

## **ASEAN to Leverage on International Expertise for Analogue Switch-off**

*Hanoi, 26 November 2009*



As the region works towards analogue switch-off, ASEAN participants at the 8th ASEAN Digital Broadcasting (ADB) Meeting held in Ha Noi, Viet Nam, on 24-25 November 2009, have agreed to seek external expertise and cooperation of international agencies in the training of digital broadcasting technologies in ASEAN Member States.

The two-day meeting was attended by ASEAN broadcasters and officials, and representatives from Japan, the European Commission, Digital Video Broadcasting (DVB) Project Office, manufacturers and vendors who delivered presentations related to digital broadcasting and television. Member States showed strong interest in leveraging on the experiences and expertise from ASEAN's Dialogue Partners such as China, Japan, the Republic of Korea and the European Union.

Speaking at the meeting, Mr Christophe Forax, ICT and Audiovisual Counsellor South East Asia of the European Commission, said that EU is willing to do its best and work closely with ASEAN to support ASEAN in a successful transition to digital television (DTV). In spectrum planning, he said that EU can provide expertise from the European Broadcasting Union, DVB companies and national spectrum regulators on what has worked well in Europe and how ASEAN countries facing the transition to DTV could proceed.

Other important outcomes from the meeting include an agreement to develop guidelines on digital switch-over; a work plan on the training of high definition (HD) development and co-productions for the next two years; and the formation of a task force to look into the possibility of adopting a common digital radio standard for ASEAN.

\*\*\*\*\*