



The IRIB 14th Annual Media Technology Conference will be held on 12-13 Dec. 2017, at the IRIB international conference center.

This year the slogan of conference is: **"Smart Media, Future Media"**

SPEAKERS BIOS

As the IRIB basic strategy, the Digital Terrestrial Television (DTT) or Linear Television Services will remain the main IRIB service. However, the audience consumption patterns are changing over the time and new distribution opportunities– like Over the Top (OTT) services or the development of future mobile options like 5G– are becoming more and more popular in the future. So, it is important to define the evolution processes of DTT; in other words, it should be determined that how DTT will evolve. In addition, the IRIB opportunities for attracting more audiences should be examined.

These questions will be discussed in the next coming conference. This year, the Annual Conference will focus on these subjects and even more! The main topics are presented in the followings.

Topic: Optimization of Media workflow by smart systems

- Security and integration solutions in IT networks and data center infrastructure
- Radio, TV, News, and Archive automation chain
- New signal distribution/contribution solutions
- Multimedia content and service transmission over new platforms (IPTV, OTT, Social TV, ...)
- Design, implementation and maintenance solutions for the Single Frequency Networks (SFN)
- Implementation of content and audience analysis tools in the Media

Topic: Smart Media Technologies

- Immersive & beyond HD production technologies
- Live IP production
- Advanced Broadcast & Broadband technologies (HBBTV, LTE, FOBTv, 5G, ...)
- Process and Procedure of Secure operation in cyberspace
- The role of Cloud Computing and Software Defined Networking (SDN) in broadcast workflow
- Content and audience analysis tools in the Media



Widespread use of the ICT in the smart processes related to the media, as well as the world wide evolutions in the media industry, provides the opportunity of establishing smart organization (with new and widespread services) for the IRIB. The existence of these kinds of organization is the key requirement of the Iran knowledge-based community. In the knowledge based era, in the smart organizations, along with the reinforcement in teaching and learning processes, an integrated interactive environment is provided to promote new media technologies and some main capabilities in the communication infrastructures, data centers and audio and video automation chain based on the group and smart activities.

According to the importance of the mission related to utilizing new technologies in making current and future processes smart, rapid change in the technologies, creating the smart infrastructure of aggregation, distribution and analysis, and using internal (IRIB engineers & Iranian companies) and external (international institutions) capacities, the deputy of the development and media technology is going to hold the 14th global conference of the media technology with the slogan "Smart Media, Future Media" on 12-13 Dec. 2017, at the conference hall of the IRIB.



The IRIB Deputy of Development and Media Technology, will invite International Broadcasting organizations, related companies and senior experts in the Media and Broadcast industry to participate in keynote speaking, scientific lectures and presentation of articles in line with two main general topics of the Conference and also to participate in the exhibition.

Along with the Annual conference, in order to honor the efforts of the technical engineers, the implemented plans and top ideas will be also unveiled. Accordingly, based on the vote of the evaluation committee of technical deputy, the selected colleagues in Tehran and provinces will be honored.

The organizer hope that the conference provided capacities and facilities along with the new technologies will be able to affect the speed of developing and expanding infrastructures and IRIB smart processes; and finally, they promote the position of the national media.

For more information, please refer fani.irib.ir

14th Media Technology Conference

Smart Media,
Future Media
12-13 December 2017
IRIB Int'l Conference Center Tehran, Iran



	Conference Day 1 12 December						Conference Day 2 13 December						
	8:30-10	10-10:30	10:30_12	12_14	14_15:30	15:30_16	8:30-10	10-10:30	10:30_12	12_14	14_15:30	15:30_16	16_18
Khaje Nasir Hall	Opening Session		• Immersive & beyond HD production technologies		• Live IP production		• Advanced Broadcast & Broadband technologies		• The role of cloud computing and SDN in broadcast workflow		• Software integration platform in Media		Closing Session
Ebn Sina Hall			• Multimedia and service transmission over new platforms		• Implementation of content and audience analysis tools in Media		• Radio, TV, News, Archive automation chain		• Multimedia content and service transmission over new platforms (IPTV, OTT, Social TV, ...)		• New signal distribution/contribution solutions		
mola na Hall			To be announced		• Design, implementation and maintenance solutions for SFN		To be announced		To be announced		• Process and Procedure of Secure operation in cyberspace		