

Mr. Janis Karklins, UNESCO Assistant Director General, says broadcasters need to anticipate change, prepare for it in the digital age, to be able to be ahead of competition, and become more competitive and better equipped to serve their clients as well as the development process.

Broadcasters Must Anticipate Change and Prepare for it



He said AIBD's relevance remains as strong as ever particularly in the digital environment as the Institute assists broadcasters in building awareness and understanding of new technologies and their impact, in anticipating change and in preparing them for it.

In an interview with the *Broadcaster*, Mr. Karklins said AIBD is well placed to contribute towards building the capacity of broadcasters in the digital era, and UNESCO is always ready to partner with the Institute and similar organizations in this effort.



Vietnamese journalists interview Mr Karklins at AMS 2011

UNESCO helps in capacity building among member states. In particular, it has made available a model media curriculum for training journalists, now in use by some 50 countries across the globe including some Asia countries. This curriculum, he said, is adapted to the needs of each country.

Digital Media for the Good of Society



UN Secretary-General Ban Ki-moon, has called on States and the broadcast media to work together to bridge the digital divide so that all people can benefit. He appealed to them to promote and protect freedom of expression and association "to make the most of the power of digital media to transform lives and societies for good."

"These are fundamental rights that States have obligations to fulfill," the UN Chief told some 500 foreign and local participants to the Asia Media Summit 2011 in Hanoi, Vietnam on 24-25 May 2011. AIBD with local host The Voice of Vietnam organized the Summit supported by major partners UNESCO, Friedrich Ebert Stiftung and the Mediahub as well as by 17 co-sponsors.

In his video message at the inaugural ceremony, Secretary-General Ban Ki-moon urged broadcasters and new media players to promote multiple languages in new media and ensure free access to the Internet and social media tools everywhere in order to bridge the digital divide.

Vietnamese Deputy Prime Minister Nguyen Thien Nhan delivered the keynote address, highlighting Vietnam's initiatives to keep pace with global technological advances through the introduction of digital terrestrial TV services in 2005. Vietnam was one of the first countries within Asia Pacific and the world to digitize broadcasting transmission.



Vietnamese officials led by Deputy Prime Minister Nguyen Thien Nhan, AIBD and UNESCO representatives listen to UN Sec. Gen. Ban Ki-moon

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Mr. Nguyen Thien Nhan, Deputy Prime Minister of Vietnam

“We are moving forward, updating technologies, professionalizing programs, and diversifying content to meet the increasing demand of domestic and foreign audiences,” Deputy Prime Minister Nguyen Thien Nhan said.



Maldives Minister and AIBD GC President Thoyyib Mohamed Waheed

For his part, Mr. Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and Culture, Maldives and AIBD General Conference President, said television has to be a dynamic platform that incorporates new digital technology, accommodating changing consumers’ experiences and creative strategies to generate new programs and revenues as well as pursue their role in development more effectively.



Mr. Janis Karklins, UNESCO Assistant Director General

Mr. Janis Karklins, UNESCO Assistant Director General, stressed the need to invest in capacity building efforts for broadcasters in the digital environment not only through in-house digital media training, but also through the use of open courseware.

He said UNESCO would continue to partner with organizations to improve the quality of media training and ensure wider access and accessibility to information.



Major local newspapers like Viet Nam News headline AMS activities

Prof. Dr. Vu Van Hien, President of Voice of Vietnam, lauded the Summit as a major communication event and urged participants to share their expertise and experience to improve broadcast industry services in the digital era.



Prof. Dr. Vu Van Hien, VOV President

With the theme: “Digital Media Everywhere: Repositioning Broadcasting,” the Summit focused on identifying and pursuing strategies in technology, content production, management performance and business models, among others. It featured eight plenary sessions and more than 40 speakers, most of them media experts and CEOs of broadcast organizations and development institutions from across the globe.



No longer business as usual

AIBD Director Yang Binyuan said the AMS 2011 contributed to the growing consensus that it was no longer business as usual for broadcasters in the battle for attention that has become more intense than ever in the digital world.



AIBD Director Yang Binyuan

In his closing remarks, he said the Summit has helped raise awareness and understanding among broadcasters of new and innovative ideas as well as opportunities offered by technological advances and multiple delivery platforms such as the web, mobile, and social media that will expand their audience reach, address strong competition and improve their products and services as well as business returns.

The Summit provided broadcasters best practices from different parts of the world on how new content and new formats could be produced for multiple delivery platforms, and on pursuing strategies to manage change and enhance organizational and human resource performance in the digital world.



(Right): Vietnamese Deputy Prime Minister Nguyen Thien Nhan exchanges pleasantries with Minister Thoyyib Mohamed Waheed and Director Yang Binyuan



Mr. Cao Yin from SARFT, China and Chairman of the AIBD Strategic Plan Team meets AMS delegates

Another achievement was the opportunity to network with CEOs and other top officials of both private and broadcast organizations as well as development institutions across the globe that facilitated exchange of knowledge and expertise and prospective collaboration in content sharing and training.



Mr. Binyuan said the Summit achieved significant success that benefited not only AIBD, its member broadcast organizations, partners and other media stakeholders across the globe, but also Vietnam and its people.

The Summit featured seven presummit events that addressed other concrete needs of broadcasters such as pursuing more urgently the switchover from analogue to digital, strengthening capacity building initiatives with the use of new and social media, tapping quality management standards to improve performance, and pursuing better content acquisition, market share and revenues, among others. These events contributed to responding to broadcasters' needs in the region.



Vietnamese media interview an Arab broadcaster



He said for AIBD and its partners, the Summit served to foster a more meaningful relationship with broadcasters by identifying some of their urgent needs in capacity building, and pursuing specific responses to enhance competence and professionalism of their employees.



Mr. Thepchai Yong, Managing Director of Thai PBS talks about next year's AMS with local media



The next Asia Media Summit will be held in Bangkok on 29-30 May 2012, which Mr. Thepchai Yong, Managing Director of Thai PBS promised would be another unique and exciting experience for broadcasters in Asia Pacific and beyond. Thai PBS will be the host of AMS 2012.



Public Participation Issues in AMS 2012

Mr. Thepchai Yong, Managing Director of Thai PBS (TPBS), has proposed that the Asia Media Summit 2012 in Bangkok further examine public participation and development issues that somehow find not as much attention in mainstream media.



“That covers an examination of public service broadcasting as a platform to get citizens engaged in the building process and in building democratic institutions,” Mr. Thepchai stressed in an interview with the *Broadcaster*.

At the last AMS in Hanoi, Mr. Thepchai invited some 500 local and foreign participants to come to the Thai capital and promised a meaningful and exciting two-day Summit. He said TPBS is honored to host the next AMS, and preparations are ongoing in coordination with AIBD to ensure a successful event.



AIBD Director Yang Binyuan with Thai PBS Delegation to AMS 2011

Mediahub Launched at AMS 2011

Mediahub, a convenient and cost-efficient e-platform for content providers and users to share, buy and sell programs, was officially launched on May 25th, 2011 at the Asia Media Summit 2011.

This business-oriented video sharing website is a new service AIBD members can benefit by uploading, sharing, exposing their trailers, demos or pilots to more than 140 registered high profile customers ready for content acquisition.

AIBD Director Yang Binyuan and Mr. Hughes D'Annoux, Chairman of Worldview Global Media Centre for Development and the Global Media Centre for Development graced the launching of Mediahub.

In his message, Mr. D'Annoux said Mediahub is an essential service for broadcasters to tap content from leading content providers across the globe. He said there has been excitement over this

service that hopefully will lead to more face to face engagement and help secure business opportunities to buy and sell content between content providers and content users.



(Left): Mr. D'Annoux and Director Binyuan at the Mediahub launching

Mr. Binyuan urged AIBD members to take advantage of this service, which will add value to their programming for greater

audience reach as well as open up new business opportunities, and expand their market share and maximize distribution revenues.

At the launch, participants had the opportunity to view a short video clip of the Mediahub profile, its benefits to subscribers and some trailers it has secured from some content providers around the world.

Mediahub also provides other services to include capacity building, marketing and promotion, and educational certification.

Mediahub is operated by the Kuala Lumpur-based Global Media Center for Development (GMCD), a joint initiative between AIBD and WGMH.



AIBD certified as ISO/ISAS compliant for 2011

By Mrs. Manil Cooray, AIBD Deputy Director

AIBD is in its third year of being certified as ISO 9001: 2008 and ISAS BC 9001: 2008 compliant by the Media & Society Foundation in Switzerland. This reflects the Institute's competency and credibility in pursuing initiatives in media management systems.

The objectives were to check the compliance of the management system with the standards, the efficiency and performance of the quality management system, and to improve the areas identified in the last surveillance audit, with focus on identifying potential risks, non-

The certificate, which will be renewed in June 2012, covers AIBD training, consultancy publications, content production and conferences.



The external audit as required by the certification process on the performance of the management system was carried out at AIBD on 27th June 2011. The scope covered all activities organized by AIBD with a particular focus on co-production activities and improvement actions since the last surveillance audit in April 2010.

conformities and accuracy of compliance in the documentation.

During the one-day rigorous exercise, the external auditor undertook scrutiny of all procedure authors, the quality manager, executive officer administration, and the finance officer including AIBD Director Yang Binyuan.



The lead auditor was Dr. Magali Modoux, Director, Ethics, an organization specializing in ethical integrity and corporate management standards in Geneva. In her concluding remarks she said she was impressed by the commitment and the efforts of the AIBD secretariat, congratulating the staff members for carrying out their challenging task successfully, with a lot of additional work with new staff, and changes in the top management at AIBD during the last year, yet, maintaining its conformity with the quality management system.

Addressing More Demands to Migrate to Digital

The demands for more services and licenses from broadcasters and other digital stakeholders, and the need to improve telecom and other services are pushing governments in the Asia-Pacific region to commit and act soon in implementing digital migration.

“Governments are being challenged to accommodate digital migration in a manner that will be affordable especially to low income groups,” Mr. Colin Knowles, an ITU consultant, told the *Broadcaster* recently. He said the need in the region to promote education and communication, improve literacy and lower public service costs would be addressed significantly in a digital environment.



A recent ITU survey on the general situation of digital broadcasting in Asia Pacific reveals that 10 of the 22 respondent countries and regions had implemented DTTB by 2010 while four others are in the process of introducing this technology by 2015.

The 10 countries and regions include Australia, Cambodia, China, Japan, Korea, Malaysia, New Zealand, Singapore, Vietnam and Hong Kong. Mongolia, India, Sri Lanka and Tonga are moving towards DTTB by 2015.

Mr. Knowles who was engaged by ITU to update the digital migration guidelines for Asia Pacific says this figure is significant across the region, but much more has to be accomplished.

He admitted that governments need to show more political will and an understanding of the many benefits of digital technology to fast track implementation of digital migration. “Upgrading skills of those affected will also be critical for the transition,” he said.

Mr. Knowles helped undertake a pilot program for digital migration in Mongolia, which started in February 2011. During his stint as Engineering Director of Australia Broadcasting Corporation (ABC) from 1997 to 2009, he supervised digital broadcasting in ABC. He also worked as a regulator at Australia’s Department of Communication from 1992 to 1997.

She also emphasized the importance for members and partners of AIBD to be responsive in providing feedback to the Institute. In particular, she took note of the Institute’s efforts to identify members’ needs to service them better, which is within the requirements of the quality management systems.

“This is yet another achievement and credit to AIBD’s competence and credibility as a leading international broadcasting institute. It has continuously endeavored to improve and fulfill the expectations of its stakeholders in benchmarking, promoting



and implementing best practices in management, technology and contents for media organizations in the Asia-Pacific region,” she said.

Mr. Binyuan thanked Dr. Modoux for her comments and expressed appreciation for his small yet committed staff who worked efficiently to comply with the certification as the institute takes more challenging and new approaches in serving its members.

Digital Transition in Pakistan

Pakistan has been slow in migrating from analogue to digital because the government and relevant stakeholders are presently preoccupied with addressing security issues particularly terrorism and violence and the recent massive floods, both of which have generated an economic loss of more than 80 billion US dollars and widespread death and injury to thousands of Pakistanis.

“Our nation’s resources have been diverted to these two concerns, and we will need at least about eight to nine eight years to fully implement the digital shift. But I remain optimistic that we will be digital by 2020,” Mr. Murtaza Solangi, Director General of Pakistan Broadcasting Corporation (PBC), the state-run radio service of Pakistan, said in an interview with the *Broadcaster*.



PBC is doing its part to fully benefit from the digital environment, expanding its operations in various delivery platforms. Mr. Solangi said they are now streaming 14 radio channels on the web including Facebook. It has also made available live streaming of its 10 channels on smart phones. Pakistan with a population of 170 million has currently 100 million phone users. Mr. Solangi is in charge of some 2,700 PBC staff and 5,000 part time workers.

“We also link all our stations with text messaging and social media facility to be able to reach out to more audiences,” he said.

It is the young people of Pakistan (about 70% of the country’s population belong to the 30 years old and below age group), comfortable with new media, who are driving changes in media.

He said what we need is more broadband infrastructure and additional training programs in digital and related technologies.



ASIA MEDIA SUMMIT 2011

Hanoi, Vietnam, 24 - 25 May 2011

Day 1 - Tuesday, 24th May

Inaugural Ceremony:



Mr. Ban Ki-moon
Secretary-General, United Nations

“Challenges remain. Let us work together to bridge the digital divide so that all people can benefit. Let us promote multiple languages in new media and let us ensure free access to the Internet and social media tools everywhere..... Freedom of expression, information and association are not abstract principles. They are bedrock rights that States have obligation to fulfill. All of these are essential to make the most of the power of digitala media to transform lives and societies for good.”



Prof. Dr. Vu Van Hien
President, The Voice of Vietnam (VOV), Vietnam

“The powerful development of the Internet and digital technology has brought both opportunities and challenges to the broadcast industry. With the strong support of the government, the Voice of Vietnam has made breakthroughs in applying advanced radio technologies including digital technology to make its services more effective and attractive.”



Mr. Thoyyib Mohamed Waheed
Minister of State for Tourism, Arts and Culture, Department of Information, Maldives, and President of AIBD General Conference

“With ‘digital everywhere,’ the battle for attention is more intense than ever. Radio and television can no longer be just a ‘box’ in the living or dining room. It has to be a dynamic platform that incorporates new digital technology, accommodates changing consumers’ experiences, and allows for creative strategies to perform financially and pursue their role in development more effectively.”



Mr. Janis Karklins
Assistant Director-General, Communication and Information Sector, UNESCO

“Media organizations need to ensure that their professionals are equipped with the necessary skills to work in the fast and competitive environment. The high quality of journalism will ultimately be judged on the accuracy and objectivity of the stories written and the programs made. If high standards are going to be maintained in the digital world then journalists must have the editorial skills and need to be proficient in using new technology, so that they can become editors and publishers as well as producers of their work.”



Mr. Nguyen Thien Nhan
Deputy Prime Minister of the Socialist Republic of Vietnam

“The Government of Vietnam attaches great importance to the development of the media and has enacted many effective policies to facilitate the broadcasting industry in each stage of development of the nation..... After a four-year trial, the Government of Vietnam decided to introduce digital terrestrial television services using the European-based DVN-T standard throught the country in 2005, making Vietnam one of the first nations in the region and the world to digitize broadcasting tarnsmiissions.”



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

“We call on all of you, the AIBD family and other stakeholders here, to be more actively involved in designing and conducting the summit, including its content to ensure that this gathering will remain relevant and useful to the whole industry and to our society.”

Session 1: Creative and Innovative Ways to Create & Use Content



Chairperson : Ms. Moneeza Hashmi
President, Commonwealth Broadcasting Association and General Manager, International Relations, HUM TV, Pakistan

Speakers:



Mr. Chang Lei (Right)
Channel Cooperation Executive Director, China Network TV (CNTV), China

“Our content will be tailored according to users’ interest and demands and then distributed to different channels, which has increased the efficiency of the usage of the content greatly. The delivery platforms are the core part of this opening model. All these platforms are called integrated broadcast-controlled system. Rich content plus efficient delivery platforms allow CNTV to reach to their audiences.”



Mr. David Botbol
Electronic Media Manager, France Televisions, France

“Hybrid Broadcast Band TV is a new industry standard in Europe to harmonize the way viewers access Internet services on their connected TV set. In France, the new TV sets with HbbTV have just arrived in the market, which will allow viewers access to a lot of data on the screen.... Connected TV is an opportunity to reinvent TV and provide viewers new content and

services, and bring back in front of the TV set part of its lost audience.”



Mr. Azhar Borhan, General Manager
PrimeWorks, Media Prima, Malaysia

“No matter what delivery platforms we employ, some principles will remain critical and important. Relevance is more than just picking topics which match viewers’ interests. Relevance also comes through portraying values the audience can identify with.”



Ms. Joanne Teoh
Director, Sapphire Studios, Singapore

“We work with grassroots storytellers to produce social documentaries to make a positive impact. Participation in the documentary experience is through citizen journalism to diversify the picture and the voice. We are exploring transmedia to teach youth video skills and storytelling strategies for activism, partnering grassroots story makers with communities to advocate positive outcomes on issues.”

Session 2: Embracing Social Media: Impact on Television



Chairperson : Dr. Eun-Ju Kim
Regional Director, International Telecommunication Union (ITU), Regional Office for Asia and the Pacific, Thailand

Speakers:



Mr. Rajendra Shende
Head OzonAction Branch, United Nations Environment Programme (UNEP)

“We have yet to leverage the power of media and social media to act on the climate change and other global environmental issues. We indeed have images of the consequences of climate change. But somehow they have become part of our daily life. We tend to ignore them and get on with the routine. This is also the attitude when we look at the autocratic regime and freedom restraining methods. Surely web-based social media networks have the potential to change that, even with jolt.”



Mr. Saed J. Abu-Hijleh
Director, Center for Global Consciousness, Nablus, Palestine

“The blending of TV and Social Media has accelerated the Temporal (Time/History) and the Spatial (Space/Geography) distribution, propagation, diffusion, and expansion of social ideas and agendas with great influences on the existing socioeconomic and sociopolitical orders. Broadcasting as we know it has already changed, is changing now, and will continue to change in the future; the question is how and in which direction. The best we can do is doing informed predictions and the gagging of trends.”

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Mr. Tony Choi
Managing Director, TFD Advisory, Korea

“Social media can influence program development. They are anecdotally strong, but hard to correlate buzz with rating. They could work best for niche shows rather than popular shows with large audiences.”

Perspectives



(Left) : Chairperson : Lady Eseta Fusitu'a
Chairman, Board of Directors, Tonga Broadcasting Commission (TBC), Tonga

Speakers:



Dr. Kim In-Kyu (Right)
President & CEO, Korean Broadcasting System (KBS), Korea

“The focus of the broadcasting paradigm has radically shifted from the device to the audience, There, N-Screen beyond TV is an inevitable choice for public service broadcasters to meet the challenges of the digital era.”



Dr. Luu Vu Hai
Director General, Authority of Broadcasting and Electronics Information, Ministry of Information and Communications, Vietnam

“We have adopted DVB-T for terrestrial television, DVB-C for cable television and DVB-S for satellite television. Technologies under test include IPTV and for mobile TV, DVH-H from 2006 and T-DMB from 2009.”

Session 3: Technology Innovations: Driving Broadcasting to New Horizons



Chairperson : Mr Sharad Sadhu
Director, Technical Department, Asia-Pacific Broadcasting Union (ABU)

Speakers:



Mr. Kwak, Duk-Hoon
CEO and President, Educational Broadcasting System (EBS), Korea

“What are the future trends of the broadcasting system? They include the merger of social networking services with the broadcasting system, use of Service-Oriented Architecture (SOA) and Web Service API that will ensure web content operability, and advanced web service based on the smart society that will involve, among others, the integration of network production system and digital resource bank and optimization of operation and infrastructure to include

cloud computing, shared/visual resources and multiple editing system.”



Dr. Sanggil Lee
Research Fellow, Technical Research Institute, Korean Broadcasting System, Republic of Korea

“What are our future plans? We will employ terrestrial full HD 3DTV broadcasting service in 2013, 3DTV without glasses in 2015, ultra HD 3DTV trial broadcasting in 2017 and holographic TV in 2020.”



Dr. Kazuyoshi Shogen
Executive Research Engineer, NHK Science and Technology Research Laboratories, Nippon Hoso Kyokai (NHK), Japan

“What will be some technology innovations in the future? As far as DTTB is concerned, it will be ISDB-T = ISDB-TN; what characterizes the future of fixed reception is large capacity – SHV (uper HI-Vision). This also means expanding transmission capacity for next-generation digital terrestrial broadcasting.”



Ms. Kathryn S Brown
Strategic Development, Commercial Radio Australia

“Radio in Asia Pacific reaches between 80% to 90% of the region’s population, proof of how we should not overlook radio amidst the spread of new media. We need to integrate radio with all digital platforms to make it relevant in reaching audiences and generating revenues.”

Session 5: Approaches for Growth and Sustainability



Chairperson : Datuk Haji Jumat Bin Engson
 Director of News and Current Affairs, Radio Television Malaysia (RTM), Malaysia

Speakers:



Mr. Hervé Michel
 France Televisions, Deputy Director, International Affairs, France

“Who will survive? Those mastering the knowledge of programming and those owning and developing strong brands, our core programming. As a European media pundit put it recently: content is king and brands are king’s boss brands offer strong landmarks in our fragmented digitalized world.”



Prof. Li Ruigang
 President, Shanghai Media Group (SMG), China

“We have transformed from being a traditional broadcaster to a media service provider, making available TV Store, which is the center of our reinvention as a broadcaster. This has a large volume of content and application in TV shows and an intelligent search and relevant content..... Our approach is to repurpose content production to create a new media experience as audiences must have new content and new experience.”

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Mr. Tran Nam Trung
 Chairman and CEO of VTV Broadcom, Vietnam

“Why do we need a hybrid technology infrastructure? Most of the broadcast channels now are one-way oriented: DTH, DVB-T and even cable. Most broadband now are point to point oriented. Though many researches and technologies are trying to improve this as P2P, CDN, and cloud computing. Broadband itself is not ideal for TV. But we can combine the best of broadcast and broadband through hybrid.”

Session 4: Optimizing Broadcast and New Media for Development



Chairperson : Ms. Cait McMahon
 Managing Director, Dart Centre for Journalism and Trauma-Asia Pacific, Australia

Speakers:



Mr. Durwood Zaelke
 President, Institute for Governance and Sustainable Development, USA

“There are stories of bad news, and stories of good news and optimism, and we need journalists to report both. Part of my job and that of others in the climate change field is to help the media understand these issues and report on them as clearly and truthfully as possible. A strong partnership between media and experts is critical if we want to increase our chances of success.”



Mr. Murtaza Solangi
 Director General, Pakistan Broadcasting Corporation (PBC), Pakistan

“We need to do more in terms of education. Radio has a great potential to reach the people everywhere. We are working with educational NGOs to produce programs not only of general educational nature, but also to promote interfaith and communal harmony besides targeting bigotry, extremism and prejudices against women.”



Ms. Ann Quon
 Principal Director, Asian Development Bank (ADB), Philippines

“New media is a cost effective way to reach out to greater number of stakeholders, providing communication mechanisms during emergencies, in pursuing advocacy campaigns, fund raising, marketing and recruitment. We can also use celebrity and high profile spokespersons to further increase audience reach.”



Mr. Arya Gunawan Usis
 Advisor for Communication and Information, UNESCO Tehran Cluster Office, Iran

“Media should extend its role as a watchdog in monitoring transparency in the use of funds for disaster reconstruction. In addition, the media should also give a reminder of the importance of coordination in the planning process and implementation of recovery programs to avoid overlapping and the waste of funds.”

Special Session - Disaster Japan Faces and the Role of Broadcasting



Chairperson : Mr. Patrick Fuller
Communications Manager, Asia Pacific Region, International Federation of Red Cross and Red Crescent Societies (IFRC), Malaysia

Speakers:



Mr. Toshiyuki Sato
Special Controller, General Broadcasting Department, Nippon Hoso Kyokai (NHK), Japan

“Japan is prone to natural disasters, so NHK has always positioned disaster response as one of our main pillars. We play a unique, legally mandated role in delivering disaster information to the public so as to help save lives and property. And the public expects us to deliver that information.”



Mr. Tadashi Ideishi
Senior Commentator, News Commentators Bureau, General Broadcasting Administration, Nippon Hoso Kyokai (NHK), Japan

“This disaster showed that the roles of traditional and mass media such as newspaper, TV and radio are decreasing in large terms relative to the development of new media. And yet, at the same time, mass media still have a strong presence.... This disaster was the first time new and mass media worked together so closely... The ultimate role of the media during a disaster is, without a doubt, saving lives and serving the people affected by the tragedy.”

Session 6: Towards a Culture of Digital Sharing in Asia-Pacific and Beyond



Chairperson : Mr. Murray Green
Director International, Australian Broadcasting Corporation (ABC), Australia

Speakers:



Mr. Mathieu Gallet
President and Director-General Institut National de l'audiovisuel (INA), France

“INA makes available B2B Inamediapro, the world’s largest digital library on line and a powerful tool for attracting and promoting “external” sources and enlarging our offer. It has 675 000 hours of content accessible through the internet – 24/7 – worldwide. It also boasts of B2C : Ina .fr launched in 2006, which has over 300,000 TV & radio programs for viewing or downloading.”



Mr. Max Villandre
Chief Editor & Creative Director, GMCD/Mediahub and Fencingfleas Sdn Bhd, Malaysia

“Mediahub is to Youtube what linkedin is to Facebook. It is primarily a business-oriented video sharing website on which producers can upload, share, expose their trailers, demos of pilots to more than 140 registered high profile costumers ready for content acquisition.”



Ms. Heidrun Speckmann (Left)
Media Archive Developing Consultant, CIM Integrated Expert, at the Audio Centre of Radio The Voice of Vietnam (VOV), Vietnam

“The archive systems have to be planned and implemented by the broadcasting stations itself (copy & paste is not possible) with timely procurement of the budget, hard and motivated work of engineering and project group, expert exchange (national and international) and intensive human resources development. It is our obligation and delight to save the cultural heritage for future generations.”

Session 7: Winning Strategies to Manage Change



Chairperson : Mr. Riyaz Sayed-Khaiyum (Second from left)
CEO, Fiji Broadcasting Corporation (FBC), Fiji

Speakers:



Ms. Loan Ta Thi Bich
Executive Director, Department of Media for youth VTV6, Vietnam Television (VTV), Vietnam

“We must be ready for ‘change’ environment, employing bottom up approach in decision making, intensive communication and non hierarchical cross-team cooperation. There is a new generation of employees and we need to help them take ownership and responsibility for their work and feel empowered to make decisions.”



Mr. Phil Molefe
Group Executive, News and Current Affairs,
South African Broadcasting Corporation (SABC),
South Africa

“Social media sites should be used to promote content and stimulate user generated content –but always with the objective of driving audiences back to our radio, TV and digital platforms..... Our strategic platforms are to establish creative hubs for innovation, establish 24 hour news channels for enhanced competitiveness.”



Mr. Frank Melloul
Director of Strategy, Development and Public
Relations of Audiovisuel de la France (AEF), France

“The approaches we have undertaken to fulfill our mission involve determining priority regions based on history, privileged relationships, and strong geo-strategic interest, identifying target audience in relation to the region and defining a language strategy that covers the choice of languages to be developed for broadcasting and the web, among others.”

Session 8: Creating a High Performance Culture



Chairperson : Ms. Nathalie Labourdette
Head of Training, European Broadcasting Union
(EBU)

Speakers:



Mr. Helmut Osang
Head of Media Development, Deutsche Welle-
Akademie, Germany

“The image of a journalist versed in everything from video to text to investigation to computer science is maybe frightening. But in an era where more and more users have a camera phone and a way to put its content online, the journalist becomes the one who is best able to curate and validate material from the data deluge, and not just adding to it. Crowd sourcing should allow media organizations to devote more resources to vetting information gathered by others, and thereby gaining trust.”



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

“To keep high performance, Thai PBS has to start from creating understanding of its staff about the functions of the public media and commitments it has to the society. High performance culture has to be instilled in the hearts and minds of the staff members. Trust must come with the accountability and credibility the people have upon the organization. Trust is a fruit of high performance culture.”



Ms. Sally-Ann Wilson
Secretary-General, Commonwealth Broadcasting
Association (CBA), UK

“We are in the communication business so don’t forget to communicate internally. We need to recognize and reward initiative and endeavor, We need to develop lifelong learning mindset for employers and employees, build employee ‘ownership’ and confidence, and institute ‘step down’ policies to work alongside succession planning.”



Mr. Francis Herman
Team Leader, AusAID funded Vois Blong Yumi
Project, Vanuatu

“Our challenge can be narrowed down to two major reasons – an organisation’s inability to afford higher wage bills; and the stark absence of a “people development plan”. Times have changed with employees now more demanding, always on prowl for better paid jobs, putting into question their loyalty & commitment..... The trend seems to be changing as governments priorities shift. Media is forced to reorganise and improve efficiency. Some broadcasters have been innovative & accepted the need to change.”



Mr. Etienne Fiate
Managing Director, Canal France International (CFI),
France

“TV broadcasters must integrate all new tools and formats for multimedia broadcasting (TV + radio + blogs), reach larger audiences using different supports: TV, mobile phone, tablets, web...The audience has become a source of information. The journalists’ new assignment is the management of the information flow. We are just at the beginning of the story. We are looking for a digital «Louis Lumière» and a cyber «Georges Méliès».”

Moving Beyond Traditional Training

By Mrs. Manil Cooray, AIBD Deputy Director

AIBD as a prime centre of excellence in broadcast development organised Capacity Building and Training Strategies in the Digital Media Landscape on 23 May 2011 as a presummit event to the 8th Asia Media Summit in Hanoi, Vietnam. The principal partners who supported this seminar were UNESCO and Friedrich Ebert Stiftung (FES).



Mr Yang Binyuan, Director, AIBD in his welcome address said that AIBD has organized this pre summit event placing a high importance to discuss, exchange, share experiences on how to adapt to the new media age and the new training for capacity building needs in this important era of new media on digital technology. He urged the delegates to elaborate, identify *“what is it to be changed, how it is to be changed and how to manage this great change in order to adapt, redefine and reinvent for the development of the broadcast industry.”* He thanked the impressive gathering of delegates ranging from high-ranking delegates from members of AIBD, the partners such as UNESCO, CBA, EBU, ASBU, CFI, RFI, INA and DW Akademie for their contributions. Sixty-five delegates from 30 countries attended the pre summit seminar.

Mr. Thooyib Mohamed Waheed, Minister of State for Tourism, Arts & Culture, Department of Information, Ministry of Tourism, Arts and Culture, Maldives & President of the AIBD General Conference, who delivered the key note address said that the broadcasters need to move beyond the parameters of traditional teaching concepts to modern delivery systems and to respond more effectively to the forces of globalization.



The Hon. Minister further elaborated the need for AIBD and its members should pursue ways to determine new and evolving initiatives in order to respond to capacity building in accordance with the dynamic digital media environment.



The seminar examined capacity building initiatives to respond to the rapid technological changes and market

driven forces in the media industry and to enrich the institutional capacity of training departments and institutes. It also identified common practices and explored the possibility of creating an effective feedback mechanism to make the training initiatives of the AIBD more effective.



The first session looked at adaptation of training methods for capacity building by using technology and digital platforms. It surveyed the media training landscape to ascertain how best we can move forward by engaging the participants on the “learning trail” to facilitate integration of traditional media with new media.

The speakers of the session were Ms. Nathalie Labourdette, Head of Training, European Broadcasting Union (EBU), Switzerland, Ms. Sally-Ann Wilson, Secretary-General, Commonwealth Broadcasting Association (CBA), and Ms. Liu Ying, Assistant Director General, State Administration of Radio, Film and Television (SARFT) Training Center, China. Mr. John McGuire, Director of International Affairs, Radio France International (RFI) moderated the session.



◀ continued from page 11
Asia Media Summit 2011

Invitation to the Asia Media Summit 2012



Mr. Thepchai Yong
Managing Director, Thai Public Broadcasting Service (TPBS), Thailand

“We will try our very best to make the Asia Media Summit 2012 as exciting as this event has been. We look forward to welcoming you in Bangkok, known for the traditional warmth and hospitality of our people. We will make next year’s summit a unique one.”



In the second session, participants discussed strategies and challenges to impact a proactive and performance driven workforce for capacity building initiatives. It centered on reorienting broadcasters in determining a clearer vision while developing a proactive organizational attitude.

The speakers included Mr. Mathieu Gallet, President and Director-General, Institut National de l'audiovisuel (INA), France, Ms. Katherine Muller-Marin, Head of Office, UNESCO, Vietnam, Ms. Li Xiaolei, Director of International Cooperation, China National Radio, China, Eric Soulier, Director for the Mediterranean Region and Asia, CFI, France and Riyaz Sayed-Khaiyum, CEO, Fiji Broadcasting Corporation.



They shared their views on how new digital technologies have blurred the demarcation lines between certain jobs that has led to the disappearance of certain specialties and the emergence of new ones. Particularly affected was the field of journalism, which had seen the emergency of citizen journalists and multi-skilled journalists. Also taken up was how joint collaborations with other international training centers had helped broaden the vision and promote media understanding in a larger context.

The third session focused on developing effective mechanisms to provide feedback on capacity building initiatives of AIBD and further strengthen institutional capacity of training departments and institutes.

Speakers acknowledged the diversity of contexts in which the AIBD members operate and attempted to identify common denominators by understanding each other's situation better. The focus of the session was on exploring the possibility of devising an effective feedback. They included Mrs. Manil Cooray, Ms. Faiesea Matafeo, CEO, Samoa Broadcasting Corporation, Dr. Parni Hardi, Former President Director, Radio Republic Indonesia, Rajendra Sharma, Executive Director, Antenna Foundation, Nepal, Dr Sarath Kongahage, Chairman, SLRC, Sri Lanka, Taleb Kadi, Admin. Director, ASBU Training Center, Syria, and Dwie Mehenny, Head of TVRI, Jog Jakarta, Indonesia.



This session covered discussions on AIBD's ISO certification that served as a yardstick in systematizing feedback approaches to bridge the current gaps and to increase the levels of efficiency in feedback gathering from its various stakeholders, members and partners.

The establishment of the Pacific Media Partnership in Nadi, Fiji in 2009 was said to be a brilliant idea initiated by AIBD to collect and centralize the information on island members training needs and to provide essential feedback.



This session also stressed the need to develop effective channels between stakeholders, members and partners and the need to bring management of the broadcasting stations on board and create space for the trainees to apply their newly acquired knowledge and skills in their day-to-day work.



The participants acknowledged that providing the required feedback is a commitment that every broadcasting organization in the member countries should fulfill. They also committed themselves to providing the feedback within the mutually agreed or stipulated time by AIBD.



United Nations
Educational, Scientific and
Cultural Organization

CBA to Launch Web-based Training Initiatives

The Commonwealth Broadcasting Association (CBA) will launch soon two projects that will assist its more than 100 member broadcasters across the globe build media capacity and develop emerging content providers in the digital world.



Ms. Sally-Ann Wilson, CBA Secretary-General, says the first project is the 'Youth Worldview', a website for new and emerging content providers focused on the plight of refugees.

For the initial stage, CBA has tapped students from the University of East Anglia in Norwich, UK and the British Film Institute to curate some 60 videos CBA has uploaded. They will design the website and establish themes that can serve as a platform for knowing what students think about the subject matter and showcasing production of their own related programs. Through this website, broadcasters can consider new materials produced by young producers.

Ms. Wilson says these students will work on the website for three months after which CBA will forward the task of curating and enhancing the website to students from other interested universities.



Ms. Wilson discusses CBA programs with an AMS 2011 delegate

The second project involves tapping the virtual online environment to enhance training for broadcasters. Ms. Wilson said CBA will use the web to identify broadcasters' needs and approaches to training.

"CBA will continue to build its relations with other media training institutions like AIBD in order to assist broadcasters find new ways of working and thinking in the digital world as well as develop multi skilled professionals and content producers who understand media technology," Ms. Wilson said.

In August 2011, CBA is partnering with AIBD for a training workshop benefiting Pacific broadcasters that will be held in Tonga.

So Much to Do as CBA President

No stranger to more work, Ms. Moneeza Hashmi, General Manager for International Relations of HUM TV, Pakistan, has recently assumed a new role as president of the Commonwealth Broadcasting Association (CBA).

"I thought it was going to be more ceremonial, but this was not to be so. There is so much to do to ensure we don't neglect any of our members and continue to provide relevant support," she said in an interview with the *Broadcaster*.



(Right): Ms. Moneeza Hashmi with UNESCO Asst. Director General Mr. Janis Karklins and CBA Secretary-General Ms. Sally-Ann Wilson during the AMS 2011

CBA is currently undertaking a new strategic plan that will be more proactive and will focus on new media. Ms. Hashmi said the Association will continue to work with similar organizations and expand partnership with others to ensure that we provide services beneficial to broadcasters and don't overlap with them.

As she gets immersed with CBA activities, she still needs to understand the mindset and sensitivity of broadcasters particularly those outside Asia-Pacific, which is critical to effectively serving its members.

"I am enjoying my new role and making new friends," she said.

Fiji Readies New TV Channel

Fiji Broadcasting Corporation TV (FBCTV) will launch the government's first free to air terrestrial station towards the end of the year, making it the country's largest free to air channel that will cover more than 90 % of the 850 thousand population in the Pacific nation.



Mr Riyaz at the AMS 2011

Mr. Riyaz Sayed Khaiyum, CEO of Fiji Broadcasting Corporation, said the new government has encouraged the idea of establishing a TV channel to bring more relevant information and education to Fijians.

"As a government commercial TV company with a public service broadcasting mandate, the new station will face tough competition," he said.



I Got INPUT! – ASEAN Broadcasters ‘Dare the Future’ at INPUT 2011

By Mr. Andreas Klempin, Regional ASEAN Project Manager, Goethe-Institut

AIBD, the Goethe-Institut, KBS and the Korea Foundation enabled producers and executives of broadcasters from nine Southeast Asian countries to meet in Seoul at INPUT 2011 in May, with the aim to improve the quality of the ASEAN co-production edutainment series “I Got It!” and to be inspired by new TV formats, challenging content and innovative technologies under the conference motto “Dare the Future”.

During the four-day seminar workshop, the participants from Brunei (RTB), Cambodia (TVK), Laos (LNTV), Indonesia (TVRI), Malaysia (RTM), Myanmar (MRTV-4), the Philippines (ABS-CBN Foundation), Thailand (Thai PBS) and Vietnam (VTV), had the chance to watch anything from art-house animations to children’s programmes and reality TV, and engage in lively discussions with producers and directors.



Two private channels that show mostly entertainment programs have cornered TV advertising in Fiji. Advertising has not significantly increased in the country, which he said makes their task tougher. Though a government-owned company, the new channel will be allowed to source advertising to help grow and sustain the organization.

FBCTV’s programming will focus more on infotainment and edutainment. Due to the station’s limited resources, Mr. Riyaz said they have requested broadcast organizations and development institutes in Asia-Pacific, Europe and America to offer some programs for the initial months of the TV operations.

FBCTV is currently completing the installation of TV equipment including upgrade of its transmission and other facilities. Many of FBC’s radio staff particularly those from sales, news and technical departments will cross train to assist in the TV operations. Additional personnel will also be tapped later.

Mr. Riyaz has appealed to fellow broadcasters to share their programs on infotainment and edutainment as FBCTV begins a new chapter in broadcasting in the country.

The consensus reached by the participants regarding insights for the “I Got It!” series, was that interactive features through new technologies and social media certainly draw the younger audience, but effective improvements can also already be made by using engaging storytelling techniques and giving careful consideration to what role the presenter plays in connecting with the audience.



“I Got It!” is a unique edutainment co-production for children by ASEAN broadcasters initiated by the Goethe-Institut in 2009. The series content is co-produced by all broadcasters, but is presented in the national language of each country with a local presenter and adaptations by the respective TV stations. The project encourages locally produced edutainment content, while at the same time facilitating a professional and cultural exchange between member countries. The resulting series is not intended solely as a capacity building project, but aims for the production of an internationally competitive programme with a sustainable future.

With the initial point of cooperation being the seminar workshop at INPUT 2011, AIBD is set to become a major partner of the project beginning 2011/2012.



Korea Foundation

한국국제교류재단

TV and Social Media Set to Merge



Mr. Kwak, Duk-Hoon, CEO and President of the Educational Broadcasting System (EBS), Korea, says the broadcasting system and social networking services such as Twitter, Facebook, Myspace, You Tube and Skype will merge in the future.

“As more young people who comprise the growing majority of Asian population move towards social media, broadcasters will need to adapt and respond in order to remain relevant and viable in the future,” the EBS President said in an interview with *The Broadcaster*.

He said unlike traditional TV, social media provide a two-way communication, a feature young consumers enjoy, as they want more interaction and engagement. This merger, he said, will make the TV experience, once a box that’s the center of family attention and interaction in the living or dining room, more personalized, but will remain connected.

The EBS head also urged consumers who see TV as more accessible and easy to operate and new media as too fast for their comfort to abandon any hesitation to use new technologies and applications including social media.

As broadcasters adapt to new digital technologies, Mr. Kwak called for more capacity building to understand the concepts and impact behind them as well as build better content for multiple delivery platforms. “Training and education are critical, and EBS is ready to assist,” he said.

AIBD Supports World Radio Day

Asia-Pacific Institute for Broadcasting Development (AIBD) has committed to support the Spanish Radio Academy’s proposal to UNESCO to establish a “World Radio Day” as part of the UN calendar.

AIBD Director Yang Binyuan says this initiative will reinforce radio’s critical role as one of humanity’s useful inventions for decades and the most universal media, free and accessible to the majority of the world’s population.

Radio, more than any other media, deserves a “World Radio Day,” to be celebrated by radio professionals and millions of radio listeners around the world.

AIBD considers it appropriate to have 30th October as the annual “World Radio Day.” This is the date of the first broadcasting of one of the most relevant and well-known programs in radio’s history, “The War of the Worlds”. This radio drama was directed by Orson Welles and broadcast by CBS on the 30th of October 1938 and since then radio stations all over the world have produced countless versions of it in their own languages.



Implementing Guidelines for Gender Equality

By Mrs. Manil Cooray, AIBD Deputy Director

Greater awareness of gender equality in the media that is increasingly influencing societies and communities more than ever due to easy access, online participation and the expansion of social networks remains wanting.

AIBD and FES with support from media and gender specialists are working on the publication on gender guidelines in broadcasting organizations, the subject of the AMS 2011 pre summit event “Broadcasting for All: Focus on Gender” held in Hanoi on 23 May 2011.



The gender guidelines cover maintaining ethics, improving standards, and recognizing the power of words and images in order to resist stereotypes in programming.

Aside from examining the guidelines, the forum also looked at establishing a roadmap towards achieving a more diverse program content, gender sensitive and balanced production perspectives and a gender-friendly work place. It furthermore aimed at convincing heads of program departments as well as executive producers, producers & scriptwriters to implement the recommendations of the publication in their respective organizations.

Twenty-nine delegates from 13 countries participated while the speakers were from Australia, Germany, Malaysia, Maldives, Nepal, Philippines, Pakistan and Thailand.

The recommendations include the following:

- Ensure the guidelines are made a policy decision/ policy statement for AIBD as well as member organizations
- Allocate funds needed
- Appoint the person in charge needs as “gender officer” (in the respective broadcasting organizations as well as in organizations like AIBD and ABU)
- Sensitize the staff in the respective broadcasting organizations to ensure everyone is on board/ on the same page
- Translate the guidelines into several languages
- Distribute the guidelines to future media owners training institutions
- Identify a “champion organization” which can serve as example for others
- Hold (in-country) workshops to find out how to integrate the Guidelines into existing editorial policies
- “Mainstream” the guidelines into any media/broadcasting trainings, either in-house or carried out by AIBD
- Offer workshops to introduce the Guidelines: AIBD could send out an offer/ “call” to their members to volunteer and participate in a pilot project. The results of the pilot project can be distributed to other member organizations
- Have a panel on gender during the next AMS 2012

This pre summit reflects AIBD’s continuing efforts to address gender equality issues and to assist media practitioners better understand diversity and equity, and enable them to better apply media ethics that enhances industry standards, technical and professional excellence.



**FRIEDRICH
EBERT
STIFTUNG**

AMS 2011 Photo Highlights





AIBD
Asian Infrastructure Bank for Development

Successful Summit in Hanoi

The Asia Media Summit 2011 concluded today in Hanoi, contributing to a growing momentum for the bank's launch in 2015. The summit provided a platform for stakeholders to discuss the bank's role in the digital world.

ASIA MEDIA SUMMIT 2011
19-21 May 2011 • Hanoi • Vietnam

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AMS 2011

- SESSION 1: Creating a High-Performance Culture (with presentations & Video)
- SESSION 2: Winning Strategies to Manage Change (with presentations)
- SESSION 3: Towards a Culture of Digital Sharing in Asia-Pacific and Beyond (with presentations & Video)
- SESSION 4: Approaches of Growth and Sustainability (with presentations & Video)
- SESSION 5: Optimizing Broadcast and New Media for Development (with presentations & Video)
- SESSION 6: Technology Innovations: Driving Broadcasting to New Horizons (with presentations & Video)
- SESSION 7: Embracing Social Media: Impact on Television (with presentations & Video)
- SESSION 8: Creative and Innovative Ways to Create & Use Content (with presentations & Video)

Inaugural Session and Keynote Address
Video Message UN Secretary General

AIBD
Asian Infrastructure Bank for Development

Video Message

UN Secretary-General Ban Ki-moon delivered a video message to the Asia Media Summit 2011 in Hanoi, Vietnam, on 19 May 2011. He expressed his support for the bank's launch in 2015 and his confidence in the bank's ability to bring the digital world closer.

ASIA MEDIA SUMMIT 2011
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Inaugural Session and Keynote Address
Video Message UN Secretary General



AMS 2011 Photo Highlights (continued)



Digital switchover and broadcasting production technology

By Mr. Saqib Sheikh, Programme Manager, AIBD



As various countries across the globe approach the analogue-to-digital switchover, how should their respective governments respond to this change?

A workshop on “Digital Switchover and Broadcasting Production Technology” was organized by the Korea Internet & Security Agency (KISA) and hosted by the Korea Communications Commission (KCC) in Seoul, South Korea from May 10-18 2011. It examined South Korean government’s own policy for digital switchover to commence in 2012. Specifically, the workshop looked at several issues related to legislation, government roles and governmental cooperation with industry in this new digital era.



Among the topics presented were the ‘Status of Digital Broadcasting in Korea,’ ‘New Technology of Broadcasting,’ ‘Using NLE,’ ‘Radio Sound System’, ‘and Video Production Technology.’ The participants also visited the EBS Space Center to see the actual broadcasting production.

The event was part of the AIBD-KCC cooperation agreement to contribute to capacity building initiatives for broadcasters in the region. The participants represented government and public broadcasters from 10 AIBD-member countries including Bhutan and Sri Lanka.



On the final day of the course, the trainees visited the Gangwon Information & Multimedia Corporation in Chuncheon to observe the 3D animation producing procedure and get to know more about the animation museum and the Korean animation industry.



AMS 2011 Pre Summit Events Photo Highlights



Film on 'Lady Boys' Wins World TV Award 2011

By Ms. Geraldine Mouche, AIBD Programme Manager

"Almost Famous: Close-up of the Kathoey," a film about the challenges so-called lady boys of Thailand face from the personal, psychological and social levels, bagged the World TV Award 2011, category Humanity, for the best documentary contributing to conflict resolution. It was directed by Mr. Mark Pestana which was broadcast by Channel NewsAsia, MediaCorp Ltd, Singapore.



Mr. Mark Pestana, Ms. Mufida Limam and Mr. Yang Binyuan

The jury appreciated its creative and sensitive handling as well as its daring approach to a somewhat taboo subject. Ms. Moneeza Hashmi, President of CBA, General Manager for International Relations, HUM TV, Pakistan and Chair of the Award jury, said the film depicted how its main characters, those "lady boys" as they are called in Thailand, were struggling with conflicts of identity in a society which did not accept them. It focused on empowerment and sacrifices as they learned to deal with challenges both internally and externally as well as to live in harmony.

The runner up in this Humanity category was "About my Father" from the Bophana Centre of Cambodia. The film was directed by Guillaume P. Suon. Thirty-three entries from 19 countries and regions joined this competition.

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How to Mix TV Scheduling Strategies and New Media Content?

By Mr. David Botbol, Deputy Managing Editor for Sports and News Magazines, in charge of Digital Projects, France Televisions and consultant for CFI

This was the challenging question we asked ourselves when meeting in Hanoi for this workshop, organized by Canal France International, the French Government and AIBD ahead of the Asia Media Summit, from May 21 to 23, 2011.



(From left): Mr. Botbol and Ms. Tassera

Françoise Tassera, Director of FTA Media, and I, the French "experts", had a double task: connecting with a demanding audience of Asian colleagues, and setting up bridges between what Françoise called with a touch of irony "the old TV" and the "new TV". In fact, we had to answer a lot of questions on both how TV currently works, and where it might be going as technology and consumer demand push towards various forms of convergence with the web and mobile world.



Our three-day session was packed with content, but proved surprisingly "interactive" and lively. Participants listened to us, but also shared a lot of their own experiences.

We still managed to go through our heavy programme. Among other topics, we dealt with TV channel models, sources of revenues, editorial line, and acquisition of rights. But the star subjects were TV programming and web content. We worked on practical examples of schedules, compared methods, and wondered how to integrate new media in the overall strategy.



Several TV Internet sites were shown to illustrate some of the answers to the following questions: why and how to create a web content from a TV programme? What kind of interactive content can be produced before, during and after a TV show? How to use social media? And last but not least: how to reorganize efficiently production processes?

We found that there is no universal recipe to succeed there. Each TV company must find its own answers, according to its peculiar situation and history. But sharing questions and experiences was, I hope, a big step forward for all who got involved in this brainstorming event in the delightful city of Hanoi!



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Mr. John Maguire, Ms Moneeza Hashmi, Mr Dimitri Mendjisky, Dr. Nawiyah Che Lah

Ms. Moneeza Hashmi, Asia Media Summit, Hanoi, 24 May 2011

Mr. Rajendra Shende, Ms. Vanessa Fischer and Mr. Yang Binyuan

Other members of the jury were Mr. John Maguire, Director of International Affairs, Radio France International, France, Mr. Dimitri Mendjisky, Director, Mediahub, Malaysia and Dr. Nawiyah Che Lah, Director Broadcasting Terengganu FM, RTM, Malaysia.

Support for this competition came from the Arab States Broadcasting Union (ASBU), France 24, Radio France International (RFI), Monte-Carlo Doualiya (MCD) and the Commonwealth Broadcasting Association (CBA).

“Energy-Efficient Refrigerators in Brazil” is the 2nd World TV Award winner this year for best TV programme on Science and the Environment dealing with protecting the ozone layer and combating climate change. Ms. Vanessa Fischer directed the film, which was broadcast by Deutsche Welle-TV, Germany.

“Eco Supermarket in South Africa,” which was directed by Michael Wetzl took the runner up prize. The film was also broadcast by DW-TV, Germany.

Mr. Atul Bagai, Senior Regional Coordinator, Compliance Assistance, Programme, UNEP Ozone Action Programme, Thailand joined the other judges for the best TV programme, category Science and Environment. Twenty-three entries from 11 countries and regions joined this competition.

This category on Science and Environment received support from the United Nations Environment Programme OzonAction (UNEP OzonAction), France 24, Radio France International (RFI), and Monte-Carlo Doualiya (MCD).

The directors of the two World TV Awards entries each received 5,000 US dollars, a trophy and certificate during the Asia Media Summit 2011 in Hanoi from Ms. Moufida Limam, Executive Officer of ASBU and Mr. Rajendra Shende, Head of UNEP OzonAction in the presence of Ms. Moneeza Hashmi. For the first time, the selection and announcement of the winners as well as the presentation of the prizes were held during the Asia Media Summit.



Managing and Leading People

By Ms. Barbara Skerath, AIBD Management Consultant

Twelve managers from The Voice of Vietnam, majority of them women, participated in the one-week management workshop in Hanoi at the end of May 2011. Different though they were in age and experience, they all seemed to have one wish in common: to examine the art of managing and leading people at a time of turbulent change and unprecedented challenges. How can I motivate my team to embrace new ideas? How can I strengthen their creativity and commitment? How can I turn staff potential into performance? These were questions the participants were grappling with and for which they hoped to find some answers during the workshop.



In discussions and exercises, group work and role plays, they set out on a journey of discovery exploring their own management competencies and leadership styles, analysing the secrets of successful motivation and communication and reviewing strategies of effective conflict handling.

Surely enough, there were no ready-made answers or clear-cut recipes but the frank and open exchange of ideas, the sharing of experiences and the joint development of new approaches helped to raise awareness of the needs for change - and of existing obstacles to change. How to reconcile participative management styles with traditional values and the prevailing organization culture was the recurrent subject of controversial debates - debates with an open end and no simple answer.



At the end of the workshop, participants agreed they had not only gained new insights but most of all a new self-awareness and a much greater self-confidence that would help them face the challenges lying ahead of them. "From now on", they said, "we will give more appreciation to our teams; we will provide them more information and will openly address conflicts instead of ignoring them". They are the first steps in the beginning of a long journey.



Ms. Barbara Skerath (eight to left) and Mr. Dao Duy Hua, Vice President of VOV (eight to right) with participants of the workshop

Broadcasters' Keen Interest in Mediahub



Mr. Hughes D'Annoux, Chairman of Worldview Global Media Holding SA (WGMH) and the Global Media Center for Development (GMCD), says the response to the newly launched Mediahub has been excellent, as 20 content providers from across the globe subscribed to this convenient and cost-efficient e-platform for content providers and users to share, buy and sell programs. By mid year, he said 28 more content providers have committed to join Mediahub. About 51% of subscribers come from Asia-Pacific.

In an interview with AIBD's Broadcaster at the Asia Media Summit 2011 in Hanoi where Mediahub was formally launched, Mr. Hughes said the excellent response has given Mediahub an initial base to showcase quantity and quality of video trailers featuring various genres such as documentaries, entertainment, infotainment, and edutainment from across the globe.

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China Radio International

Your bridge to China and the world.

- has a history of 70 years
- broadcasts in 61 languages
- more than 50 FM/AM stations around the world



Universal Quality Management Standard for Various Media

By Professor Louis Balme, Vice President, ISAS, Office for Western Europe



The essential role of media in social development and democracy is widely recognized, but political and economic powers often hamper their most important service to society, which is to give a faithful representation of the world, to induce citizens' participation in political decisions, and to create an open space for democratic debate.

Independence and accuracy of information, quality and creativity of programmes and publications are keys to the mission of print, broadcast and electronic media. It is not acceptable to see them reduced either to propaganda outlets or to entertainment carriers without content.

To assist broadcasters and press and magazine publishers in resisting outside pressures and serving society efficiently, the Media and Society Foundation, a Geneva-based non-profit institution created by media professionals, has introduced a universal quality management standard, ISAS (International Standardization and Accreditation Services) BCP 9001, specially designed for broadcasters, internet content providers and print media.



The ISAS BCP 9001 standard was recently presented at the pre-summit AMS workshop on "Media Quality Management" on May 23 in Hanoi, jointly organized by the Media and Society Foundation and AIBD.

ISAS BCP 9001 set clear, measurable objectives. Media companies that agree with them can request their certification

through independent auditors and, if meeting the standard's criteria, obtain a certificate of conformity, valid for three years, under provision of yearly checks. The certification process, conducted on a purely voluntary basis, is entrusted to private companies operating under the control and moral authority of the Media and Society Foundation.

ISAS BCP 9001 does not certify the content of media, i.e. the quality of a given information or entertainment programme, but the production process, which results in such a programme. The public thus knows that the programme it watches or listens to or the information it reads has been produced according to strict rules of independence, transparency and professional ethics.

ISAS BCP 9001 is concrete answer to the weakening of professional standards in the media industry. Favouring good governance and transparency within the media themselves helps them contribute more efficiently to good governance and democratic debate within the societies they are serving.

◀ continued from page 25
Broadcasters' Keen Interest in Mediahub

As of launch date, Mediahub had 128 video trailers available on its website, and by June 2011 it was available to content users more than 400 clips, including free videos from the United Nations Environmental Protection (UNEP) and France 24.

Mediahub is an initiative of GMCD, a joint venture between AIBD and WGMH.

Mr. Hughes stressed that this e-platform will be an extremely useful tool for AIBD members to link with leading content providers from America and Europe. Part of their service to subscribers is capacity building to enhance skills of broadcaster produce programs consistent with international standards, market and promote their programs.

Mediahub will also encourage universities in the region to get involved as they have a rich archive of educational materials. Another of its service is to offer broadcasters educational certification for their educational audio-visual programs, consistent with industry and academic standards, and are acknowledged as effective supplementary tools for enhanced teaching and learning.

Mr. Hughes is optimistic that broadcasters will continue to express interest and commitment as shown in the last AMS.

Fun and Exciting for AMS Student Volunteers

More than 20 students from three universities in Hanoi engaged in much learning and fun from their voluntary work during the Asia Media Summit 2011. Some said their involvement was tiring, but its benefits were fulfilling.



Student volunteer assists in the presummit registration desk



Showing abundant warmth and hospitality common to many Vietnamese people, these students were assigned to assist at the registration desk, secretariat room, presummit workshops and welcome desk for arriving delegates at the airport.

Binh Phan, a student from the English Department, Hanoi University, said their voluntary activities afforded them opportunities to meet new local and foreign delegates, learn new perspectives about media and visit the five-star Melia Hotel, the conference venue.



Ms. Van Anh Tran, a student from the Administration and Tourism Management Department of the same university, said the experience was satisfying as they got to learn how the Voice of Vietnam as AMS host, AIBD and the hotel staff organized to meet the conference requirements.

Linh Vu of the same university shared a similar sentiment and looked forward to share her experience with other students.

AIBD Director Yang Binyuan said the student volunteers' presence was helpful as the Institute and The Voice of Vietnam sought their assistance to meet some logistical concerns. "Participants commented that the student volunteers showed a lot of courtesy and hospitality that made their stay in Hanoi memorable," he said.

The student volunteers were recruited by VOV from Hanoi University, Foreign Trade University and the Academy of Diplomacy. They underwent interviews and screening based on their communication and interpersonal skills, and participation in similar events.

AIBD Participation in the Broadcast Asia Exhibition

AIBD will continue to expand its partnership with the Broadcast Asia Exhibition and Conference held annually in Singapore. The Institute has also tied up with MediaCorp to participate in the 20th Public Broadcasters International (PBI) Conference in Singapore from 26-29 October 2011.



Director Yang Binyuan at Broadcast Asia 2011



Director Yang Binyuan with Indian delegates

Yang Binyuan, AIBD Director, announced these developments following his recent visit to the Lion City. He attended the Broadcast Asia international conference 2011 from 21 to 24 June at Suntec Singapore, where he met some AIBD members and visited the AIBD booth that showcased some of the Institute's publications. It was the first time that AIBD opened a booth at the exhibition, offered free of charge by the organizer as Broadcast Asia 2011 was supported by AIBD.

Mr. Geoff Walburn, AIBD volunteer consultant, manned the AIBD booth, which attracted some exhibitors and participants, some of whom expressed interest to join AIBD as a member.



AIBD booth at Broadcast Asia 2011



Director Yang Binyuan with the SLRC Deputy Director General (Engineering)

Binyuan met Mr. Calvin Goh from the Singapore Exhibition Services (SES), organizer of Broadcast Asia, to review their cooperation and strengthen their partnership in the future. It is expected that Mr. Stephen Tan, Chief Executive of SES will visit the AIBD in Kuala Lumpur to discuss the details of this partnership.

The AIBD Director had discussions with Ms. Siew Wei Yao, Assistant Manager, Event Management Enterprises of MediaCorp, and agreed that AIBD will do publicity for PBI 2011 and get involved in the conference sessions. In return, MediaCorp will invite two people from AIBD to attend the conference.



He also met with Ms. Toh Kai Ling, Director of Strategic Planning, and Ms. Suryanti Abdul Latiff, Head of International Relations, Media Development Authority (MDA), Singapore. He said the meeting was meaningful as they discussed their participation in the Asia Media Summit 2011 in Vietnam and the AIBD General Conference 2011 in Mongolia as well as regional initiatives in broadcasting.



Public Broadcasters International

The annual gathering of the world's public broadcasters since 1991, Public Broadcasters International (PBI) will take place in Singapore from 26 to 29 October 2011. The 20th PBI will be hosted by the country's leading media company, MediaCorp. The conference aims to help broadcasters strategize in all fields of activities and how best to deal with the challenges ahead.

26 - 29 October 2011
Resorts World™ Sentosa
Singapore

REGISTER NOW! www.publicbroadcastersinternational.org
See you at PBI 2011 in Singapore!



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Need for More Passion to Implement Digital Migration

Dr. Eun-Ju Kim, Regional Director of the ITU Regional Office for Asia and the Pacific, has urged governments in the region to show more passion and political will in implementing the switchover from analogue to digital, a process that has been on going till 2020.



Dr. Kim chairs the AMS session on 'Enhancing Social Media: Impact on Television'



"ITU is helping them prepare and implement the digital roadmap and guidelines covering policy and regulation, economic and technical issues," Dr. Kim said in an interview with the Broadcaster after she attended the opening ceremony of the regional seminar on 'Strengthening the Digital Broadcasting Experience' in Hanoi. It was one of seven events organized by AIBD, ABU, FES and ITU prior to the Asia Media Summit 2011.

"I am optimistic that most countries in Asia Pacific will have switched to digital by 2020," she said.

The switch to digital offers broadcasters and other digital stakeholders several benefits to include more efficient use of the spectrum, better audio and video quality, provision for a variety of enhanced services and applications, enhanced competition, wide consumer choice and increased transmission possibilities.

One of ITU's major initiatives is the pilot project on digital migration covering five selected countries in the region. These beneficiary countries are Cambodia, Mongolia, Nepal, Sri Lanka and Tonga. An additional five to ten more countries, she said, will be targeted for ITU assistance in implementing the digital roadmap. She stressed that ITU is also conducting activities to raise awareness, educate and train as many digital stakeholders to include broadcasters, regulators, government officials, manufacturers, suppliers, retailers and consumers. She urged them to work together to ensure a successful digital migration.

Dr. Kim plans to engage more with AIBD and similar organizations in capacity building for digital migration both at the national and regional level. "Our involvement with AIBD is a win-win situation as we complement our efforts with the Institute, particularly in dealing with broadcasters."



Dr. Kim with Mr. Jose Ma. Carlos, Broadcaster Editor

AIBD Members, Partners and Staff

Pakistan's New Information Secretary



Mr. Taimur Azmat, who has been working as Additional Secretary in the President Secretariat is the new Information Secretary of Pakistan. His predecessor, Secretary Mansoor Sohail was transferred and posted as Secretary Federal Ombudsman with immediate effect.

Secretary Azmat worked as Punjab Information Secretary. He will now work as Additional Secretary in-charge of the Ministry of Information and Broadcasting.

Former UN Officer Appointed New SLRC Chairman



A former UN National Information Officer in Sri Lanka is the new Chairman of Sri Lanka Rupavahini Corporation (SLRC), the national TV broadcaster. **Mr. Mohan Samaranayake** was appointed to his new post with effect from 1 June 2011. Since the early 1990s, he served SLRC as its Deputy Director General (News).

Mr. Samaranayake was the UN National Information Officer in his country for more than 15 years, gaining wide experience in media work. He holds an Honors Degree in Economics from the University of Peradeniya, Sri Lanka.

VOV New President



Voice of Vietnam (VOV) has a new President. **Mr. Nguyen Dang Tien** was appointed by Vietnamese Prime Minister to the post from 1 June 2011, in replacement of Prof. Dr. Vu Van Hien who has been assigned another post.

Before joining VOV, Mr. Nguyen Dang Tien, 56, worked as Deputy Editor-in-chief of the Communist Review. His educational background and working experience are in the management of science and technology, economics, agriculture and politics.

New AIBD Programme Manager



Mr. Saqib Sheikh joined AIBD as a Programme Manager in April 2011. He has past experience in the advertising and public relations industries, working as a copywriter in Islamabad, Pakistan and account coordinator for a public relations firm in New York City. He has also completed stints in international agencies such as the United Nations Alliance of Civilizations and the International Center for Transitional Justice.

Mr. Sheikh holds a Bachelor's degree in Mass Communication from Minnesota State University Moorhead with an emphasis in Broadcast Journalism. Prior to joining AIBD, he served as an instructor in the Department of Communication at Purdue University, USA, where he completed a Master's degree in Communication with an emphasis in International Communication.

New AIBD Programme Manager



Mr. James Sinclair joined AIBD as a Programme Manager (Broadcasting Engineer) in May 2011. He has over 30 years of experience as an engineer, project manager, consultant and senior manager in the Broadcasting Industry.

Initially with the BBC, James has gained experience in a number of broadcasting areas in Europe, the U.S. and Asia. James has spent over 15 years working in the Asia Pacific Region particularly working in the areas of digital video and radio broadcasting using existing and emerging terrestrial and satellite standards. He is responsible for the Planning, Designing, Implementation, Coordination and Conduction of training activities in the field of broadcasting technologies. James holds an MBA from the University of South Australia and a Higher National Diploma in Electrical and Electronic Engineering from Southampton College of Technology.

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