

Broadcaster

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For Broadcasting Development
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Broadcasters should serve their audiences responsibly

AIBD registers another good performance in 2012-2013



*Bangladesh
strengthens
community radio*

*Kazakhstani TV to launch
new program on foreign
adoption*

*Kids and Web –
New challenges for
broadcasters*



AIBD

Asia-Pacific Institute for Broadcasting Development

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

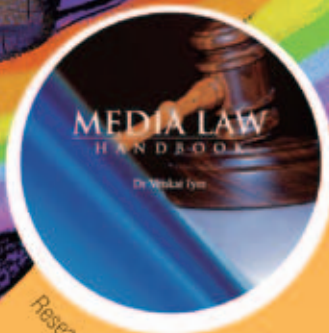
Regional and Global Media Platforms



Training and Capacity Building



Co-productions and Awards



Research and Publications



www.aibd.org.my

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Serve your Audiences Responsibly

Broadcasters need to serve their audiences responsibly by helping to build understanding and tolerance between societies and countries, providing fair, impartial and a balanced array of programming, upholding cultural traditions, bringing out countrywide talent and giving support to local businesses and crafts.

U Aung Kyi, Union Minister for Information of Myanmar made the call to Asia-Pacific broadcasters in his inaugural speech at the 39th Annual Gathering/12th AIBD General Conference & Associated Meetings hosted from 12-15 August 2013 in Yangon, Myanmar.

Hosted by the Forever Group and Myanmar's Ministry of Information, the two-day gathering was a resounding success, highlighted by AIBD's performance in the past 12 months that saw implementation of 44 training activities for 1,084 beneficiaries.

The annual meetings including the General Conference, Strategic Plan Team



U Aung Kyi, Union Minister for Information, delivers his inaugural speech

Meeting and Executive Board Meeting brought together nearly 90 AIBD members, partners and colleagues.

In his keynote address delivered at the Inauguration Ceremony on 12 August 2013, U Aung Kyi, Union Minister for Information of Myanmar urged broadcasters to do their best for their audiences and learn from those around them to improve and maintain the quality of their media.

"AIBD can play an important role in supporting media organizations of its member countries to develop policies, skills and techniques to attain such impartial and balanced reporting and programming as it has no profit making or commercial pressures and can focus on the real development of its member countries," the Minister said.

The Union Minister also called on AIBD to continue efforts not only to build human resources of media, but also to bring the Asia-Pacific regional media together.



CEO U Win Maw of Forever Group welcomes GC delegates

CEO U Win Maw of Forever Group extended a greeting and AIBD General Conference President Mrs. Rosarita Niken Widiastuti delivered the welcome remarks.

At the General Conference on August 13, AIBD Director Mr. Yang Binyuan presented a report of the Institute's achievements since the last General Conference in Nepal in July 2012.



He said the past 12 months was a successful period for the Institute, highlighted by the Asia Media Summit 2013 in Manado, Indonesia and the 1st International Conference on Broadcast Training in Kuala Lumpur, Malaysia. AIBD has implemented 44 training activities within the period of 1 July 2012 to the end of June 2013 benefiting nearly 1,100 broadcasters.

Following the Director's Report, Mrs. Manil Cooray, Deputy Director of AIBD, presented a more detailed report on AIBD training activities.

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Delivering Meaningful Outcomes

As AIBD addresses the new challenges and opportunities in the changing media landscape, more work will have to be done in order to deliver meaningful outcomes in building the human resource, technological and management capacity of broadcasters in Asia-Pacific.



AIBD Director Yang Binyuan issued this challenge as he presented the annual report of AIBD's performance before the 39th Annual Gathering / 12th AIBD General Conference & Associated Meetings from 12-15 August 2013 in Yangon, Myanmar.

He said the past 12 months saw the successful implementation of AIBD activities. These included 44 training activities that benefited 1,084 broadcasters, the Asia Media Summit 2013, the 1st International Conference on Broadcast Training, and the World Television Awards.

"We are seeking more creative engagement and involvement from AIBD members and partners as the Institute continues to chart a unique course in serving its members and the larger vision of regional broadcasting development," Binyuan said.



The AIBD General Conference event featured not only the annual gathering and conference that brought together nearly 90 AIBD members and partners from more than 20 countries, but also



the Strategic Plan Team Meeting and Executive Board Meeting, as well as the International Conference on Broadcasting Development in Myanmar.

Asia Media Summit 2014

AIBD is working closely with the Ministry of Culture and Information, Saudi Arabia, which will host the next Asia Media Summit from 6-8 May 2014 in Jeddah.

The Asia Media Summit will celebrate its 10th anniversary in 2014, which marks a milestone in AIBD's journey to fulfill its mandate. "We look forward to the continued support from our members and partners. We welcome all inputs and suggestions on how we should celebrate



the first decade of the AMS," Binyuan said.

International Conference on Broadcast Training

The 1st International Conference on Broadcast Training (ICBT) was presented before the annual gathering and conference.

Over 60 delegates and speakers from more than 20 countries converged in Kuala Lumpur to participate in the first conference of this kind held in the region, organized by the Tun Abdul Razak Broadcasting and Information Institute of Malaysia (IPPTAR) and AIBD, with the support of the Ministry of Information, Communications and Culture (KPKK), Malaysia.

The two-day conference aimed to contribute towards building professional capacities of broadcasters in addressing the demands and benefits of new information and communication technologies for long-term growth, greater customer satisfaction and meaningful contribution to training and development.

AIBD, together with IPPTAR, compiled the presentations given during the two days, which serves as a useful reference for future efforts in the field of broadcast training.

Increase in Affiliate Memberships

Director Binyuan reported that seven organizations have applied for AIBD Affiliate Membership within the period of August 2012 to June 2013 and the member countries have approved their applications accordingly:

2012:

1. Oceania Television Network (OTV)
2. Bangladesh NGOs Network for Radio and Communication (BNNRC)

2013:

3. Bhutan Media and Communications Institute (BMCI)
4. New World Television, Mongolia (NWTV)
5. Media Development Center, Palestine (MDC)
6. S.A. Channel Pvt. Limited, Bangladesh (SATV)
7. Kazakhstan Republic TV & Radio Corporation



Improving Financial Situation

Binyuan also reported that AIBD's financial situation has improved, generating a slight increase in its resources. He noted the prompt payment of subscription fees, though he appealed to those who have yet to pay their subscriptions early so that AIBD will be in a better position to efficiently run its activities and implement its projects.

As advised by the Executive Board, AIBD suspended the membership of 10 affiliate members during the year, though it continues to follow up efforts to get them to pay their arrears.

Human Resource Initiatives and A Refurbished Secretariat

On human resource development, Binyuan said that to achieve the sustainable development for the long-term benefits of the Institute, AIBD has maintained and nurtured a relatively

young team of professionals to keep the vitality and creativity.

AIBD pledged to strengthen capacity building efforts and called on all members on the possibility of sending secondment to AIBD as practiced in previous years.

As part of a wider initiative to reflect its vision and objectives, the Secretariat has updated the photo walls in the corridors of its headquarters in Kuala Lumpur. The series of photo walls include photomontages of the Asia Media Summit, AIBD General Conference, Pacific Media Partnership Conference, training activities and international partnerships.

International Partnerships

Strengthening its global presence and expanding cooperative efforts in

[continued on page 10]

AIBD's Website and Publications

Binyuan said the AIBD's website and quarterly newsletter *Broadcaster* have been upgraded, providing better design, more relevant content and interactive services.



The AIBD Strategic Plan Team (SPT) has urged the Institute's members and the Secretariat to continue collaboration with local and international partners in addressing the many challenges and opportunities in the evolving media environment and in building a stronger AIBD.

SPT members said such cooperation must be strongly reflected in the Asia Media Summit 2014 to be held in Jeddah, Saudi Arabia on 6-8 May 2014, as they endorsed the proposed Summit theme and topic sessions. They instructed the AIBD Secretariat to work closely with Saudi Arabia's Ministry of Culture and Information, AMS 2014 host, in planning and implementing the next summit.

"Media and Diversity: Enriching the Broadcasting Experience" is the theme of the two-day summit that will feature ten plenary and parallel sessions, including several pre-summit workshops.

The 30th Strategic Plan Team meeting was held on 12 August 2013 in Yangon, Myanmar during the AIBD General Conference. Thirty-two AIBD members, partners and observers attended the meeting.

The Asia Media Summit will celebrate its 10th anniversary in 2014, which marks a milestone in AIBD's journey to fulfill its mandate.



SPT Endorses AMS 2014 Theme and Topics



Upon the successful conclusion of the AMS 2013 in Manado, Indonesia, the AIBD Secretariat has started planning for the AMS 2014 under the guidance of the Strategic Plan Team. The Institute has worked closely with the host in Saudi Arabia and AIBD members and partners in developing the theme and content for the AMS 2014.



Mr. Cao Yin, SPT Chairman and Deputy Director-General of the International Cooperation Department, State Administration of Press, Publication, Radio, Film and Television, China, chaired the SPT meeting.

During the SPT meeting, members generated extensive discussion on the proposed Summit topics, among them, the importance of programming strategy, media regulation, social media and public service broadcasting. While recognizing that these issues were incorporated in the proposed program, members acknowledged the need to identify new and dynamic speakers for the two-day summit.

There was a consensus among SPT members that the AMS 2013 in Manado, Indonesia was a success while expectations are high for a more meaningful summit in Jeddah.

The SPT meeting endorsed the report of the 1st International Conference on Broadcast Training, which was organized by AIBD together with Tun Abdul Razak Broadcasting and Information Institute, Malaysia in February 2013. The SPT members said it was a good initiative for AIBD as a training institute and further efforts should be made to make the annual event even stronger.



AIBD EXBO Tackles

Training, Finance and Membership



Cambodia, Malaysia, Myanmar and Thailand were elected as the new members of the Executive Board for two years at the 12th AIBD General Conference held in Yangon, Myanmar on 13 August 2013. France was re-elected for the second term.

The terms of office of the other members of the nine-member Executive Board elected in August 2012 for two years will expire in August 2014. They are Maldives, Nepal, Pakistan and Sri Lanka.

Mr. Murtaza Solangi, Former Director General, Pakistan Broadcasting Corporation (PBC), represented Pakistan at the AIBD General Conference and chaired the Executive Board meeting.

AIBD Director Mr. Yang Binyuan sought the help of the Board and other AIBD members to boost the Institute's membership drive. During the last 12 months, AIBD has attracted seven new affiliate members. To date, it has 26

full member countries, 43 full member organizations and 82 affiliate members.

The Board discussed the renewal of AIBD's quality management certification in 2012. The re-certification was carried out in August 2012 and AIBD was successfully re-certified for quality management certificate. It reconfirmed that the system is well established and is being in operation as planned as the Institute takes more challenging and new approaches in serving members.

Another key issue the Executive Board examined was AIBD's financial status. Binyuan reported that the Institute's assets have slightly decreased. "Collecting arrears from members remains a problem," he said.

Mr. Solangi thanked all members in promptly paying their annual subscrip-



tions within the first quarter of each year and appealed to those who have yet to pay their subscriptions to pay up early so that AIBD can run efficiently its activities and implement its projects.



International Conference on Broadcasting Development in Myanmar

As Myanmar transitions to democracy, the country is opening up more opportunities in many spheres of endeavor that will bring about dynamic changes in the country. The media industry welcomes this openness, tracking a new direction towards freedom and responsibility, and engaging more with its audiences.

For this purpose, Myanmar's broadcast media practitioners are pursuing initiatives to strengthen human resource competence, expand content sourcing and exchange, and tap new digital technologies and the challenges of sports coverage, among others.

Myanmar's media practitioners examined these concerns at the *International Conference on Broadcasting Development in Myanmar* held on 14 August 2013 as part of the 39th Annual Gathering / 12th AIBD General Conference & Associated Meetings, organized by AIBD and hosted by Forever Group and Ministry of Information, Myanmar.

In his welcome remarks at the inaugural session, Mr. Win Maw, Chief Executive Officer & Founder of Forever Group, Myanmar, said the Conference served as a platform where local and international broadcast media practitioners converged to learn and exchange knowledge and expertise and expand networking.



In his opening remarks, Mr. Yang Binyuan, Director of AIBD, said the Conference provided an opportunity to identify strategies that will raise the quality of broadcasting and contribute towards the flourishing of democracy and development in Myanmar.

expanding links among broadcasters for acquiring broadcasting knowledge and digital technology.

The gathering featured four plenary sessions where panelists and participants engaged in in-depth and lively discussions.

U Tint Swe, Director-General of Myanma Radio and Television (MRTV) delivered the keynote address on behalf of the Ministry of Information, Myanmar, stressing that the Conference would help Myanmar create opportunities for

The Conference is another platform that reflects AIBD's commitment to address future needs of broadcasting development in the Asia-Pacific region.





AIBD Completes Another Annual Surveillance Audit

AIBD's efforts to improve the efficiency and effectiveness of its operations remain on track following another successful surveillance audit of its management system, a requirement for continuous certification to ISO's management system standards.

Mr. Eddie Fuad, the lead external auditor, conducted a process-based audit focusing on significant aspects of risks and objectives as required by the standards. This audit found AIBD's management system as complying with the requirements of the standards.

The Institute was initially awarded the ISO 9001 certificate in July 2009. In August 2012, the certification was renewed in conforming to ISO 9001: 2008 and ISAS BCP 9001: 2010. This certificate is valid for three years until October 2015 and remains valid subject to satisfactory yearly surveillance audits.

The certification body in Malaysia was SGS Sdn. Bhd. Systems & Services Certification affiliated to International Standards Accreditation Services (ISAS).

Completed on 23 August 2013, the surveillance audit revealed that AIBD has demonstrated the ability to systematically maintain its management system to achieve the requirements for its services to AIBD's members and partners within the scope of its policy and objectives during the period under review in 2012 and 2013.

The objectives of the audit were:

- To confirm that the management system of AIBD conforms with the requirements of the audit standard,
- To confirm that AIBD has effectively implemented the planned management system during the period under review,
- To confirm that the management system of AIBD is capable of achieving the Institute's policy objectives.

In order to assess the AIBD's management system the surveillance audit focused on the core activities of the Institute in training, consultancy, publication, content production, conference and workshop organisation.

Mrs. Manil Cooray, Deputy Director / Quality Manager, AIBD, led the quality management team at the Institute.

The audit methods used were interviews, observation of activities and review of documentation and records maintained.

The procedure authors from the program, IT and administration departments responsible for maintaining various processes of the procedures were audited individually during the course of the day. These procedures covered risk management, corporate social responsibility, stakeholders' satisfaction, analysis of data and objectives from consolidated report, monitoring of process products, objectives, internal audit, continuous improvement action,



program planning & production including project management ranging from new content for program development, AIBD Awards, resource persons' data collection, maintenance and facilities of IT and maintaining safety and security of the Institute from the perspective of AIBD's Management and Quality Management systems.

Serve Your Audiences Responsibly
[continued from page 3]



The General Conference also approved the reports on the Strategic Plan Team meetings and the Executive Board meeting.



Mr. Cao Yin, Deputy Director-General of the International Cooperation Department, State Administration of Press, Publication, Radio, Film and Television, China, chaired the SPT meeting.

The 40th Annual Gathering / 13th AIBD General Conference & Associated Meetings will be held in August 2014 in Phnom Penh, Cambodia, hosted by the Ministry of Information, and the invitation has been extended to all AIBD members and partners.



The General Conference was concluded by the vote of thanks to the host organizations – Forever Group and the Ministry of Information, Myanmar.

An International Conference on Broadcasting Development in Myanmar was held on 14 August 2013.

Delivering Meaningful Outcomes
[continued from page 5]



broadcast development, AIBD has pursued stronger ties with international organizations including development institutions. Ties with FES, ITU, EBU, Radiodays Europe, AMIC, IPPTAR, Forever Group (MRTV-4), and Broadcast Asia remain strong.

Vote of Thanks

Binyuan concluded his report by thanking all member countries, affiliates and partners for their active role in leading the Institute. “Implementing the activities and projects in the region was

only possible due to the valuable support that AIBD has received from its members as well as affiliates and partners,” he said.

He also placed on record his thanks and appreciation to the AIBD Secretariat staff for their teamwork and sense of professionalism with which they handled their tasks.

The General Conference affirmed the report of the AIBD Director and urged all concerned to help boost efforts in building a stronger Institute.



A full-day excursion was organised on August 15 for all delegates and accompanying persons to show the beauty and serenity of Myanmar, a

country rich in cultural heritage and natural beauty and well known as “the land of golden pagodas”.

An Optimistic Year for FBC

By **Ms. Jacqueline Speight**
FBC Media Liaison Officer



Fiji Broadcasting Corporation (FBC) is looking forward to ending 2013 on a high note. In just a year and a half, FBC Television has grown in leaps and bounds, with the station's focus on locally produced shows raking in a high number of viewers. This was evident during a recent client based independent survey which confirmed that 69.2% of Fijians preferred to watch 'only' FBC TV, making it the number one broadcaster in Fiji.

Work is underway to introduce more new shows which will be produced at the broadcasting house. 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. FBC also 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. It aims not only to inform and educate all Fijians, but also mold the younger generation for the future.

Our FBC News team has been kept busy with members having had the opportunity to attend conferences and workshops. Mrs. Rita Narayan, Director of News, attended the Asia Vision News Group Meeting and the Global News Forum both in Seoul.

Mr. Indra Singh, our sports editor, attended the Pacific Media Partnership Conference 2013 in Vanuatu. The forum was for broadcasters to share their knowledge and expertise so as to improve and promote broadcasting in the region. Mr. Edwin Nand, our TV News Editor, traveled to China as a member of the Pacific Media Delegation invited by the Government of the People's Republic of China.

Mr. Harry Tabanidalo, Mr. Faiyaz Khan and Mr. Clarence Dass, our TV Ops staff,



took center stage at the Fiji Film Awards. Harry Tabanidalo won the Director Best TV Show award for 'Bati Ni Tanoa', Faiyaz Khan won a certificate of merit – Director for Movietok and Clarence Dass won the Director Best Short Film Award for 'A Day at the Beach.' Dass' film also won the coveted World TV Award in the Science and Environment category at the Asia Media Summit 2013 in Manado, Indonesia.



In August, FBC focused on the Hibiscus Festival, Fiji's biggest annual charity event. Every year FBC enters a representative into the Hibiscus pageant which ran for a whole week. Miss FBC Priscilla Reddy won the coveted Miss Hibiscus crown. She will represent the country as Miss Fiji at the Miss South Pacific Pageant later this year.



AMS

– a Marketplace for New Ideas and Innovative Programs



The Asia Media Summit (AMS) is becoming an attractive marketplace for broadcasters to source new ideas on emerging trends in program content and technology, and pursue productive networking. A first in its history, the AMS 2014 will convene in West Asia, specifically in Jeddah, Saudi Arabia from 6 to 8 May. It will also mark its 10th anniversary that makes this international gathering more meaningful for AIBD, its members and partners from across the globe.

Many CEOs and heads of broadcast organizations in Asia-Pacific will attend the two-day Summit, offering AMS participants the opportunity to exchange insights and strategies to deal with the challenges of the fast changing media landscape.

A highlight of the Summit is the presence of experts and resource persons who will engage in discussion and debate in making sense of the diversity of technology, content, skills and standards that can enrich broadcast audiences' experience and sustain media

organizations. To serve as their platforms are the ten plenary and parallel sessions, the moderated debate and the CEO Roundtable.

The AMS will also provide participants from across the globe sufficient time to gain new friends in the broadcast industry, discuss marketing and sales opportunities and initiate program exchanges.

This international gathering invites not only broadcasters from Asia-Pacific and beyond, but also media and communication academics and specialists, technology players and representatives of funding and development institutions.

For those interested to be part of the AMS, AIBD has made available both online and offline steps to facilitate registration. Saudi Arabia's Ministry of Culture and Information, which will serve as the conference host in cooperation with the General Commission for Audio-Visual Media, is also making big preparations to make this conference a big success.



WORLD TV AWARD 2014

CATEGORY HUMANITY

*Best TV Documentary
Promoting Children's Rights*

Winner Prize: US\$ 5,000





All entries must be submitted before: 1 April 2014

Open to broadcasters worldwide (public and private)

Information available at www.aibd.org.my/worldtv

10th AMS
Anniversary

ASIA MEDIA SUMMIT 2014

6-8 MAY • Jeddah • Saudi Arabia

HOSTED BY:

ORGANISED BY:





ASIA MEDIA SUMMIT 2014

6-8 May • Jeddah • Saudi Arabia



Media and Diversity: Enriching the Broadcasting Experience

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

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

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

Day One

Tuesday, 6th May 2014

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

0945 – 1045 **Plenary Session 1**

Rise of International Satellite Channels: Bane or Boon?

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

1045 – 1115 **Coffee Break**

1115 – 1215 **Plenary Session 2**

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

Today it is difficult to imagine life without TV and the Internet as many more audiences consume these major platforms. Though they have yet to intimately and fully embrace each other, they now co-exist. Through new technology and applications, their convergence is making TV and the web more personal, more participative and more permanent. Mobile TV is another platform that is increasingly attracting consumers' attention. What are the new trends on TV and web convergence as well as mobile TV? How are innovative companies dealing with these platforms? Will TV just serve as another screen to consume Internet content? What types of content are feasible for the small screen?

1215 – 1230 **Presentation of the World Television Awards 2014**

1230 – 1400 **Lunch**

1400 – 1530 **Parallel Session 1**

Towards Robust and Effective Media Regulation: Opportunities and Challenges

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

Parallel Session 2

Making Great Programs: New Techniques in Storytelling and Visual Effects

Stiff competition for the eyeballs has increasingly put pressure on broadcast media organisations to produce new and original stories. Understanding the behaviours and trends of audience media consumption has made their task more challenging. Aside from good stories, visual effects are critical to the art of storytelling today. These have become critical across many forms of media and have been used by content creators at all levels. How can we develop new stories and visual effects to attract and engage audiences across media platforms? What can we learn from successful creators of content and visual effects who create good programs?

1530 – 1600 **Coffee Break**

1600 – 1615 **Summary of *Parallel Sessions 1 & 2***

1615 – 1730 **Moderated Debate**

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

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

1930 **Gala Dinner and Cultural Show**

Day Two

Wednesday, 7th May 2014

0900 – 0945 **Special Address**

0945 – 1045 **Plenary Session 3**

Is the Newsroom Adopting and Innovating Enough?

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

1045 – 1115 **Coffee Break**

1115 – 1230 **Parallel Session 3**

High-Impact Learning for Organisational Performance

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

Parallel Session 4

Radio & New Media: Empowering and Engaging Audiences

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

1230 – 1400 **Lunch**

1400 – 1530 **Plenary Session 4**

Media in Emergency Situations

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

1530 – 1600 **Coffee Break**

1600 – 1615 **Summary of *Parallel Sessions 3 & 4***

1615 – 1730 **CEO Roundtable**

Building Media as a Responsible Corporate Citizen

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

1730 – 1800 **Invitation to the Asia Media Summit 2015**

Closing Remarks

Day Three

Thursday, 8th May 2014

0900 – 1700 **Full Day Excursion**

Note:

No registration fee for public service broadcasters around the globe, AIBD members, AIBD affiliates, AIBD partners and summit speakers.

Registration fee for private networks, institutes and individuals is US\$250. This does not include accommodation.

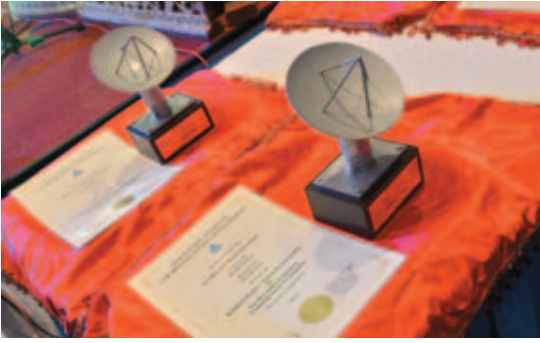
Inauguration Ceremony of the 12th AIBD General Conference



Gala Dinner and Cultural Show



AIBD Awards Presentation



AIBD GC 2013 Secretariat



12th AIBD General Conference



Vote of Thanks



International Conference on Broadcasting Development in Myanmar

Inaugural Session



Session 1



Session 2



Session 3



Session 4



KBS Launches the Region's First-ever Global News Forum

By **Ms. Kim Hae Ran**
 Director of International Relations,
 Korean Broadcasting System (KBS)



Opening session of GNF2013



GNF2013 featured interactive Q&A sessions with the panelists, so every participant could have his or her voice heard via SNS like Facebook and Twitter

In association with the Asia-Pacific Broadcasting Union, KBS hosted the first-ever Global News Forum, bringing together some 300 newsroom decision makers, journalists, and tech industry experts under the theme "Breaking the News in the Media 3.0 Era." Drawing participants from the Asia-Pacific region and beyond, the Global News Forum (GNF2013) served as a platform for discussion on the future of news media and technology.

GNF2013 broke new ground as a "Smart Conference" where participants could

easily keep track of the day's sessions and speakers via conference website optimized for tablet PCs and other smart devices. The sessions, featuring top news executives representing the likes of the BBC, CNN, Al-Jazeera English and many more, were highly interactive. Participants could Facebook post or Tweet their questions to the panelists to keep the conversation lively.

NHK-Japan has agreed to host the next incarnation of the Global News Forum in 2015.



The Conference website was optimized for tablet PC and streamed the proceedings live via the internet

Pacific Media Partnership Conference 2013 Broadcasting for Development



The fourth Pacific Media Partnership Conference and associated workshops was held from 17 to 19 September 2013 in Port Vila, Vanuatu. The local host – Vanuatu Broadcasting and Television Corporation made all local arrangements to have a successful conference, jointly organised by AIBD and ABU since 2010.

The event themed "Broadcasting for Development" aimed to provide a platform for the Pacific region's broadcasters and other media professionals to share

knowledge and expertise to improve media in the region.

81 delegates from 10 countries deliberated, shared and discussed broadcast media matters related to the Pacific region.

Vanuatu's Acting Prime Minister, the Hon Edward Nipake Natapei, said at the official opening that it was important to share information and learn from the region's experiences.

"There is an important issue of climate change affecting the Pacific region," he said. "Broadcasters must inform people about rising sea levels that affect people who live in coastal areas."

The three-day PMP 2013 comprised two days of pre-conference workshops followed by a full-day conference that offered media personnel an opportunity to discuss issues crucial to the sustainability and development of broadcasting in the region.

All aspects of broadcasting were discussed including journalism, sports coverage, digitalisation, freedom of expression, disaster management and role of broadcaster in rapidly changing environment.





EXECUTIVE PROGRAMME FOR EBU/AIBD MEMBERS

BROUGHT TO YOU BY EUROVISION
ACADEMY IN PARTNERSHIP
WITH IESE AND UCLA

The next media war will be armed with innovation

DATES & VENUE

3-week programme:

- Barcelona, from 25 to 30 May 2014
- Los-Angeles, from 1 to 5 Sept 2014
- New York, from 27 to 31 Oct 2014

TARGET AUDIENCE

This programme is intended for executives from media organizations who will develop future winning strategies and new visions.

Ideal candidates should be:

- Fluent in English for business purposes
- Members of the executive committee, heads of a major business units or senior functional heads

They should have have a least 10 years of experience in a management position.

IESE & UCLA FACULTY

IESE is supported by an outstanding faculty of over 100 full-time professors from 30 different countries. IESE's world-class faculty members are first and foremost outstanding teachers, whose aim it is to provide a transformational experience for participants in the classroom.

UCLA Executive Education develops executives into highly effective leaders. Anchored in the extraordinary intellectual capital of the UCLA Anderson faculty, its programmes deliver a uniquely powerful learning experience, designed with a focus on core management competencies, leadership acumen and strategic thinking. Executives complete its programmes with the knowledge to apply new frameworks and skills to create positive change in their organizations.

OUTCOME

- Understand and financial statements and be able to assess business opportunities.
- Acquire the skills to build and implement a successful media strategy.
- Develop a solid understanding of brand management across platforms.
- Develop leadership skills to drive innovation and change.
- Understand the major developments in media and discover new opportunities.
- Build an international network.

CONTENT OUTLINE

Full programme available upon request.

IESE CAMPUS – BARCELONA

Public media are under pressure to concentrate their activities on what contributes directly to the organization's goal and the public good. Learn the building blocks you need to focus on the PSB remit:

- Understand the macro-context to "think big".
- Be fully conversant with financial statements.
- Beyond current thinking in the public media space, consider new ways the industry might develop.
- Business model innovation.
- Special nature of public service companies and unique leadership issues.

GET FIT!

UCLA ANDERSON CAMPUS – LOS ANGELES

Public media need to be increasingly efficient in their use of public funds as well as in honing business skills to support intelligent decision-making, resilience, vision, and action:

- Manage your brand across an increasingly complex web of platforms and devices.
- Build a customer-centric organization.
- Explore the link between operations and financial performance.
- Discover innovative business models, emerging in the digital media space from both a strategic and operational viewpoint.
- Develop mission-critical leadership skills: ramping up, maintaining performance, and transition.

GET FAST!

IESE CAMPUS – NEW YORK

Focus on speed & agility. European media are tackling the complex issue of how to balance global influences with local opportunities. Successful innovation requires discipline, an articulated strategy, and a strong understanding of the external environment in which your business operates.

- Be your "whole self" at work to enhance your individual power and success.
- Enjoy discussions with senior executives from various entities in the USA.

FORMAT

A unique opportunity to engage with leaders from global media properties through:

- lectures,
- case studies,
- workshops,
- simulations,
- face-to-face meetings with public and private US media companies.

This programme is scheduled to last a total of three weeks (15 working days). Participants will be expected to attend classes during the day, and to work on cases, group activities and team presentation during most evenings.

APPLICATION DEADLINE

15 December 2013

Applications are subject to a review procedure by the EBU Selection Committee to ensure that participants have the required level of responsibility, leadership potential and language skills.

PROGRAMME FEE

Tuition fee

- EBU Members: EUR 14,500 per pers.
- Non-members: EUR 19,500 per pers.

The tuition fee includes all course materials, coffee breaks, lunches and programme activities.

Accommodation package

- EUR 3,500 per pers.

The accommodation is mandatory for all participants. It comprises 15 hotel nights, breakfasts and social events.

Total invoice

- EBU Members: EUR 18,000 per pers.
- Non-members: EUR 23,000 per pers.

LANGUAGE

English

ASSOCIATE PARTNERS



IESE is ranked among the world's top business schools for executive education. Financial Times (May 2012) ranks IESE #1 in the world overall for its executive education programmes.



For over 75 years, UCLA Anderson School of Management has earned a reputation as a leader in entrepreneurship, globally oriented management education, and advanced thinking in business and management. Anchored in the extraordinary intellectual capital of the UCLA Anderson faculty, programmes deliver a uniquely powerful learning experience, designed with a focus on core management skills, leadership acumen and strategic thinking.

CONTACT

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"THE COURSE HAS BEEN EXPRESSLY DESIGNED WITH EBU MEMBERS IN MIND. PUBLIC BROADCASTERS NEED TO THINK BIG, TO CONSIDER NEW WAYS THE INDUSTRY MAY DEVELOP, WITHOUT LOSING SIGHT OF THEIR PUBLIC SERVICE REMIT."

said Ms Lanourdette, Head of
EUROVISION ACADEMY

More info

www.go-eurovision.com/cms/academy

Community media are widely recognized by governments, international development agencies, and civil society organizations alike as key agents of participatory development. Their reach and practices are a unique way of reaching and involving people. This is particularly true of community radio, the most prevalent of all community media, which is a vital alternative both to state owned and commercial private radio. Community radio's affordability and reach make it a powerful agent of social change.



Recognition of community radio as a legitimate and key element in development efforts and the potential to empower marginalized and disenfranchised communities, has pushed a number of countries to introduce laws and regulations that acknowledge community radios as a distinct media sector. In those countries an enabling environment for community radios has been created.

Despite these advances, challenges persist at global and regional level and in their joint 2010 statement the four international special UN mandated rapporteurs on freedom of expression expressed their concerns at the lack of specific legal recognition of the community broadcasting sector in licensing systems which are based on criteria that are appropriate to this sector as well as the failure to reserve adequate frequencies for community broadcasters or to establish appropriate funding support mechanism.

The Ministry of Information of the Government of People's Republic of Bangladesh has declared Community Radio Installation, Broadcast and

Strengthening Rural Voices through Community Radio in Bangladesh

By **AHM Bazlur Rahman**
Chief Executive Officer, Bangladesh NGOs Network for Radio and Communication

Operation Policy 2008, which was the citizens' expectation since 1998. Accordingly in April, 2010, the Ministry of Information approved 14 community radio stations to operate for the first time in the country.

After the approval of license the Bangladesh Telecommunication Regulatory Commission (BTRC) allocated frequency allowing community radio stations to start broadcasting from 2011.

Now 14 community radio stations are on-air in the country, aiming to ensure empowerment and right to information for the rural community. They are broadcasting altogether 120 hours program per day on information, education, local entertainment and development motivation activities. Around 536 young men and women are now working with those stations throughout the country as rural broadcasters.

These programs are quite supportive of the activities reflected in 6th 5-year plan of Government of Bangladesh, UN World Summit on the Information Society (UN WSIS) Action Plan, and UN Millennium Development Goals (UN MDGs) and UN Convention against Corruption (UN CAC).

The success of the 1st batch of community radio stations has earned appreciation from all levels because of their commendable success. For that we give our thanks to those initiating organizations.

We also thank the Ministry of Information for making possible a full-fledged community radio policy, the only one in South Asia. India has got only a guideline to operate community radio stations, while Nepal does not have any of this kind. In 2012 the Ministry of Information declared a National Strategy for Community Radio to support implementation of Community Radio Installation, broadcast and Operation Policy.

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

Today the bondage between the community people and local-level community radio stations is getting strengthened day-by-day. Community radio has now become part of their life. Community Radio becomes the instrument for the livelihood battle of the rural people.

Potentials of Community Radio in Bangladesh

- a. Community Radio has created scope for the poor and marginalized

[continued on page 23]

Community Radio Stations in Bangladesh



Strengthening Rural Voices through
Community Radio in Bangladesh
[continued from page 22]

community to raise their own voice; it becomes the voice for the voiceless. This neo-media outlets opened scope to establish their rights of Information and communication in social, political, cultural and environmental arena.

- b. Scope widened for poverty reduction and sustainable development because of the rights to raise voice of the community and accessibility to knowledge and information.
- c. Scope opened for exchange of dialogue between local elected representatives, govt. and NGO professionals for the sake of establishing good governance.
- d. Direct linkage established between the community and the main sectors reflected in MDGs and 6th 5-year plan.
- e. Scope created for social debate, inclusion and preservation of cultural diversity by ensuring the inclusion of the marginalized community.
- f. Community radio is now able to play more active role in Disaster Risk Reduction (DRR) due to establishment of effective linkage between the govt. departments and local/rural community.

Already the community radio programs have been widely accepted among the local community. 14 community radio stations presently cover more than 4.6 million listeners. This journey was not a bed of roses, we are to cross ups and downs every day we are to face newer challenges.

The Community Radios are becoming an active ground for organizing dialogues at rural level. These dialogues will help the rural mass to find out their own voice and ensure leverage their free opinion in respect of social, economic, political, cultural and environmental issues.

Bangladesh NGOs Network for Radio and Communication established the Community Media News Agency (CMNA), Community Media Academy (CMA) and Monthly Community Media to share development news & building capacity for the community media sector in Bangladesh.

We have started advocacy with the Government of Bangladesh to open up Community Television for Development. We hope that community television will come into being within a short time in Bangladesh.

National Kazakhstani TV Anticipates New Program on Foreign Adoption

By **Aida Haidar**
Strategic Marketing Manager

The Kazakhstan Republican Television and Radio Corporation will soon launch one of the most important TV projects of the new 2013-2014 television season – “Adopted Children from Kazakhstan.” The new program explores the lives of Kazakh adopted children in their new families and their new homelands.

Ms. Zhanar Baisemizova, Head of the creative association “TV Production” JSC RTRC “Kazakhstan” nourished the idea about this project for about six years way before she joined the family of the Kazakhstan Republican Television and Radio Corporation, where her initiative found its realization. She is the winner of the first international creative essay contest “Discovering America,” organised by the Embassy of the Republic of Kazakhstan in the U.S.

Foreign adoption has been one of the most talked about issues among Kazakhstani media makers. Some think that there should be laws with strict regulations on foreign adoption; others support the flat ban on the adoption by foreign citizens. There hasn't been any consensus on the issue.

Ms. Baisemizova says, “When I finally had a chance to work on this project, I was trying to look at it with an open and clear mind. I didn't want to have any prejudices or notions that would hold me back from doing my job as a journalist.”

The author's initial goal was to show the lives of ex-Kazakhstani citizens abroad

as it is. However, as she was meeting new families and children, her initial goal changed. Many children knew that they were from Kazakhstan, however they never thought that their homeland is still interested in their lives.

Zhanar Baisemizova says that the Kazakhstan National TV channel's main focus is to preserve our national identity. She also said she was able to start the project at this network not only because it was her dream for a long time, but also because the network needed to strengthen its position as a frontier media when it comes to the national interest.

“We hope that the Kazakhstan National TV's project will help to enhance discussion in our society about the issue of foreign adoption and give more insight information about the lives of our children. I believe the program will help our society find the right solution to the problem. Me and everyone at the network want to emphasize that they are our children and always be. They should always know that no matter where they are, they will always have a home here, in Kazakhstan.” Zhanar Baisemizova said.





AIBD/RTM in-country workshop on Training of Trainers was held from 26 June to 9 July 2013 in Kuala Lumpur. It was organized by AIBD and supported by Radio Television Malaysia (RTM). Dr. David Mould, Professor Emeritus of Media Arts and Studies at Ohio University (U.S.A.), facilitated the training.

How do you design a training course on technical quality control of video content or baseband line performance testing? An engaging group activity on parabolic antenna alignment or network troubleshooting? A protocol on how to respond to viewer complaints about VHF and UHF TV reception? And how do you make sure your trainees gain the knowledge and skills they need to apply on the job?



“All the trainers knew their subject-matter thoroughly but faced problems in organizing and communicating knowledge and skills and assessing learning,” said David. “Even on the most technical topics, you can come up with challenging and engaging individual and group exercises and guided discussions that make trainees work through problems and come up with solutions.”

The 10-day workshop covered the aims of training, principles of adult learning,

AIBD/ RTM

In-Country Workshop on Training of Trainers

job analysis, training needs analysis, motivational theory, training objectives, online training, demonstrations, session design, evaluation and assessment and related topics. Using questionnaires and discussion, the workshop also focused on “soft skills” including team-building and organizational communication. Each participant designed a training plan, including objectives, draft activities and assessment, and presented it to their colleagues for comments and critique.



technical network (transmitters), radio production, studio TV production and IT maintenance. They showed a good grasp not only of how training can improve standards and performance in their units, but also of the need to create efficiencies in human resources, motivate staff, and enhance RTM's brand in the market.

The 14 participants from RTM and IPPTAR were from various sections and divisions including multi-channel broadcasting, satellite broadcasting, digital interactive engineering, technical facility, broadcast operation, production,



UPWARDS: Facing the challenges of digital

The objective of the "UPWARDS" program, which was launched by CFI in 2013 in partnership with the AIBD, is to assist television broadcasters in the countries of Southeast Asia in their modernization projects. Under this program, CFI works mainly with broadcasters in Thailand, Sri Lanka and Vietnam.

In Thailand, MCOT, the country's main public broadcaster, organized a conference about the switch to Digital Terrestrial Television (DTT) in July, in partnership with CFI. The major issues relating to DTT in the main strategic areas (legislation, technology, economics, marketing and communication) were discussed over three days.

To gain an overview of DTT in France and Europe, CFI invited French experts from the Ministry of Finance, the Ministry of Communications and the France Télévisions group. A number of French industry figures, from TDF, Teamcast, Eutelsat and Thomson Video Network, also took part in this conference in order to set out the technological challenges and implications of the switch to DTT.

CFI also invited to Bangkok representatives of the broadcasters from Vietnam, Sri Lanka, Myanmar, the Philippines and Bangladesh because all broadcasters from the Southeast Asia region are affected by this change, which will require them to create new channels for news, entertainment and young people.

In September, CFI sent a specialist to Sri Lanka to work with teams from the national broadcaster SLRC in order to help the channel design new edutainment and entertainment programs aimed at a family audience. In the context of brisk competition with the private channels of Sri Lanka, CFI is assisting the public broadcaster in its modernization and its switch to digital.



CFI entertainment workshop for SLRC

In-country workshop on Training of Trainers in Bhutan

In response to a request by Bhutan Media and Communications Institute (BMCI) who joined as one of AIBD's affiliate members in 2013, AIBD organised and collaborated with BMCI to implement the two week Training of Trainers workshop in Thimpu, Bhutan from 17-27 September 2013.



Bhutan Media and Communications Institute (BMCI) was registered as a training institute in Bhutan in 2011. Though BMCI had the expertise in media but they did not have in-house expertise in managing the training institute they had to carry out the training with their network of professional and experienced trainers and institutions who were willing to support BMCI's initiatives. Also since there was an acute shortage of trained trainers in Bhutan the Institute was literally dependent on foreign trainers to carry out in-country training.

The two week training on Training of Trainers workshop organised by AIBD and hosted by BMCI was attended by those who were already working as trainers, reporters and also by content specialists who had

In fact, producing innovative programs is a real challenge for Asian broadcasters as the switch to digital is taking place and the competition is developing.

sufficient experience in their respective fields desiring to become trainers.

The consultant was Mr Y K Sharma, Advisor (Trg. & HRD) at Broadcast Engineering Consultants (BECIL) in India who is an experienced trainer on training methodology and is familiar with AIBD's standardized curriculum for Training of Trainers.

The focus of the training was 'learning by doing'. One of the highlights of the workshop was the individual micro teaching presentations applying the methodologies and the techniques learnt during the training to impart knowledge and skills to others on either formal or on-the-job training. According to Ms Pushpa Chettri Director of BMCI "Micro teaching towards the end captured the whole essence of the program and was a huge success. It was the most challenging and interesting experience."



After the conclusion of the workshop BMCI management is confident that they will be able to plan, organize, conduct, monitor and evaluate structured training programmes, using practical projects to transfer knowledge and skills and also apply the principles of adult learning in core competency development programmes using a variety of training methodologies.

Finally, CFI is working with VTV in Vietnam on the development of new content and new programming. After a first visit in June which was devoted to defining a reality TV program concept, a CFI expert went back there in August to assist the teams in the final production phase of the pilot program, with the aim of broadcasting at least two episodes in autumn.

All of these missions are part of the UPWARDS program which, in the context of the digital revolution, is aimed at assisting the TV channels of South Asia in their projects relating to the creation of new channels, modernization and development of programs, and extension into new media.

“Kids and Web – New Challenges for Broadcasters”

By **Mr. Kalle Fürst**

Consultant for NRK and Director of Fürst & Far Film and Fjernsyn



28 participants from different ABU organizations participated in the ABU/ AIBD/ IPPTAR/ NRK Regional Workshop on “Kids and Web – New Challenges for Broadcasters” which took place from 4 to 6 July 2013 in Kuala Lumpur, Malaysia within the ABU Children’s TV Programme Item-Exchange.

Participants presented the current children’s programs in various parts of the world and worked in groups to develop name, front-page and specific content for the web – that was pitched for the plenary.

The group work generated lots of ingenuity in finding solutions to various tasks and generating new ideas.

Within a few years, members of ABU and AIBD will be forced to concentrate more on web distribution for children unless children decide to drop the national television and websites and only apply to the major international commercial children’s channels.

If we look into the media-world for children – there is a war going on – a digital war. Media is fighting for the children’s soul and the money – because they are the future. Every country should take care of their own culture or languish. If you’re not there for your children – others will be there.

The new area of focus has been online distribution – website for children.

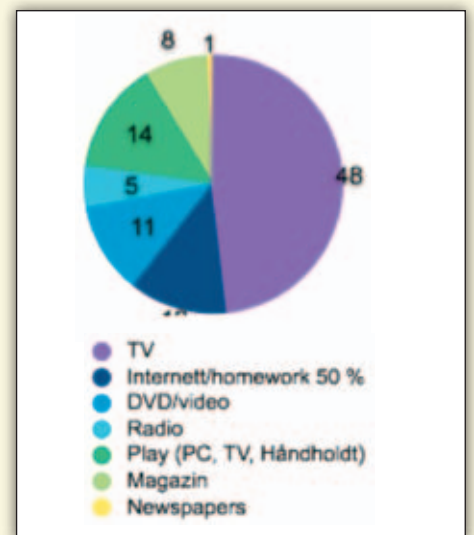


Norway is in the front – and gives an idea of how the future will be – also in other parts of the world, as the economy develops – especially as in Asia. She has a highly developed economy, technology and Internet penetration.

In Norway, 97% of homes with children have access to the Internet at a speed of more than 12 Mb/s. Twenty-five percent have a fiber connection – providing a speed of between 25 to 400 Mb/s. Mobile networks are developed with either 3G or 4G.

In other words – there are good conditions for watching TV on computer, tablet or mobile. In Norway, 98% of the 10 to 12 year olds own mobile phones and 60% of them have a Smart Phone while 43% of the 6-9 year olds have a phone and 20% in the 3-5 year old group. Seventy-four percent of children have access to tablets. Children spend 2 1/2 hours daily using media.

[continued on page 27]



Lighting Techniques for HD Production

The AIBD/Prasar Bharati/STI (T) in-country workshop on HDTV lighting was held from 17-21 June 2013 in New Delhi, India. AIBD organized the event for Doordarshan TV station focusing on lighting techniques for HD production in particular for news and outdoor program production.

Mr. Jawhar Sircar, CEO of Prasar Bharati, officially opened the workshop at Doordarshan HDTV studio. It was attended by 20 participants from the technical and production departments including educators from STI (T). Most

of the participants are experienced in their field such as lighting, camera and production.

Mr. Sahat Amin, Lighting Director for FIDA Technology, Malaysia, who conducted the workshop, introduced to participants a variety of lighting techniques, working with natural and artificial light sources and basic lighting for HD production.

The content of this training was 30% in class and 70% in studio activities where



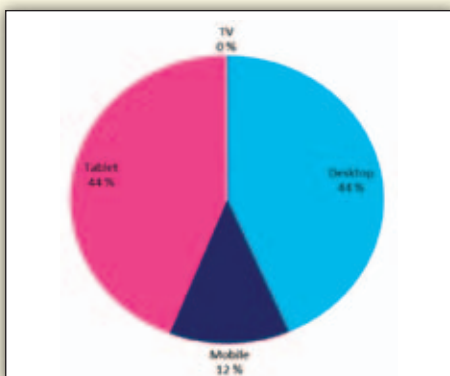
all the demonstrations were done in the fully HD camera system. Demonstrations were held in the HD studio to show the acceptable lighting plotting in creating the look and feel of the production. The working safety in TV environment was also introduced to promote an awareness of the risk working in the HDTV production.

Participants were active and engaged, raising questions beyond the discussion topics to gain more understanding and knowledge preparing for HD production.

“Kids and Web – New Challenges for Broadcasters [continued from page 26]

In 2011, TV viewing remains dominant, but it is changing rapidly. In 2013, Internet viewing has risen to 20% of the time used on media – and TV decrease to 40 %.

The ratio between online seeing is:



In 2008 NRK (Norwegian Broadcasting Corporation) started a Children’s Channel – NRK Super.

The increasing number of international commercial channels has brought about the need for a national channel in order to protect the language and culture.

Norway is a small country with 5 million inhabitants, but has nevertheless invested USD 35 million yearly in the project. NRK Super has 160 workers who produce children’s programs. Approximately 10% of the resources go to online operations (US 3.5 million).

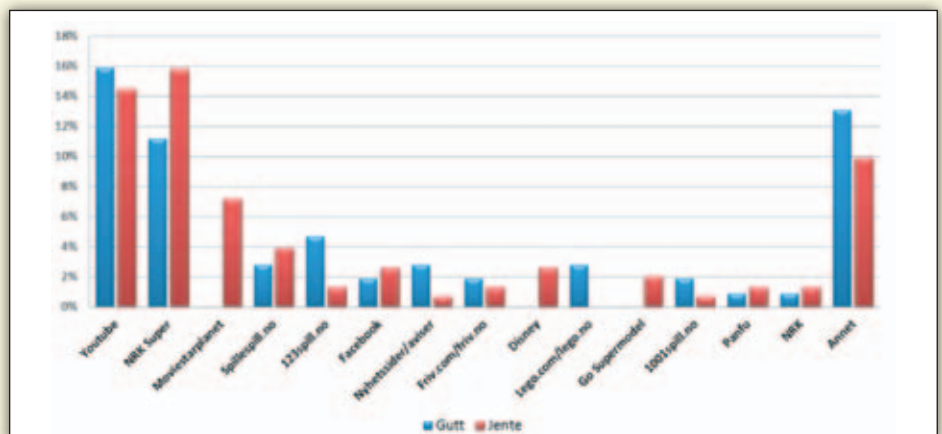
The channel produces an online drama everyday that caters to 9 to 12 year old girls. At the end of the week, the program is edited into an episode for TV airing. The number of people visiting

the website shows that almost 100% of audiences are watching daily.

Within a 2 1/2 year period, 700 items have been produced which were seen a total of 70 million times. Not bad when the target group consists of a total of approximately 120, 000 girls.

The strong focus on online content makes Norwegian children seek NRK Super sites as much as YouTube.

So when you focus you can see results.



AIBD TV & Radio Awards 2013 Winners Presented at GC Conference

Winners of the AIBD TV & Radio Awards 2013 recently received their trophy and USD 500 reward at the Inauguration Ceremony of the 39th Annual Gathering and 12th AIBD General Conference & Associated Meetings in Yangon, Myanmar on 12 August 2013.

AIBD TV AWARD 2013 on
“The Best TV Programme on Cross-Cultural Exchange”
“Camels in the Outback” – A Jazeera, Qatar

This documentary looks at a Qatari camel herder who heads to Australia to witness the mass killing of camels, considered no longer useful to the state.

AIBD TV AWARD 2013 on
“The Best TV Programme on Economic Recession and Impact on Developing Countries”
“Iran: Awakening Dissent” – France 24, France

This news feature documents the effect of the economic crisis on the internal situation in Iran, particularly on the carpet industry, which has been adversely effected.

AIBD RADIO AWARD 2013 on
“The Best Radio Programme on Water Conservation”
“Subak, Water Religious and Justification” – Radio Republik Indonesia (RRI), Indonesia

This program looks at the unique water irrigation system called Subak found in Bali, Indonesia, which has gained tremendous praise and acceptance.

REINHARD KEUNE’S MEMORIAL AWARD 2013 on
“The Best Radio Programme Promoting Rural Development”
“A Village Rejuvenated” – All India Radio, India

This program looks at the Elappully village in Kerala, India, as a positive development model. The village managed to resuscitate its community and living standards to give a good example for rural development in India.



(From left) Mrs. I Made Suartini of Radio Republik Indonesia, Ms. Pascale Bourgaux of France24 and Mr. Biju Mathew of All India Radio receive their awards at the GC Inauguration Ceremony 2013.



Mr Yasir Khan of Al-Jazeera, Qatar, delivers his award acceptance message

MBC on Track to Meet PSB Expectations

The Maldives Broadcasting Corporation (MBC) has completed an in-depth external organizational review to refocus its strategy and operations to meet the expectations of public service broadcasting. Dr. Murray Green, media lawyer and media development adviser, and formerly of the Australian Broadcasting Corporation, led the review on 20-26 July 2013, with the assistance of AIBD.



Murray Green (far left) with MBC Managing Director, Mohammed Shafeeg Mahmood (next left), briefing the MBC Head of Department meeting in Male on 25 July 2013.

In 2010, Maldives Parliament introduced legislation to establish a public service broadcaster, independent of political and commercial interests. The MBC became effective in 2012 with the transfer of resources from the former state broadcaster. It is making significant progress in its transition to a public service broadcaster.

During his review, Dr. Green examined the executive and management structure

of MBC. With the support of MBC Managing Director Mohammed Shafeeg Mahmood and Chief Human Resources Officer, Ismail Aiman Hassan, the review generated recommendations to re-align executive and management structures with the priority of producing relevant, quality content across radio, television, online and mobile platforms.

MBC is demonstrating the strength and relevance of public service broadcasting


in the Maldives by airing policy and candidate debates leading up to the forthcoming presidential elections. This fair and impartial approach to election coverage is in contrast with other elements of the media in the Maldives that have at times been partisan.

This review followed a broader assessment of MBC strategic direction and organizational capacity in July 2012, also with the assistance of AIBD.

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Training of Digital TV Broadcasting in IRIB

By **Mohammad Fahmi Hashyani**
 Technical & Engineering Group, IRIB-TC (Training Center)



IRIB has established digital TV broadcasting in 2008 and made great progress in digital TV network coverage all over the country.

It was necessary to train IRIB technical staffs who are working in digital TV transmission stations because this new technology needs a deep understanding of digital systems and differences with analogue systems in maintenance and operation.

IRIB-TC (Training Center) is responsible for training of IRIB employees, offering specifically designed training courses for IRIB related staffs.

Due to penetrated TV transmission stations in a vast country, we had faced so many problems.

1. There were few staffs in each province and holding a training class for each province was not logical and feasible.
2. Most of the technical employees should continue their services as station operator and maintenance and repair staff.
3. Many IRIB technical staffs had a weak understanding of digital communication especially of digital

broadcasting. They had joined IRIB more than 10 years ago and during this period, they did not have so much information on digital technology.

To meet their needs, we decided to design and implement a special training course.

For the first issue, we decided to implement training courses in locally base system. So we selected several provinces that have more facilities for running training course in north-west and north-east south-west and south east and center part of Iran.

By this decision the IRIB-TC invited nearby provinces to each selected centers to attend to training course so the cost of training course could be reduced.



For the second issue, we designed training courses for four weeks that covered basic subjects in analogue and digital and related and necessary items in digital broadcasting as below.

1. Analogue and digital video and audio signals, analogue TV transmission.
2. Audio and video compression and multiplexing, contribution networks such as microwave links-fiber optic links and satellite broadcasting-communication standards etc.
3. Digital communication basics, digital modulation, multicarrier systems (OFDM), error control coding etc.
4. Digital TV broadcasting (focus on DVB-T in detail), system design elements and introduction to measurement in MPEG and DVB-T

This training program covered more than 100 employees of IRIB who gained much knowledge and skills.

Now the IRIB-TC has started the second phase of training for new areas in digital TV broadcasting such as DVB-T2, DVB-S2, HEVC (High Efficiency Video Coding), antenna system design and planning issues in digital broadcasting, and workshop on measurements of digital broadcasting system, among others.

We are honored that all of these training courses have been designed and implemented and trained by IRIB skillful and experienced staff. IRIB is ready to help to other broadcasters in this respect.



Asian Communicators Receive AMIC Asia Communication Award

AMIC, a partner of the AIBD in developing media capacity in the Asia-Pacific region, recently concluded its annual conference in Yogyakarta where two leading Indonesian media and communication experts received the prestigious AMIC Asia Communication Award for 2013.

The Award, the highest recognition made annually by the Singapore-based Asian Media Information and Communication Centre (AMIC), was presented at a glittering gala dinner during the organization's 22nd international conference hosted in July 2013 by Universitas Gadjah Mada (UGM) in Yogyakarta, Indonesia.

This year's AMIC awardees were Emeritus Professor Alwi Dahlan of the University of Indonesia and Mr. Jakob Oetama, President and CEO of the Kompas-Gramedia group.

Professor Alwi Dahlan received his Award for "his outstanding contribution to communication research and education in Indonesia and internationally", while Mr. Jakob Oetama was recognized for "his outstanding contribution to excellence in print journalism and media development in Indonesia".

AMIC's international conference, which had the theme *Transformational Communication and the New Asia*, attracted more than 350 local and international delegates. Parallel sessions, six running concurrently, were conducted



for two full days. Highlight plenaries included the *AMIC Distinguished Forum and the UNESCO Emeritus Dialogue*.

After four days of intense and intellectually stimulating discourse on a diverse variety of communication subjects and issues, the conference concluded with a final plenary on *New Media, Old Media Ethics*, followed by a grand closing ceremony.

Dr. Erwan Agus Purwanto, Dean of the Faculty of Social and Political Sciences at UGM, represented Dr. Pratikno, the UGM Rector, at the concluding event and thanked all delegates for participating in the conference. Also present was Dr. Hermin Indah Wahyuni, UGM conference organizer, who led a team of more than 70 staff and students which provided support throughout the event. AMIC's Chairman, Professor Ang Peng Hwa, expressed his thanks to the hosts.

AMIC, which is based at the Nanyang Technological University in Singapore, is now in its 42nd year of carrying out regional research, publications and training activities. The AIBD was represented at AMIC's Yogyakarta conference by Deputy Director, Mrs. Manil Cooray.



(Left): Mrs. Rosarita Niken Widiastuti, President Director, Radio Republik Indonesia (RRI), Indonesia, who is also the President of the AIBD's General Conference, and Mrs. Manil Cooray at the AMIC Conference

The Dart Centre for Journalism and Trauma – Asia Pacific (a program of Columbia University’s Graduate School of Journalism, N.Y.) www.dartcentre.org/asia-pacific recently held a full week fellowship program in Bangkok bringing together journalists and editors from Australia, Cambodia, India, Maldives, Nepal, Pakistan, Philippines, PNG, Sri Lanka and Timor Leste.

The program, which was co-sponsored by Dart and UNESCO, examined issues of reporting ethically on victims and survivors of tragedy, disaster and violence, as well as psychological safety and resilience for reporters covering such events.

One attendee of the week-long program reported *“there are fellowships that help build journalism skills, and then there are fellowships that help instil leadership skills. The Dart Centre fellowship is something that helps one to be a better journalist, a leader in his/her community and also a better person”*.

The Dart Centre promotes ethical reporting of trauma; compassionate, professional treatment of victims and survivors by journalists; and greater awareness by media organizations of the impact of trauma coverage on both news professionals and news consumers.

The Dart Centre is a unique organisation and the only one in the world to focus solely on journalism and the psychological effects of violence, disaster, genocide, civil conflict and tragedy.

Why do we need training in the psychological effects of violence and disaster?

Interviewing victims of violence calls on very different skills to interviewing politicians and public figures. Victims and survivors have not chosen to be in the public eye and are there only because tragedy has happened to them. They are usually grieving or deeply traumatised. Learning how to interview these people will enable reporters to feel more confident and get a better story. It will also help them be more ethical in their treatment of deeply grieving people.

News managers who are trained to deal with trauma affected staff will be

Reporting Ethically on Victims of Tragedy and Disaster



able to help good journalists stay in an important job for longer. Being affected by the psychological impact of violence and disaster does not mean a reporter is weak. As human beings we are programmed to respond physically and mentally to threat, horror and danger. This programming goes across cultures – we are all impacted as human beings; however how this is manifested is often defined by culture and so we may display trauma affects differently according to where we come from.

Amantha Perera, a correspondent based in Sri Lanka recently wrote in the Lanka Monthly Digest.

“I remember an incident that took place about two weeks after the tsunami 26 December 2004. I had been in one of the worst-hit areas, where the stench of death hung over everything like low-hanging smog. When I returned home, family members told me I looked ashen, my eyes were in sockets an inch deep and I was moody. I had seen so much death that it was becoming unbearable.”



The Dart Centre has collaborated with many partners in the Asia Pacific to train on such things as ethical reporting rape survivors in Bangladesh and psychological safety in Pakistan to name a few.

Please contact

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for further information

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IPPTAR/AIBD/CFI Regional Workshop on Entertainment TV Formats

The AIBD in collaboration with Tun Abdul Razak Institute of Broadcasting & Information (IPPTAR) organised a Regional Workshop on Entertainment TV Formats from 23 – 27 September 2013 in Kuala Lumpur, Malaysia. The consultant was Mr. Stéphane Bouillaud supported by Canal France International (CFI).

Sixteen participants from 7 countries attended the five days workshop dedicated to Entertainment TV Formats. They were Cambodia, Indonesia, Laos, Malaysia, Myanmar, Thailand and Vietnam. The participants comprised of producers, hosts and assistant channel manager. There were very active and reactive.

The workshop focused on how to develop creativity and good taste for TV production personnel towards selecting qualified content, prepare appropriate programme concept and production book. During the workshop the participants can explore their production skills, in order to have good content and production quality in producing entertainment TV programmes.

The workshop was organised around the following program:

- A general and theoretical introduction to the entertainment program
 - Concept, format, target audience, goal, program structure, etc.
- Half day dedicated to watching new and fresh French entertainment programs. *What's hot in France actually?* was the question and the various videos' answers fascinated all participants.



- The creativity as a personal and professional organization process.
- The good questions for the right answers about entertainment format for an appropriate and effective creativity.
- The importance and the current necessity of social media today in the entertainment programs to answer these imperatives
 - How to discuss around the broadcasted program
 - How to speak about my entertainment program before, during and after the broadcasting time
 - How to increase my audience with social TV
 - How to invent parallel stories for the other screens (tablet, computer, mobile)

Then, by group of 4 people during the practical part they worked on 2 special exercises.

The first one was: invent an entertainment format based on a fashion game show for all family. Four formats were invented and pitched to the other groups. The

debriefing was really interesting and each was invited to speak free and all accepted the criticisms in a positive way. Each group gave a note on the presentations, which was revealed at the end like in reality TV!

The second exercise, always by group of 4 but with teams mixed again to cross the cultures and the knowledge, consisted to invent an entertainment format for which the mobile phone were the main actor and with an important place to the social media. Once more, in a very short time and based on the creation process studied in the beginning of the workshop, the 4 teams created very interesting projects that they also pitched in 10 minutes with rules defined previously.

Finally, based on the same thematic as the workshop which took place in Indonesia last November, this one also reached its objectives by giving to the participants all the knowledge and the tools to be autonomous in creation and in production. According to their own terms: *“they took confidence in them and have all the keys to create”*.



The participants can now use the strategic toolkit to create and adapt to their professional and environment situation.

The workshop was conducted by Mr. Stéphane Bouillaud who works for television in France for the last 20 years. He was successively host, artistic and creative director, executive producer and program director. He knows and practised all the stages of the TV contents from creation to broadcasting. He worked for public and private channel, pay and free TV for many time slots and target audiences.



AIBD Members and Partners

New I&B Secretary for India



Bimal Julka is the new Secretary, Ministry of Information and Broadcasting (MIB) with the Government of India, replacing Uday Kumar Varma, who retired on 30 June 2013.

Prior to the appointment, Mr Julka was special secretary and financial advisor in the ministry of external affairs.

A 1979 batch Indian Administrative Service officer, the 58-year-old Julka has also served in the finance ministry, defence ministry and civil aviation ministry among others.

An MA in psychology from Delhi University, Julka's task includes completing the digitization of the country's cable television network system for nearly 140 million cable and satellite TV households. The government has set a deadline of December 2014 for completing the process.

Pakistan's New I&B Secretary



Dr. Nazir Saeed has been appointed Pakistan's new Information and Broadcasting Secretary.

Prior to his new post, Dr. Saeed served as Secretary for Tax Ombudsman. He had a long association with former Prime Minister Nawaz Sharif. He worked as staff officer with Mr. Sharif when the latter was Chief Minister of Punjab in 1988.

During the last Pakistan Muslim League-N government in Punjab led by Shahbaz Sharif, he served as a senior member of the board of revenue and as additional secretary.

NBT Thailand Gets New Head



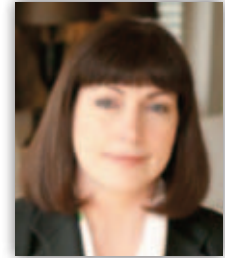
Apinan Juntarangsi has been appointed Director-General of NBT – the National Broadcasting Services of Thailand (Government Public Relations Department), succeeding Mr Teerapong Sodsasri, who is now an advisor to Thailand's Prime Minister.

Mr Juntarangsi has had a long and distinguished career in Thailand's public service. With 34 years of experience in local administration under the Ministry of Interior, the 57-year-old Director-General has received several awards of excellence from various organizations.

NBT says Mr Juntarangsi's extensive experience in local administration will complement his leadership in the field of broadcasting and information and will do much to move the organization forward.

Mr. Juntarangsi holds a Bachelor degree in Political Science and a Master's degree in Development Administration – in the field of social development – from the National Institute of Development Administration (NIDA).

New Controller of ABC Children's TV



Australia's public broadcaster ABC has appointed BBC Worldwide's Director of Content **Deirdre Brennan** as its new Controller of Children's TV.

Ms Brennan is not new to the ABC, having previously spent six years as programmer for ABC Kids. She was also the former director of programming for Nickelodeon.

On her appointment, Ms Brennan said: "My three years' experience at BBC Worldwide has been invaluable, but I am excited about the opportunity to return to ABC TV as Controller Children's TV, an area of content that I hold a deep passion for. The ABC has an incredible connection with Australian children and families and I am thrilled to engage with this audience once again."

Ms. Brennan will take up the role in the new year.



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