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General Conference Calls for a More Vibrant AIBD



Charting an Action Plan

*If you fail to plan,
you are planning to fail.*
- Benjamin Franklin

AIBD's 41st Annual Gathering/14th General Conference & Associated Meetings, while having a close look at the past performance of the Institute, also planned for its more meaningful future. The meetings which were held in Chiang Mai, Thailand from 18 to 20 August 2015 accepted many plans for making the Institute more relevant to its members. Amongst these ideas were conducting in-depth research into areas of interest to broadcasters and starting a secondment programme.

Since the Asia Media Summit in May this year, when the new Director Chang Jin took over, AIBD has already added a few more initiatives to improve its services to the broadcasting industry in the Asia-Pacific region. These include publishing of the AMS Proceedings, closer ties with ABU, planning more activities, etc. At this point, these may be looked at as small steps, but plans are afoot to make an impact.

One such initiative was the screening of programmes that won the AIBD Awards and came runners-up. The screenings and interactions, a new initiative during the GC, evinced a lot of interest amongst the delegates. In fact, this interest has made members ask for better promotion of the Awards so that there are more entries and bigger competition. Interestingly, the number of programmes vying for the AIBD Awards 2015 in the radio categories outnumbered those in television. Not just quantity, the quality of programmes was commendable as well. As one of the juries remarked, "Radio does require a lot of creativity to conjure up an image in the minds of the listeners." That creativity was on abundant display amongst the entries.

With focus on content, the Asia Media Summit 2016 to be held in Incheon, Korea will once again aim to give boost to creativity. After a hugely successful AMS 2015, the stage is set for another rocking event. The team at AIBD understands its responsibility of putting together a quality event in conjunction with the Korean hosts, Ministry of Science, ICT and Future Planning (MSIP).

AIBD has also been trying to maintain and improve quality in its trainings and activities. It is an ISO 9001:2008 and ISAS BCP 9001:2010 certified organisation. Periodic internal and external quality audits have motivated the Institute's employees to be on their toes to achieve commendable results.

Talking of AIBD's employees, this small team can boast of gender equality – something that UNESCO supports. UNESCO's urge for greater participation of women in media was highlighted by the international organisation's representative during the GC this year.

AIBD's new Executive Board (EXBO) was also elected during the GC. Maldives has been chosen as the Chairman of the EXBO and to add to their celebrations, the country's representatives were happy to carry back one of the AIBD Awards won by their radio programme.

To keep up such good work, AIBD organised a workshop for children's programmes in collaboration with the Public Service Media (PSM) and Television Maldives (TVM) which was sponsored by Norwegian Broadcasting Corporation (NRK). The consultant for the workshop came back with some very good words for the enthusiastic team. Children's pro-



grammes customised to each country's population work well with the audience. That is one of the many key thoughts behind such workshops.

Interestingly, children's programmes also have long shelf life. But to re-telecast such programme in part or in full, one must have a good archiving system in place. Therefore, it is a must that channels understand the best methods to archive their content. An AIBD/Prasar Bharati workshop, held in July this year, tackled this subject effectively. This hands-on workshop was well-received by the participants.

And lastly, inspiring nations is not just in the hands of great orators and statesmen; even music, and indeed broadcasting of it, can do the trick. Read the report on 'I am Korea' concert to know more in this edition of the Broadcaster.

Cover page picture (3 VIPs from left to right):

H. E. M. L. Pamadda Diskul, Minister attached to the Prime Minister's Office and Permanent Secretary to the Prime Minister's Office, the Kingdom of Thailand (H.E. speaking to the Inaugural Ceremony in the next picture); Mr Suriya Prasatbuntitya, Chiang Mai Governor and Mr Apinan Juntarangsi, Director-General of National Broadcasting Services of Thailand (PRD)

Inaugural Session



Share Best Practices in Media

Broadcast organisations need to share best practices and promote professionalism to catch up with trends in the fast-changing media landscape and better serve their modern audiences, particularly young consumers of old and new media.

They must also pay special attention to their corporate social responsibility in educating their audiences, and promoting media ethics and media literacy in today's digital world.

AIBD is in a distinct position to contribute substantially to deal with these challenges, said M.L. Panadda Diskul, Minister attached to the Prime Minister's Office, Kingdom of Thailand, in his keynote address during the inaugural ceremony of the 41st Annual Gathering /14th AIBD General Conference and Associated Meetings held on 18 August 2015 in Chiang Mai, Thailand.

Minister M.L. Panadda Diskul is also the Permanent Secretary to the Prime Minister's Office.

Some 50 delegates attended the inaugural ceremony which was formally declared open by the Minister.

In his speech, the Minister praised AIBD's efforts to inspire and enhance professional skills in the broadcasting community.

"I am convinced that laying down the fundamentals of professionally and socially responsible media will smooth the path in achieving our common goal of promoting a decent life, and a better and more peaceful society shared by all", he said.

Mr Apinan Juntarangi, Director-General of the National Broadcasting Services of Thailand, the Government Public Relations Department, Kingdom of Thailand, delivered the opening remarks. He stressed the important role of media in today's society, saying that AIBD can further build the capacity of broadcasters to deal with the major transformation in the media landscape.

He thanked the Governor and people of Chiang Mai for their hospitality in helping host this year's AIBD General Conference and Associated Meetings and urged delegates to enjoy the charm and outstanding culture of Chiang Mai.

Mrs Dra Rosarita Niken Widiastuti, President Director of Radio Republik

Indonesia and President of the AIBD General Conference, delivered the welcoming remarks. She said that broadcast organisations need a winning team in the competitive media landscape where audiences demand quality programmes and greater engagement.

"AIBD as a training institute can help build that winning team capable of fostering a performance-drive culture and eliciting business results in the organisation." Mrs Niken said.

She also said that the broadcast media needs a pool of competent, innovative, and committed employees and managers ready to deal with the demands and benefits of the changing media landscape for long-term growth, greater customer satisfaction and meaningful contribution to development.

Ms Ito Misako, Regional Advisor for Communication and Information in Asia, UNESCO Asia-Pacific Regional Bureau, Bangkok, also spoke during the inaugural ceremony.

She urged broadcasters in the region to help achieve gender equality in media, work for a free and safe working environment of journalists and promote media self-regulation.

"Understanding these ongoing challenges and finding a way forward is on us", she said.

She added that UNESCO will support all the efforts to promote freedom of expression, media development and access to information and knowledge for making vibrant the media landscape in Asia-Pacific.

A highlight of the Inaugural Ceremony was the presentation of the four AIBD Awards 2015 for Best TV Programme on Encouraging Youth Empowerment and Best TV Programme on Creative Ways to Harness Energy, and Best Radio Programme on Highlighting Science to the Public and Best Programme on Putting Spotlight on Teachers in Society.

The inaugural ceremony ended with a dinner and cultural programme highlighting Thai cultural dances and songs from Chiang Mai.

AIBD's International Partnership Gain Momentum

AIBD's close collaboration with governments and international, regional and national broadcasting organisations gained a strong momentum during the last 12 months, enabling the Institute's members to benefit from various training activities and conferences.

"AIBD cannot fulfil its mission and achieve its objectives without the continuous support and close collaboration from our international partners and broadcast organisations," AIBD Director Chang Jin said during the presentation of the AIBD annual performance report at the recent 41st Annual Gathering/14th AIBD General Conference & Associated Meetings in Chiang Mai, Thailand.

In his report, Chang Jin said the Institute successfully implemented its programme activities and initiatives during the last 12 months, notably the Asia Media

Summit 2015 in Kuala Lumpur and the 27 training activities benefiting close to 700 broadcasters from 46 countries and regions in Asia-Pacific and beyond.

Among its international partners were the Tun Abdul Razak Broadcasting and Information Institute of Malaysia (IPP-TAR), Arab States Broadcasting Union (ASBU), Norwegian Broadcasting Corporation (NRK), International Telecommunication Union (ITU), Asia-Pacific Broadcasting Union (ABU), European Broadcasting Union (EBU), China Central Television (CCTV) and the Friedrich Ebert Stiftung (FES).

Chang Jin thanked these organisations, in particular FES, which generously supported AIBD training projects and conferences for more than 30 years. FES, which closed its Kuala Lumpur office in December 2014, helped the Institute co-organise and fund the Asia

Media Summit and the public service broadcasting initiatives.

IPPTAR co-organised with AIBD the annual International Conference on Broadcast Training (ICBT) in Kuala Lumpur. The third ICBT took place on 5-6 February 2015.

With the theme "Creative Content – Maximising Business Value and Audience Experience," the two-day ICBT conference attracted more than a hundred local and foreign delegates. Among its recommendations were for AIBD and its partners to help identify high quality trainers, offer new training methods for broadcasters and assist broadcast organisations develop innovative training techniques featuring new structures and new technologies.

ASBU continued to support the prize money for the winner of the World Television Award 2015 and with three professional interpreters at the Asia Media Summit.

The AIBD Director said collaboration with NRK, which started in 2011, continues to grow. For 2015, NRK committed to support four activities. It also contributed towards the prize money for the World Television Awards.

With EBU and CCTV, AIBD's collaboration in organising a pre-summit Master Class, the internationally recognised training format developed by EBU's Eurovision Academy, continued for the fourth consecutive year.

AIBD has had a strong partnership with ITU and ABU. In 2015, they co-organised and funded a pre-summit workshop on Enhancing Digital Broadcasting Transition Experience at the Asia Media Summit.

Another of AIBD's long-time partners is the Asia-Pacific Broadcasting Union (ABU). At the General Conference, ABU Director Javad Mottaghi said that ABU remains committed to strengthen its partnership with AIBD. Both organisations agreed to hold monthly meetings to pursue activities dealing with programmes, news, technology, and



INTERNATIONAL CONFERENCE ON BROADCAST TRAINING

- Recommendation 1:
TO IDENTIFY ways of finding high quality trainers
- Recommendation 2:
TO INVESTIGATE new training methods
- Recommendation 3:
TO ASSIST broadcasting organisations develop training techniques



human resource development. ABU is a founding member of the AIBD and a permanent GC member.

Radiodays Europe and Radio Netherlands Training Centre also supported AIBD pre-summit workshops at the AMS 2015.

Singapore Exhibition Services (SES) offered AIBD a booth at the BroadcastAsia 2015 held in Singapore.

AIBD's Training Activities

Chang Jin's report also included the list of training activities AIBD pursued. The activities covered various fields such as new media and social media, management, children/gender/youth, digitisation, production and training of trainers, among others. Many of them were in-country workshops and self-funded.

During the 12-month period, new media and social media had the most number of training activities in the region.

AMS 2015

On the Asia Media Summit 2015 in Kuala Lumpur, more than 400 delegates from 46 countries and regions participated in the three-day event. Many of its regular attendees considered it the best AMS so far in terms of the quality of content and speakers.

To record and disseminate the achievements of the AMS 2015, AIBD prepared the AMS 'Main Documents and Summary,' and sent them to partners and patrons, including the UN Secretary General. The July issue of the Broadcaster magazine carried a new graphic design featuring the Summit highlights. As proposed by the AIBD GC President and SPT, the Secretariat also revived the book publication of the AMS Proceedings.

The AIBD Director also updated members on the preparations for the Asia Media Summit 2016 to be held in Incheon, Korea.

Membership Campaign

AIBD has currently 34 full members and 66 affiliate members, representing 48 countries and regions.

Concerned about the AIBD membership, the Institute is launching a more aggressive recruitment programme to attract new members in Asia and beyond. In the fast-changing media landscape, AIBD wants to expand its membership and cover organisations engaged in new media as well.

AIBD also has plans to publish a hard copy Members' Directory, and fine-tune the internal personnel structure of the Institute as part of efforts to achieve sustainable development.

The Institute remains ISO-certified under ISO 9001:2008 and ISAS BCP 9001:2010, reflecting its competency and credibility in pursuing initiatives in media management systems.

Reporting on the state of finance, Chang Jin said members' arrears in subscription remain a concern that needs immediate attention. He requested members to settle their outstanding dues as soon as possible so as not to jeopardise the services of the Institute.

For the nine member organisations suspended for non-payment of their arrears in subscriptions, AIBD recommended the termination of their memberships.

For new initiatives, AIBD is launching annual research projects and pushing for the implementation of the secondment programmes in collaboration with members and partners.





Future Projects

The 14th AIBD General Conference recently approved three new projects that will beef up the capability of the Institute's workforce, improve current services to members, and expand memberships to new media industries.

AIBD Director Chang Jin presented these projects during the recent 41st Annual Gathering/14th AIBD General Conference and Associated Meetings in Chiang Mai, Thailand.

Mrs Dra Rosarita Niken Widiastuti, President Director of Radio Republik Indonesia, and President of the AIBD General Conference, chaired the meeting.

AIBD Annual Media Research

The first project is a new initiative called AIBD Annual Media Research (AAMR) that will provide basic data collection and preliminary analysis subject to further deliberation from resource persons and speakers during the Summit.

It seeks collaboration with some 24 training and research institutions of member countries as well as international partners.

Its first topic will deal with the theme of the Asia Media Summit 2016 focused on media content issues. The output will be put together before the AMS and made available to the Summit which will take place in Incheon, Korea from 24-26 May 2016.

Chang Jin said AIBD will work out a framework plan for this research project very soon.

AIBD's New Initiatives in 2015-16

Secondment Programme

The second project is the secondment programme aimed at enhancing knowledge-sharing among members in a unique way.

Working professionals from member organisations will be attached to AIBD as secondees for a period of two years. They will be exposed to the working styles of multiple member countries in a multicultural environment.

Secondees with training expertise in radio programming, TV engineering and research projects are to be prioritised for recruitment.

Starting this year, AIBD will process and accept three secondees. They will assist programme managers in designing projects aligned with AIBD's vision, mission and objectives. They will also help determine members' training needs, identify resource teams for technical training as well as funding sources, and prepare cost estimates and exercise budgetary control.

During the secondment period, the secondee's mother organisation will maintain the secondee's regular salary

while AIBD provides funds for accommodation, meals, local transportation, utility expenses, group insurance policy and an annual leave for 15 days.

From this initiative, AIBD hopes to gain added perspective from secondees.

Expanded AIBD Membership

The third project deals with the expansion of the AIBD membership to adapt to the developments in the media landscape.

Confined to members from the broadcast industry in the past, AIBD proposed to include new media companies in its recruitment campaign.

Chang Jin informed members of the AIBD General Conference "among our membership, there's not a single new media company. Very few, if any, government organisations related to new media are represented."

He said it's high time that the AIBD takes new media into its agenda and welcomes organisations related to new media into our Institute, a proposal the GC approved.

18 – 20 August 2015, Chiang Mai, Thailand

EXBO Meeting



their impact on radio, which continues to be a dominant platform in countries like Indonesia.

Chang Jin said the Institute will work out plans to deal with this proposal.

Based on the Director's report on AIBD's performance, the Executive Board came out with other proposals to strengthen the Institute.

One, AIBD should find ways to inform Ministers of Communication and Information about AIBD activities, and even invite them to the Asia Media Summit and General Conference for a better appreciation of the Institute's contribution in the region. The purpose is to ultimately get their governments to become full members.

Two, AIBD will pursue better ways to attract more participation in the World TV Awards and AIBD Awards. Suggestions were raised to hold a content festival for participating organisations, improve rewards to awardees, and get government and industry recognition of AIBD certificates of awards and appreciation. Another recommendation to promote the awards was to use the winning entries as training materials for the workshops.

Three, to enhance capacity-building among members, the Institute is calling on members to support the secondment programmes as practised in previous years.

And four, on the financial report, EXBO members requested AIBD to find out the reasons behind payment delays and consider alternative ways to help members in arrears, meet their obligations to the Institute.

EXBO members expressed their gratitude to the National Broadcasting Services of Thailand, The Government Public Relations Department for hosting the 41st Annual Gathering and 14th AIBD General Conference and Associated Meetings in Chiang Mai, Thailand

AIBD Eyes More Quality In-Country Training Workshops

Mr Chang Jin, AIBD Director, says the Institute is eyeing more quality training and in-country workshops in its bid to offer better services to members and attract new members.

During the last 12 months, Chang Jin reported to the AIBD Executive Board that the Institute implemented 27 training activities benefiting close to 700 broadcasters from 46 countries and regions.

These activities covered various fields such as new media and social media, management, children/gender/youth, digitisation, production and training of trainers, among others.

"As we plan for more quality and quantity in our in-country training workshops, we will need to beef up our resources, and members' assistance will be most critical," he said.

One thing going for us, he added, has been our strong collaboration with governments, international, regional and national broadcasting organisations.

About 52% of these activities during the last 12 months were in-country

workshops while 41% were regional events.

AIBD statistics also showed that some 690 people participated in all the activities, 80% of whom were members.

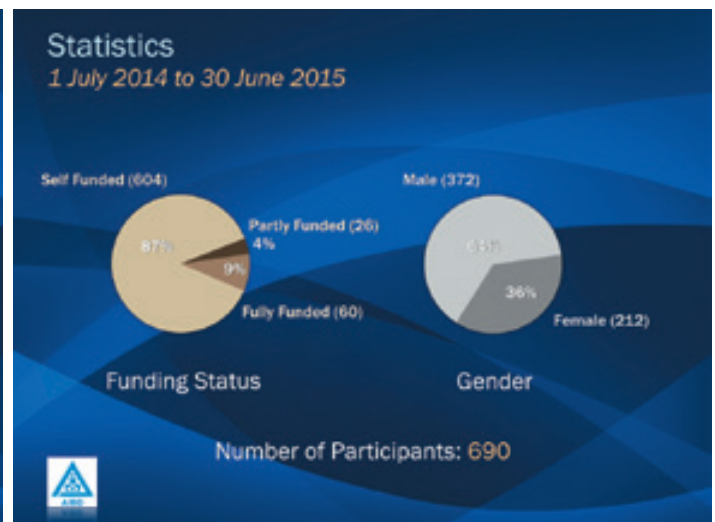
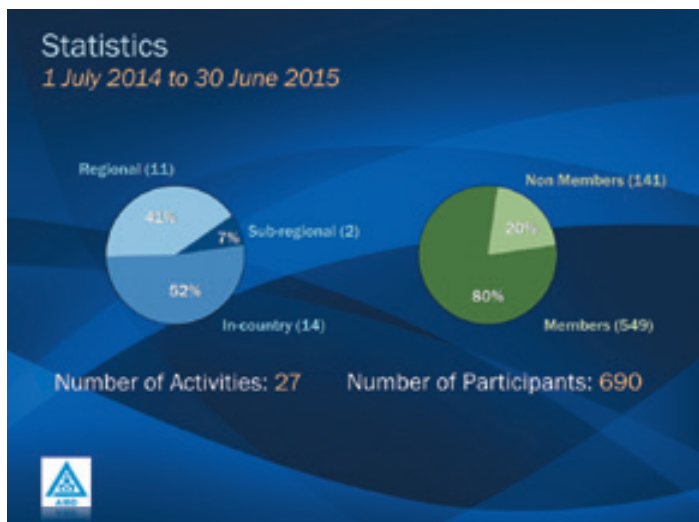
There were more male participants, about 64%, compared to women participants (36%).

About 87% of these activities were self-funded and 9% fully funded.

The AIBD EXBO members from Cambodia, France, Malaysia, Maldives, Nepal, Philippines, Sri Lanka and Thailand had come together on 18 August 2015 in Chiang Mai, Thailand to hear the Director's report on the Institute's performance from July 2014 to June 2015.

Cambodia, represented by Mr Has Sam Ath, Deputy Director-General of the Ministry of Information, chaired the Board meeting. In his opening remarks, Mr Has Sam Ath urged the Institute to expand capacity-building initiatives to members.

During the discussions, some EXBO members proposed more focus on new media and social media, in particular



AIBD Supports More Women Participation in Media

UNESCO has urged broadcasters to put more focus on allowing greater women participation in media and ensuring the safety of working journalists in Asia-Pacific.

A study by UNESCO and International Federation of Journalists and UN Women in June 2015 shows that while more women are entering the profession, they remain underrepresented in many areas. Males dominate the industry and only 28% of women belong to the media workforce and much less at the decision-making level in the region.

On safety of journalists, UNESCO data indicates that a working journalist is killed every week and 90% of the crime is left unpunished because of the prevalent culture of impunity.

Ms Ito Misako, Regional Advisor for Communication and Information in Asia, UNESCO Asia-Pacific Regional Bureau, Bangkok, cited these challenges during the 14th AIBD General Conference held

on 19 August 2015 in Chiang Mai, Thailand.

In her message, Ms Ito acknowledged the long-standing collaboration between UNESCO and AIBD in various projects and called for greater partnership to meet these challenges.

She said achieving gender equality in media is necessary to ensure a more inclusive and equitable society. It can also support media pluralism and diversity of media content.

She requested AIBD to celebrate every second of November, a day UNESCO designated to emphasise efforts to deal with the culture of impunity that remains a key reason for the continued killings of journalists.

Members from Bangladesh, Pakistan, Thailand and Indonesia endorsed the

inclusion of greater gender equality and safety of journalists as part of the AIBD agenda, which the General Conference accepted and approved.

AIBD and UNESCO have worked on 15 broadcasting development projects in the region, ranging from training journalists to promoting best practices in broadcasting and the use of ICTs for strengthening citizen's participation.



EXBO Elections

Maldives Elected as New EXBO Chairman

Delegates to the 14th AIBD General Conference & Associated Meetings in Chiang Mai selected through balloting China, Indonesia, and Korea as new members of the AIBD Executive Board (EXBO). Malaysia and Thailand were elected to the Board.

Completing the nine-man board are incumbent members Maldives, the Philippines, Nepal and Sri Lanka.

Meeting after the voting, members of the EXBO elected Maldives as their new Chairman while Indonesia and Sri Lanka were selected as its Vice-Chairmen.



Maldives was represented by Mr Ibrahim Khaleel, Managing Director of Public Service Media, who thanked members for their vote of confidence.

According to AIBD's "Terms of Reference," membership of the Executive Board goes to the governments and not to the organisations and individuals.

Beefing up AIBD Marketing Efforts



The AIBD Strategic Plan Team (SPT) has urged the Institute to expand its marketing initiatives so that media organisations and stakeholders in Asia and beyond know more about the Institute's programmes and achievements. As a result, it can recruit new members and better serve its members.

AIBD currently has 34 full members and 66 affiliate member organisations, representing 48 countries and regions.

The SPT has endorsed the Secretariat's efforts, among others, to beef up dissemination of the AMS proceedings and achievements to its members and partners.

One such effort is the publication of the AMS documents that resumed after the AMS 2015 in Kuala Lumpur. It should include Powerpoint presentations, speakers' speeches as well as comments and recommendations from participants during the various sessions.

AIBD has also sent a copy of the AMS 2015 'Main Documents and Summary'

to partners and patrons, including the UN Secretary-General. It also published the highlights of the AMS 2015 in the quarterly newsletter Broadcaster.

AIBD will also consider live broadcasting of the opening and closing ceremonies of the AMS 2016 and continue live streaming of the plenary and parallel sessions.

The 34th Meeting of the AIBD Strategic Plan Team was held on August 18, 2015 in Chiang Mai, Thailand, to review the Institute's major projects during the last 12 months, and plan future action. A total of 33 delegates from 11 countries that are SPT members attended the two-hour meeting.

Mr Anothai Udomsilp, Director of the Academic Institute of Public Media, Thai PBS, and SPT Chairman, opened the meeting with a call to members to help AIBD deal with the future.

Discussions revolved around ways to improve the Asia Media Summit, the most recent one in Kuala Lumpur receiving

commendation from SPT members for a job well done.

Mr Chang Jin, new AIBD Director, said "in terms of its content and speakers, the AMS 2015 is being considered as the best by regular attendees." He also reported on the success of the 3rd International Conference on Broadcast Training held in Kuala Lumpur early this year and the World TV Awards 2015.

SPT members tackled the draft theme and topics of the AMS 2016 in Korea and agreed that the focus on content issues was appropriate. Several recommendations were raised, which Mr Anothai said were valuable and represented many perspectives.

To enhance the draft theme, the SPT agreed to continue the conversations and allow its members and the Secretariat to finalise the theme before October this year.

Research on AIBD Achievements

To better prepare AIBD meet future demands, the SPT endorsed a proposal to conduct a research on the achievements of AIBD during the past 38 years. Such an activity will offer members and the Secretariat the opportunity to identify strengths and gaps, and better define future directions for the benefit of its members and the broadcast industry. It was suggested that the AIBD set up some indicators of success helpful in measuring its level of performance and in developing strategies.

The SPT also recommended that the next GC be held in Iran with the Islamic Republic of Iran Broadcasting or IRIB serving as the host, and endorsed China as the venue for AMS 2017 for the third time.

In the course of the two-hour meeting, members offered their gratitude to the National Broadcasting Services of Thailand, The Government Public Relations Department for hosting the 41st Annual Gathering and 14th AIBD General Conference and Associated Meetings in Chiang Mai.

The next SPT meeting is scheduled in May 2016 to coincide with the Asia Media Summit in Korea.



Closing of the GC

GC Calls for a More Vibrant AIBD

The recently held 41st Annual Gathering/14th AIBD General Conference and Associated Meetings approved nine proposals that will build AIBD as a more vibrant training organisation that will offer better services to members.

Mrs Dra Rosarita Niken Widiastuti, President Director of Radio Republik Indonesia and President of the AIBD General Conference, said these proposals will enhance AIBD's efforts to expand memberships, improve its financial standing and launch new projects.

"AIBD faces challenging times that need much support from partners and members", Mrs Niken said.

During the whole day session held in Chiang Mai, Thailand on 19 August 2015, GC members approved the following recommendations:

One, pursue efforts to recruit new members from ESCAP member countries, and from new media companies in Asia and beyond.

Two, launch the AIBD annual media research project in collaboration with members and partners. The first research topic can focus on the AMS 2016 theme dealing with "New Horizons for Content: Asia and Beyond."

Three, intensify the Institute's secondment programme aimed at expanding knowledge sharing in a unique way and enabling the Institute to gain new perspectives brought in by the secondees.

Four, assist radio and TV organisations to cooperate with ISO certification bodies in securing quality management certification under the ISAS BC 9001.

Five, more in-country workshops dealing with radio and social media, disaster management and climate change, HDTV production, computer graphics, digital programme format and training of trainers.

Six, implement the recommendations of the 3rd International Conference on Broadcast Training which mandate AIBD and partners to help identify high quality trainers, offer new training methods for broadcasters and assist broadcast organisations develop innovative training techniques featuring new structures and new technologies.

Seven, engage more with member countries having arrears of subscriptions to better understand the reasons behind delayed payments and find ways to help them pay their obligations as soon as possible.

Eight, pursue a proactive campaign to attract more entries to the AIBD Awards and World TV Awards and promote these awards through various platforms.

And **nine,** include activities dealing with women participation in media and safety of working journalists to the AIBD agenda.

Mrs Niken said the new AIBD leadership under Director Chang Jin has committed to implement many of the GC proposals and conduct further study on others.

She urged all members to continue supporting AIBD activities and initiatives and get more engaged in strengthening AIBD as a training institution.

Iran and China to Host Key AIBD Events

Iran and China offered to host two important AIBD events in 2016 and 2017.

The Islamic Republic of Iran Broadcasting will host the next General Conference in 2016.

At the General Conference in Chiang Mai, Dr Abbas Naseri Taheri, Advisor to IRIB President and Director General of International Affairs told delegates that hosting the next AIBD General Conference is timely as IRIB's internationalisation policy has gained momentum.

"IRIB supports AIBD's strategic plan to build a vibrant broadcast industry. It is committed to expand collaboration with the Institute", he said.

He invited delegates to come to Iran for the General Conference and take delight in one of the most ancient civilisations on Earth.

The State Administration of Press, Publications, Radio, Film and TV, China (SAPPRFT) has decided to host the Asia Media Summit in 2017, likely to be held outside Beijing.

This will be the third time China hosts the AMS, the first was in Macau in 2009 and the second in Beijing in 2010.

Ms Yan Ni, Director of the Asian, African and Latin American Affairs Division of the

International Cooperation Department, SAPPRFT made the announcement at the AIBD General Conference in Chiang Mai.

In an interview with the *Broadcaster*, she said China acknowledges the importance of the AMS as a platform that can enhance intra-regional dialogue on media and facilitate cooperation and collaboration with AIBD as well as with the broadcast industry.

"China is seeing profound changes in the media industry and we need to be open to learning from each other and pursuing projects which are mutually beneficial", she said.



An Impressive Showcase of the AIBD Awards Entries

By **Mr Saqib Sheikh**
Programme Manager, AIBD



This year, AIBD received over 40 quality entries for the different categories of the AIBD TV and Radio Awards 2015 with several contenders vying to be the winner in each category.

The AIBD Awards support the Institute's Strategic Plan to promote quality programming for various target audience groups. Started in 2003, this project highlights the achievements of broadcast producers in the Asia-Pacific region.

The AIBD Awards are open annually to AIBD members and affiliates.

Jury Session

Judging was tight as the jury recognised the impressive quality of the programme entries. Four judges evaluated the concept and production values of each entry. They included Ms Shelley McMorrow, Executive Director, Osmosis Production Malaysia; Ms Tiffany Ang, Producer, Al-Jazeera; Mr Kamarudin Ambak, Head of Drama Unit, Radio Television Malaysia and Mr A Ravi Shankar, Programme Manager, AIBD.

The judging session took place at the AIBD office in Kuala Lumpur on 10 July 2015. The winners were announced on 13 July 2015.

AIBD Awards at General Conference 2015

The winners of the AIBD TV & Radio Awards 2015 were formally presented at the Inaugural Ceremony of the AIBD General Conference in Chiang Mai, Thailand on 18 August 2015. They were each presented with a certificate, trophy and USD 500 as reward for their winning programmes.

Before the presentation, AIBD organised a special show to highlight selected AIBD Award entries for conference delegates.



Portions of the award-winning entries in each category were shown during this special session in recognition of the achievement and the high quality of the programmes. Each showing was preceded by comments on the topic and production by a representative of the winning organisation (Ms Ng Yuina, Executive Producer, MediaCorp Singapore; Ms Aminath Shahid, Deputy Managing Director, Public Service Media, Maldives and Ms Li Hong, Director of Radio Society, China National Radio) and Mr A Ravi Shankar, Programme Manager, AIBD, a member of the Award judging panel.

Winners and Runners-Up for AIBD Awards 2015

AIBD TV Award 2015 for the Best TV programme on Encouraging Youth Empowerment:

- Winner: "On the Red Dot (youth) – YOLO" from Channel 5, MediaCorp, Singapore
- Runner-up: "The Debater" from Sirasa TV, Sri Lanka

AIBD TV Award 2015 for the Best TV programme on Creative Ways to Harness Energy:

- Winner: "Future Forward – Powering our Future" from Channel NewsAsia, MediaCorp, Singapore
- Runner-up: "Alternative Energy...Thailand's Energy of the Future" from National News Bureau of Thailand, Thailand

AIBD Radio Award 2015 for the Best Radio programme on Highlighting Science to the Public:

- Winner: "Let's Learn Science" from Public Service Media, Maldives
- Runner-up: "Yutu's Exploration of The Moon" from China National Radio, China

Reinhard Keune Memorial Award 2015 for the Best Radio programme on Putting Spotlight on Teachers in Society:

- Winner: "Hearing Childhood, Meeting with Ancestors" from China National Radio, China
- Runner-up: "Salutations to the Guru" from All India Radio, India



Reviews on AIBD Radio & TV Awards 2015

In this episode, which won the AIBD Award 2015 for the Best TV programme on Encouraging Youth Empowerment, we throw the spotlight on young people in Singapore who have embraced the YOLO spirit – the mindset that ‘You Only Live Once’. We feature three young individuals who have put their careers and even their lives on the line to pursue their passion in extreme sports. To capture the essence of the feature, the producers had used many GoPro and hand-held shots, and edited with fast cuts and dynamic music to create the pace of the stories, and hopefully to help viewers feel the YOLO spirit.

Keann Chong is the co-host of the episode. Keann dedicates a large portion of his time to parkour, a discipline that trains one to move freely and rapidly

On the Red Dot (Youth): YOLO

By **Ms Ng Yuina**
Executive Producer, MediaCorp, Singapore

through obstacles and various terrains by running, jumping and climbing. Police detained him after he was caught jumping off a tall structure alone in the wee hours of the morning. He was sent to the Institute of Mental Health for a psychiatric assessment. But Keann remains unfazed.

Muhammed Naufal has a penchant for heights. He is used to travelling and scaling mountains around the world. It was four years ago that he picked up slacklining, an act of balancing on a narrow piece of webbing or rope. To make time for this hobby and to sustain his finances, Naufal is juggling three part-time jobs. In 2011, Naufal suffered a concussion while slacklining alone.

Hanisah Rahmat is a familiar face to many at the East Coast Cable Ski Park. In the course of pursuing her passion for wakeboarding, Hanisah has sustained many injuries. But the worst left her with a hairline fracture in her spine. Doctors banned Hanisah from wakeboarding for at least six months and warned her of back pain in the long run. They also said that the pain could worsen if she decides to have a baby. Yet Hanisah was undeterred. Within 3 months, she defied doctors’ orders and was back in the water.



Keann Chong, king of parkour in Singapore

Future Forward: Powering Our Future

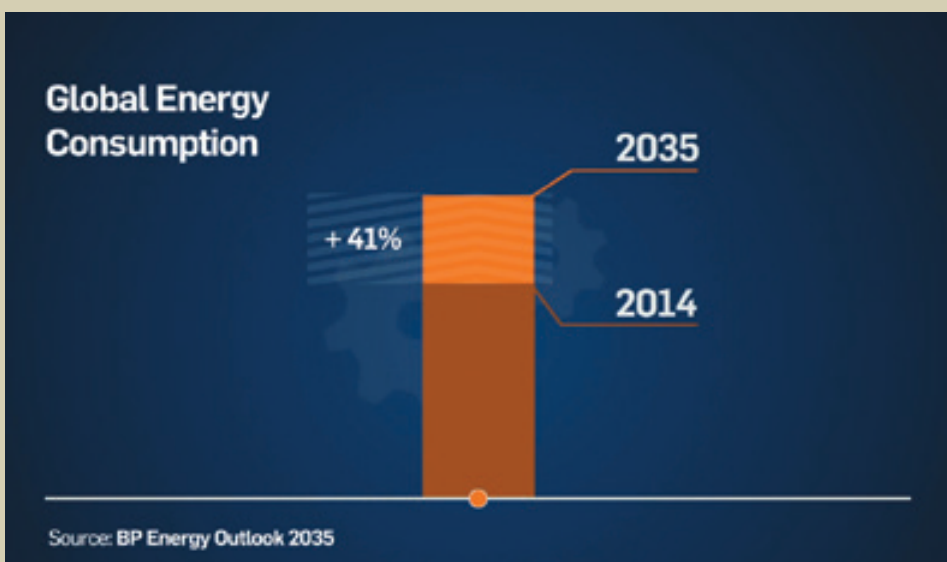
By **Ms Ng Yuina**
Executive Producer, MediaCorp, Singapore

This episode of *Future Forward* which won the AIBD Award 2015 for Best TV programme on Creative Ways to Harness Energy looks at the future of energy. Our planet's resources are finite but the world's appetite for energy continues to grow unabated. How will we be powering our future?

To answer that question, we speak to experts on the role of energy in economic development and the changes being made to the global energy system. We look at renewable energy sources like solar, biomass and biogas as well as new and alternative means of tapping these energy sources, like the artificial leaf. We also discuss the development of microgrids, and even regional grids, to ensure a constant source of power, especially in less developed communities.

In addition to energy provision, we also look at the energy consumption part of the equation, from smart distribution to better energy efficiencies.

Energy is a huge topic and the production team wanted to take a more holistic look at what the future holds, in particular, in this part of the world. This meant talking to a lot of experts and describing developments that are not quite concrete. To ensure that the explanations, technologies and science are more easily understood, graphics and kinetic typography were used.



AIBD Radio Awards



Science Dhaskuramaa (Let's Learn Science)

By **Ms Fathimath Leeza**

International Relations, Public Service Media (PSM), Maldives

Science Dhaskuramaa (Let's Learn Science) was the recipient of the AIBD Award for the Best Radio Programme on Highlighting Science to the Public in 2015. It is a programme broadcast by Public Service Media's (PSM) radio channel Dhivehi Raajjeyge Adu. First broadcast at the start of this year, the programme aims to engender explorative and critical thinking within children, to help them develop a love for science and create a community of likeminded children who can become leaders in the field.

This production is the first ever attempt at solo production by Zaain Mohamed Zaheen, a young and upcoming producer. In collaboration with a non-profit science

group, Zaain designed this educational programme highlighting three main segments, with a central theme to each programme. It is part of the lineup of several educational programmes that are primarily targeted towards the population dispersed across the 1190 islands within the Maldives.

Under the initiative of Mohamed Shakir, Radio Director, and Nasrulla Idhrees, Manager, who set an education-heavy lineup for 2015, the door was open for producers to pitch for the slots. Among many ideas pitched, Zaain's science education programme had enough substance for it to be closely evaluated and picked for broadcasting.

Divided into several segments, *Science Dhaskuramaa* highlights one famous scientific discovery, and by using dramatic devices, it attempts to create interest in the historical event and further reports on the subject. The idea behind this dramatisation, according to Zaain, is to create a sense of wonder and foster critical thinking within the young listeners.

Each week, the programme focuses on one scientist and explores the epiphany that lead to discoveries. And by selecting a mix of scientists both well-known and obscure, the programme celebrates all who have contributed to the world of science.

Appreciated by the target demographics, this programme is fast becoming a platform for young listeners to have a discussion, as well as a sounding board for children interested in science to display their talent.

The segment 'Dhivehi Scientist' is an invitation for any child interested in the field to follow the experiments on the programme and attempt their own (while under strict adult supervision, of course).



To Nourish Children's Soul with Ancestors' Wisdom

By **Ms Li Hong**

Secretary-General and Senior Editor

Radio Society, China National Radio (CNR), China

Ms Wang Ling

Senior Editor

Broadcaster features a review of the radio production process of Hearing Childhood, Meeting with Ancestors, winner of the Reinhard Keune's Memorial Award in 2015. The programme is co-produced by the Variety Show Service and Tibetan service of China National Radio.

Tsering Tan, a Tibetan singer, teaches music at Beijing Spring Valley Primary School. His textbook is based upon ancient ballads that he collected during tours to Tibetan-inhabited areas that lasted for more than ten years. Thanks to his childhood memories of accompanying his mother to teach at makeshift schools and his personal experiences, he developed a unique

teaching methodology. This methodology has made him popular among students and their parents.

We believe this is a rare topic. Tsering Tan's distinctive educational philosophy and practice boast universal appeal in terms of their significance and value. Physical health, spiritual harmony and a joyful attitude toward life are common

objectives for human beings to pass on to their descendants. Thousands of years old folk music and ancient ballads that embody ancestral wisdom are undoubtedly an effective means to achieve these goals.

Tsering Tan pays great attention to his students' vitality and feelings, and tries his best to bring happiness to them in his class. He asks students to respect

their parents and get closer to nature. Realising the major role played by parents in children's growth, they are also involved in his teaching programme. He is concerned with the existing problems in China's educational system and finds ways to plug the gaps.

Creative Narration through Natural Sound and Sound Bites

Original sounds from location, whether it is natural sound or sound bite adds to the charm of radio. Generally speaking, radio reporters prefer to unfold a story with words. They do use natural sounds briefly but then fade them out for the sake of narration. Such practice can obviously help reflect the theme of the programme, but that cannot be considered to be creative. The narration in 'Hearing Childhood, Meeting with Ancestors' utilises only the natural sound and sound bites to create an image and atmosphere that conveys the emotion of the programme's theme.

To begin with, these location sounds help the listeners "see and enter" the venue described in the programme. We chose sounds that reflect regional identity and folk culture, such as that of a yak in Tibetan-inhabited areas, brass instruments in lameries and chanting by Buddhist lamas. The combination of these sounds create a multi-dimensional image in the minds of the listener. For most listeners these images are more attractive than real ones, such as those seen in television or cinema.

Next we made full use of the distinctive sounds available; our report highlights a bamboo tube over one metre long in Tsering Tan's office. It is called "rain stick" and it can simulate sounds of nature. It plays an irreplaceable role in communication between Tsering Tan and his students. The bell's sound is equally unique. It is a Buddhist instrument forged out of five kind of metals over four hundred years back. In fact, even the technique to produce the bell has been forgotten.

Besides these instrumental sounds, human voices also helped define the theme. The singing by a 108-year-old woman is an example. Although Tsering Tan has talked about her several times, the two reporters just mention her briefly in the programme. However, I believe that the sound bite of her singing is

very important, because the 108-year-old woman teaches Tsering Tan all the ancient ballads. This detail cannot be ignored as her singing defines the theme of the programme. Her presence made me change the title of the programme from 'Sound of Childhood' to 'Hearing Childhood, Meeting with Ancestors'. I think this change also impacts the programme in a major way and triggers the listeners' curiosity.

A poorly recorded sound bite may sometimes add major value to the programme. The first sound bite of the programme is about a performance by Tsering Tan's students at a concert. As far as sound quality is concerned, the sound bite wasn't the best recorded one. It was captured using a small recorder as our sound engineer was not available. We started our programme with this sound bite as it embodies the educational progress of Tsering Tan and it worked well. A lesson learnt: it is not always necessary to use only the best recorded sound bites. Further, one may have to discard a perfectly recorded sound bite that is without proper message.

It is also worth noting that sometimes, role of music is overestimated. Music is an integral part of radio programmes, especially this one as the protagonist is a singer and a music teacher and many wonderful songs could be used in the programme. In my opinion, music also played a supportive role in demonstrating the educational philosophy and practice of the protagonist.

Recording of Soliloquy – Spiritual Bridge Between Protagonist and Listeners

We invited Tsering Tan to our studio. However, he felt nervous when speaking into the microphone. We encouraged him to bring his musical instrument to the studio so that he could play them while speaking. We shared videos of his classes on our mobile phones during the studio recording. Those visuals relaxed him and helped him in remembering details. I also left Tsering Tan alone in the studio, so that he could speak whatever came to his mind. He sat there in silence for quite a while. Co-producer Wang Wei then asked him to sing his favourite songs without music. After singing several, Tsering Tan began to tell his story, when he felt comfortable. Sitting outside the studio we enjoyed listening to his story, which

was as good as his music. His voice was natural and appealing.

Several parts in the programme were actually based upon my dialogue with Tsering Tan. He was shy and did not speak a lot. He thought that what he had done was nothing special and there was no need to elaborate upon it. Because of that, I had to conduct a face-to-face conversation with him in the studio. In order to create a better atmosphere for soliloquy, I turned off all the lights, except a table lamp in the studio. I looked him in the eye and encouraged him to continue by reacting to what he was saying through nods, smile and eye contact. Thanks to this conversation, Tsering Tan revealed his thought-provoking educational philosophy and unique educational practice.

Mutual Learning Process through Interaction with Interviewee

Our objective was to introduce the protagonist's educational philosophy and practice and promote his attitude toward life. We invited Tsering Tan to record the soliloquy in his native language as part of the Tibetan version and aired the programme via the Tibetan channel of China National Radio. In this way, more people in Tibetan-speaking areas can get a better understanding of the programme and the efforts of Tsering Tan's team. In turn, Tsering Tan and his team were impressed by the programme. They also realised the significance of cooperating with radio. Thanks to the expertise of audio engineer Lin Qiangjun, the programme sounds like a documentary film, which surprised Tsering Tan's team due to its vividness and inspiring nature.

Tsering Tan says "radio feature 'Hearing Childhood, Meeting with Ancestors' enables me to get a new understanding of radio. If I close my eyes, I could imagine the vivid pictures of my hometown. Compared with video, radio can trigger more imagination and better reflect emotion from my heart. Radio also enables people to make the most of their ears and is therefore more suitable for children. I have also learnt radio-style language from the programme and it can be used during my tour to collect folk songs. For instance, I only recorded songs before and from now on I will record the sounds of nature and rivers and even that of my footstep. I did not pay attention to my footstep in the past."

Injecting Fun and Soul into Science and Technology Reports

– Appreciation for *Yutu's Exploration on the Moon*

By **Ms Li Hong**

Secretary-General and Senior Editor

Ms Wang Ling

Senior Editor

Radio Society, China National Radio (CNR), China

Yutu's Exploration of the Moon from China National Radio was a runner up in the AIBD Radio Award 2015 for the Best Radio Programme on Highlighting Science to the Public.

Reporting on scientific and technological advancements is an integral part of news media. Because of its intricate and sophisticated nature, reports within this genre may pose themselves as dry and difficult to arouse genuine public interest or concern. However, the radio programme *Yutu's Exploration on the Moon* has successfully reversed this stereotype and expertly resorts to literary personification to report on China's Chang'e 3's unmanned lunar exploration. The use of this unique and particular approach has thus successfully refreshed an otherwise dry landmark event.

The name *Yutu* stems from a classical Chinese fairy tale, where the goddess Chang'e ascends to the moon with her little pet Jade Rabbit.

The 'Yutu' rover, which translates to 'Jade Rabbit,' was chosen to replace its original scientific name, Lunar Rover, after a special naming contest involving a worldwide poll to select the most popular and well-received choice.

Based on this news fact, and by making the most out of this traditionally well-known image, the reporter from the radio programme coherently establishes the connection and

role change between the rabbit portrayed in the fairytale and the rover for which it was named for. Meanwhile, the reporter also rebuilds the relationship between the original story and those scientists who have been working together to make Chang'e 3's unmanned lunar mission a reality.

By way of personification, Jade Rabbit calls the scientists' grandfather, uncle or aunt, who then explain the key points and major movements of the lunar rover as if they were telling a fairy tale, thus narrowing the distance between the sophisticated technology and the common audience, and injecting fun into this scientific research project.

In a diary format, *Yutu* (Jade Rabbit), the main commentator, as designed by the reporter, is responsible for coverage of every step of the lunar rover's trip to the moon. *Yutu*, in a tone as if telling a fairy tale, guides the audience through this historic journey, acquainting the public with the development of Chinese aerospace technology and the passion of the Chinese scientists in their ruthless pursuit of perfection.

The elements of literature and sound effects are fused together in an incredible myriad of

dimension. At the beginning of each episode, only light sound effects are utilised when Jade Rabbit is reporting on the present date, weather and location. The commentator's voice comes from the reporter Mianmian Zhang, which uniquely individualises the programme from those with similar interfaces, and thus brings the essence of the news reporting element of the project into full play.

In the meantime, the interviewer's conversation and actual sound effects are used to coordinate with *Yutu's* monologue, which explains scientific concepts such as the functions of the lunar rover, time delay between the Earth and the moon, the lunar rover and lander taking photographs of each other, and an isotopic heat source. *Yutu's* monologue resonates with its audience as realistic and lively, with sound effects and scientific introductions from various scientists strung throughout the programme. These unique components allow the programme to be scientifically accurate, professional, and enjoyable for a variety of audiences.

In addition, the author adeptly introduces quotes from ancient Chinese poetry, which incorporates elements of classical literature into the report.

Shree Guruve Namah

(Salutations to the Guru)

Runner-Up for the Reinhard Keune Memorial Award for the Best Radio Programme on Putting the Spotlight on Teachers in Society

By **Mr Vinay Dhyani**

Announcer and Producer, All India Radio, Najibabad (Uttarakhand), India

Uttarakhand, a hilly state in northern India, is known both as 'Dev Bhoomi' (Land of the gods) and 'Gyan Bhoomi' (Land of Knowledge). It is said that the Vedas and Puranas emanated from these hallowed lands, just like the Holy Ganges and Yamuna.

However, in the 21st century, things have changed. Many people of this 'Land of Knowledge' are deprived of even basic education. While cities in the fertile plains of Uttarakhand have become education hubs, far-flung hilly areas are plagued by a lack of qualified teachers and necessary infrastructure.

During one such visit in some primary school of Gairsain block, I heard about Mr Ghanshyam Dhaundhiyal, a teacher fully dedicated and determined to change the situation. In the

village Siuni Malli, this young man acted as a beacon of hope – an ideal teacher in a less than ideal education setup. Mr Dhaundhiyal, I was told, proved the truth that with individual honesty, initiative and courage, a faulty system can be successfully combated. I decided to look into this.

For me, with a recorder and other stuff in my backpack, it was an uphill climb to reach Siuni Malli. A six-kilometre trek on a steep, slippery slope was very tiring. However, as soon as I reached the village, I saw a primary school, which was better than many government primary schools in the capital city of Dehradun. Every nook and corner was gleaming and the whole building was neatly whitewashed. What the government and the education department could not achieve, a lone teacher had managed

to accomplish by the power of his will and the support of the local people.

He gave a new life to the ruins of this remote primary school in this marginalised area. Every day here is a new challenge, and every student a source of motivation. The consequences of change in this school influenced the students to adopt a new path, one which took them to new heights of discipline, learning and self-reliance. From personal hygiene to self-study, not a single aspect was left behind.

What I felt during my stay in the school is that the whole environment in the Siuni Malli primary school has brought a positive change not only in the personality of children but the character of this small, remote village. These students have nothing but deep love and respect for their teacher. He is opening those doors of society that were otherwise closed for them. On the other hand, he is providing the society the potential citizens who have the courage, will and vision to make a better world to live.

Ghanshyam Dhaundhiyal may not receive any award for what he has done but his impact on society will definitely trickle down to the next generations. Work is his worship and his work speaks louder than the words of those who claim to be messiahs of education. Shree Gurve Namah (I Salute the Guru).

GENERAL CONFERENCE 2015



ISO Re-certification Audit for AIBD



By **Mr Rabi KC**
Programme/Quality Manager, AIBD

AIBD expects to be re-certified this year for ISO 9001:2008 and ISAS BCP 9001:2010, following a recent audit of its activities and review of documents and records.

Mr Eddie Fuad, auditor from SGS Sdn. Bhd. Systems & Services, concluded that the AIBD has established and maintained its management system in line with the requirements of the ISO standards and demonstrated the ability to achieve agreed results during 2012 to 2015. The re-certification external audit took place at AIBD from 27 to 28 August 2015.

AIBD hopes to be re-certified for another three years, when the current term comes to an end in October 2015.

In welcoming the Auditor, Mr Chang Jin, Director, AIBD explained how ISO certification is important for the AIBD to maintain its credibility. He said that the ISO systems have made working procedures easier. Even though he is new to the organisation, he said the ISO documentations have helped him adapt to the office functions quickly.

Mr Fuad conducted a process-based audit focusing on significant aspects of risks and objectives as required by the standard.

The audit method consisted of interviews, observation of activities and review of documents and records. Mr Faud audited staff in charge of various procedures individually. The departments audited included Programme, IT, Administration and the Directorate. Risk management, stakeholders' satisfaction, staff satisfaction, analysis of data and objectives from consolidated report, objectives, internal audit and continuous improvement action, etc. were the different procedures audited.

Following the ISO audit, Mr Fuad found satisfactory AIBD's compliance with its management system in line with the requirements of the ISO standards. He also concluded that the Institute demonstrated the ability to achieve agreed results during 2012 to 2015.

AIBD was awarded the Quality

Management Certificate, ISO 9001:2003 and ISAS BC 9001:2008 in 2009 as a reflection of its competence and credibility towards pursuing initiatives for media development in the Asia-Pacific.

Issued by the Geneva-based Media and Society Foundation (MSF), the certificate remained valid till June 15, 2012 and covered activities such as training, consultancy, publication, content production, and conference and workshop organisation. It was re-certified as ISO 9001:2008 and ISAS BCP 9001:2010 on 15 October 2012. After the re-certification, new areas including electronic media, press and Internet content production got added.

In 2012, the certificate was issued by SGS Sdn. Bhd. Systems & Services Certification, Malaysia which is affiliated with International Standards Accreditation Services (ISAS).



Regional Workshop

Shooting Video with a Smart Phone

By **Mr Steve Ahern**

CEO, International Media & Broadcasting Academy (IMBA), Australia

“Technology is now in your pocket,” said Din Hamid of RTM Malaysia, one of the participants in the Regional Workshop on Shooting Video with a Smart Phone, conducted by me.

Fourteen participants from five countries (Brunei, Cambodia, Indonesia, Malaysia, and Thailand) took part in the three-day IPPTAR/AIBD workshop, which was held in Kuala Lumpur, Malaysia.

The experienced journalists and camera operators learnt how to choose the best apps to shoot video and how to transfer their existing skills to the new platform.

Talking to the participants I said, “It’s not really a phone, let’s call it what it really is... the world’s most powerful multimedia capture, editing, filing and consumption device... in your pocket.”

Tips for shooting good quality videos on these smart devices include keeping the phone stable by ‘thinking like a tripod,’ not panning too quickly, taking account of the best light sources, and composing interesting shots. Participants took part

in several exercises to practice these skills on phones.

Once they had mastered the art of quality video and audio capture, participants were then taught about the best apps for editing, including iMovie, PerfectVideo, WeVideo and VideoMaker. “Remember what you already know about telling a story in pictures, establishing the setting, cutting away to tightly trimmed clips and keeping the narration tight”, I said.

The last part of the course introduced new reporting apps such as Videolicious and the live filing app Periscope, and allowed the participants to use them in a range of reporting assignments.

Highlighting the power of the equipment I told the group, “If everyone who works in your organisation knows how to use these new tools, you can significantly multiply the number of people who work for you who can contribute content to your news bulletins and general programmes. The tools of reporting are now in everyone’s pocket.”



“The course taught me how to do live reporting in a cheap and efficient way,” said Mashira of Malaysia.

“I learnt about interactive applications and how they can be used by broadcasters,” said Ajib of IPPTAR.

Pichai from Thailand said, “This is a new movement for Asian broadcasters, we will use these tools well when we get back to our stations.”

Yurika from Indonesia listed her top learning from the course as being able to use new tools such as Periscope and Videolicious.



Improving Archiving of Audiovisual Materials

By **Mr Rabi KC**
Programme Manager, AIBD



The in-country workshop on audiovisual archiving organised by AIBD in collaboration with Prasar Bharati and National Academy of Broadcasting and Multimedia (NABM) was held in Kolkata, India from 6 to 10 July 2015. The workshop was designed specifically for broadcast engineers/technicians/programme personnel associated with audio and audiovisual archives.

The workshop covered, among other topics, restoration and archiving of audiovisual material. Media Asset Management (MAM) systems installed at Central Archive, Delhi, were discussed in-depth as part of the training. This system is designed and maintained by Dallet and NetApp of U. K. Further a schematic of Dallet MAM at Delhi was discussed. Then a detailed explanation was given to the trainees on Tarsys MAM designed, supplied and installed by Tedral Spain.

and M/s DW have been included with their due permission as it was officially provided for training to AIR and DD archival staff.

A team from Kolkata Archives headed by Mr Manas and Mr Ranveer gave the trainees practical presentations on physical and digital restoration of old media, extracting audiovisual output, creating meta data, ingesting, making clips and sub-clips, archiving on LTO 6 and retrieval of archived clips and outgest.

Participants interacted on issues concerning archives of All India Radio (AIR) and Doordarshan (DD) stations.

Twenty-four participants from the engineering/programme departments of All India Radio and Doordarshan attended the workshop. The workshop was conducted at their regional station in Kolkata where Prasar Bharati recently installed and commissioned a new Media Asset Management (MAM) system. Thus, participants also got an opportunity for hands-on training.

A white paper presented by DW Germany earlier was also included as part of the training documents. It gave a complete perspective of the status of audiovisual archives in the country. Participants deliberated on the principles and practices behind it. The contents provided by Tedral



In-country Workshop

AIBD, in cooperation with PSM (Public Service Media) and TVM (Television Maldives) organised an In-Country Workshop on Children's TV programmes in Malé, Maldives in September 2015.

I had the pleasure to conduct the five-day workshop, which was also sponsored by NRK (Norwegian Broadcasting Corporation).

The workshop was held in PSM's offices in Malé, with 12 young, enthusiastic TV employees as participants.

It was very interesting for me to come to the Maldives and experience a country I have read a lot about, but never had the opportunity to visit.

From the time I was picked up at the airport, through the workshop, visit to the tourist island of Maafushi and till I left the country, I was well taken care of by the staff of PSM and the course participants, and met with great hospitality.

Maldives is a country with 1,200 islands and around 350,000 inhabitants. Its capital is Malé with a population of 150,000 and an area of 5.8 km. It is one of the most densely populated cities in the world.

Many islands, few people and large geographical spreading provide some questions, which were reflected in the group work during the last two days of the workshop.

But before that, we had focused not only on dramaturgy and creative writing, but also on casting and working with children. We also worked on drama exercises, including improvisation. I had a great group to work with, a bunch full of humour and ability to recognise themselves and create interesting situations.



Children's TV Programmes in Maldives

By **Mr Kalle Fürst**

Consultant for NRK & Director of Fürst & Father, Film and TV Ltd.

During the development of ideas and projects, the group was divided into three, of whom two chose to work with gameshows, and one group with drama for and about children.

One game show group took hold of an issue that is of particular interest in Maldives – handling garbage.

Recycling and waste-sorting is not profitable in a country which is so spread out, with few inhabitants, and distant to producer countries; take for example beverages in cans/bottle.

Therefore most of the garbage is just handed in a “garbage island” that is constantly growing.

The group's idea was to develop a “garbage show” and set a greater focus on this question among children and adolescents, as well as provide information on how to create interest for solutions.

It was a very interesting idea, and I have not seen any such programme before. I was excited to see whether it will be set in production.

TVM wants to invest more in the production of children's programmes.

Maldives offers various international channels for children, featuring programmes that do not consider the special culture and religion in the Maldives.

In today's world it is important that each country gives kids programmes that reflect their own culture, language and history, and not hand over the children to the international channels that are looking only for their soul and money.

Thanks for inviting me to Maldives and to let me visit this great country.



OTT and IBB Technologies for Broadcasters

By **Mr Rabi KC**
Programme Manager, AIBD



The regional workshop on 'OTT and IBB Technologies for Broadcasters' organised by the Asia-Pacific Broadcasting Union (ABU) in collaboration with the Asia-Pacific Institute for Broadcasting Development (AIBD) was held in Kuala Lumpur, Malaysia from 29 September to 1 October 2015. The workshop was designed for broadcast engineers, technicians, programme personnel and managerial personnel associated with new media technologies.

Experienced broadcast personnel and experts from the industry conducted the three-day workshop. Mr Masaru Takechi from NHK, Japan gave a brief introduction about the OTT and IBB for broadcasters. He also highlighted the ITU WP and standardisation summary of work.

Mr Keith Potter from Digital TV labs explained about the interoperability challenges on HbbTV and shared case studies from Australia, New Zealand, UK and Poland.

Mr Jerry Gui from Dolby, Singapore discussed immersive audio experiences in OTT and HbbTV services. He gave a brief of how HbbTV works and showed how a viewer can change the position of the camera while viewing an event. He

also talked about Dolby audio for mobile application.

Mr Hairi from Thinking Tub Media shared his experiences on monetising content while using OTT technology.

Mr Zulkhairilishamuddin from Media Prima shared their experiences about the HbbTV. He said it was designed keeping the broadcast point of view and with additional information. He also shared the challenges faced by their

organisation. He informed that their OTT platform called *tonton* has more than 5 million users and 700 thousand active visitors on a daily basis. Media Prima's HbbTV trial transmission is currently being done from KL tower.

Dr Amal from ABU summarised the session and said "content is not the only king, we need a good transport medium to bring content to the audiences." He said mobile broadcasting is successful only in Japan and Korea. The reason for their success can be attributed to their knowledge of the audiences.

He also moderated a panel discussion on: 'Is linear TV dead?'. The panelists were representatives from Media Prima, NHK and Digital TV labs. The expert from Media Prima said that 'content is king' and if you have a good content people will buy whatever is the platform. He said linear TV will not die; the number of viewers may go down but it will still have its audiences. They also discussed the challenge of human resources faced by broadcasters.

The workshop was attended by 63 participants from 26 organisations representing 15 countries and regions. The speakers for the workshop were from Fraunhofer IIS, NHK, Media Prima, Sony, Dolby, Thinking Tub, EMC² Isilon, TRT and Digital LabTV.



AMS 2016

The metropolitan city of Incheon, the third largest city of South Korea, and home to some 2.9 million Koreans, will serve as the venue for the next Asia Media Summit from 24 to 26 May 2016.

The AMS tentative theme is “New Horizons for Media Content: Asia and Beyond.”

Located in northwestern South Korea, bordering Seoul and Gyeong to the east, Incheon is a key transportation hub by air and sea, with a massive harbour and the world’s best international airport. The city forms the heart of the manufacturing industry of the Seoul Capital Area along with Seoul.

Mr Sanghun Lee, Director of the Multilateral Cooperation Division of the Ministry of Science, ICT and Future Planning, Republic of Korea, announced the official venue of the AMS 2016 during the recent 41st Annual Gathering /14th AIBD General Conference and Associated Meetings in Chiang Mai, Thailand.

“Due to various factors including economic reasons, we have selected Incheon, a smart city that is close to Seoul, as the AMS venue”, Mr Lee said.

AMS 2016 will be hosted by the Ministry of Science, ICT and Future Planning (MSIP).

Mr Lee said the Korean hosts and the AIBD Secretariat are in regular communication to ensure a fruitful, exciting and meaningful event.

On 18 August 2015, members of the AIBD Strategic Plan Team attending the recent 41st Annual Gathering/14th AIBD General Conference and Associated Meetings in Chiang Mai, Thailand were updated on the preparations for AMS 2016. They tackled the draft theme and topics of the conference.

Members agreed to focus the conference on content issues and enhance the proposed theme entitled ‘New Horizons for Media Content: Asia and Beyond’. This will be finalised before October this year.

Aside from the regular sessions, AMS 2016 will feature an exhibition outside



City of Incheon, Venue for AMS 2016

the conference site, a ‘fun’ gala dinner and a whole day excursion that will bring delegates to Seoul to visit an international convention that showcases the latest broadcast technologies.

According to AIBD Director Chang Jin, AMS 2016 will hold pre-summit workshops dealing with topics on digital transition, smart broadcasting, global

content distribution, digital standards related to content and a hands-on Master Class offered by Eurovision Academy, CCTV and AIBD.

Mr Lee requested members to book their hotel early in Incheon as May is a high season for many Chinese and Korean tourists.



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HUM TV Pakistan

The past year was a hectic one for HUM Network as we initiated several challenging projects, all of which turned out to be highly successful ventures.

To begin with, we became ambitious enough to take the third HUM Awards to international borders, which so far no network had dared to do. The third HUM Awards held in Dubai was a resounding success in spite of all the logistical challenges that the project entailed. The Awards became the talk of the town both in Dubai and Karachi, with more than 400 people including performers, celebrities, crew and guests flown in from Pakistan for the event.

The next challenging project we undertook this year was the launching of HUM Films. Under its banner, we launched our first Pakistani film, Bin Roye, released almost simultaneously globally, which was well-received the world over. Movie premieres were held not only in Karachi, but also in Dubai, London, New York and Houston with the cast hobnobbing with the invitees and activities were held in many other cities.

More recently, a workshop was held for our team members by trainers



A Successful Year

By **Mr Shanaz Ramzi**

General Manager, Public Relations and Publications, HUM Network Ltd., Pakistan

invited from Malaysia. The Asia-Pacific Broadcasting Union (ABU) conducted the training that covered idea development, animation, and graphics. Members of the

scriptwriting, creative and engineering departments from HUM and HUM Sitaray attended the three-day workshop.





The Concert

'I am Korea' Inspires the Nation

By **Mr Daniel Baker**

International Relations Coordinator, Korean Broadcasting System (KBS)

The concert 'I am Korea' inspired the nation and attendees, who filled the 70,000 seats at Sang-am World-Cup Stadium in Seoul, through a live television broadcast on August 15, which aired on KBS TV 1 and KBS TV 2. This date marks the day Korea was liberated from the Japanese colonial rule 70 years ago.

The show nicknamed 'Korea Sings' featured three choral groups: The Children of 1945's Chorus, Yuna's Chorus, and Morning Chorus. The groups were composed of a variety of citizens that auditioned to be a part not only of the 'I am Korea' concert, but also of a

show, also titled 'I am Korea.' that aired on KBS1 over the summer leading up to this final concert.

The Children of 1945's Chorus consisted of members around 70 years young, who sang 'Road to the Orchard', 'Remembering My Brother', and 'Live Your Life'. These songs blended tenderness and love for Korea to create a harmony that celebrates all the incredible achievements the country has made since their independence.

President Park Geun-hye appeared on stage after the Children of 1945's



Chorus performance and congratulated the participants and the nation before she joined the chorus and sang, with the entire stadium, "Longing for Reunification."

This created a moment of togetherness filled with hope for a unified Korea. The show continued with influential and acclaimed entertainers like Lee Sung-chul, Lee Sun-hee, g.o.d., and EXO, making this event one of the best displays of K-Pop this year.

Event in Malaysia




KL CONVERGE!
27 - 29 August 2015 | KL Convention Centre
www.klconverge.my

BUSINESS MATCHING
27-28 August 2015
KL Convention Centre
(Ballroom 2 - Level 3)
Kuala Lumpur, Malaysia

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www.creativecontent.my
www.cciemalaysia.com
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The Malaysian government has an active policy to support and invest in the local content creative industry. Thanks to its numerous dedicated agencies, policies and funding programmes, it is not only energising the Malaysian audiovisual landscape, but also helping local industry players to improve the quality of their content, create jobs and to upscale skills locally. Such policies help content creators go beyond the borders of Malaysia, and offer positive international visibility for the country, while inciting foreign investment for both the industry itself and for all service industries.

One such initiative is the KL Converge 2015 Conference and B2B Networking event that took place at the KL Convention Centre, Kuala Lumpur from 27 to 28

KL CONVERGE 2015 CONFERENCES AND B2B NETWORKING EVENT

By Ms Shelley McMorrow
Executive Director, Osmosis Production, Malaysia

August 2015. It was organised by the National Film Development Corporation Malaysia (FINAS), in association with the Multimedia Development Corporation (MDeC) and the Creative Content Association Malaysia (CCAM).

This B2B industry specific event offered local industry players a unique opportunity to meet and network with international content buyers and producers thanks to its three complimentary components.

A series of conferences, hosted by international and local experts, was designed to address key topics to help the industry move forward and expand its horizons.

Two days of B2B Networking one-to-one meetings brought together 38 prominent foreign participants be they buyers, distributors, sales agents, broadcasters, producers and film commissions with 80 Malaysian content creation companies. They met, networked and created new business opportunities for IP acquisition, securing licensing partnerships, and international co-productions.

Malaysian content creation companies gained access to markets in Australia, USA, UK, Thailand, Indonesia, Singapore, Brunei, Vietnam, Cambodia, Myanmar, Japan, Korea, Pakistan, South Africa, Lebanon, UAE, China, Hong Kong, UK and Mauritius.

International participating companies included Turner International Asia/ Cartoon Network Asia (APAC), Nickelodeon Animation Studios (US), Discovery Networks (APAC), The Walt Disney Company (Southeast Asia), MBC (Korea), Zodiak Kids (France), Tokyo Broadcasting System (Japan), Spin Master Entertainment (Canada), Looking Glass (Australia), MediaCorp (Singapore), MNC Animation (Indonesia), Hunan Golden Eagle Cartoon (China), Sahamongkol Film (Thailand), Education Broadcasting System (Korea), MD Corp (Indonesia), IRIB Media Trade

(Iran), OSN (UAE), VTV Education (Vietnam), NetEase Games (China), Tahadi Games Media (UAE), and Pocket PlayLab (Thailand), to name but a few.

Over 650 meetings were organised and recorded over the two-day event focusing not only on the sale of Malaysian content, but also on the development potential or future sales of production projects including the co-production of digital content and feature films.

Total recorded sales and business generated from the B2B networking sessions were recorded at USD 3.0m.

And finally, we had in-depth explanation and promotion of the numerous government incentives that exist to assist in the creation of internationally bound content. Such incentives notably include the Filming in Malaysia Incentive or FIMI, a fund that offers 30% rebate on content creation for both local and international productions (certain criteria apply), and the recently launched FINAS Pitching Centre, which brings together under the same roof all funding and training opportunities and programmes offered by the Malaysian government, to encourage the future development of the content creation industry.

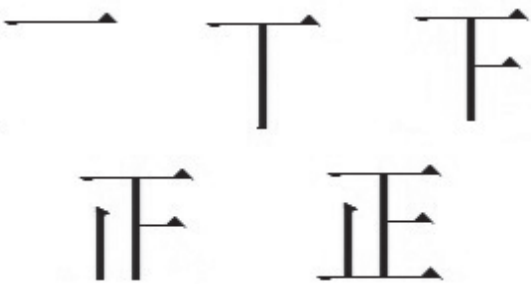
Dato' Kamil Othman, the Director General of FINAS said, "KL Converge! Creative Conference and B2B event is the ideal platform for local industry players to showcase their content, explore business opportunities through convergence with other industries, share experiences and ideas, as well as discover a way to collaborate with international content creators."

Dato' Mohd Mahyidin Mustakim, the CEO of CCAM, said, "By creating new business opportunities through convergence among industries, we have the potential to achieve our target of RM7.0 billion contribution from creative content industry to Malaysia's GNI (Gross National Income) by 2020."

Tallying and Counting: Styles Followed Internationally

By **Mr A Ravi Shankar**
Programme Manager, AIBD

When well-known playwright Sir Tom Stoppard said “It’s not the voting that’s democracy, it’s the counting”. He gave counting the importance it deserves, but then you would be surprised to know that the style of counting differs from country to country.



In the course of the elections of the EXBO members during the 14th General Conference, AIBD Director Chang Jin noticed that one of the volunteers, who counted the votes, used the Chinese method of tallying. This method of counting uses the character ‘正’. Interestingly, this character pronounced ‘Zheng’ and has the meaning ‘upright’. And how exactly is this counting done... look at the above image to understand.

Assuming the above method of counting is confined to countries using Chinese characters, Mr Chang became curious about different methods of counting. He conducted a fun survey amongst the delegates from different countries, while having lunch during the GC Excursion. [The back cover of this issue of Broadcaster carries a snapshot of the methods noted on a tissue paper.](#)

To begin with the Chinese-character method mentioned earlier is also followed by the Koreans. But the most popular method of tallying is the four straight strokes and one slash to mark the fifth one. The delegates from Bangladesh, Bhutan, India, Indonesia, Malaysia, Mozambique, Pakistan, Sri Lanka and Thailand claim to use this method for counting.



The delegate from Cambodia had a unique method. Four sides of a square with the slash in the middle to count five.

As per our delegates from France, Vietnam and Iran, they use four sides of a square followed by a cross at the middle. This would count to six rather than five or ten making it more suitable for sexagesimal system of counting.



Not being convinced with this, I did some research to come across what is called as the dot and line method of tallying. In this method one can use tally marks for the count of 10 unlike the other methods where the counting is only upto 5. The diagram below highlights how this is done.

A survey that was started for fun ended up adding knowledge. So, even as the visit to the three excursion spots was an invigorating experience, this interesting survey added one more dimension to the overall experience.



AIBD New Appointments New Leaders

CNR NEW PRESIDENT

Yan Xiaoming

Senior journalist Yan Xiaoming has been appointed as the President of China National Radio. He took office as President in June this year. Yan is concurrently member of the Communist Party of China Leading Group of the State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China.



Sixty-two-year-old Leung has nearly 40 years of media experience, including spells with TVB and ATV.

Welcoming the new Director, an RTHK release said, "We are convinced that Mr Leung will be able to lead our professional team to play to their role as public broadcaster in an impartial manner, to hold fast to the principle of editorial independence, and to provide infotainment programmes to the community through the convergence of radio and television services with internet online programming and various new media technologies in this Transmedia Era."

Yan Xiaoming joined People's Daily, the official newspaper of the Central Committee of the Communist Party of China in 1983 as a librarian at the headquarters of the organisation. He moved on to become a journalist at the Shanxi Correspondent Bureau of the Daily. Subsequently, he became Director of the Editorial Department in that Bureau. Coming back, he became the Chief of the Beijing Bureau and served in this capacity from 2001 to 2010. In August 2010, he was appointed Secretary-General of the Daily and in April 2014, prior to taking over the current position, he became the Deputy Editor-in-Chief.

RTHK NEW DIRECTOR

Mr Leung Ka-wing has been appointed as the new Director of Broadcasting, Radio Television Hong Kong (RTHK). He replaces Mr Roy Tang Yun-kwong, a senior civil servant who held the post for the past four years. Mr Leung is a veteran media professional with experience in both production and administration. He has held key posts in various media fields, both local and overseas.



SLRC NEW CHAIRMAN

Mr Ravi Jayawardena has replaced Mr Somaratne Dissanayake as the Chairman of Sri Lanka Rupavahini Corporation (SLRC). Somaratne had resigned due to personal reasons. Ravi Jayawardena took office on 4 August 2015.



Attorney Ravi Jayawardena is a practicing lawyer who graduated from the Colombo University Law Faculty. In addition to his degree in law, he holds a degree from the University of Leicester in International Relations, which was funded by a scholarship awarded by the Government of UK. He has worked at the Ministry of Justice, Ministry of Constitutional Affairs, and the Ministry of Industrial development. He was the youngest official to hold the post of Commissioner for the Department of Corrections.



China, Korea. II II II II

□ cambodia

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French, Viet Nam Iran

**Tallying and Counting:
Ways to Count Votes
(See story on page 30)**

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Phi Thailand III
Sri Bhutan. I
India Bangladesh. II
Indonesia Malaysia Pakistan
Mozambique

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