

Broadcaster

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Media Must Deal with Global Problems

*AMS 2014 Expects Big Numbers
in Jeddah*



10th AMS **ASIA MEDIA SUMMIT** **Celebration**

*New
Approaches
to Social
Media*

*Broadcasters and
Telecom Experts
Present Priorities for
WTDC-14*

*How can
Broadcasters
Best Handle
Pandemic?*

Media Should be Part of the Solution



Broadcast media should become part of the solution in solving the world's problems, producing programs that offer audiences a mix of genres in education, enlightenment and empowerment.

"It should be oriented towards the creation of an educated public, serving information of public importance and offering space for public participation," Ir. Tifatul Sembiring, Minister, Ministry of Communication and Information Technology (MCIT), Indonesia, told participants of the Asia Media Summit held in Manado, Indonesia from 29-30 May 2013.



Prof. Hubert Gijzen, Director, Regional Science Bureau for Asia and the Pacific, representing Ms. Irina Bokova, Director-General, UNESCO, delivered a similar message, urging media to help address the big questions of our time – eradicating poverty, sustainable development and peace and security. He said this can only be pursued if media exercises freedom of expression and has access to more information.

"To ensure a peaceful, inclusive and responsive human development, we need to further strengthen the environment for

an independent and pluralistic media, and ensure that the media serves the needs of society by reflecting a diversity of political views, cultures, languages and beliefs," he said.

The Summit, its 10th since 2004, attracted some 400 local and foreign participants from more than 50 countries and regions across the globe.

In his keynote address, Minister Ir. Tifatul Sembiring called on broadcasters to identify specific outcomes that can contribute towards establishing a civilization that empowers and enlightens the public. He hopes the future of broadcast media "will give inspiration for humanity and world peace."

Towards this end, he urged more literacy initiatives that will enable people "to learn more how to use and utilize information and entertainment media effectively and strategically support change to improve people's lives."

In his closing remarks, AIBD Director Yang Binyuan said the Asia Media Summit



2013 was a success in identifying new approaches and alternatives in dealing with the changes in media consumption, the need for innovative and distinctive content or stories across all platforms, and the demands of quality journalism and good ethical behavior.

He said participants recognized that new technology and social media are enabling our audiences to act in more demanding, better-informed and increasingly empowered ways.

Mrs. Dra. Rosarita Niken Widiastuti, President, AIBD General Conference and President Director, Radio Republik Indonesia (RRI), Indonesia, welcomed the participants and urged broadcasters to adopt a new mentality to be successful in the changing media landscape.



That new mentality, she said, will enable broadcasters to serve a diversity of audiences and of quality programming, offer our workforce more capability to deal with new technology and new behavior and to ensure media owners and partners gain more value for their investments.

In many discussions, participants recognized that social networks are enabling audiences to act in more demanding, better-informed and increasingly empowered ways. As a result audiences are asking from broadcasters a different way to relate to them and to adapt to the changes with a multiplatform response. This is a challenge that demands new ways of doing things and using social media responsibly.



Regulation in the area of ethics was another important area of concern at the Summit. Speakers agreed that a one-size-fits-all model is unlikely to work in the changing media environment, thus the need for a continuing dialogue to identify a core set of values which can be applied to, or by, media everywhere.

The Summit also examined radio and its future. There was a consensus that new technologies are providing radio more opportunities for growth. Broadcasters must also rely on radio's strength not only on the best music mix, but more importantly on human connection and shared experience.

Development issues were very much part of the Summit's agenda. There were calls for a renewed commitment for broadcast media to deal concretely with poverty alleviation, environmental protection, peace building, and the promotion of the region's rich cultural diversity.

Binyuan thanked the local host, the Ministry of Communication and Information Technology (MCIT), Indonesia, and principal sponsors,

namely; the Office of the Governor of North Sulawesi and the City of Manado, and AIBD partners such as UNEP, RRI, TVRI, CBA, EBU, ASBU, CCTV, CRI, CNR, APT, Radiodays Europe, the French Government, France 24 and RFI.





The Biggest Yet for AMS

The Asia Media Summit may yet break its record next year as it expects to welcome some 700 CEOs and other top-ranking representatives of state, private and public service broadcast organizations across the globe who will attend the two-day conference in Jeddah, Saudi Arabia from 6-8 May 2014.

“We are optimistic we can attract a big number of participants, including some 300 from West Asia, given the many advantages Saudi Arabia has to offer,” says Dr. Riyadh Najm, President of the General Commission for Audiovisual Media, Kingdom of Saudi Arabia and Head of the local organizing committee of the Summit.

In an interview with the *Broadcaster*, Dr. Riyadh said Saudi Arabia is excited to host the next Summit, which will convene for the first time in West Asia. He said he expects participants from both Muslim and non-Muslim countries in Africa, Asia, Europe, the Gulf region and other parts of the world.

Saudi Arabia’s Ministry of Culture and Information will serve as the conference

host in cooperation with the General Commission for Audio-Visual Media (GCA).

AMS records show that the 10-year old annual conference attracts an average of between 500 to 600 delegates from more than 50 countries and regions in Asia Pacific, Europe, North America, Africa and the Arab region.

Dr. Riyadh said Saudi Arabia has many pluses that may be attractive to the participants; in particular, it is home to the holy places of Muslims, Mecca and Medina, and they plan to facilitate visits of Muslim delegates to these shrines who may wish to perform Umrah, another important religious practice aside from the Haj.

“There will also be planned tours to museums, galleries and historical spots for both Muslim and non Muslim participants after the conference,” he said.

In terms of culture, Saudi Arabia offers a diversity that is different from Asia Pacific.

“Our way of living is different. Our food is different; our climate is diverse, and so is our geography,” he said.

Equally important, he stressed, is that Saudi Arabia and AIBD as the main organizer will produce a more interesting Summit that will examine relevant issues specially those that impact broadcasters in the Gulf region. These may include developments and impact of new media, satellite broadcasting, new technologies, regulations and human resource capacity building.

The high penetration of satellite broadcasting, which originates from Dubai, Cairo and Jordan, is a critical issue in this part of the world, he said, as it is taking away time in addressing local programming.

“It has a positive side to it that is bringing people together; however, it is isolating people culturally,” he said.

An AIBD team recently visited Jeddah to prepare and identify potential hotels as the venue for the Summit. Dr. Riyadh said they would work out reasonable hotel rates and diverse activities so that more participants can join the Summit. For this purpose, he said, negotiations are ongoing with the Tourism Commission and the Jeddah Municipality.

He advised participants to apply for their visas two to three months before the Summit begins to facilitate entry to Saudi Arabia.



Attracting a Global Audience through New Media

Ms. Sohn Jie-Ae, President, Korea International Broadcasting Foundation and Chief Executive Officer of Arirang TV, Korea, says the broadcast industry must have a mindset to work with and harness new media including social media, and exploit these distribution platforms to attract bigger audiences and ensure broadcasting's future.

"We must have a change of mindset and utilize new technologies. We must incorporate new media into our business model. Though there are no established formula in dealing with new media, we have to have new ideas; we must experiment and explore," she said.

Arirang TV is looking for new ways, she said, to attract the global audience amidst an emerging MTV culture and fascination of the young female generation with Korea.

Ms. Sohn participated as chairperson of the CEO Roundtable session on "Delivering More Value to Broadcasting" at the Asia Media Summit 2013 in Manado, Indonesia. Before joining Arirang TV, she was the CNN bureau chief in Seoul, Korea from 1995 to 2010.

In an interview with the *Broadcaster*, Ms. Sohn spoke about Arirang TV's 'After School Club,' an experimental TV show using new media that has become popular. It's a live music request show for K-Pop fans all around the world. Audiences can join its video chat sessions through Google Hangouts. They can send tweets, and share status and comments on Facebook. They can also connect directly with the program hosts and their featured guests.

"The viewers drive the content. They are the content," she said.



Arirang TV is an international, English-language network based in Seoul operated by the Korea International Broadcasting Foundation. The channel's mission is to spread Korea's culture globally, helped by the rising popularity across the globe of the Korean brand, including its drama and music, among others.



Engaging and Entrusting Media Content

Mr. Duraid Qureshi, CEO of HUM TV, Pakistan, says content will remain king and for a broadcast organization to grow and remain sustainable in the changing media landscape, it must create engaging and entrusting content.

"Drama serials may be most viewed currently, however, it must have a new topic that is not boring and must invest in technology to make the TV screen attractive to viewers," Mr. Qureshi said.

The good news, he said, is that new technologies are becoming more cost



effective because globally they have become the standard.

"You cannot just sit even if you are number one," he said.

In an interview with the *Broadcaster*, Mr. Qureshi suggested another strategy broadcasters can adopt, that is to ensure you reach out to all types of audiences via various delivery platforms. He cited the move of HUM TV to create a website six months ago, making available its programs and live streaming features.

"What is important is to produce good content that we can milk and generate high revenues. The website and the use of social media have generated very positive returns, including lower marketing and promotions expenses," he said.

HUM TV is currently talking to Fiji Broadcasting Corporation to make available some of its drama programs and other shows to FBC.

In Pakistan, the 3D technology and pay TV are coming in a big way from which broadcasters can source additional revenues.

He said that as Pakistan completes the full digitalization process, training the workforce remains an urgent concern and AIBD can be of great help in this area.

Mr. Qureshi was one of the panelists who participated in the CEO Roundtable Session on "Delivering More Value to Broadcasting" at the Asia Media Summit in Manado, Indonesia.

Asia Media Summit 2013

29-31 May 2013, Manado, Indonesia

“Delivering on Broadcasting’s Future”

DAY 1: Wednesday, 29 May 2013

Inaugural Session

Ban Ki-moon
*United Nations
Secretary-General*



“I urge you to examine how the broadcast industry can further narrow the digital divide so critical in ensuring that everyone, regardless of income, language or background, could enjoy equal access to information. I commend AIBD for staging this annual meeting and for partnering with the UN on several fronts, including training journalists and promoting awareness about UN priority issues.”

Welcome Address

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



“We need to continue promoting good ethics and journalistic values such as accuracy, balance, truth and integrity that contribute to building viable media organizations and a healthy democracy. We also have to be quick on our feet, adjusting to the demands of new technology, growth of niche audiences and to other new scenarios that can bring about either growth or collapse of our organization.”

Special Address



Prof. Hubert Gijzen
*Director, Regional Science
Bureau for Asia and the
Pacific, UNESCO*

“UNESCO applauds the Asia Media Summit for choosing the theme ‘Delivering on Broadcasting’s Future’. After all, we

have arrived at a critical juncture as we advance towards the target date for the Millennium Development Goals, as we shape a new global development agenda to follow 2015. The post 2015 agenda must address the big questions of our time – questions about eradicating poverty, of sustainable development, and of peace and security.”

Keynote Address

Hon. Ir. Tifatul Sembiring
*Minister, Ministry of Communication and
Information Technology (MCIT), Indonesia*



“Don’t ever sacrifice people’s importance solely to pursue speed that happens because of media competitiveness, more over only to pursue profit. This is the time for broadcast media to think also about public education in public areas. Broadcast media has also to think about humanity to keep harmony between countries, religions and races in the whole world.”

Closing Remarks

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



“The AMS has become the premium media and intellectual gathering in the Asia-Pacific region and is widely supported by regional and international broadcasting unions and associations. In ten years, the Asia Media Summit has helped define how broadcasters should move forward and face the industry’s future. That future is challenging, demanding, and rich of opportunities and we enjoin all Summit participants to get involved and engaged in the debate and knowledge sharing.”

Plenary Session 1:

Media and Diversity: The Way Forward

Diversity makes a society richer, offering people a kaleidoscope of art forms, religious practices, and languages. It can make a country stronger and better in dealing with the new global economy. While new communication technologies offer more choices and opportunities for cultural expression and dialogue, these have also limited access and content sources as well as concentrated ownership, thus highlighting the need for more efforts to promote cultural diversity. How do we preserve concepts of identity and social bonds within communities and cultures while promoting local cultural expression and local languages? What role can public radio and television services play to address stereotypes and prejudices? How can we improve media coverage of cultural diversity? What are some best practices?

Chairperson

Dr. Michael McCluskey
*International Media and
Broadcast Consultant,
Australia*



“More channels mean more content to buy or produce – but less money for each program – so cheapness and the need for mass audiences win over quality or localism or diversity... Social and web media means local people can make diverse local content, but also source the ‘best’ or most trendy / most viewed uniform content from around the world.”

Speakers

Dr. Aristides Katoppo
*President Director,
Sinar Harapan Persada,
Indonesia*



“The onslaught of social media, the increasing role of citizen journalism,

the decline of public trust in mainstream media. The reaffirmation and realigning of ethical values, the role of gatekeepers, regulators and independent watchdogs. We have to re-invent the industry. We have no choice. We have to change.”

Mrs. Usha Bhasin

Officer on Special Duty, Doordarshan (DD), India



“DD Bharati is the only channel in India dedicated to culture. It has created pre-identified brands for different themes and genres, covering India and the world. It provides live telecast of major national and international festivals and created partnerships with national

and international institutions who are preserving, documenting and promoting traditions and cultures.”

Mr. Salah Eddine Maaoui

Director General, Arab States Broadcasting Union (ASBU), Tunisia



“ASBU and its member corporations are called upon to include audiences and specific communities more actively in ensuring diversity by giving them the opportunity to have their voices heard, bridge the gap between normal people and the media, respect the audience and deal with them as citizens, not just as customers or figures in viewing statistics, and develop public TV

resources to allow local, diverse coverage and to ensure cultural presence in the media, among others.”

Mr. Yang Fuqing

Deputy Controller, CCTV News, China Central Television (CCTV), China



“Emerging economies will play a bigger role in global communication. Emerging broadcasters make a more diverse media landscape. To protect cultural diversity, we need media diversity. Traditional media powers should shoulder more responsibility. Media diversity is conducive to the well being of mankind. Traditional and emerging media powers need to cooperate more. More diverse media landscape is a major trend.”

Parallel Session 1 :

Taking More Action for Sustainable Development: Can Media Help?

The recent United Nations Conference on Sustainable Development, more known as Rio+20 Earth Summit in 2012 has raised more concerns and expectations in dealing with an accelerating ecosystem degradation and increasing number of climate-induced extreme weather events. Compounding these problems are the global financial crisis, food and water scarcity, and volatile oil prices. As these multiple crises continue to become the dominant stories, can old and new media help build the capacity of a growing human population to live peacefully and sustainably on this planet? Can media urge governments and citizens to commit more strongly to a sustainable society?

Chairperson



Mr. Murtaza Solangi
Managing Director, Media Times and former Director General, Pakistan Broadcasting Corporation (PBC), Pakistan

Speakers

Mr. Parni Hadi

Founder and Publisher, Dompot Dhuafa and former President Director of Radio Republik Indonesia (RRI), Indonesia



“Media can play an important role to efforts to overcome adverse impacts of the environmental disaster. Radio Republik Indonesia (RRI) has initiated a green radio program that starts with planting trees. Its ultimate goal is to cultivate a “green life style,” which means nature-friendly, less consumption, fewer chemicals in farming and food production, less energy use, less cost, less waste and less pollution. Applying a green life style will result in a green and clean community, due to more trees/plants which produce oxygen, and clean air because of less pollution.”



Prof. Hubert Gijzen
Director, Regional Science Bureau for Asia and the Pacific, UNESCO

“To ensure a peaceful, inclusive and responsive human development, we need to further strengthen the environment for an independent and pluralistic media, and ensure that the media serve the needs of society by reflecting a diversity of political views, cultures, languages and beliefs. This includes a role of free and pluralistic media to give a voice to marginalised groups, ethnic and religious minorities, women and youth.”

Dr. Young-woo Park

Regional Director and Representative for Asia and the Pacific, United Nations Environment Programme (UNEP)



“You can warn for extreme climatic events, explain complex policies, highlight coping strategies that work on the ground and promote the necessary actions from consumers, businesses and governments. In a world of noise and competing interests-from blogs and Facebook to Twitter, TV, radio, the Internet and print media – honest, factual, stimulating and reliable reporting of events, opinions and new concepts is a vital service for seven billion people.”

Dr. Salima Jan

Research Scientist, Educational Multimedia Research Centre, University of Kashmir, India



“Media, as an institution, has acquired a dubious attribution of sensationalizing the simplest. But that is not the whole story. Amid all the sensationalism and hype, there is a positive role of media highlighting the environmental issues. Whether exaggerated or balanced, the fact of the matter is that many environmental related issues including the transfer of land were brought to us by media alone. This way media connects us to rot that is eating us away from an environmental point of view.”



Mr. Clarence Dass

Producer, Fiji Broadcasting Corporation (FBC), Fiji

“We know our audience isn’t just sitting at home waiting for us to play an advert – they are out and about looking for a real reason to sit in front of their TV or radio. So how can media help raise awareness for sustainable development? The simple answer is – any way you want. Because with the mass variety of media out there, the possibilities are truly endless... so get out there... and start making it happen.”

Parallel Session 2:

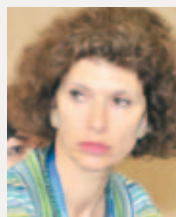
Media Literacy: Fulfilling its Mandate

Initiatives on media literacy programs in order to gain critical autonomy relationship with all media in Asia-Pacific have been wanting. In some countries, media literacy in schools is subsumed in other subjects. Others emphasize acquiring production skills to help people understand, produce and negotiate meanings in a culture made up of powerful images, words and sounds. How can we promote and expand media literacy? Can we extend emphasis to other areas such as building an informed citizenship, aesthetic appreciation and expression, social advocacy, self-esteem, and consumer competence? What are some best media literacy practices?

Chairperson

Mrs. Nathalie Labourdette

Head, Eurovision Academy, Switzerland



“The challenge of media literacy in digital realities is how to empower critical thinking, which will cover how to analyse, evaluate and create content. What we need is critical media literacy that allows us to analyse relationships between media and audience, information and power.”

Speakers



Mr. Jose Maria G. Carlos

AIBD Consultant & Associate Prof., Faculty of Arts & Letters, University of Santo Tomas, Philippines

“As audiences become more diligent and watchful of media’s content and standards, broadcasters should work towards raising the level of journalism and public service. In taking citizens into their fold and amplifying the conversation,

broadcasters need to raise the quality of content citizens contribute to both old and new media.”

Dato’ Adilah Shek Omar

Director, Tun Abdul Razak Institute of Broadcasting & Information (IPPTAR), Malaysia



“Individual media usage behaviour is more significant than conventional media education in building up media literacy.”



Prof. Dr. Laode M. Kamaluddin

President, Universitas Islam Sultan Agung (UNISSULA), Indonesia

“The more media literate a society becomes, the less likely it is that individuals and groups will be seduced by treachery and mediocrity. In the global skills race it remains, as ever was, that knowledge – not simply information – is the source of power and full citizenship. Therefore, citizens must be equipped with the skills to utilize and benefit from media, and to do this we need to acquire new competences beyond that of traditional literacy.”



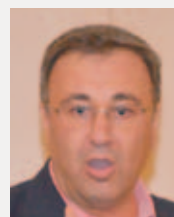
Dr. Murray Green

Media Development & Legal Policy Adviser, Australia

“We should pursue media literacy by understanding how the media works. That covers how they construct a compelling offering, distinguish that offering from competitors and curate news coverage in an information saturated environment.”

Prof. Mohsen Banihashemi

Dean, Faculty of Communication, Media University, Islamic Republic of Iran Broadcasting (IRIB), Iran



“How can media literacy remind us of our right to think and live out of the box? And how can media literacy touch on love for humanity and nature? How can it give us a pulse for active thinking and socializing? And finally what is our media’s response to human beings’ loneliness, moral confusions and communication crises in this new era of civilization?”

Plenary Session 2:

Dealing with Ethics: Are Existing Models Effective?

As audiences become more demanding and discriminating, broadcast organizations will need to pursue a healthier mechanism to deal with ethical complaints and violations. Existing models include state regulation, self-regulation and co-regulation. Are they still valid and effective? Are codes of ethics making sense to promote professionalism? Do we need a more robust organization to enforce media ethics? Is there a role for the state in a self-regulatory system? What is a better alternative?

Chairperson

Associate Prof. Martin Hadlow

Secretary General, Asian Media Information and Communication Centre (AMIC), Singapore



Speakers



Dr. Venkat Iyer

Barrister & Media Law Consultant, University of Ulster, United Kingdom

“I would also like to flag up the importance of professionalism in raising ethical standards. A lot of the time,

less than ethical conduct in the part of journalists is the result, not of deliberate venality towards their part, but a lackadaisical attitude towards those qualities, which, cumulatively, amount to high quality journalism. These include: attention to detail, fastidiousness in checking facts, use of clear and appropriate language, anticipating the needs of the audience/s being addressed.”

Ms. Moneeza Hashmi

President, Commonwealth Broadcasting Association (CBA) and General Manager, HUM TV, Pakistan



“I suggest self regulation on a personal level. This requires that each individual

DAY 2: Thursday, 30 May 2013

Plenary Session 3:

Adapting to Social TV, What's Best?

Social networks and peer-to-peer networks are enabling audiences to act in more demanding, better-informed and increasingly empowered ways. They are increasingly changing how broadcasters relate to their viewers and listeners. How can broadcasters leverage social media to offer audiences opportunities to participate in content generation and brand creation? How can they tap social media as a credible and reliable source of newsgathering and storytelling? How can we integrate the demands of traditional journalism for fact checking and fairness with the best of the new – immediacy, transparency, and involvement?

must be responsible for his own thoughts and action... State regulation will soon be history because the media is fast changing. With the world opening up, how realistic is clamping down on media? Co-regulation is not so practical as who will regulate such a mode. Unless the heart connects with the mind, no ethics will work out. I agree that we need a code of ethics, but ethics will not be contained by paper nor by the state policy. Ethics will need beating hearts and professionals to self-regulate."

Mr. Li Peichun

Deputy Director, English Service, China Radio International (CRI), China



"What is the mechanism for regulation in China? It's a mode of co-regulation, namely the State regulators formulate the rules and laws, and the broadcast organizations themselves work out their editorial guideline. This is how broadcasters are regulated. The system is not perfect, but it has been used and worked in China."

Mrs. Soondaree Devi Soborun

Deputy Director General, Mauritius Broadcasting Corporation (MBC), Mauritius



"Do we need a more robust legal framework? Yes, we do. And we should enhance the legal freedom of journalists and media houses and report the news that matters."

Mr. Vorasack Pravongviengkham

Deputy Director General, Lao National Radio (LNR), Laos



"It is important to ensure that related policies and regulations are implemented and that they contribute to strengthened media sector, improved delivery of news and services and poverty reduction. What would be the future of media ethics? Concerted and coordinated efforts have to be made to better serve the people and facilitate the global development processes."

Chairperson



Dr. Riyadh Najm

President of the General Commission for Audiovisual Media (GCA), Saudi Arabia

Speakers

Ms. Cho Nwe Oo

Head of New Media Department, Forever Group Company Limited, Myanmar

"The nature of real time will permeate online advertising throughout 2012 and the marketers finding the best ways into their online advertising. Whatever your chosen strategy is, there is no substitute for creativity and consistency. Find an idea that will promote with your target audience and keep your brand. Promote what you do widely, in whatever ways are most appropriate. Then listen to the response and respond in turn. This is my suggestion on how to integrate with our brand on social media."



Mr. João Francisco Pinto

Portuguese News and Program Controller, Teledifusão de Macau (TDM), Macau

"The recent proliferation of mobile devices and connectivity helped

fuel the continued growth of social media. The computer remains as the predominant device for social media access. Consumers' time spent with social media on mobile apps and the mobile web has increased 63 percent in 2012."

Mr. Eric Cremer

Vice-President Distribution, France 24, France

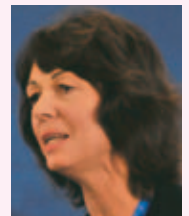


"Embrace second screen social usages by amplifying social media reactions, Curating best digital content about the show, and introducing a 'question of the day' using a real time poll using hashtags on Twitter."

Ms. Lynley Marshall

Chief Executive Officer, Australian Broadcasting Corporation International (ABC), Australia

"The challenge in engaging the audience in the TV screen through social media is to ensure social media is used responsibly. That requires strict adherence to fairness, balance, fact checking and reliability of information. We must also make sure of immediacy of reaction to audience engagement."



Plenary Session 4:

TV Content: Designing New Paradigms and Approaches

New technologies and tools are being made available to design content and format that will attract audiences. With multi-platform channels do we spread out the same content to all these channels or do we offer new content in more places? What premium content do we provide audiences? Are we seeing new trends in viewers' preferences? What are their expectations? What approaches in IT production, local post-production and other critical technologies will best contribute to designing creative programs?

Chairperson:



Mr. Savyasaachi Jain
Media Consultant and Researcher, University of Westminster, United Kingdom

Speakers

Ms. Alison Norrington
Chief Executive Officer, Story Central DIGITAL, United Kingdom



"A new approach is transmedia storytelling. It's an approach and not a quick fix. A transmedia story unfolds across media platforms, with each new element making a distinctive and valuable contribution to the whole. Ideally, each medium makes its own unique contribution to the unfolding of the story."

Ms. Kim Hae-Ran
Director, International Relations, Korean Broadcasting System (KBS), Korea



"People tend to use various devices in a so called 'N-screen' environment. The average number of screen devices per each person is 3.8. Fortunately we have a good environment for the success of social TV. However, we do not have successful social TV services yet. Korean TV viewers mainly watch terrestrial TV contents, but terrestrial TV stations are not typically positive about experimental viewing methods."

Ms. Nashtenka Cavulati
Training Coordinator, Fiji Television, Fiji



"Focus should be about ensuring quality and viewer interaction and not just about delivering hours of a particular genre, or securing provision of specific kinds of content, or using particular platforms to deliver certain service. It is vital that we provide participative, personalised, permeable navigation and access in the public interest."



Mr. Azhar Borhan
General Manager, Business Development & Operations, Primeworks Studios, Malaysia

"Whilst production technology can aid content producers, what matters just as much is knowing how to capitalise on technologies made available to the consumers of the content. And of course, we need to have great stories to tell. Creativity in content production includes an eye-catching production technique or approach to storytelling, a new way of using existing elements within a given format, and a compelling, new format or genre."

Mr. David Hivet
Director, Mediterranean Region and Asia, Canal France International (CFI), France



"The digital revolution is an opportunity to develop new strategies based on innovative business and organizational models by the acquisition of new skills and methods. In this context, innovating and creating original contents are just some of the challenges faced on a daily basis. CFI offers the UPWARDS program to provide its partners with the highest level of French media expertise."

Parallel Session 3:

'Small' Radio and TV Stations: Serving Their Audiences Better?

Expanding an audience reach remains a demanding task for 'small' radio and TV stations. More daunting is the need to serve the public better particularly as radio and television become more interactive and audiences get more engaged with media. What strategies can 'small' radio and TV stations adopt to gain more loyalty from their audiences? How best can the public be involved not only in providing information but also in participating in program production? What are some success stories?

Chairperson



Mr. John Maguire
Director, International Développement of Audiovisuel Extérieur de la France (AEF), France

Speakers

Mr. Kazi Akhtar Uddin Ahmed
Director General, Bangladesh Betar (BB), Bangladesh



"What are the challenges

of small radio stations? They have no common platform for technical & professional development, no common fund for common interests, no training institute for skill development on broadcasting and transmission, no audience research for feedback and innovative programs, and no digital audio archive for preserving important audio clips, sound effects etc. They also have difficulty in switching over to digital audio broadcasting."



Mr. Mohamed Shahyb
President, Maldives Broadcasting Commission (MBC), Maldives

"What are some new strategies for small radio stations? One is individual trust. In obtaining breaking and current affairs news from the community and across the country, sustaining and

building a trusting relationship with news sources is critical. Another is working personally. What the station caters to the market is a reflection of each staff of the station. The RJ's should be the key figures and their character in dealing with participants should match with the participants personality."



Ms. Hla Yin Aye
Department Manager,
Forever Group Company
Limited, MRTV, Myanmar

"When we get in touch with live broadcasting, it feels so great, exciting, amazing and so challenging. We are more familiar with the audience, especially when

we do live interview with the Myanmar people from other countries; we get the live phone calls from the audience, and we get many likes and comments on Facebook concerned with live radio show. We can give the updated information; they have the chance to take part in our radio show very lively and they are so satisfied for what they are listening to."

Dr. Nawayah Che Lah
Director of Radio, Radio
Television Malaysia (RTM),
Malaysia



"Radio audiences tend to be fickle. They rotate stations in much the same way as television viewers. One big challenge in

audio programming besides identifying and targeting an audience is maintaining that audience. Small radio stations either local or community can serve the audience better if they focus on the audience needs."



Mr. Anders Held
Head-International Radio,
Swedish Radio (SR),
and Project Manager
Radiodays Europe

"It's all about relationship. Know your audience – audience is key. Be like fish in the water – interact with listeners/users. Tell the truth – build trust. Build on radio's strenghts – emotion, personality, storytelling."

Parallel Session 4:

National Unity, Peace Building and Media

Binding all the people together in one common bond, no matter what their race, caste, sub-caste, region or religion has remained elusive for many nations. Several factors account for this: poverty, unequal distribution of wealth, poor basic services, stifling political systems, regional conflicts and discrimination. Can media help in enabling people live together peacefully and identify themselves as part of a single whole? What are some gaps mainstream and alternative media can address to bring about integration, unity and peace?

Chairperson



Mr. M. Kabul Budiono
Director of Program and Production, Radio
Republik Indonesia (RRI), Indonesia

Speakers

Prof. Zaharom Nain
Professor of Communication and Media
Studies, University of Nottingham Malaysia
Campus, Malaysia

"... and when we do that – when we have this warm feeling as journalists and broadcasters that we (and the media we work in) are, in a manner of speaking, 'changing the world', often we simply refuse to see the elephant in the room. And what, then, is this elephant? Offhand, I would contend that this big elephant is called power relations. More specifically, these would include Media Ownership, Media Control, Repressive Laws and State-Market collusion."



Mr. Riyadh K. A. Elhassan
Chairman of Board,
Palestine Public
Broadcasting Co. (PBC),
Palestine

"For the modern media to play a constructive role in national unity and peace, it will depend to a certain degree on the role of democratic political parties and forces and the conventional media in explaining to the people in the street of their domestic and political interests. Without both working together, the future picture would be gloomy. These are annoying words and scary. However, didn't your ears become familiar with scary stuff regarding all that is coming from the Middle East?"

Mr. Suresh Kumar Karki
Executive Director, Radio
Nepal (RNE), Nepal



"Media's role is to link between the people of a country and give real exposure to the mass audience about what is right or wrong. With the establishment of public service broadcasters (PSBs) and community media, there is considerable progress in forming mutual trust. Media needs to observe ethics and code, norms and values in its every service remit. It must provide a voice to the voiceless, indigenous and oppressed people by reaching the unreached."



Mr. Mutasim Alfadel Abdelgadir
Director General,
Sudan National Radio
Corporation (SNRC),
Sudan

"Sudan radio remains committed to its steadfast vision in emphasizing the concept of building peace, unity, development, partnership and encouraging communication with special care to sectarian activities and programs related to development whether it is social or economic."

Dr. Sadhana Rout
Joint Secretary, Ministry
of Tribal Affairs,
Government of India,
India



"It's time to seek out alternate media by, of and for the tribals. It is also crucial to develop and strengthen media at the local level to maintain diversity of opinion in view of the global media giants rolling out an international agenda. Community media has a very special role in both promoting cohesion and ending exclusion. The public service broadcaster's role is critical given their reach in terms of not just signal but access, terrain and infrastructure (power) in promoting tribal linguistic diversity and participation."

CEO Roundtable:

Delivering More Value to Broadcasting

The impact of emerging technologies, digital and social platforms, new business approaches and changing consumer behavior plays in the success of the broadcast industry. How are the industry leaders delivering value in a multi-platform world? How are they dealing with changing consumers' tastes and lifestyles? What new models beyond advertising are they pursuing to increase revenues? Are they leading the change to become future winners? What new paradigms of success are they pursuing to ensure survival and growth in the next 5 to 10 years?

Moderator

Ms. Sohn Jie-Ae
*President,
 Korea International
 Broadcasting Foundation
 and Chief Executive
 Officer, Arirang TV, Korea*



"We just launched a TV show that is similar to a radio program where viewers call in and request for K-Pop songs. It has a disc jockey and guests in the studio. This show accessible via YouTube, Twitter and Google attracts people, mostly teenagers from various countries. We have not figured out the real value of this program, but its popularity is increasing."



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

"RRI has the widest network in Indonesia with 81 radio stations and 230 programs. With more than 82 million people connected to the Internet including some 51.1 million on Facebook and 19.5 million Twitter users, RRI uses its website to interact with its audience. We use multiplatform to serve the public. We also use mobile application as there are more than 200 million people in the country who use mobile."

Mr. Riyaz Sayed-Khaiyum
*Chief Executive Officer,
 Fiji Broadcasting
 Corporation (FBC), Fiji*



"We have some disadvantages because of our size. We are also new and lack resources. To generate more viewers and have brand loyalty, we come out with innovative ways. Internet penetration is less than 10%. We like to use social media to a certain extent. We've gone down

to basics. We realize every human being wants to be heard and seen. Interaction is the answer. To do it, we go out and produce snippets placed in between programs. We interview people, for instance, about what make Fiji great and air them in between programs."

Mr. Jeffrey T. Barabe
*Chief Executive Officer
 and President, Oceania
 Television Network (OTV),
 Palau*



"Our access to the Internet is limited. We broadcast through different nations. Mobile is limited. We have no ability to share videos and photos. Our model is based on people. We deal with governments. We encounter regulations. We have done and taken it to people. We are listening to people and putting people on air. Respect is high on TV. People are proud to be seen on TV."

Mr. Clement Mshana
*Director General,
 Tanzania Broadcasting
 Corporation (TBC),
 Tanzania*



"The audience has a big stake in our broadcast. We need to know the audience, improve content using new technology so that advertisers can come in. In rural communities, communication has improved to reach and know the market. We use radio and TV, which can supplement sms texting. Some of the business models we use are knowing audience, knowing what they want, and giving voice to voiceless."

Mr. Fahad Mohammed Al Sukait
*Chief Executive Officer,
 Rotana Network, Saudi
 Arabia*



"It is important to understand at the end of the day there is nothing old or new media. The business model is the same taking

into consideration content, medium and individuals. Every broadcaster is reaching to the individual. The ways of delivering content are different. It could be through the Internet but we always find ways to reach the market. In content delivery, there is much more user generated content that is available."

Mr. Duraid Qureshi
*Chief Executive Officer,
 HUM TV, Pakistan*



"All of us produce and distribute content. This will remain. The main change is how to distribute. First, there was analog, then digital, Internet as a new force, then mobile carrying different channels. What is important is when we have content; we milk, and generate high revenue. Last year, we have invested on our website and put live TV on website and in the last eight months, our number is doubling."

Mr. Bambang Rudijanto Tanoesoedibjo
*President Director,
 PT MNC Sky Vision,
 Indonesia*



"Media in Indonesia is a rising star. We have very attractive demographics. About 200 million people are below 50 years old. We also have a very young market. The median age is 27 years old. This means young people are easy to change. For the broadcast industry, the average viewing hours is five hours a day, one of the highest in Asia in terms of media consumption. Our GDP growth is strong. We are number four in Asia Pacific. Seventy percent of TV spending goes to TV. Media business in Indonesia has good business prospects."

Closing Ceremony

Invitation to the Asia Media Summit 2014

Dr. Riyadh Najm

President of the General Commission for Audiovisual Media (GCA), Saudi Arabia



"We are honored to invite all members and participants of the AMS to Jeddah and warmly welcome you in Jeddah, the gateway to Mecca. There are many reasons to go to Saudi Arabia for this conference. Saudi Arabia is the home of Mecca and Medina, holy places for the Muslims. She is the biggest economy in the region, being a member of the G20. You will find in the country a diversity of culture, geography and climate. Jeddah is a beautiful city where you find large shopping malls."

Closing Remarks

Mr. Yang Binyuan

Director, Asia-Pacific Institute for Broadcasting Development (AIBD)



"The AMS outcomes offer us insights into new approaches and alternatives in dealing with the changes in media consumption, the need for innovative and distinctive content or stories across all platforms, and the demands of quality journalism and good ethical behavior. In delivering on broadcasting's future, many of us believe we need to adopt a new mentality, one that allows us to explore, experiment, take risks and accepts creativity and innovation without abandoning good ethics."

Radio has a Strong Future but Needs Innovation



James Cridland, radio futurologist and CEO of Media UK, says the future of radio will not rely on the strength of best music mix, but on human connection and shared experience. As radio continues to grow in digital platform such as DAB+, "it will offer more channels and more choices; it will become more popular and its future assured," he said.

However, the medium needs to deal with the young audience who is listening less to radio, Mr Cridland said. He presented innovative examples of how broadcasters have used social media, like Facebook and Twitter, to engage with radio's audiences.

Mr. Cridland spoke at the Workshop on the Challenges for Radio in the Digital Age, which was held on 28 May 2013 as a pre-summit event of the Asia Media Summit in Manado, Indonesia. The workshop was the first dedicated to radio in 10 years at the Asia Media Summit. It was organized by Radiodays Europe, Europe's largest radio conference, in cooperation with the French Government/ Radio France International and AIBD.



The workshop was attended by more than 70 delegates from 30 countries and regions. Mr. Anders Held from Swedish Radio, co-founder and Project Manager for Radiodays Europe, said he was pleased to see that the growing confidence in the radio industry in Europe also is reflected among radio broadcasters in Asia.

"Radio is a strong media for engaging audiences, but needs to be open to change and innovation to stay relevant for new generations", Mr. Held said.



During her welcome remarks, Mrs. Dr. Rosarita Niken Widiastuti, Director of

Radio Republik Indonesia (RRI), encouraged radio broadcasters to tap digital technology in offering good content.



AIBD Director Mr. Yang Binyuan also delivered a message saying radio is coming back strong with digital technology. This becomes important in Asia Pacific where radio plays a critical role in society.



Mrs. Joan Warner, CEO of Commercial Radio Australia, presented the Australian broadcasters experience in moving to digital and innovative ways to use digital platforms, like apps for smart phones and pop-up radio stations on DAB+. She also shared experiences from recent digital radio field tests with DAB+ in Indonesia and Thailand.



Mrs. Awanda Erna, Head of Training, Audience Research and Development, RRI, presented the plans of the Indonesian broadcaster to launch radio mobile applications for smart phones. The penetration of mobile phones has grown rapidly in Indonesia, and mobile phone apps is a way to make it easier for listeners to access radio anytime, anywhere.

Mr. Michael Berwick of Swedish Radio and Mr. John Maguire, Director, Audio visuel Extérieur de la France, underlined the importance of true independent public service media in fostering an open society and empowering citizens.

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New Approaches to Social Media



Ms. Cho Nwe Oo, Head of New Media Department, Forever Group Company Limited, Myanmar says social media is a dynamic platform that is effective for brand advertising. To be successful, she suggested that Facebook should give information, be interesting and lively. It should also be trusted, be a friend and make offers.

Ms. Cho spoke during the plenary session on "Adapting to Social TV, What's Best?" at the Asia Media Summit in Manado, Indonesia.



In her presentation, she said there is no

substitute for creativity and consistency in creating a successful brand on social media.

"Find an idea that will promote with your target audience and keep your brand. Promote what you do widely, in whatever ways are most appropriate. Then listen to the response and respond in turn," she said.

Another speaker was Mr. Eric Cremer, Vice-President Distribution, France 24, who spoke of ways to push social media into the TV screen on a 24/7 broadcast feed. From France 24 experience, he said its shows



display moderated messages and reactions.

In a TV debate, for instance, he said the presenter introduces directly the audience messages so that the audience get engaged closely. Another feature in the TV screen is a poll in real time to determine an audience pulse regarding a particular 'question of the day'.

Ms. Lynley Marshall, Chief Executive Officer, Australian Broadcasting Corporation International (ABC), Australia spoke of the challenges in engaging the audience in the TV screen through social media.



One challenge, she said, is to ensure that social media is used responsibly. That requires strict adherence to fairness, balance, fact checking and reliability of information.

"We must also make sure of immediacy of reaction to audience engagement," she said.

At ABC, she said the network moderates Twitter messages that come into the TV screen. There are also guidelines that influence the kind of information the station puts on the TV screen.



Mr. João Francisco Pinto, Portuguese News and Program Controller, Teledifusão de Macau (TDM), Macau, called on broadcasters to closely keep

their eyes on social media, understand its dynamics and adapt to its increasing impact on media consumption.

He cited TDM's online experience with a very niche market of 15,000 users that are very engaged. However, he said its organizational structure and staff is small to be able to implement an effective social media communication strategy. He also said its staff is resistant to change, thus the need for more training and a strong leadership with a vision that can communicate that there are other ways in doing things to reach out to viewers.

Radio has a Strong Future but Needs Innovation [continued from page 13]

In the final panel discussion, Mr. Kazi Akhtar Uddin Ahmed, Director General, Bangladesh Betar, Bangladesh, Mr. Murtaza Solangi, former DG of Pakistan Broadcasting Corporation and Mr. Ngo Min Hien, Director of International Cooperation Department, Voice of Vietnam declared that radio is definitely not dying, but continues to be an extremely important media to

the populations in times of crisis and disasters, like recently proven during the floods in Bangladesh. But radio is also a companion to big audiences with news, information, music, culture and entertainment. What radio needs, is to continue to build on its strength and compelling content, but also embrace innovation and add presence on digital platforms like mobile phones.



Covering Elections in Indonesia

By **Mr. Savyasaachi Jain**

International media consultant and workshop trainer



democracy and how to achieve high quality coverage that encompasses the ideals of accuracy, fairness and balance. It was attended by 13 participants from TVRI's regional stations in different parts of Indonesia. The participants all held substantive responsibility for election coverage, and many of them were heads of news or current affairs departments for TVRI stations.

The workshop was designed to ensure engagement and participation. Interactive scenarios were used to ensure deeper understanding of the issues. Practical exercises were undertaken by the participants, and they also made several presentations to the whole group on the codes of conduct and programming plans formulated by them.



the workshop at TVRI's regional station in Manado on 25 May. Mr. Freddy Tulung, Director-General of Information and Public Communication at Indonesia's Ministry of Communication and Information Technology (MCIT), gave away the certificates at the end of the workshop on 27 May.

The workshop focused on improving election programming and laid particular emphasis on the media's role in a

AIBD and Televisi Republik Indonesia (TVRI) jointly organized a workshop on election coverage in the week leading up to the 10th Asia Media Summit. The AIBD/TVRI In-country Workshop on Election Coverage was held from 25–27 May 2013 in Manado, Indonesia. It was particularly helpful because, as Indonesia's public service broadcaster, TVRI has to cover national, regional or city elections in the country several times every year.

Dr. H. Farhat Syukri, President Director of TVRI, and Mr. Yang Binyuan, Director of AIBD, graced the opening ceremony of



Following the workshop, the participants attended a one-day workshop on media ethics in the age of social media, before going on to attend the 10th Asia Media Summit.



The Way to Smart Election Programs

By **Ms. Cosmalinda Simanjuntak**

Programme Planning Manager of TVRI-Training Centre, Indonesia

Broadcast coverage of elections should enlighten citizens to become smart voters who will choose candidates based on their track record, capability and integrity.

Such an approach was the main focus of the workshop on election coverage held from 25 to 27 May 2013 in Manado, Indonesia. The workshop came at a time when TVRI prepares for the national election next year. It provided participants the skills and tools to produce smart election coverage that

emphasizes accurate, fair and balanced reporting from pre to post election period.

TVRI is committed to pursue its role as the guardian of free and fair election and ensure that citizens experience election not only as a political ritual once in every five years, but more importantly as a genuine democratic exercise that can contribute towards good leadership and governance and a brighter future for Indonesia.

The workshop stressed that the people's

voice should be heard and listened to not only during the election period, but even beyond so that their needs and interests are dealt with accordingly by politicians.

Participants were in agreement that being a guardian of democracy is challenging and demands clear editorial vision, a solid team and access to good technology. They said election coverage should also have production and logistical support. However, with its

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ITU Regional Meetings Lay Groundwork for WTDC in 2014



Broadcasting and telecommunication experts from across the Asia-Pacific met in Cambodia from 29 April to 2 May 2013 to prepare for next year's World Telecommunication Development Conference (WTDC-14).

More than 170 delegates from 31 countries attended the Asia-Pacific Regional Development Forum (RDF) and the Regional Preparatory Meeting (RPM) for next year's WTDC-14.

Organized by the International Telecommunication Union (ITU), the WTDC-14 will take place in Sharm el-Sheikh, Egypt from 31 March to 11 April 2014. It aims to identify priorities for the development of telecommunications and information and communication technologies (ICTs), taking into account contributions made by Member States and Sector Members. It will also examine and adopt the Sharm el-Sheikh Action Plan (SSAP) setting the future of activities of the ITU Telecommunication Development Sector (ITU-D) over the next four-year period.

ITU organized the meetings in Phnom Penh as part of its preparations for WTDC-14, which were launched by the Deputy Prime Minister of the Kingdom of Cambodia.

At the opening session of RDF on 29 April, Dr. Hamadou Touré, ITU Secretary General, spoke of the broadband advocacy targets which were established by the Broadband Commission for Digital Development.

The first of these targets aims to help make broadband policy universal by 2015. Some 145 governments have adopted or are planning to adopt a national policy, strategy or plan to promote broadband.

Dr. Toure also stressed the other target that concerns the affordability – or unaffordability – of broadband, which today is still the biggest challenge to increased broadband uptake globally.

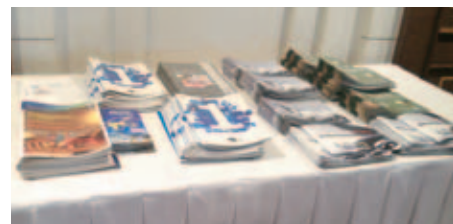
“It is impressive that entry-level fixed broadband services now cost less than 2% of monthly income in 49 economies – but it still costs more than half of monthly income in 30 developing countries. The Broadband Commission's goal is to see broadband services cost under 5% of monthly income in every country in the world, by 2015,” he said. Mr. Brahima Sanou, Director of the ITU's Development Bureau, outlined the ITU's development efforts around the world and underlined the importance of equal broadband access to all.

The RDF, with the theme “Asia-Pacific: Smartly Digital”, provided a platform for delegates from the telecommunication and information technology sector and beyond to address the key challenges and opportunities for sustainable, inclusive, innovative and creative development in the Asia-Pacific region. Outcomes of the forum will serve as an input to the preparatory process of the overall review of the World Summit on the Information Society (WSIS+10).



Then the three-day RPM on WTDC-14 from 30 April to 2 May 2013 provided a forum to engage the ITU members in the WTDC process and to consider at the regional level appropriate development strategies and priority areas that need to be addressed to foster the development of telecommunication and information sectors.

At the conclusion of the meeting, participants identified 42 sets of proposals on the priority issues for the region that will form part of their contributions for WTDC-2014 in Egypt. The outcomes of the RPM-ASP will also provide a basis for the regional inputs to the overall review of the implementation of the World Summit on the Information Society (WSIS+10).



Mr. Rabi K.C, AIBD Programme Manager-Broadcast Engineer, represented the Institute at both meetings.



Proposed Priority Areas in Asia-Pacific for WTDC-14

The topics were culled from the report of Mr. Chin Bun Sean, Secretary of State Ministry of Posts and Telecommunications, Kingdom of Cambodia that outlined the proposals discussed during the ITU Regional Preparatory Meeting for the ASP region.

- Promote the equitable and sustainable development of information and communications technology.
- Accelerate ICT infrastructure development, particularly on the evolution of next-generation information infrastructure, bridge the “digital gap”, combat natural disasters and protect consumers’ rights and interest.
- Explore appropriate models of regulation.
- Enhance cyber security and combat cyber threats to protect, not only children, but also all other societies that are vulnerable from exploitation and exposure to danger and deception when using the ICT; emphasize the need to promote social responsibility in the ICT sector.
- Develop awareness and build confidence in the use of telecommunication/ ICT service in ASP countries by organizing professional development courses, trainings and seminars for teachers in the primary schools and colleges; develop human capacity in respect of legal aspects, for ensuring security and promoting confidence in the use of telecommunications/ICTs in rural areas.
- Harnessing the full broadband potential of the RMI submarine fiber optic cable by providing foreign expertise and technical assistance and making available a framework / guidelines for optimal use of national and international networks (including submarine cable networks) and resources deployed with focus on development applications.
- Enhance broadband access in urban and rural areas, assisting in the application development for providing services like e-health, e-commerce etc.; transformation of analogue broadcast systems to digital; availability of affordable terminal devices; and appropriate content development keeping in view the socio- economic demographics of a country.
- Improve communications in dealing with emergency situations including structural measures as well as the role that ICT can play to effectively and expeditiously facilitate relief and rescue operations.

The Way to Smart Election Programs
[continued from page 15]

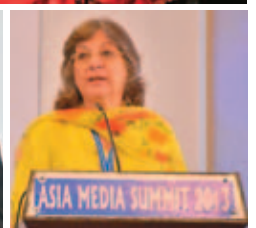


limited resources, TVRI is ready to do its job properly and creatively.

Mr. Savyasaachi Jain, an international journalism trainer and documentary filmmaker, served as the workshop consultant and trainer.



Highlights of AMS 2013









Thinking in 3D



The recent AMS pre-summit workshop “AIBD/BROADCAST EMPIRE Master Class: Thinking in 3D” gave participants from Asia-Pacific a deeper understanding of the concept of S3D and human perception that is necessary to successfully master this new media-format. They were encouraged to explore and integrate this new medium into the process of visual storytelling.

Heads of program departments, media professionals in broadcast production, directors, editors, and cinematographers attended the workshop that took place from 26-28 May 2013 in Manado, Indonesia.

Ms. Sarah Rotter, the Stereographer who has worked (alongside Florian Maier founder of Stereoscopic Technologies GmbH) on large international S3D Productions such as “Hansel & Gretel: Witch Hunters”, Wickie or Hyphenation 3D, served as trainer for the three-day workshop.



She discussed the theoretical and practical fundamental knowledge concerning S3D, stressing the nature of S3D content and the challenges that come with its creation. Equipped with a solid foundation the participants were assisted to grow a profound knowledge of stereoscopic 3D.

“With this new knowledge and new tools, the participants will have the opportunity to propagate the knowledge to their peers enabling them to embrace the new concepts and challenges associated with Stereo 3D,” she said.

The workshop touched on various theoretical and practical foundations, including perceptual psychology, optics, 3D content creation and 3D screening technology, plus giving examples using 3D films, 3D stills and communicating first hand experiences using making of videos and set photos.



“Do not hurt your audience” is the ground rule of 3D content creation and presentation, since the lack of 3D quality can cause in worst cases 3D motion sickness. This phenomenon was the first aspect that was explored during the hands on part of the workshop that gave the participants a firsthand experience of the potential effect to their brains and the resulting physical reaction.

After this intense experience they had the opportunity to apply the learned theory of 3D content creation and 3D perception, and were able to gain practical experience using a STEREOtec Nano Rig with two HD micro camera systems (CUNIMA NANO).

Filming live motives and viewing the resulting 3D picture instantly on a 3D monitor gave them the chance to experience the effects of various 3D parameter settings and visualize the results immediately. The Nano Rig is the smallest from STEREOtec, a leading 3D rig manufacturer and one of the most innovative service providers for stereoscopic film production.

CFI & AIBD Launch UPWARDS Program

Canal France International (CFI), the French operator in media cooperation, has launched an action program for Asia called ‘UPWARDS,’ bringing together international expertise and broadcasters’ projects. AIBD is a partner in this undertaking.

Mr. David Hivet, Asia/Mediterranean Director of CFI, officially announced the program at the Asia Media Summit 2013 in Manado, Indonesia.



The UPWARDS program aims to harness the multiple possibilities technology offers in providing the tools and expertise needed to build the capacities of channel teams and develop their activities in the context of the digital revolution.

UPWARDS’s ambition is to support television channels’ projects that will meet the expectations of the audience, in particular at the educational, cultural, social and community levels, and implement them under the best possible conditions.

Those who can tap this program are Southeast Asian broadcasters, both public and private, keen to create a new channel and strengthen their output or develop new content.



Greening Thai Airwaves for Green Living

By **Mr. Nalaka Gunawardene**
Director of TVE Asia Pacific in Sri Lanka

What does green living mean today in a middle income country like Thailand? Is it possible for modern societies to balance their prosperity with good health, clean air and water, and harmony with Nature?

And how can TV channels inform and inspire viewers – in cities, towns and villages – to lead healthy, productive lives while minimizing their impact on the environment and natural resources?

Recently, 21 mid-career Thai TV professionals – among them reporters, producers, camerapersons, editors and presenters – asked these questions, and went in search of answers. The occasion was an AIBD/NBT in-country workshop on Creating Awareness on Green Living, held in Bangkok, Thailand, from 29 April to 2 May 2013.

The National Broadcasting Services of Thailand (NBT) in collaboration with AIBD organized the workshop. It drew participants from the NBT network across Thailand, as well as from the Royal Thai Army Television and Radio Channel 5, and Thai PBS channel.

The workshop was part of NBT's strategy to fulfill its public broadcaster's role by delivering more quality content programming including social welfare and family-oriented programmes. One such area is creating awareness on environmental issues to promote green living.

The short course was designed for mid-career professionals, and focused on enhancing their environmental awareness as well as sharpening story-



telling skills on such public interest topics. It was delivered through a mix of presentations, discussions, interactive learning, screening of good practices and a field activity.

Sessions were devoted to themes such as understanding environmental challenges in developing Asian countries; greening cities and towns; coping with climate change and protecting the ozone layer; safe living with household and farm chemicals; and using entertainment formats to cover green living topics.

In one session, participants shared their own story telling experiences related to the environment. Topics they mentioned included: industrial waste water treatment; energy conservation at domestic level; preserving a wetland of national importance; reducing social and environmental impacts of tourism; protecting sharks from being killed for shark-fin soup; and probing the link between dengue mosquitoes and changing climate.

Participants agreed that good television story telling involved: presenting the problem clearly; understanding who is involved and impacted; looking for solutions; and (where possible) conveying a sense of hope for viewers. All agreed that viewers are not looking for more doom-and-gloom type content.

The workshop included a field activity where participants divide into 3 groups, went out with a camera crew and filmed a green living story of their choice.



They also had facilities to edit a short segment. They were encouraged to do positive stories wherever possible, telling viewers what they can do to make their lives greener and healthier.

On the final day, the groups shared and critiqued their productions, viz:

- News and current affairs: a special news report on a green building at Kasetsart University in Bangkok;
- Children's or youth content: a story on how eating of fast foods and other unhealthy lifestyles have led to a rise in child obesity; and
- Women's, lifestyle or consumer content: a story on rampant use of plastic bags by shoppers and how it leads to a major problem of plastic waste.

I conducted the workshop with support from two local resource persons: Ms. Sumonpan Kosonsiriset, Director – Program Production Services of Thailand; and Mr. Surasak Hunsachaleekon, Senior Program Officer, National Broadcasting Services of Thailand.

DW Akademie's Plan for Asian Media

As Deutsche Welle (DW) celebrates its 60th anniversary this year, its training center, DW Akademie, has committed to continue supporting its Asian partners in media development not only in journalistic training, but also in management consulting and the financial sustainability of media outlets.



Mr. Erik Bettermann,
DW Director General (Photo by DW)

In an interview with the *Broadcaster*, DW Director General Erik Bettermann said DW Akademie is strongly focusing its outreach projects on certain countries and striving to learn more from our Asian colleagues.

“Since Asia has complex and highly divergent media structures, there are no universal solutions when it comes to cooperation on media development there. Each partner we work with requires a tailor-made strategy,” Mr. Bettermann said.

Here is the full interview with Mr. Bettermann.

1. What are some of the critical obstacles or limitations that you are addressing in media development, particularly in training Asia-Pacific broadcasters?

Deutsche Welle (DW) has been supporting the development of free and transparent media systems around the world for almost 50 years now. DW Akademie – Deutsche Welle’s media development and training center – has played a key role in this.

One challenge for us lies in the fact that offering support to independent media is not always possible. That’s true, for example, in places where the media continue to be subject to heavy state control. Furthermore, since Asia has complex and highly divergent media structures, there are no universal

solutions when it comes to cooperation on media development there. Each partner we work with requires a tailor-made strategy.

2. How are you dealing with those gaps? What are some of the difficulties and strengths you encountered? And what were the results of your initiatives?

Media development can only be effective if you work at strengthening journalistic quality and media competency on a long-term basis and at various institutional levels. Cooperating with local partners in this context requires flexible approaches to training and consulting. In the countries where we’re active, we aim to develop concepts together with our partner organisations to suit their specific needs. DW chooses these partners carefully, so that it can work in greater depth with them and design strategies for a long-lasting cooperation. We have shifted away from discrete projects or measures and instead provide ongoing consulting services, training and support in key areas – to broadcasters, universities and training institutions.

Generally speaking, we are proud of the response DW Akademie’s work has garnered. Due to DW’s reputation as a reliable and balanced source of information and as a trustworthy partner worldwide, the demand for our services is so great that we are not in a position at the moment to attend to all of the requests we receive.

3. As DW is celebrating its 60th anniversary this year, what can Asia-Pacific broadcasters expect from DW in terms of media development, and how can Asia-Pacific broadcasters get more engaged in this area?

It must be stressed that an independent media system is fundamental for social justice, combating poverty and political participation. Since it first went on air on May 3, 1953, Deutsche Welle has been in dialogue with its audiences around the world by providing independent journalistic content. As Germany’s tax-funded public service broadcaster, the journalistic independence of DW is

guaranteed by the German constitution.

Aside from political support for and social consensus on media freedom, it is important to invest not only in journalistic training, but also in management consulting and the financial sustainability of media outlets.

From the very beginning nearly 50 years ago, DW Akademie has been supporting our Asian partners in media development, and we will continue doing so in the future. We are strongly focusing our outreach on certain countries at present and striving to learn more from our Asian colleagues.



Vietnamese journalists do field news reportorial work for the DW workshop on business reporting (Photo by DW)

4. How do you envision the broadcast training institution of the future?

As access to various media platforms as well as to the tools used in creating content expands, training institutions must adapt. Of course, these changes are taking place in very different ways depending on the region of the world in question. So individualized strategies – like the ones DW Akademie aims to create – will be more important than ever for media development initiatives in coming years.

However, the fundamentals remain the same. As I discussed above, DW Akademie’s approach goes beyond merely training journalists and looks at how educational and financing structures can be improved to foster the development of independent and reliable media.

[continued on page 25]



ASEAN Broadcasting Seminar in China



Broadcasters and media professionals from Southeast Asia recently converged in Beijing to learn more about media developments in China, including strategies on broadcast sustainability, new media and media convergence, information collecting and news writing.

The State Administration of Radio, Film and Television (SARFT) hosted this seminar, which was facilitated by AIBD. Thirteen participants from Brunei, Cambodia, Indonesia, Philippines, Thailand and Vietnam participated in the two-week long seminar from 27 March to 9 April 2013.

The seminar in Beijing was facilitated by senior officials from SARFT, professors and scholars from leading Chinese academies and universities. The participants visited China's major



media organizations such as China Central Television (CCTV), China Radio International (CRI), and the People's Daily, where they shared views on the application of new technology and new

media development with their Chinese colleagues.

Participants also visited east China's Jiangsu Province for a study tour.

DW Akademie's Plan for Asian Media
[continued from page 24]

5. What are the new initiatives that you will launch in this region?

DW Akademie has recently become very active in Myanmar, a country where working with journalists had previously been impossible or been subject to severe limitations. DW Akademie currently supports efforts to transform the state broadcaster into a public service media organization and is involved in reforming the journalism education programs on offer. But we are also continuing with our successful projects in other countries

in the region, with a special focus on Cambodia, Mongolia and Pakistan. Apart from that, we'll continue working with our long-standing partners in other Asian nations.

6. How can AIBD and DW get more involved in media development, particularly media training in the region? Are there any short or long-term initiatives and programs on the horizon?

DW and AIBD have been partners in media development for many years

already, and we value this cooperation immensely. While there are no immediate plans for joint projects, I am certain that such opportunities will arise again in the near future.



Media Ethics

Strikes a Chord at AMS 2013



A one-day pre-summit workshop on 'Media Ethics in the Age of Social Media' proved to be a big hit at the recently-concluded Asia Media Summit in Manado, Indonesia. The workshop, supported by the Friedrich Ebert Stiftung (FES), attracted a record audience of 80+ participants from across Asia and the Pacific, and drew widespread praise from those attending.



Dr Venkat Iyer, a barrister and media law specialist based in the United Kingdom, designed and led the workshop. In addition to substantive sessions on 'Ethical issues impacting the journalist as an individual' and 'Ethical issues affecting the conduct of journalism', provision was made for group work and a panel discussion involving specialists in the area.

Among the issues covered in the workshop were the importance of ethics to media practitioners, the range of contemporary ethical challenges, the dilemmas posed by 'citizen journalism', the correlation between the 'democratisation' of the media and journalistic standards, and the effects of 'unverified' reporting and/or comment. The workshop also looked at the differences between law and ethics in relation to journalistic practice.

Other topics included the implications of the use of subterfuge, clandestine recording devices, intrusive/harassing behaviour by media practitioners, and how the concept of 'public interest' operates in situations where conduct that is prima facie unethical may be condoned. These issues brought forth a wide range of responses from participants, and illustrated the different cultural approaches that determine journalistic practice in different parts of Asia and the Pacific. Comparisons were also drawn with practice in other parts of the world, notably Western Europe and America.

A particularly interesting – and intellectually challenging – part of the workshop was a series of hypothetical case studies which the participants were asked to consider in small groups. Each of the groups discussed the case studies threadbare and came up with analyses that were as fascinating as they were varied. The results of the small group deliberations were discussed at a plenary session in which participants were encouraged to question each other.

There was a very high level of interactivity in this and other sessions.

The panel discussion which followed covered a wide range of matters falling within the remit of the workshop. Chaired by Dr Iyer, it involved a sharing of insights and experiences by: Mr Martin Hadlow, Secretary-General of the Asian Media Information and Communication Centre, Singapore; Professor Laode Kamaluddin, President of Universitas Sultan Islam Agung, Indonesia; Dr Murray Green, Honorary Professor in Public Diplomacy, Soft Power Advocacy and Research Centre, Macquarie University, Australia; Mr Savyasaachi Jain, research student at the University of Westminster, UK;

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Afghanistan Acts to Save Audio-Visual Archive

By **Mr. Rahman Panjshiri**

Director of International Relations, National Radio Television Afghanistan

The Afghanistan war has damaged a large collection of the country's audio and visual materials, which the National Radio Television of Afghanistan Broadcasting Archive fears will be ultimately lost, thereby destroying part of the country's culture and history for generations to come.

These broadcasting materials were deprived of the standard environment critical to storing and maintaining broadcasting materials inside the National Radio Television Archive.

The damage was exacerbated by the attempts of the Taliban between 1996 and 2001 to destroy the Archive as they saw it as un-Islamic and idolatrous.

There are efforts to digitize the Archive's materials with support from many sectors including the American Institute of Afghanistan Studies and INA.

The Radio Afghanistan Broadcasting Archive (RABA) has stored and maintained sound records and radio broadcasting materials totaling 50,000 hours (reels), 2,000 analogue sound reel records, and a collection of CDs and other radio broadcasting materials.

This includes historic speeches, statements, announcements and interviews of



high-ranking government officials; 6,000 hours (reels) of Afghan music including a rare collection of Afghan traditional music; 4,200 hours (reels) of international music and songs used for program production; and scripts of many radio programs, research papers and concept papers.

In order to digitize the content from analogue cassettes to compact disc, the Afghanistan Radio Archive initiated two projects in the past. The first project was implemented with the help of the American Institute of Afghanistan Studies between 2006 and 2007. The second project was funded by the French organization INA. As a result of their work, 9,300 hours of music and radio dramas were transferred to CDs. However, their work continues slowly due to funding problems.

The Afghanistan National Television Archive, which was established in 1978, continues its initiatives to store and maintain the country's largest

visual collections of political speeches, educational programs, documentaries, films, theaters and dramas.

Between year 2006 and 2007, the project to transfer analogue materials to digital format was implemented with the assistance of INA. Unfortunately, after transferring some 2,700 hours of broadcasting materials, the project was stopped. Despite many efforts to re-start this project with INA, we have been unsuccessful so far.

Since the digitalization of TV studios in 2003, the Archive has transferred out of the 14,500 hours of TV materials nearly 3,245 hours to DVC Pro tapes.

Presently, we have a large collection of low band Umatic – 3/4, BCN-50/51 and AVR-2 videotape recorders that due to technical problems are un-operateable. Our engineers have limited capacity to transfer analogue cassettes to digital independently.

Media Ethics Strike a Chord at AMS 2013 [continued from page 26]

and Mrs Usha Bhasin, Consultant to Doodarshan TV, India. Mr Jain also acted as Rapporteur to the workshop.

It is a welcome sign of the importance that media ethics is acquiring within Asia and the Pacific that events such as these are beginning to become increasingly popular. For the second time running, this workshop has drawn extremely positive feedback from media practitioners attending the Asia Media Summit. Many participants expressed

the hope not only that this event will become a regular fixture in the calendar of pre-summit workshops for future

AMSs, but also that similar workshops will be organised on a national or regional basis in the near future.



AIBD and UUM Celebrate “Girls in ICT Day 2013”

Girls in ICT Day 2013
 25th April 2013 || 0800-1300 ||
 Seminar Hall, School of Computing Universiti Utara Malaysia

With more dazzling activities!
 || Finding the Next Ada Lovelace
 || Career Talk : Women & ICT
 || Best ICT solution for Community
 || Best Poster Design for Girls in ICT

**GIRLS ONLY
 BOYS
 KEEP OUT**

Hey girl!, Ada Lovelace is the first computer programmer!

For more information, contact us!
 * ecomu@uam.edu.my / 04-9254977



that ICT is driving the advancement of women with Internet facilities, which provide opportunities and platforms for them to spearhead ICT on par with the men in the application of existing facilities through online businesses even if it operates from home.”

Professor Dr. Zulikha Jamaludin, Senior Lecturer and Professor from UUM, gave a talk on “User interface for Girls,” highlighting benefits girls could derive from ICT. She shared examples of open source applications where girls could use to enhance their ICT skills. Mdm. Siti Huraizah Abdul Rahman, Manager of Rural Internet Centre, Balik Pulau, Pulau Pinang, discussed about “Women in ICT career.”



Excellence for Rural ICT Development and AIBD is also ITU’s Asia-Pacific Centre of Excellence for Broadcasting. This is the second year that AIBD partnered with UUM in marking Girls in ICT Day.

Ainan Tasneem, a popular artist in Malaysia, provided musical entertainment and shared her experience on starting her singing career using YouTube as an ICT medium.



Universiti Utara Malaysia (UUM) in collaboration with AIBD and the Ministry of Information, Communications and Culture, Malaysia (MICC), recently organized a half-day event in celebration of this year’s Girls in ICT Day at the UUM campus in Sintok, Kedah, Malaysia.

Some 150 participants attended the event. These included students from secondary school which is Sek. Men. Keb Agama Johor Bharu, Johor, UUM’s lecturers, staff and students, Mr. Rabi K.C, AIBD programme manager, representatives from Pusat Internet 1 Malaysia and the Terengganu state government office and teachers from schools nearby UUM.

A highlight of the Program was a quiz competition on ICT-related questions.

The event held on 25 April 2013 honors girls’ interests and strengths, and encourages them to choose a career in information and communication technologies. It is celebrated every year on the fourth Thursday of April.

Assoc. Prof. Dr. Wan Rozaini Sheik Osman, Director of ITU-UUM, welcomed the participants to the event, which was officiated by Mr. Mohamad Akbar Mahbat, the Senior Secretary for Policy and Communications Sector Management Service from MICC.

ITU’s ‘Girls in ICT Day’ program is appreciated as another invaluable contribution by ITU-UUM and AIBD in pursuing gender mainstreaming and promoting of gender equality.

UUM is the International Telecommunication Union (ITU)’s Asia-Pacific Centre of

In his opening speech, Mr. Mohamad Akbar Mahbat said, “there is no doubt

This initiative will help motivate women’s participation in ICT, which is very low, and deal with gender-stereotyping on different types of work.



Culturally Rich Storyworlds Told for the People, by the People

By Ms. Alison Norrington

Transmedia writer/Strategist/Producer and CEO at StoryCentral DIGITAL, Member of Eurovision Academy Faculty



With participants from Bangladesh, Bhutan, Cambodia, China, Fiji, Indonesia, Nepal, Nigeria, Tanzania and Thailand I was privileged to host the Eurovision Academy Transmedia Programming Masterclass as part of Asia Media Summit 2013.

The very nature of this masterclass demands that participants not only learn about transmedia storytelling and programming, but also are immersed in a series of case studies – from documentary, to reality show to Hollywood blockbuster stories – and also break into groups for hands-on workshoping of their stories in a phased approach.

It was an interesting process raising awareness of Transmedia Programming to such a diverse group, each with varying degrees of existing comprehension and knowledge of fragmented storytelling over a strategic series of platforms and with some participants already spreading stories to wider audiences with levels and options for interaction.



One particular project, brought by Voice of Nigeria, focused on a heartwarming story highlighting 'celebrating ignorance'. This team had the opportunity to work intensively on their project, re-evaluating thematic premise, core questions, target audience experience design, timelines and platform choices and perhaps got the most from this Masterclass. Because these participants came with a concept in early development they'd already researched their target audience and in-class development helped them to consider extending the

scale and capabilities of how transmedia programing would work for them.

For duration of the masterclass, throughout five breakout sessions where participants worked on their projects, it was interesting to see three common themes emerge in terms of content focus. Survival in the face of natural disaster, food/cuisine and religious/cultural awareness & tolerance were prevalent.

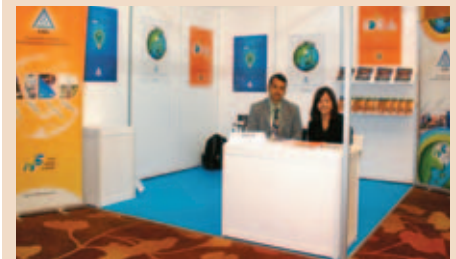


It was both enlightening and interesting to work with participants at the Asia Media Summit and the experience reinforced my belief that it is essential that wide audiences are reached by broadcasters and storytellers that are knowledgeable on culturally rich storyworlds – but more importantly with a focus on their audience and how they might like to 'play' with elements of the story.

It has been evident for some time, as I have hosted workshops and masterclasses across Europe and the United States how cultural behaviours across audiences dictate specific and bespoke options for interactivity and engagement. The Voice of Nigeria project was an excellent example of storytelling *by the people for the people*.

It is always exciting and inspiring to run a Transmedia Storytelling or Transmedia Programming Masterclass and to see the development of a series of projects, but for participants who come to a Transmedia Masterclass with a project or storyworld already in concept phase or early development, the learning curve and knowledge share is amplified and the rapid prototyping and R&D process is speeded up significantly.

AIBD at Broadcast Asia 2013



AIBD recently participated in Broadcast Asia 2013 in Singapore as part of its continuing effort to promote membership and its training programs to broadcasters across the globe. The Institute was one of the organizations that supported this annual exhibition of the latest broadcast technology and conference that attracted more than 51,000 participants from 100 countries and regions. The event was held from 18 to 21 June at the Marina Bay Sands, Singapore.

This year, the 18th edition of the show, together with CommunicAsia 2013 and EnterpriseIT 2013, gathered together top business, manufacturers, suppliers and government leaders from around the world to discuss on major industry issues, trends and to network and explore opportunities for their growth.

AIBD Programme Manager Mr. Rabi KC, a broadcast engineer, represented the Institute at Broadcast Asia 2013 and managed the AIBD booth, where he met the delegates and exhibitors.

AIBD received encouraging inquiries from delegates and stakeholders who visited the AIBD booth. They collected information on the Institute and acknowledged the strength of AIBD in executing quality workshops, conference and trainings. Some of them have shown interest in becoming an AIBD member.

Mr. Rabi also met with Mr. Calvin Koh, Assistance Project Director and Ms. Lindy Wee, Director, PR & Conference from Singapore Exhibition Services Pt Ltd. (SES), the organizer of the Broadcast Asia where he discussed about the partnership between SES and AIBD for 2014.



GUESS IT !

The Affective and Addictive Game Show

Guess It! A family entertainment format created by FOREVER Group in collaboration with CFI.

Canal France International (CFI) has been cooperating with FOREVER Group in Myanmar since September 2012 for the implementation of a digital newsroom and training program of 120 young journalists, the programme scheduling of its channels and the creation of entertainment content.

A team of French experts for entertainment – producer, director, set designer – have conducted three specific workshops for FOREVER which led to the production of a 26' pilot of a new game show, GUESS IT!

This daily program features two teams of four contestants who have to mime various funny events, things and situations of everyday life and win a big prize, for the greatest pleasure of the viewers.



The program has aired on Channel 7 at 12.30, Monday to Friday, and has already generated excellent ratings. It is now popular for Myanmar's game show fans.

Beyond its audience reach, this new format gathers all family members around the TV set, creating a sustainable and affective relationship between the

channel and its viewers. It has also become a strategic slot for announcers targeting youth and family audiences.

In the future FOREVER and CFI will continue their fruitful collaboration for creating new original contents, and reinforce the group's channels position in the context of tense competition.

FBC's Initiatives in Programming

The Fiji Broadcasting Corporation (FBC) will soon sign MOU's with KBS, EBS, TRT and IRIB to upgrade its programming and other areas of competence. It reflects efforts to further develop the station in the small island nation.

FBC, Fiji's national broadcaster is home to a network of six radio stations; two in each of the three major languages, i-Taukei, Hindustani and English. It provides a free to air television service. As the national broadcaster, FBC carries immense national responsibility which is reflected in the content of its broadcast service. This not only informs and educates all Fijians, but also moulds the younger generation for the future.



In January, the FBC welcomed Mr. Vimlesh Sagar as its new Chief Financial Officer. He studied at the University of the South Pacific and holds a Post Graduate Diploma in Accounting, a Bachelor of Arts and Masters in Professional Accounting. Mr. Sagar has more than nine years of work experience and is an asset to the Fiji Broadcasting Corporation.



Mr. Clarence Dass who participated at the Asia Media Summit 2013 in Manado, Indonesia won the World TV Award in the Science and Environment category for his futuristic dramatized film titled "A Day at the Beach." The film was made for and broadcast by Fiji Broadcasting Corporation (FBC) TV. This earned him US\$ 5,000 prize money, a trophy and a certificate.

Earlier this year, FBC signed on as the official media partner for Miss World Fiji 2013, a proud moment for the FBC team that spearheaded the entire media



coverage of the pageant and put together an amazing show for the crowning night.

On 12 June, 2013, Fiji celebrated the opening of the new ANZ National Stadium. To commemorate its opening the Fiji Sports Council arranged for a rugby match between the Classic All Blacks and Fiji. The Fiji Broadcasting Corporation acquired exclusive broadcasting rights to air this match 'LIVE' and for free on FBC TV. A Milestone achievement for a TV station, that's only been in business for a year and a half.

It has been a very busy yet fruitful year for the Fiji Broadcasting Corporation. In just a year and a half the Fiji Broadcasting Corporation's FBC TV has grown in leaps and bounds. Our focus

[continued on page 31]

Three More Media Organizations Join AIBD Family

Bangladesh's New TV Channel



SATV (South Asian Television), Bangladesh's first ever television channel using high definition and 3rd generation technologies, has become AIBD's affiliate member. It aims to become the leading television channel of the country through quality production and objective journalism.

SATV was incorporated in 2011 in Bangladesh. The channel, which has both news and entertainment programs, is owned by SA Group, one of the largest transportation and real estate groups of the country.

On 19 January 2013 SATV began its commercial broadcast, increasingly making its mark in the industry with its objective news, in-depth news stories and quality drama, musical, social awareness programs and other shows.

The new channel is the first channel to bring Freemantle International's "Idol" franchise in Bangladesh through "Bangladeshi Idol". While competing with 25 other Bangladeshi channels, SATV promotes a variety of sports events and cultural, musical and other programs. The successful live broadcast of the cricket matches during the Bangladesh

Games 2013, and other events are testimonies to its commitments.

SATV complements its network coverage through cable operators to different countries including the United States, Canada, the United Kingdom and the Middle East.

For more information, please visit their website: www.satv.tv

Kazakhstan Republican TV and Radio



The Kazakhstan Republican Television and Radio Corporation, the state-owned media company that is proud of its history and is a repository of the best traditions of the Kazakh television and radio journalism, has become a new affiliate member of the AIBD family.

It brings together the Kazakhstan National TV channel, Madeniet (Culture), Balapan (Kids), KazSport TV channels, Kazakh Radio, Radio Shalkar, Radio Astana and Radio Classic, Kazinform News Agency as well as 14 regional television and radio companies.

The Corporation had its beginnings when Kazakh radio started airing in 1922 and the first regular TV channel of Kazakhstan was established in 1958. Today, 98% of the population has access to their programs, 89% can listen to their radio programs.

The affiliate membership of Kazakhstan Republican Television and Radio Corporation marks an important step in highlighting the increasing role of Central Asia and of Kazakhstan in global broadcasting. This partnership will further strengthen AIBD's cooperation among broadcasting/media organizations in Kazakhstan and Central Asia.

Further information is available on their website: www.kaztrk.kz

Palestine's University Expands Reach



The Media Development Center (MDC) of Birzeit University, Palestine, has become an AIBD affiliate member.

Birzeit University's Media Development Center (MDC) was founded in 1996 as a radio training program. The history of media studies at Birzeit dates back to 1963 when the University offered journalism courses. In 1993, the University began to expand its journalism activities substantially. The Center's subsequent development into a full-fledged Institute with five units in the fields of radio, print journalism, TV, academic programs and media resources came largely as a result of the glaring need for professionals in the field of mass media.

One of the aims of MDC is to encourage the development of independent audio/visual media and improve technical skills in audio/visual production and computer technologies of local residents and members of civic organizations.

The affiliate membership of MDC would further strengthen AIBD's cooperation among broadcasting/media organizations and higher learning institutions in Palestine.

FBC's Initiatives in Programming [continued from page 30]

on locally produced shows has paid off, with each show raking in a high number of viewers. This is all evident through the



public's response via emails, visits to the broadcasting house, letters to the editor and client based independent surveys. Work is already underway to introduce more new shows which will be produced right here at broadcasting house.



With half the year gone, the Fiji Broadcasting Corporation is looking forward to ending 2013 on a very high note.

Bridging the Gap between Broadcasters and Health Sector



Over 30 broadcasters across Asia took part in a workshop to prepare them in the event of a pandemic. The workshop was a pre-summit event for the Asia Media Summit organized by AIBD, taking place in a week where the new bird flu virus and coronavirus continue to make headlines.

At the opening ceremony, Ms. Moneeza Hashmi, President of the Commonwealth Broadcasting Association, called for a better media in times of global pandemic. She said media must enhance its information function to generate awareness in alerting and preparing citizens before disasters strike.

Such effort, she said could prevent death, injury and destruction.

Delegates from Hong Kong, Pakistan, Indonesia, India, and the Philippines shared their experiences on disease outbreaks and other disasters at the CBA/AIBD Regional Workshop: *Be Prepared! Managing Your Organization Through a Global Pandemic.*

Nalaka Gunawardene, a Sri Lankan science writer and TVE-AP Director, spoke at the workshop and said broadcast companies needed to review their communication strategies amidst



the rising frequency and intensity of global pandemic. This challenge calls for examining their policies and guidelines in dealing with denial and panic situations, level of media freedom, managing early warnings, social media and smart phones.

Nalaka Gunawardene provides the context of the workshop.

To build trust, media must have a disaster plan that is communicated to everybody before disaster strikes. Dr. Michael McCluskey, an international media and broadcasting consultant, emphasized this point in his presentation and said media must look at systems, safeguards and guidelines that they provide their teams before the pandemic starts.



Dr. Michael McCluskey talks about broadcasters' role in a pandemic.

He said providing information to save lives is essential, but over-telling of pandemic tragedies can add to the trauma in people's lives. He urged broadcasters to provide the right balance.

'Business Continuity Planning' was highlighted as essential for broadcasters. Another speaker, Dr. Goh Moh Heng, President of the BCM Institute in

Singapore, suggested starting small, and creating a plan for how to broadcast when staff did not have access to their offices, for instance.



Dr. Graham Tallis, from the World Health Organization, discussed bridging the gap between the media and public health experts, and cited a number of practical initiatives, such as regular WHO meetings with the media and appointing spokespeople in health sectors. He also suggested that the health sector needed to be up to date with social and mobile media and use it proactively to disseminate health messages and counter misinformation.



The workshop was praised for engaging with a topic that many hadn't seriously considered previously, despite its persistence. In a tweet, Mr. Gunawardene, said: "Revealing: In a room of 30+ broadcast reps from across Asia, only 1 says his stn (NDTV) has an internal disaster response plan." Although this could also suggest that some broadcasters have plans, but not all of their staff may be aware of them.



The event also coincided appropriately with a week of 10-year commemoration events taking place to remember those who died from Sars, and its impact.

Myanmar Students Complete Diploma Course in TV Broadcasting

by **Mr. Dennis Thaw Zin Naing**
Training Manager, MMDC

As the broadcasting media is blooming in Myanmar, the demand for strong and systematic capacity building programs for sustainable development is increasing. To keep up with the transforming media environment in the country, Myanmar Media Development Center (MMDC) has delivered basic TV Broadcasting training beginning from January 2012 with the cooperation of International organizations such as AIBD, DW Akademie and FES.

The first Diploma in TV Broadcasting course commenced in August 2012. There were 46 students (non media professional) who attended the course covering six months of classroom discussion on theories and and practice and four months on the job training at MRTV-4.

Trainers in MMDC are most experienced and skillful in broadcast industry. The AIBD supported a trainer on camera work & lighting and the DW Akademie sent a trainer for broadcast journalism. After the theoretical and practical sessions, the students underwent on-the-job training as groups at the MRTV-4 broadcast station. Each group of students prepared a final project, which was submitted to the nomination committee for review.

Mr. Winn Maw, Forever Group CEO delivered a congratulatory speech during the graduation ceremony held on 11 June 2013 at Sedona Hotel. Mr Andreas Grigo from DW Akademie also spoke before the graduates.

The certificates of achievement were given by Daw San San Nwe, Minister for the Ministry of Finance and Revenue (Yangon Regional Government), U Tint Swe, Director General of Myanma Radio & Television and U Khin Maung Htay, Director and Co-founder of Forever Group.

Project awards were announced during the ceremony and the 1st prize was given to Group-4 on their project title "Hugs for the Innocents" which is a docudrama on human trafficking and child protection. The 2nd prize goes to Group-1 on the title "Amazing Price" which is an infotainment program. The



3rd prize was given to Group-3 on the title "Myanmar with Golden Dream" based on SEA Games to be held in Myanmar. The consolation prize was given to Group-2 on the title "Let's Go to Myanmar" which is a travel program.



Closing speech was delivered by U Khin Maung Htay, Director & Co-founder of Forever Group and followed the screening of prize winning project. Then two students expressed word of thanks on behalf of the graduates. The first batch on Diploma in TV Broadcasting was successfully delivered with the guidance of Ministry of Information and the great efforts of

Myanmar Media Development Center and strong backup from Forever Group.

As a conclusion, we would like to extend our sincere thanks to our international partner organizations that provided their continuous support along the way and those who have involved their kind contributions for Myanmar Media Development Center.

AIBD Remembers *Jai Chandiram*

Ms. Jai Chandiram was no ordinary broadcaster. Throughout her illustrious career at Doordarshan, and the Educational Media Production Center of Indira Gandhi National Open University in India, she championed women's rights.



of Women in Asia," which was widely used as a learning kit for training in many countries.

As an AIBD consultant/coordinator for television training from 1983-1986 while on deputation from Doordarshan, India, she conducted training activities on development communication for broadcasters in the Asia Pacific region. She helped produce an audio video resource kit on gender, "Into Focus, Changing Media Images

Aside from serving as trainer, Ms. Jai also spoke before many international meetings on health education, gender and developmental issues and contributed to "Broadcasting for All: Focus on Gender", an AIBD-FES publication in 2011. She was associated too with the International Association of Women in Radio and Television (IAWRT).

Jai passed away on 11 May 2013 at the age of 75 after a prolonged illness.

Winners of the World Television Awards 2013

Winners of the World Television Awards 2013 were officially announced at the Asia Media Summit in Manado, Indonesia on 29 May 2013.

Ms. Moneeza Hashmi, President of the Commonwealth Broadcasting Association (CBA) and General Manager, International Relations, HUM TV, Pakistan announced the winners before some 400 participants at the AMS 2013.

In the Humanity category for the Best TV Documentary “Dealing with Natural Disaster”, the winner was “*CATALYST: Taking Australia’s Temperature*” directed by Jonica Newby and broadcast by ABC1 – Australia. Ms Jonica Newby was not able to attend AMS but a video speech was screened in front of the delegates. Mr. Salah Eddine Maaoui (Director General, Arab States Broadcasting Union, ASBU) and Mr. Yang Binyuan (Director of AIBD) presented the trophy and certificate to Ms. Moneeza Hashmi who accepted them on behalf of ABC.



Ms. Moneeza Hashmi, Mr. Salah Eddine Maaoui and Mr. Yang Binyuan

Runner-up was “*One Man’s Desert: Direction of Hometown*” directed by Fan Zhiyuan and broadcast by CCTV12 – China. Mr. Yang Fuqing from China Central Television (CCTV) was presented the certificate on behalf of the runner-up.

The Science/Environment winner, Mr. Clarence Dass was presented with a trophy and certificate by Dr. Young-woo Park (Regional Director and Representative for Asia and the Pacific United Nations Environment Programme, Regional Office for Asia and the Pacific) and Mr. Yang Binyuan



Ms. Moneeza Hashmi, Mr. Clarence Dass, Dr. Young-woo Park and Mr. Yang Binyuan

for his movie “*A Day at the Beach*” broadcast by FBC TV – Fiji. The runner-up, Mr Rehan Ahmed, was presented with a certificate for his short-movie “*Ozone – We are the Future*” broadcast by HUM TV – Pakistan.

The jury session of the World TV Awards took place at the AIBD office in Kuala Lumpur on 2nd and 3rd May 2013. Ms. Moneeza Hashmi chaired the jury that evaluated some 23 entries from 13 countries in the Humanity category and 19 entries from 14 countries in the Science/Environment category.

With the aim of recognizing the crucial role played by media in promoting the awareness of the audience on major

issues such as cultural diversity, religious understanding, tolerance and peace, the World TV Award was initiated in 2004 on two themes “*Religious Understanding*” and “*Conflict Resolution*” on Category Humanity.

In 2011, AIBD launched the World TV Award Category on Science & Environment, in collaboration with United Nations Environment Programme (UNEP) OzonAction.

From 2013, Category Humanity topics are replaced by “*Natural Disaster*” and “*Children’s Rights*”.

The World TV Awards have gained momentum because of the changes.



Jury of the World TV Awards 2013 with Mr. Yang Binyuan, AIBD Director

AIBD Members and Partners

Malaysia's New Minister of Communications and Multimedia



Dato' Sri Ahmad Shabery Cheek was appointed the Minister of Communications and Multimedia, Malaysia on 16 May 2013.

He heads the newly formed Ministry of Communications and Multimedia. The re-designation of the former Information, Communications and Culture Ministry as Ministry of Communications and Multimedia will enhance the country's communication sector in line with the emergence of new media.

With the appointment, Ahmad Shabery, 55, who was appointed Information Minister from March 2008 to 2009, returns to his old portfolio after taking over as the Youth and Sports Minister since 2009 during a minor cabinet reshuffle.

Shabery holds a bachelor's degree in economics from Universiti Malaya and a master's degree in political science from the University of Leeds, United Kingdom.

New Director General for Radio Pakistan



Mrs. Samina Pervaiz, Director-General, External Publicity Wing of Ministry of Information and Broadcasting, is the new Director-General of Radio Pakistan, or Pakistan Broadcasting Corporation (PBC).

She replaced Mr. Murtaza Solangi, who had been Head of the national radio since June 2008.

In a meeting with PBC section heads, Mrs Pervez said Radio Pakistan has a sensitive and delicate role in society and the country, stressing the need to work hard to bring forward the real facts to the public.

The new Director-General also underlined the need to formulate an effective training system for news personnel and producers to boost their professional skills and re-activated the research cell to innovate PBC's programs.

Former ASBU President Heads Saudi General Commission for Audiovisual Media



Dr. Riyadh Najm, former President of the Arab States Broadcasting Union (ASBU), has been appointed as President of the General Commission for Audiovisual Media in Saudi Arabia.

Created in early 2013 by the Council of Ministers, the Commission is an autonomous regulatory authority with administrative and financial independence. Its role is to regulate the radio and TV sector in the Kingdom in the fields of services, transmission, production, distribution and marketing.

Previously Dr. Najm held several leading positions at the Ministry of Culture and Information, more recently as Deputy Minister for Information Affairs. He is presently the Chairman of the Arab HDTV Group and Member of the IBC Council.

He holds BS and MS degrees from the University of California, Berkeley in Electrical Engineering and PhD in Telecommunications from Liverpool University in UK.

Radio New Zealand Appoints New CEO & Editor-in-Chief



Mr. Paul Thompson has been appointed as the next chief executive and editor-in-chief of the country's national public service broadcaster.

The appointment by the Board of Radio New Zealand follows the January 2013 announcement by Peter Cavanagh, Radio New Zealand's CEO that he would be stepping down from the position when his contract expires at the end of the year.

Paul Thompson is currently the Group Executive Editor of Fairfax Media in New Zealand and a former award winning editor of the Christchurch Press and the Nelson Mail.

Mr Thompson will take up his new responsibilities with Radio New Zealand later in the year.

Audiovisuel Extérieur de la France renamed as France Médias Monde

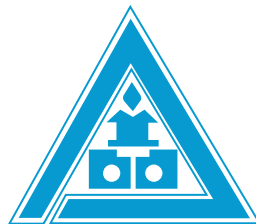


French national media company, which comprises international French media RFI, FRANCE 24, and Monte Carlo Doualiya, has changed its name from 'Audiovisuel Extérieur de la France' to 'France Médias Monde'. This change reflects the company's desire to have a name that is less administrative and easier to understand worldwide. The new name aims to complement the three brands under the company and the change is in line with the current creation of new style guides and visual identities for each media. The France Médias Monde name has been effective since June 27, 2013 and it will be rolled out gradually over the next few months via its domain name and the modification of official documents.

KCC changed to MSIP



The Korea Communications Commission (KCC) has been changed to Ministry of Science, ICT, & Future Planning (MSIP). Republic of Korea President Park Geun Hye's administrations launched the Ministry in April 2013, which will take responsibility of promoting so-called "creative economy", creating new possibilities in science and information & communication technology including technology transfers and business start-up. Their main objectives are vitalizing "creative economy", reinforcing national R&D and innovations, promoting software development industry, stimulating international cooperation. To find out more information about it, you may visit www.msip.go.kr.



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