

ABU symposium: Leveraging the digital advantage

KUALA LUMPUR – With the broadcast industry having been overtaken by several rapid changes such as the digitisation of radio and TV, broadcasting has become a watershed event that has enabled the industry to move forward from traditional broadcast practices — providing many types of services to customers on diverse platforms and meeting the rising demands of audiences.

Thus, in the midst of all these changes in the region and beyond, the Asia-Pacific Broadcasting Union (ABU) is again set to gather its members, along with key industry players, for the ABU Digital Broadcasting Symposium 2010 to be held from March 9-11 at Hotel Istana, Kuala Lumpur, Malaysia.

With the theme *Leveraging The Digital Advantage*, ABU feels that new digital technologies would further drive the digital revolution in production facilities, making content creation more efficient and cost-effective, thus offering opportunities to create cross-platform and multi-screen content.

ABU also said that the digital environment has empowered players from many other industries to foray into broadcasting. This has created tough competition for the incumbent broadcasters who need to deal with this new threat to their traditional revenue stream.

In addition to making the day-to-day operations resource- and time-efficient, ABU believes that it is prudent for the broadcasters to plan for the near term and long term; for new types of services; for improvement in coverage; and for delivering their products everywhere. It is also essential for broadcasters to retain existing broadcast spectrum and get hold of new frequency bands, as well as establish new types of revenue streams to bankroll the expansion in broadcast services.

The rapidly changing digital technology is a great tool to achieve high efficiencies in present operations and to make provisions for future development, said ABU. This digital advantage, which becomes more crucial in the prevailing circumstances in the industry, needs to be leveraged appropriately to achieve these objectives.

The symposium will address all these aspects and provide inputs on how the digital advantage can be employed by the broadcasters to consolidate the present and to plan for the future in the near term, given the economic uncertainties.

While the symposium has a strong element on technology and its usage, two sessions — content creation for digital radio and content creation for HDTV — are devoted to programming issues.

Technology workshops, which run parallel with the symposium, will provide focused presentations of emerging technologies for broadcast services.

The composite events comprise a three-day conference, 10 focused workshops and a 25-booth equipment exhibition. It is expected that some major manufacturers will also launch their products for

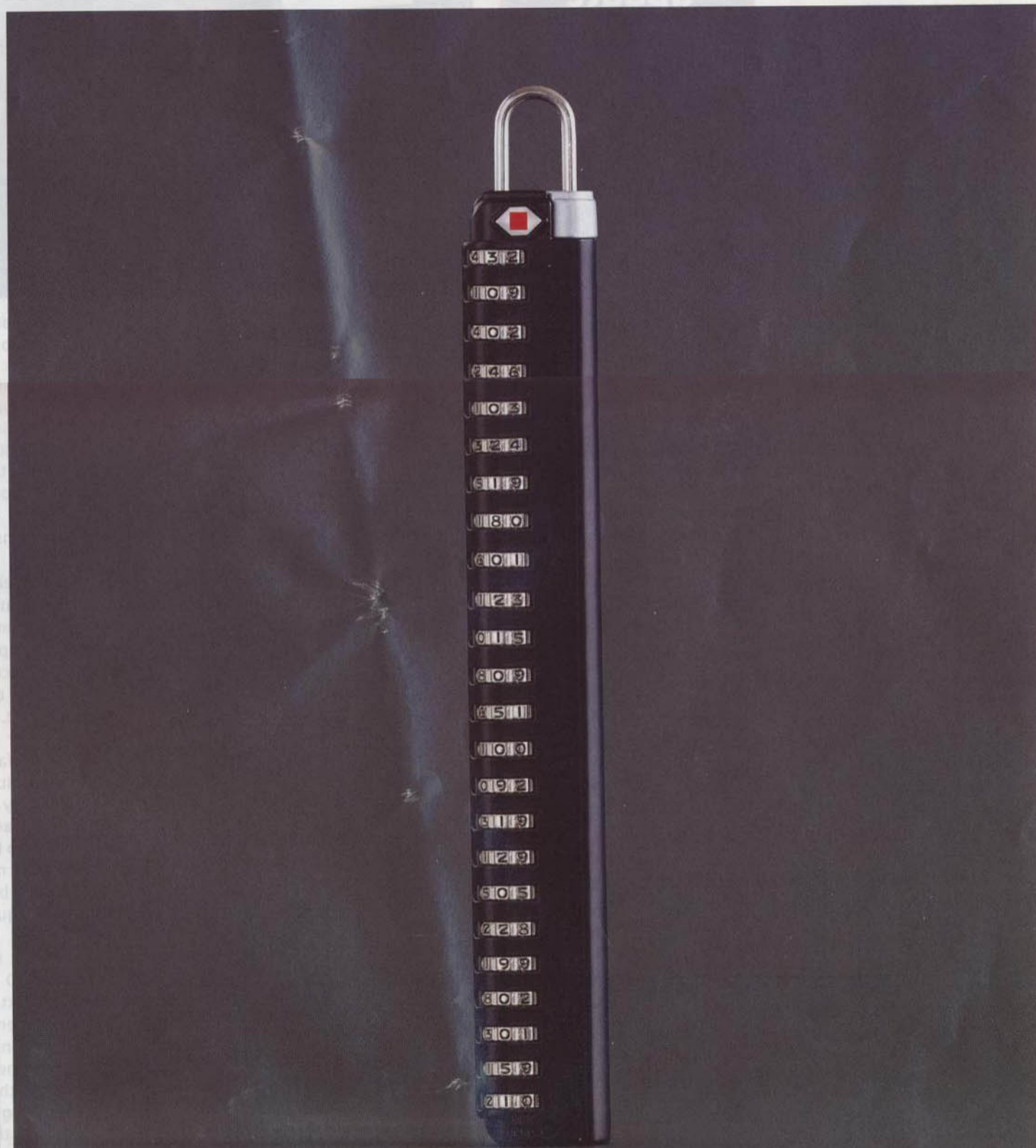
the Asia-Pacific region at this event.

Another highlight of the symposium will be the Industry Debate which will track implementation of digital services in the Asia-Pacific.

Sponsorship opportunities are available at www.abu.org.my/dbsymposium while online registration can be made at http://event.abu.org.my/dbs2010/event_reg/index.php.



The ABU Digital Broadcasting Symposium 2010 will be held from March 9-11 at Hotel Istana, Kuala Lumpur, Malaysia.



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