

Topics from within

APSCC Workshop: Digital Satellite Broadcasting and Digital Multimedia Broadcasting

Yutaka Kazekami, Senior Editor

APSCC (Asia Pacific Satellite Communications Counsel) Workshop 'Digital Satellite Broadcasting and Digital Multimedia Broadcasting' was held in the Lotte Hotel Jeju Island Korea from March 23 to 25, 2004.

This APSCC Workshop was sponsored by Korea MIC (Ministry of Information and Communication) to investigate the opinions of the other countries to satellite DMB (Digital Multimedia Broadband). About 160 people were participated. About 120



people for the first day, 100 people for the 2nd day, 90 people for the 3rd day. The attendance from Japan was 5 people. There were the attendance from the satellite manufacturer (Alcatel, Astrium, LMCSS) and CBB. 60 people came from out side of Korea within 160 registrants. TV camera was prepared in the first day to report the atmosphere of the workshop to MIC. Due to the timely theme, which satellite industry has the biggest interest, there were many active questions and answers.

The workshop was constituted of 8 sessions and 3 panels focusing on satellite DMB. It was covered the trend of DMB service, satellite DMB today, market of DMB, regulatory issues to satellite DMB, market of satellite broadcasting, program distribution by satellite, terminal technology, the fusion and application of communications and broadcasting, set box

technology, and business model to understand the present condition of satellite DMB. I took charge of Session Chair of Session 8 'Business Models for New Applications and Services'.

Following the opening address of Dr. Eui K Koh, APSCC president, and welcome address of Mr. Yong-Seob Shin (representation Mr. Lee), Korea Ministry of Information and Communications, the keynote Speeches were carried by Mr. Gwang-Ju Seo, KT, ' The Role of Satellite in the Convergence Era', Mr. Tetsuya Mizoguchi, MBO, ' Keynote Speech', and, Mr. Joon-Dong Bae, TU Media, ' How will satellite broadcasting change life and industry in the area of convergence? Especially the presentation from MBO was paid attention due to the MBSAT successful launch just immediately before the Workshop.



One shot of Workshop

Korea government is highly expecting to activate the country by the information communication area and DMB is one of the pillars. Not only KT and SKT but also many Korean Industries, which have not been known in Japan, came to Workshop. Due to the latest theme of satellite DMB, nearly 100 persons were constantly engaged in the discussions enthusiastically, forgetting even a closing hour.

There is the possibility that satellite DMB is having an interest even China and India in addition to Japan and Korea and it will be expanded largely in Asia from now on.

End