Landscape and Smart Ways to Stream on Your Screen
Captains of Industry Dialogue 2: Video On Demand – Where is the Market Leading to?

2 JUNE

NEW

TRACK C3

BIG DATA & REAL-TIME ANALYTICS – NEW COMMERCIAL OPPORTUNITIES

- Advertising meets big data – Opportunities in programmatic, data-driven advertising
- Addressing security and privacy concerns in using viewer data
- Personalising content recommendations and advertisements to generate new revenue streams with the help of metadata
- ROI of OTT and VOD Dynamic Ad Insertion (DAI)

TRACK T4

CLOUD DISTRIBUTION – NEXT GENERATION MEDIA DELIVERY SYSTEMS

- CDNs: Broadcasting from the edge for minimum latency and buffering issues throughout the media delivery chain
- P2P Networks – Could it be the answer to congested networks?
- Cloud-enabled video distribution to reach international audiences
- Live video CDN distribution

TRACK T5

RADIO BROADCASTING

- WRC-15: Implications of updated radio broadcasting regulations and spectrum usage
- On-demand streamed music – Does it compete or complement radio?
- New money from online/mobile radio – Business models, advertising strategies and sales best practices
- Repositioning of digital radio content to suit listener behaviour and needs

3 JUNE

NEW

Workshop A

Speed, Accuracy, Quality – Meeting the Content Needs of Today's Demanding TV Viewers

NEW

Workshop B

Short-Form Content Production and Distribution

PROGRAMME AT A GLANCE

PRESENTING A 120+ STELLAR LINEUP OF BROADCAST INDUSTRY THOUGHT LEADERS



Gerd Leonhard
Futurist, Author, CEO,
The Futures Agency,
Switzerland



Joseph Jerome Francia
First Vice President and
Head of Operations
GMA Network



Alexandre Muller
Managing Director
TVMonde
Asia-Pacific



Paul Berriman Group
Chief Technology Officer
PCCW- HKT Group



Gaurav Gandhi
Chief Operating Officer
Viacom18 Digital
Ventures



Peter G. Bithos
Chief Executive
Officer
HOOQ



**Sebastian-Justus
Schmidt**
Co-founder
SPB TV



Anil Nihalani
Head of Connected
Media
MediaCorp



Greeny Dewayanti
Chief Executive Officer,
Genflix
Director, **Orange TV**



Jimmy Kim
Senior Vice President
MNC Media



Malcolm Rodrigues
Chief Executive Officer
MyRepublic



Adi Kouadio
Senior Project Manager
European
Broadcasting Union
(EBU)



Elizabeth Eastham
Digital Director
SNTV



Louis Hernandez, Jr.,
Chairman President &
Chief Executive
Avid



Daehoon Choi
Research Engineer
Korea Broadcast-
ing System (KBS)



Oonagh Chan
Head of Broadcasting
Services
The Hong Kong
Jockey Club



Harbans J Singh
Deputy Director, Digital,
Sport Singapore



Clement Gosse
Partnership Director
Dailymotion



Joe Welch
Senior Vice President
Government Relations
Asia Pacific
21st Century Fox



Yuval Fisher
Chief Technology
Officer, MVPD
Imagine
Communications



Michelle Munson
President and
Co-Founder
Aspera, an IBM
Company



Ario B. Widyatmiko
Chief Content Officer –
IPTV/OTT
Dens.TV (Digdaya
Duta Digital)



Roger Franklin
President and Chief
Executive Officer
Crystal Solutions



Mohamed Abuagla
CIO/CTO and Executive
Director – Technology &
Operations
Aljazeera Media
Network



Seungyeob Choi
Lead Engineer and
Manager Streaming
Verizon Digital
Media



Michael Mason
Director
ABC Radio



**Krishnan
Rajagopalan**
Co-founder and
Chief Content and
Distribution Officer
HOOQ



Thierry Fautier
Vice President Video
Strategy
Harmonic Inc.
President
Ultra HD Forum



Kevin Murray
System Architect
Cisco



Satoshi OODE
Research Engineer
Japan
Broadcasting
Corporation (NHK)



Khush Kundi
Head of Compression,
APAC
Ericsson



Hans Massart
Market Director
Broadcast
Newtec



Anowarul Azim
Head of Broadcast
Technology
Independent
Television Ltd



Dima Khatib
Managing Director
AJ+



**Dominic De
Lorenzo**
Global Director of
Product Strategy,
Massive
Interactive



Peter Siebert
Executive Director
DVB Project Office



Hironori Furumiya
Engineer – Program
Engineering
Japan Broadcasting
Corporation (NHK)



Toni Fiedler
Director, APAC
Fraunhofer IIS



Tom Weiss
Investor and Chief
Executive Officer
Genius Digital



Richard Harshman
Head of ASEAN
Amazon Web Services



Rohit Dewan
Chief Technology
Officer
Viki Inc.



Derek Wang
Chief Cloud Architect
AliCloud
International



Jacques Le Manca
Chief Executive
Officer and President
Broadpeak



James Gilbert
Co-Founded and Chief
Executive Officer
Pixel Power



Christine Fellowes
Managing Director
APAC
Universal Networks
International



Hendy Liem
Vice President,
Contents,
MNC Group



Gali Michaeli
Vice President Business
Development
Comigo



Dr Amal Punchihewa
Director of Technology &
Innovation
ABU



Kirk Harnack
Director, Multimedia
Education
The Telos Alliance



Fritz Markus
Senior Vice President
Commercial Development &
Marketing,
Eutelsat



Dr.-Ing. Ralf Schäfer
Head, Video Division
Fraunhofer Heinrich
Hertz Institute



Kishore Poreddy
Head – India
Peel



Joan Warner
VP Asia Pacific and
Chief Executive Officer
WorldDAB and
Commercial Radio
Australia



**Ramki
Sankaranarayanan**
Founder and Chief
Executive Officer
Prime Focus
Technologies (PFT)



Pancrazio Auteri
Chief Technology Officer
ContentWise



Yangbin Wang
Chief Executive Officer
Vobile, Inc.



Randy Cooke
Vice President
Programmatic TV
SpotXchange
Global



Fabio Gattari
Asia Pacific Sales
Etere



Gemaine Ng Ferguson
General Manager,
Integrated Solutions
& Analysis, Emerging
Businesses
StarHub



Thomas Bremond
Managing Director
Europe
FreeWheel



Frank Herrmann
Project Leader - Digital
Television Projects
Panasonic R&D
Centre



Paul Turner
Vice President
Telestream



Henry Quintana
Director of Solutions
TVU Networks



David Weiland
Executive Vice President,
Asia
BBC Worldwide

MORNING PLENARY SESSIONS!
Open to all Conference Delegates

*Registration begins at 8.00 AM every morning

DAY 1 31 MAY 2016 TUESDAY	9.00 AM	Chairman's Welcome Address
	9.10 AM	CAPTAINS OF INDUSTRY DIALOGUE 1 Traditional TV Vs. Digital TV: Is the 'New Alliance' Content Delivery a Way Forward? PANEL DISCUSSION Future TV Economies: <ul style="list-style-type: none"> Is future combination of Traditional and Digital TV? New entrants - threat or opportunity Linear and on demand ecosystem: 'Alliance for Open Media' with collective technology, internet-based expertise to meet growing demand – collaborative approach needed? Consumers are in control – How do you win in future TV platforms? How new partnerships would change traditional business models? Identifying industry risk tolerance towards challenges, convergence and M&A and overcoming them Confirmed Panellists: Christine Fellowes, Managing Director APAC, Universal Networks International Yudha Wibawa, Deputy Chief Executive Officer and Managing Director, MNC Sky Vision John Honeycutt, Chief Technology Officer, Discovery Communications David Weiland, Executive Vice President, Asia, BBC Worldwide
	9.40 AM	Netflix Technical Address: Delivering to a Global OTT Platform, Why it's Harder Than You Think <ul style="list-style-type: none"> Why OTT should be your first class master Using the Interoperable Master Format to create a Global Master Subtitles and Localised audio aren't secondary assets Why good Artwork matters Chris Fetner, Director of Content Partner Operations, Netflix
10.20 AM	Morning Break and Refreshments	
Combined with CommunicAsia Summit		
DAY 2 1 JUNE 2016 WEDNESDAY	9.00 AM	Chairman's Welcome Address Tony Poulos, Managing Editor, DisruptiveViews or Columnist, Telecom Asia
	9.10 AM	OPENING KEYNOTE ADDRESS: IDA* (Invited)
	9.30 AM	VISIONARY ADDRESS: The next 5 years in Global Digital Transformation <ul style="list-style-type: none"> The next 5 years will bring exponential changes in how we communicate, how we consume media and content, how we transact and do business and how we learn and design our future - much of it will be driven by globally increased connectivity, super-computing and vastly more powerful interfaces. Outlining the key trends for the next 5 years, entering on mobilisation, digitisation, screenification, intelligisation (sic), automation and robotisation and what will it mean to be human? Gerd Leonhard, Futurist, Author, CEO, The Futures Agency, Switzerland
10.00 AM	THOUGHT-LEADERS' PANEL New Media Opportunities: Collaborating in a Disruptive Phase PANEL DISCUSSION <ul style="list-style-type: none"> Disruptive growth in Asian context: How to differentiate content and compete How new business models in paid content market can help sustain and grow customers in the era of intensified disruption? Exploring opportunities in the Asian OTT market: Collaborative approaches for telecoms, broadcasters and content developers The road ahead for telecom and terrestrial broadcasting convergence Confirmed Panellists: Azran Osman Rani, Chief Executive Officer, iflix Malaysia , Chief Operating Officer, iflix Group Malcolm Rodrigues, Chief Executive Officer, MyRepublic Shane Mitchell, Head, Digital, Mediacorp Krishnan Rajagopalan, Co-founder and Chief Content and Distribution Officer, HOOQ Moderator: Tony Poulos, Reuben Verghese, DisruptiveViews or Columnist, Telecom Asia	
10.40 AM	Morning Break and Refreshments	
DAY 3 2 JUNE 2016 THURSDAY	9.00 AM	Chairman's Welcome Address Reuben Verghese, Managing Director, Diagnal
	9.20 AM	OPENING KEYNOTE ADDRESS Changing TV Landscape and Smart Ways to Stream on Your Screen <ul style="list-style-type: none"> Evolution of TV ecosystem Role of TV in the mobile first world Chromecast Android TV Why South East Asia Mickey Kim, Head of Chromecast & TV Partnerships, Asia Pacific, Google
	10.00 AM	CAPTAINS OF INDUSTRY DIALOGUE 2 Video On Demand – Where is the Market Leading to? PANEL DISCUSSION <ul style="list-style-type: none"> VOD industry developments in 2016/17 How is Netflix becoming a broadcaster and are broadcasters behaving more like Netflix? Back-end technology upgrades – Are those necessary to increase the efficiency of front-end delivery and performance? Have we decided to save money in near future by migrating operations away from obsolete and costly legacy systems? How are we recommending and personalising the content? Confirmed Panellists: Dominic De Lorenzo, Global Director of Product Strategy, Massive Interactive Benney Cheng, Vice President, SAMENA & Oceania, PCCW Global Scott Ehrlich, Chief Executive Officer and Co-Founder, The QYOU Richard Wray, APAC Sales Director, Conviva Moderator: Reuben Verghese, Managing Director, Diagnal
10.40 AM	Morning Break and Refreshments	

CONTENT CAPITALISATION STRATEGIES
TRACK C1: THE BUSINESS OF CONNECTED ENTERTAINMENT

DAY 1 | 31 MAY 2016 | TUESDAY

9.00 – 10.40 AM **MORNING PLENARY SESSION**
Kindly refer to page 5 for details

The global OTT Market is forecasted to have a healthy growth rate during the 2015-2019 periods. OTT innovative products and services market is expected to cross over US\$54 billion in revenues, growing at a CAGR of around 18 percent during the forecast period, technavio reports. Asian OTT video market is slated to hit US\$8 billion by 2020, up from US\$3 billion in 2015. OTT and pay TV operators across the region have redesigned strategies to aggressively launch new services and the game is on.

This track will highlight how OTT business models are evolving in Asia and if they need to be regulated. Pay TV operators' monetisation strategies and their role and stake to claim in the new world of OTT. What are the trends in OTT video services and TV Everywhere, including operator moves, new entrants, content implications, viewer behaviours, and consumer spending. Hear from world's renowned OTT players as they show case their case studies and strategies.

OTT AND TV EVERYWHERE MARKET DEVELOPMENTS10.55 AM **Chairman's Address****Eric Bruzek**, Partner, **IBB Consulting**11.00 AM **Policy and Regulatory Aspects of OTT**

- OTT market growth and challenges of regulating it
- What regulatory issues can be generated by OTT services?
- Examining current regulatory frameworks – Has it worked and what can we learn from them?
- Key elements and issues to consider at the core of the policy and regulatory implementations
- Transboundary content, censorship, piracy, security and privacy issues
- Recommendations and licenses

Joe Welch, Senior Vice President – Government Relations Asia Pacific, **21st Century Fox**11.30 AM **ifix Story:****Extensive Contents and Technology that Winning Asia**

- Contents that changing the game in online ecosystem
- Features and content that sell
- Update on the next generation emerging market and reaching the next millions of subscribers
- Innovative approach to gaining customer subscription and partnerships

Azran Osman Rani, Chief Executive Officer, **ifix Malaysia**, Chief Operating Officer, **ifix Group**12.00 PM **Asian Operators-Broadcasters Roundtable: Understanding the Accelerators for the TVE Business and How they are Changing**

- How have the new trends of TVE and over-the-top (OTT) video services affected the global pay-TV industry?
- Understanding the differences of motivations and behaviours of viewers groups and strategizing accordingly
- Should broadcasters adapt TV Everywhere services to their main component as an offensive market strategy?
- How feasible it is to integrate TVE into existing service offerings through service positioning and technology integration?
- Developing a flexible TVE deployment roadmap that maximised content monetisation while delivering a compelling user experience

Panellists:**Alexandre Muller**, Managing Director, **TV5Monde Asia-Pacific**
Paul Berriman, Group Chief Technology Officer, **PCCW- HKT**
Jacques-Aymar De Roquefeuil, Deputy General Director, **K+ Vietnam Satellite Digital Television****Moderator:****Jimmy Kim**, Senior Vice President, **MNC Media**

12.40 PM Lunch Break and Exhibition Viewing

REGIONS IN FOCUS1.30 PM **Hulu Case Study from Japan: Content Strategies in Asia**

- Will there be more regional content focus video streaming?
- How would business models apply in Asia?
- Technology and programming requirements
- Pricing and competition in brief

Kazufumi Nagasawa, Chief Content Officer, **Hulu (HJ Holdings)**

2.00 PM

Broadcasting India:**Where is Pay TV Market Leading in India?**

- Will sustainable Pay TV business likely to take shape around IPTV growth and expansion?
- How soon OTT service providers will replace or complement Pay TV services in India?
- Opportunities and challenges for broadcast TV, to cope with dynamic growth in ad revenue for online video
- Development of online videos sites and mobile TVs – content, censorship, and challenges in establishing business models
- Technologies in focus

Gaurav Gandhi, Chief Operating Officer, **Viacom18 Digital Ventures**

2.30 PM

Region in Focus: South East Asia Tracking Technology Deployments, User Experience, and Content Strategy in Asia

- Mapping out Pay TV/OTT/VOD business trends in Asia
- Asian service providers, operators and media companies are tackling the OTT challenge to best fit their needs – What worked and what didn't?
- Asia to boost SVOD homes to 300millions homes in 2020 – how will Asian operators' business models and technology innovate?
- Strategising contents offering in fragmented markets in SEA to increase viewers retention

Peter G. Bithos, Chief Executive Officer, **HOOQ**

3.00 PM

Afternoon Break

MONETISATION STRATEGIES

3.30 PM

TV Everywhere Business and Operating Models: Reducing Cost Barriers and Effective Monetisation of Delivering High Quality Experiences

- Developing a flexible deployment roadmap
- Maximising content monetisation while delivering a compelling user experience
- Understanding competitors' current capabilities and future strategies for content hosting and distribution, authentication processes, and key partnerships
- Creating a cost effective operation model that suits an end-to-end tech deployment, content management and ad-driven models

Sebastian-Justus Schmidt, Co-founder, **SPB TV**

4.00 PM

Direct-to-Consumer Models: Understanding the Evolution of the OTT Market and the Importance of Flexible Business Models

- What ad model will work on OTT - knowing who is watching and what they are watching?
- Flexible business models through offerings bundled packages differently by content, price, how to access and advertising or ad – free
- A hybrid model - OTT direct to consumers, including ala carte options – Will it work?

Anil Nihalani, Head of Connected Media, **MediaCorp**

4.30 PM

**Genflix Case Study:****OTT : A New Way of Millennial Entertainment**

- Developing an OTT flexible deployment roadmap
- Maximising content monetisation while delivering a compelling user experience
- Understanding competitors' current capabilities and future strategies for content hosting and distribution, authentication processes, and key partnerships

Greeny Dewayanti, Chief Executive Officer, **Genflix** and Director, **Orange TV**

5.00 PM

Content Approach for New Media

- Different content approach between traditional media and new media
- What content works for new media?
- Challenges and opportunities for content/IP owners in the new media
- How content creation and production can adapt to demands in new media

Hendy Liem, Vice President, Contents, **MNC Group**

5.30 PM

OTT Monetisation: Maximising the OTT and VOD Opportunity

- How broadcasters and operators can optimise and monetise their OTT and VOD offerings?
- How the industry should capitalise on these benefits and positioning strategies for pay-TV operators – Collaborate or partner?
- What business models should operators follow to drive the best return on their OTT investment?

- Highlighting a strategy that unifies the operators and publishers' inventory, digital and VOD: Critical to enhancing scale which then enables growth in the industry
- Real life scenarios of Europe and US broadcasters and how they can be applied in Asia

Thomas Bremond, Managing Director Europe, FreeWheel

6.00 PM Chairman's Closing Remarks and End of Conference Day 1

CONTENT CAPITALISATION STRATEGIES
TRACK C2: CAPTURING VIEWERS WITH IMMERSIVE EXPERIENCES -
AT HOME AND ON THE GO

DAY 2 | 1 JUNE 2016 | WEDNESDAY

9.00 – 10.40 AM **MORNING PLENARY SESSION**
Kindly refer to page 5 for details

The future of content is immersive entertainment when it comes to storytelling and technology. Consumers' viewing habits have changed thus broadcasters' marketing and advertising strategies need to be redeveloped. In addition, interactive content is here to stay, and viewers need something more than they used to in terms of engagement or involvement to get sucked into the content through 'Second Screen' and 'Multi Screen' digital ecosystem.

This track will discuss on how new developments in high definition image and audio are transforming the entertainment experience in theatres, at home and on the move. It will provide you practical approaches on content innovation on multiple platforms to gain maximum UI experience, reduce churn and grow subscriptions.

CONTENT INNOVATION ON MULTIPLE PLATFORMS

10.55 AM **Chairman's Address**

Natan Edelsburg, Senior Vice President, Muck Rack & Shorty Awards

11.00 AM



Future of News on Multiple Platforms: The New TV Consumption Paradigm – AJ+ Case Study

Emerging tool for broadcasters and media owners to push live video content on social media as quickly as possible to engage and generate revenue

- A cloud-based video platform deploying next generation online TV services across multiple platforms and territories
- Technology and commercial considerations for real-time video formats
- Case study: AJ+ live video on social media and Apps

Dima Khatib, Managing Director, AJ+

11.30 AM



Spotlight on Sportscasting: Delivering a Unique 28th SEA Games Experience through Multiple Digital Platforms

- Singapore SEA Games Organising Committee's (SINGSOC) digital strategy to integrate digital broadcast initiatives like the TV App – what worked/ what didn't?
- Compelling content packaging and delivery within an immersive platform (TV App) to achieve greater fan engagement
- Leveraging TV App/technology to further better engage fans in Singapore and the SEA region
- Technology deployed to grow digital traffic, and architecture to enable interactive multiple screens, cameras and devices experience

Joint Presentation:

Thomas Lim, Senior Director, Corporate Strategy, Sport Singapore

Harbans J Singh, Deputy Director, Sport Singapore
Will Munkara-Kerr, Area Sales Manager, EVS

12.10 PM



SNTV Sportscasting Case Study: Ensuring a Consistent UI Experience Across Devices

- Optimising content to ensure customer experience remains consistent across the diverse channels and devices
- Using analytic to understand what works and what doesn't
- Providing unrivalled digital experience across all sports, distributed in the shortest amount of time with the best and broadest content
- Unique blend of technical delivery options and providing popular content that actually translates into revenue

Elizabeth Eastham, Digital Director, SNTV

12.40 PM Lunch Break and Exhibition Viewing

SECOND SCREEN AND CONTENT STRATEGY

1.30 PM



TVut: Second Screen Applications and Capitalisation Opportunities

- Cultivating the right user experience to attract and retain the audience
- How to monetise second-screen through leveraging audience engagement?

- Is second-screen a new revenue opportunity for networks and programmers?
- Capitalise marketing and advertising revenue through second-screen searchers
- Making effective use of technology as a monetisation tool
- Case study TVUT- KBS 2nd Screen service platform

Daehoon Choi, Research Engineer, Korea Broadcasting System (KBS)

2.00 PM

Leveraging Second Screen Strategies to Reduce Churn and Grow Subscriptions

- Using innovative second-screen to gain new users and subscriptions to convert into paying customers
- How to retain existing customers and turn them into loyal viewers?
- Understanding the churn to analyse and develop strategies to reduce it
- What are the best practices for reducing churn rate and grow subscriptions?

Joseph Jerome Francia, First Vice President and Head of Operations, GMA Network

2.30 PM



The Hong Kong Jockey Club Case Study: Immersive Entertainment for Live Racing – Tested Technology and Experience

- Surrounded racegoers with the world's most cutting-edge technology to redefine the racing experience
- Immersive experience for racegoers - Enhanced on-track action with live broadcasts, up-to-the-minute racing feeds, interactive photo booth, next-generation audio-visual entertainment, and mobility solutions
- Technology being deployed and experience gained
- What worked and what did not

Oonagh Chan, Head of Broadcasting Services, The Hong Kong Jockey Club

3.00 PM

Afternoon Break

3.30 PM

The State of TV Pirating: How the Rough Waters of Torrenting and Illegal Downloading are Creating Hurdles and Opportunities for Broadcasters

- The state of TV pirating - How have the top torrenting sites evolved in the face of legal issues and why they are still so popular
- The benefits of having your content pirated
- The hurdles of having your content pirated
- What broadcasters can learn from pirating to create more immersive content experiences

Natan Edelsburg, Senior Vice President, Muck Rack & Shorty Awards

4.00 PM

How Pay-TV Service Providers Can Increase Personalization, Boost Viewer Engagement, and Reduce Subscriber Churn?

- The recipe to succeeding in today's OTT world: Using big data to analyse and leverage consumers insights to personalise, increase engagement, and drive revenue
- Key market trends that are impacting the Pay-TV industry and how analytics are used for OTT players
- Taking a look at the changing viewing habits of today's consumers and the effect that mobile devices and the experience they provide have on the television experience
- How service providers can gain more control over their offering, using next-generation technologies to increase personalization and improve engagement on every screen to boost revenue and decrease subscriber churn

Gali Michaeli, Vice President Business Development, Comigo

4.30 PM



Taiwan Case Study: Current Broadcasting Market and the Rise of Multi-Channel Networks in Taiwan

- What is the current broadcasting landscape and how the business models are changing?
- Managing emerging Multi-Channel Networks (MCNs) and to capitalise on rising digital video trends in Taiwan
- How viewing is diversifying across multiple screens and content niches?
- How will monetisation strategies evolve?
- Highlights on broadcasting technology

Leh-Chyun Lin, Vice President, Public Television Services Taiwan

5.00 PM

Multi-Channel Networks in New Digital Video Ecosystem

- The rise of Multi-Channel Networks (MNC) and their business models
- Challenges in integration and evolution toward long-term sustainability and value creation
- Monetising millennials
- Would acquiring an MCN give traditional players an anchor position within the digital platform – e.g. YouTube ecosystem?

Clement Gosse, Partnership Director, Dailymotion

5.30 PM **Smartphone Emerges as Hub for Entertainment Discovery & Home Control**

- With Bluetooth, Wi-Fi and now IR connection modes available in most smartphones, these ubiquitous and ever present personal devices are now evolving into a major gateway both for video entertainment and control of the smart home
- Asia in many respects is leading the way in services across multiple platforms and territories: How is the market developing differently around the globe?
- Global survey: Consumer preferences for smart phone features
- Case study: What does Peel tune-in data tell us about entertainment video consumption around the globe?

Kishore Poreddy, Head - India, **Peel**

6.00 PM Chairman's Closing Remarks and End of Conference Day 2

CONTENT CAPITALISATION STRATEGIES
TRACK C3: BIG DATA & REAL-TIME ANALYTICS
- NEW COMMERCIAL OPPORTUNITIES

DAY 3 | 2 JUNE 2016 | THURSDAY

9.00 – 10.40 AM **MORNING PLENARY SESSION**
Kindly refer to page 5 for details

As broadcasting mediums continue to evolve, big data applications and technology are becoming an important factor in broadcasting. Combination of innovative applications of data mining systems, real-time analytics, and cloud – based data management are commercial opportunities for broadcasters and ultimately to improve the customer experience; it is a genuine win-win business situation.

This track will look into how big data and analytics have a big impact on the broadcasting industry in order to seize a competitive edge. Highlighting analytical tools can be used to increase customer satisfaction, personalise contents, reducing churn and enabling broadcasters to more effectively monetise their services and content.

LEVERAGING COMMERCIAL OPPORTUNITIES

10.55 AM **Chairman's Address**
Tom Weiss, Investor and Chief Executive Officer, **Genius Digital**

11.00 AM **How Big Data Drives OTT Profits**

- With increased focus on OTT and a changing viewer landscape – Strategies for broadcasters to strike the balance between managing data to enhance service and experience with encroaching on privacy
- Using big data analytics to transform advertising strategy
- Gain consumer insights through technology and optimise the role of programmatic
- Data-driven advertising - With new solutions, come new challenges for operators
- How metadata and advancements in Internet of Things technology strengthens the relationship between broadcasters and viewers

Roger Franklin, President and Chief Executive Officer, **Crystal Solutions**

11.25 AM **How Programmatic TV Dies**

- How is the word 'programmatic' used in the industry particularly in relation to TV/Broadcast and why is there so much confusion?
- What is the value in it and with some much confusion as a TV buyer what should you be looking for?
- Programmatic is a poor descriptor of value in light of a feature-orientated TV tech value chain.

Randy Cooke, Vice President, Programmatic TV, **SpotXchange Global**

11.50 AM **Leveraging Viewer Data Analytics to Deliver Personalized Content Automation**

- Going all-in with TV personalization: Real-time personalization of each UX element and big data strategy
- What questions digital TV operators can answer by using viewer data analytics?
- How TV operators are building intelligent metadata management systems that merge, augment and repackage data?
- The synergy between broadcast and social media – Using real-time analysis and trend detection to make more informed commercial decisions
- What are the effective analytics tools for social media marketing?

Pancrazio Auteri, Chief Technology Officer, **ContentWise**

12.15 PM **Leveraging and Monetising Second Screen Behaviours through Data and Technology**

- The practical ways of deploying second-screening from "distraction" to something that can be leveraged for monetary gain
- Capturing second screen data, broadcasters and marketers can see deeper into viewer's behaviours, which can guide their content decisions and provide insights to advertisers

- Update on new content recognition technologies to capture viewership trends
- Using data to maximise revenue and maintaining customers

Yangbin Wang, Chief Executive Officer, **Vobile, Inc.**

12.40 PM Lunch Break and Exhibition Viewing

ROI AND NEW REVENUE OPPORTUNITIES

1.30 PM **Understanding Network Analytics and Consumer Analytics in Asia**

- Optimising quality of service across IPTV, DTH and OTT
- Reducing support costs and truck rolls costs of TV
- Ensuring quality of service across the ever increasing range of Android devices available in Asia
- Managing CDNs and ensuring optimum geographic coverage for OTT – A commercial perspective

Joint Presentation:
Tom Weiss, Investor and Chief Executive Officer, **Genius Digital**
Aman Kapoor, Head of Digital Platforms & Development, **Astro**

2.10 PM **ROI of OTT and VOD Dynamic Ad Insertion (DAI)**

- Enabling critical adaptation of DAI to ensure concrete ROI of content owners' content production network
- Selecting technology platform and partner for developing a results-driven DAI
- Strategies to boost ads sales to present fresh, relevant, demographically targeted ads within on-demand content over existing cable infrastructure
- Using DAI to effectively monetise VOD and OTT or any other platforms use on IP, PC and tablets

Yuval Fisher, Chief Technology Officer, MVPD, **Imagine Communications**

2.35 PM **Dens. TV Case Study: Personalising Content Recommendations on Multi-Screen to Reduce Churn to Competitors**

- How using data to personalise the TV viewing experience can boost audience figures and ease content discovery?
- Practical approach in developing a personalisation and recommendation strategy through quality and niche contents
- How is network engineering evolving to cope with the next-generation of personalised viewing experiences?

Ario B. Widyatmiko, Chief Content Officer – IPTV/OTT, **Dens.TV (Digdaya Duta Digital)**

3.00 PM Afternoon Break

3.30 PM **Generating New Revenue Streams from Set Top Boxes**

- Leveraging contextual and return path data to create greater value and ultimately drive revenue
- Enhancing insights over customer life stages– Viewers' habits and purchasing behaviours
- Creating additional revenue streams – Current technology and execution

Germaine Ng Ferguson, General Manager, Integrated Solutions & Analysis, Emerging Businesses, **StarHub**

4.00 PM **Breaking Down the Barriers Between Content Creation and Monetisation**

- Manage the new digital landscape - Technology integration, vendor management, and interoperability challenges make already-limited flexibility, agility, and innovation even more difficult
- Providing the opportunity for a more interactive, powerful, and efficient connection to consumption
- Strategic initiatives and tools for content creation and distribution
- Broadcasters to align their creative and business teams to act as one and to have the technology tools to enable strategic execution across the enterprise

Louis Hernandez, Jr., Chairman, President & Chief Executive Officer, **Avid**

4.30 PM **Maximising Revenues Through Big Data Analytics**

- Integrating data from multiple systems to maximise the value of content, improve the efficiency and responsiveness
- Using big data to bring attention to impending issues before they happen
- Pinpointing emerging Ad opportunities and reducing costs
- Enabling better data-driven decisions

Joint Presentation:
Ashish Bhansali, Product Head, **ALT Digital Media Entertainment**
Rahul Krishnan, Chief Technology Officer, **Diagnal**

5.10 PM Chairman's Closing Remarks and End of Conference Day 3

BROADCAST ENGINEERING AND TECHNOLOGY
TRACK T1: IP BROADCASTING & TVE TECHNOLOGIES

DAY 1 | 31 MAY 2016 | TUESDAY

9.00 – 10.40 AM **MORNING PLENARY SESSION**
Kindly refer to page 5 for details

TV industry has been transformed by the emergence of digital technologies and the internet. TV and video delivery platforms technologies are becoming increasingly complex as viewing preferences are changing and content is available on-demand and on any device. The track spotlights on technology migration from traditional to digital TV transition, followed by key technologies for IP video networks and lastly on broadband readiness for video delivery, including physical infrastructure, synchronization, system performance measurement and other distribution considerations.

MANAGING TECHNOLOGY MIGRATION AND TRANSITION

10.55 AM **Chairman's Address**

Per Anders Josefsson, Senior Staff Solutions Architect, **ARRIS**

11.00 AM **Moving from SDI to IP**

- Understanding the individualistic characteristics of both SDI and IP connectivity
- What makes SDI ideal for some while others may benefit more from IP connectivity?
- The growth of IP-based technologies and the benefits of IP over SDI
- Practical case studies

Fabio Gattari, Asia Pacific Sales, **Etere**

11.30 AM **Vietnam Case Study:**
Total IP Channel Implementation: Practical and Challenging



- Update on future-proof, the full IP solution used for new sports channel in Ho Chi Minh City to play-out or switch to live 8 OTT channels on single simple IP platform
- Managing the live stream over IP from international feeds
- Best practices on local play-out automation system: Equipped with full auxiliary event programming, CG programming, automatic data connection with betting server and metadata management

Nguyen Huyen Dieu, Director, **HD Ultrasoft**

12.00 PM **The Road to Adaptive Streaming Multicast**

- Adaptive Streaming Multicast content anytime, anywhere, on any screen – How realistic will it be?
- Where do we stand with Adaptive Streaming Multicast Standardisation
- Keeping up with changing business models
- Future outlook for Adaptive Streaming Multicast

Thierry Fautier, Vice President Video Strategy, **Harmonic Inc.**, Head of, **DVB Commercial Module on Adaptive Streaming Multicast**

12.30 PM Lunch Break and Exhibition Viewing

4K, ULTRA HD TECHNOLOGY AND BEYOND

1.30 PM **Case Study of Commercial Broadcasting 4K UHD:**
4K Video Delivery and Broadband Readiness



- Broadcast technology of 4K UHD contents
- Will optimising the bandwidth be the key in 4K delivery?
- 4K UHD service planning and spectrum allocation in Korea
- Master plan to start 4K commercial broadcasting service in 2017 February

Zungkon Yim, Deputy Director, **Korean Broadcasting System (KBS)**

2.00 PM **PCCW Case Study:**
Delivery of Linear TV Over Broadband and Progression to 4K/8K TV Delivery



- 4K/8K delivery and transmission technology – Where are we at?
- Technological developments – Producing, delivering and transmitting
- What are the current formidable challenges?
- Is the format commercially viable platform for broadcasters and TV manufacturers?
- How soon and possible to commercialise the technology for better viewing experiences?

Paul Berriman, Group Chief Technology Officer, **PCCW- HKT GROUP**

2.30 PM **Immersive TV Experience via Satellite**

- Reaching millions of homes with Direct-to-home television (DTHTV) and DTX
- Ultra HD (4K), the next viewing revolution more quality and devices with Canaletto
- Ensuring more interactive with Smart-LNB
- Deliver IP-native video content to portable devices via satellite

Fritz Markus, Senior Vice President Commercial Development & Marketing, **Eutelsat**

3.00 PM Afternoon Break

IP BROADCAST APPLICATIONS THAT MAKE SENSE

3.30 PM **Al Jazeera Media Network Case Study:**
Transition to IP Broadcasting - Technical Best Practices and Readiness



- How aggressively broadcasters to proceed with the next phase of transition?
- Cloud and virtualised environments - Software-centric solutions to deliver the agility, scale and elasticity
- Creating a more flexible IP distribution chain for broadcasters and content owners
- Technology in spotlight

Mohamed Abuagla, CIO/CTO and Executive Director – Technology & Operations, **Aljazeera Media Network**

4.00 PM **Multi-Screen Delivery of Ultra HD-Quality Videos**

- Segmented technologies: Deployment and applications for video delivery on multi devices are challenging.
- Selecting various open source solutions to deliver live and VOD streams to multi-screen.
- Best practices for media delivery to multiple devices with unified user experience.
- Understanding the best technology deployment strategy, cost considerations and consistency

Seungyeob Choi, Lead Engineer and Manager Streaming, **Verizon Digital Media**

4.30 PM **Adaptive Multi-Rate Streaming Audio:**
High/Medium/Low Bitrate Conundrum Solved

- Technical and commercial insights on how Adaptive Multi-Rate Streaming Audio is created and served
- Explore the current options for convenient uptake by listeners
- Understanding the practical applications and software to ensure the best QoE experience
- Various standards and options available and how to choose the best suited for broadcasters

Kirk Harnack, Director, Multimedia Education, **The Telos Alliance**

5.00 PM **MPEG 3D Audio – Latest Developments and Regional Adoption**

- Why 3D audio? An overview of concepts
- The specific advantages of MPEG-H 3D audio
- Key features of the standard
- Adoptions in the market
- Potential use of MPEG-H beyond DTV

Toni Fiedler, Director Marketing and Business Development APAC Audio and Multimedia Division, **Fraunhofer Institute for Integrated Circuits (IIS)**

5.30 PM **Virtualisation: Planning and Designing the IP Broadcast Facility**

- The best use of technology transition to an IP infrastructure for both broadcasting and production
- Virtualisation playout – Designing successful workflow, processes and integration
- Transmission and delivery – Will cloud – based be the way to go?
- Best practices for facility planning and design

Janne T. Morstøl, Chief Strategy Officer, **Nevion**

6.00 PM Chairman's Closing Remarks and End of Conference Day 1

BROADCAST ENGINEERING AND TECHNOLOGY
TRACK T2: BROADCAST STANDARDS
& VIDEO ENCODING TECHNOLOGIES

DAY 1 | 31 MAY 2016 | TUESDAY

9.00 – 10.40 AM **MORNING PLENARY SESSION**
Kindly refer to page 5 for details

TV sets are smarter, sharper, more user friendly and immersive experience is at the fingertip. Video encoding technological advances open up new capabilities and drive demand for state-of-the-art solutions. Are quick new innovations frustrating customers because current equipment becomes obsolete before its time? Are slow innovations giving a ground for disruptive vendors to step in and change the 'status quo'?

This track will underline rapid changes in video encoding technologies and their latest developments. How to standardise different UHD formats, VR, OTT multicast and the future of terrestrial broadcast. Get the latest DVB standards updates to streamline your business strategies.

In collaboration with:



UPDATES ON DIGITAL BROADCASTING STANDARDS

10.55 AM **Chairman's Address**Dr Amal PUNCHIHEWA, Director of Technology & Innovation, **ABU**11.00 AM **Latest News from the DVB Project**

- Latest news on DVB technologies, standards and announcements
- What will be the relevance of broadcast TV in the future?
- Regional perspectives on technological developments and activities
- What's in store for 2017 and beyond?

Dr Peter Siebert, Executive Director, **DVB Project Office**11.30 AM **The Challenges of UHD Formats and Standardisation**

- UHD TV standards update – The more and the better pixels?
- What are content providers, broadcasters priorities, activities and why?
- What are service providers priorities, activities and why?
- What are the challenges for the technology moving forward?
- The data rate challenge – How to deliver UHD?
- When will UHD be deployed in 2016?

Thierry Fautier, Vice President Video Strategy, **Harmonic Inc.**
President, **Ultra HD Forum**12.00 PM **Latest Updates on Video Coding**

- What is the uptake on High Efficiency Video Coding (HEVC)?
- Latest update on MPEG Standardisation
- What are the current video coding technologies in the market?
- Is there an alternative on MPEG?

Femin John, Director, **ATEME**

12.30 PM Lunch Break and Exhibition Viewing

FRONTIER TECHNOLOGIES AND IMPLEMENTATIONS

1.30 PM **Mobile Television with T2: Where Do We Stand?**

- DTT reception with mobile devices what is the market uptake?
- How is the wireless T2 technology enabling it?
- Low power consumption and diversity reception – Are the right chip sets in place?
- What are updates on the DVB-T2 industry standard in key European and Asian countries?

Robert Vermeer, Global marketing Manager, **Sony Semiconductor**2.00 PM **Virtual Reality: The Next Big Thing in Broadcast**

- Will VR find its way into broadcast?
- Will VR in sports become a reality sooner than anticipated?
- What are the challenges of creating a good VR content and 360 video?
- Technology highlights for VR gaming and video

Dr.-Ing. Ralf Schäfer, Head, Video Division, **Fraunhofer Heinrich Hertz Institute**2.30 PM **UHDTV Production: Where Are we Heading?**

Update on UHDTV Standards

- Update on EBU's plans toward UHDTV
- Analysing the End to End chain: What are the remaining technological obstacles to UHDTV adoption

Adi Kouadio, Senior Project Manager, **European Broadcasting Union (EBU)**

3.00 PM Afternoon Break

3.30 PM **TS or not TS? Is that the Question?**

- What was the TS designed to do, and why was it designed that way?
- What has changed since the TS was first designed?
- TS and non-TS solutions: Do they, or should they, compete or cooperate?
- What are the implications of this debate for Standards Organisations?

Kevin Murray, System Architect, **Cisco**4.00 PM **The Future of Terrestrial Broadcast**

- Current and anticipated role of terrestrial broadcasting
- What are the trends and developments?
- Update on technology, services and consumer expectations, spectrum requirements and regulations
- Debate between terrestrial broadcast and broadband

Frank Herrmann, Project Leader - Digital Television Projects, **Panasonic R&D Centre**4.30 PM **UHD Displays and HDR+ Viewing Experience – Technology and Standards Guidelines for Interoperability**

- Fundamental details surrounding High Dynamic Range (HDR+) and its expected impact on the future of TV
- Outlining the necessary elements within Ultra High Definition (UHD) and how they each affect the viewing experience
- Standardization requirements needed to bring about the next stage of UHD TV
- The impact on broadcasters, including an assessment of timeframes for upcoming UHD phases

Khush Kundi, Head of Compression, APAC, **Ericsson**5.00 PM **Audio Technologies for Immersive Audio Experience**

- Broadcast industry moves to a new standard – How to deliver a more immersive audio experience to the customer beyond the limitations of 5.1?
- What technology is behind the Immersive (3D) new audio experience?
- New features of 3D and object oriented Audio to TV and streaming sound
- Technology in the home for the new audio experience

Satoshi OODE, Research Engineer, **Japan Broadcasting Corporation (NHK)**

5.30 PM Chairman's Closing Remarks and End of Conference Day 2

“ This particular track (Digital Broadcasting) provides a clearer view on what technology provider today and what it will be in the future to give a better experience to consumers (public). ”

Albert M. Songco, AVP – Central Engineering,
Manila Broadcasting Company

BROADCAST ENGINEERING AND TECHNOLOGY
TRACK T3: NEXT GENERATION WORKFLOW
& DIGITAL ASSETS MANAGEMENT

DAY 2 | 1 JUNE 2016 | WEDNESDAY

9.00 – 10.40 AM **MORNING PLENARY SESSION**
Kindly refer to page 5 for details

Customisation and optimisation of workflows are major objectives for the broadcasters and operators in the coming years to deliver more content to more platforms. How then do broadcasters embrace their next generation workflow play-out platforms, optimising digital assets and ensuring monetisation models without abandoning their current infrastructure investments?

This track will showcase technologies that enable to streamline workflows through cloud and metadata and increase efficiencies through streamlined software-defined workflows. Key speakers will highlight strategies on how to adapt quickly to market dynamics and easily transition to cloud-based operations. Strategies to manage digital assets and monetise both linear and nonlinear business, and integrate advanced advertising capabilities through metadata will be shared.

STREAMLINING THE NEXT GENERATION WORKFLOW

10.55 AM **Chairman's Address**

Lawrence Brickman, Global Vice President TV Client Solutions, **Accedo**

11.00 AM **Audiences Beyond Boundaries**

- How the BBC is delivering impact and universality in an OTT world?
- The challenge of measuring performance of multi-platform brands
- Driving engagement with the BBC through multiple channels

Nick North, Director of Audiences, **BBC**

11.30 AM **Cloud-Based Workflows for Content Ingest, Processing, Management and Distribution**

- Cloud and metadata applications to streamline your workflow - With consumer demand for multiplatform distribution and the advent of 4K, 8K and Ultra HD
- Understanding cloud workflow systems offer virtually unlimited, on-demand increases in storage, computing, and bandwidth with their cost, scalability and accessibility benefits
- Cloud applications to streamline large data files
- Direct-to-cloud file transfer technologies to overcome the cloud's technical bottlenecks, deployment of high-speed transport that moves content directly into the cloud to the orchestration of complex and large-scale workflows

Michelle Munson, Co-founder and Chief Executive Officer, **Aspera, an IBM Company**

11.55 AM **Managing Next Generation Broadcast Networks**

- Dealing with broadcasters' operational challenges - More complex workflows, launching of new services, increased user expectations for always-on connectivity and pressure on efficiency in both the space and ground segments
- Addressing increasing OPEX and CAPEX challenges through scalable and flexible multiservice IP-based platform to remain agile
- Automation of broadcast workflows and enabling effective use of available resources
- Capabilities a future-proof platform - Scheduling and execution of workflows end-to-end over hybrid satellite/terrestrial networks

Hans Massart, Market Director Broadcast, **Newtec**

12.20 PM **TV Story: Multi-layer Asset Management for Multi-Platform Distribution**

- Designing an imperative workflow ensures optimized utilization of resource to get long-term success
- Managing configurable workflows through digital assembly line collaboration of different layered asset management to ensure support speed and track the progress of process is deliverable in an organized fashion.
- Intelligence shared storage, media asset workgroup and indexing of media & metadata to create a Search Engine to brows asset across multiple databases.
- Adaptability of this workflow to meet the necessity as circumstances change

Anowarul Azim, Head of Broadcast Technology, **Independent Television Ltd.**

12.45 PM Lunch Break and Exhibition Viewing

INNOVATIONS IN MANAGING DIGITAL ASSETS

1.30 PM **Advertising on Live Linear OTT Feeds for Sports and News: Watermark-Based Workflow for Server-Side Personalized Multi Ad-Format Insertion**

- Monetising premium live content at scale - Managing complexities
- Integrating into existing broadcast workflow for supporting dynamic ad schedules

- Ad networks and exchanges in real-time and ability to monetise multiple ad-formats
- Watermark-based workflow for identifying ad breaks as well as abrupt breaking out scenarios

K A Srinivasan, Co-founder, **Amagi Media Labs**

2.00 PM



Case Study: NHK Archives Storage & Distribution Facility

- Overview of technical specification, the updated file-based play-out facility and managing workflow
- Enhancing existing workflow and managing new technology deployments
- Speeding up ad delivery through digital workflows
- Higher turnaround time and less time converting files from different format and data
- Operation management best practices and improving broadcast production workflows

Hironori Furumiya, Engineer - Program Engineering, **Japan Broadcasting Corporation (NHK)**

2.30 PM

The Next Generation Video File Formats: The Swing towards File Based Workflows in the Professional Broadcast World has been Dramatic - Where is it Leading?

- Facing the new challenges with the advent of technologies such as UHD and HDR, with the need to interchange video assets and associated metadata
- An overview of different formats along with the challenges that each was meant to solve
- Reviewing the new camera formats such as XAVC and AVC Ultra and also new and emerging formats for file interchange such as AS-11 and IMF
- The standardization of these formats such as SMPTE, DPP and AMWA

Paul Turner, Vice President, **Telestream**

3.00 PM

Afternoon Break

3.30 PM



ASTRO Case Study: Achieving a Quantum Leap in Operational Performance Through Software-Defined Workflows

- Developing and configuring workflows in-house, easily repurpose content, and manage the entire lifecycle of all media assets from one simple intuitive interface
- Managing the technology platform and associated media services and delivering essential business metrics, providing valuable management insight into system performance, allowing key business decisions to be made quickly and with confidence
- Enabling software-defined, automated workflows for content preparation which results in dramatically increased staff productivity, providing the ability to scale up linear and non-linear services quickly

Tony Taylor, Chief Executive Officer, **TMD**

4.00 PM

Transformation from Islands of Automation to Build a Connected Enterprise and a Digital Ecosystem

- Workflow orchestration and applications to work across the enterprise and supply chain for both linear and digital businesses
- A Media ERP system deployment to ensure virtualisation of the content supply chain, bring in agility and drive operational efficiencies
- Highlight on a cloud based deployment model to save time and costs
- Learning from cross industries - What can we learn from SAP?

Ramki Sankaranarayanan, Founder and Chief Executive Officer, **Prime Focus Technologies (PFT)**

4.30 PM

Transitioning to IP Based Workflow for Live, HD Video

- Managing workflows: How live, IP-based video acquisition, management and distribution represents a tremendous opportunity for broadcasters?
- IP-based operations to enable the automation of the workflows and better embed metadata within files and transmissions
- Managing transition from SDI to IP when changing to software-defined workflows
- Key processes and benefits of switching from a legacy infrastructure to an IP-based model

Henry Quintana, Director of Solutions, **TVU Networks**

5.00 PM

A Layered Security Model to Address Security Requirements for Next-Generation Content Distribution over IP/TV Everywhere Scenarios

- Managing media assets for IP and TVE video distribution
- Assessing new challenges in end-to-end content protection of distributed video assets
- Managing security requirements, auditing applications and services consuming next-generation media assets such as Ultra-HD (4K), High-dynamic range (HDR) and early-window releases
- Explore how Layered Security Model addresses the security requirements for next-generation content distribution over IP/TV Everywhere

Pablo Argon, Senior Director of Strategy, **Ericsson**

5.30 PM

Chairman's Closing Remarks and End of Conference Day 2

BROADCAST ENGINEERING AND TECHNOLOGY
TRACK T4: CLOUD DISTRIBUTION
– NEXT GENERATION MEDIA DELIVERY SYSTEMS

DAY 3 | 2 JUNE 2016 | THURSDAY

9.00 – 10.40 AM **MORNING PLENARY SESSION**
Kindly refer to page 5 for details

Operating broadcasting business in the cloud brings new advantages; the focal point for broadcasters and other media companies across the globe to tackle challenges in storage and delivery of digital contents seamlessly. Pay-TV and Over-the-Top (OTT) video content providers are in a competitive tension to integrate content and monetisation aspects of the business such as ad sales, traffic and scheduling, playlists, stored files, and automation. How broadcasters and media organisations are leveraging cloud to protect, enhance, and extend their valued brands?

This track will showcase successful case studies of regional broadcasters embarking onto cloud – based VOD delivery, and deployment of end – to – end cloud playout systems. Cloud security is a massive concern for broadcasters; therefore this track will also focus on security, technology strategy and execution.

CLOUD DISTRIBUTION TECHNOLOGY

10.55 AM **Chairman's Address**
Jim Simon, Senior Director of Marketing, Quantum

11.00 AM **Cloud Playout is Ready Today; Could You or Should You Make the Move?**

- Underlining broadcast technology evolution to cloud broadcasting; Why broadcasters should consider moving to the cloud and associated benefits or drawbacks
- Compare and contrast: Single function devices running in bespoke hardware vs. software runs on a virtual machine in an on premise data centre through virtualised software running in a remote third-party data centre
- The critical change – Virtualisation and business decisions to embark on cloud - What are the relative CAPEX and OPEX costs and the availability of suitable support staff? What SLA can you get from a cloud provider? How practical and reliable is it to move content to/from the cloud?
- Should the next technology investment take place – Either SDI or IP platforms or a hybrid to enable security in their investment over the next five to ten years?

James Gilbert, Co-Founded and Chief Executive Officer, Pixel Power

11.30 AM **Cloud – Powered Video Solutions: Delivering Outstanding TV Experiences to Multiple Screens**

- Utilising cloud technology to deliver video services to market quickly
- Keeping service providers, broadcasters and media companies competitive in today's web-speed market place
- Enhancing video experiences on any devices – Over two-way cable and OTT
- Cloud and virtualisation technologies for the home and on the go

Kevin Murray, System Architect, Cisco

12.00 PM **Al Rayyan TV Case Study: Deployment of End – to – End Cloud Playout System**

- Innovating technically to ensure the best service for audiences
- Software-based and virtualised business continuity solution that delivers improvements in agility and cost efficiency
- Comprehensive traffic planning, scheduling and playout system
- Synchronising cloud disaster recovery system
- How soon should you move towards an all-IP infrastructure?

Haitham Zaidan, Acting Director of Engineering, Al Rayyan

12.30 PM Lunch Break and Exhibition Viewing

CLOUD SECURITY, STRATEGY AND EXECUTION

1.30 PM **Achieving Security, Agility and Flexibility**

- What role could the cloud innovation play in the future of delivering broadcast television?
- How to achieve innovation easier, with least CAPEX and OPEX investment
- Utilising cloud securely to stay ahead of competition
- Choosing a cloud architecture that guarantees security of content

Richard Harshman, Head of ASEAN, Amazon Web Services

2.00 PM **Al-Jazeera Cloud Strategy, Execution and Benefits**

- The issue of spectrum allocation between telcos and broadcasters
- The move towards targeted advertisements through cloud technologies
- Technical considerations

Mohamed Abuagla, CIO/CTO and Executive Director – Technology & Operations, Aljazeera Media Network

2.30 PM **CDNs: Broadcasting from the Edge for Minimum Latency and Buffering Issues Throughout the Media Delivery Chain**

- Pros and cons of delivering video in a CDN environment
- How broadcasters can use performance monitoring data when working with CDN to optimise end user experience?
- Best practices for measuring CDN performance on latency and buffering

Rohit Dewan, Chief Technology Officer, Viki Inc.

3.00 PM Afternoon Break

3.30 PM **A Multi – CDN Strategy: Optimizing the Delivery of Off-net Video Content**

- Other than speed, flexibility and cost savings – What are the other benefits of the cloud?
- Getting ready for Ultra HD/4K - Cost-effective way to distribute high-quality video, including live content, to a wide range of devices
- A single content delivery network (CDN) and its impact on user experience while delivering live and high-quality 4K content
- Practical approaches and benefits of balancing traffic between multiple CDNs based on geographic location, network service provider, time of the day, and local variations
- Harness the opportunity to engage audience with high quality video content in real-time CDN distribution

Jacques Le Mancq, Chief Executive Officer and President, Broadpeak

4.00 PM **Case Study: CCTV's Spring Festival Broadcast Cloud – Based IP Infrastructure for Broadcasters and Operators**

- CCTV's two-way affair with interactive features mobile users and traditional viewers
- Managing real-time multiple audiences through on-demand distributed cloud services
- Interactive technology and managing traffic on cloud
- Lessons learned

Derek Wang, Chief Cloud Architect, AliCloud International

4.30 PM **Cloud-Enabled Video Distribution to Reach International Audiences**

- Strategies to optimise cloud-based video distribution and monetisation of international audiences
- Cloud-enabled business models
- Amplify international revenue and audience growth via the digital subscription service

David Siah, Chairman, Cloud Security Alliance

5.00 PM Chairman's Closing Remarks and End of Conference Day 3

“ BroadcastAsia is the best place to see the latest trends in broadcasting digital engagement. It's a must to stay on top of the competition. ”

Zack Dugow, CEO, Insticator Inc.

BROADCAST ENGINEERING AND TECHNOLOGY
TRACK T5: RADIO BROADCASTING

DAY 3 | 2 JUNE 2016 | THURSDAY

9.00 – 10.40 AM **MORNING PLENARY SESSION**
Kindly refer to page 5 for details

With the advancement of new technologies radio industry is evolving rapidly. Broadband radio communication networks are to play a vital role in providing both urban and rural areas with high-capacity Internet access. Digital radio has also evolved into a viable, robust digital channel that complements social media, online video sites and other mainstream venues. How are traditional radio stations keeping abreast?

This track will look into current and future of radio industry and how important are new technologies to traditional and digital radio companies? Highlights will include new radio broadcasting strategies, innovative audio systems and new business models to monetise radio advertising.

RADIO AND NEW TECHNOLOGY

10.55 AM **Chairman's Address**

[Mike Powell](#), Senior Vice President, International Operations & Chief Compliance Officer, **RCS & Media Monitors**

11.00 AM **Opening Keynote:**
How to Build a Station that Turns its Audience into Fans

- Building a content driven-station that fuels audience engagement
- Highlighting the major benefits of social media for radio station campaigns – Facebook and Twitter for radio audience interaction?
- Converting social media audience to radio fans
- Active conversations create loyal listeners following more

[Jake Abdullah](#), Chief Executive Officer, **Astro Radio**

11.30 AM **Thailand Case Study:**
New Developments in Radio Audio Technology

- What kind of audio media do broadcasters need in future?
- Procedures of production based on listening habits and great spectrum,
- The consumption of broadcast-content on multiple devices – Smartphones, tablets and increasing number of headphone users
- Consequences and questions for broadcasters

[Supinya Klangnarong](#), Commissioner, **National Broadcasting and Telecommunication (NBTC)**

12.00 PM **Case Study: Digital Radio on Smartphones**
Why DAB+ in Smartphones is Better - Combining the Broadcast Power of DAB+ Digital Radio with the Mobile Internet?



- Combining the broadcast power of DAB+ digital radio with the mobile internet
- Announcement of the world's first mass market DAB+ enabled Smartphone and the marketing support across Europe and parts of the Asia Pacific
- Highlighting the savings of using broadcast radio over streaming - Particularly saving on copyright and transmission costs for broadcasters
- Achieving the robust reception of broadcast, with the best of connectivity and interactivity delivered by the mobile broadband

[Joan Warner](#), VP Asia Pacific and Chief Executive Officer, **WorldDAB and Commercial Radio Australia**

12.30 PM Lunch Break and Exhibition Viewing

1.30 PM **WRC-15: Implications of Updated Radio Broadcasting Regulations and Spectrum Usage**

- Standards updates
- Spectrum and regulations under spotlight
- Regulatory best practices

2.00 PM **New Age of Immersive Sound for Radio Broadcasting**

- How new developments in audio delivery and immersive sound will affect the way programmes are made?
- Technologies that emulating real-life experience via immersive audio
- Highlight on Audio 22.2 / MPEG-H 3D Audio

[Toni Fiedler](#), Director Marketing and Business Development APAC Audio and Multimedia Division, **Fraunhofer Institute for Integrated Circuits (IIS)**

2.30 PM **Next Generation Radio – Managing the Revolution**

- Television, streaming audio, curated channels. Why does radio refuse to die?
- Is content still the key? Is intimacy still radio's most powerful weapon?
- Digital broadcasting and social media: Are they still reshaping the radio landscape?
- Online music streaming services – threat or opportunity? What do we know so far?

[Mike Powell](#), Senior Vice President, International Operations & Chief Compliance Officer, **RCS & Media Monitors**

3.00 PM Afternoon Break

NEW RADIO BROADCASTING STRATEGIES

3.30 PM **The Road to 2020 – Shaping Public Radio for Digital Consumers**

- Understanding the audience behavioural shifts in content consumption
- Aligning content around content strengths and audience needs
- Developing content strategy for multi-platform radio
- Why community engagement matters and other success measures for a viable content offer in 2020

[Michael Mason](#), Director, **ABC Radio**

4.00 PM **On-Demand Streamed Music – Does it Compete or Complement Radio?**

- Highlighting the features, the users, and the catalogue of on-demand streaming and radio
- How are they gaining subscribers?
- Unlike radio, ad-supported streaming is hated but effective?
- On-demand streamed music has some advantages – but does it mean that it will win over radio?

4.30 PM **Managing Evolution of Future Digital Radio Technology**

- Is content the key?
- How are digital and social media shaping the radio landscape?
- How radio technologies reshape services for the next generation?
- Managing the threats of online music streaming services and how they affect radio business

[Lindsay Cornell](#), Principal Systems Architect, **BBC Digital**

5.00 PM Chairman's Closing Remarks and End of Conference Day 3

“ Great attendance and flawless organization. Everything was made easy to us (speakers), I will certainly look forward to next year's event. ”

[Boromy Ung](#), Vice President, Monitoring and Control, **Grass Valley**

DAY 1 | 31 MAY | TUESDAY

**PRE CONFERENCE WORKSHOP A:
The Digital Challenge – Effectively Create, Innovate, and Broadcast**

**** Please note that this workshop registration is subject to review and acceptance of the trainer based on the eligibility and costs involved once accepted. For more information on criteria, please contact Cheryl at Cheryl@sesallworld.com**

Workshop Highlights:

The interactive workshop invites experienced content creators, buyers, distributors with a desire to experiment with narratives that work across different platforms to participate in this innovative challenge. Several teams will pitch their digital extension strategies to a set of experienced broadcasters who will also be judges for this challenge.

Digital Challenge puts everything you know and love about Game Jams and Hackathons into one experience that aligns it with active commercial properties. With tangible goals, an innovative brief, and a ticking clock all coming into play, participants will form multidisciplinary teams, mentored by network executives to prototype story extensions and digital companion experiences that integrate intuitive technology with a sustainable strategy – all around an existing series or one which is currently in development.

With a creative brief that works across shows that broadly covers storyworld, experience design, audience demographics and behaviours, this is an opportunity to showcase how individual networks approach integrated digital storytelling, while being guided by mentors and competing against each other. Teams will jointly collaborate on a show-specific cross-platform experience with specific commercial deliverables that will embrace and explore virility and long-tail ramifications. Teams will experiment and explore the intersection of storytelling and technology with the support of high-level industry mentors and a series of hotspot presentations to keep things on track.

Most importantly, this is a collaborative and fun rapid-prototyping experience.

About the Workshop Leader:



Alison Norrington
Chief Executive Officer,
Founder, Storyteller &
Strategist
storycentral

Alison Norrington is an English writer/producer, Founder & Chief Creative Director of storycentral, an entertainment studio that incubates and develops ground-breaking IP with global partners in film, television, publishing and gaming - designing participative experiences, production, story architecture, mythology, prototyping, audience development & engagement and utilising social media.

Alison is a best-selling novelist and playwright, an MA in Creative Writing & New Media and a PhD researcher. She has worked with Walt Disney Imagineering R&D, SundanceTV, FOX International, Harlequin Mills & Boon, F&W Media, Eurovision Broadcasting Union, Cedars-Sinai Medical Centre.

Alison is the European Academy (EBU) Transmedia Masterclass trainer and runs workshops, training programs and labs globally. She is a judge for a series of global media festivals including Canada Media Fund, Banff World Media Festival, Publishing Innovation Awards and IFP Fund.

She is featured on the BAFTA Guru series and is a member of the International Academy of Television Arts & Sciences, The Writers Guild of Great Britain and Women in Film & TV.

Who Should Attend:

TV Development professionals, grass roots storytellers, digital content creators, designers, media professionals, UX Designers, Branding creative, social media professionals or mavericks, script writers, producers, interactive producers, creative technologists, technical producers, developers, campaign managers.

8.00 AM	Registration
9.00 AM	Welcome, opening & introduction
9.00 AM	The Digital Challenge Brief
9.10 AM	Teams set
9.20 AM	Phase I commences (includes mentor presentation)
10.30 AM	Coffee break
10.45 AM	Phase II commences (includes mentor presentation)
12.00 PM	Lunch
1.00 PM	Phase III commences (includes mentor presentation)
2.00 PM	General round table discussions
3.00 PM	Coffee break
3.15 PM	Phase IV commences (includes mentor presentation) Professional mentor pep talk & pitch training Pitch preparation Presentation & Pitches – each team is given 5 mins to pitch Jury discussion to select winner Announcement of winner – photographs and press opportunity

DAY 4 | 3 JUNE 2016 | FRIDAY

WORKSHOP A: Speed, Accuracy, Quality – Meeting the Content Needs of Today's Demanding TV Viewers

Workshop Highlights:

The continued proliferation of content means today's broadcasters and VOD providers need to deliver more content to more viewers, on more platforms at the fastest speed possible, with best possible accuracy and experience. Preparing content for global distribution requires an understanding of each individual country and its market requirements, and how to deliver localised content that meets technical, cultural and regulatory standards. This workshop will highlight some of the key challenges today's content owners and broadcasters are facing as they seek to maximise global revenues whilst minimising operational costs and how workflow and asset management technologies are helping to overcome these hurdles. Plus, the delivery of regionalised transmission-ready content – including the repackaging and translating of content, as well as subtitling, dubbing and live interpretations. From content acquisition through to ingest, metadata creation, and dubbing – content for linear TV, catch up and VOD can be created, processed and delivered in the right formats, for the right platforms, in the best possible quality – on time.

About the Workshop Leader:



Ian Brotherston
Chief Executive Officer
TVT

Ian Brotherston is Chief Executive Officer of TVT, where he is responsible for day-to-day business operations including strategy and developing key partnerships, as well as overall team leadership.

Ian has a wealth of international experience in Media, Technology and Internet business as well as corporate transactions. He joined TVT in 2015 from Ericsson where, as head of the Broadcast Services business in the UK, he helped to shape the company's entry into the media services market. Prior to that he held a number of senior positions including CEO at Gype and Commercial Director at Red Bee Media, as well as international roles for BT and AT&T.

Ian holds a BA in Politics from the University of Wolverhampton and an MBA from the University of Warwick.

Who Should Attend:

Broadcasters, Linear Channels and VOD Operators, Content Creators, Producing Houses, Producers, VOD and OTT platforms, Technical Engineers, Radio Broadcasters

8.00 AM	Registration
9.20 AM	Workshop Leader Opening Remarks
	Successful Tips for World's Broadcasters, Content Owners to Create, Manage, Deliver, and Discover the Contents in the Fastest Ways
9.30 AM	<ul style="list-style-type: none"> • Going global, getting local: Media management for a worldwide audience • Keeping up with fast moving content market and evolving technology • How to streamline operations for maximum efficiency, with increased features and functionality? • VOD and OTT – Simplifying content creation, packaging and delivery • Best practices and case studies
10.30 AM	Morning Break and Refreshments
10.50 AM	How Do We Ensure Speed, Accuracy and Quality for Millions of Viewers?
	<ul style="list-style-type: none"> • Achieving seamless content flow from creators and distributors to broadcasters • Understanding the range of broadcast media operations and mastering them • Deploying a mix of technology and people to achieve quality, speed and accuracy in an efficient, flexible and scalable operation • Best practices and case studies
12.00 PM	Q&A/Group Exercise
12.30 PM	End of Workshop

DAY 4 | 3 JUNE 2016 | FRIDAY

WORKSHOP B: Short-Form Content Production and Distribution

Workshop Highlights:

More people will be connected to each other through technology revolution. The availability of new technology and improved connectivity has categorically changed viewers' attitudes and exchanging the way we consume media.

It is important to be connected and know how to create, distribute swiftly and tell story to as many people as possible to inform, inspire and entertain. This workshop will provide practical guide on how to create, broadcast and distribute together with case studies, technology highlights and easy to understand techniques.

About the Workshop Leader:



Scott Ehrlich
CEO and Co-Founder
The QYOU

Scott Ehrlich is responsible for day-to-day business operations including strategy, marketing initiatives, and developing key industry partnerships. He brings a three decade long track record of successfully creating new ventures in television, technology and new media. As a new company bringing the best of Internet to television, The QYOU brings together Scott Ehrlich's unique blend of creative and technical skills.

Scott is a proven innovator in the world of digital video, from development and production of new intellectual property to the creation and growth of both subscription and advertising distribution models. Throughout his career Scott has fostered numerous high-level strategic deals with major media entities including CNN, MLB, WSJ.com, NBA, ABC, E! Entertainment, FOX Sports, Starz, PGA Tour and Playboy.

In prior roles Scott served as CEO of Agility Studios, Founder and Managing Partner at Impulse Media, and Vice President of Media Acquisition and Distribution for RealNetworks



Bob Reid
VP of Sales, APAC and LATAM
The QYOU

Bob Reid is the VP of Sales, APAC and Americas for multiscreen entertainment network, The QYOU. Bob is a senior executive with extensive background leading sales, business development, international expansion and team building. With a deep background in digital media and mobile platforms, Bob has a long history of finding win-win deals between content owners, platforms, carriers & OEMs. Currently, Bob sits on the board for a host of venture-backed startups, assisting them build out sales channels, raise capital and develop strategic relationships. Most recently, Bob led business development at Neulion, and prior ran the licensing business at BitTorrent. Early in his career, Bob specialized in taking growth companies into new vertical and geographic markets with specific successes in leading DivX into the mobile market, b-Code into Asia, Ishoni/Philips & Mobilygen/Maxim into carrier, OEM, Asian, Latin American and European markets.

Who Should Attend:

Broadcasters, Linear Channels and VOD Operators, Content Creators, Producing Houses, Producers, VOD and OTT platforms, Technical Engineers, Radio Broadcasters

9.00 AM Registration

9.20 AM **Workshop Leader Opening Remarks**

9.30 AM **Video For Everyone, By Everyone and Consume Everywhere**

- The best strategies to monetise short-form video
- Achieving content everywhere through short-form content production
- Best practices from creation to distribution
- Mastering short-form producing, broadcasting, distributing and sharing

10.30 AM Morning Break and Refreshments

Create, Broadcast and Share

- Understanding smart platforms penetration to consume media – Smartphones, multi-screening, and live screening environments
- Best practices for simple, straightforward and seamless broadcasting and sharing
- Understanding technology and various platforms
- Best practices and case studies

12.00 PM Q&A/Group Exercise

12.30 PM End of Workshop

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**Contact Colleen Yong at
col@sesallworld.com
for more information
on Group Delegation and
VIP Programme.**

FEATURING MORE RENOWNED SPEAKERS AT BROADCASTASIA2016 INTERNATIONAL CONFERENCE



Lindsay Cornell
Principal Systems
Architect,
BBC Digital



Supinya Klangnarong
Commissioner
**National
Broadcasting and
Telecommunication
(NBTC)**



Lawrence Brickman
Global Vice President TV
Client Solutions
Accedo



Benney Cheng
Vice President,
SAMENA & Oceania
PCCW Global



Reuben Verghese
Managing Director
Diagnal



Eric Bruzek
Partner
IBB Consulting



**Per Anders
Josefsson**
Senior Staff Solutions
Architect
ARRIS



Jim Simon
Senior Director of
Marketing
Quantum



Thomas Lim
Senior Director
Corporate Strategy
Sport Singapore



K A Srinivasan
Co-founder
Amagi Media Labs



Mike Powell
Senior Vice President,
International
Operations & Chief
Compliance Officer
**RCS & Media
Monitors**



Scott Ehrlich
Chief Executive
Officer and
Co-Founder
The QYOU



Aman Kapoor
Head of Digital
Platforms & Development
Astro



Ashish Bhansali
Product Head
**ALT Digital Media
Entertainment**



Richard Wray
APAC Sales Director
Conviva



Natan Edelsburg
Senior Vice President
**Muck Rack & Shorty
Awards**



Rahul Krishnan
Chief Technology
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Diagnal



**Nguyen Huyen
Dieu**
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HD Ultrasoft

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- Delivering Inexpensive and Reliable Internet Access to Billions
- Panel Discussion: Critical Spectrum Issues
- SDN and NFV: A Practical Approach to Implementation
- Understanding and Harnessing Digital Disruption in Enterprises
- Creating an Engaging Enterprise Mobility Strategy
- Transforming to be a Secure Digital Enterprise
- Drivers that are Unlocking the Opportunities of HTS
- Driving Up Business Value with Optimal Cloud Orchestration
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- Advancing IOT Innovations & Monetising Models

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3 Workshops & 2 Site Visit

For registration, contact Elaine Dang at +65 6233 6627 or elaine.dang@sesallworld.com. Visit www.communicasia.com for more details

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Please call +65 6233 6623 or email Cheryl@sesallworld.com

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Workshop A: Speed, Accuracy, Quality – Meeting the Content Needs of Today's Demanding TV Viewers

Workshop B: Short-Form Content Production and Distribution

Pre-Conference Workshop: The Digital Challenge – Effectively Create, Innovate, and Broadcast

Successful Content Distribution and Marketing in Asia

Speaker Highlights



Glenn Sims
Director of Creative Content
FremantleMedia Asia



Krishnan Rajagopalan
Co - Founder, Chief Content and Distribution Officer
HOOQ



Hendy Liem
Vice President, Contents
MNC Group



Michael McKay
President
activeTV



Kevin Balhetchet
Chief Executive Officer
Hub Media Group



Sonia Fleck
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Donovan Castillo Mohlman
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Ryo Leong
Senior Director, Programming
MediaCorp



Riaz Mehta
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Imagine Group



James Ross
Chief Executive Officer
Lightning International

Key Topics to be Discussed:

- Elevated Digital Premiere: **Creative content in the new markets**
- Content acquisition **business models** for digital distribution and marketing
- Co – Production synergy in creating innovative content and audiences experience
- **Distributors View Point:** Getting the strategy right now much more complex than before
- **Programmers Dialogue:** What opportunities and challenges programmers are facing in getting a compelling contents?

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Registration Fees The fees entitle you access to the registered track (s), lunches, proceedings, refreshments & BroadcastAsia2016 exhibition.	Early Bird Rate Register & pay by 29 April 2016		Regular Rate Register & pay by 27 May 2016		On-site Rate 28 May – 3 June 2016	
	(SGD)		(SGD)		(SGD)	
	Overseas Delegate (SGD)	Local Delegate* (includes 7% GST)	Overseas Delegate (SGD)	Local Delegate* (includes 7% GST)	Overseas Delegate (SGD)	Local Delegate* (includes 7% GST)
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BCA Full Passport Access to all 8 Tracks & 2 Workshops	\$1,850.00	\$1,979.50	\$2,100.00	\$2,247.00	\$2,350.00	\$2,514.50
Content Capitalisation Strategies Passport (3-Day) *Track C1: The Business of Connected Entertainment *Track C2: Capturing Users with Immersive Experiences – At Home and On the Go *Track C3: Big Data & Real-Time Analytics – New Commercial Opportunities	\$1,600.00	\$1,712.00	\$1,800.00	\$1,926.00	\$1,950.00	\$2,086.50
Broadcast Engineering & Technology Passport (3-Day) *Track T1: IP Broadcasting & TVE Technologies *Track T2: Broadcast Standards & Video Encoding Technologies OR Track T3: Next Generation Workflow & Digital Assets Management *Track T4: Cloud Distribution – Next Generation Media Delivery Systems OR Track T5: Radio Broadcasting	\$1,600.00	\$1,712.00	\$1,800.00	\$1,926.00	\$1,950.00	\$2,086.50
1-Day Track (Each)	\$730.00	\$781.10	\$830.00	\$888.10	\$930.00	\$995.10
Workshop	\$400.00	\$428.00	\$430.00	\$460.10	\$500.00	\$535.00
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1-Day Track (Each)	\$530.00	\$567.10	\$630.00	\$674.10	\$730.00	\$781.10
Workshop	\$400.00	\$428.00	\$430.00	\$460.10	\$500.00	\$535.00

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WHICH TICKET WOULD YOU LIKE TO PURCHASE?

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BCA Full Passport – Access to all 8 Tracks & 2 Workshops (31 May – 3 June)

Content Capitalisation Strategies Passport (3-Day) (31 May – 2 June)

*Track C1: The Business of Connected Entertainment (31 May)

*Track C2: Capturing Users with Immersive Experiences – At Home and On the Go (1 June)

*Track C3: Big Data & Real-Time Analytics – New Commercial Opportunities (2 June)

Broadcast Engineering & Technology Passport (3-Day) (31 May – 2 June)

* Immersive TV Technologies (2 June)

Track T2: Broadcast Standard & Video Encoding Technologies (1 June) **OR**

Track T3: Next Generation Workflow & Digital Assets Management (1 June)

Track T4: Cloud Distribution – Next Generation Media Delivery Systems (2 June) **OR**

Track T5: Radio Broadcasting (2 June)

1-Day Conference Track

Track C1: The Business of Connected Entertainment (31 May)

Track T1: IP Broadcasting & TVE Technologies (31 May)

Track C2: Capturing Users with Immersive Experiences – At Home and On the Go (1 June)

Track T2: Broadcast Standard & Video Encoding Technologies (1 June)

Track T3: Next Generation Workflow & Digital Assets Management (1 June)

Track C3: Big Data & Real-Time Analytics – New Commercial Opportunities (2 June)

Track T4: Cloud Distribution – Next Generation Media Delivery Systems (2 June)

Track T5: Radio Broadcasting (2 June)

Workshop

Workshop A (3 June)

Workshop B (3 June)

Creative Content Production Conference

CCP Full Passport – Access to all 2 Tracks & 2 Workshops (1 – 3 June)

CCP 2-Day Passport (excluding workshops) (1 – 2 June)

Day 1 Single Day Track (1 June)

Day 2 Single Day Track (2 June)

Workshop A (3 June)

Workshop B (3 June)

BUSINESS NATURE (PLEASE TICK THE MOST APPROPRIATE OPTION)

- | | |
|--|--|
| <input type="checkbox"/> Broadcaster (Mobile/Internet/ Streaming Media/Web Services) | <input type="checkbox"/> Post-Production House (Audio) |
| <input type="checkbox"/> Broadcast System Solution Provider | <input type="checkbox"/> Production (Entertainment/Live Events) |
| <input type="checkbox"/> Content Provider/Publisher/Aggregator | <input type="checkbox"/> Production House |
| <input type="checkbox"/> Distributor/Wholesaler/Importer/Agent/ Dealer/Reseller | <input type="checkbox"/> Production House (Audio) |
| <input type="checkbox"/> Equipment Rental House | <input type="checkbox"/> System Integrator (Broadcast) |
| <input type="checkbox"/> Film Production | <input type="checkbox"/> System Integrator (Digital Entertainment) |
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| <input type="checkbox"/> Broadcaster (Radio Station) | <input type="checkbox"/> Governmental Organisation |
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| <input type="checkbox"/> Operator (Cinema) | <input type="checkbox"/> Consultancy (ICT) |
| <input type="checkbox"/> Photo Studio | <input type="checkbox"/> Others: _____ |
| <input type="checkbox"/> Post-Production House | |

SUBSTITUTIONS / CANCELLATIONS

Substitutions or cancellations should be made in writing before **29 April 2016**. Refunds will be subjected to an administrative charge to be borne by the registrant. Bank charges that occur will also have to be borne by the registrant. **No refunds will be provided for cancellation or no-show after 29 April 2016.**

HOW TO REGISTER?

- Website: www.Broadcast-Asia.com OR
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DELEGATE'S DETAILS [Please make copies of this form to register additional delegates]

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CONTACT PERSON(FOR GROUP REGISTRATIONS) : _____

CONTACT PERSON'S EMAIL ADDRESS: _____

The information you provide may be made available to third parties whose products and services may interest you. If you DO NOT wish to be included in such marketing activities, please tick here. []

DISCOUNTS - NOT APPLICABLE TO PASSPORTS

- Discounts are not cumulative. Only one discount will be applicable at any one time.
- 10% discount** to BroadcastAsia2016/CommunicAsia2016/EnterpriseIT2016 Exhibitors
Name of Exhibiting Company : _____
- 15% discount** to BroadcastAsia2016 Supporting Organisations
Name of Supporting Organisation : _____
- 15% discount** for registering for 3 or more tracks
- 20% discount** to groups of 4 or above registering from the same organisation.
Delegates must register as a group.

MODE OF PAYMENT

Please indicate clearly on your cheque / bank draft / telegraphic transfer the event your payment is for. All bank charges and returned cheque charges must be borne by the delegate.

- Bank draft/ cheque (drawn on a Singapore bank account) in **SINGAPORE DOLLARS** only made payable to "Singapore Exhibition Services Pte Ltd"
Please send it to:
Singapore Exhibition Services Pte Ltd
10 Kallang Avenue, #09-16 Aperia Tower 2, Singapore 339510
- Payment to be made to **Singapore Exhibition Services Pte Ltd**. Please fax payment advice to **+65 6233 6633**. **SGD40** should be added to the total fees to cover bank charges.
All bank telegraphic transfers must reach SES by **27 May 2016** for your seat to be confirmed.

Account Name: **Singapore Exhibition Services Pte Ltd**
Account Number: **01-060-2565-1**
Bank Name: **Standard Chartered Bank (Singapore) Limited**
Bank Address: **Battery Road Branch, 6 Battery Road, #01-01 Singapore 049909**
Swift Add: **SCBSLG22XXX** Bank Code: **7144** Branch Code: **001**

- Please charge the amount of SGD _____ to my AMEX / VISA / MASTERCARD (delete where applicable)

Card Holder's Name:	
Card no.:	
CVV2 Code: (3 digit at the back of Credit Card)	Signature
Expiry Date:	

Please DO NOT send in your registration form after 27 May 2016. Instead, please register on-site at the BroadcastAsia2016 International Conference Registration counter at Marina Bay Sands, Level 4 Foyer. For questions regarding registration, please call Cheryl Choy at +65 6233 6623 or email cheryl@sesallworld.com.