

# MEDIA RELEASE



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## **Industry Leaders to Address ABU Technical Committee in Seoul Green Award to be presented**

Prominent industry leaders will be addressing the ABU Technical Committee Meeting being held in Seoul from 12-14 October 2012.

Among these are Mr Seon Kwon KIM, Managing Executive Director, New Media & Technology Division, Korean Broadcasting System, Dr Kiho Kim, Executive VP, Samsung Electronics, Dr Keiichi Kubota, Executive Director-General of Engineering, Japan Broadcasting Corporation, Mr Lieven Vermaele, Director Technology & Development, European Broadcasting Union, Mr Alberto Méndez, Chief of Terrestrial Services Department, ITU and Mr Abdelrahim Suleiman, Technical Director of Arab States Broadcasting Union.

Representing the industry, Mr Phil Laven, Chairman of DVB, Mr Jørn Jensen, President, WorldDMB Forum, Ms Ruxandra Obreja, Chair, DRM Consortium, Mr Chris Grey, General Manager, Sony along with a number of distinguished presenters from the ABU membership will make presentation at the Technical Committee Meeting.

The ABU Technical Committee meets annually in conjunction with the ABU annual meetings.

The meetings are hosted this year by the Korean Broadcasting System and more than 150 engineering professionals are expected to participate from the ABU membership and from other players in the broadcasting industry.

The Technical Committee Meetings offer a balanced programme addressing administrative work, technology policy issues, information exchange in the shape of technology forums and workshops, interactive sessions involving members' developments, their achievements and challenges. A session features announcement and presentation of ABU Engineering Excellence Awards and the Technical Review Prizes. The inaugural ABU Green Broadcast Engineering Award is being presented this year at the Committee.

An interesting feature of the meeting is the CTO Forum where the top engineering executives will debate the theme New Industry Environment: Next Steps for Broadcasters.

This year the election of the new office bearers of the Technical Committee will also take place at this meeting.

Two of the ABU Specialist Forums, the Digital Radio Forum and the Developing Broadcasters' Forum will have their annual meetings on the sidelines of the Technical Committee Meeting providing opportunities for the specialists to articulate their views and carry forward the work of the Union in these areas.

### **About the ABU**

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise co-operative activities amongst its members. It currently has 220 members in 60 countries, representing the who's who of the broadcasting industry and reaching a potential audience of more than 3.5 billion people.

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