Broadband-IP&TV Asia Expands Reach in 2012

Leading broadband and IP&TV event in Asia create the most exciting and diverse programme yet

Broadband-IP&TV Asia, the region’s largest broadband and media event focussed on delivering growth in an evolving ecosystem and enhancing the customer experience for the connected consumer, is set to have the most diverse programme yet. At a time when the development of partnerships and discussion on best practice business strategies is most needed, the event looks at the monetisation opportunities of broadband and IP&TV and at enabling emerging players to be creative with their ideas.

The event already includes international representation from over 150 visionary speakers and transformational players from over 62 countries, in both advanced and emerging markets, including Google, Yahoo, Amazon and NBC.

The line-up boasts a diverse programme of Asia’s leading service providers including: Maxis, Nucleus Connect, China Unicom, Chunghwa Telecom, Packet One Networks and KDDI. Australian government heavy hitter, Malcolm Turnbull, is also confirmed as a speaker. As the Shadow Minister for Communications and Broadband he will give the first keynote of the event on Australia’s National Broadband Network.

Jin-Chae Lim, Vice President of the New Media Business at Korea's SK Broadband, will speak at the IP&TV conference sessions. He comments: "Analogue broadcasting (which is still the main platform within Korea's broadcasting system) will switch off at the end of 2012. Therefore, a lot of analogue cable subscribers are expected to become digital subscribers, and that trend will positively affect IPTV’s share in the market. Along with this trend, SK will continue efforts to expand its number of IPTV subscribers through an active marketing strategy."

The conference and exhibition will take place at the KL Convention Centre in Kuala Lumpur, Malaysia, from 15 - 16 May 2012 and provides over 2,500 of Asia’s decision-makers in the broadcast, broadband and Internet industries with the chance to network and do business.

Sajith Sivanandan, Country Head of Google Malaysia, will keynote on day one of the event about the digital landscape, particularly; mobile, search and video. He will be followed closely by a keynote from Tommaso Del Re, Head of Mobile and Business Development of Yahoo! India and Southeast Asia.

Sivanandan comments: "After almost a hundred years since the first transatlantic broadcast, the science and art of broadcast is ready to turn to its next chapter - much of it shaped by the Internet, people's access to high speed broadband, mobile

technology and rapidly evolving consumer behaviour - that sees an increasing engagement with video formats and beyond. Broadband – IP&TV Asia is where these and other issues are going to be discussed and debated by industry and business thought-leaders and I am looking forward to an inspiring event."

Also confirmed to deliver a keynote on the second day of the conference is Sheau Ng, Head of Technology at NBC Universal. He will cover the subject of connected TV: the new deal between content and devices. He says: “Broadband and IP&TV Asia is a great opportunity for the industry to meet and debate broadband developments in the region.”

Fumio Watanabe, General Manager of the Technology Planning and Development division at KDDI, who will be speaking at the broadband conference sessions, says: "In the case of KDDI, we have a basic strategy of "Three Ms": merged networks, merged services and merged devices. The merged network is an important concept: in order to resolve the lack of capacity on its 3G network, KDDI is now using a combination of the many access technologies it has, including Wi-Fi, WiMAX, and CATV/FTTH networks. KDDI is the only operator that can provide all of those access technologies in Japan."

Gavin Whitechurch, Executive Director of Informa Telecoms and Media, says: “Broadband-IP&TV Asia is the most comprehensive event on the new media economy ever delivered in Asia. An unparalleled range of over 100 service providers are sharing their experiences in the conference programme. The networking and learning opportunities provided through the show are second to none.

“We’re looking forward to welcoming delegates to Malaysia and for operators and service providers across the Asia–Pacific region to have the opportunity to network with their peers and engage with vendors.”

Official show partners include Huawei, FiberHome, Motorola, Cisco, Adtran, Assia, Irdeto, Dune HD and Cambium Networks, further strengthening the event and the position of Kuala Lumpur as a leading central point for the telecoms, Internet and media industry.

Broadband-IP&TV Asia is divided into two broadband tracks and one IP&TV track each day, focusing on fixed and mobile broadband access innovations and developments as well as market spotlight sessions and keynotes from leading experts in Internet, social media and OTT development. The programme also provides the opportunity to be part of senior level panel discussions which provide forward-thinking and insight in to broadband and IP&TV developments in the region.

To view the full event programme and register for Broadband – IP&TV Asia, please visit http://asia.broadbandworldforum.com [1].

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