

### Resilient Future in Asia Through Tech

9:30am - 10:50am  
ConnecTechAsia Headliners

Pandemics are an ever-present threat that can devastate industries across any region in an instant. When these unwanted times arise, the simplest of technology can sometimes provide backup systems without applying sophisticated tools. Thousands of innovators around the region are constantly exploring new ways to use technology to benefit others each day. Armed with more advanced tech options than ever to choose from, how should industry leaders' respond and address critical needs through tech in building a more resilient future?

This session will discuss how regional leaders tackle and pivot their organisations accordingly to cope with pandemics - how the capabilities of the next-generation mobile communication can provide a solution in solving these complex problems - how advanced data analytics can be applied to map out the answers to tackle a pandemic.

#### Participants

**Speaker: Natalie Black** - Her Majesty's Trade Commissioner for Asia Pacific, UK Government, Department for International Trade (DIT)

**Speaker: Edy Sulisty** - CEO, GoPlay

**Speaker: Huey Tyng Ooi** - Managing Director, Head of GrabPay, Grab

**Speaker: Brenda Harvey** - General Manager, IBM Asia Pacific

**Speaker: Vikram Sinha** - Director & COO, Indosat Ooredoo

**Speaker: Carolyn Dawson** - Managing Director, Media and Events, Informa Tech

**Speaker: S Iswaran** - Minister for Communications and Information, Ministry of Communications and Information

**Moderator: Mercedes Ruehl** - Asia Tech Correspondent, Financial Times

**Session Host: Adeline Phua** - Principal Analyst, Omdia

### GV AMPP - Taking Live into the Cloud

10:30am - 11:00am  
Association & Exhibitors Showcase 1.

**Presented by: GRASSVALLEY**

GV Media Universe and GV AMPPGV - AMPP is the core enabling technology of the GV MediaUniverse, a concept that encapsulates the Grass Valleyvision for the software-and cloud-based future of media. Designed around a comprehensive ecosystem of cloud-based tools and services that are interconnected with a range of existing solutions, partner offerings and a community of marketplaces, GV Media Universe will revolutionise the way you think about making media

### Building the Future Media Facility

11:00am - 12:15pm  
Transforming Broadcast Technology

Cloud, virtualisation, 12G and IP are revolutionising broadcast facilities, studios and OB trucks, powering more efficient, flexible operations and enabling upgrades to 4K and beyond. Explore the options for new infrastructure with case studies of the most exciting new facilities, and discover what projects are around the corner as CTOs reveal their investment roadmaps.

11:00 - 11:15 **The Health of the Media Technology Industry** | New IABM market intelligence on the state of the media technology business in Asia Pacific, plus strategies for broadcast and media companies, and their technology suppliers, to thrive.

11:15 - 11:35 **A UHD IP Deployment: Lessons Learnt and Key Takeaways** | A look at the various considerations in planning and deploying a UHD IP studio solution, how to manage its complexities and avoid its pitfalls. A real-world analysis of a recent deployment.

11:35 - 11:55 **The Evolution of Streaming Technology Stack in China and Southeast Asia** | Over the past decade, China has become the world's largest live streaming market and Southeast Asia became the fastest-growing internet economy too. Boosted by the COVID-19 lockdown, the number of live streaming users in China has expanded to 500 million, and that of mobile streaming users in Southeast Asia has grown by 60%. An increasing number of streaming services and content providers, such as Netflix, Disney+, and TikTok, have tapped into these markets. However, it is not easy to compete with local players and truly capitalise on the market opportunity without a deep understanding of the unique industry ecosystem in the region. In this presentation, Angel Chin, Senior Director of Products & Solutions Engineering of BaishanCloud, will discuss the streaming industry trends in China & Southeast Asia, the underlying technology, and what we are expecting to see in the future. You will leave the session with a good knowledge of the streaming landscape in China & Southeast Asia, and the key drivers of streaming tech evolution, which will inform your entry, growth, and/or investment strategy in the region.

11:55 - 12:15 **Software-Defined Networks for Automated Video Distribution** | Designing a self-provisioning self-service platform for users to create their own transmissions for video content exchange.

#### Participants

**Speaker: Angel Chin** - Senior Director of Products & Solutions Engineering, BaishanCloud

**Speaker: Lorenzo Zanni** - Head of Insight & Analysis, IABM

**Speaker: Ashutosh Patel** - AVP, GTVN & Satellite Connectivity, PCCW Global

**Speaker: Yew-jin Cheong** - Director, Broadcast and Media, APAC, Rohde & Schwarz

### The Future of Live Streaming Over IP in APAC

11:00am - 11:30am  
Association & Exhibitors Showcase 1.

**Presented by: Zixi**

In this webinar, Zixi customers and partners will discuss the state of streaming in the APAC region, the latest challenges and opportunities facing media companies as the industry shifts towards virtualised IP-based distribution models for live video, and how they've relied on the Zixi SDVP to orchestrate, monitor and manage live streams over IP.

### Unveiling VSN New Product Launches

11:00am - 11:30am  
Association & Exhibitors Showcase 2.

**Presented by: VSN**

Join us in this live demo to know first-hand the latest features and developments launched by VSN in September 2020. Among them, attendees will be able to see in action some as interesting as the new dashboards for daily operation in VSNExplorer Media Asset Management (MAM), the brand-new module for non-linear scheduling in VSNCrea Broadcast Management System (BMS) and the remote editing workflows recently launched for VSN's Media Stories solution focused on news production environments. Sign up for this keynote to watch all new product launches live!

### VoCaption, Live Automated Subtitling

11:30am - 12:00pm  
Association & Exhibitors Showcase 2.

**Presented by: BroadStream Solutions**

Learn how Live Automated Subtitling can deliver subtitles up to 70% less costly than human subtitling.

### Introduction to Exterity

12:00pm - 12:30pm  
Association & Exhibitors Showcase 2.

**Presented by: Exterity**

An overview of Exterity, our product range and customers

### Networking Lunch Break

12:15pm - 1:00pm  
Transforming Broadcast Technology

### Enabling AI Across the Content Chain

1:00pm - 2:15pm

Transforming Broadcast Technology

Artificial intelligence (AI) and machine learning (ML) are transforming every step of the content chain from camera to consumer. Unveiling the latest innovation direct from leading research labs, case studies revealing how real-world applications of AI and ML are working today, and broadcast tech leaders debate "will AI save broadcast?"

13:00 - 13:25 **[Keynote] The Future of AI in Broadcast** | One of Asia Pacific's leading broadcast AI research scientists reveals what's coming out of the labs, and how AI is changing (and recognising) the face of broadcast.

13:25 - 13:50 **Streamlining Subtitles With Neural Machine Translation** | Machine translation and cloud orchestration meets subtitles for a high-capacity multi-language broadcast television company as it adapts to the OTT media market.

13:50 - 14:15 **[Fireside Chat] AI in Sports in 2020 - a Reflection From This Year's US Open** | For the first time in US Open history, this year's tournament was held without in-person spectators and with most staff working from home. Join us for a fireside chat to hear from two Technology leaders from IBM as they share the journey of how the USTA and IBM teams came together to re-imagine, develop, and deliver a first-of-a-kind, AI-powered tennis experience to millions of fans across the globe.

### Participants

**Speaker: Alphie Larrieu** - SAVP Content and Localisation Engineer, Products and Technology Division, Astro

**Speaker: Aaron Baughman** - Distinguished Engineer - AI and Emerging Technology Leader, IBM

**Speaker: Dane Gambrill** - Telco, Media and Entertainment Executive - Global Markets, IBM

**Speaker: Masakazu Iwaki** - Head of AI Promotion, Science and Technology Research Laboratories, NHK

**Speaker: Dion Wiggins** - Chief Technology Officer & Co-Founder, Omniscien Technologies

### Video Mixer Products Demo

1:00pm - 1:30pm

Association & Exhibitors Showcase 1.

**Presented by: Roland Corp**

### Request a meeting with The Weather Company, an IBM Business

1:30pm - 2:00pm

Association & Exhibitors Showcase 1.

### Presented by: The Weather Company, an IBM Business

The Weather Company, an IBM Business provides the world's most accurate forecaster globally, offering more than 25 billion forecasts daily with personalized and actionable weather data and insights. To learn more, set up a meeting with our weather broadcasting lead, Steve France, today!

### SONY

2:00pm - 2:30pm

Association & Exhibitors Showcase 1.

Details coming soon

### Watermarking for All: TraceMark + Aspera-on-Cloud

2:00pm - 2:30pm

Association & Exhibitors Showcase 2.

### Presented by: Irdeto

Irdeto, world's leader in digital platform security, and IBM, the market leader in video file distribution in the film industry, have partnered to develop the industry's first, pre-integrated forensic watermarking and digital file transfer solution. It provides a fast to market, easy to implement, and affordable forensic watermarking solution towards the fight against piracy.

### Afternoon Networking Break

2:15pm - 3:05pm

Transforming Broadcast Technology

### Perfect Timing

2:30pm - 3:00pm

Association & Exhibitors Showcase 1.

### Presented by: Hitomi Broadcast

Join Hitomi for a live demonstration of a broadcasting lineup using MatchBox solutions with live feeds from international locations. See how easy it is to analyse lip-sync alignment in remote productions by simply holding an iPhone in shot.

### Unify

2:30pm - 3:00pm

Association & Exhibitors Showcase 2.

### Presented by: Gb Labs

GB Labs Unify does exactly what it says – it unifies the two worlds of storage – on-prem and cloud – but in a simplified and logical way. Giving you ultimate flexibility. It's a genuine mind shift of what central storage is or means. There's no need to think CAPEX or OPEX – now you've got the option of both or either. The cloud and/ or on-prem experience has been completely redesigned – for remote or on-site users. Users won't realise they're on-prem or cloud, it will just work! And for the management of assets, it's straight forward and transparent.

### StarTracker Studio: Simplifying Virtual Studio Production

3:00pm - 3:30pm

Association & Exhibitors Showcase 1.

### Presented by: Mo-Sys

StarTracker Studio

The world's first pre-configured complete virtual studio!

Looking to create virtual studio and augmented reality content?

Mo-Sys brings virtual studio production to the wider market and audience.

Join our presentation on StarTracker Studio to discover just how easy it can be!

### Angenieux Optimo Prime Lens Product Launch

3:00pm - 3:30pm

Association & Exhibitors Showcase 2.

### Presented by: Jepsen Industrial Technology Co Ltd

First webinar in Asia unveiling the new Angenieux Optimo Prime Lenses Set and its "Integrated Optical Palette" (IOP) technology. Lens specification and look customisation will be discussed.

### Transforming Live Sports Production

3:05pm - 4:30pm

Transforming Broadcast Technology

From high-end live production to new low-cost techniques for televising niche games for the first time. From IP-based remote production to the rise of OTT sports platforms, uncover the emerging tech and production techniques transforming the way the most exciting events are brought to every screen.

15:05 – 15:25 **Find Out How to Deliver Best-in-Case Best-in-Class Sports OTT Experiences With Implementation of Multi-CDN / Multi-Protocols Strategies** | During high bandwidth events with large or massive audiences around the world, Lumen CDN and its meshed network of devices allows for greater bandwidth availability and for broadcasters to scale as the viewing demand increases. Join the session to learn more about delivering world's most-watched professional football, tennis and cycling events to millions of viewers.

15:25 – 15:45 **Innovating Low-Cost Live Sports Production** | Cost-effective technology combined with innovative engineering and operations are opening up new sports to live broadcast for the first time.

15:45 – 16:05 **Achieving Ultra-Low Latency for Live Sports Distribution in the Cloud** | A leading Japanese broadcaster delivers amazingly-low streaming latency for its World Cup Volleyball coverage with the help of the cloud and cutting-edge video encoding.

16:05 – 16:30 **[Panel] Technology Roadmap – Plans and Projects for the Year Ahead** | Broadcast and digital media technology leaders reveal their plans and investment priorities.

### Participants

**Speaker: Tom Lithgow** - Product Manager, Bluefish444

**Speaker: Gautier Demond** - Director, Content & Media Practice, Lumen Asia Pacific

**Speaker: Regie Bautista** - SVP for Corporate Strategic Planning and Business Development, GMA Network, Inc.

**Speaker: Hendy Lim** - Vice President, Content Business, Indonesia Entertainment Group (IEG)

**Speaker: Jay Ganesan** - SVP and Region Head, APAC, MediaKind

**Speaker: Ren Egawa** - CEO, Rexcel Nippon Co., Ltd.

**Moderator: Robert Ambrose** - Conference Producer, IABM

### Dalet Pulse - Welcome to the age of Media Operations

3:30pm - 4:00pm

Association & Exhibitors Showcase 1.

#### Presented by: Dalet

Join us for Dalet Pulse online where industry specialists will share how to foster collaboration and leverage tools for distributed teams while increasing audience engagement across consumption platforms. Discover how Dalet users apply the latest advancements in media technology.

### Blackbird - the world's fastest, most powerful cloud video editing platform

3:30pm - 4:00pm

Association & Exhibitors Showcase 2.

#### Presented by: Blackbird

Enterprises that want to see how easy and fast it is to edit and publish their video content in the cloud remotely from any location – even on low bandwidth, are invited to attend.

Blackbird very easily enables highly responsive and fully featured remote editing for live and file-based content and can be used in a browser with a standard laptop. Blackbird empowers production teams to work collaboratively – easily and rapidly great creating video content for multiple devices and platforms including web, broadcast, OTT and social.

we'll show you how you can:

- edit frame-accurately from anywhere – even on low bandwidth
- remotely and collaboratively produce great video content
- benefit from the only professional video editor in a browser
- enjoy instant precision access to video
- easily and quickly create clips, highlights and longer form content
- re-purpose archived content
- publish video content in seconds – to everywhere
- monetize content

### Satellite replacement/augmentation for broadcast contribution feeds

4:00pm - 4:30pm

Association & Exhibitors Showcase 1.

#### Presented by: Open Broadcast Systems

With the advent of new IP distribution technologies, traditional satellite contribution can be augmented or even completely replaced with IP based technologies. This allows for wider business efficiencies and improved viewer experiences. This session will demonstrate how these technical and commercial benefits can be achieved

### WINNOW, an Advanced Platform for Content Classification

4:00pm - 4:30pm

Association & Exhibitors Showcase 2.

#### Presented by: Interra Systems

Interra Systems' award-winning solution, WINNOW for content classification/ identification, allows service providers to efficiently prepare media content for different target markets and geographies. Using AI/ML technologies, WINNOW detects and tags content for violence, strong language, alcohol and more, based on user-defined rules.

# SCHEDULE

DAY 1: TRANSFORMING BROADCAST TECHNOLOGY - 29/09/2020

BroadcastAsia

29 Sep - 1 Oct 2020  
Virtual Event

TIME	ASSOCIATION & EXHIBITORS SHOWCASE 1.	ASSOCIATION & EXHIBITORS SHOWCASE 2.	CONNECTECHASIA HEADLINERS	TRANSFORMING BROADCAST TECHNOLOGY
9:00AM			9:30am - Resilient Future in Asia Through Tech	
10:00AM	10:30am - GV AMPP - Taking Live into the Cloud			
11:00AM	11:00am - The Future of Live Streaming Over IP in APAC	11:00am - Unveiling VSN New Product Launches 11:30am - VoCaption, Live Automated Subtitling		11:00am - Building the Future Media Facility
12:00PM		12:00pm - Introduction to Exterity		12:15pm - Networking Lunch Break
1:00PM	1:00pm - Video Mixer Products Demo 1:30pm - Request a meeting with The Weather Company, an IBM Business			1:00pm - Enabling AI Across the Content Chain
2:00PM	2:00pm - SONY 2:30pm - Perfect Timing	2:00pm - Watermarking for All: TraceMark + Aspera-on-Cloud 2:30pm - Unify		2:15pm - Afternoon Networking Break
3:00PM	3:00pm - StarTracker Studio: Simplifying Virtual Studio Production 3:30pm - Dalet Pulse - Welcome to the age of Media Operations	3:00pm - Angenieux Optimo Prime Lense Product Launch 3:30pm - Blackbird - the world's fastest, most powerful cloud video editing platform		3:05pm - Transforming Live Sports Production
4:00PM	4:00pm - Satellite replacement/augmentation for broadcast contribution feeds	4:00pm - WINNOW, an Advanced Platform for Content Classification		

### Enterprise Outlook: Tech Reality Check

9:30am - 10:45am  
ConnecTechAsia Headliners

In the last few months corporates have been forced to face the recurring themes of frantic adoption rate of new digital technologies, having a strong foundation for SMAC (Social, Mobile, Analytics and Cloud) to incorporate the latest tech trends, or a digitally skilled workforce that can provide customised services or products to the constant changing realities. Whilst the term '5G' has been a buzz word for half a decade now and has long been forecasted to be revolutionary; plenty of other technologies such as AI is directly impacting business strategy and operations.

This session will discuss what other technologies enterprises should be focusing on – the developments of advancements in analytics through automation, distributed cloud system - bridging the gap between data storage and computation, or data-driven policing?

#### Participants

**Speaker: Euan Smith** - CEO of TV & Group COO, Astro

**Speaker: Anne H. Chow** - CEO, AT&T Business

**Speaker: Min Chen** - VP & CTO, APAC, LexisNexis Legal & Professional

**Speaker: ST Liew** - VP & President, Taiwan & South East Asia, Qualcomm

**Speaker: Robert Le Busque** - Regional VP APAC, Verizon Business Group

**Moderator/Session Host: Claude Achcar** - Managing Partner, Actel Consulting

**Moderator: Adam Etherington** - Principal Analyst, Digital Enterprise Services, Omdia

### Shaping the Future of TV Broadcasting

11:00am - 12:15pm  
Delivering the Consumer Media Revolution

Success for broadcasters, linear channels and pay TV operators depends on delivering the right combination of linear and on-demand services, blending hybrid TV with OTT. Understand the future potential with up-to-date market analysis, hear the stories of successful transformation projects, and find out how to develop hybrid TV services.

11:00 – 11:15 **Taking Live into the Cloud** | Join us to learn how to leverage elastic compute technologies to take your cloud-based production to the next level.

11:15 – 11:35 **Caching in a 5G Network and Its Implications for Video Streaming**

11:35 – 11:55 **[Fireside Chat] Launching a Modern Satellite TV Platform** | Going inside a TV platform operation in the Philippines that enables content owners to launch new channels rapidly, reaching an audience of 4.5 million household while enhancing the bouquets of DTH operators.

11:55 – 12:15 **All in With IP – Engineering a Broadcast Infrastructure Transformation** | First-hand experience of designing and planning every step of a project to transition to an all-IP infrastructure.

#### Participants

**Speaker: Dennis Breckenridge** - CEO, Elevate Broadcast Pte Ltd

**Speaker: Stefan Mayr** - AMPP Solutions Consultant, Grass Valley

**Speaker: Tushar Gohad** - Principal Engineer | Storage | Networking | Performance, Intel

**Speaker: Ralph Siebenaler** - Managing Director, Magistan Media

**Speaker: Devesh Gautam** - Head of Section/ Director - Edge Platforms-MEC, Media Services and CDN, Rakuten

**Speaker: John Huddle** - Director, Market Development, Asia, SES Video

**Speaker: Reza Mazhari** - Senior Broadcast Architect, Sky Racing

**Speaker: Arianna Aondio** - Head of Support Operation, Varnish Software

### Stream Live Video Over IP with the Zixi Software-Defined Video Platform

11:00am - 11:30am  
Association & Exhibitors Showcase 1.

#### Presented by: Zixi

Hear from Zixi leadership about the different elements of the Zixi Software-Defined Video Platform: the preeminent Zixi Protocol and 16 supported protocols, the Zixi Video Solutions Stack, ZEN Master Control Plane, and the Zixi Enabled Network of integrated technology partners.

This webinar will explain how each of the four components allow the broadcaster video network to be intelligently and centrally managed using software and integrated devices across IP networks, industry protocols, different cloud providers and edge devices for a truly unique live video solution.

#### CDN Orchestrator

11:00am - 11:30am  
Association & Exhibitors Showcase 2.

#### Presented by: Lumen

Join Lumen's presentation to better understand how the switching mechanism works in our midstream multi-CDN selector. CDN Orchestrator takes into account device feedback to select the most appropriate CDN on a segment by segment basis during the video session. It can easily complement your load balancing strategy, improving quality for viewers and offering a failover in the face of CDN performance issues.

### Highlights for 2020 - Advances in Product Solutions from TSL

11:30am - 12:00pm  
Association & Exhibitors Showcase 2.

#### Presented by: TSL Products

With so many changes occurring in the industry, there is a responsibility on technology providers to ensure that broadcasters and media owners are armed with the latest knowledge and tools that will make their lives easier. By keeping our ear to the ground and working alongside our customers, TSL continues to design products and solutions that empower our customers, allowing them to take ownership of their systems and benefit from extended life-time value. These sessions will provide an in-depth overview of the developments we have made to our product across Audio Monitoring, Control Systems and Power Management Solutions.

### Compliance, Monitoring, Clips for social, Volicon support/migration and more

12:00pm - 12:30pm

Association & Exhibitors Showcase 2.

**Presented by: Actus Digital**

The regulatory compliance and logging requirements are constantly evolving. New regulations, as well as new technologies, are adopted as industry standards. Furthermore, a compliance solution must go beyond its basic use-cases and guarantee positive ROI and workflow efficiency. With the recent Volicon end-of-life declaration, Actus digital safeguards your next Media Monitoring and Compliance investment against end-of-life or becoming outdated.

We'll show you how you can:

- Comply with all compliance mandatory requirements
- Frame accurate clips editing and export to social media
- All from your browser, locally or remotely
- Efficient rating and competitive analysis
- Real time alerts for QoE
- AI options such as automatic ads detection, speech to text, ...
- Multiviewer
- And so much more...all in one platform
- Q & A

### Networking Lunch Break

12:15pm - 1:00pm

Delivering the Consumer Media Revolution

### Don't let bad apples spoil your video goods: How to manage video quality along your video delivery value chain to keep your CFO and subscribers happy.

12:30pm - 1:00pm

Association & Exhibitors Showcase 1.

**Presented by: SSIMWAVE Inc**

Best practices on how to protect your value chain from subpar video quality to keep subscribers happy, reduce churn and monetize better. How to ensure content providers are accountable, where to measure quality along the value chain? How to protect your most prized LIVE, SPORTS Content?

### Dalet Galaxy five - What's New?

12:30pm - 1:00pm

Association & Exhibitors Showcase 2.

**Presented by: Dalet**

In this webinar, Fabien Donato, Head of Presales at Dalet, will review all the latest capabilities added to the industry-leading Dalet Galaxy Media Asset Management and orchestration platform. Dalet Galaxy five, which provides sophisticated management and automate for content production workflows, is constantly enhanced to meet the requirements of our user community. Join us to learn more.

### Growing Direct-to-Consumer Services

1:00pm - 2:25pm

Delivering the Consumer Media Revolution

Picking the optimum business model from SVOD to AVOD, and creating the right blend of content, tech and user experience tailored to each market are essential for a successful modern media business. Going in alone or partnering with others, competing with the global streaming giants or targeting a niche, hear how successful direct-to-consumer platforms have flourished.

13:00 – 13:20 **[Keynote] Competing With the Global Giants – a Recipe for OTT Success in Asia** | In an OTT market dominated by Silicon Valley behemoths, the pressure is on for regional players to compete. The secret is in understanding local content tastes and business models while delivering world-beating levels of user experience.

13:20 – 13:40 **Building Scalability and Elasticity Into OTT Services** | How OTT services can scale up for peak traffic without building excess capacity: inside the architecture needed to deliver brilliant user experience and quality-of-service to millions of viewers without busting the budget.

13:40 – 14:00 **[Keynote] Engineering an OTT Platform at Scale** | Behind the scenes of one of the biggest new OTT platform launches to see the engineering and technology architecture needed to deliver consistent performance and a great user experience.

14:00 – 14:25 **[Fireside Chat] Competing in the OTT Business: Using Data to Get the Business Model Right** | Optimising OTT business models is challenging: from securing the best talent and content rights, to tuning the mix of revenue between advertising, subscriptions and content sales, to managing the balance between owned-and-operated platforms and social media. Explore how data science and machine learning can be the solution.

### Participants

**Speaker: Fabien Astruc** - Sales Engineer, Anevia

**Speaker: Kristiono Setyadi** - CTO, Vision+

**Speaker: Manish Verma** - Head of Technology - SonyLIV, Sony Pictures Networks India

**Speaker: Aki Tsuchiya** - Founder & CEO, Streamhub

**Speaker: Hiroshige Usui** - Senior Expert/Deputy President of Media Strategy Office, Tokyo Broadcasting System Television, Inc.

**Speaker: Tarun Katial** - CEO, ZEE5 India

**Moderator: Robert Ambrose** - Conference Producer, IABM

### Audio codec product demonstration/working explanation

1:30pm - 2:00pm

Association & Exhibitors Showcase 1.

**Presented by: Ficusys Co., Ltd**

Demonstrate our products. Propose suitable product based on customer requirement

### ML/AI Innovations for Media Industry

1:30pm - 2:00pm

Association & Exhibitors Showcase 2.

**Presented by: Interra Systems**

Our expert will take you through the groundbreaking AI/ML products that will help you classify content, perform complex tasks of identifying lip sync issues, audio language detection and aligning speech to text captions and more.

### Brainstorm Suite Demos

2:00pm - 2:30pm

Association & Exhibitors Showcase 1.

**Presented by: Brainstorm**

Brainstorm will showcase online demos and presentations of the products included in the Brainstorm Suite: InfinitySet, virtual set and AR solution, and Aston, graphics creation, CG and playout system.

### Fast, Secure, and Cost-Effective – Irdeto Armor for Hybrid Android TV

2:00pm - 2:30pm

Association & Exhibitors Showcase 2.

**Presented by: Irdeto**

Irdeto, world's leader in digital platform security, offers pay-tv operators Irdeto Armor, the fastest, most secure, flexible, and cost-effective solution to deploy a hybrid Android TV set top box.

### Afternoon Networking Break

2:25pm - 3:05pm

Delivering the Consumer Media Revolution

### You're invited to view The Weather Company's International Weather Broadcasting Showcase!

2:30pm - 3:00pm

Association & Exhibitors Showcase 1.

**Presented by: The Weather Company, an IBM Business**

Join us to learn more about how The Weather Company and IBM are transforming international weather broadcasting.

### Bandwidth Limitations: Delivering Quality Video

3:00pm - 4:00pm

Association & Exhibitors Showcase 1.

**Presented by:** RIST Forum

Register [here](#)

How to deliver video over the internet without dropping quality when bandwidth is limited

### Participants

**Chris Fellows** - Solutions Engineer, UK/EMEA, Zixi / The RIST Forum

**David Griggs** - Senior Product Manager, Media Services, AWS Elemental, MediaConnect

### The Future of Entertainment Technology

3:05pm - 4:20pm

Delivering the Consumer Media Revolution

The growth of consumer platforms is driving a content renaissance underpinned by new ways to make that content more efficiently and securely. Explore case studies using the latest creative production tech, from collaboration in the cloud to remote editing, and debate whether building, buying or partnering is the best way to develop new tools.

15:05 – 15:30 **[Fireside Chat] Building a Short-Form OTT Platform to Beat the World** | Short-form content is making waves in the streaming market with the launch of Quibi on the global stage and Singapore-based Vidsee. Explore what's behind their success.

15:30 – 15:50 **Combining OTT and Free to Air Broadcast** | An amazing case study involving the Taiwan National Opera House and how broadcasters enabled viewers to select their preferred choice of camera angle and coverage.

15:50 – 16:20 **[Panel] On the Screen and on the Field: What Broadcasters and Esports Producers Can Learn From Each Other** | What can esports learn from traditional sports broadcasters about reaching a mass audience? And what can broadcasters learn about innovative formats and production techniques? A panel of both groups come together to debate.

### Participants

**Speaker: Andy Blondin** - Senior Product Manager, Epic Games

**Speaker: Nick Vanzetti** - SVP & Managing Director, Asia Pacific Japan, ESL

**Speaker: Ren Egawa** - CEO, Rexcel Nippon Co., Ltd.

**Speaker: Debbie Lee** - Founder & CEO, TechStorm

**Speaker: Derek Tan** - CCO & Co-Founder, Vidsee

**Moderator: Robert Ambrose** - Conference Producer, IABM

### CloakDR

3:30pm - 4:00pm

Association & Exhibitors Showcase 2.

**Presented by:** Gb Labs

CloakDR enables two GB Labs intelligent storage systems to act as master and slave respectively, failing over in as little as 2 seconds.

Unlike traditional methods, GB Labs storage systems are completely live, which means that when data is written it's not confirmed until both units have it live. That means that it's impossible to have out-of-sync data between the pair of units.

### GV Orbit - Dynamic System Orchestrator for SDI, Hybrid and IP Networks

4:00pm - 4:30pm

Association & Exhibitors Showcase 1.

**Presented by:** Grass Valley

GV Orbit is a single, consolidated, overarching configuration, control and monitoring package specifically designed for the dynamic orchestration of broadcast media networks, whether they be SDI, hybrid or pure IP. Its underlying architecture, however, is targeted at open standards-based IP systems with many features and functions specifically crafted to make IP easy.

Dynamic Orchestration is GV Orbit's core strength that differentiates it from competitive systems. The ability to build, configure and change systems on-the-fly, whether it's adding/removing devices or simply changing a name, is hugely powerful. In today's cost-conscious world, fast and efficient deployment and re-purposing of systems for alternative scenarios or productions is a key requirement.

# SCHEDULE

DAY 2: DELIVERING THE CONSUMER MEDIA REVOLUTION - 30/09/2020

BroadcastAsia

29 Sep - 1 Oct 2020  
Virtual Event

TIME	ASSOCIATION & EXHIBITORS SHOWCASE 1.	ASSOCIATION & EXHIBITORS SHOWCASE 2.	CONNECTECHASIA HEADLINERS	DELIVERING THE CONSUMER MEDIA REVOLUTION
9:00AM			9:30am - Enterprise Outlook: Tech Reality Check	
10:00AM				
11:00AM	11:00am - Stream Live Video Over IP with the Zixi Software-Defined Video Platform	11:00am - CDN Orchestrator 11:30am - Highlights for 2020 - Advances in Product Solutions from TSL		11:00am - Shaping the Future of TV Broadcasting
12:00PM	12:30pm - Don't let bad apples spoil your video goods: How to manage video quality along your video delivery value chain to keep your CFO and subscribers happy.	12:00pm - Compliance, Monitoring, Clips for social, Volicon support/migration and more 12:30pm - Dalet Galaxy five - What's New?		12:15pm - Networking Lunch Break
1:00PM	1:30pm - Audio codec product demonstration/working explanation	1:30pm - ML/AI Innovations for Media Industry		1:00pm - Growing Direct-to-Consumer Services
2:00PM	2:00pm - Brainstorm Suite Demos 2:30pm - You're invited to view The Weather Company's International Weather Broadcasting Showcase!	2:00pm - Fast, Secure, and Cost-Effective - Irdeto Armor for Hybrid Android TV		2:25pm - Afternoon Networking Break
3:00PM	3:00pm - Bandwidth Limitations: Delivering Quality Video	3:30pm - CloakDR		3:05pm - The Future of Entertainment Technology
4:00PM	4:00pm - GV Orbit - Dynamic System Orchestrator for SDI, Hybrid and IP Networks			

## Tech for Good: Using Technology to Improve Well-Being

9:30am - 10:30am  
ConneCTechAsia Headliners

Technology has proven when used correctly it can better the world and improve the quality of life for many less privileged. The development and adoption of smart automation and artificial intelligence has shown the potential to improve well-being more broadly. When the spotlight of technology adoption is focused purely on innovation-led growth rather than on economic factors in labour reduction and cost savings, it not only raises productivity and GDP growth, but generates improvement across the board.

This session will deep dive into the significant potential that technology has to help society achieve better well-being - calculate the impact of technology adoption on welfare - and examine how technology like artificial intelligence, Internet of Things, augmented reality, robotics, connectivity and digital fabrication can provide greater good to society.

### Participants

**Speaker: Grace Park** - Co-Founder & President, DocDoc

**Speaker: Carly Wishart** - Chief Strategy and Business Development Officer, Asia Pacific, ENGIE

**Speaker: Bicky Bhangu** - President, Southeast Asia, Pacific & South Korea, Rolls-Royce

**Speaker: Martin Huang** - Managing Director, Southeast Asia, SenseTime

**Moderator/Session Host: Thomas Lynch** - Executive Director, Security Technology, Safe Cities and Critical Communications, Omdia

## Colour and 8K and HDR! Oh, My!

11:00am - 12:15pm  
BroadcastAsia Conference

Amazing image enhancements have arrived! Greater colour volume, increased dynamic range allowing for brighter and blacker image elements, and many, many, many more pixels, provide a much different, much enhanced viewing experience.

In this session you will learn about some of the science of enhanced imaging, practical applications, and where the implementation of these enhancement stands around the world.

**Expanded Colour Volume** | Why do we care and how do we visualise it?

**Cognitive Colour Phenomena in HDR** | A colourist's perspective on cognitive limiting factors while dealing with HDR, and how to use them for creative purposes to make the best images.

**Ambient Effects in HDR Imaging** | Explore what effect the viewing environment has on perception of images, how this effect is quantified and what can be done to compensate for it.

### Participants

**Speaker: Anastasia Shepherd** - Freelance Colourist, -

**Speaker: Aurora Gordon** - Senior Colourist, Arsenal FX

**Speaker: Robert Wanat** - Senior Colour Scientist, Dolby Laboratories

## Knowledge Sharing and Tech Insights

11:00am - 11:30am  
Association & Exhibitors Showcase 1.

### Presented by: TSL Products

With a development roadmap steeped in engineering and R&D excellence, TSL continues to work alongside technical leaders and initiatives such as SMPTE and AMWA to supply eco-systems that are intuitive and powerful across SDI, hybrid and fully IP infrastructures. This is the perfect opportunity to meet with TSL's experts in audio, control and power management solutions to discuss any questions or ideas you may have on the key topics that are impacting the broadcast industry and gain deeper insight in to TSL's solutions.

## The Affordable Compliance Monitoring and Logging Solution Voted #1 by Broadcasters

11:00am - 11:30am  
Association & Exhibitors Showcase 2.

### Presented by: Vela

A review of the 3 products that make up Vela's award-winning line of Smart Loggers that broadcasters are choosing 3-to-1 over all other brands combined. The affordable Vela Luna system that captures content 24x7 and provides a zero-latency multiviewer, analyses video/TS, and sends immediate QA/Compliance alerts.

Vela Encompass adds valuable tools for News, Sales, Traffic, Social, Operations, and Management teams.

You'll be shocked to see how far Vela has raised the compliance monitoring and logging bar while setting a new low-price entry point for professional tools in this market space.

## The Art and Science of Effectively Integrating Media Management & Scheduling

11:30am - 12:00pm  
Association & Exhibitors Showcase 1.

### Presented by: VSN

Media management and scheduling are both an art and a science; they can become seriously tough when the integration between workflows is not as tight and seamless as it should be. Is there a better way to take the hard work out of these processes, even under remote working circumstances? How can media companies maintain a competitive advantage by effectively integrating both?

In this session, VSN will review the importance of having a robust integration between Broadcast Management Systems (BMS) and key software systems like the Media Asset Management (MAM), which are the key features that any combined solution of this kind should include to remain flexible, competitive and future-proofed.

Likewise, we will analyse what are the real advantages that this integration can bring to any Broadcast and Media facility - specially, to monetise programming and advertising. Join to this online session to dig down into the science of Broadcast and Media Management!

### Exterity - What's New

11:30am - 12:00pm  
Association & Exhibitors Showcase 2.

### Presented by: Exterity

An overview of the latest product releases from Exterity

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## Video industry leadership: How to manage video quality to delight customers, reduce churn, and attract viewers while reducing costs

12:00pm - 12:30pm

Association & Exhibitors Showcase 2.

**Presented by: SSIMWAVE Inc**

The webinar will cover the results from a recent industry survey among 300 Broadcasters, OTT experts around the main obstacles they encounter when trying to optimize the bitrate. The webinar will also provide best practices on how to overcome these challenges.

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## Networking Lunch Break

12:15pm - 1:00pm

BroadcastAsia Conference

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## Next-Gen Content Supply Chains

12:30pm - 1:00pm

Association & Exhibitors Showcase 2.

**Presented by: Dalet**

Recent changes in the way that content needs to be produced and distributed has accelerated the need to renew content supply chains. If you're looking for an open and extensible platform to power your digital workflows and maximize your revenue streams, join Dalet experts Bea Alonso and Lee McMullan for an overview of the Ooyala Flex Media Platform: a modular media logistics solution with purpose-built tools to ingest, curate, review, package and distribute content.

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## SMPTE Standards Paving the Way to the Future

1:00pm - 2:25pm

BroadcastAsia Conference

Interoperability is paramount to ensuring one vendor's solution will work with another vendor's solution. Interoperability of software and equipment means not being locked in, but rather having a wider range of solutions.

SMPTE's Standards Community has evolved as the media & entertainment industry has evolved significantly over the past several years. Find out what standards are new, why they are important, and how SMPTE standards is supporting the future of media & Entertainment.

**Attacking the Microservices Interop Challenge** | The Open Services Alliance and SMPTE have been hard at work in recent months, jointly focused on one of the key interoperability challenges the media industry faces today: making microservices from multiple vendors work together. Pulling from a group consisting of the leading media companies and vendors in the business, projects have been prioritised, an agile approach adopted, and the first two of these have already been contributed to SMPTE and are on their way to becoming available for implementers to field test. Join us for an informative look into what's been done to date, and what's next in the game plan of the OSA and SMPTE to alleviate these challenges our industry faces.

**SMPTE and ETC Joint Task Force on AI Standards in Media** | In this session you will learn the role that SMPTE and Entertainment Technology Center (ETC) play in the creation of standards relating to artificial intelligence and machine learning in the media and entertainment industry. Yves Bergquest, ETC, will discuss important topics such as the Media Industry's hierarchy of AI needs, areas of opportunities and readiness of machine learning, and efforts to create standards to promote AI/Machine Learning interoperability.

**Cloudy With a Chance of Standards** | How SMPTE is responding to the changing industry landscape to get the best from Open Source and Standards.

### Participants

**Speaker: Yves Bergquist** - Director of the AI & Neuroscience in Media Project, Entertainment Technology Center (ETC)

**Speaker: Christopher Lennon** - President & CEO, MediAnswers

**Speaker: Bruce Devlin** - Standards Vice President, SMPTE

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## Coffee over caching and content delivery

1:00pm - 1:30pm

Association & Exhibitors Showcase 2.

**Presented by: Varnish Software**

Informal chat and coffee break on all things caching and content delivery, as well as a short introduction to what Varnish is for anyone who doesn't know it, and updates for those who do.

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## Software manufacturer

1:30pm - 2:00pm

Association & Exhibitors Showcase 2.

**Presented by: WinMedia Asia**

Software suite for Radio and TV

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## CDN Mesh Delivery

2:00pm - 2:30pm

Association & Exhibitors Showcase 2.

**Presented by: Lumen**

Lumen CDN Mesh Delivery is an advanced implementation of the WebRTC standard that enables delivery of live and video on-demand (VOD) content from a CDN and between end user devices. Join the session to understand more about our peer-to-peer CDN capabilities and hear from our CDN experts the use cases of it.

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## Afternoon Networking Break

2:25pm - 3:05pm

BroadcastAsia Conference

## Broadcasting E-Sports: Challenges & Opportunities

2:30pm - 4:00pm  
Association & Exhibitors Showcase 1.

Presented by: AIBD

Register [here](#)

The broadcasting industry continues to develop ways to adapt its linear media oriented business models to respond to today's on-demand world.

In recent years, e-sports have gained massive popularity among the media prosumers. As reported, this global e-sports industry has grown to \$1.1 billion in 2020 while attracting 495 million people. While this industry has grown massively big due to online streaming platforms, 'Media Pundits' are also thinking to utilise its popularity on traditional media.

In 2020, COVID-19 struck the entire world, and broadcasters were challenged to adapt to the situation accordingly. Due to the lack of live sports events, many broadcasters were forced to utilise archival programmes but still, it wasn't enough to fill the gap and to generate revenues.

The webinar will highlight the various aspects of e-sports in terms of opportunities and in terms of challenges to broadcast it to masses. Subjects like content creation, planning and scheduling the events, advertising and monetising, distribution rights will be discussed during this 1.5 hour session.

### Participants

**Moderator: Kenny Bae** - Marketing Manager / Senior Producer, Korean Broadcasting System

**Speaker: Stanley Bernard** - Sports Broadcaster, Astro Malaysia

**Speaker: Christophe Hochart** - Founder, OONA TV

**Speaker: Arnaud Simon** - CEO, In&Out Stories

## Introducing ICE - CMS for Broadcasting stations, Press, Telecommunication companies and IPTV service providers

2:30pm - 3:00pm  
Association & Exhibitors Showcase 2.

Presented by: I-ON Communications Co., Ltd.

We will be introducing the CMS that is being used by Korea's national broadcasting stations, major press and telecommunication companies and biggest IPTV providers in Korea. We invite all broadcasting stations, telecommunication companies, and other related parties, to come and learn more about our CMS solution that is leading the Korean market.

## The Industry Transformation Through Software-Defined Workflows

3:05pm - 4:30pm  
BroadcastAsia Conference

Accelerated by the events of 2020, content creation has taken giant leaps from being a primarily centralised, hardware-centric workflow, to one that utilises software applications and "The Cloud".

Software Defined Workflows enables content creators much greater flexibility and access to resources around the globe. But what is a Software Defined Workflow and how has it been applied? Find out in this exciting and informative session.

**The Evolution of Live Production** | From remote production to cloud-based, software-defined workflows. In this presentation, we will take a look at live production workflows and how current, hardware-based workflows albeit improving, are inevitably evolving towards a true, cloud-based, software-defined model. We will discuss the drivers of this evolution as well as take a look at the challenges and the potential solutions that may help accelerate that evolution.

**MovieLabs 2030 Vision** | Explore the principles of MovieLabs' 2030 vision, and delve into software defined workflows and ML's work towards common ontologies and APIs.

**The Industry Transformation Through Software-Defined Workflows** | Accelerated by the events of 2020, content creation has taken giant leaps from being a primarily centralised, hardware-centric workflow, to one that utilises software applications and "The Cloud". Software Defined Workflows enables content creators much greater flexibility and access to resources around the globe. But what is a Software Defined Workflow and how has it been applied? Find out in this exciting and informative session.

### Participants

**Speaker: Boromy Ung** - VP of Product Marketing, Grass Valley

**Speaker: Peter Wharton** - Managing Partner, Happy Robotz LLC

**Speaker: Jim Helman** - CTO, MovieLabs

**Speaker: Paul Briscoe** - Chief Architect, TAG Video Systems

## LDX 100 - What the Industry Wants in Camera Technology

4:00pm - 4:30pm  
Association & Exhibitors Showcase 1.

Presented by Grass Valley

Premium Live Production Camera - Designed to reveal in detail the intensity and emotion behind fast-paced action and split-second decisions, LDX 100 cameras use a new 2/3-inch Titan imager to capture Ultra High Definition (UHD) High Dynamic Range (HDR) images at 3X high speed. That's a lot of "high" functionality in one description, but that's what you should expect from Grass Valley's new flagship camera platform.

# SCHEDULE

DAY 3 - 01/10/2020

BroadcastAsia

29 Sep - 1 Oct 2020  
Virtual Event

TIME	ASSOCIATION & EXHIBITORS SHOWCASE 1.	ASSOCIATION & EXHIBITORS SHOWCASE 2.	BROADCASTASIA CONFERENCE	CONNECTECHASIA HEADLINERS
9:00AM				9:30am - Tech for Good: Using Technology to Improve Well-Being
10:00AM				
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