

ABU Technology Activity Report for TC-2025

The ABU Technology Department had a productive period, marked by extensive preparations and the successful execution of our flagship symposium, DBS 2025, alongside a wide range of specialized workshops and webinars. Our core focus was on key technological trends such as cloud services, evolving media integration, and the transformative potential of artificial intelligence (AI) and sustainability in broadcasting. The detailed activities below underscore our commitment to knowledge exchange and technical excellence across the membership.

➤ Workshop on Cloud Services and Remote Tools for Broadcasters

Dates and Location: 26–28 November 2024, held at Dewan Cendekiawan, IPPTAR, Kuala Lumpur, Malaysia. **Organization:** Jointly organized by the ABU Technology Department and the Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR).

The three-day workshop was a highly targeted event designed to familiarize broadcasters with **emerging technological trends**, particularly in the adoption of **cloud services** and the implementation of **remote production tools**. The event attracted **over 35 participants**, with strong representation from our members, including RTM-Malaysia, RTHK-Hong Kong, along with several invited non-member government agencies from Malaysia. The high participation rate from RTM signals strong local interest and commitment to these cutting-edge workflows.

The session featured esteemed speakers from leading solution provider companies across the region, notably **Harmonic, Skyline, IPSB, Benchmark, and TVU**. Crucially, the final day included a technical visit to **RTM's facilities**, where **Mr. Shafiq from RTM** provided attendees with a highly detailed explanation of RTM's operational processes and workflow. This practical component provided valuable, real-world context on integrating these new technologies. The overall feedback from participants, speakers, and IPPTAR was overwhelmingly positive, confirming the high value of this specialized training.

➤ **DIGITAL BROADCASTING SYMPOSIUM 2025 (DBS 2025)**

The Digital Broadcasting Symposium 2025, held from **24–27 February 2025** at Wyndham Acmar Klang, Klang, Malaysia, was the department's largest and most significant undertaking of the period, successfully establishing its status as the region's premier event for technical innovation. Under the compelling theme, "***Personal-cast: Interactive Broadcasting, Tailored for You***," the symposium provided a crucial, high-level platform for the Asia-Pacific broadcasting community to converge, exchange strategic knowledge, and explore future technologies. The event preparation began nearly four months in advance, with the TD team holding twice-weekly meetings from November 2024 onward to meticulously plan every detail, from the finalization of the theme to task assignments.

The operational execution was flawless, culminating in a highly attended event featuring a diverse lineup of **774 participants from 38 countries and 234 organizations**. This included a significant delegation of **294 participants from 49 ABU member organizations**. The event's commercial success and industry support were robust: the exhibition floor featured **38 booths utilized by 26 key exhibitors** and attracted support from **4 major sponsors, 1 luncheon sponsor, 1 lucky draw sponsor, 1 lanyard sponsor, and 3 workshop sponsors**. This scale not only validates the relevance of the DBS platform but also underscores our ability to drive industry engagement and knowledge dissemination on a massive scale.

DBS 2025: Content, Structure, and Preparation Milestones

The comprehensive program was structured to deliver maximum educational value, featuring **12 highly specialized conference sessions, 7 hands-on workshops, and 2 exclusive masterclasses**. The conference sessions were designed to cover the full spectrum of broadcast evolution. **Day 1 (25 Feb)** focused on content creation and immersive media, with sessions dedicated to *Personalization and AI in Broadcasting Content Creation* (Session 1), *Immersive Media* (Session 2), *Innovations in Media Archives and AI Integration* (Session 3), and *Real-Time Interactivity* (Session 4). **Day 2 (26 Feb)** shifted focus to infrastructure, distribution, and security, covering *Advancements in Broadcasting Technologies and Standards* (Session 5), *Next-Gen Media Distribution* (Session 6), *Cybersecurity in Broadcasting* (Session 7), and an *Industry Debate* (Session 8). **Day 3 (27 Feb)** concluded with discussions on ecosystem convergence and sustainable practices, featuring *Hybrid Media Ecosystems* (Session 9), *Innovative Media Solutions* (Session 10), *Advances in Cloud Workflows and Remote Tools* (Session 11), and finally, *Sustainability and Efficiency in Broadcasting* (Session 12).

Leading up to the event, the team achieved significant milestones: By December 2024, **11 exhibitors** were confirmed, with key personnel assigned to critical areas: Aqilah overseeing exhibitors and sponsorship, Balqis handling registration and event promotion, Aswandi focused on video and social media promotion, and Afiq managing conference

speakers and workshops. By January 2025, this success was amplified, with **17 confirmed exhibitors** and a roster of **19 registered speakers** (and 12 pending registration), reflecting intense industry interest. The interactive component was particularly strong, delivered through two high-value Masterclasses: *IRIB's Techniques for High Quality Video Production in Broadcasting* and the **ABU's** own session on *The Latest Podcast Trends and Tools*. Key technical Workshops, essential for practical skills, were led by organizations including **IPSB, WorldDAB, DRM Consortium, Fraunhofer IIS, DVB, and Accedo**, ensuring participants received both strategic insights and hands-on technical guidance.

➤ **ABU-VYPA-NETSTAIRS Webinar – AI TV: The Future of Television!**

Date: January 23rd, 2025, at 3:00 PM MYT (via Zoom Webinar). **Duration:** 1.5 hours (presentation) + 30 minutes Q&A.

This webinar focused on how **AI, Web 3.0, and smart devices** are rapidly revolutionizing the television industry, a topic of growing strategic interest for all broadcasters. The event was highly successful in terms of reach, attracting **105 participants from 34 organizations across 23 countries**, significantly exceeding initial targets and demonstrating the strong demand for content on AI-driven media strategies.

The core discussion, presented by **Dr. Moradi (CEO, Netstairs)** and moderated by **Mr. Vijay (CEO, Vypa)**, focused on the role of AI within smart TV sets, exploring how this technology drives targeted viewer engagement, enables new content distribution methods like AI distribution, and facilitates future-ready broadcasting through interactive OTT services and Web3.0 Swiss ID sessions. The strong attendance from countries like Turkey (22 participants) and Pakistan (26 participants from Virtual University) highlights the broad regional relevance of this technology to our members.

➤ **Engineering Fundamental Course – Level-1 (Online)**

Dates: 17 March to 19 June 2025.

This multi-level training course was specifically designed for **young/junior engineers and newcomers** to broadcast engineering, with the objective of providing a strong foundational knowledge base. The demand was exceptional, with **138 nominees** received across **15 member organizations**. To maintain quality, **52 candidates** were selected for this initial batch, underscoring the competitive nature of the enrollment.

The course was delivered entirely online to provide flexible access and included a rigid structure of **10 technical topics**, encompassing core broadcast concepts like Video/Audio Basics, Digital Communication, Networking & IT Basics, and the Overall Broadcast Chain. The curriculum was supported by module quizzes and regular **Live Q&A sessions** (e.g., sessions held on April 8th and April 29th) with the expert lecturers, led by Dr. Veysel Binbay, who developed the content. The course culminated in a Closing

Ceremony on June 19, where attendees shared constructive feedback—such as suggestions for subtitles and improved video post-production—while strongly praising the course for being informative, practical, and highly valuable for strengthening technical knowledge. This course has proven its worth and is planned for repetition for the remaining nominees, with successful participants invited to the advanced **Level-2**.

➤ **ABU-CCBN Nexus Event**

Dates and Location: April 22–25, 2025 in Beijing, China. **Collaboration:** This was a pioneering joint initiative organized by the China Content Broadcasting Network (**CCBN**), led by the Academy of Broadcasting Science, National Radio and Television Administration (PRC), in partnership with ABU.

The inaugural event was centered around the theme “**Where Media Meets AI**,” and successfully united international experts, industry leaders, and innovators to shape the future of AI-driven media. The event saw participation from **10 international participants representing 7 ABU member organizations**, highlighting our strong connections with Chinese media organizations.

A key activity was the **CCBN-ABU Nexus AI Workshop** on April 23, which was moderated by **Mr. Sheng Zhifan**, Vice Chair of the ABU Technical Bureau. Presenters included esteemed engineers **Ir. Ts. Ahmad Shafiq Mirza bin Mansor from RTM** and **Zhang Lejong from RTHK**, sharing critical, practical insights on AI-driven media production. This event was instrumental in promoting the ABU’s influence in the Chinese market and fostering strategic partnerships in the crucial domain of artificial intelligence.

➤ **ABU-DRM Webinar: DRM Latest Development and Aspect of Implementation**

Date and Format: 6th May 2025, online.

This highly focused webinar, successfully hosted by ABU Technology, gathered digital radio experts and regional broadcasters to explore advancements in Digital Radio Mondiale (**DRM**) technology and its strategic implementation, particularly across the Asia-Pacific region. The session emphasized DRM’s relevance as an **energy-efficient, cost-effective, and multimedia-capable digital broadcasting solution** capable of bridging information gaps in underserved areas. The event was attended by **15 participants representing 7 member organisations**, reflecting a dedicated interest group focused on digital radio transition.

The session featured global experts who shared crucial deployment and technical information. **Ruxandra Obreja** highlighted global DRM deployments and the Consortium's ongoing support; **Yogendra Pal** shared insights from India’s large-scale DRM rollout and the importance of policy backing; and **Alexander Zink** presented technical updates like **DRM for FM, emergency warning functionalities, and multimedia applications such as Journaline**. The discussion concluded with a robust

Q&A segment covering essential topics such as receiver availability and licensing models, with the Technology Department urging continued collaboration with the DRM Consortium for future developments and pilot initiatives.

➤ **BroadcastAsia 2025 – Exhibition and Workshop**

Dates and Location: 27 to 29 May 2025 at the Singapore EXPO, as part of the AsiaTechxSingapore programme.

ABU was a proud partner of this major industry event, successfully showcasing its initiatives and the contributions of its members via a dedicated booth, which attracted numerous attendees and ABU members. Furthermore, ABU delivered a specialized workshop on 28 May 2025, titled “**Future of Media Delivery: Expectations & Facts,**” in Hall 5.

The workshop was a practical, high-level discussion focused on narrowing the gap between content delivery expectations and on-the-ground realities in the rapidly evolving media landscape. It was expertly moderated by **Mr Peh Beng Yeow (Mediacorp)** and featured a diverse panel of international experts, including **Ms Emily Dubs (DVB Project), Mr Michael McEwen, and Dr Peter Siebert (IEEE BTS)**. The session provided meaningful, real-world insights into emerging trends, technical considerations, and implementation challenges for media and tech stakeholders.

➤ **ABU-ASBU-WorldDAB Technical Workshop – New Development for DAB+ Systems**

Dates and Format: 15–17 July 2025, online (three-day workshop). **Collaboration:** Successfully conducted by ABU in collaboration with **WorldDAB and ASBU**, demonstrating effective cross-regional partnership.

This three-day online technical workshop provided an in-depth, practical training session, covering a broad range of topics essential for DAB+ deployment. The content included the business case, technical standards, network design with a strong focus on **Single Frequency Networks (SFN)**, headend systems, cost analysis, and valuable real-world case studies from countries like **Switzerland**. The event saw remarkable participation, with a total of **167 participants** joining the sessions, including **32 attendees representing 11 ABU member organisations** out of 51 participating organizations overall.

The active engagement and meaningful discussions underscored a strong regional interest in adopting DAB+ for modern broadcasting needs, particularly its robust capabilities in delivering **national emergency warning systems**. The workshop successfully benefitted both technical and managerial staff involved in planning and deploying DAB+ digital radio systems, strengthening the ABU's support for digital transition initiatives.

➤ **AI Forum - AI EXCHANGE (PANEL): Tech Innovation with a Conscience - The Sustainable Broadcasting**

Date and Location: July 23, 2025, at the Grand Skylight Hotel Royal in Beijing, China.

This event marked the successful launch of the **first ABU AI Forum**, gathering international experts, broadcasters, technology innovators, and policymakers to deliberate on AI's revolutionary influence across broadcasting, media, and communication. The Technical Department played a crucial role in curating the panel session, which focused on broadcasting technology within the crucial framework of **sustainability** and ethical adoption.

The panel, titled *Tech Innovation with a Conscience - The Sustainable Broadcasting*, was moderated by **Nabilah Doyle (UNGCMYB)** and featured a diverse group of experts: **Damian Surin (Sunway University)**, **Nusrat Akter Lovely (Axle.ai)**, **Ahmad Moradi (NETSTAIRS)**, and **Samuel Yip (AsiaSat)**. The discussion was structured to address specific, high-impact topics: **AsiaSat** addressed energy-efficient systems in satellite communications; **Axle.ai** discussed challenges in scaling sustainable AI solutions; **NETSTAIRS** explored systemic changes for responsible AI adoption; and **Sunway University Malaysia** focused on educating future media professionals about AI and sustainability. This strategic session successfully kickstarted the discussion on responsible AI and green innovation across the membership.

➤ **Webinar Series on Members' Innovation: Powering Simless Remote Evolving Media Integration (REMI) TV Production**

Date and Format: 31 July 2025, online. **Presentation:** The session was presented by **Ir. Ts. Ahmad Shafiq Mirza from RTM Malaysia**.

This webinar, part of our Members' Innovation series, was a high-value session that explored how **5G technology is transforming large-scale event production**. The session successfully gathered **66 participants from 9 ABU member organisations**, demonstrating keen interest in next-generation production models. The presentation highlighted Malaysia's leadership in developing **hybrid 5G broadcast solutions** in its capacity as ASEAN Chair in 2025, offering a valuable case study for the region.

The core of the discussion focused on the **Remote Integration Model (REMI)**, detailing how this advanced model leverages 5G and Wi-Fi networks to centralize production, significantly reduce on-site costs, and support high-quality, real-time content delivery. Practical examples showcased the use of a hybrid REMI setup to connect **12 broadcast locations** via the International Broadcast Centre (IBC) during five major ASEAN events. This webinar provided a proven, sustainable blueprint for modern, efficient, and high-quality broadcasting.