

Broadcaster

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Saudi Arabia Welcomes Delegates to 10th AMS Anniversary

**A Call for Non-traditional Approaches to
Social Media Use**



**Media that
Connects to
People Will Win**

**A Training Curriculum
Template for
Social Media Use**

**KBS Assures AIBD
of Continued Partnership
in Digital Technology**

**AIBD Supports
Gender Equality
in Media**



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.



**ASIA
MEDIA
SUMMIT**

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SAUDI ARABIA Welcomes Delegates to 10th AMS Anniversary



Dr. Riyadh Najm, President of the General Commission for Audiovisual Media (GCAM), Kingdom of Saudi Arabia, expects that metropolitan Jeddah, with a mix of rich heritage and traditions as well as shopping malls and food outlets, will provide a lively backdrop to the Asia Media Summit on 6-8 May 2014, a gathering of international broadcasters and media professionals who will examine issues related to its theme “Media and Diversity: Enriching the Broadcasting Experience”.

In a letter to all delegates, Dr. Najm said the Summit theme is especially timely as broadcasters worldwide acknowledge the growing need to incorporate diverse cultural expressions within their content.

“It is vital that broadcasters ensure that the broadcast experience for the audience is not just entertaining, but meaningful and relevant, and resonates with the diverse world we live in,” he said.

In his message to delegates, AIBD Director Yang Binyuan says the Asia Media Summit 2014 takes pride in promoting diversity in its many dimensions. In the choice of its venue, the Summit has been held in countries with varying levels of development and with people belonging to a mix of race, religion and culture.



“With media undergoing diverse and challenging developments in the Gulf region, AIBD holds the Asia Media Summit in Saudi Arabia, a first in the Institute’s history,” he said.



The Ministry of Culture and Information and the General Commission for Audiovisual Media, Kingdom of Saudi Arabia serve as host of the two-day conference.

Also celebrating its 10th anniversary, the Summit offers plenary session discussions and networking that can deal effectively with the new media landscape, in particular with the changing behavior of listeners and viewers who increasingly want to engage with media. It also aims to ensure that participants generate different and innovative approaches and strategies that can inspire to build vibrant communities and richness of human life.

Pre-summit events have been organised from 3-5 May 2014, highlighted

by the AIBD/EUROVISION ACADEMY/ CCTV Master Class on Social Media and TV Programmes, AIBD/UNESCO/Rotana Workshop on Media Ethics in the Age of Social Media, AIBD/ASBU Symposium on Public Service Broadcasting and AIBD Workshop on Media and Elections.

The Muslim delegates will have the chance to perform Umrah after the AMS.



“We welcome you again to our home, and hope that our hospitality and the quality of the summit combine to make this a memorable experience,”
Dr. Najm said.

Non-Traditional Approaches to Social Media Use



Y.B. Datuk Jailani Johari, Deputy Minister of Communications and Multimedia, Malaysia, has called on broadcasters to offer non-traditional approaches, ideas and proposals in optimizing the use of new media and social media.

He emphasized the role of training in the new media environment that has impacted social change.

“I invite all of us to be open and creative in our debates and bravely present non-traditional approaches, ideas and proposals, based on the best experience of your home regions,” Deputy Minister Jailani said at the inaugural session of the 2nd International Conference on Broadcast Training (ICBT) in Kuala Lumpur.

Some 70 delegates from more than 20 countries and regions participated in the two day conference from 24 to 25 February 2014 with the theme ‘Defining Training for New Media and Social Media.’

In his speech, Deputy Minister Jailani said relevant and meaningful training can be useful for broadcasters in harnessing, for instance, big data projects Malaysia is pursuing to enhance insights and decision making.

The conference held plenary sessions dealing with ‘Innovations and Trends in New Media and Social Media, Training Tools for New Media and Social Media: Aiming for Depth, and Effective

Curriculum Models for Social Media-Based Training’.

Aside from attending the plenary sessions, participants actively engaged in the World Café platform on 24 February where they shared their insights on the opportunities and challenges of the new media environment on training institutions, strategies and programs they can deliver to deal with the changing media landscape, and on collaborative efforts to transform broadcast training institutions.

During the closing ceremony of the Conference on 25 February, AIBD

[continued on page 5]



AMS 2014 Promoted at CABSAT

The Asia Media Summit (AMS) 2014 was promoted at the landmark 20th edition of CABSAT, the leading content creation, management and distribution event in the Middle East, Africa and South Asia (MEASA) from 11-13 March 2014 in Dubai.

More than 13,000 visitors from around the world attended this year's CABSAT, which featured some 900 exhibitors from over 60 countries and regions.

Across nine halls at Dubai World Trade Centre, the CABSAT show-floor was awash with dozens of regional and international product launches, as well as cutting-edge product demonstrations in the Content Delivery Hub – a dedicated zone for multiscreen digital entertainment solutions and distribution formats, turn-key content sourcing, management and marketing of content.



Non-Traditional Approaches to Social Media Use
[continued from page 4]

Director Yang Binyuan strongly urged broadcasters to move away from a business as usual attitude and exploit the diverse challenges and opportunities posed by social media and the emerging media platforms.



“Adopt, adapt or die. We must deliver value-driven training programs at every layer of the organization,” he said.

Binyuan said broadcasters have a daunting challenge and must adopt a

daring attitude to deal with the growing impact of social media and ensure continued growth of the industry.



Also at the closing ceremony, Dato' Adilah Shek Omar, Director, Tun Abdul Razak Broadcasting and Information Institute (IPPTAR), Malaysia said, “The conference was successful in presenting some best practices in social media-based training. Take back with you the lessons learned and put them to work.”



Dato' Adilah and Binyuan both thanked the participants, speakers and partners for their support, and looked forward to the 3rd ICBT.





AIBD to Offer Universal Curriculum Template for Social Media Use



AIBD recently organised a select group of members, partners and specialists to draft a broad curriculum template for broadcast training in social media and emerging media, identifying key training areas as well as prerequisite components for each module.

This initiative 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.

During the brainstorming session, participants identified key training areas to cover the following: discovering the depth of new media landscape, understanding enabling technologies, role of media and multi-platform in society, applying the enabling technologies, 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.

The meeting took place immediately after the 2nd International Conference

on Broadcast Training in Kuala Lumpur, Malaysia held on 24-25 February 2014 that saw the participation of some 70 broadcasters from over 20 countries and regions.

A highlight of this international conference was the plenary session on 'Effective Curriculum Models for Social Media-Based Training' which discussed curriculum models for Internet and social media-based education and



training and called for appropriate learning environment, content materials and educational instruction based on learning objectives and learner needs.

AIBD hopes to make the universal template for broadcast training in social media and emerging media as a publicly available published document that can serve as a reference guide for broadcast trainers in preparing their social media/emerging media training programmes.

Among those who participated in the meeting were Mr. Steve Ahern, CEO International Media & Broadcasting Academy (IMBA), Australia; Dr. Mike McCluskey, Independent Media and Broadcasting Consultant, Australia; Mr. Anothai Udomsilp, Director of Academic Institute of Public Media, Thai Public Broadcasting Service (Thai PBS), Thailand; Ms. Cosmalinda Simanjuntak, Programme Planning Manager, Televisi Republik Indonesia (TVRI) Training Centre, Indonesia; Mr. Holger Hank, Head of Department Akademie Digital, Deutsche Welle (DW) Akademie, and Mr. Jose Maria G. Carlos, Assistant Professor, University of Santo Tomas, Philippines and AIBD Consultant.

Also in attendance were AIBD Director Mr. Yang Binyuan, AIBD Deputy Director Mrs. Manil Cooray and the Institute's programme managers.

INTERNATIONAL CONFERENCE on BROADCAST TRAINING

24-25 FEBRUARY 2014 • KUALA LUMPUR • MALAYSIA

ORGANISED BY:



Defining Training for New Media and Social Media

Day 1

Monday, 24 February 2014

Inaugural Session and Keynote Address

SPEAKERS:



Y.B. Datuk Jailani Johari
Deputy Minister
Ministry of Communication and Multimedia
(KKMM), Malaysia



Dato' Adilah Shek Omar
Director
Tun Abdul Razak Broadcasting and Information
Institute (IPPTAR), Malaysia



Mr. Yang Binyuan
Director
Asia-Pacific Institute for Broadcasting
Development (AIBD), Malaysia

“Big data can be harnessed for various uses ranging from medical diagnosis to electoral surveys. Broadcasters can play an important role in these initiatives either by traditional means or through social media. Training is crucial in this matter so that optimum use is made of analyzing big data, taking into consideration the nation needs and of course without abusing it.”

“The theme which we have chosen today ‘Defining Training for New Media and Social Media’ is certainly most timely as we have to adjust to the most demanding and innovative environments in this technological age. We have to engage ourselves with our audience with interest, using new media and social media, hence become the dominant source of compelling content.”

“The new media landscape needs the setting up of an enabling organisational structure that calls for a new mindset and commitment across every sphere of the broadcast operation, and for a new learning setting that can increase employee’s competence, performance and productivity.”

**SESSION 1:
Innovations and Trends in New Media
and Social Media for High Impact
Training**

CHAIRPERSON:



Dr. Mike McCluskey
*Independent Media and Broadcasting
Consultant, Australia*

SPEAKERS:



Ms. Joanne Jongran Ha
*Senior Executive Producer
Korean Broadcasting System (KBS), Korea*

“The Korean Broadcasting System (KBS) is increasing its interaction with its audiences, no matter what device they are utilising, as one of three key strategies the organisation has employed to increase its social media use and reach. KBS also focuses on training and improving social media skills, and making social media a priority equal to its outreach strategies.”



Dr. Joanne Lim Bee Yin
*Deputy Director
Centre for the Study of Communications and
Culture University of Nottingham, Malaysia*

“We have reached an age where we are platform agnostic. The difference may no longer be about rural/urban but psychographic – we need to address the question of ‘who wants to know’. More importantly, the future is in video (instavideo), not in writing; write less, make it more RELEVANT.”



Mr. John Maguire
*Director
International Development of France Medias
Monde, France*

“The challenge is to transform traditional uniplatform news production units into new media hubs. The goals cover increasing product presence on a maximum number of interactive social media outlets to build notoriety and outreach. Training should include both formal and embedded, establishment of a new social desk and adoption of new structures and new job description.”



Mrs. Dra. Rosarita Niken Widiastuti
*President Director
Radio Republik Indonesia (RRI), Indonesia*

“The information is out there, it’s publicly available. And it’s ready to be used. The organisations that build comprehensive analytical program around it will be rewarded. The organisations that continue with traditional business models for analysis and measurement will be left behind.”

**SESSION 2:
Engagement and Collaboration: Taking
Training to a Whole New Height
(Café Conversation and Open Space Technology)**

CHAIRPERSON:



Dr. Mike McCluskey
*Independent Media and Broadcasting Consultant
Australia*

“Creative capacity with digital content is now almost infinite – editorial, creative and technical decision making requires broadcast content makers to be fully adept with current and emerging technologies. We need to learn to evolve with new and emerging technologies.”



**Discussion points:
Opportunities and challenges for the
broadcast and media training landscape**

Opportunities and challenges include the need for a mindset change among top management people, clear regulations, lack of funding and resources, weak content quality, slow pace of change to digital technology, lack of expertise, improved educational literacy and sourcing new media streams.



**Discussion points:
How broadcasters can transform their
media training institutions**

Several approaches cover engaging experts and multi-stakeholders, creating tools for content creation, updating content, pursuing role modeling for mindset change, decentralizing training and using technology to reduce production cost.



Discussion points:
Ways broadcasters can collaborate to implement changes to transform training institutions

Task forces should be formed to facilitate exchange of trainers and experts; offer a more modularized and interactive type of training curriculum relevant to broadcasters' needs; standardise techniques of training on new & social media; establish a web-based management protocol or a 'brokerage' of sort that facilitates generation of training data and regional exchanges and collaboration; and offer more conferences that will be web streamed to enable participation of more people.

Day 2

Tuesday, 25 February 2014

SESSION 3: Training Tools for New Media and Social Media: Aiming for Depth and Efficiency

CHAIRPERSON:



Dr. Kwai-yeung Cheung
 Former Head of Training
 Radio Television Hong Kong (RTHK)
 AIBD Consultant, Hong Kong



Ms. Cosmalinda Simanjuntak
 Programme Planning Manager
 Televisi Republik Indonesia (TVRI) Training
 Centre, Indonesia

"Broadcasters need to adapt to the new realities in the media environment by imbibing a new paradigm of learning that requires going back to the classroom to work out reinventing the organisation.

Media organisations need to ensure that top executives must have a mindset change that supports new ways of training staff and adapting to the demands of the changing consumer behavior."



Mr. Maxime Villandre
 Publishing Director
 IGN ASIA, Malaysia

"Broadcasters who have alienated themselves from viewers and listeners should engage more with their audiences, otherwise they may lose them more. Know your audience more will influence how you deliver your products and services effectively."



Mr. Steve Ahern
 CEO
 International Media & Broadcasting Academy
 (IMBA), Australia

"There is a need to restructure the training curriculum for broadcasters, one that is based on new technology, audience consumption trends and workflow. To produce a responsive curriculum, the redesigned training curriculum should cover strands on technology, content, production, audience, workflow and business."



Dr. Zhang Pukuan
 Executive Director General
 Research and Training Institute
 State Administration of Press, Publication,
 Radio, Film and Television, China

"Creative media using digital technology, network technology and information technology gives impetus to the development of training. High technology can bring us creative media by employing cloud computing, mobile communications, visual exchanges, mobile multimedia and artificial intelligence."

**SESSION 4:
Effective Curriculum Models for Social
Media-Based Training**

CHAIRPERSON:



Dr. Yahaya Abdullah
Trainer
KRU Academy, Malaysia



Mr. Azhar Azib
Founder/Principal
Rawonion Decisions, Singapore

“Any effective curriculum models for social media-based training must start

with the audience and an understanding of what motivates them towards social media and related interactions.”



Mr. Anothai Udomsilp
Director of Academic Institute of Public Media
Thai Public Broadcasting Service (Thai PBS),
Thailand

“We need to consider three key elements critical for effective curriculum models for social media-based training. These are connectivity, accessibility and affordability. Users must connect to the curriculum wherever they are. They must also have the means to use technologies.”



Mr. Holger Hank
Head of Department Akademie Digital
Deutsche Welle (DW) Akademie, Germany

“DW’s approach in pursuing training in the new media landscape is through e-learning. It is geared towards communication and cooperation. DW believes in using a blended type of learning that combines both face-to-face and on-line training.”



Mr. Ryad H. Ra'ad
Head of Programming,
Training Department
Arab States Broadcasting Union (ASBU) Training
Centre, Syria

“The social media networks do actually have their great impacts on people, but the open question remains: how do they positively or negatively affect any event or incident in our region, and what kind of a real support do they give to the popular uprisings or revolutions that are taking place in the Arab world, or even elsewhere?”

Effective Curriculum Models for Social Media Training

Any effective curriculum models for social media-based training must start with the audience and an understanding of what motivates them towards social media and related interactions.

It’s not just the curriculum, but the method and practice of teaching/learning must transform to embrace these ‘social norms’ ... sort of like “Education 2.0”.

Adding a social media platform to “old world” teaching approaches will not work.

These are some of the approaches that Mr. Azhar Azib, Founder/Principal of Rawonion Decisions, Singapore, suggested in his presentation during the session on ‘Effective Curriculum Models for Social Media-Based Training’ at the 2nd International Conference on Broadcast Training on 25 February 2014 in Kuala Lumpur, Malaysia.



As a marketer and management consultant, Mr. Azib recommended possible models. These are:

- Authentic (teaching/learning) processes that take advantage of what teachers and their students already do in real life. They are tweeting or blogging or sharing on Facebook. Sometimes they are doing so in selective circles, but the tools are designed to be open (not closed and controlled like an LMS) and membership is open to any and all interested parties.

- Control desired by educators and administrators will cripple engagement. The strength of a social tool is its use in social and informal contexts. Take those away and you have a formal and boring curriculum.
- Design tasks/activities so that content, skills and/or attitudes are learnt as they engage socially. Sometimes the learning happens as they interact; sometimes it happens after.
- Learners benefit by extending their network beyond ‘class and faculty’.
- Gamification: Fun, clear goals, achievement oriented, strategy + creativity.

To succeed, he said educators and curriculum designers must understand the dynamics of social media and its ‘inhabitants’. Participants must be ‘digital natives’ and the curriculum must promote or require active engagement – sharing, collaboration.

“Participants must see benefit of extended networking and must promote a culture of peer review, including feedback, and comments,” he added.



Senior broadcast managers from Cambodia participated in an in-country workshop on Broadcast Management from 13 to 17 January 2014 in Phnom Penh, Cambodia. The event was organised by AIBD, FES and the Cambodian Ministry of Information.

The workshop focused on the core elements of successful management and programming strategies in coping with the challenges brought about by new technologies and social media. By introducing new concepts, strategies, various effective styles and techniques, the senior broadcast managers, were expected to adapt to the changes in management and programming aspects necessary for survival in the competitive media market.

There were 18 participants enrolled in the workshop, mostly veteran broadcasters in TVK and RNK. Some of the participants are public figures in Phnom Penh, among them, Ms. Koch Meardey, a famous news anchorwoman and Mr. Thol Ngorn Thay, a news and program host and icon of TVK.



Adapting to New Technologies and Social Media



In the 5-day workshop conducted by the consultant, Dr. Kwai-yeung Cheung from Hong Kong, various management skills, including but not limited to time management, newsroom management, programming strategy, conflicts handling, team building, and crisis management were introduced. Dr. Cheung stressed that as the workshop facilitator his role was not to provide answers, but to inspire their individual thinking.

Divided into three teams, the participants interacted perfectly. When a concept or a case study was raised before the groups, the participants were asked to express their views and debate among themselves. The consultant was pleased to comment that they were keen in relating the case to the reality in Phnom Penh.

At the end of the workshop, the participants submitted their “business plans” in which they were required to apply the skills and knowledge they acquired in the workshop into practical proposals. It was a delight to see a lot of creative ideas being raised, including how to form an entertainment channel, and how to execute the “digital project in 2020”.

Looking back at the discussion stemming from the workshop, as the participants commented in their self-review, it was indeed highly interactive and fruitful. One of the participants commented that “I’m going to utilize my newly gained knowledge/skills and attitude to improve organizational and broadcasting system in my institute”.



Invitation to AIBD GC 2014

AIBD and our host organisation, the Ministry of Information of the Royal Kingdom of Cambodia, are pleased to invite AIBD members and partners to the **40th Annual Gathering / 13th AIBD General Conference & Associated Meetings**, to be held from 13 – 15 August 2014 in Phnom Penh, Cambodia.

The venue of the Conference will be the Intercontinental Hotel, Phnom Penh, where the delegates for the conference and accompanying persons will be accommodated.

The annual meetings including the General Conference, Strategic Plan Team Meeting and Executive Board Meeting will be held from 13-14 August 2014,

bringing together all AIBD members, affiliates and partners.

A full-day excursion will be organised on 15 August 2014 for all delegates and accompanying persons to show the beauty and serenity of Cambodia, a country rich in cultural heritage and natural beauty.

AIBD calls on members to participate in the conference and ensure its success.

AIBD Director Yang Binyuan said the Institute and the conference host organisation look forward to the opportunity of meeting all their colleagues in Phnom Penh.





Asia Media Summit

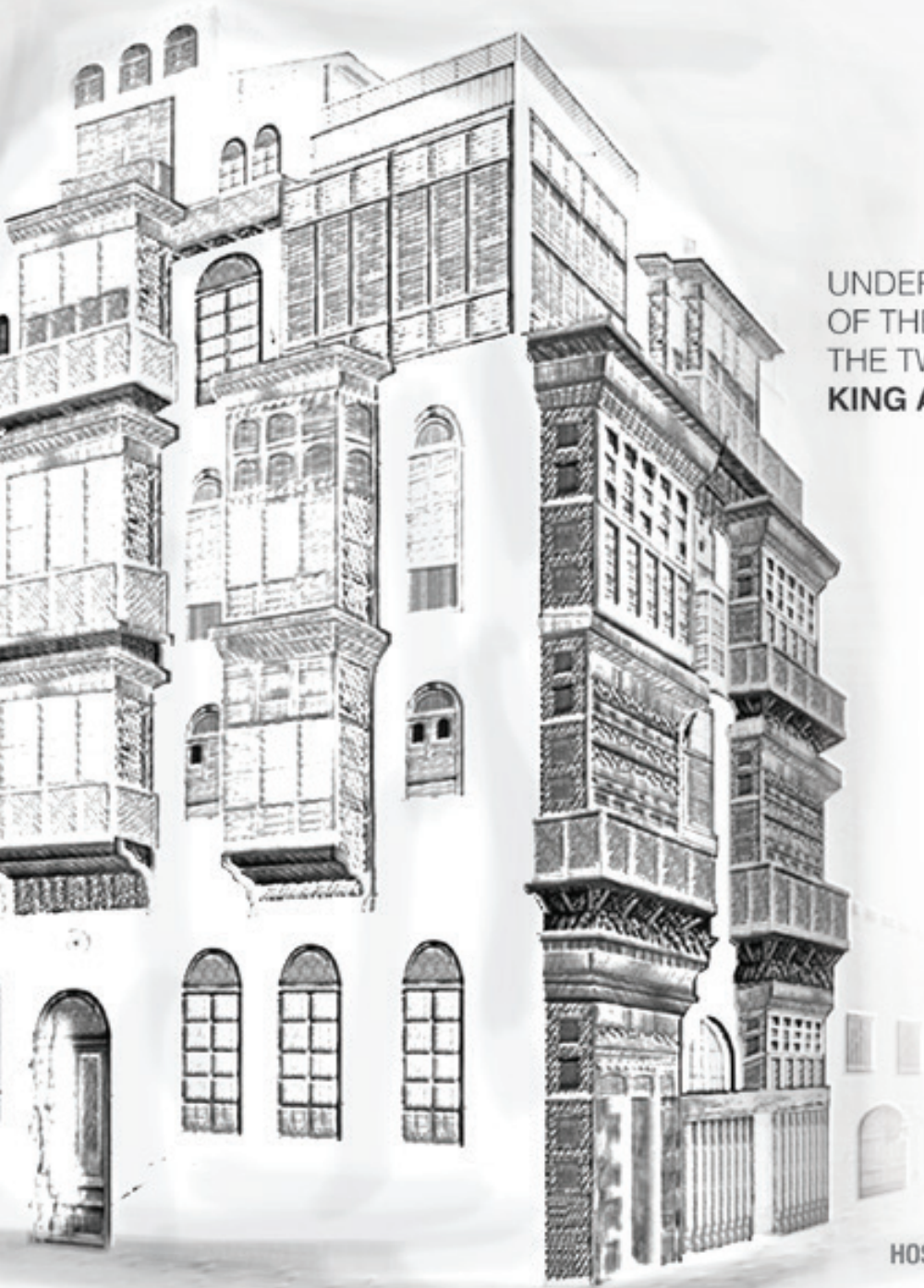
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ASIA MEDIA SUMMIT 2014

6-8 May • Jeddah • Saudi Arabia



UNDER THE PATRONAGE
OF THE CUSTODIAN OF
THE TWO HOLY MOSQUES,
KING ABDULLAH BIN ABDUL AZIZ

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الهيئة العامة للإعلام المرئي والصوتي
General Commission for Audiovisual Media



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PRE-SUMMIT EVENTS



AIBD Workshop on Media and Elections, 3 – 5 May 2014

Participants in this workshop will work with the resource person to develop strategies that will empower their organisations to make a mark in the coverage of elections. A special emphasis will be laid on methods to assimilate inputs from social media and disseminate the outputs of broadcasting organisations through online media. The participants will also examine various aspects of the critical role of media in elections and promoting democratic values.



AIBD/EUROVISION ACADEMY/CCTV Master Class: Social Media and TV Programmes, 4 – 5 May 2014

EBU and EUROVISION ACADEMY will collaborate with AIBD and China Central Television (CCTV) to present their Master Class, an internationally recognized primary training format, on “Social Media and TV Programmes”. The Master Class will focus on the relationship between broadcasting and social media. Beyond the social media tools themselves, this Master Class will also consider what it means to be truly social with your audience. What should broadcasters do on and offline to build a meaningful social relationship with the audience.



AIBD/UNESCO/Rotana Workshop on Media Ethics in the Age of Social Media, 5 May 2014

Media ethics in the age of social media will be particularly relevant in the Middle Eastern context given the occurrence of recent momentous events in that part of the world. The workshop will deal with a range of topical issues of practical importance to broadcasters and other media professionals, including how awareness of ethical norms can help to promote responsibility, professionalism and accountability, and to avoid the risks of gravely offensive or other harmful output within a journalistic context, especially in the age of social media. The panel discussion included in the workshop programme will focus on the role of self-regulation and co-regulation and discuss the ethical dilemmas and the role new co/self-regulatory mechanisms have played in countries which have been undergoing transition, including in the Arab region, where events have been brought into sharp focus through the use of social media in an unprecedented way.



AIBD/ASBU Symposium on Public Service Broadcasting, 5 May 2014

The one day pre-summit on AIBD /ASBU Symposium on Public Service Broadcasting will provide a sound platform for professional dialogue among media practitioners, experts in PSB and partners from Asia and Arab countries to discuss the emerging factors and the best approaches to the future of public service broadcasting in the Arab world. The deliberations will focus on the profound changes in the Arab countries due to the emergence of a large number of broadcast media channels, technological proliferation, media convergence and the daunting changes that have significantly affected the media environment paving the way for developing the concept and establishing a Public Service Broadcasting system in the Arab region.



Broadcasters in today's complex media environment face two critical tasks: one, to make sense of the diversity of technology, content, skills and standards that can enrich their audience experience and sustain the organisation; and, two, to make sense of the vast array of ideas, opinions, perspectives and cultural background that can contribute to a critical understanding of political, economic, social and human development.

These tasks become daunting amidst fierce competition, limited resources, difficulties in adopting and adapting to new ways of thinking and concerns of misunderstanding, conflict and disunity diversity can engender.

At the Asia Media Summit 2014, broadcasters will have a platform to examine the many dimensions of diversity, and its impact on crafting a clear vision and innovative strategies in order to build a sustainable organisation and foster a 'media organisation and a society of difference'.

Day One – Tuesday, 6th May 2014

0930 – 1015 Inaugural Session and Keynote Address

1015 – 1030 Coffee Break

1030 – 1130 Plenary Session 1

Rise of International Satellite Channels: Bane or Boon?

The emergence of satellite broadcasting besides other transnational information and communication technologies has opened the airwaves to cultures everywhere. This has exposed audiences to a diversity of new ideas, opinions and perspectives with great political and economic benefits for the countries involved. But along with these advantages is the threat of uniformisation of culture, intolerance of differences and ultimate loss of many of the cultural practices unique to a region. Do these threats outweigh the advantages or vice versa? How can broadcasters deal better with the pluses and minuses of satellite broadcasting? What are some best practices to minimize the ill effects on local cultures?

1130 – 1150 Special Address

1150 – 1205

Presentation of the World Television Awards 2014

1205 – 1305 Plenary Session 2

TV and Web Convergence, Mobile TV: What's Next on the Screen?

Today it is difficult to imagine life without TV and the Internet as many more audiences consume these major platforms. Though they have yet to intimately and fully embrace each other, they now co-exist. Through new technology and applications, their convergence is making TV and the web more personal, more participative and more permanent. Mobile TV is another platform that is increasingly attracting consumers' attention.

What are the new trends on TV and web convergence as well as mobile TV? How are innovative companies dealing with these platforms? Will TV just serve as another screen to consume Internet content? What types of content are feasible for the small screen?

1305 – 1400 Lunch

1400 – 1530 Plenary Session 3

Towards Robust and Effective Media Regulation: Opportunities and Challenges

Broadcasters have invariably dealt with tensions arising from media regulation. By its very nature, regulation sets limit to freedom, which is a key principle in many democratic societies. With the advent of new technology and social media, increasing flow of goods, services and workers across regions, and growing demands on media organisations to sustain business, are existing objectives for media regulation outdated? If so, what should be the focus for the future? To what extent has technology altered regulatory paradigms? Is light-touch regulation the way forward? Should regulation respect cultural differences between societies, or are there certain immutable norms which transcend national boundaries?

1530 – 1600 Coffee Break

1600 – 1730 Moderated Debate

Media's Watchdog Role: How Far should it Go?

In both new and old democracies, media has served as the eye and ear of government activities and its excesses. The objective is to ensure that individuals and institutions who are mandated to serve the public interest remain responsible and accountable. This watchdog role helps bring about good governance. Conversely, it can also have negative impacts. Too much adversarial reporting, some critics say, diminishes public trust and support for government, and may even trigger chaos in countries transitioning out of conflict. How far should this watchdog role go, particularly in societies where strict government restrictions or the demands of commercialism exist? To what extent can we practice it so that media becomes not an obstacle, but a positive force for reform and change?

2100 Gala Dinner and Cultural Show

Day Two – Wednesday, 7th May 2014

0900 – 1030 Plenary Session 4

Media in Emergency Situations

2014 marks the centenary of the start of World War One and the 10th anniversary of the tsunami in Southeast Asia. In both events and in many other wars and disasters, media has played a crucial role in providing perspectives on the issue and the solution and contributing towards easing or aggravating conflicts and emergency situations. As conflicts continue to beleaguer many nations and climate change altering our environment with numerable and unexpected consequences, are media organisations delivering the highest standards of journalistic practice? To what extent has new technology helped practice good journalism? Are they going beyond reporting and engaging in humanitarian activities in times of conflicts and disasters?

1030 – 1100 Coffee Break

1100 – 1230 Parallel Session 1

High-Impact Learning for Organisational Performance

Innovation is a key factor in driving media's business growth and effective service to society. This requires a strong and consistent culture of learning and exceptional performance in an organisation. Are media companies preparing well enough to accelerate innovation and cultivate talents? Are they finding traditional training approaches still useful or are they adapting to new technologies and new ways of thinking about training? How are they training, recruiting and developing the best talents for organisational performance? What best training practices are in place to meet high-impact learning?

Parallel Session 2

Radio & New Media: Empowering and Engaging Audiences

Doubts persist that listeners will abandon radio for new media and Internet alternatives. Radio will be a distant memory of past glories, critics say. However, this traditional media platform has remained relevant and sustainable, defying more than a decade's worth of new media death notices. Listeners keep listening, and perhaps growing through various delivery platforms and media buyers keep buying. Radio stations are increasingly tapping new media to empower and engage audiences. How do innovative radio companies do it successfully? What are some

approaches of engaging through new and social media, storytelling and innovative radio formats that empower listeners.

1230 – 1400 Lunch

1400 – 1530 Plenary Session 5

Is the Newsroom Adapting and Innovating Enough?

Newsrooms face numerous opportunities and threats generated by new technologies and the rise of social media and citizen journalism. They have to cater to consumers who want news at their fingertips, anytime, anywhere, and expect it to be up-to-the-minute and information-rich. With new technology, viewers can engage with journalists at the scene of a story, or even chat with story-makers themselves. Through social media, viewers share in the newsrooms' gatekeeping function, allowing them to delve into stories relevant to them. Are newsrooms coping with fast changing media consumption habits? Are they innovating enough to reach more audiences and deliver relevant information? What is the newsroom's future to best serve the public?

1530 – 1600 Coffee Break

1600 – 1615 Summary of Parallel Sessions 1 & 2

1615 – 1730 CEO Roundtable (*Moderated Discussion*)

Building Media as a Responsible Corporate Citizen

Doing good makes good business sense all the time. It is the essence of the corporate social responsibility principle some media companies adhere to by ensuring active compliance with laws and ethical standards and offering corporate philanthropy to further some social good. Some align directly their efforts towards corporate social responsibility with their business strategy. Others pursue a shared value model based on the idea that corporate success and social welfare are mutually dependent. What strategies do media companies adopt to become more responsible corporate citizens? How do they deal with the challenges and threats when implementing their CSR strategy? What are some best practices?

1730 - 1800

Invitation to the Asia Media Summit 2015

Closing Remarks

Day Three – Thursday, 8th May 2014

0900 – 1700 Full Day Excursion

ABU President Visits AIBD



Mr Gil Hwan-Young, President and CEO of Korean Broadcasting System (KBS) who is also the new President of ABU, paid a courtesy call on the AIBD Secretariat in Kuala Lumpur on 13 January 2014.

Mr Yang Binyuan, Director of AIBD warmly welcomed the President and his

entourage from KBS. He also welcomed Dr Javad Mottaghi, ABU Secretary General, who accompanied the President during his visit to Malaysia.



The brief yet cordial discussions during the meeting focused on renewing the bilateral partnership with KBS, ABU and AIBD. The AIBD Director recalled his visits to KBS and mentioned that he looked forward to more cooperation with

KBS in training and media development as well as organizing high-ranking conferences of the Institute under the leadership of the new President of KBS and ABU.

Mr Gil Hwan-Young assured Director Binyuan that KBS will continue to cooperate with AIBD. He said that KBS, as one of the leading broadcasters in digital and new technology, among others, would certainly look into possibilities of joint partnerships in launching relevant events that can further benefit AIBD members in need of training and expertise.

Mr Gil Hwan-Young was elected as ABU President at the 50th ABU General Assembly in Hanoi in 2013 for a term of three years.



ITU/AIBD Training on Digital Broadcasting



The International Telecommunication Union (ITU) and the Telecom Regulatory Authority of India (TRAI) in partnership with the Asia-Pacific Institute for Broadcasting Development (AIBD), Asia-Pacific Broadcasting Union (ABU), Ministry of Science, ICT and Future Planning (MSIP), Republic of Korea and Ministry of Internal Affairs and Commu-

nications (MIC), Japan organised a three day training on "Digital Broadcasting Technologies and Implementation" from 5-7 February 2014 in New Delhi, India.

This training has been developed as part of the broadcasting program within the framework of the ITU Centers of Excellence for the Asia-Pacific region. It was



attended by more than thirty participants who are policymakers, regulators, corporate executives and managers, administrators and officials dealing with digital broadcasting implementation.

The three day training covered most of the issues related to digital broadcasting, among them, digital broadcasting trends across the globe and digital dividend, short introduction on digital TV broadcasting standards (DTMB, ATSC, ISDB-T, DVB-T/T2), ITU guidelines on

[continued on page 19]



Don't Alienate Your Audience

Know your audience more.

Training on 25 February 2014 in Kuala Lumpur, Malaysia.

In his presentation, he shared his company's experience for the last 15 years of involving their community in several online platforms, freely allowing them to share content and engage with each other.

"Our website is free to anybody and the community we have built makes sure that no one misuses it. And those who regularly connect and interact with us receive some incentives," he said.

Ms. Cosmalinda Simanjuntak, Programme Planning Manager, Televisi Republik Indonesia (TVRI) Training Centre, Indonesia, also spoke at the conference and said to adapt to the new realities in the media environment, broadcasters need to imbibe a new paradigm of learning that requires going back to the classroom to work out reinventing the organisation.



She said media organizations need to ensure that top executives must have a mindset change that supports new ways of training staff and adapting to the demands of the changing consumer behavior.

"To date, TVRI's business policy needs to be more relevant to the new media environment. It does not have a social media policy which is an urgent imperative given the increasing popularity of this platform," she said.

Maxime Villandre, Publishing Director, IGN ASIA, Malaysia, advised broadcasters to engage more with their audiences, saying some may have alienated themselves from viewers and listeners, and this may result in losing their audiences.

"Know your audience more will influence how you deliver your products and services effectively," he said.

Mr. Villandre spoke at the 2nd International Conference of Broadcast

ITU/AIBD Training on Digital Broadcasting
[continued from page 18]

digital broadcasting (updated version including IPTV, Satellite TV, Cable TV), and country case studies. Other topics included mobile TV broadcasting, policy and regulatory framework for digital broadcasting services, cable TV and satellite TV technologies, cable TV and satellite TV implementation cases, IPTV technology and standards and digital radio standards. Technologies and implementation issues were also discussed.

Mr. Brahima Sanou, Director of ITU's Telecommunication Development Sector, sent to AIBD an anniversary certificate and expressed ITU's sincere thanks to the Institute for its support and participation in the ITU activities over the past 10 years.



Training Approaches in the New Media Environment

these institutions into more effective providers of knowledge and skills in the new media environment.

Some of the challenges were the lack of good curriculum content and training experts, slow pace in migrating to digital, limited access to new technology, and difficulty in adapting to change.

To deal with these challenges, participants cited other strategies such as offering more conferences that will be web streamed to enable participation of more people, and turning training institutions into centers of innovation and excellence.



For broadcast training institutions to be attuned and responsive to the demands of new media and social media, they need to form task forces that will facilitate exchange of trainers and experts, and offer a more modularized and interactive type of training curriculum relevant to broadcasters' needs. They also must establish a web-based management protocol or a 'brokerage' of sort that facilitates generation of training data and regional exchanges and collaboration.

This proposed brokerage platform should be spearheaded by AIBD that will commit a dedicated new media team to deal with broadcasters' needs in training.

These were some of the approaches delegates to the 2nd International

Conference on Broadcast Training in Kuala Lumpur identified to transform broadcast training institutions amidst the changing media landscape.

They generated these strategies through the World Café platform that facilitated conversations and generated insights that matter among the participants. This exercise held on 24 February 2014 focused on the theme "Engagement and Collaboration: Taking Training to a Whole New Height."

Grouped in clusters, the delegates discussed and identified the opportunities and challenges facing broadcast training institutions and approaches to transform



These centers should have these qualities: management support and engagement, a digital way of thinking among broadcasters, upgraded facilities with digital capabilities, enhanced trainers' expertise, and profit centers.



Need for a Responsive Training Curriculum



Mr. Steve Ahern, CEO of International Media & Broadcasting Academy (IMBA), Australia, has called for a restructuring of the training curriculum for broadcasters, one that is based on new technology, audience consumption trends and workflow.

To produce a responsive curriculum, he suggested that the redesigned training curriculum should cover strands on technology, content, production, audience, workflow and business.

For the technology strand, for instance, he said this should touch on subjects like mobile, social media and broadcast platforms.

Mr. Ahern spoke on 'Training Tools for New Media and Social Media: Aiming for Depth and Efficiency' at the 2nd International Conference on Broadcast

Training on 25 February 2014 in Kuala Lumpur, Malaysia.

The audience remains the driving force of change and broadcasters need to know the audience more and know what they are doing so that media companies can be responsive, he said.

In his presentation, he cited the connected household which shows that people are watching television while simultaneously using other devices like smart phones and tablets.

"We must also know how people consume and use the medium. For instance, consumers use TV for entertainment and games. Those who listen to radio do something else while those on iPad/tablet search and surf. And mobile phone users connect and interact with friends," he said.

The Korean Broadcasting System (KBS) is increasing interaction with its audiences, no matter what device it is utilizing, as one of the organization's three key strategies to increase its social media use and reach. Two others include focusing on training and improving staff's social media skills, and making social media a priority equal to its outreach strategies.

Ms. Jongran Ha, KBS Senior Executive Producer, shared her organisation's social media strategies at the session on 'Innovations and Trends in New Media and Social Media for High Impact Training' during the 2nd International

Increasing Social Media Use and Reach

Conference on Broadcast Training in Kuala Lumpur, Malaysia.

In her presentation, she said KBS is developing expert groups to manage social media.

"Instead of asking producers and programmers to become experts, KBS is employing social media public relations teams to make its social media efforts more responsive and effective," she pointed out.

KBS is creating opportunities for audience participation in its programming. Through its platform called TVUT, which will be launched later this year, Ms. Jongran said viewers will be able to engage with programming by expressing their opinions, predictions and comments in real time through a second screen, such as their smart phone or tablet.

"TVUT will bring viewers even closer to the action, commenting and connecting with KBS and each other," she said.



Media that Connects to People Will Win



Dr. Joanne Lim Bee Yin, Deputy Director of the Centre for the Study of Communications and Culture, University of Nottingham, Malaysia, says in a networked world, media whose primary value lies in its ability to connect people will win and practitioners need to listen and connect more with them.

She shared her insights on how broadcasters can generate high impact training in a presentation at the 2nd International Conference on Broadcast Training on 24 February 2014 in Kuala Lumpur.

The online landscape has certainly become more social and content rich, with expanded use of photos, video and audio, she said, and people are creating more interaction and participation.

“Call it what you like – collective identity, new nationalism, a new generation, a new mainstream. New media needs to be used as drivers of participation and broadcasters need to be trained to listen and engage with society in that manner,” she said.

She urged broadcasters to listen more to the youth who want to be heard and want attention.

A recent study of youths in Malaysia and Singapore she conducted revealed that



(From left): Mr. Jose Ma. Carlos, Broadcaster editor, connects with Dr. Joanne Lim Bee Yin

they are passionate, among others, about national unity, clean politics, tolerance and acceptance, entrepreneurship, the environment, poverty, war and world peace, discrimination, ethics, engaging in religious dialogue, and revamp in the education system.

“More importantly, the future is in video (instavideo), not in writing; write less, make it more RELEVANT,” she said.

With the increasing noise on the Internet and the Internet becoming more niche, media practitioners need to realize people want to share the story, the information, the content, rather than owning it.

“Listen to the youths. Build a platform for them (i.e. Citizen journalism and be committed to it – don’t set it up and then have conversations with them about whose news is it if they post on your website – they will be betrayed). Get them involved, they’re the way forward,” she stressed.



Women Make the News 2014



AIBD as a partner of UNESCO continues to support the global policy advocacy initiative called “Women Make the News (WMN),” that is launched annually to promote gender equality in the media.

In a message to AIBD members, the Institute endorsed the theme set forth by UNESCO for 2014 “Advancing Global Partnerships to Achieving Gender Equality in and through Media” as we celebrated the International Women’s Day on 8 March 2014.

UNESCO also launched the official website for the Women Make the News 2014. This is a direct follow-up to the Global Alliance on Media and Gender and a first step towards its operationalization.

We encourage members of AIBD to be an active part of this initiative.



Computer Training for PBC Management

By Mr. Abid Dasti

Assistant News Editor, Pakistan Broadcasting Corporation

Fourteen management staff of the Pakistan Broadcasting Corporation (PBC) participated in a five-day basic computer training dealing with OS (Window 7), Office Automation and Email held from March 10 to 14 at the PBC Headquarters in Islamabad.

Participants appreciated this initiative, the first phase of the basic computer-training program, which was expected to address some resistance in the development of a new viable organizational culture.

Addressing the certificate distribution ceremony of the training course, Director General of PBC, Ms. Samina Parvez said such trainings are aimed at equipping the senior officials with the latest applications, skills and gadgets to make them abreast with the modern day techniques. The Director General reiterated that more training courses would be organized to further enhance capabilities of professionals.

PBC has initiated in-house computer training programs for their other employees working in programs, news, engineering and administration as well.

Director General Meets Editorial Staff

Director General of PBC, Ms. Samina Parvez recently met with the editorial staff of PBC News Department and discussed ways to enhance performance. She said that credibility is the most



important asset of Radio Pakistan and it is all the more important, in this age of media competition, that credibility of news is evaluated before being aired.

Pakistan Poetic Contest

Director General of PBC, Ms. Samina Parvez says the Institution has effectively disseminated messages, which are true representation of the people.

She expressed this view during the All Pakistan Poetic Competition Ceremony in connection with Pakistan Day held at the Pakistan Broadcasting House in Islamabad.

The national Poetic Contest was held at all the regional stations of Radio Pakistan. Its aim was to encourage poets to keep alive this literary form and build patriotism among the citizens. Three winners were chosen at every regional

station. The jury then selected three top winners from a total of sixty winners in the country.

Ms. Samina Parvez distributed the souvenirs and cash prizes to the winners.



Turn Knowledge and Skills into Action



Dr. Kwai-yeung Cheung, Former Head of Training at Radio Television Hong Kong (RTHK), has advised broadcasters to turn into action the knowledge and skills learned from the in-country workshop on Broadcast Management for Senior Managers held in Kathmandu, Nepal from 10 to 14 February 2014. He served as the consultant of the workshop, which was organised by AIBD, FES and hosted by Nepal Television (NTV).

Thirteen veteran managers from Nepal TV and Radio Nepal participated in the 5-day workshop which focused on the core elements of successful management and programming strategies. The work experience of the participants ranged from 10 to over 30 years.

The TV market of Nepal is over-crowded, with 32 terrestrial TV stations plus more than 70 cable TV channels, most of which are foreign TV channels from India. NTV performs a dual role, a national TV established by the Government and a Public Services Broadcaster. Under such situation, NTV faces a dilemma between competing against commercial sectors for advertising revenue on the one hand and providing information and publicity for the public on the other hand. Both the staff from NTV and Radio Nepal were eager to seek for a magic formula to overcome the dilemma.

During the workshop, Dr. Kwai-yeung Cheung interacted with the participants on many occasions. The participants were divided into three teams with members of different professions, including the

staff from News, Engineering, Business and Administration Departments. It was a good mix. Whenever the consultant raised a question, the teams were able to generate different perspectives for discussion.

Throughout the entire workshop, participants actively engaged in discussions and learned to apply some concepts, one of them, the idea of the “magic formula” applied by the US local TV stations. The day after the consultant discussed this idea, Mr. Khagendra Khatri, the News Director of Radio, said he applied the “magic formula” in his newsroom. The consultant was very impressed that the participants could apply successful models in their daily operations, which was the spirit of the workshop: turn knowledge and skills into action.





CMC Vietnam Joins the AIBD Family

CMC Vietnam, a post-production company specializing in subtitling, dubbing and voice-over, has joined AIBD as an affiliate member. CMC Vietnam is based in Ho Chi Minh City and operates within the entire region of Asia-Pacific.

As part of Monal Group, a leading French post-production company and thanks to over 30 years experience in the field of post-production for the international film and TV industries, CMC Vietnam has rapidly forged a solid reputation as a key reference for subtitling, voice-over and dubbing, in all languages and formats.

To date, CMC Vietnam is responsible for the subtitling, recording of voice-over or dubbing of more than 60,000 hours of feature films, TV programs, advertising and corporate videos each year.

For more information, please visit their

website: www.cmcvn.com

AIBD's New Year Party



With the success of 2013 and looking forward to an exciting and prosperous 2014, AIBD staff held their annual get-together in Kuala Lumpur on Friday, 24 January 2014 – an auspicious and a lucky day for prosperity.

Director Yang Binyuan welcomed the AIBD staff and colleagues from FES to the annual gathering. He said 2014 was an auspicious year according to the Chinese Lunar Calendar.

“Looking back 2013 was a rewarding year for the Institute with many achievements from the successful Asia Media Summit in Indonesia to the AIBD General Conference in Myanmar and the first International Conference on Broadcast Training in Kuala Lumpur,” he said.



He thanked the staff and said “that these achievements were mainly due to the small team of dedicated staff members who were working together as a family.” In 2014 he said “we are yet to face

the unprecedented challenging times in the broadcast industry and to work more closely with each other in these unpredictable times and to be ready to take more responsibilities.”



The organising committee's efforts were well paid-off with different games participated and more over enjoyed by all.



Myanmar Radio & Television towards Public Service Broadcasting

By Ms. Khin Sabai

Assistant Director, IR Department, MRTV, Ministry of Information

After about five decades of authoritarian rule, the elected government of Myanmar which took office since 2011 has undertaken reforms in four critical areas, namely: political, economic/social, public administration & private sector development. All are being pursued with an inclusive and participatory approach, with greater transparency & sense of accountability. And all the significant outcomes are achieved through collective efforts, cooperation among the State, people and our development partners.

Reforms have also been introduced in the media industry.

Myanmar Radio & Television (MRTV)

MRTV the state media under the Ministry of Information started its radio service on 15 February 1946, and its analogue (NTSC) TV service in 1980.



Dr. Sai Mauk Kham, Vice-President, Republic of the Union of Myanmar, graces launching of MRTV's Digital TV Broadcasting System & 3 New Channels

On 15 October 2013, MRTV saw the launching of Digital TV Broadcasting -MRTV, MITV, plus 3 new channels, namely: Farmers, Parliament & National Races simultaneously under DVB-T2 Digital system, covering Nay Pyi Taw, Yangon & Mandalay in the first phase.



U Ye Htut & U Pike Htwe, Deputy Ministers, Ministry of Information, visit MRTV's Digital TV Broadcasting System and 3 new channels

MRTV's DVB-T2 transmitter can transmit up to 15 to 16 channels within 8MHz bandwidth that will provide high-quality programs on TVs having DVB-T2 Set Top Box or Digital T2 Tuner even from the border areas of Myanmar, a country of diverse topography with over 100 ethnic groups.

For this reason, National Races Channel is being introduced covering – individual needs, national progress and keeping viewers abreast of everything. The Farmers Channel features concerns of peasants who constitute 70% of the population. The Parliament Channel highlights MPs' and people's voices, rural development and poverty alleviation.



Production of 27th SEA Games in Myanmar



Arrangements are being made to make available Free to Air & set top boxes for free to the needy and non-profit organizations during the transitional period for Analogue Switch Over (ASO) by 2020.

Radio

Big cities now enjoy FM system service to be extended with early warning system to deal with natural disasters. Like TV, radio has also changed its presentation style with the inclusion of people's voices and interviews from bureaus.



Journalism course organized by BBC Media Action with MRTV

[continued on page 27]

RADIO: Shaping Lives of Women

By Mr. Abdul Raof Khan

News Editor, Pakistan Broadcasting Corporation

Women parliamentarians, educationists, intellectuals, broadcasters, writers, social workers and eminent women recently gathered at Radio Pakistan on the eve of this year's International Women's Day to highlight the positive impact radio has had in shaping lives of women in the country.

Women parliamentarians Najma Arshad, Perveen Masood Bhatti and Shahnaz Salim Malik recalled that radio was part of their daily lives when they were students. They said this medium inspired them

to move forward and rise to eminence, in particular, Radio Pakistan, proved an engine in bringing about positive change in society, particularly in the lives of womenfolk.

Mrs. Perveen Masood Bhatti said women have been playing a very important part in Pakistan's development. She said the women are working in almost all the fields, which is a good sign.

Mrs. Shahnaz Salim Malik expressed pleasure to note that girls' education

has also witnessed a surge in Pakistan, which will go a long way in women empowerment.

Ms. Samina Parvez, Director General of Radio Pakistan, said Radio Pakistan has always been in the forefront to create awareness among women about their rights. New programmes have also been introduced to keep the womenfolk abreast of latest developments and consolidation of their empowerment, she added.

At the ceremony spread over three sessions, prominent women said that while highlighting national issues, Radio Pakistan also focused on women problems and created awareness in this regard. It encouraged women to come forward and play their role in different fields of life. They held the view that this medium can educate the illiterate women in rural areas to make them useful members of the society.

Member Provincial Assembly Najma Arshad said women in rural areas need to be made aware of their rights.

Prominent social worker Tahira Abdullah said while laws have been enacted for the protection and empowerment of women in Pakistan, their implementation needs to be ensured as well.



Many speakers recalled how Radio Pakistan motivated them to come forward in defiance of social taboos and play constructive role. They hailed the contribution of the organization to educate the people and impart knowledge of different subjects including the national language, history, culture, science and technology and other fields. The speakers said being voice of nation, Radio Pakistan, promoted women artists, writers and poetesses along with male artists and writers.

Myanmar Radio & Television towards Public Service Broadcasting [continued from page 26]

MRTV has also undertaken several training programs to build capacity and competence of their staff. In 2013 the following initiatives were pursued:

- Workshops on production, engineering, computer and the web supported by ASEAN, China and India
- Myanmar & PSB, Journalism, Integrated News Room supported by BBC Media Action
- Disaster Reporting and Current Affairs supported by IMS, AIBD, ABU
- Studio; OB van; Camera HD, Live (SEAGAMES) supported by NHK and Korea



U Tint Swe, Director-General, MRTV meeting with DW Akademie at MRTV in Nay Pyi Taw

- Organizational structure organized by DW Akademie

Veteran broadcasters also hailed the working environment in Radio Pakistan that always encouraged them in practical life. They were of the view that radio can effectively be used for women empowerment and upbringing of a new generation.



Media Leaders Roundtable at Boao Forum

As part of the Boao Forum for the 2014 Asia Annual Conference in Hainan Province, China, a Media Leaders Roundtable was held on 8 April 2014 inviting senior media executives from nearly 20 countries across the world to discuss the opportunities and challenges in the digital age.

With the theme of 'Innovation and Responsibility of Media in the Digital Age', media leaders from Australia, Cambodia, India, Jordan, Korea, Laos, Myanmar, Sri Lanka, Singapore, United Kingdom, United States and Vietnam, shared their insights and experiences during the roundtable discussions.

With the development of information technologies and the Internet, what changes will technical revolutions bring to the global media landscape? What difficulties will media organisations encounter in the path of innovation? Through what revolutions could media outlets release new growing motivation and shoulder greater responsibilities, while promoting the development of human civilization?



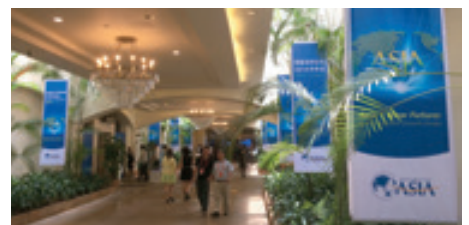
Mr. Wang Gengnian, President of China Radio International (CRI) and organiser of the event, moderated the roundtable discussions. He stressed that the media leaders roundtable provided a platform to examine the many dimensions of media and diversity, and its impact on crafting a clear vision and innovative strategies in order to build a sustainable organisation and foster a 'media organisation and a society of difference'.



Mr. Yang Binyuan, AIBD Director attended the roundtable as a special guest. He addressed the meeting that based on the principles of broad, open, accommodating and mutual benefit, a regional platform needs to be established to encourage media dialogue and cooperation in the Asia-Pacific region, especially with the changing landscape in today's complex media environment.

The Boao Forum for Asia is a non-profit organisation that hosts high-level forums for leaders from government, business and academia in Asia and other continents to share their vision on the most pressing issues in this dynamic region and the world at large. The Forum is modeled after the World Economic Forum held annually in Davos, Switzerland. It has its fixed address in Bo'ao, Hainan, China.

The Forum initiated since 2002 is committed to promoting regional economic integration and bringing Asian countries even closer to their development goals. This year's Forum from 8-11 April 2014 is under the theme 'Asia's New Future: Identifying New Growth Drivers'.

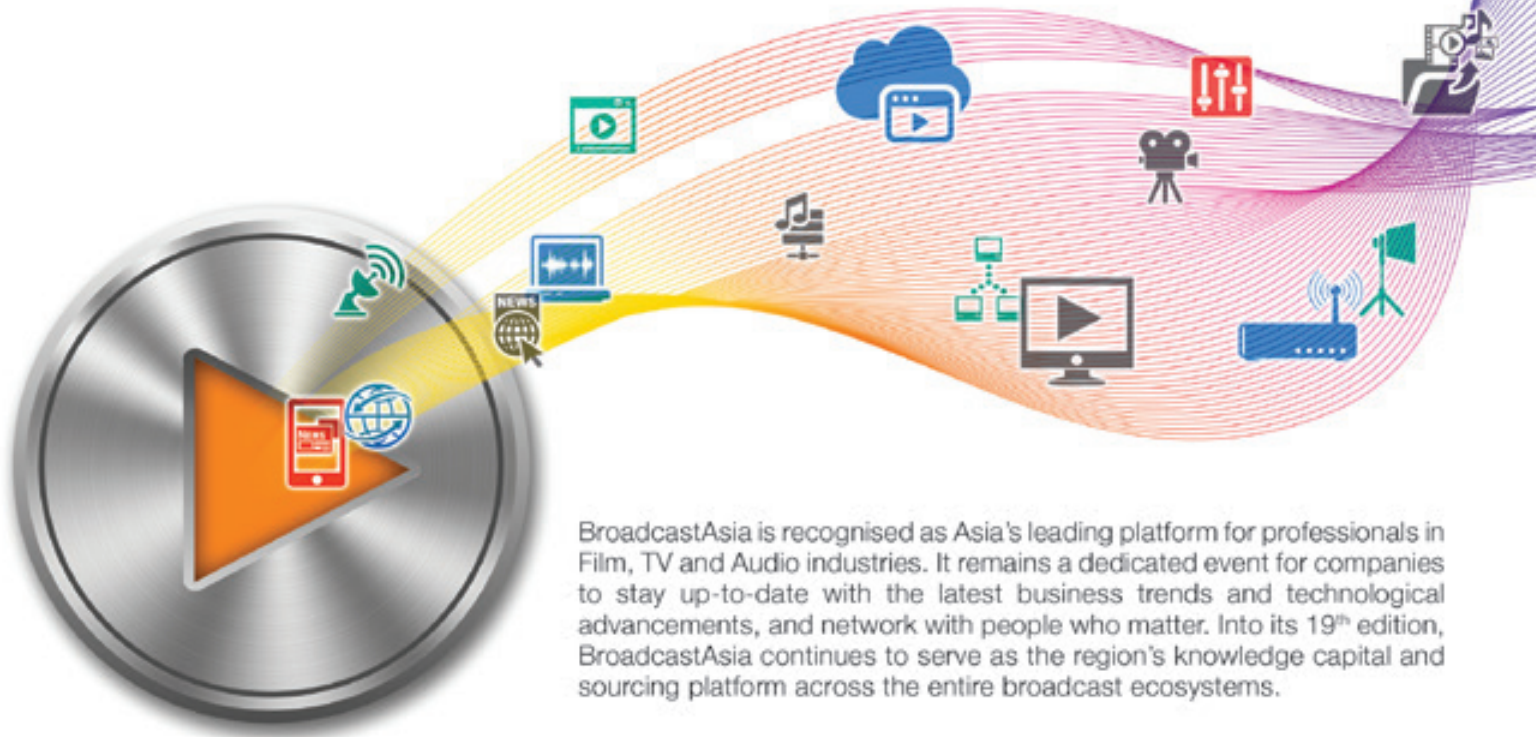


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AIBD Members and Partners

**TVRI's New
President Director**



Iskandar Achmad has been appointed as the President Director of Televisi Republik Indonesia (TVRI) for a term from 2014 to 2017.

He was formerly regional Head of TVRI West Java station, TVRI South Sumatera and TVRI Surabaya.

Mr Iskandar Achmad replaced Dr H. Farhat Syukri who was TVRI's President Director since 2012.

**New DG at
Lao National TV**



Bunchao Phichit is the new Director General of Lao National Television (LNTV).

Born in 1956, Mr Phichit graduated with a master's degree in Photo Physics at the Technology University Dresden (Germany) in 1984 and has been working in the sector of cinema/ film for 30 years.

From May 2008 to February 2014, he was Director General of the Cinema Department. His initiative for the government to establish the Lao National Film Archive and to re-establish the Lao Cinema Department has been successful. Under his direction, the Lao heritage films are well safeguarded.

**New MD
at PTV**



Renowned journalist and TV anchor **Muhammad Malick** has been appointed the Managing Director of Pakistan Television (PTV).

Before this assignment, Mr Malick, who held key positions in different media houses, was serving as editor of a private TV channel.

In his journalistic career spanning over two decades, he held top editorial positions in both print and electronic media. He was also the Resident Editor at The News, Islamabad.

**New SLRC
Chairman**



Wimal Rubasinghe has been appointed the Chairman of Sri Lanka Rupavahini Corporation (SLRC).

He was appointed following the resignation of former chairman Mohan Samaranayake as the Rupavahini Corporation chairman from 1 January 2014.

With post graduate diploma in management and diploma in journalism, Mr Wimal Rubasinghe has 30 years' service experience in the senior executive posts.

**New CEO for
Macau's Public Broadcaster**



Manuel Pires is the new CEO of Macau's public broadcaster Teledifusao de Macau (TDM) from March 1, 2014. Pires, who was chairman of the TDM board, will serve a term of three years.

Born in Macau, Manuel Pires holds a degree in Public Administration and a Bachelor's Degree in Public Relations. He started his career in 1983 at the Tourism Bureau and has been a member of the TDM board since 2001.

In a press conference, Mr Pires said that the public broadcaster would continue in its role to "establish Macau as an international center for tourism and leisure and to promote cooperation with Portuguese-speaking countries".

Mr Pires replaced Mr Leong Kam Chun, who resigned on 5 February 2014 after three years in charge.

**Radio Mozambique's
New CEO**



Faruco Sadique Ibraimo is the new CEO and President of Radio Mozambique.

Mr Ibraimo, 46, a journalist with over two decades' experience has a background in both newspapers and community radio.

He pioneered FORCOM (Forum for Community Radios) in Mozambique. Prior to the CEO position at Radio Mozambique, he was Editor-in-Chief of "Diário de Moçambique" – a daily national newspaper in Mozambique.

Radio Mozambique is state-run, operating as a national network, as well as provincial and local channels in Portuguese, English and indigenous languages.

**New Rector/
President of UNISSULA**



Prof Dr Anis Malik Thoha is the new Rector / President of the Islamic University of Sultan Agung (UNISSULA) in Semarang, Indonesia for a 4-year term (2014-2018).

He replaced the previous rector Prof Kamaluddin Laode Masihu.

Mr Anis, born in 1964, was the former Director of the International Islamic University of Malaysia (IIUM) .

He has an illustrious Islamic academic accolade and holds a Ph.D. from the International Islamic University in Islamabad, Pakistan. Mr. Anis is also known as an expert on religious pluralism.



AIBD



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