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Loh Siu Yin

Broadcast Technology and
Management Consultant,

Beyond Broadcast LLP

Track Record and Bio-data

Objective

To put my strong technology skills and experience to good use.

Experience

April 2003 onward Broadcast Technology
and Management Consultant,
Beyond Broadcast LLP

Clients include:

- Discovery Singapore - HD Asset Management Training.
November 2011
- Globecast Singapore – customised development of Storage Manager.
July 2011
- Discovery Singapore – customised development of Reference Material
Automation system (file asset manager). August 2011
- Sin Mian (Myanmar) – consulting work relating to International
Convention Centre. August 2011
- Sport Five Singapore – customised development of traffic system /
automation interface. March 2011
- Singapore Telecom -Broadcast Principles and High Definition Training.

March 2011

- Discovery Singapore – customised development of an intelligent media gateway. November 2010.
- Sin Mian (Myanmar) – consulting work relating to DTV deployment strategies. October 2010.
- Astro (Malaysia) – HD Technology and Workflow in October 2010 and 3D Technology Overview in November 2010.
- ESPN Star Sport – consulting work relating to facility rebuild. September 2010.
- ITV/Granada Hong Kong – customised traffic system. September 2010.
- Singapore Telecom – consulting work relating to launch of playback services. June 2010. Training on Broadcast Principles and High Definition. March 2011. Training on Playback Systems for Engineers in September 2010 and IPTV for Engineers in March 2010.
- Discovery Singapore – customised development of a media asset management component. May 2010. Broadcast Technologies update training in July 2010.
- Tiger Gate, Hong Kong (subsidiary of Lions Gate Films) – custom developed Media Library and Scheduling System. August 2009.
- ST Teleport – broadcast consultant. April 2009 to May 2010. Training on IPTV for Engineers in August 2010 and Digital Asset Management in December 2009.
- Sin Mian for MWD (Myanmar) – design of TV Studio, Playback and Transmission complex. March 2009 to September 2009.
- SIM University – lecturer for Open Source Software Management. February to March 2009.
- ST Teleport – broadcast system design advice for an international media centre. February 2009.
- Singapore Telecom – broadcast technology workshops. December 2008 and January 2009.
- Discovery Networks Asia – disaster recovery planning. July 2008 to September 2008.
- Asdion Malaysia – consulting work relating to a DVB-H project. March 2008.
- ST Teleport – consulting work relating to a television system project. April to May 2007 and July to August 2006.
- Ascent Media / TransMedia Dynamics – support of Discovery Asia's traffic bridge. July 2006 onward.
- Sony Pictures (SPTL) – translator software, new systems design, automation systems, training and workflow optimization. April 2003 to 2009.
- Astro Malaysia – provided training on Server-based broadcasting. December 2005 to 2008.
- Direct Vision PT Indonesia – Broadcast Operations Refresher for broadcast staff involved with Channel Launch. September 2006.

- TV3 Malaysia – Technology Briefing on DVB-T. August 2006.
- Singapore Telecom – provided training on IPTV. Feb / March 2006.
- Technicolor - provided Project Management services and services as interim Chief Engineer for a new channel launch in Tokyo. May – October 2005.
- Technicolor - provided consulting services on the design of a Wide Area digital media network. June 2005.
- Sony Pictures UK and Tokyo. Wrote a customised traffic system translator to enhance system integration. May 2005.
- ESPN (Singapore) , Disney (Singapore) , MediaCorp (Singapore), Globecast (Singapore), Astro (Malaysia), GMA (Philippines), Singapore Telecom (Singapore), StarHub Cable Vision (Singapore), Nera Telecom (Singapore), ST Teleport (Singapore) – conducted broadcast engineering training programmes with the above companies in association with Digiworkz.
- Digiworkz (Regional Broadcast Training Centre) – consultant role as Chief Technology Officer. August 2003 to January 2007.
- Asia Pacific Broadcasting – broadcast consultant and columnist. April 2003 to January 2007.
- Duet Broadcast (Singapore) – system proposal design and configuration. Duet was part of a consortium bidding for RTM's digital TV project. Provided consultancy on the Digital Multimedia Centre component for the Consortium winning the RTM project tender. December 2004 to January 2005.

Experience continued.

- Appointed by Singapore's Minister for Information and the Arts to be a member of the Media Development Authority (MDA) board in January 2003 to December 2004.
- Zentek Technology – design of SITL (Simple Interactive Television Language). August 2003
- Singapore's Ministry of Information and the Arts (MITA) – advised MITA on International Broadcast Centres. July 2003

1997 - March 2003 SPTL Playback and Uplink Facility Singapore

General Manager

- Started-up facility and managed its growth from 3 feeds in 1997 to 9 feeds in 2003.
- Ran a profitable operation. Repaid seed-capital to SPE – the parent company.
- Retrofitted SPTL for World Cup live-cricket operations.
- Introduced innovative technologies to enhance efficiency at SPTL. (Automated playlist checkers, event generators, playlist translators.)
- Appointed by the Singapore Broadcasting Authority (SBA) to sit on their Board of Directors in October 2000.

1986-1997 Singapore Broadcasting Corp. Singapore

Assistant Vice-President of Engineering

- Managed Broadcast Engineering Training at MediaCorp TV (then Television Corporation of Singapore)
- Introduced and implemented Video Servers and Non-linear editing systems at Singapore Broadcasting Corp.
- Managed various operational and engineering related areas including Outside Broadcast, Maintenance and Engineering Projects. Projects managed included Television Studio and Post-Production design and implementation.
- Managed engineering and logistics aspects of large-scale live productions such as Singapore's General Elections TV coverage and NDP (an outdoor night-time show with 10,000 participants).
- MBA, National University of Singapore. 1995
- Bachelor of Electrical Engineering (Honors), National University of Singapore. 1986

Education

Skills

Organisation, Workflow Analysis and Management Skills

- Optimised efficiency by migrating from a tape-based workflow to a server-based workflow.
- Incorporated Business Rules to further automate On-air Operations by extending Traffic Systems interface.
- Streamlined Tape Library operations to avoid weekend and pre-public holiday crunches.
- Pre-empted scheduling errors by implementing an automated schedule / playlist checking system.
- Streamlined operations of SuperTV, Taiwan whilst a member of Sony Pictures Television International, business re-engineering team.
- Implemented a performance-based rewards (bonus) system that depended on On-air performance while at SPTL.
- Significantly reduced sick-leave (MCs) while at SPTL.
- Implemented Business Continuity / Disaster Recovery plan at SPTL (Sony Pictures).
- While GM of SPTL, SPTL was benchmarked via independent RFQ to be offer services at significantly lower cost than a comparable competitor.

Traffic / Business System Expertise

- Guided the development of the Samba Traffic System deployed in Sony Entertainment Television as a member of the Samba Steering Committee.
- Evaluated Traffic Systems as a member of Sony Pictures Television International traffic systems evaluation team.
- Interfaced Encoda's Broadcast Master (BMS) traffic system to Sony and Louth (Harris) Automation

- Installed, administered and managed Nesbit WinMLS media library system.

Broadcast related

- Project Management
- Broadcast facility design and management.
- Systems Integration
- Writing software interfaces between IT and broadcast systems.

Software skills

- Wrote a paperless discrepancy reporting system currently in use at SPTL.
- Wrote SPTL's playlist translator and related utilities.
- Active software developer on Linux and Win32 platforms using C, C++, Java, Python, Perl, PHP, Btrieve and various OpenSource databases and utilities

Languages

- Written and Spoken – English, Malay.
- Spoken only – Chinese

Professional

Institute of Electrical and Electronics Engineers. Piscataway, NJ.

Organisations, Papers

- Member since 1986.
- Student Member since 1982.

Presented & Awards

National Association of Broadcasters (US)

- Delivered paper on “How to define and build your next-generation Broadcast System”. NAB2009, Las Vegas, US.

Asia Pacific Institute of Broadcasting Development

- Delivered paper on “Media Asset Management”. AIBD 2010, Singapore.
- Delivered paper on “High Definition: Addressing the Challenges”. AIBD 2009, Singapore.

Broadcast Asia Conference

- Participated in CEO roundtable on “Surviving Digital”. 2002
- Presented papers on:
Non-linear editing. 1996
Digital system integration. 1998

Asia Pacific Broadcasting

- Round table and Panel chair / participant for varied seminars and conferences organized by APB since 2004.
- Server Solutions Design & Build workshops – chaired design

sessions. October 2003.

- Digital Broadcasting Round Table – presented paper on Digital Broadcasting Strategies and Chaired Round Table discussion. 2003.
- Panelist for the Asia Pacific Broadcasting magazine. 2003
- Server Solutions Seminar - presented paper on Enhancing Automation and Server Systems. 2002.

Singapore Microcomputer Society

- Presented paper on:
Realtime Television Station Operations and Open Source Software. 2002

Awards and Scholarships

- IEEE Vincent Bendix Award (For a promising student paper). 1983
- Merit Scholarship from the Government of Singapore to attend the National University of Singapore. 1982

References

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