

Broadcaster

Asia-Pacific Institute
For Broadcasting Development
Kuala Lumpur, Malaysia

October 2014
VOLUME 13 NO.4
ISSN: 1675 - 4751



AIBD in Good Shape

Time to Say Goodbye

Phnom Penh, Cambodia



*Cambodia Supports
Media Freedom with
Responsibility*

*Korea to
Host
AMS 2016*

*Using Social
Media to Improve
Programmes*

*Programme for
AMS 2015
Finalised*



AIBD

Asia-Pacific Institute for Broadcasting Development

AIBD is a unique regional inter-governmental organization servicing countries in the Asia-Pacific region in the field of electronic media development. It was established in 1977 under the auspices of UNESCO and hosted by the Government of Malaysia. The Institute currently has 43 member organizations in 26 member countries as its Full Members and nearly 100 Affiliate Members. The developmental needs of the member countries are given special priority in the activities of the Institute. AIBD's endeavor is to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region through policy and human resource development.

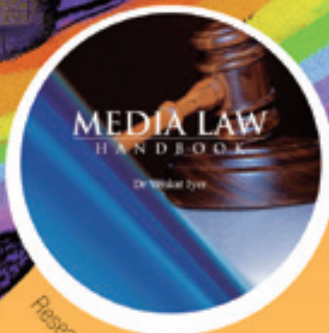
Regional and Global Media Platforms



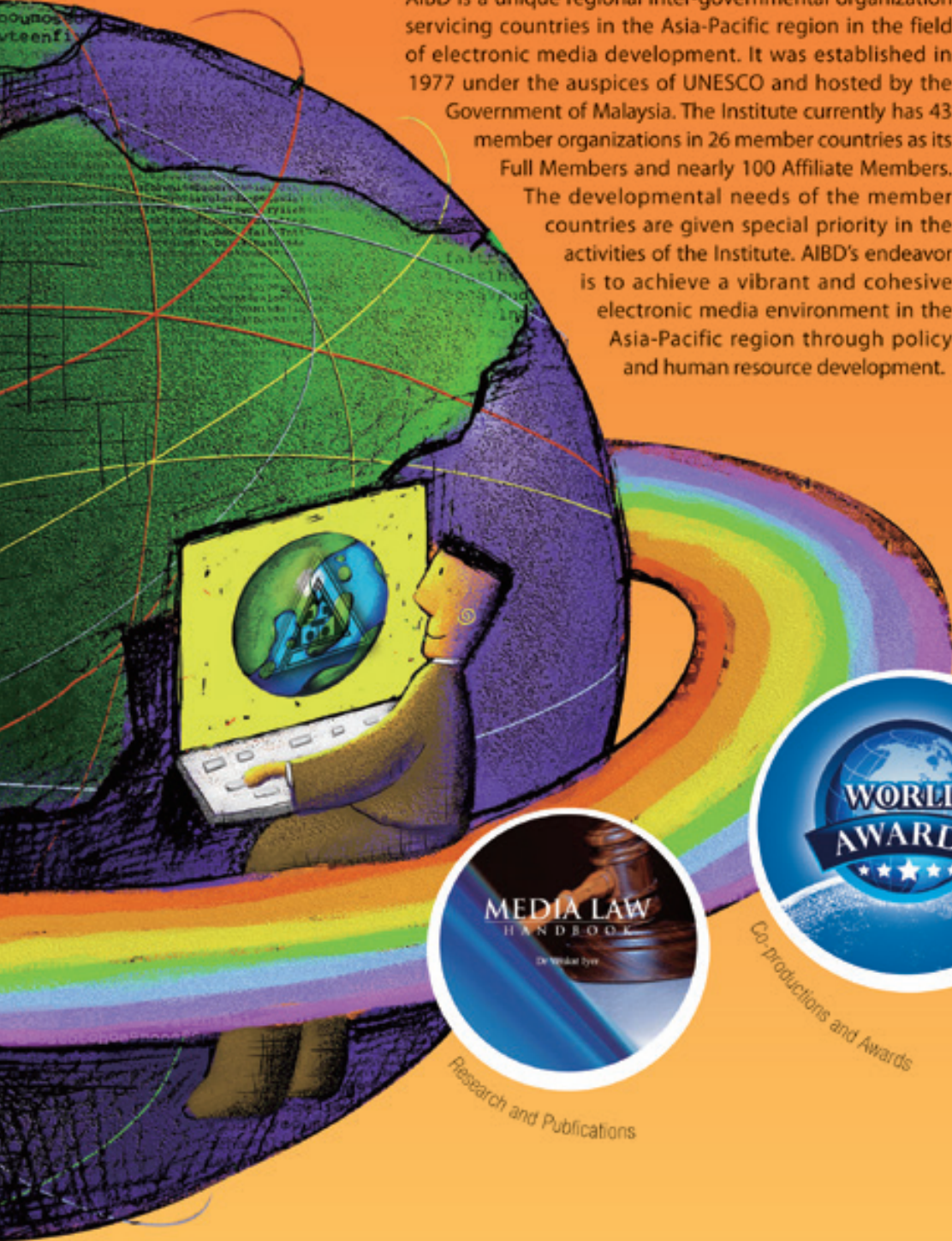
Training and Capacity Building



Co-productions and Awards



Research and Publications



www.aibd.org.my

Street Address: 2nd Floor, IPPTAR, Kompleks Angkasapuri, 50614, Kuala Lumpur, Malaysia
Postal Address: P O Box 12066, 50766 Kuala Lumpur, Malaysia
Tel: (603) 2282 4618 / 2282 3719 **Fax:** (603) 2282 2761
Email: admin@aibd.org.my / devbroad@aibd.org.my



AIBD in Good Shape



AIBD is in good shape, having maintained its favorable financial health and completed 32 training activities that benefitted close to a thousand broadcasters in Asia Pacific from August 2013 to July 2014. Many of these activities were held at the regional level, and mostly self-funded.

“The Institute remained in good shape financially for the period covering August 2013 to July 2014. I urge members to



pay their annual subscription fees early to ensure sustained implementation of training activities in the region,” AIBD Director Yang Binyuan said in his brief report on the Institute’s financial standing to members of its Executive Board on 13 August 2014 in Phnom Penh during the General Conference.

He stressed that AIBD will continue to focus on building human resource competence and skills in broadcasting and emerging media and reminded members to continue supporting its secondment programme to meet broadcasters’ needs in human resource development.

For the period covered, Binyuan also reported on the two major conferences the Institute successfully organised, the Asia Media Summit 2014 in Jeddah, Saudi Arabia, and the International Conference on Broadcast Training in Kuala Lumpur, Malaysia.

On quality management, he said efforts to improve AIBD’s efficiency and effectiveness in its operations remained on track following a successful surveillance audit of its management system, a requirement for continuous certification to ISO’s management system standards.

Another significant achievement the past year has been the increasing participation of members in the AIBD Awards to a record of 39 entries in 2014.



Eight of the nine member countries of the Executive board attended the meeting chaired by Mr. Has Sam Ath, Deputy Director General of Administration & Finance of the Ministry of Information, Cambodia. These were Maldives, Nepal, Sri Lanka, Cambodia, France, Malaysia, Myanmar and Thailand. Pakistan was not represented in the meeting.

The Executive Board was also reminded that the AIBD General Conference would need to choose through elections its new president and vice president, concurrently occupied by representatives from Indonesia and Bangladesh, respectively, and four new members of the Executive Board. Elections took place during the GC session on 14 August 2014.

Also at the meeting, AIBD Director Yang Binyuan officially announced his resignation to the Executive Board following his report on AIBD’s accomplishments during the past 12 months.

The EXBO meeting commended Mr. Binyuan for his dedication and support to AIBD members and urged him to continue helping the Institute in the future.



Cambodian Deputy Prime Minister Sok An has called on broadcasters in Asia-Pacific to balance the exercise of media freedom with ethical and professional behavior to prevent or minimize abuses that may harm society.

“Regulations are important too in keeping that balance,” Deputy Prime Minister Sok An said in his inaugural address before the 40th Annual Gathering / 13th AIBD General Conference and Associated Meetings in Phnom Penh on 13 August 2014.

Balance Media Freedom with Ethics and Professionalism



Deputy Prime Minister Sok An, who is also Minister in Charge of Cabinet of the Council of Ministers, spoke of the initiatives the Kingdom of Cambodia has pursued in media development.

Some 60 AIBD members, affiliates and partners were in the Cambodian capital

to participate in the two-day General Conference.

In his speech, he said the Cambodian government has actively promoted freedom of the press and expression, highlighting the significant growth of newspapers, radio and TV stations in the

country. But this must be balanced with professionalism, ethics and regulation.

“Although new media and social media are playing an increasingly active role in the global society, broadcasting media remains an important channel for information, education and entertainment,” he said.

Deputy Prime Minister Sok An spoke proudly of the Cambodian government’s resolve to bring peace, prosperity and security to the nation, citing the recent decision of a Cambodian court to sentence to life imprisonment the two remaining leaders of the Khmer Rouge who were responsible for the reign of terror in Cambodia.

He encouraged AIBD to continue strengthening cooperation with its members and partners, and to invest more resources in capacity building and training for content providers and technology developers.

Another major task of AIBD, he said, is to assist its members deal with the digital switchover that will take place between 2015 and 2020.





Dr. Khieu Kanharith, Cambodian Minister of Information, delivered the opening remarks, highlighting the strong collaboration and support AIBD has provided to broadcast institutions in Cambodia.

He urged AIBD to continue such assistance to fulfill its mandate of meeting the broadcasters' training needs and promote dialogue and networking among members and partners.

Mrs. Dra. Rosarita Niken Widiastuti, President of the AIBD General Conference, who is also President Director of Radio Republik Indonesia, also spoke at the inauguration ceremony and stressed the need for AIBD to review its vision and mission amidst the changing media landscape.

"AIBD should closely identify opportunities and challenges in the digital world," she said, as she urged members to continue supporting the Institute in

order to face a more challenging media environment.

Capping the inauguration ceremony was the presentation of the AIBD Awards 2014 and certificates to the winners.



Close to 1,000 Broadcasters Benefit from 32 Training Programmes

AIBD remains on track in implementing critical improvements in training activities, committed to improve on its accomplishments of the past year highlighted by the organisation of some 32 training programmes that benefited close to one thousand broadcasters in Asia-Pacific.

This was the focus of the annual report of AIBD Director Yang Binyuan to members who attended the 13th AIBD General Conference & Associated Meetings held in Phnom Penh, Kingdom of Cambodia from 13-15 August 2014. The accomplishment report covered the period from July 2013 to June 2014.

Binyuan also briefed member countries on the successful implementation of major conferences such as the Asia Media Summit 2014 in Jeddah, Saudi Arabia and the 2nd International Conference on Broadcast Training in Kuala Lumpur.

In his report to the 13th AIBD General Conference & Associated Meetings, Mr. Binyuan updated members on the Institute's continuing collaboration for media development with the UN agencies such as UNESCO, UNEP, and ITU, and broadcasting unions, namely; the Arab States Broadcasting Union (ASBU) and the European Broadcasting Union (EBU).



Partnerships were also strengthened with Friedrich Ebert Stiftung (FES), the Tun Abdul Razak Broadcasting and Information Institute Malaysia (IPPTAR) and China Central Television (CCTV), among others.

"AIBD has achieved critical improvements in implementing its training activities, collaborating with partners and introducing new projects to best serve our members since the last General Conference," Binyuan said.

To strengthen human resource training in the region, Binyuan has urged members to send more secondment to AIBD as practiced in the past.

The Asia Media Summit 2014 with the theme "*Media and Diversity: Enriching the Broadcasting Experience*," attracted some 400 delegates from more than 50 countries and regions. Director Binyuan said the conference focused on diversity and its many dimensions, be they in new and emerging technologies, regulation and approaches to media issues and challenges, gave the media industry insights to find alternatives in serving its audience and society better.

Some 60 delegates and speakers from more than 20 countries in the region attended the 2nd International Conference on Broadcast Training in Kuala Lumpur. The two-day conference contributed towards building professional capacities of broadcasters in exploiting new information and communication technologies for long-term growth, greater customer satisfaction and meaningful contribution to training and development.

On memberships, the applications of CMC Vietnam and the Development Communication Society, Nepal were approved, bringing the total number of affiliate members to 75.

Binyuan also spoke of the staff training on Quality Management & Internal Auditing as part of the Institute's





efforts to professionalize its own human resources.

AIBD has recently passed the surveillance audit of its management system, a requirement for continuous certification to ISO's management system standards.

He also said AIBD continues to offer members relevant information through its website and the *Broadcaster* newsletter. It has made available two new books entitled *Media Ethics in the Social Media Era* and *Children and Media: the Digital War*.

Mr. Marcel Gomez, newly appointed AIBD Deputy Director, briefed members of the various training activities covering many aspects of broadcasting including training of trainers, entertainment TV, digital migration, creative content for children's programmes, broadcast management, disaster risk reduction, acquisition and programme strategy and satellite communication, among others.



Many of these activities were held at the regional level, and mostly self-funded.

Members recommended that the Institute hold seminars and workshops dealing with safety of journalists, peace and conflict resolution journalism. They also suggested that AIBD continues to organise seminars on public service broadcasting which is part of the Institute's mandate.

Mr. Saqib Sheikh, AIBD Programme Manager, reported on the annual AIBD Radio and TV Awards supported by AIBD and only open to its members. A total of 39 entries were received, a big increase from the previous years.

Members recommended that AIBD introduces awards on public service programmes and youth programmes engaged in social media.

Saqib also briefed the General Conference on the results of the Developmental Needs Survey from 2013-2014, which showed members' preference to gain knowledge and skills in the areas of technology, and management and entrepreneurial skills.



The AIBD received 39 submissions that allowed the Institute to evaluate priority areas for members and examine their training requirements.

Mr. Jose Maria G. Carlos, AIBD consultant from the Philippines, gave an overview of the universal curriculum template for broadcast training for social media and emerging media that AIBD is drafting with the help of a group of resource persons.



The template aims to make content providers highly capable and competent of developing and delivering content and connecting with audiences through new and emerging media including social media and multiple platforms. It has ten modules/themes that cover discovering the new media landscape, understanding the enabling technologies, role of new media and multiplatform in society, applying the enabling technologies, user-generated content, regulatory rights and legal issues, ethical and responsible content, audience consumption patterns, content creation across platform and organisational transformation and business models.

The template is tentatively scheduled to be launched during the AMS 2015.



INDONESIA AND BANGLADESH

Re-elected to Head the GC

Indonesia and Bangladesh have been re-elected President and Vice-President respectively at the 13th AIBD General Conference held on 14 August 2014 in Phnom Penh, Cambodia. Re-elected by a majority vote, the two member countries will serve the body for an additional two-year term with effect from August 2014.

Also re-elected to the AIBD Executive Board were three member countries who had earlier served the Institute for two years. Nepal, Maldives and Sri



Lanka garnered the highest number of votes to serve for two more years. The Board's newest member country is the Philippines.

The incumbents that remain at the Executive board are member countries from Cambodia, France, Malaysia, Myanmar and Thailand.

As Indonesia's representative, Mrs. Dra. Rosarita Niken Widiastuti, President of the AIBD General Conference, who is also President Director of Radio Republik Indonesia, thanked the members for

their continued support and promised to help AIBD grow stronger in the changing media landscape.

A major announcement at the General Conference was the decision of the Republic of Korea to host the Asia Media Summit in 2016.

Acknowledging that the Asia Media Summit has become a premier gathering in Asia-Pacific, Korea is ready to host the two-day conference, Mr. Sanghun Lee, Director of the Multilateral Cooperation Division of the Ministry of Science, ICT

and Future Planning, Republic of Korea, announced Korea's decision in front of the members of the General Conference.



Mr. Lee said Korea would be ready to welcome a broad participation of AIBD members and partners, and to ensure an informative, insightful and enjoyable experience during the AMS 2016.

AIBD and Malaysia as host of AMS 2015 in Kuala Lumpur plan to introduce for the first time a roundtable discussion among Ministers of Information and Broadcasting in the region.

"A lot of work will need to be done to get this going," Binyuan said.

Dato' Adilah Shek Omar, Director of the Tun Abdul Razak Broadcasting and Information Institute Malaysia (IPPTAR), invited members to participate in the AMS 2015 to be held from 26-28 May.



She said that the Ministry of Communication and Multimedia will host the event and invited member countries to join the Kuala Lumpur conference and cherish fully the truly Asia experience.



The General Conference authorised AIBD to begin the recruitment process as soon as possible following the resignation of AIBD Director Yang Binyuan. The process may take between three and six months before a new Director starts working in Kuala Lumpur. AIBD is expected to publish soon the requirements and process of recruitment.

Mrs. Niken urged members to actively participate in selecting and nominating a qualified person from their organisations who will continue the work of the Institute in the region.

The General Conference also confirmed an earlier decision of the AIBD Executive Board to appoint Mr. Marcel Gomez,

Senior Programme Manager, as the new Deputy Director of AIBD, to take over the post vacated by the retirement of Mrs. Manil Cooray.

Mr. Gomez has served AIBD for 29 years, implementing various training projects on diverse topics throughout Asia Pacific. He has represented the Institute in many international conferences across the globe, articulating the regions concerns and responses to the changing media environment.

The next AIBD General Conference in 2015 will be held in Chiangmai, Thailand hosted by the National Broadcasting Services of Thailand (NBT).



Korea

Hosts AMS 2016



Korea will serve as the host of the Asia Media Summit 2016, promising a global conference that will be more participative, interactive and fun.

The Ministry of Science, ICT and Future Planning, Republic of Korea (MSIP) will host the event while the Korean Broadcasting System (KBS), Korea's only public service broadcaster will take

the lead in assisting AIBD organise the event.

"We will create events that will allow participants to learn from the advances Korea has pursued in new and emerging technologies. At the same time, the experience will be enjoyable in terms of technology and culture," says Mr. Sanghun Lee, Director of the Multilateral

Cooperation Division of the Ministry of Science, ICT and Future Planning, Republic of Korea, in an interview with The Broadcaster.

Mr. Lee said he is hopeful that the Asia Media Summit 2016 can attract more than 700 participants across the globe.

Korea's decision to host the AMS 2016 was officially announced at the 13th AIBD General Conference & Associated Meetings held in Phnom Penh, Kingdom of Cambodia from 13-15 August 2014.

Mr. Lee said MSIP and KBS came to a decision to host this international conference because of its continuing engagement with public and private broadcasters and collaboration with AIBD, which has been going on for the last 10 years.

"We'd like to cooperate more with AIBD member countries, be it in content, technology and production and the AMS is an appropriate platform for this purpose," he said.

In hosting the event, Mr. Lee said MSIP and KBS want to highlight three elements; one, to showcase the progress in media technology, applications and services and their impact on culture, economy and society, as well as on the future of broadcasting; two, share ideas dealing with broadcast issues and seek solutions to common problems despite differences in how broadcasting is operated in the region; and three, to facilitate mutual understanding among countries in the region through creative ways that will benefit broadcasting.



Discovering Social TV and Radio

By **Mr. David Botbol**

Deputy Managing Editor for Sports and News Magazines, France TV, France



Some 15 TV and radio journalists from Iraq, Yemen, Sudan, Saudi Arabia and Jordan gathered in Amman early September 2014 with one common question: what is really social TV, and how can we use it to better interact with our audience and improve our programmes?

This first joint AIBD/ASBU workshop on Programmes for Social Media from 7-9 September 2014, a burning issue in many newsrooms around the globe, opened many doors for our trainees. But before that, we had to try and define precisely a concept that covers a number of different actions on TV as well as on the digital platforms.

[continued on page 12]

Asia-Pacific Ministers of Communication & Broadcasting at AMS 2015

Ministers in Asia-Pacific in-charge of broadcasting and communication are expected to gather during the Asia Media Summit 2015 in Kuala Lumpur, Malaysia for roundtable talks dealing with social media.

It's a new feature in this global conference set for May 2015 that will afford top-ranking government officials in the region the opportunity to examine developments in social media and share insights on the its impact on broadcasting and many facets of the region's political, economic and social life.

This roundtable will complement discussions among local and foreign broadcasters on the conference theme "*Transforming Broadcasting in the Social Media Era.*"

The Broadcaster talked to three participants to the 13th AIBD General

Conference & Associated Meetings held in Phnom Penh, Kingdom of Cambodia from 13-15 August 2014, and sought their ideas on social media issues the Ministers should focus on.

Mrs. Dra. Rosarita Niken Widiastuti, President of the AIBD General Conference, who is also President Director of Radio Republik Indonesia, says Ministers of Communication and Broadcasting should examine the role of social media in building a healthy democracy.

"In the case of Indonesia, social media became an important platform in the last presidential elections in which both presidential aspirants utilised social media extensively to articulate their programmes for development and win supporters," she said.

Mr. Sanghun Lee, Director of the Multilateral Cooperation Division of the

Ministry of Science, ICT and Future Planning, Republic of Korea, spoke of the need to discuss media convergence and developments in broadcasting such as the introduction of UHD TV, which Korea will launch extensively by 2018.

"Policies and regulations dealing with media convergence should also be on top of the agenda in this roundtable," he said.

For his part, Mr. Tito Cruz, Director of Bureau of Broadcast Services, Philippine Broadcasting Service, wants Ministers to look into the readiness of countries in Asia Pacific to fully exploit the benefits of social media.

"We need to introduce programmes to ensure our citizens have better access to technology and information," he said.

[continued from page 11]
Discovering Social TV and Radio

If you are into social media, you can't miss the fact that TV programmes are often the most talked about subjects. TV channels crave for this kind of attention, and try their best to capitalize on that to develop communities and reach a wider public. They create their own pages on Facebook and Twitter, and brand channels on YouTube or Dailymotion. They hire community managers and post teasers, highlights, and summaries to promote, enhance and keep alive their contents, and enhance the conversation around them. As millions of videos circulate on the web, and consumption shoots up, TV channels must use their high-quality content to remain one step ahead on their new digital competitors.



As “multi-tasking” gains ground among TV viewers, channels need to keep them focused on their content, and offer them additional info such as extensive real-time data, video highlights, or best tweets from fellow-watchers. In some fiction or web documentaries, the viewer even has a say in what is going to happen next in the programme.

Trainees in Amman really liked the “creative sessions” meant to exercise and imagine what they could develop in their own channels, even with little budget. As most big channels put a lot of resources in digital, reorganise themselves and sometimes set up a specific social TV department, others are only just beginning to realise how important it is to keep up with their changing audience, and respond to its new usages and expectations in the digital age.

But for journalists and programme makers on the ground, the biggest question is: how can I use social media within my own programme? In news, sports or entertainment, Facebook and Twitter can be used to generate questions and comments that are going to be exploited on air almost real-time, and enrich the programme with a strong interactive input. You can also poll your audience on a political or social issue, or make them vote for a candidate in a singing contest or a reality programme. Live sports, for example, offer many opportunities to develop “second-screen” apps, on the computer or mobile devices.



Launch of Curriculum Template on Social Media in AMS 2015

Acknowledging the significance of social media's potential and actual benefits, and the need for organisations to enhance their own capabilities, competence and skills, AIBD will launch soon a Universal Curriculum Template for Broadcast Training for Social Media and Emerging Media.

The curriculum template was meant to address central aspects of social media use for broadcasting, ensure that consistent, high-quality training practices are implemented throughout the programme, and enable trainers to use this curriculum framework to guide the design, selection, and adaptation of learning experiences that reflect the unique characteristics of broadcasters they serve.

Mr. Jose Maria G. Carlos, AIBD consultant from the Philippines, and Assistant Professor of the University of Santo Tomas, Manila, presented the draft curriculum template during the 13th AIBD General Conference & Associated Meetings held in Phnom Penh, Kingdom of Cambodia from 13-15 August 2014.

In his presentation, he described the various items that should comprise the draft template for the social media-based training curriculum. These are prerequisites or activities that should

be undertaken prior to actual training; the aim or the purpose of the training programme, and the specific themes or modules that cover the main dimensions of social media. The template also covers participants' profile, delivery methodologies, verification of learning and resources and references.

The aim of the curriculum is to make content providers highly capable and competent of developing and delivering content and connecting with audiences through new and emerging media including social media and multiple platforms.

Ten specific modules or themes comprise the draft template. These are discovering the (depth of) new media landscape; understanding the enabling technologies; role of new media and multiplatform in society; applying the enabling technologies; user-generated content (creating content with audiences; regulatory, rights and legal issues; ethical and responsible content; audience consumption patterns; content creation across platforms and organisational transformation and business models.

Before a training programme using this proposed curriculum can be implemented, some prerequisites are to be undertaken to ensure needs, training tools

and resources are met. These prerequisites include conducting a training needs analysis, a pre-testing of the template, and technology analysis. Media organisations also need to ensure senior executive support and availability of technically adept translators/co-teachers.

The idea of drafting a social media curriculum for broadcasters emerged during the 2nd International Conference on Broadcast Training held from 24-25 February 2014. Its theme was "Defining Training for New Media and Social Media".

AIBD then formed a group of resource persons to brainstorm and produce a draft template of the social media-based curriculum that would be useful for broadcasters in the region.

The draft template underwent a series of refinement as suggested by the resource persons and AIBD particularly during the AMS 2014 in Jeddah and the AIBD General Conference in Cambodia.

Members agreed to tentatively launch this new programme during the Asia Media Summit 2015 in Kuala Lumpur. They also suggested introducing 'Guidance Notes for Users' as a prologue to the Template, with a description of who the template is intended for, how it is to be used along with its supporting modules.

Media Law in Focus



Critical issues of law affecting broadcasters and other media professionals were the subjects of a three-day regional workshop organised by AIBD in Kuala Lumpur between 16-18 July 2014. The event, supported by the Friedrich Ebert Stiftung (FES), attracted close to 20 participants representing seven countries in South and South-east Asia.

Dr Venkat Iyer, a barrister and media law expert from the United Kingdom, conducted the workshop. He has, over the years, run numerous similar events around the world, and advised governments and media organisations on legal and ethical issues of relevance to journalists.

Among the topics discussed were: defamation, contempt of court, hate speech, privacy, and obscenity. The workshop maintained a practical focus throughout, giving participants an understanding of the legal principles, concepts and rules that apply to the practice of journalism on a day-to-day basis.



Participants raised a number of issues which they had encountered in the course of their work. Some of these issues were country-specific, but many had a pan-Asian resonance that made for interesting exchanges and sharing of knowledge across national boundaries. The discussion encompassed matters touching media ethics as well as law.

A particularly interesting aspect of the workshop were the small group sessions



in which participants were required, within small teams, to deal with real and hypothetical case studies at length. The results of the deliberations were subsequently explored in plenary session, with teams being given the opportunity to question each other on a range of issues.

The feedback from the workshop participants was positive. It underlined the importance of this somewhat neglected area of training. Compared to many other matters of relevance to broadcasters and other media professionals, law is not usually given the prominence it deserves in relation to structured, periodic training. This neglect has not only proved costly to many media organisations – in terms of having to defend, or sometimes launch, complex and expensive litigation – but it has also had an impact in reputational terms. Far-sighted media organisations, by contrast, have always benefited by investing in media law training on a periodic basis.

AIBD has established an enviable track record in this area for many years now. As well as conducting high-quality workshops and seminars such as the one under discussion, it has published a much-acclaimed Media Law Handbook which continues to be consulted by practitioners around the region and further afield. It is to be hoped that more and more media organisations will recognise the importance of capacity building and professional development in this area in the future.

AIBD's Strategic Plan Team (SPT) met recently during the 13th General Conference in Phnom Penh, Cambodia to review the Institute's major projects in 2014 and examine planned activities in 2015, particularly the Asia Media Summit to be held in Kuala Lumpur, Malaysia in May.

Members attending the 32nd SPT Meeting in Phnom Penh on 13 August 2014 agreed in principle to adopt the draft programme of the Summit featuring ten plenary and parallel session topics dealing with the conference theme "*Transforming Broadcasting in the Social Media Era.*" Among these topics are broadcasting for social media audience, enhancing content creation, big data and social media, developing an effective social media strategy and social media and elections.



SPT Endorses Draft Programme for AMS 2015



AMS 2015 will also feature moderated debates on two topics; one, on journalism, ethics and social media, and two, on whether broadcasters should compete or collaborate with social media.

SPT members recommended that the conference should also discuss regulations in the social media landscape as a distinct agenda topic either in a plenary/parallel session or workshop.

They also endorsed the idea of holding a ministerial roundtable during the AMS to provide ministers in charge of information and broadcasting an opportunity to examine the usage, functionality and impact of social media in broadcasting and development.



This will be a first in the AMS history to gather as many ministers from Asia Pacific in a conference that hopefully will generate a declaration dealing with the conference theme.

At the SPT meeting, its new chairman Mr. Anothai Udomsilp, Director of Academic Institute of Public Media, Thai Public Broadcasting Service, Thailand, reported on the discussions of the last SPT meeting in Jeddah, Saudi Arabia.

His brief report covered the review of the AMS 2014, the International Conference on Broadcast Training, the election of the new SPT chairman and the retirement of AIBD Deputy Director Mrs. Manil Cooray.



Also at the meeting, AIBD Director Yang Binyuan officially announced his resignation effective 15 September 2014 and said he plans to go back to China for family reasons.

The SPT members expressed their sincere gratitude for Binyuan's contribution and dedication, and encouraged him to continue to work with AIBD in whatever capacity he may have in the future.

Anothai and AIBD Director Yang Binyuan thanked the Kingdom of Cambodia for hosting the GC in Phnom Penh.

The next two SPT meetings will take place in Kuala Lumpur, Malaysia where the AMS next year will be held in May 2015, and Chiangmai, Thailand where the next GC will be held in August 2015.





ASIA MEDIA SUMMIT 2015

26-28 May • Kuala Lumpur • Malaysia



Transforming Broadcasting in the Social Media Era

Facebook, Instagram, LinkedIn, Weibo, Twitter, YouTube and others provide people with opportunities to source, produce and move content freely, forge relationships and enhance civic engagement. Their impact, both positive and negative, is immense in the world of broadcasting. These social media platforms are so pervasive they are pushing industries including broadcast media to adopt and adapt or risk becoming obsolete and irrelevant in the digital era.

To dealing with the impact and demands of social media, broadcast media faces the challenge of transforming its ways in handling its workforce, markets, programmes, and revenues. A symbiotic relationship is growing between broadcast media and social media, especially in the areas of content and audience engagement.

At the Asia Media Summit 2015, broadcasters will discuss their interaction with social media, examining its nature, influence and impact on broadcast operations and business. The outcome will hopefully contribute towards crafting a clear vision and a set of innovative strategies to help broadcasting transform into a stronger platform fit for now and the future.

Day One

Tuesday, 26th May 2015

0900 – 0945 **Inaugural Session and Keynote Address**

0945 – 1045 **Plenary Session 1**

Social Media's Landscape, Trends and its Future

Social media is a vast and complex landscape to master, and players in this territory are afforded a wide range of functionalities to create content, publish, share, discuss and network. It enriches engagement with people, events and brands that matter to them. The broadcast industry needs to understand social media's practical role and influence in business and society. What are the innovations and trends in social media's usage, functionalities, and activities? Should broadcasters be concerned with its continued growth? Are they monitoring and exploiting social media and in what ways? Do they have policies to minimise social media's misuse and other risks? What does the future hold beyond Facebook, Twitter and YouTube, among others?

1045 – 1115 **Coffee Break**

1115 – 1215 **Plenary Session 2**

Effective Strategies to Build Markets, Content, and Business

More than developing a social media website, broadcasters need a social media strategy that will innovatively enhance their audience engagement, programmes, sales and promotion, research and their brand. Integrating the social media strategy into the overall business plan that reinforces each other becomes critical, and this can be done in a structured and effective manner. To catch audiences and boost ratings, should broadcasting organisations adopt social media anywhere, anytime and how? Do they have a clear vision and a set of strategies to deal with the benefits and risks of social media to business? How can broadcasters exploit social media to monetize opportunities, improve branding and ensure sustainability? How can broadcasters best measure the effectiveness and value for money of social media engagement?

1215 – 1230 **Presentation of the World Television Awards 2015**

1230 – 1400 **Lunch**

1400 – 1530 **Parallel Session 1**

New Technology/New Tools to Connect, Share and Network

Social media is constantly reinventing itself, offering users a wide range of technologies, tools and tactics for various purposes. We have software, apps, websites, text messaging, virtual worlds, game platforms, content sharing sites, podcasts, blog, tags, and mobile marketing. These are meant to reach out and connect with other human beings, create a relationship and build trust. Where is technology going that is reshaping the media market? What new tools and technologies are emerging that will ensure proficient application and improve relationships, content, viewership and revenues? How do we deal with Internet and broadband access and adoption to ensure the widest benefit of these social media tools and technologies?

Parallel Session 2

Facilitating Citizens' Engagement during Elections

Social media offers opportunities for openness, participation, collaboration and interactivity that facilitate citizens' engagement. Its many platforms can be useful during elections. Citizens can ask questions and solicit information on issues and events that affect their lives. They can participate in debate and discussion, and share their insights and feedback critical for the functioning of a healthy society. To what extent have social media platforms impacted elections and political agenda setting, particularly in countries with different media systems, different political systems and different population sizes? How can broadcasters interlink effectively with social media as a place of conversation for electoral issues and personalities? What are some best practices?

1530 – 1600 Coffee Break

1600 – 1730 **Moderated Debate**

Journalism, Ethics and Social Media

With the advent of social media, a new breed of journalists is emerging. In blogs and micro blogs, social networking sites and in multimedia content sharing services, these 'new' journalists contribute, disseminate and share information. They have also performed news gathering and gatekeeping functions that mainstream media journalists have traditionally carried out. Are mainstream media's rights, privileges and principles such as truth seeking and independent reporting threatened by the 'new' journalists? Are citizen journalists making news more or less accurate? Do we need to reinvent a code of media ethics from the ground up? How do we deal with new values such as transparency over objectivity? How should we treat unfiltered sharing of information over a filtered verification of the facts? What are the best forms of practice, and the norms to guide journalists?

1930 **Gala Dinner and Cultural Show**

Day Two

Wednesday, 27th May 2015

0900 – 1030 **Plenary Session 3**

Defining and Implementing Legal and Regulatory Guidelines

As social media grows explosively, lawmakers and regulators grapple with important legal and regulatory issues to keep pace with the speed and impact of change. Guidelines to maximise social media's benefits and protect the public and other stakeholders from its risks are critical. Broadcasters face a similar challenge as they increasingly use social media to inform, educate and influence their audiences and other stakeholders. What regulatory guidelines should be in place to handle the right to privacy, data protection, freedom of information, copyright infringement, and employee rights, among others? Should broadcast organisations do more self-regulation that will need a solid social media policy or should they prepare for more government regulation and stricter enforcement?

1030 – 1100 Coffee Break

1100 – 1230 **Plenary Session 4**

Making Sense of Big Data and Social Data

We encounter so much information that is diverse and growing faster day by day. This big data is migrating to all types of human endeavour, demanding that we see and understand the relations within and among pieces of information and what one can do with it. Big data has become a significant corporate asset and economic input to fuel the information economy. Social media is streaming big data that is appropriate for real time analysis and for communicating information about rapidly changing situations. Social data is mostly non-curated and its reliability varies substantially. What new insights can broadcasters glean from big data and social data? How can broadcasters sift and analyse them to improve content, viewer engagement and operational efficiencies? What analytic tools are useful and effective to drive the value obtained from big data and social data throughout the organisation?

1230 – 1400 Lunch

1400 – 1530 **Parallel Session 3**

Creative Content to Enrich Stories & Connect with Audiences

Broadcast organisations now have more access to content. Social media users participate in content creation and influence the type and nature of content. Some content are excellent; others full of abuse and spam. What is critical is to leverage social media to take advantage of compelling content and a rich variety of information sources. How is the creative industry dealing with new sources of content? What social media content is effective to enrich stories, connect with target markets and meet the viewers' needs? With social media, how can broadcasters enhance various genres of programmes and collaborate in producing high-quality content and enhancing interactivity? What is the best time to post content to social networks?

Parallel Session 4

New Approaches to Deal with Emergency Situations

Social media has become an integral part of disaster education, response and rehabilitation. It can contribute to public awareness as an emergency unfolds, help locate loved ones and notify and alert authorities, and co-ordinate response, recovery and volunteer efforts. It can support rumour management and correction of misinformation. How can broadcasters tap social media tools and manage their risks during emergencies? How do we deal with the risks? What are some best practices in planning for social media use before a disaster occurs, using popular and relevant social media tools, localising disasters in social media use, and in utilising mapping efforts?

1530 – 1600 Coffee Break

1600 – 1730 **CEO Moderated Debate**

Should Broadcasting Compete or Collaborate?

Broadcasting has dominated the communication industry, performing such roles as informing, educating, entertaining, and influencing opinion. Social media and emerging media share these roles. Consequently, they are pulling eyeballs away from television. Is broadcasting in a collision course with social media and to what extent? Should it consider social media competition in content creation, audience engagement and revenue generation? If so, how should broadcasters deal with this new player? Or should it collaborate as both platforms can provide what each other needs and influence people's lives and routines? How far will collaborative strategies pay off for years to come? Should broadcasting embrace the power of social media to meet its business and civic obligations? Should both compete or collaborate?

1730 – 1800 **Invitation to the Asia Media Summit 2016**

Closing Remarks

Day Three

Thursday, 28th May 2015

0900 – 1700 **Full Day Excursion**



AIBD Awards Winners at AIBD GC

(1st from left):
Mr. Upatissa Nissanka of Sri Lanka Rupavahini Corporation;
(3rd from left):
Ms. Pearl Forss of Channel NewsAsia, MediaCorp, Singapore along with representatives from SAPPRFT, China (on behalf of China Radio International) receive their awards at the GC 2014 Inauguration Ceremony.

The winners of the AIBD TV & Radio Awards 2014 were recently presented at the 13th AIBD General Conference & Associated Meetings held in Phnom Penh, Kingdom of Cambodia on 13 August 2014.

During the GC inauguration ceremony, AIBD awarded to the winners a certificate, trophy and USD 500 each as reward for their special programmes.

The AIBD TV Award 2014 for 'Best TV Programme on Sports and Social Change' went to *"A Singaporean Abroad – Kenyan Riders"* produced by Channel NewsAsia, MediaCorp, Singapore.

In this feature programme, a Singaporean in Kenya invests his time in training local milkmen as cyclists to qualify for the Tour de France.

AIBD received some 11 entries from 11 countries for this award.

"Vanishing Trails" from Sri Lanka bested 12 other entries from nine countries to take the AIBD TV Award 2014 on 'The Best TV Programme on Protection of Indigenous Minorities.'

Aired on TV by Sri Lanka Rupavahini Corporation, this feature documentary gives an in-depth look at the indigenous people "Veddas" in Sri Lanka who lost their traditional homes during the long civil war gripping the country.

China Radio International grabbed two awards. The first was the AIBD Radio Award 2014 on 'The Best Radio Programme Dealing with Human Migration and its Consequences.' The winning entry was *"A Euro Village in China."* AIBD considered nine entries from nine countries for this category.

This interesting programme looks at inhabitants of a mountain village in East China who have migrated to Europe

for work since the last few decades, and have brought their prosperity back home. CRI's second award was *"More to Learn,"* which took the Reinhard Keune's Memorial Award 2014 for "The Best Radio Programme Promoting ICTs for Development."

This show features an interaction between experts on various aspects of ICT applications and their larger effect on society and personal behavior.

AIBD's World Television Awards 2014 aims to recognise the crucial role of media in promoting public awareness and understanding of critical issues such as cultural diversity, religious understanding, tolerance and peace.

It received 38 entries from 18 countries.

Global Media Forum

From Information to Participation

– Challenges for the Media



Professionals from the fields of media, politics, culture, business, development cooperation and the academia recently converged for the Global Media Forum (GMF) in Germany to examine media challenges dealing with changing audience behaviour, emerging and social media and their impact on the industry.

Organised by the Deutsche Welle, the GMF focused on the highly topical theme “From Information to Participation – Challenges for the Media.”

Mr. Thorbjorn Jagland, Secretary General of the Council of Europe, delivered the keynote speech at the opening ceremony and stressed that “those who are *not* connected (with the Internet) lose out. They lose out because they cannot fully participate in society. Access to the Internet therefore is a human right.”

The World Conference Center Bonn was the venue of the 7th Global Media Forum on 30th June to 2nd July 2014 in Bonn, Germany.



Many prominent people spoke at the GMF, including Mr. Frank-Walter Steinmeier, German Foreign Minister, Dr. Gerd Muller, German Federal Minister for Economic Cooperation and Development, Mr. Bassem Youssef, Egyptian political satirist, Ms. Sarah Harrison, a confidant of Mr. Edward Snowden and Ms. Auma Obama, founder of the “Sauti Kuu” Foundation.

This year’s attendance was a record with approximately 2,300 guests from 120 countries and regions. The Forum, which featured forty different parallel workshops with two plenary sessions and six keynote speeches, turned out to be an insightful gathering of media professionals and specialists.

The GMF was also the venue for the presentation of the Bobs Awards, which

recognised outstanding contributions to international freedom of expression through blogs, social media projects and websites. The 2014 awardees were: *Photo blog by Egyptian Mosa’ab Elshamy photo blog* as the Best Blog; *Visualizing Palestine* for Best Social Activism; *wei-combo* as the Most Creative & Original; *Khabar Lahariya* for the Global Media Forum Award; *BanglaBraille project* for Best Innovation and *YanukovychLeaks* for the Reporters Without Borders Award.

In his closing address, Mr. Peter Limbourg, Deutsche Welle Director General said, “We should make the most of the opportunities presented by digital communication in order to enact positive change all over the world.”



The GMF also had a lighter side to it with a reception at Deutsche Welle, a boat trip and dinner on the river Rhein, and a reception hosted by the City of Bonn.

Mr. Marcel Gomez, AIBD Senior Programme Manager, represented the Institute at the GMF.



Fiji Multimedia Journalists Train on Broadcast News



Multimedia journalists from Fiji Broadcasting Corporation (FBC) underwent training on news writing, reporting, production and on air presentation in a two-week workshop jointly organised by FBC and AIBD from 8-19 July 2014.

Held at the FBC headquarters in Suva, Fiji, the training programme was designed to help young journalists gain knowledge of various aspects of broadcast. The participants were from their English, Hindi and iTaukei services.

The training programme started with brushing up their news writing skills. 'Simple is good and less is more' was the motto of the news writing workshop. Different formats of news writing depending on the subject of the story were introduced to the class and exercises were based on the same. The participants were also shown reports, which gave them an idea on how to tell a story creatively while sticking to the basics. The news writing class also dealt with writing for sports, soft stories, newsbreaks, headlines & teasers.

Reporting was the next topic of the workshop. The session covered ground

reporting protocols, things to keep in mind while reporting for crime, court, and political and soft stories. Participants produced detailed coverage plans, which helped them plan their shoot better and save time.

The reporting workshop also covered in detail Piece to Camera, their importance in a story, how they should be weaved into the script and which story needs an opening, bridge or closing PTC. Participants were taught how to do live crosses during big events



and newsbreaks. The workshop also discussed content and presentation of these stand-ups while telling a story live.

Production aspects like rundowns & editing were also part of the workshop. Importance of putting the stories in the right order, exploring all possible angles and deciding in which format stories will go in the bulletin. Since FBC reporters edit their own stories, the trainer explained to them how to choose the most compelling visual to start the story. She also stressed the importance of pre roll and post roll in edits. And how, simple cut-to-cut editing can tell a news story in an effective manner.

The last part of the workshop dealt with on air presentation and simulation.

[continued on page 21]



AIBD/NRK Publication on Children and Media



The AIBD/NRK publication on 'Children and Media: The Digital War' was presented during the AIBD General Conference 2014 held in Phnom Penh, Cambodia from 13 to 15 August 2014.

Since 2009, AIBD and NRK implemented several workshops on 'Children TV Programmes'. These workshops aim to

provide to the participants an introduction to children's perception of media, as well as an introduction of working methods to make them excellent media-workers with and for children.

Mr. Kalle Fürst, Consultant for NRK and Director of Fürst & Far Film and Fjernsyn, compiled this booklet in collaboration

with AIBD. Now the participants of the workshops will benefit from this publication, which includes information, advice and practical exercises on children TV programmes.

This new publication was well received by the AIBD members.



[continued from page 20]
Fiji Multimedia Journalists Train on Broadcast News

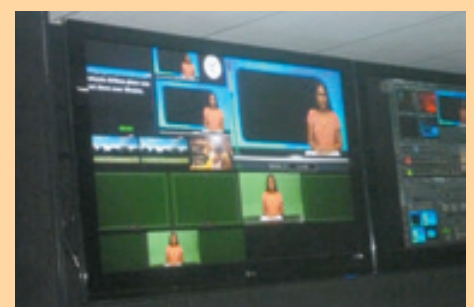
The trainer spoke about how reporters and anchors should look when they are in front of camera. Also tackled was how to use the elements of impact like gestures, facial expressions, posture, voice, pitch, duration and pauses to make on screen presence more impactful.

The simulation part of the workshop was most enjoyed by all. The reporters shot, wrote and edited stories in the new formats taught in the workshop.

The training programme was engaging, stimulating and highly interactive with lots of practical exercises. It was a valuable experience for a team of young broadcasters.

Ms. Poonam Sharma served as the workshop trainer. With 18 years of broadcasting experience, Ms. Poonam has been part of the India Today Group as a Channel Head/ Anchor & of ESPNSTAR Sports as their main presenter and

producer for Southeast Asia. She currently works for Media Guru, a global media services company and looks after their foray in Southeast Asia.



IPPTAR/AIBD/NRK Regional Workshop on Children's TV Programme

Mr. Kalle Fürst, Director of Fürst & Father, Film and TV Ltd and consultant for the Norwegian Broadcasting Corporation (NRK), says that when broadcasters work with children to produce children's TV programmes, "it is essential to be a little bit childish, use humor and have fun."

This was the approach he used in conducting a Regional Workshop on Children's TV Programmes held in Kuala Lumpur from 2 to 5 September 2014. The workshop was a joint project of the Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR), AIBD and NRK.

The regional workshop that took place at the AIBD office was attended by 14 participants coming from Bangladesh, Cambodia, Indonesia, Maldives and from several local broadcasters in Malaysia.

Mr. Fürst said he found the presence of an international group and local participants coming from different organisations exciting. "It is an extra-challenge to build teams with people who don't know each other. We can practise methods which can be very useful when you work with children later," he said.



The regional workshop provided the participants an introduction to children's perception of media, as well as an introduction of working methods to make them excellent media-workers with and

for children. During the course, the participants studied different aspects on TV formats for children like drama, documentary and game show. They screened some of the best programmes from Korea, Denmark, Iran, Laos, Germany, Norway, Bhutan, Sweden and Japan. The screenings were followed by discussions.



As part of the practical exercises, the participants were divided into three groups to brainstorm ideas and concepts of TV programmes for children. The workshop ended with the pitch presentation of the groups' work.



Digital Video Broadcasting

– *Terrestrial (DVB T2) in India*

Broadcast engineers/technicians associated with planning, implementation, operation and maintenance of digital television broadcasting from STI and Prasar Bharati, India participated in a five-day workshop on Digital Video Broadcasting - Terrestrial (DVB T2) in New Delhi, India. Organised by AIBD, Prasar Bharati and STI (T) from 4 to 8 August 2014, the workshop covered various techniques and parameters of DVB-T2.

Workshop topics included a brief history of analogue TV, principles of digital modulation, multi-carrier modulation and COFDM, MPEG data stream, MPEG TS details, DVB-T/T2 standard, basic to compressions, DVB-T/T2 system parameters, DVB-T modulator and transmitter, transmitter technologies, efficiency in transmitters, broadcast network planning and T2 measurements.



A practical demonstration was performed during the workshop using Rohde & Schwarz Instruments. Hands on training was also conducted for the participants where they visually tested the TV receivers, test transmitters, headend and MPEG analyzers.

Thirty participants who attended the workshop came from the engineering department of Doordarshan and STI (T). Most of the participants were experienced in the field of transmission. Mr. Yin Loong Chao and Mr. Eric Bin Li from Rohde & Schwarz, Singapore, served as the workshop consultants.





Some 50 participants from Telekom Malaysia (TM) gathered for an In-Country Seminar on Broadcast Management on 19 August 2014 in Kuala Lumpur to gain more understanding about the developments in the broadcast industry, particularly on technology, business and regulation.

Organised jointly by AIBD and TM, the seminar was designed specifically for TM staff from sales, marketing, technical, customer care centre, as well as for officers and managers. A key topic in the seminar was digital migration.

Today Malaysia is in the brink of migrating from the traditional analogue TV broadcasting to digital. The transition will immensely impact the media landscape of the country because, among others, it will change the roles of the traditional broadcasters which will become content providers after the Analogue Switch Off (ASO). From the date of ASO onwards, the role of all terrestrial broadcasters will be taken over by the newly appointed CIIP (Common Integrated Infrastructure Provider), who will unify all Digital Terrestrial TV services (DTT) under the single umbrella of the national platform.

In view of the approaching shut down of analogue TV transmission and the start of the digital terrestrial TV operations, broadcasters as well as other contributors will have to redefine their roles. They will



Preparing for Full Digital Transmission in Malaysia

have to review their existing strategies and prepare for new business models. They have to investigate and propose a whole range of new services, and explore new revenue chains.

Currently Telekom Malaysia is the key service provider for signal transport services from the premises of today's broadcasters to the transmitter sites as well as for the operation of the transmitters, the towers and of all peripheral infrastructures which are used for the analogue TV transmissions in Malaysia.

Telekom Malaysia has started a range of internal educational seminars in order to prepare its staff for the new challenges that the new era of digital transmissions in Malaysia will impose on the technical infrastructure, the operational workflows and its maintenance capabilities. The staff should also be ready to manage the changes to the full satisfaction of its customers, the content providers, the DTT platform operator and the public.

AIBD and TM invited local and foreign experts to introduce the role of the state regulator SKMM/MCMC during the preparation phase of the digital transition, and to outline the DTT standards and the services TM could provide to the DTT players. The experts also explained the trends of new technologies and services



and their impact on manufacturers and suppliers of equipment for broadcast professionals. They also discussed the point of view of RTM radio with regard to habits and expectations of the Malaysian public on the future digital broadcasting.

The resource experts included Dr. Syafiq Alfonso, Director, Department of Broadcasting State of Selangor, RTM, Nikos Kalpidis, Independent Consultant, Dr. Amal PUNCHIHewa, Director Technology, ABU, Azlina Mohd Yusof, Head of Digital Switchover Department, MCMC, and Peter Bruce, Director, IABM APAC.



RTHK Extends Its Reach to a Greater Audience on Mobile Devices

By **Dr. Amen Ng**
Head of Corporate Communications, Radio Television Hong Kong (RTHK)



New technology changes the habit of how people use the media. Rather than watching television and listening to radio, people are getting more used to receiving our programmes instantly through the Internet. Radio Television Hong Kong (RTHK) is one of the very first media organisations that offers new media service in Hong Kong. Established in 1994, RTHK's new media services initially provided multi-media information via web, podcasts and audio streamings. We have launched over ten applications for mobile device users. The extended reach allows the public to access to RTHK's information and programmes more easily anywhere on the move.

"With the aim of building on our past and heralding a progressive future," the Director of Broadcasting Roy TANG said, "pioneering mobile platforms for our programming will be one of the additional services that we are offering to our audience."

Apart from one of the earliest mobile applications *RTHK On The Go* that hits the highest number of downloads among all RTHK mobile apps, a range of other

apps, namely *Prime*, *Thumb*, *Node*, *Cube*, etc. have also been launched to fulfill the diversified needs of the public. RTHK's latest mobile apps include: *RTHK Memory* – carries *RTHK classics* productions; *RTHK Screen* – provides RTHK TV programmes; *RTHK Vox* – uses the crowdsourcing mode to collect videos from the public for TV productions; and *RTHK Mine* – offers radio live and archive programmes with text, videos and images.

To heighten better existing online services besides developing new media platforms, RTHK website (*rthk.hk*), with webcasts and one-year online archives of radio and TV programmes, has recently adopted a new player using mp3 format with shortcut functions. In addition to listening to radio archive programmes via various e-platforms, it creates an easily accessible environment for the visually impaired people. To promote cultural and civic education, the website also offers thematic e-learning and cultural specials with easy-to-search multimedia materials. *RTHK Memory* provides the public over two hundred hours of audio and video clips plus over a hundred precious photos

from RTHK archive. The educational website *eTVonline* encourages lifelong learning by providing thematic specials highlighted with interesting and practical multimedia materials. Students can enjoy a lot of learning activities such as "Forum on Environmental Protection" and "Point@media".

Nowadays, the one-way traffic with the traditional media may not be enough. Digital technological advancement allows online audience to interact, discuss, respond, and comment on the broadcast productions instantly. While the use of social media is now the commonplace around the world, RTHK shares and recommends the latest programme highlights via YouTube, Facebook and Twitter where social interactions happen with internet users.



Social Media for Sustainable Development



The Regional Workshop on Social Media for Development was held on 30 June - 2 July 2014 in Incheon, Republic of Korea and was attended by AIBD Programme Manager Saqib Sheikh. The workshop was organised by the United Nations Asian and Pacific Training Centre for Information and Communication Technology for Development (UN-APCICT) and was attended by over 40 experts in various fields of development, including the government sector, media broadcasting, disaster risk relief and reduction, agriculture and ICT.

The three-day event featured a number of panel discussions, presentations and case studies from notable social media figures, both within the Korean industry and internationally. On the first day, participants were given an introduction

to social media and its effects on society and governance.

The second day delved into social media applications in various development roles, such as disaster relief and public communications.

The final day featured a group discussion on strategies to develop a full social media for development (SM4D) policy for both UN-APCICT and participating organisations.

The workshop was also used as a platform to launch the latest module 11 in UN-APCICT's *Academy of ICT Essentials for Government Leaders on Social Media for Development*, announced by UN-APCICT Director Dr. Hyeun-Suk Rhee.

The document is intended as a guide for policymakers and government officials in UN-APCICT members countries to understand and incorporate social media in their policies towards sustainable development.



Productive 4M Forum in Jakarta



Opening of the 4M Forum



4M Forum Twitter wall

More than 100 professionals from 12 countries attended the 4th 4M Forum on 'Informing on the Web' held from 23 - 24 September 2014 in Jakarta, Indonesia organised by Canal France International (CFI) and the French Ministry of Foreign Affairs.

During the two-day forum, journalists, bloggers, academics and consultants shared their experiences through workshops, sessions and debates. Many topics were raised such as the opportunities and cautions of going online, the new audiences and new usage of radio at the

digital age, the new economic models of the media online or the making of an Internet law.

Considering the constant development and deployment of the Internet, this event allowed participants to discuss the regional trends, limitations and possibilities of the online media and to talk about their perspectives in Southeast Asia.

Initiated in 2011, the 4M Forum aims to encourage feedback and innovation and provide an opportunity for networking

players of often distant professional origins. This platform is an opportunity to gather the social media players of the region and to interact with traditional broadcasters.

The next 4M Forum is scheduled to take place in Beirut, Lebanon from 17 to 19 October 2014.

Ms. Geraldine Mouche, AIBD Programme Manager, represented the Institute in Jakarta.



Successful 3rd MINI-INPUT in Hanoi



Opening of the MINI-INPUT by Dr. Helmut Meyer-Zollitsch, Director of Goethe-Institut Hanoi

Following the 8th INPUT Conference held in Helsinki in May 2014, the Goethe-Institut organised the 3rd MINI-INPUT from 25 to 27 September 2014 in Hanoi, Vietnam, hosted by Vietnam Television (VTV).

Goethe-Institut is an Associate Member of INPUT and initiated in 2012 the MINI-INPUT events around the world, in connection with the Annual INPUT Conferences. The MINI-INPUT gives an opportunity to the Asian broadcasters to watch a selection of programmes screened at the main INPUT.

The aim of this MINI-INPUT is not to screen the best TV programmes but the most interesting programmes in order to generate discussions among the broadcasters. Thus 16 selected TV productions from 12 countries were screened during 7 sessions in Hanoi in front of more than 50 TV producers, commissioning editors

and filmmakers coming from 14 countries (Australia, Cambodia, Germany, Laos, Indonesia, Japan, Malaysia, Myanmar, New Zealand, Philippines, Singapore, Taiwan, Thailand and Vietnam).

Many topics were covered as the role and importance of a strong opening for a TV documentary, how to make history TV programmes attractive or how the television can communicate with young people about sex issues or the dangers of the Internet. These screening sessions demonstrated how various and imaginative TV producers can be and allowed the participants to discover new TV programme concepts.

Each session was followed by fruitful debates and discussions that raised, among other matters, the difficulties that television organisations might face as programming sensitive content in a country due to cultural background or how



to bring back the audience considering the importance of the development of the new media today.

This event ended with the announcement of the 9th edition of the INPUT Conference, which will be held on 11 - 14 May 2015 in Tokyo, Japan, hosted by the Japan Broadcasting Corporation (NHK).

AIBD Programme Manager, Ms. Geraldine Mouche represented the Institute in Hanoi.





UNICEF

Bangladesh Awards Five Community Radio Stations

By **Mr. Bazlur Rahman**
 Chief Executive Officer, Bangladesh NGOs Network for Radio and Communication (BNNRC)

UNICEF Bangladesh has honored five community radio stations for their outstanding contribution in championing child rights during the 10th Meena Media Award 2014.

The five Community Radio stations of Bangladesh that received this award in the Radio category were: Community Radio Jhenuk 99.2, Community Radio Pollikontho 99.2, Community Radio Bikrampur 99.2, Community Radio Mahananda 98.8 and Community Radio Borendro 99.2.

Meena is an animated cartoon character who symbolizes a change agent and advocates the cause of children across

South Asia. The Meena Media Award was introduced by UNICEF in 2005 to celebrate excellence in creative journalism in both print and broadcast outlets.

The 10th award ceremony brought children's voices to the forefront through a colorful cultural event. An eight member expert panel of judges comprising of creative writers, veteran media professionals and academics assessed each entry through a strict marking process where the names of the participants were replaced by a specific code number.

Mr. Hasanul Haq Inu, MP, Minister, Ministry of Information, Government

of People's Republic of Bangladesh, UNICEF Representative Pascal Villeneuve and UNICEF Goodwill Ambassador & Film Actress Arifa Zaman Moushumi presented the awards to the winners at a ceremony held in Dhaka in the presence of media representatives, children and other distinguished guests.

Community Radio Jhenuk 99.2 has achieved the 1st position (under 18 category) in Radio Category on broadcasting an investigative report titled: The children of ASRAYAN (the govt shelter village) programme.

The 1st place winners were awarded about USD 600 while the 2nd and 3rd placers received USD 300 and USD 200 respectively, along with a crest and certificate to each winner.

Bangladesh NGOs Network for Radio and Communication is promoting the advocacy with the government in relations to community media with other organisations since its emergence from 2000. BNNRC has been addressing the community radio and community TV access issue for helping to bridge the information gap of rural Bangladesh.

After completing the annual surveillance audit of its management system last August 2014, AIBD was granted continued certification under ISO 9001: 2008 and ISAS BCP 9001:2010.

The auditor of the certification body, Malaysia SGS Sdn Bhd. Systems & Services Certification affiliated to International Standards Accreditation Services (ISAS), concluded that AIBD's management system was in line with the requirements of the standard. Its audit demonstrated the Institute's ability to achieve agreed requirements for services within the scope of its policies and objectives during the period under review from 2013 to 2014.



Mr. Yang Binyuan, Director AIBD, welcomed Mr. Eddie Fuad, Auditor from the SGS Sdn. Bhd. Systems & Services, and explained how ISO certification was important for the AIBD to maintain its credibility.



The audit, conducted on 28 August 2014, confirmed conformity of AIBD's management system to the requirements of the audit standard. It also confirmed that AIBD has effectively implemented the planned management system during the period under review, and that the management system of AIBD was capable of achieving the Institute's policy objectives.

The surveillance audit during the period under review from 2013 to 2014 focused on the core activities of the Institute in training, consultancy, publication, content production, conference and workshop organisation.

AIBD Continues to Enjoy ISO Certification

Mr. Fuad conducted a process-based audit focusing on significant aspects of risks and objectives as required by the standard. The quality management team at the Institute was led by Mr. Rabi KC, Programme Manager / Quality Manager, AIBD.



The audit methods used were interviews, observation of activities and review of documentation and records maintained. The auditor audited the staff from the Programme, IT, Administration departments and the Director who were responsible for maintaining various processes of the procedures. These procedures were related to aspects such as risk management, stakeholders' satisfaction, staff satisfaction, analysis of data and objectives from consolidated report, objectives, internal audit, continuous improvement action, programme planning



& production, etc. from the perspective of AIBD's management and quality management systems.



AIBD was awarded the ISO 9001 certificate in July 2009. In August 2012, the certification was renewed as conforming to ISO 9001: 2008 and ISAS BCP 9001: 2010. This certificate is valid until October 2015.

Director Binyuan Resigns from AIBD



AIBD Director Yang Binyuan has formally announced his resignation effective 15 September 2014 at the AIBD Executive Board and Strategic Planning Team meetings held during the AIBD General Conference in Phnom Penh, Cambodia. After the General Conference, AIBD published a recruitment notice to find Binyuan's replacement.

"This has been rather a sudden and hard decision, but given the poor health of my father and other family matters, I have decided to resign and go back to China to take care of my ailing parent," he said.

Binyuan officially announced his resignation to the SPT and Executive Board following his report on AIBD's accomplishments during the past 12 months. He said he plans to go back to China to take care of his father. He served AIBD for more than four years.

"You have contributed towards making AIBD stronger and more respectable in

the broadcasting world, and it saddens us that you have to leave the Institute," Mrs. Dra. Rosarita Niken Widiastuti, President of the AIBD General Conference, said during her welcome remarks at the inauguration ceremony of the AIBD General Conference in Phnom Penh.

She commended Mr. Binyuan for his dedication and support to AIBD members and urged him to continue helping the Institute in the future.

Mr. Anothai Udomsilp, Director of Academic Institute of Public Media, Thai Public Broadcasting Service, and Chairman of the AIBD Strategic Plan Team, expressed his and the members' gratitude for Binyuan's contribution and dedication. He also encouraged him to continue to work with AIBD in whatever capacity he may have in the future.

"I am very happy for what I have done in AIBD, having served the Institute with the best of my ability for the last four

years. My association with AIBD has been a memorable chapter in my life," Binyuan said.

He thanked members and partners whom he has met and from whom he has learned a lot for their support and understanding and promised to help facilitate the transition to a new leadership in AIBD.

"I will not leave broadcasting. I will still be a broadcaster and be involved in this industry," he said.

After the General Conference, AIBD published a recruitment notice to find Binyuan's replacement, which may take between three and six months.





GOOD GOOD STUDY, DAY DAY UP

Mr. Yang Binyuan, who served as Director of AIBD since September 2010 left the Institute in the middle of September 2014. Much has changed in those four years and to highlight his stint at AIBD, the Broadcaster sought an interview with him before his departure in Kuala Lumpur.

Did you achieve the goals you set when you started with AIBD 4 years ago?

When I took up the duties at AIBD in 2010, I summed up my goals in one word: “IDEA” with “I” standing for interests, “D” standing for dialogue, “E” standing for exploration, and “A” standing for accommodation. I had a sigh of relief when I left four years later that these objectives have been accomplished with the generous support of AIBD members and partners and my hardworking colleagues at the Secretariat. The role of AIBD has been strengthened not simply as a training institute, but also a platform where broadcasters from Asia-Pacific could exchange ideas and share experience on promoting media development and capacity building in the region and bring about positive changes in society.

What issues or problems did you encounter that somehow slowed down or postponed implementation of goals/programmes you set?

Well, idea matters, and money matters as well. That is probably the biggest challenge that I have encountered over the last four years from day one at AIBD, in addition to the hot and humid weather in Malaysia. With rising operating costs and shrinking international funding support, and fierce competition from brother and sister organisations, it has been a daunting task for us to find the niche market to serve the best interests of members and fulfill our mission.

During your 4 year stint at AIBD, what strategies or programmes of action have you contributed towards making AIBD more relevant and useful to members?

First of all, we are not merely chasing numbers, instead, we focus more on quality than quantity. On the one hand, we have implemented each and every training project in great details in terms of course design, selection of resource persons, workshop organisation and feedback study in order to achieve the best outcome for participants. On the other hand, we have tried our utmost to maximize the influence and impact of our flagship event, the Asia Media Summit (AMS) and turned it into the premier media gathering in the region. Each year, after consultations with members and partners, we have chosen the theme and topics for the AMS that are most relevant and beneficial to members. Secondly, we have highlighted the uniqueness of AIBD by launching the International Conference on Broadcast Training (ICBT) together with IPPTAR since 2013. We believe that we are not just providing training for members, we are helping them get ready for the future.

Who are the people or institutions that left a lingering impact on you as a professional?

I am grateful to all members and partners either individuals or organisations for their kind support and collaboration, of which I wish to specifically thank the hosts of the Asia Media Summit 2011 to 2014, namely Voice of Vietnam, Thai Public Broadcasting Service, Ministry of Communication and Information Technology, Indonesia, and Ministry of

Culture and Information and the General Commission for Audiovisual Media, Saudi Arabia. I also want to express my sincere gratitude to the hosts of the last four AIBD General Conferences (GC) that were held in Mongolia, Nepal, Myanmar and Cambodia. Last but not the least, my heartfelt thanks go to our neighbour, landlord, friend and Facebook follower, IPPTAR under the leadership of Dato’ Adilah. During my four years at AIBD, we have organised 4 AMS, 4 GC and 2 ICBT. I cannot imagine how we could manage to make the perfect ten without the guidance and support of all these highly professional colleagues and friends and they will definitely have a long lasting impact on my career and future endeavors. AIBD is like another college for me. I graduated after four years with a heavy and thankful heart.

What new challenges need to be dealt with by your successor?

AIBD is heading into its 40th anniversary in a few years time, which according to Chinese saying, it will be an age of confusion. It must map out new strategies and approaches in order to survive in the marketplace. With the changing media landscape and ever increasing demand from members, the Institute needs to evolve and be more innovative to provide the best possible and up to date training and capacity building.

Should the Institute focus more on new and emerging media training or should it keep what it has been doing for over 30 years? Should it expand to other areas?

I believe that it should keep the essence of its traditional training format while

[continued on page 33]

The AIBD staff arranged recently a farewell get-together for Mr. Yang Binyuan who had left his post as Director of AIBD effective 15 September 2014 due to family reasons.

Binyuan's decision to resign was officially announced at the 13th AIBD General Conference & Associated Meetings held in Phnom Penh, Kingdom of Cambodia on 13 August 2014.

The farewell party held on 29 August 2014 at the Institute's office in Kuala Lumpur was an expression of the staff's gratitude for his years of service to the Institute.

During the gathering, Mr. Binyuan received a plaque with the engraving, "In recognition of your invaluable contribution and service towards the Asia-Pacific Institute for Broadcasting Development (AIBD). All the best wishes for the future." The AIBD Director was also given a token of appreciation on behalf of all the AIBD staff.



AIBD Bids Farewell to Director Yang Binyuan

AIBD Deputy Director Mr. Marcel Gomez thanked Mr. Binyuan for his leadership and notable contributions during his stint at the helm of the Institute. Mr. Gomez sincerely wished him the best in his future endeavors in China.

Mr. Henning Effner, Director of FES Media Asia, Friedrich Ebert Stiftung (FES), one of AIBD's key partners, also presented Mr. Binyuan with a token of appreciation.

Mr. Binyuan took the opportunity to personally thank the staff members present and extend his appreciation for their support and contribution during his time. He conveyed how this period at AIBD was one of the most significant for



him in his life and brought him immense satisfaction. While he expressed his regret at having to leave, he said that this was not a final goodbye as he intended to visit often and keep involved with the Institute as it moves forward to the future.

Mr. Binyuan served as AIBD Director from 2010 to 2014. He is the first Chinese national to lead the international organisation in the field of electronic media development. Prior to this, he was Deputy Director of the Office of International Cooperation of China Radio International (CRI), Head of Broadcast of the Beijing Olympic Organizing Committee (BOCOG) and Secretary-General of the International Broadcast Centre (IBC) of Beijing 2008 Olympic Games.



[continued from page 32]
Good Good Study, Day Day Up

incorporating with new and emerging media training. Like I jokingly said to my colleagues at the Secretariat, we need old furniture because they helped establish who we are and what we have today, but we also need new furniture because they represent the future of the Institute for the next 10, 20 and 30



years. AIBD should continue to focus on training and capacity building as its sole mandate.

What are your plans for the future? In what capacity?

I will go back to China which is my home country and will continue to work in media and broadcasting sector. I will use what I have learned at AIBD to help China to better know the world and to be better known by the world. As I said at my farewell in Cambodia during this year's General Conference, I will not say goodbye to our members and partners as I am certain that our paths will cross again in the years to come. I will continue to good good study in order to be day day up and remain forever 'Yang.'



AIBD's New Logo Wall Displays its Annual Achievements

A new logo wall was set up at the AIBD office in Kuala Lumpur, Malaysia in September 2014. The logo wall serves as a showcase of highlights from various AIBD activities through photographs selected by the Secretariat.

The logo wall was first installed in the main hall and corridor of the office in 2011. Each year, the logo wall is changed to display photos of the achievements and events of the previous year, including the AMS, the General Conference, the ICBT, various training activities and international partnerships, as well as photographs of the office staff.



AIBD Members and Partners



Marcel Gomez

Marcel Gomez has been appointed Deputy Director of the Asia-Pacific Institute for Broadcasting Development (AIBD) on 14 August 2014. The appointment was announced by the President of the AIBD General Conference at the close of its meeting in Phnom Penh, Cambodia.

He joined the AIBD in 1985 and has served the Institute in various capacities. Prior to being appointed Deputy Director he was the Senior Programme Manager at AIBD.

During his 29 years of service to the Institute, he has been implementing various training projects on diverse topics throughout the Asia Pacific region. He has officially represented the Institute in many international conferences across the globe, articulating the region's concerns and responses to the changing media environment.

He was trained in Television Production in the early nineteen eighties in the Philippines. Later in 1989 he was trained in curriculum development at the Television Training Centre, Sender Freies Berlin, Germany.



Ram Chandra Lamichhane

Ram Chandra Lamichhane has been appointed as a new Executive Director of ACORAB Nepal, effective July 17, 2014. Mr. Lamichhane is a professional developmental facilitator with sound knowledge in development and communication issues. He is a sound academician with a MA in Rural Development, Political Science, LLB and Ph.D. Scholar on "Appreciative Inquiry for Sustainable Peace and Inclusive Community Development in Nepal". He is a certified facilitator from

CWRU USA on "Appreciative Inquiry for Positive Business and Societal Change". He is the Chairperson of Imagine Nepal; Eastern Research Institute of Positive Science and Technical Task Team Leader of Community of Evaluator, South Asia. He is also a writer of various Nepali and English articles.

Major Changes for AMIC with New Leadership and New Headquarters



The Asian Media Information and Communication Centre (AMIC), a long-term partner and brother organisation of AIBD has announced major changes to be effective in the near future.

The non-profit research institution, which was founded in 1971, has its headquarters located at the Nanyang Technological

University (NTU) in Singapore. However, it will be now relocating to Manila, hosted by a consortium of the Philippines Women's University (PWU) and the Asian Institute of Journalism and Communication (AIJC).

In another announcement, Dr. Martin Hadlow, who has been serving AMIC as Acting Secretary General for the past two years, has stepped down from his position but remains on the Board. The new Acting Secretary General will be Mr. Ramon Tuazon, current AMIC Board Member from the Philippines.

Mr. Arun Mahizhnan, Chair of the Board of Directors for AMIC, in a statement thanked NTU for their long-time association and support. He also expressed gratitude to Dr. Hadlow for his dedicated service to AMIC and welcomed Mr. Tuazon as he begins his term in leadership.



SAPPRFT TC Joins AIBD Family

AIBD is proud to announce that The Research and Training Institute of The State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) of China has become an AIBD Affiliate Member effective September 2014.

SAPPRFT is the administrative department which is responsible for giving guidelines to the development of radio, film and television undertakings across China. The Research and Training Institute of SAPPRFT is the largest education and training organisation in radio, film and TV industry of the country. With a desire to become a world-class training organisation, the Institute rolls out training programmes concerning professional qualification, media management, audiovisual archiving, broadcasting technologies, new media, etc.

The Institute allows experienced professionals to exchange their strategies with local radio/TV practitioners and give featured lectures or workshops on HR management, financing, brand construction and promotion, digitalization and other media related topics.

As for international cooperation, the Institute maintains close relationship with some of the most renowned international media institutions including UNESCO, ABU, ADB, AIBD, INA, and more, cooperating to organise international seminars, workshops and conferences, domestic and abroad.

Another field of practice for the Center is to host governmental projects concerning radio/TV broadcasting industry for other developing countries. As of August 2014, there are more than 1,700 officials and managers from 140 countries of five continents have come to take part in different kinds of seminars arranged by the Institute.

For more information on the Research and Training Institute of SAPPRFT, please visit: tc-sarft.com.

Asia-Pacific Institute for Broadcasting Development

IDEA MATTERS

www.aibd.org.my



AIBD

facebook 

www.facebook.com/myaibd

twitter

twitter.com/AsiaMediaSummit

BROADCASTER VOL. 13 No. 4 – October 2014

Published 4 times a year by the Asia-Pacific Institute for Broadcasting Development

Publisher

Yang Binyuan

Editor

Jose Maria G. Carlos

Editorial Assistants

Geraldine Mouche

Marcel Gomez

Saqib Sheikh

Office

Asia-Pacific Institute for
Broadcasting Development (AIBD)

PO Box 12066

50766 Kuala Lumpur

Malaysia

Tel : (60-3) 2282-4618

Fax : (60-3) 2282-2761

Email : devbroad@aibd.org.my

Website : www.aibd.org.my

Printed by

SP-Muda Printing Services Sdn. Bhd.

No 83, Jalan KIP 9

Taman Perindustrian KIP Kepong

52200 Kuala Lumpur

Malaysia

The views and opinions expressed or implied herein are those of the authors and contributors and do not necessarily reflect the views of the AIBD.