AIBD Pre-Summit Workshop on

Future of Broadcast and Media Distribution: Trends and Challenges

21 July 2025 (Monday)

Siem Reap, Cambodia

PROJECT OUTLINE

Background

In recent times, it has been observed that most of the large-scale entertainment events being distributed across the Internet by major media organisations contribute to the two biggest data streams, namely sports and video games. This is quite regular not only in the UK and the US but also in the Asia-Pacific Region (APAC). Whenever there is a big cricket or football game, internet traffic spikes, claims for records have been broken for the most traffic ever, and the media ecosystem has to adjust and meet this new level of demand.

One of the important principles of broadcasting is Universal Access (UA). That is everyone, if chosen, should be able to access content, especially public service media. In the Telecommunication Industry, we have regulations for universal access so that operators will not only operate in a lucrative market but provide telecom services to the majority.

Traditional television broadcasting has been serving over decades, meeting those requirements. However, we have been observing a declining audience for Over-the-Air (OTA) broadcast services, which is a linear broadcast service. Streaming services have been gaining some momentum in the last two to three decades that can be both on-demand and linear. In the majority of countries, still considerable percentage of the audience relies on OTA traditional broadcasting.

Can broadcasters switch off OTA traditional broadcasting and offer online only distribution? From broadcasters' perspective, is it technically and financially possible to operate while meeting UA requirements? Even broadcasters offer an online-only delivery service, can every audience access (having service available and affordable) the content from that service?

Can a service such as direct-to-mobile (D2M) that is under discussion and trial in some countries provide an answer to available, affordable universal access to content?

Objective

The workshop aims for the participants to better understand the complexities involved in delivering broadcast and media content and services and the current trends in broadcasting. The workshop will facilitate a venue for sharing experiences between member countries in planning, incorporating both business and ecological sustainability and maintaining resilient and reliable information and entertainment services. Some case studies from countries in the Asia-Pacific region (APAC) and beyond will be presented and discussed.

Content

- How digital transformation has disrupted the broadcast and media ecosystem.
- Relevance of over-the-air (OTA) networks and services to the future of broadcasting
- The impact on the emerging way of media and content distribution (Streaming services including Over-the-Top and IPTV)
- Question & Answer session

Expected Outcomes

At the end of the 1-day workshop, the participants will:

- understand the complexities involved in delivering content and services to everyone,
- identify the current trends and challenges in broadcasting, including planning, building and inter-connecting broadcast infrastructure, especially using IP networks,
- identify possible options for hybrid and converged technologies, networks and services,
- learn from experiences and approaches in the APAC and beyond in serving all audiences and its challenges, and
- get an update on broadcast media distribution technologies, services and harmonisations.

Profile of Participants

- Senior Officers and/or broadcast engineers/technologists responsible for broadcast planning and operations,

- At least 2 years of experience in broadcast engineering/technologies,
- Ability to apply the skills and knowledge gained from the workshop,
- Ability to communicate fluently in the English language.

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