



Amal Punchihawa

Amal graduated with a BSc(Eng) Hons. MEng and PhD in video signal processing. He has published over 130 scholarly articles and is a Distinguished Lecturer of the IEEE Broadcast Technology Society (IEEE-BTS), a Senior Member of IEEE(USA), Chartered Professional Engineer-CEng, Fellow of IET(UK) and Fellow of Engineering New Zealand.

Amal was active in many of the World Broadcasting Unions - Technical Committee (WBU-TC) and is still active in ITU broadcast related technical activities. He was vice chairman of the WBU-TC and is an advisor to the IET Vision and Imaging Professional Network in the UK.

He possesses competencies gained over the last 35 years of service in all three sectors of ICT & broadcasting; viz. Academia, Research and Industry in senior broadcasting technology and ICT roles, including research and developments, regional capacity building in media and as head of engineering of national TV-Sri Lanka, having started a career in computer engineering.

He is a STEM (Science, Technology, Engineering, and Mathematics) ambassador for Engineering New Zealand.

Amal bring his global cutting edge knowledge from his research in broadcast and media with researchers in the Netherlands, Japan, Korea, USA and other parts of the world. He also worked hard in reaching global harmonisation for broadcast technology when he was the Vice Chairman for World Broadcasting Union- Technical Committee for four years.

His industrial experience as the head of engineering in Sri Lanka national television - SLRC - Rupavahini is a testimony for his corporate management skills. He led a team of technical staff more than 250 in the organisation to introduce the second programme channel, rehabilitation of existing programme channel, the introduction of high-level IP in broadcasting, NICAM multi-lingual sound and online presence in 1997. These were commended by the organisation and globally, Commonwealth Broadcasting Association. Amal has been an advisor to a number of international broadcast and media conferences including ConnecTechAsia/BroadcastAsia-Singapore, CCBN-China and BES-India. He has been instrumental in designing a number of capacity building courses for ABU and AIBD which now offered annually. During his tenure at ABU as the Director Technology and Innovation, he worked with many professional organisation and sister institutions to build not only nuts & bolts or software but to build human capacity that can operate machines. Currently, he is an expert of ITU and has been working on Future of broadcasting projects that address artificial intelligence (AI), Internet-of-things (IoT), Cyber-Security, Next-Gen delivery, regulation, broadband delivery and 5G among many other areas of interest.

He has been a trainer and educator for broadcast and media technologies for nearly four decades and is up to date with the latest developments. He is well known for his competencies and capabilities in broadcast and media technologies. He possesses not only the content knowledge but also pedagogy (how to deliver content) for the target audience. He relates real-world challenges in broadcast media to evolving technologies and makes learning interesting and engaging. At the end of the course, participants are knowledgeable and confident to deal with broadcast and media technologies by selecting the appropriate technology at the right time. They will also gain knowledge about how technology can bring operational efficiencies while keeping the current audience and getting more audience in a sustainable and financially feasible manner.