Success for Broadband-IP&TV Asia 2012

Broadband-IP&TV Asia 2012 has been hailed a huge success, with well over 1,000 visitors attending the event in Kuala Lumpur, Malaysia this week. With a focus on delivering growth in an evolving ecosystem and enhancing the customer experience for the connected consumer, Broadband-IP&TV Asia affirmed its position as the most comprehensive event ever delivered in the region.

The event showcased international representation from over 150 visionary speakers and transformational players from over 62 countries, in both advanced and emerging markets. This included Sajith Sivanandan, Malaysian Country Head at Google, Joe Welch, Senior Vice President of Government Relations, Asia, at News Corporation, Tommaso del Re, Head of Mobile and Business Development at Yahoo! India and Southeast Asia, and Sheau Ng, Head of Technology at NBCUniversal.

Dato' Joseph Salang, Deputy Minister for Information, Communication and Culture, Malaysia, kick-started proceedings and gave the opening address. This was followed by Malcolm Turnbull, Shadow Minister for Communications in the Australian Government, who delivered a keynote speech about Australia's National Broadband Network.

Brand new features to this year's programme included the pre-event focus day called The Emerging Market Experience Exchange, which took place on Monday 14 May, before the conference began. The focus day threw a spotlight on the activities, developments, business models and future plans occurring in emerging markets throughout the Asia Pacific region.

Top-level executives were also invited to the highly exclusive Executive Summit, hosted by Nucleus Connect, to discuss and debate some of today's most critical issues in the broadband space.

For the first time ever the InfoVision Awards, designed to recognise the leading technology innovators in the communications industry, were launched and provided the opportunity for Asian market-leaders to be recognised for their excellence and achievements in the industry.

ASSIA for Expresse Pro was named Asia Broadband Access Technology of the Year; CJ Hellovision of South Korea was named Asia Media Service Provider of the Year and PCCW was awarded Asia Media Innovation of the Year for its Action to Money+ interactive TV gaming system. Motorola won Asia Broadband Innovation of the Year for Motorola SecureMedia HLS+. Executive Director at Informa Telecoms & Media, Gavin Whitechurch, was thrilled with the success of the show and commented: "With the launch of several new key features in the programme, in addition to the broad range of speakers and attendees from around the globe, the content of this year's show mirrors the evolving marketplace in the Asia Pacific region. Looking

forward to 2013 and the event's move to Hong Kong, we aim to build on our success to create an even more engaging experience."

Next year the event will take place on 9 -10 April 2013 and will see a change of location to Hong Kong. As part of the IP&TV World Series, this part of the event will also be re-branded to TV Connect Asia, alongside Broadband Asia. For more information about Broadband-IP&TV Asia, please visit http://asia.broadbandworldforum.com/ [1].

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