



FOCUSING ON DIGITAL MEDIA TRANSFORMATION

As non-linear viewing options become more critical to a broadcaster's business model, BroadcastAsia 2016 will focus on tackling commercial and technical challenges that stakeholders need to overcome to achieve a profitable TV Everywhere service



◀ BroadcastAsia 2016 will focus on topics like non-linear viewing options becoming increasingly critical to a broadcaster's business model.



▶ Dr Yaacob Ibrahim, Singapore's Minister for Communications and Information, views a Panasonic display at BroadcastAsia 2015.

BroadcastAsia2016, which will be held from 31 May to 3 June in Singapore, will focus on topics like non-linear viewing options becoming increasingly critical to a broadcaster's business model. This annual event is where broadcasters, content providers and technology experts from all over the world gather to share strategies and exchange views that will shape the broadcasting industry in Asian countries.

Content is now on-demand and at consumers' finger tips with active Asia Pacific OTT video subscribers reaching 494 million last year. With the entry of disruptive players like Netflix in Asia Pacific coupled with increasingly demanding consumers, the broadcasting industry now faces new challenges in OTT, digital media asset management, video delivery, TV monetization strategies, etc.

Frost & Sullivan's market insight on the OTT video market in India finds that there are about 66 million unique connected video viewers in India every month, and about 1.3 million OTT paid video subscribers. The market insight includes an overview of the market landscape and ecosystem, trends in Internet video consumption, forecasts for video viewers and paid subscribers from 2015 to 2020.

"The broadcast industry across Asia is in a state of flux as increasing mobile broadband penetration continues to drive OTT growth in the region. With broadcast operators moving to reshape their business and operational models to align themselves with changing consumer trends, BroadcastAsia 2016 will provide the technology and best practices to help navigate this change successfully," said Calvin Koh, Assistant Project Director (Communications Events), Singapore Exhibition Services.

REALITY BITES

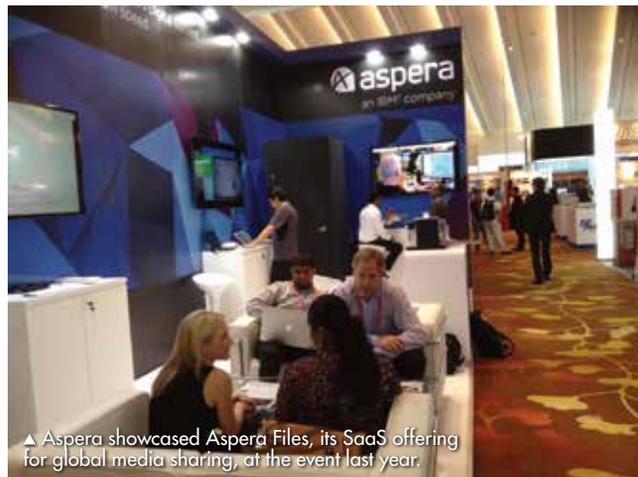
Prime Focus Technologies (PFT), a regular exhibitor at BroadcastAsia, announced that it will showcase four of its new products at the event.

Commenting about BroadcastAsia2016, Ankur Jain, VP-Sales & Business Development, APAC, PFT, said that content enterprises can no longer afford to ignore the realities of an industry that is experiencing such rapid change and placing ever increasing demands on its participants.

"Media and entertainment enterprises need to break the shackles of isolated media asset management systems and embrace digital transformation to virtualise the content supply chain by deploying one software for the whole enterprise," Jain noted. He added that PFT was happy to be at BroadcastAsia2016, where next generation solutions will be showcased to help media



▲ Visitors at the Atomos booth at BroadcastAsia 2015.



▲ Aspera showcased Aspera Files, its SaaS offering for global media sharing, at the event last year.



▲ Riedel's MediorNet MicroN made its Asia Pacific debut at BroadcastAsia 2015.



▼ Canara Lighting displayed a complete range of LED products for broadcasting applications last year.

companies learn and adapt to new changes in the global broadcasting industry.

Other companies participating at the event include Bydesign India, Canara Lighting Industries, Indiasign, Interra Systems, Lukup Technologies, Planetcast Media Services Limited, RGB Broadcasting Equipments, Riversilica Technologies, Tata Communications, To The New and Wasp3D.

COMPANIES PUSH FOR VIRTUALISATION

With non-linear viewing options becoming increasingly critical to a broadcaster's business model, the BroadcastAsia2016 International Conference is specially designed to tackle the commercial and technical challenges stakeholders have to overcome to achieve a profitable TV Everywhere service. New conference topics include 'The Business of Connected Entertainment', 'IP Broadcasting and TVE Technologies', 'Capturing Viewers with Immersive Experiences – At home and on the go', 'Broadcast Standards and Video

Encoding Technologies' and 'Big Data and Real – Time Analytics – New Commercial Opportunities'.

K A Srinivasan, co-founder of Amagi will speak at a session titled 'Live Linear OTT Feeds for Sports and News: Watermark-Based Workflow for Server-Side Personalized Multi Ad-Format Insertion'. This session will be part of the conference track on Innovations in Managing Digital Assets. "Amagi's patented watermark-based workflow is the missing piece of the puzzle for broadcasters looking to deliver personalized ads for live linear OTT applications. It enables them to identify ad breaks, as well as abrupt breakout scenarios, for increased revenue and an improved television viewing experience," said Srinivasan.

Bhavesh Vaghela, chief marketing officer of Paywizard will provide real world insights on the critical moments in the customer subscription journey in a session titled 'I heart subscribers: When fighting for subscribers' hearts and minds, are content and value for money the only

differentiators?' Pancrazio Auteri, CTO of ContentWise will also present a session on leveraging viewer data analytics to deliver personalized content automation." -

Genius Digital's CEO Tom Weiss will co-present a session with Aman Kapoor, Head of Digital Platforms and Development at Astro, titled 'Understanding Network Analytics and Consumer Analytics in Asia'. It will focus on how data can ensure operators can optimize their quality of service across IPTV, DTH and OTT, how to reduce supports costs and the truck rolls costs of TV, manage CDNs to ensure optimum geographic coverage for OTT and ensuring quality of service across the increasing range of Android devices available in Asia.

Other speakers at the BroadcastAsia2016 International Conference include Gaurav Gandhi, COO of Viacom18 Digital Ventures; Ramki Sankaranarayanan, Founder and chief executive officer of PFT; Kishore Poreddy, head – India of Peel; Ashish Bhansali, product head of Alt Digital Media Entertainment, etc. ■