



MEDIA RELEASE
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For immediate release

The ABU DBS 2022 Virtual Event **Ready to roll with huge support from the industry**

This year's ABU Digital Broadcasting Symposium 2022 will begin on March 21st and run virtually through March 24th.

The ABU DBS2022 has received an overwhelming response this year despite being held virtually with delegates from 65 countries, representing over 200 organisations, set to be joining the event.

This is the 18th edition in this series and this year the symposium is presented with the theme "Evolving Media Workflows", which aims to address current issues and challenges in the media and broadcasting industries amid a global pandemic focusing on online technologies and remote broadcast operations and management. The DBS2022 event intends to explore technologies and solutions that are currently available for broadcasters to take informed decisions and move forward to keep up with the changing industry. The event provides international and regional exposure to our members and the media industry alike.

The 2022 symposium's Principal Sponsor is MYTV Broadcasting Sdn Bhd, the premier infrastructure and network facilities provider for digital TV services in Malaysia.

"We are proud to collaborate with ABU for the Digital Broadcasting Symposium 2022. The possibilities are endless, and we love to explore all of it to create solutions. We look forward to a fruitful symposium that can help drive the future forward." said Mazlan Mahdi, Chief Executive Officer, MYTV.

Mr Mohamad Helmi Harith, Group Chief Executive Officer of Altel Holdings, the parent company of MYTV Broadcasting, will deliver the conference's Industry Keynote address on 21 March during the official Opening session of the event, which kicks-off at 11:00am MYT.

Along with participating in the conference, MYTV will also host a workshop, immediately following the opening session on March 21st, with a stellar lineup of partner speakers addressing the strategies and challenges in analogue to digital transition, which will be moderated by Mr Mazlan Mahadi, MYTV's Chief Executive Officer.

Other partners of the event include IPSB Technology who have joined as Major Sponsors together with its principals Axel.ai, Arista and AWS. The event is also supported by many more industry and media partners with over 60 eminent speakers set to address a wide range of topics of interest to broadcasters and the media industry.

The detailed event programme and a list of the speakers are available at www.abu.org.my/dbsymposium.

About MYTV Broadcasting Sdn Bhd

MYTV is the builder and operator of the infrastructure and network facilities for digital TV services in Malaysia that transform the nation's broadcast system from analogue to digital. MYTV's DTT services will evolve to embrace interactivity, spearheading the trends among communities. The dawn of a new era heralds the introduction of compelling and innovative news, information, sports, and entertainment content to satisfy the ever-growing consumer demand. For more information, please contact Mr Amar Ridhwan Mohd Ali, Brand and Communication Manager, MYTV Broadcasting Sdn. Bhd. at amar.ridhwan@altel.my

About the ABU

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise co-operative activities among its members. It currently has over 250 members in 70 countries, reaching a potential audience of more than 3.5 billion people. For more information, please visit www.abu.org.my/dbsymposium or contact Ahmed Nadeem at dbs@abu.org.my