



MEDIA RELEASE

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Contact: Sharad Sadhu
E-mail: sharad.s@abu.org.my

For immediate release

ABU Digital Broadcasting Symposium 2011 Regional event helps add another dimension to industry

The ABU Digital Broadcasting Symposium 2011 takes place from 8 to 11 March in Kuala Lumpur, Malaysia. Judging by the response by the broadcasters and the rest of the industry, the highly regarded regional event helps add the 3rd dimension to the broadcasting industry in capacity building and equipping them to enhance their services in step with rapid advances in technology and content offering.

This multi-dimensional event has again received a huge response from the entire broadcasting industry. Broadcast Australia is the Principal Sponsor for the event and the four Major Sponsors are Digital Radio Mondiale (DRM), Harris, Sony and ATDI.

Conveying his company's views on the event, Broadcast Australia's Managing Director, International Business, Chris Jaeger, said: "This has now become a very significant event for the broadcast industry regionally and offers an excellent platform for Broadcast Australia and other industry stakeholders to meet, exchange views and build partnerships especially around the digital transition challenges being faced across the region."

Richard Redmond, Vice President, Product Management & Strategy, Transmission Systems of Harris Corporation, a long time supporter of the event, said: "The ABU Symposium remains one of Harris's principal opportunities to gain and share wide industry foresight, respond to and assess market expectations and introduce our own technological innovations with customers. With many years' partnership and association with the ABU Symposium, Harris again looks forward to the interaction and opportunity that the conference, demonstrations and workshops will bring in advancing tomorrow's broadcast services."

Commenting on the event's role in the industry, Chris Grey, Head of Broadcast & Content Creation Solutions, Business & Professional Products Asia Pacific of Sony Electronics Asia Pacific, said: "Sony is once again proud to be sponsoring this year's event and particularly appropriate for Sony is the symposium's theme of 'Adding the 3rd dimension'. In the last year, Sony has made extensive efforts in bringing 3D to the market and we are delighted to be able to share our experiences through product showcases and technical seminars. Not forgetting that HD is the first step beyond SD, Sony will be on hand to discuss broadcasters' needs to make the migration to HD."

Pascal Gelugne, Managing Director, ATDI South Pacific, said: "ATDI understands the importance of ABU Digital Broadcasting Symposium in providing invaluable industry insights and latest technology updates to the Asia-Pacific broadcasting industry. We believe the open

Asia-Pacific Broadcasting Union

Postal address: P.O. Box 12287, 50772 Kuala Lumpur, MALAYSIA
Email: info@abu.org.my | **Tel:** +60-3 2282-3108 | **Fax:** +60-3 2282-5292
www.abu.org.my

information sharing and close co-operation within broadcasting industry are the keys for success during this exciting time to ensure a smooth digital transition."

Ms Ruxandra Obreja, Chairperson of the DRM, said: "This broadcasting industry event has matured into a reputed regional industry event. It provides a unique platform for the industry to network and learn about the latest developments in Broadcasting."

Among the highlights, Dr Jong Hwa Lee, Executive Director, Future Media Strategy Department of the Korean Broadcasting System (KBS), will receive a Lifetime Achievement Award at the Symposium for his outstanding contribution in the field of mobile broadcasting.

Demonstrations on Hybrid TV platform by Kit Digital and on 3DTV by Sony will also take place. In the radio area, the 'video-in-radio' technologies and services will be demonstrated by RF Mondial and Fraunhofer.

Six other major events taking place in conjunction with the Symposium are: DVB-T2 and ABU Technology Showcase and Trial (4-7 March), ITU-ABU-AIBD Workshop on Digital Terrestrial TV Coverage and Frequency Planning (7-8 March), DRM General Assembly (7-8 March), UNESCO-ABU Project on Promoting UGC and MIL (7-8 March), World DMB Forum's Asia Committee Launch and Meeting (10 March) and the UNESCAP-ABU Workshop on EWBS for Disaster Risk Reduction (11 March).

The proceedings of the conference are being webcast live with a choice of low bit-rate video+ audio stream or audio-only stream.

www.abu.org.my/dbsymposium

About the ABU

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, operating since 1964. It provides a forum for promoting the collective interests of television and radio broadcasters, and engages in activities to encourage regional and international cooperation between broadcasters. It currently has more than 200 members in 58 countries, with its broadcaster members reaching a potential audience of about 3 billion people. For more information, please visit www.abu.org.my
