

# SEMINAR ON DIGITAL TERRESTRIAL TELEVISION BROADCAST

## Toward a Successful Rollout Realization

Monday, 27 June 2011, 8.30am – 5.00pm

The Auditorium, Malaysian Communications & Multimedia Commission,  
Cyberjaya, Selangor Darul Ehsan

### SEMINAR

The Seminar will be featuring international and local speakers sharing their expertise and market trend in moving forward building national digital broadcast infrastructure and profiling national standard base from the latest broadcasting technology, comparison to feasible business model and experience from few other countries in our preparation to realize our very own national digital terrestrial television service rollout.

### Digital Terrestrial Television Broadcast

The Malaysians will also soon be able to enjoy Free To Air (FTA) transmission of the Digital Terrestrial Television (DTT) service when the nation start to migrate our terrestrial broadcast transmission from existing analogue into a whole new infrastructure of digital transmission.

Digital will make it possible for Malaysian to receive High Definition (HD) video, high quality surround audio with interactive capabilities directly to our television screen at home.

The broadcasters, manufacturers, vendors and other stakeholders within the industry in general have come together to collaborate at the Malaysian Technical Standards Forum Bhd (MTSFB) to share knowledge, deliberate and develop relevant technical documents as reference and recommendation to the regulator and government which will not merely migrating us from analogue to digital broadcasting era but at the same time open a whole array of new business opportunities to the country.

It is a challenge to all stakeholders in realizing a successful migration rollout and later to switchover completely, and we Malaysians do hope that in stages the next London 2012 Summer Olympic Games and the 2014 FIFA World Cup in Brazil will be seen by us in HD quality on free to air digital broadcast service available by our broadcaster.

## **Digital Terrestrial Television Working Group**

The **DTT WG** is currently reviewing the Determination on the Mandatory Standard for Free To Air Transmission of Digital Terrestrial Television Service from DVB-T to the latest DVB-T2 profile.

## **Multimedia Terminal Working Group**

The **MMT WG** is currently reviewing the Technical Specification for Digital Terrestrial Television Receiver and developing Technical Standards for middleware profile and coding compression technique for transmission of Digital Terrestrial Television service in Malaysia.

## **Internet Protocol Television Working Group**

The formation of newly **IPTV WG** is developing Technical Standards for open IPTV system including terminology and interoperability of IPTV services in Malaysia.

## **PROFILES**

### **Rohde & Schwarz**

**Rohde & Schwarz** numbers among the market leaders in all of its business fields, including wireless communications and RF test and measurement, terrestrial TV broadcasting, and technologies relating to the interception and analysis of radio signals.

The integrated company is headquartered in Munich. With an innovative manpower of 7,500 employees, subsidiaries and representatives in over 70 countries around the world, Rohde & Schwarz surpassingly achieves an annual turnover of 1.4 billion Euros in fiscal year of 2007/2008.

Over 50 years, the company has been active in the field of TV and sound broadcasting. Rohde & Schwarz cover all T&M requirements for the development and production of satellite receivers, HDTV sets, LDC monitors and more.

For more information, visit Rohde & Schwarz at [www.rohde-schwarz.com.my](http://www.rohde-schwarz.com.my)

## **Media Broadcast**

**Media Broadcast** is Germany's largest full-service provider for the media and broadcasting industry.

Since 2008, the former subsidiary of Deutsche Telekom AG is a member of the TDF-Group, the leading operator of terrestrial networks in Europe with 11.300 sites and subsidiaries in 11 countries.

The company's core business is planning, deployment and operation of high performance multimedia transmission platforms based on our terrestrial networks (e.g. 1.670 FM-, 85 DAB-, >300 DVB-T2/-H- transmitters), NGN and satellite networks (40 transponder, >300 Sat Links).

Its comprehensive services are delivered to 850 national and 110 international customers, including public and private broadcasters, TV- and radio production companies, network operators and event hosts.

For more information, visit Media Broadcast at [www.media-broadcast.com/en.html](http://www.media-broadcast.com/en.html)

## **Kathrein**

**Kathrein Werke-AG** is offering over 4.500 different products covering many different fields of telecommunication technology, Kathrein is the largest and oldest manufacturer of antennas worldwide.

Areas of activity (Development and production, trading with commodities):

- Transmission and reception systems for radio and TV broadcast
- Antenna systems for mobile communications
- Combiner and amplifiers for mobile stations
- Satellite and terrestrial reception systems
- Broadband communication systems
- Car mobile radio antennas and reception systems
- Telecommunication systems
- Car antennas and automotive electronics
- Radio Frequency Identification (RFID)

For more information, visit Kathrein at [www.kathrein.com](http://www.kathrein.com)

## **Spinner**

**Spinner GmbH** is a supplier of high sophisticated passive components for the broadcast industries.

Headquartered in Munich, and with production facilities in Germany, Hungary, USA, Brazil and China, the Spinner Group now has over 1,300 employees worldwide. Subsidiaries and representatives are present in over 40 countries and provide their customers with an international network of support.

Since 1946, leading industrial companies have trusted SPINNER to provide them with innovative standard products and outstanding customized solutions. Spinner's goal is to use the technical expertise and considerable experience to consistently find the best solutions for their customers. As a result, SPINNER maintains a high research and development budget of ten percent of total revenues and invests continuously in further training for its employees.

For more information, visit Spinner at [www.spinner-group.com](http://www.spinner-group.com)

## **Strategy & Technology**

**Strategy & Technology Ltd (S&T)** is a specialist company in the field of digital interactive TV, focused on the provision of technology solutions using public standards.

S&T supplies DSMCC object carousel playout systems for MHEG-5, MHP, HbbTV, OCAP/Tru2way and ETV standards. It also supplies its RedKey™ software to receiver manufacturers for MHEG-5 and HbbTV standards. In the MHEG-5 market,

S&T is unique in providing complete end-to-end interactive TV solutions including receiver middleware, Video on Demand, EPG, Digital Teletext, publishing and games applications as well as carousel playout and application monitoring systems.

S&T has its headquarters in London, England and has offices in Denver, CO, USA and in Hong Kong. It employs over 50 people and supplies customers worldwide. S&T participates in the development and evolution of public standards and is an acknowledged industry expert in the field of interactive TV.

For more information, visit S&T at [www.s-and-t.com](http://www.s-and-t.com)

## **Nippon Telegraph and Telephone Corporation (NTT)**

**NTT Cyber Solutions Laboratories** have been carrying out research to realize services that offer world-leading Quality of Experience (QoE). We are creating information retrieval services that meet the needs of each user. We are also developing other user-oriented

services that enable people to more comfortably perform various actions at the office and at home.

The "QoE" concept is essential to providing true user-oriented services. Higher QoE will be required from the various services that undergird the Next Generation Network-based information society.

NTT Cyber Solutions Laboratories also believe those services should be designed with the needs, in the broadest sense, of the users in mind. The information retrieval services that meet each user's needs must allow users to access the vast amount of information more easily. They must support the continued diversity in people's values and lifestyles.

Both data processing and LifeLog processing/appliances are core technologies to achieve the user-oriented "personalized retrieval and communication service" in the near future with user-friendly design. They will also bring about world-leading QoE that will provide easier access to the network through home electric appliances at home.

For more information, visit NTT Cyber Solutions Laboratories at <http://www.ntt.co.jp/cclab/e/>

## WHO SHOULD ATTEND

Government Agencies, Network Service Providers namely from strategic, regulatory, technology and product departments, Equipment Manufacturers, Vendors, System Integration Companies, Application and Content Developers, Research & Development Institutions and other stakeholders in broadcasting industry.

## REGISTRATION

The seminar is **Free of Charge** and participation is limited on first come first served basis.

Please register with the Secretariat **not later than Thursday, 23 June 2011**.

Attention : Puan Humairah Ahmad Nasir

Fax : +603 8996 5507

Email : [humairah@mtsfb.org.my](mailto:humairah@mtsfb.org.my)



*Note:*

*Participants may download the latest programme, presentations and relevant information which will be made available on the MTSFB homepage ([www.mtsfb.org.my](http://www.mtsfb.org.my)).*

## PROGRAMME

### Digital Terrestrial Television Broadcast Seminar 2011 Toward a Successful Rollout Realization

27 June 2011, Monday  
Auditorium

Malaysian Communications & Multimedia Commission, Cyberjaya, Selangor Darul Ehsan

08.30 - 09.00	Registration and arrival of Guests and Participants Welcome Coffee/Tea
	<b>SESSION #1 : OPENING</b>
09.00 - 09.05	Welcoming Remarks by <b>Encik Magli Alias, Chairman, DTT Working Group</b>
09.05 - 09.15	Opening Address by <b>YBhg. Dato' Ismail Osman, Chairman of Board, MTSFB</b>
	<b>SESSION #2 : PRESENTATION</b>
09.15 -10.00	Monitoring of DVB-T2 networks <b>Mr. Nils Ahrens, Rohde &amp;Schwarz</b>
10.00 -10.45	Antenna solutions for DVB Networks <b>Mr. Klaus Kreuder, Kathrein</b>
10.45 -11.00	Coffee Break
	<b>SESSION #3 : PRESENTATION</b>
11.00 -11.45	Current Status of IPTV Standardization at ITU <b>Dr.Kawamori, NTT, ITU-T IPTV-GSI TSR coordinator</b>
11.45 -12.30	Combining DVB-T2 signals <b>Mr. Lars Carstensen, Spinner</b>
12.30 -12.45	Q&A
12.30 -13.45	Lunch Break
	<b>SESSION #4 : PRESENTATION</b>
13.45 -14.30	DTT and ASO: Lessons Learned From Successful DVB Implementation <b>Mr. Henrik Rinnert, Media Broadcast</b>
14.30 -15.15	Interactive and Connected TV <b>Mr. Colin Prior, Strategy &amp; Technology Limited</b>
15.15 -16.00	Topic TBD <b>Name, Company TBD</b>
16.00 -16.15	Q & A

16.15 -17.00	Coffee & Tea
17.00	Session End

## REGISTRATION FORM

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Participant Name 1 : \_\_\_\_\_

Designation : \_\_\_\_\_ Department: \_\_\_\_\_

Telephone/Mobile : \_\_\_\_\_ Email: \_\_\_\_\_

Participant Name 2 : \_\_\_\_\_

Designation : \_\_\_\_\_ Department: \_\_\_\_\_

Telephone/Mobile : \_\_\_\_\_ Email: \_\_\_\_\_

Participant Name 3 : \_\_\_\_\_

Designation : \_\_\_\_\_ Department: \_\_\_\_\_

Telephone/Mobile : \_\_\_\_\_ Email: \_\_\_\_\_

Organisation Name : \_\_\_\_\_

Address : \_\_\_\_\_

*Please fax/email your registration form **not later than Thursday, 23 June 2011** to Puan Humairah Ahmad Nasir via fax to +603-8996 5507 or email to [humairah@mtsfb.org.my](mailto:humairah@mtsfb.org.my)*