

Broadcaster

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AIBD



AMS 2015 in KL to Focus on Social Media



*Call for More
Dialogue on Media
and Diversity*

*5 Steps to Build a
Social Media
Strategy*

*Promoting More
Investigative
Journalism*

*Values Critical to
Good Corporate
Citizenship*



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.

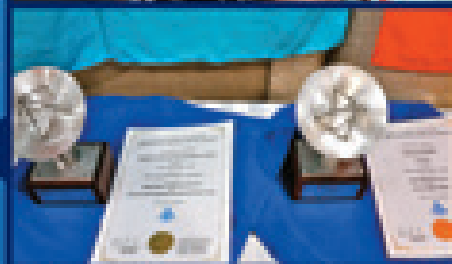
Regional and
Global Media Platforms



Training and
Capacity Building



Co-productions
and Awards



Research
and Publications



ASIA
MEDIA
SUMMIT

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Call for More Dialogue

Dr. Abdul-Aziz Bin Muhiuddin Khoja, Minister of Culture and Information on behalf of the Custodian of the two Holy Mosques, Saudi Arabia, has urged broadcasters to adopt and strengthen the principle of dialogue between Muslims and others that will enrich humanity.



He said the world suffers from many conflicts which call for a responsible media that disseminates and supports this culture of dialogue.

Dr. Abdul-Aziz Bin Muhiuddin Khoja delivered this message during the inaugural session of the 11th Asia Media Summit (AMS) on 6 May 2014 in Jeddah, Saudi Arabia. Close to 400 local and foreign participants attended the two-day conference that focused on the theme "Media and Diversity: Enriching the Broadcasting Experience."

In his speech, the Culture and Information Minister said the Kingdom of Saudi Arabia has supported media development, in particular in strengthening moral principles and values of family.

Another speaker was Dr. Riyadh Najm, President of the General Commission for Audiovisual Media, Saudi Arabia, who said that some people have misused new information and communication technologies that have led to the publication of articles that sow hatred and fanaticism.



He called on media to correct such negative development and promote respect for truth and professionalism.



During the inaugural session, Summit participants watched several video footages from UN officials led by UN Secretary General Ban Ki-moon and AIBD members and partners who expressed their congratulatory messages on the 10th anniversary of the AMS.

Dato' Sri Ahmad Shabery Cheek, Malaysian Minister of Communication and Multimedia, also sent his video message of greetings and invited AIBD



members to join the next AMS in Kuala Lumpur in 2015.

Mrs. Dra. Rosarita Niken Widiastuti, President of AIBD General Conference and President Director, Radio Republik Indonesia (RRI), Indonesia, delivered the welcome remarks.



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Much Work has to be Done

The Asia Media Summit in Jeddah, Saudi Arabia left a clear message to some 400 broadcasters from across the globe that much work had to be done to enrich their and the public's broadcasting experience.



During the AMS closing ceremony, AIBD Director Yang Binyuan said the challenges were numerous, daunting and complex and broadcasters need to examine if they were innovating enough and tapping best practices or was it business as usual.

He said the conference's focus on diversity and its many dimensions, be they in new and emerging technologies, regulation and approaches to media issues and challenges, gave the media industry insights to find alternatives in serving its audience and society better.



"The Asia Media Summit continues to live up to your expectation of offering alternatives and approaches in dealing with the current and emerging issues to ensure our broadcast industry remains vibrant, dynamic, relevant and sustainable," he said.

The media landscape has gained much in the rise of satellite channels, but regulations to manage their operations and impact remain wanting.

At the opening plenary session, Mr. Salah Eddine Maaoui, ASBU Director-General, said the Arab region has welcomed the rise of satellite channels that have now reached more than 1,300, mostly owned and managed by the private sector.

He said that this has made available more diverse perspectives that benefit the audience. However, he lamented the lack of media regulation that has led to a chaotic situation in the region, including abuses and lack of professionalism among media practitioners.



[continued on page 5]

Much Work has to be Done
[continued from page 4]

The Summit gave participants a flavor of initiatives in enriching the viewing experience on television and how best to adopt new trends on TV and web convergence as well as social media that will keep the audience and sustain the business.

Mr. Tatsuya Sasahara, Senior Manager, Digital Content Center, Programming Department, Japan Broadcasting Corporation (NHK), talked about NHK's hybridcast services, which he said is not simply a smart TV. This innovation offers broadcast content and Internet content that can be used simultaneously on big screen and/or small screen with control signal over the air.



He said the four pillars of NHK's hybridcast services cover using the Internet service in combination with the broadcast program, enhancing and enriching broadcast programmes with additional content synchronously, providing reliable information and ensuring audiences enjoy more easily and get more information with the second device.



Summit participants also heard numerous ideas, opportunities and lapses in regulating the media industry, in particular public service broadcasting. Speakers stressed the need for a set of clear regulation to catch up with innovations and ensure ethical and professional management that would benefit media organisations and society.

On watchdog or investigative journalism, speakers articulated its many advantages, in particular curbing abuses in governance, yet its practice had remained ad hoc and minimal. They said that broadcasters' mandate was to ensure that media becomes not an obstacle, but a positive force for reform and change.

Other media issues for discussion and debate in this Summit also gave delegates a diversity of perspectives and opinions on various practices of media coverage in times of emergency and disaster, high impact learning strategies for organisational performance, innovations in the newsroom, approaches to audience engagement through radio and new media, and ways to do good as a responsible corporate citizen.

Mr. Yang Binyuan thanked participants and partners, in particular, the Ministry of Culture and Information and the General Commission for Audiovisual Media of Saudi Arabia, for supporting this eventful Summit.



Call for More Dialogue
[continued from page 3]

In her message, Mrs. Niken said diversity issues are increasingly becoming more important today and in the future, and in dealing with the many facets of diversity, there is no single formula for success.

"There is no one-size-fits-all recipe to manage diversity that can contribute to enhancing the broadcast experience," she said.

She added that managing diversity is a comprehensive process that requires

openness, tolerance, creativity, fairness and dialogue.

"It demands an inclusive approach that welcomes everyone contributing towards achieving what is best for the organization and its many stakeholders," she said.

In his closing remarks, AIBD Director Yang Binyuan called on all participants, speakers and moderators to actively get engaged in this Summit.



"Let us all be heard and learn from the diversity of experience and expertise to be shared during the two-day conference," he said.

AMS 2015

Focus on Social Media

The next Asia Media Summit returns to its home in Kuala Lumpur, Malaysia in May 2015, and will focus on social media, an evolving platform that has increasingly influenced how broadcasters produce content, manage operations and engage audiences.

In an interview with the *Broadcaster* during the recent Asia Media Summit in Jeddah, Saudi Arabia, Dato' Sri Ahmad Shabery Cheek, Minister of Communication and Multimedia, Malaysia (KKMM), said they are excited to host the next AMS, which will examine in depth the social media landscape and learn from traditional broadcasters who tap social media and advanced users of social media.

"We would like to attract more representatives from other related industries, decision makers and influencers, even Ministers to make the AMS more productive and meaningful," he said.



Tentative topics that have been identified for the two-day Summit cover innovations and trends in social media, ways of adapting to social TV, social media and ICT development, newsrooms and social media, social media in emergency situation, effective curriculum models for social media-based training, and radio and social media.

Big data has become a big thing in our digital economy, the Malaysian Minister



said, stressing that those who can get access and make sense of data will be ahead.

"Broadcasters must exploit the use of data broadcasting or they will be left behind by competition," he said.



Dato' Sri Ahmad Shabery Cheek participated in the Asia Media Summit last May in Jeddah, Saudi Arabia, and at the closing ceremony, he formally invited foreign participants to come to the next Asia Media Summit in 2015 in Kuala Lumpur and enjoy the diversity that Malaysia has to offer.

"I welcome you all as we open the doors to Asia Media Summit 2015, and wish you all a very warm 'Selamat Datang' or 'Welcome'," he said.

Malaysia previously held the first five editions of the Asia Media Summit from 2004 to 2008.

During his remarks, Dato' Sri Ahmad Shabery Cheek presented a short promo-

tional video clip on Kuala Lumpur and Malaysia, highlighting both their history and modernity.

"As host for the Asia Media Summit 2015, the Ministry of Communication and Multimedia, Malaysia would like to invite guests to enjoy the rich cultural diversity, enticing variety of cuisine, tropical beauty and terrific shopping locations of our country as it provides a vibrant backdrop for this esteemed conference. As delegates once again meet to engage and challenge the horizons of what is possible in broadcasting, we encourage them to embrace the 'Malaysia Truly Asia' experience that only Malaysia can offer," he said.

"We promise you the Summit will be a success and in cooperation with AIBD, we as the local host will organise a very professional conference with high quality conference topics and speakers," he said.

The KKMM Minister also congratulated AIBD for yet another successful AMS, and for over a decade of efforts in staging lively debates and much-needed discussion on the most critical issues facing the broadcast industry, all in one unique forum.

Hosted by KKMM and IPPTAR and organised by AIBD, the next Asia Media Summit will be held from 26-28 May 2015.



5 Steps To Build a Social Media Strategy

As the number of social media users increases globally, now estimated at more than 1.5 billion, broadcasters need to build meaningful connections with them that will expand audience reach through a five-step social media strategy.

In an interview with the *Broadcaster*, Mr. Justin Kings, former Assistant Editor for Radio of the first multimedia newsroom of BBC London, identified and elaborated on this five-step social media strategy. These include identifying the objectives for tapping social media, using the most appropriate platforms, making available both human and technical resources, posting the most appropriate content and establishing measurements.



These steps have been distilled, he said, from working with about 70 broadcast organisations belonging to the European Broadcasting Union (EBU) over a two-year period during which they examined broadcasters' strategies and patterns in social media use.

In that study, Mr. Kings identified five questions that will determine a successful social media strategy.

What are you trying to achieve? Mr. Kings said broadcasters need to identify the reasons they are putting up a Facebook or Twitter page. Is it to engage? Is it to get audience closer to the program and personalities involved? And is it to use it as a research tool or to enrich journalism?

What platforms are most appropriate? Mr. Kings said each platform has strengths

that broadcasters need to identify. Facebook, for instance, is the most dominant platform that can facilitate conversation and offer images. Certain social media platforms, he pointed out, has specific audiences such as Pinterest, which has a heavy female bias, and Tumblr, which in the United States caters mostly to the 16-24 age group.

What are your resources? Mr. Kings said broadcasters must know who will lead the social media unit and whether he/she and staff have the necessary skills or should training be provided. Do they have a culture to adapt to social media, and if so, do they understand why this culture is important and must adopt?

“Developing and strengthening human resource is the most difficult,” he said.



On technical resources, Mr. Kings said broadcasters must determine if computers they use are fast enough, browsers are up-to-date and smart phones available and useful enough.

What content will you post constitutes another key step in the social media strategy. Mr. Kings said social media content must be engaging and creative to capture audience attention.



On measuring your social media strategy, Mr. Kings said setting targets for social media use can be easy to measure. However, measuring engagement can be more difficult.

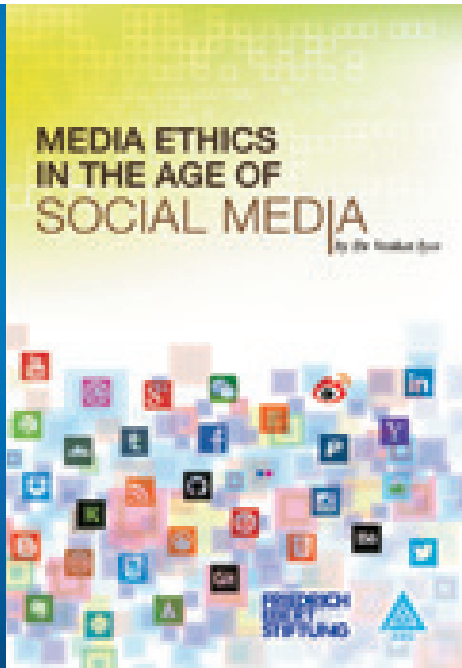
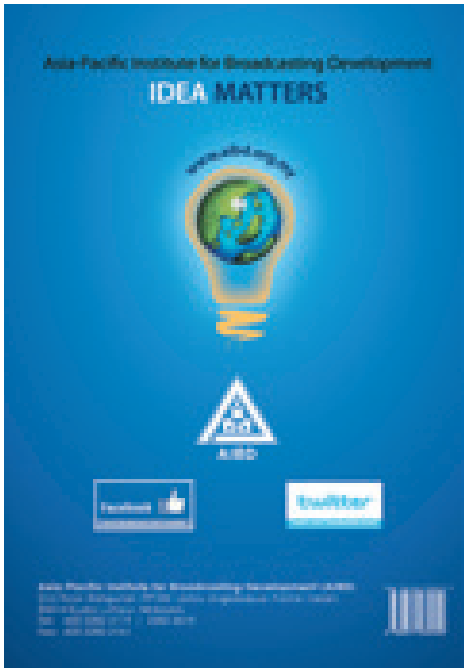
“There is a need to regularly review your social media strategy. You might want to start in a controlled way to assess the strategy and see if you have left anything. Treat the social media use as an experiment, for instance, for three-months, and examine what you have learned,” he stressed.

Mr. Kings presented these five steps to build a social media strategy during the AIBD/Eurovision Academy/CCTV Master Class on Social Media and TV Programmes from 4-5 May 2014. He served as facilitator for this two-day workshop that served as a pre-summit event for the Asia Media Summit 2014 in Jeddah, Saudi Arabia. He is currently a faculty member at the EUROVISION ACADEMY in Geneva, Switzerland.



During the workshop, Mr. Kings posted additional considerations for a successful social media strategy. He asked participants whether they need to audit and reboot. Does their staff understand the strategy? Do they have guidelines? Do they have a clear policy on moderation? Do they have moderators? Do they have a plan for emergencies? Do they have regular checks on whether they are meeting their objectives? And do they have an exit plan?

Book on Social Media Ethics Launched



AIBD has officially launched its latest publication entitled “Media Ethics in the Age of Social Media”, designed to provide media organisations and media practitioners basic guidance on ethical matters. It deals only with ethical issues, not legal ones, though there is clearly an overlap between the two.

The book also offers a few examples of ethical codes to give readers a flavor

of the diverse approaches adopted in various countries and ranging from the most elaborate to the most concise.

The launching on 5 May 2014 preceded the start of the 3rd pre-summit workshop on the same topic held in Jeddah, Saudi Arabia with Dr. Venkat Iyer, the book’s author, and AIBD Director Yang Binyuan gracing the occasion. Friedrich Ebert Stiftung (FES) supported the publication.

In his opening remarks, Dr. Iyer said the book was intended to bring to one place some of the principles and norms of media ethics.



“It follows a question and answer format which deals with the most important ethical issues in simple and accessible language. I hope it will be of use and relevance to media practitioners and other professionals in the media sector,” he said.

Dr. Venkat Iyer is a barrister and legal academic based in the United Kingdom. He also serves as Law Commissioner for Northern Ireland, with extensive experience in the fields of media ethics and media law. He has undertaken numerous consultancies and led the series of the pre-summits as the consultant.



Binyuan said this publication is intended to serve as a guide to deal with some of the challenges faced by broadcasters and media professionals to respond to situations that involve ethical dilemmas in their journalistic careers.

The book features five chapters covering the logic behind media ethics, issues of general concern, key ethical challenges, and ethical challenges and regulatory matters in the context of social media.

Following on its successes in Bangkok and Manado, AIBD organised a one-day pre-summit workshop on *Media Ethics in the Age of Social Media* at the 11th Asia Media Summit in Jeddah, Saudi Arabia, on 5 May 2014. The workshop attracted participants from across Asia and the Pacific, including the host country, and drew widespread praise from those attending.

Ethics in the Age of Social Media



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



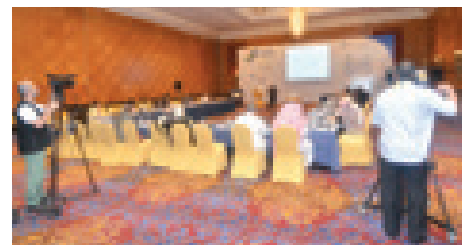
Among the issues covered in the workshop were the importance of ethics to media practitioners, the range of contemporary ethical challenges, the dilemmas posed by 'citizen journalism', the correlation between the 'democratisation' of the media and journalistic standards, and the effects of 'unverified'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

Other topics included the implications of the use of subterfuge, clandestine recording devices, intrusive/harassing behaviour by media practitioners, and how the concept of 'public interest' operates in situations where conduct that is prima facie unethical may be condoned. These issues brought forth a wide range of responses from participants, and illustrated the different cultural approaches

that determine journalistic practice in different parts of Asia and the Pacific. Comparisons were also drawn with practice in other parts of the world, notably Western Europe and America. Issues of particular relevance to the Arab region were included in the discussions.



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



There is no gainsaying the importance that media ethics is acquiring within Asia and the Pacific and events such as these are beginning to become increasingly popular. For the third time running, this workshop has drawn positive feedback from media practitioners attending the Asia Media Summit.

Media in Emergency Situations

Guided by his recent experience reporting on the rage and damage of super typhoon Haiyan in the Philippines in November 2013, Mr. Tom Araullo, news reporter of ABS-CBN, Philippines, identified four lessons critical in covering disasters during emergency situations.



In his speech before the Asia Media Summit 2014 in Jeddah, Saudi Arabia, he said the first lesson is communicating the right information about typhoon disasters and emergency measures, which is critical in saving lives and properties.

A second lesson is the need for preparations which, he said, requires that news reporters plan physically and emotionally when deployed in emergency situations.

“How can journalists better prepare for traumatic experiences in disaster areas? How can they adapt when there is minimal food and water and have to deal with personal security?” Mr. Araullo asked delegates.

A better understanding of the role of media in emergency situation is the third lesson he cited. What is important, he said, is to provide viewers the right and current information and set the right tone for the report.

“Some sectors have accused media of grief pornography or exploiting the grief and suffering of disaster victims. Others say that media who become too critical of government efforts during disasters could be counter productive,” he said.

His last lesson covers public service. Mr. Araullo said oftentimes it was difficult to report and at the same time perform public service such as assisting families who need to search for their loved ones, and be comforted because of the loss of their family members.

“The challenge is to find the balance in performing this dual role,” he said.

He said that as broadcast journalists, we have the facility like radio and satellite communications to be able to facilitate assistance.

“With government’s limited resources, many victims turn to media for immediate help and we can’t turn a blind eye. We end up providing 50 percent of our time for news reporting and another 50% for relief and rehabilitation.” he said.

Conversely, Mr. Hilmy Ahamed, Chief Executive Officer, Young Asia Television (YATV), Sri Lanka, another AMS speaker, had a different position on the role of media.

He said journalists are not social workers. Instead they should communicate disaster information, not passive information to people.



He said journalists can support or obstruct in times of disaster management. What we need is sensible reporting.

“What is important to relief workers may not be newsworthy. We must get the message across undistorted without sensationalizing and reassuring. Get media away from emergency support and disaster management, but this may be the only interest for the media,” he said.



Mr. Jun Ogawa, Director for International Affairs, Tokyo Broadcasting System (TBS), Japan, also spoke on media in emergency situations and shared his country’s experiences during the earthquake and tsunami that hit northeastern Japan on 11 March 2011. That disaster killed more than 19,000 people.

He said that radio, even an antique radio in a closet, played a big and important role. Handy mobile phones, however, were useless when relay stations lost their power source or even their antenna.

Internet and SNS were useful and television remained a major source of news.

“Each media showed its strength and I think people used them wisely,” he said.



Developing Cambodia's Media Industry



Dr. Khieu Kanharith attended the Asia Media Summit in Jeddah, Saudi Arabia and invited AIBD participants and partners to join the 40th Annual Gathering / 13th AIBD General Conference & Associated Meetings, to be hosted by the Ministry of Information in Phnom Penh, Cambodia from 13 to 15 August 2014.

AIBD Director Mr. Yang Binyuan recently visited Cambodia and pledged AIBD's continued support to Cambodia in training and capacity building initiatives.



Cambodia's media industry is fast growing and opening up, requiring better training especially for young journalists and effective practice of codes of ethics.

In an interview with the Broadcaster, Dr. Khieu Kanharith, Minister of Information of Cambodia, said Cambodia now has more than 600 newspaper firms, and more than 150 radio stations, which are 85% privately owned and 12 TV stations with one of them being state-owned.

"The media industry in my country needs to develop fast to catch up with new media and build skills and competence in the changing media landscape. We want media practitioners to be more accustomed to media laws and ethics," the Minister said.

He also said that the media industry is launching soon a series of workshops to prepare journalists for the ASEAN Economic Community initiative that will be launched in 2015.

For his part, Dr. Khieu Kanharith committed full support for the forthcoming AIBD GC. He said Cambodia is happy to host this important event and welcomes participants to his country.





Asia Media Summit 2014

6-8 May 2014 • Jeddah • Saudi Arabia

Media and Diversity: Enriching the Broadcasting Experience

Day 1:
Tuesday, 6 May 2014

Inaugural Session



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

“The media can help bring multiple perspectives to global issues, ensuring that all have a voice. This is especially important as the United Nations and the international community work to define a post-2015 development agenda and tackle other priorities, including climate change.”

WELCOME REMARKS



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

“Managing diversity is a comprehensive process that requires openness, tolerance, creativity, fairness and dialogue. It demands an inclusive approach that welcomes everyone contributing towards achieving what is best for the organisation and its many stakeholders.”

CLOSING REMARKS



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

“Let us all be heard and learn from the diversity of experience and expertise to be shared during the two-day conference.”

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?

OPENING REMARKS



Dr. Riyadh bin Kamal Najm
*President, General Commission for
Audiovisual Media (GCAM), Saudi Arabia*

“Public media has to respect truth and be professional in covering news. Media must correct negative developments. It should strike a balance between profits and social interest.”

KEYNOTE ADDRESS



Dr. Abdul-Aziz Bin Muhiuddin Khoja
*Minister of Culture and Information
on behalf of the Custodian of the two
Holy Mosques, Saudi Arabia*

“There are major conflicts in the world in which there is a role for responsible media. We need to disseminate a culture of dialogue between Muslims and others that will enrich humanity.”



From left to right:

Eric Cremer, Salah Eddine Maaoui, Poonam Sharma, Wen Shijun, Tevita Gonelevu

Chairperson:

Mrs. Poonam Sharma

Director, MediaGuru, Singapore

Speakers:

Mr. Salah Eddine Maaoui

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

“Regulations will not limit but set the road for moral criteria to provide network for broadcasts and principles for code of conduct. These are universal principles missing in the Arab region. We should be inspired by advanced countries that have broadcast rules and regulation.”

Mr. Wen Shijun

Researcher, Development & Research Center, China Central Television (CCTV), People’s Republic of China

“We do not want people to assimilate culturally; we want people to exist together in harmony. That means cultural communication is not to be feared. On the contrary, it should be encouraged, embraced and cherished.”

Mr. Eric Cremer

Vice President Distribution, France Médias Monde (FMM), France

“France 24 believes in free and independent news that is non-dogmatic and allows for diversity of views and opinion, intellectual confrontation and discussions of ideas.”

Mr. Tevita Gonelevu

Chief Executive Officer, Fiji Television Limited (Fiji TV), Fiji

“The Pacific cultural landscape is deeply religious. People love sports and value family. Our challenge is to deal with TV content that is too violent, dark, not compelling and relevant enough.”

**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?



From left to right:

Kenny Bae, Tatsuya Sasahara, Steve Ahern, Justin Kings

Chairperson:

Mr. Justin Kings

Radio & Multimedia Consultant, United Kingdom

Speakers:

Mr. Tatsuya Sasahara

Senior Manager, Digital Content Center, Programming Department, Japan Broadcasting Corporation (NHK), Japan

“Our four pillars of hybridcast services cover using the Internet service in combination with the broadcast programmes, enhancing and enriching broadcast programmes with additional content synchronously, providing reliable information and ensuring audiences enjoy more easily and get more information with the second device.”

Mr. Steve Ahern

Chief Executive Officer, International Media & Broadcasting Academy (IMBA), Australia

“Our audience is driving us to change the way we do things inside our organisations. There are multiple consumption trends, TV entertainment, games. People listen to radio while doing something else.

What should our strategies be? We need a change in our workflow. Technology allows us to work faster and if we are still using radio and TV the traditional way, we need to change.”

Mr. Kenny Bae

Head & Executive Director of International Relations, Korean Broadcasting System (KBS), Korea

“We at KBS are finding a meeting place with our audience, bringing our content to where they are, making it more mobile, interactive and selective. But, we are also moving toward a future union - developing new technology, partnerships and tools to anticipate the needs of our audience, and creating platforms that expand and enhance the broadcast experience.”

**Plenary Session 3:
Towards Robust and Effective Media
Regulation: Opportunities and
Challenges**

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



From left to right:

Martin Hadlow, Yoshiko Nakamura, Murray Green, Roslan Mohamad, Venkat Iyer, Yan Chengsheng, Supina Klangnarong

Chairperson:

Associate Prof. Martin Hadlow

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

Speakers:

Dr. Venkat Iyer

Senior Lecturer in Law, University of Ulster, United Kingdom

“Tension between freedom of expression and regulation is usually sought to be resolved by a number of legal, economic, ethical, cultural and practical safeguards. There is a need for variable approaches between media sectors. We need to recognize the inevitability of differences in approaches and outcomes between countries and the changing media environment, cultural shifts and advances in technology. There is also the centrality of the ‘public interest’ goal and the importance of identifying relevant public interest factors.”

Ms. Supinya Klangnarong

Commissioner, National Broadcasting & Telecommunications Commission (NBTC), Thailand

“At NBTC, we promote self-regulation in Thai media. We have a sub-committee promoting self-regulation in broadcasting that proposes opinions related to self-regulation, and submits them to NBTC. It is tasked to establish ethical guidelines and self-regulation in broadcasting.”

Mr. Roslan Mohamad

Director of Monitoring & Compliance (Broadcasting), Malaysian Communications & Multimedia Commission (MCMC), Malaysia

“Regulations face several challenges to include blurring of public and private spheres and domains, promoting and providing level playing fields, protecting the intellectual property and rights, enhancing local capability and capacity boundary management.”

Dr. Murray Green

Media Development & Legal Policy Adviser, Australia

“It is argued that effective media regulation is both culturally specific as well as globally conscious and rather than attempting to be all-inclusive needs to be strategically selective in focus.”

Ms. Yoshiko Nakamura

Senior Media Analyst, Head of Overseas Broadcasting Research, Broadcasting Culture Research Institute, Japan Broadcasting Corporation (NHK), Japan

“Freedom of expression in broadcasting is strongly protected. We have self regulatory system in content regulation.

We have established a code to guide media behavior and guarantees freedom of expression and programming.”

Mr. Yan Chengcheng

Deputy Director-General, International Cooperation Department, State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), China

“In an era of ubiquitous connections, media regulations need to be open and innovative. It’s an irreversible trend.”

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 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?



From left to right:

Hosam El Nagar, Moneef Ammash Alharbi, Guan Juanjuan, Francesca Unsworth, Rosarita Niken Widiastuti, Savyasaachi Jain, Riyadh Najm

Moderator:

Ms. Francesca Unsworth

Deputy Director, News & Current Affairs, British Broadcasting Corporation (BBC), United Kingdom

Panelists:

Mr. Hosam El Nagar

Operations Director, Thomson Foundation, United Kingdom

“When media is seen as fulfilling a watchdog role, it creates trust in

government, and the government has the opportunity to speak and present its view, so debate becomes more culture sensitive and moderate.”

Ms. Guan Juanjuan

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

“In some localities in China, where there are violations of the law, the people go to media and expose these. They are using media as platforms to get injustice corrected.”

Mrs. Dra. Rosarita Niken Widiastuti

President of AIBD General Conference & President Director, Radio Republik Indonesia (RRI), Indonesia

“Media has to convey the truth if government is delivering good performance and report what is bad governance. If officials break law, media must convey this as well.”

Mr. Moneef Ammash Alharbi

President & CEO, Gulf Orbits Management Consulting, Saudi Arabia

“I believe we must have regulations in the Arab media. The State needs to regulate the private sector. They should have a code of ethics and we need to promote practices that are not against the concept of national interest. We need a partnership between the government and media to put regulations in place. We should be able to clearly separate ownership and management of media.”

Mr. Savyasaachi Jain

Media Consultant & Researcher, University of Westminster, United Kingdom

“Investigative journalism has enhanced accountability of government, but in many countries journalists indulge in self-censorship that hampers efforts to curb government abuses and impair effective performance of media as a protector of the people.”

Dr. Riyadh Najm

President, General Commission for Audiovisual Media (GCAM), Saudi Arabia

“Negative criticisms can be justified. What makes regulation difficult is that there are many channels which criticize countries but they are located in different countries and cannot be brought to face the law.”

Day 2:
Wednesday, 7 May 2014

**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 innumerable and unexpected consequences, are media organizations delivering the highest standards of journalistic practice? To what extent has new technology helped practise good journalism? Are they going beyond reporting and engaging in humanitarian activities in times of conflicts and disasters?



From left to right:
Mike McCluskey, Alfonso Tomas Araullo,
Hilmy Ahamed, Jun Ogawa

Chairperson:

Dr. Mike McCluskey

Independent Media Consultant, Australia

Speakers:

Mr. Alfonso Tomas Araullo

Field Reporter, ABS-CBN News and Current Affairs, Philippines

“What is media’s exact role? Its most important role is to give information. So we give spot reporting. We set the right tone for the report. When we focus on the grief and suffering, we can be perceived as presenting grief pornography as if we are exploiting grief. When we become critical of government in emergency situations, we can be perceived as counter productive.”

Mr. Hilmy Ahamed

Chief Executive Officer, Young Asia Television (YATV), Sri Lanka

“What is our social responsibility in emergency situations? We need to dis-

seminate information. What is important to relief workers may not be newsworthy. We must get the message across undistorted without sensationalizing and reassuring. Get media away from emergency support and disaster management, but this may be the only interest for the media.”

Mr. Jun Ogawa

Director for International Affairs, Tokyo Broadcasting System (TBS), Japan

“During the earthquake and tsunami that hit northeastern Japan on 11 March 2011, we learned that the Internet and social media became useful tool, after power and network returned. TV disseminated information with national interest, but the people needed local and personal information. TV stations used the Internet to deliver footage it couldn’t air.”

**Parallel Session 1:
High-Impact Learning for
Organisational Performance**

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



From left to right:
Daniel Alexander Pattipawae,
Anothai Udomsilp, Nathalie Labourdette,
Mathis Winkler, Mohamad Azhar Mohd Abas,
Amen Ng

Chairperson

Ms. Nathalie Labourdette

Head, Eurovision Academy, Switzerland

Speakers:

Mr. Anothai Udomsilp

Director of Academic Institute of Public Media, Thai Public Broadcasting Service (Thai PBS), Thailand

“Thai PBS which has gone into Digital TV faces three key challenges, namely; migration of skilled staff, competition and training. As regards to training, technologies demand multi skilled staff who must also be competent to deal with multi-platforms.”

Mr. Mathis Winkler

Head of Eurasia Media Development, DW Akademie, Deutsche Welle (DW)

“DW Akademie has become active in Laos, Myanmar, Sri Lanka, Timor-Leste and Vietnam within the context of its media development cooperation that requires flexible approaches to training and consulting, and concepts that are jointly developed with local partner organisations in order to reflect their specific needs.”

Dr. Amen Ng

Head, Corporate Communications & Standards Unit, Radio Television Hong Kong (RTHK), Hong Kong

“We encourage creativity and innovation through providing an ideal working environment and by offering our program makers the opportunity to create fresh and pioneering radio, television and new media productions. We aim to recruit people of the highest calibre, develop their experience, and help them acquire new skills through continuous training. We believe the building of a strong organisation begins from recruitment.”

Mr. Mohamad Azhar Mohd Abas

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

“Performance management is the most difficult human capital system to implement successfully. It demands building trust between managers and employees and creating a culture that fosters high performance. It requires effective performance management. The organisation

should engage in performance management behavior everyday.”

Mr. Daniel Alexander Pattipawae

Head of Education and Training, Televisi Republik Indonesia Training Centre (TVRI-TC), Indonesia

“In achievement-based learning, we shift focus from what employees learn to what they achieve, give the learner clear goals, combined with recommended learning components, reward individual learner achievements and make them visible to other learners, force learners to share what they learn and how they learn and make the tool extremely simple for the problem owner to use.”

**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.



From left to right:
Li Xiaolei, Yasmine El Rafie, Anders Held, Kazi Akhtar Uddin Ahmed, Nguyen Thi Bich Dao, R. K. Budhraj

Chairperson:

Mr. Anders Held

Head of International Radio, Swedish Radio (SR) & Project Manager, Radiodays Europe, Sweden

Speakers:

Mr. R. K. Budhraj

Engineer-in-Chief, All India Radio (AIR), India

“Live (phone in) interactive program limits the number of audiences to interact. Social media has no such limits. No longer one to many, it is many to many. The role of the broadcaster has changed as a content deliverer to facilitator on social media.”

Ms. Li Xiaolei

Deputy Director-General of Administrative Office, China National Radio (CNR), China

“Are we (radio) going to wait to be abandoned? Is there any alternative? Yes, there is. The only opportunity for radio is ‘Nirvana rebirth’ inside itself. The word Nirvana means ‘to extinguish’. However, this extinguishment is not understood by Buddhists to mean annihilation. Rather, it is thought of as passing into another kind of existence. The main task for us now is to break the rules and regulations which bound our hands and feet.”

Ms. Yasmine El Rafie

Development Manager of Social Media, Swedish Radio (SR), Sweden

“We go where our audience goes. We want to connect and engage with our audience to be transparent and create trust, get new ideas, new cases and new news and spread our content.”

Ms. Nguyen Thi Bich Dao

Voice of Vietnam online, Vietnam

“The convergence of radio and new media is the tendency of development. To meet the needs of those using mobile devices is to gain young audiences. Let us use social media to have sources, to share and to engage audiences.”

Mr. Kazi Akhtar Uddin Ahmed

Director-General, Bangladesh Betar (BB), Bangladesh

“Mass media form bond that hold society together. New media will modulate all media for collective action. It serves as a platform for diverse network of creative co-operation. Neither the strongest nor most intelligent but ‘most responsive to change’ will survive. We need a mindset change, reorientation, and reorganization.”

**Plenary Session 5:
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 audiences 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?



From left to right:
Kabul Budiono, Sachiko Ohtani, John Maguire, Frederic Frantz, Joao Francisco Pinto, Riyaz Sayed-Khaiyum

Chairperson:

Mr. John Maguire

Director of International Relations and Cooperation, International Development, France Médias Monde, France

Speakers:

Ms. Sachiko Ohtani

Deputy Director, News Department, Japan Broadcasting Corporation (NHK), Japan

“As Japan’s only public broadcaster, it is NHK’s mission to adapt its broadcasts to the changing times in order to satisfy our viewers. At the same time, we must be careful with how we use social media and value accuracy over speed so as not to lose the trust of our viewers. Trust is essential for us.”

Mr. Kabul Budiono

Director of Program and Production, Radio Republik Indonesia (RRI), Indonesia

“Newsroom directors are becoming content directors. They must think about journalism and their news teams in broader terms (ongoing

community conversations, vertical topic depth/aggregation, training and skill development, etc). Editors and producers are becoming platform specialists. In other words, you may have an editor for radio, an editor for web, a producer for interactive, etc. Reporters are becoming multimedia specialists in the field and at the desk. Hosts can make great bloggers. They have the communication/presentation skills. They have audience connections and often want to extend their service beyond the air.”

Mr. Frederic Frantz

Training Business Manager, Eurovision Academy, Switzerland

“Media companies need new leaders with digital mindset and more knowledge about technology space. They must know how technology influences organisation and company culture. They are able to create, willing to experiment. We also need situational leaders who are able to adapt depending on where their business model is in digital evolution.”

Mr. Joao Francisco Pinto

Portuguese News & Program Controller, Teledifusao de Macau (TDM), Macau

“We set up a new media unit within the news center and explore social media to engage with younger audiences. We also train journalists in new communication tools. Our staff who resists change is wary of new technologies. I tell them we need to be ready to face and embrace new technologies. “

Mr. Riyaz Sayed-Khaiyum

Chief Executive Officer, Fiji Broadcasting Corporation (FBC), Fiji

“Adopting and innovating at incredible speed is the rule of the day in modern newsrooms. It is becoming a matter of surviving in a world of new technology and myriad news choices. Answering the question of what is enough seems to be lost in the reality of just keeping up with the accelerating rate of change.”

**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?



From left to right:
Nathalie Labourdette, Peter Limbourg, Ahmad Jailani Muhamed Yunus, Abdulrahman Abdulazziz Al-Hazza’a, Fahad Mohammed Al Sukait, Faruco Sadique Ibraimo, Mohamed Nouzab Fareed

Chairperson:

Ms. Nathalie Labourdette

Head, EUROVISION ACADEMY, Switzerland

Panelists:

Mr. Fahad Mohammed Al Sukait

Chief Executive Officer, Rotana Network, Saudi Arabia

“To be excellent is to deliver all the other values such as diversity, professionalism. Our clients all over the world need something from us and the only thing they need from us is to strive for excellence. Excellence is a continuing process whereby you keep on trying. After the second and third attempts, you can’t really achieve excellence and stop now. We need to keep working.”

Mr. Faruco Sadique Ibraimo

President of Administrative Council & CEO, Radio Mozambique (RM), Mozambique

“Excellence is one of the best values of media activity. Excellence should also reflect at the institutional level. It is linked to day to day activity. It requires excellent training in human resource and technical capability of staff. Radio Mozambique cannot satisfy all excellent programmes, thus it has made arrangements with other local and international institutions to improve our performance. Constant feedback becomes a national reference.”

Mr. Peter Limbourg

Director General, Deutsche Welle (DW), Germany

“There are cultural differences we accept and we try to get into the cultural feelings of our audience. But there are cultural and political differences. So we need to find a line where we say this is an acceptable cultural and political difference. We also have our convictions which may differ in the Arab world, but we try not to rush in here with our media and try to influence, but to show how we think with things in the world. We try to respect the sensitivities of the Arabs.”

Dr. Ahmad Jailani Muhamed Yunus

Deputy Director General of Broadcasting (Strategic), Radio Television Malaysia (RTM), Malaysia

“Diversity is a value we promote particularly in Malaysia which has a multi-ethnic, multi-racial society. RTM’s mission is to be the finest broadcaster in Malaysia. We offer diversity of platform, content, and language in the programmes we produce. In terms of process and production, we employ diversity and in the way we produce and provide treatment. To promote diversity, we ensure social integration and harmony.”

Mr. Mohamed Nouzab Fareed

Group Chief Executive Officer, Fiji Holdings Limited (FHL), Fiji

“We are careful what we report. In order to avoid mistakes, we have introduced the idea of a gatekeeper. Being a responsible organization, it is important for us to create a framework within which we operate in excellence. We need to act together. We continue to achieve excellence, but being accountable to the organisation is important.”

Mr. Abdulrahman Abdulazziz Al-Hazza’a

President, Saudi Broadcasting Corporation (SBC), Saudi Arabia

“In Saudi Arabia, we believe that each media outlet has a social mission. We have to be aware of this issue. We believe that our population structure is different. Over 50% belong to the youth. We have to reorganise our media message to address the youth.”

[continued on page 18]

Making Meaningful Connection with Audiences

By **Mr. Justin Kings**

Member of EUROVISION ACADEMY Faculty, United Kingdom

What do we mean to engage with an audience? What does it really mean? This was a key question opening my pre-summit AIBD/EUROVISION ACADEMY/CCTV Master Class in Jeddah, Saudi Arabia focused on social media and TV programmes. Engagement is a term often used in discussions around social media. For me, to engage with viewers is to make a meaningful connection with them.



As a Faculty Member of the EUROVISION ACADEMY, I have worked with more than 70 broadcasters in Europe attempting to do just this. It has provided me with privileged access to inspiring case studies of TV editors and producers using social media with impressive results. I shared a number of these stories across the two-day Master

Class, organised in collaboration with AIBD and CCTV of China.

Channel 4 Dispatches



From the UK, there were lessons from Channel 4, a network building individual social media strategies for each episode of its flagship documentary series, 'Dispatches'. I also explained how Swiss broadcaster SRF has used social media and a responsive website to give added value to its version of the worldwide entertainment hit, 'The Voice'.

Participants of the Master Class attended from across the Asia-Pacific region and work in a range of roles from CEO to Web editor. Conversation was continuous and upbeat. Questions echoed those I hear working in Europe, asking about hot issues such as moderation and workflow.

The Master Class concluded with an emphasis on social media strategy, as the participants discussed the key issues and worked on their own first drafts of plans. Their work was focused and impressive and it would be fascinating to catch up with them at next year's Asia Media Summit, with its theme of social media, to learn what they have achieved.

Asia Media Summit 2014
[continued from page 17]

INVITATION TO THE ASIA MEDIA SUMMIT 2015

Dato' Sri Ahmad Shabery Cheek
Minister of Communication and Multimedia (KKMM), Malaysia



"On behalf of the Ministry of Communication and Multimedia of Malaysia, it is my honor to invite you to Kuala Lumpur as the next AMS returns to its original home. We wish to invite you as the next AMS host to enjoy the rich diversity and variety of Malaysia as it provides a vibrant backdrop for this Summit. I call on all delegates to embrace truly Malaysia's experience that my country wants to offer."

CLOSING REMARKS

Dr. Riyadh Najm
President, General Commission for Audiovisual Media (GCAM), Saudi Arabia



"I hope you have enjoyed your stay in Jeddah and I am very glad all went well. I am proud that the AMS showed a variety of experts and topics that were of top quality. I'd like to thank AIBD for choosing the topics and speakers. We look forward to attend the next AMS in Malaysia."

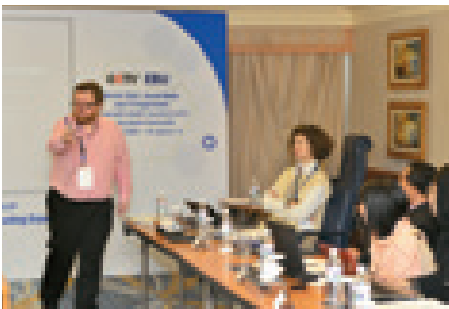
Mr. Yang Binyuan
Director, Asia-Pacific Institute for Broadcasting Development (AIBD)

"Our challenges are numerous, daunting and complex. Are we doing enough? Are we innovating enough? Are we tapping best practices? Or is it business as usual? I trust that the Asia Media Summit continues to live up to your expectation of offering opportunities, alternatives and approaches in dealing with the current and emerging issues to ensure our broadcast industry remains vibrant, dynamic, relevant, sustainable and young."



Master Class on Social Media

Radio and TV programmes should increasingly use social media to connect to their audiences. This should not be a passive experience but a meaningful connection. Mr. Justin Kings spoke about the value of social media at the AIBD/Eurovision Academy/CCTV Master Class on Social Media and TV Programmes.



Mr. Kings, lecturer at the Eurovision Academy, Geneva, Switzerland, and former BBC news general manager, served as facilitator for this two-day workshop that was held on 4-5 May 2014 in Jeddah, Saudi Arabia.



In his presentation, he said using social media will help build communities around programme issues, provide fertile ground for discussion and debate, and enable journalists and producers explain the background and story behind the programme.



He said these advantages can be appropriate and relevant to factual TV programmes that use social media. Some of the disadvantages he cited were the need to give greater concentration when watching compared to entertainment programmes, and greater need for moderation.

Some 18 participants from 12 countries from Asia-Pacific and the Middle East attended the two-day workshop which is one of the four pre-summit events held prior to the Asia Media Summit from 6-8 May 2014.

During the opening ceremony, Ms. Nathalie Labourdette, Head of Eurovision Academy, urged broadcasters to make programmes different using social media.

“Social media is an important tool to find news sources and connect with audiences,” she said.

Mr. Kings cited the benefits of engagement to commercial and public service broadcasters, among them to learn about the audience, better serve the audience, receive feedback, ideas and input, and to be accessible, human, liked and trusted.

Social media has become an important tool for broadcasters, Mr. Kings said, as globally the number of social media users is huge and continues to grow.

“Younger people are engaging and so do older people. Social media is changing the public’s relationship with big and small organisations,” he said.





From 7 to 11 April 2014, I had the pleasure of facilitating the AIBD/NRK/LNTV in-country workshop on Children's TV Programme in Vientiane, Laos.

Sixteen participants from all over the country attended the activity and they all were hardworking, creative and enthusiastic. Because some of the participants had little practice in speaking English, Vongmany Thepphavong worked as an outstanding interpreter, and made it possible to conduct the workshop with involvement and humor.

In this workshop, we focused on creativity in the development of programmes: dramaturgy, drama exercises and improvisation as part of script development, creative writing, contrasts as motor in script writing, brainstorming and development of new game shows – alongside with trends in international children's programme and web, different age groups and how to work with children on television.

Creativity in Producing Children's TV Programme

By Mr. Kalle Fürst

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

As an important part of the workshop we screened the best children's programmes – from all over the world – and also the participants' own programmes.

The first time I watched children's programmes from Lao National TV (LNTV) was more than 10 years ago – and during these ten years I noticed that production quality has improved.

Some merging methods were combined with creative writing processes – free writing (a method where you write

uninterrupted – without thinking about grammar, form, or other corrections) in a given period. The participants told about themselves to another participant – and then the listener wrote the story of the storyteller, with free writing method, which was read to the others.



Because creating ideas and project for children's programme is an important part of the workshop – the participants were split into groups with the task of creating game shows – and they showed great enthusiasm in the pitch of these projects.

There is a sense of satisfaction in conducting a workshop where I feel that different cultural backgrounds disappear in the interest of working for children. There is much enjoyment and humor.

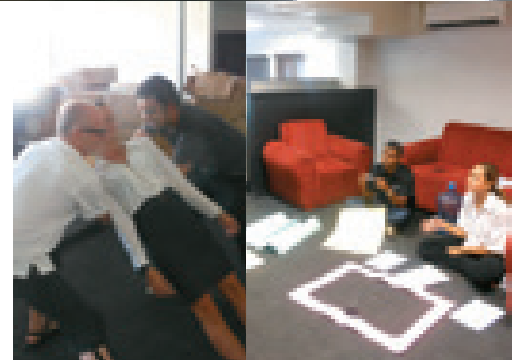




Enhancing Production of Children's TV Programme

By **Mr. Kalle Fürst**

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



Fiji Broadcasting Corporation (FBC) took steps to enhance production of children's TV programme by organising a workshop, which I facilitated from 17 to 21 March 2014. Nine participants from FBC attended this in-country workshop on Children's TV Programme which was organised by AIBD and supported by NRK.

FBC TV is rather new – only 2 years old, having started recently its first children's TV programme – Just Kids. The station has an enthusiastic, hard-working, creative and professional staff – with a lot of humor so it was great to work with them. Workshop participants joined actively various exercises in writing and drama.

Our workshop focused on trends in international children's programme, children and web, transmedia, different age-groups, how to work with children on television and creativity in the development of programmes.

There is a digital war going on in the children's world and industry players are fighting for the children's mind and money. As I said many times, if you are not there for the kids, others will be



there. You must take care of your own culture and identity!

Children today must relate to global media to a far greater extent than before, and they need to take their own cultural ballast with them in order to be able to understand and take other cultures, values, and religions seriously and accept them.

In this workshop the participants were split into groups with the task of developing and creating programmes for children: drama and game shows – and they showed great enthusiasm in pitching these projects.

I feel satisfied conducting a workshop in a place where different cultural backgrounds enhance rather than impede initiatives to produce programmes for children's interest. These are not forgotten but celebrated with enjoyment and humor.





Values Critical to Build Good Corporate Citizenship

CEOs of broadcast organisations from within and outside Asia-Pacific say they adopt and promote excellence, diversity, independence and accountability in building their media entities as responsible corporate citizens.

They identified these four values at the CEO Roundtable on the topic “Building Media as a Responsible Corporate Citizen” held during the Asia Media Summit 2014 in Jeddah, Saudi Arabia.

Mr. Mohamed Nouzab Fareed, Group CEO of Fijian Holdings Limited, Fiji, believes that as a private and listed



entity, their TV organisation values being accountable to its owners, which include government and the general public.

“Being a responsible citizen, we are guided by a framework that ensures we are accountable to our stakeholders and we adopt excellence in our operations,” he said.

That accountability, he said, reflects in their efforts to ensure that they report accurate information, and when they make a mistake, they issue a public apology.

Mr. Fahad Mohammed Al Sukait, CEO of Rotana Network in Saudi Arabia, believes that excellence is of high priority, delivering all other values such as diversity and professionalism in becoming a more responsible corporate citizen.

He said that as the largest media group in the Arab world, Rotana strives for excellence which their clients expect from them.



“Excellence is a continuing process. You don’t stop when you undertake a second or third try in pursuing a goal. You need to continue and keep working,” Mr. Fahad said.

He added that striving for excellence can generate better relationship and understanding between the organisation and the public.

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Values Critical to
Build Good Corporate Citizenship
[continued from page 22]

Mr. Peter Limbourg, Director General of Deutsche Welle (DW), Germany, believes in the value of independence, which news organisations should promote.



Deutsche Welle, he said, is run by a public board whose members are dominated by civil society representatives. “Politicians will always try to influence media. We tolerate this, but importantly we dialogue with them and do not necessarily follow orders from them,” he said.

DW has recently opened DW Arabia and Mr. Limbourg said they practice independence in deciding which shows to air.

“I think we are seeing how to approach our public, and we respect the sensitivities of the Arabs,” he said.

Mr. Limbourg added that they cannot broadcast in DW Arabia the same content as against those in the US and Europe. He said there are cultural differences they accept and try to get into the cultural feelings of their audience.

“But there are cultural and political differences. So we need to find a line where we say this is an acceptable cultural and political difference. We also have our convictions which may differ in the Arab world, but we try not to rush in here with our media and try to influence, but to show how we think with things in the world,” he stressed.

Mr. Faruco Sadique Ibraimo, President of Administrative Council and CEO of

Radio Mozambique, says excellence is a value media organisations should pursue and must be reflected in their day-to-day activities.



In pursuit of excellence, he said that they try to link up with local and international institutions to improve their performance and act with integrity and aim for quality in order to create benchmarks in the industry.

“Excellence should extend to human resource training to enhance their creative, professional and technical capabilities,” he stressed.

Dr. Ahmad Jailani Muhamed Yunus, Deputy Director General of Broadcasting, Radio Television Malaysia (RTM), says diversity is an important value they pursue, particularly in the country’s multi-ethnic and multi-racial society.



“We offer diversity in content, language and platforms when producing and distributing our programmes. In promoting diversity, we ensure social integration and harmony,” he said.

To operationalize diversity in their operations, Dr. Jailani said they value training of their staff to enhance their capability as broadcasters.

“We also pursue excellence in our performance management through KPIs, for instance, so that we are able to achieve our objectives as an organisation,” he said.

Mr. Abdulrahman Abdulazziz Al-Hazza’a, President of Saudi Broadcasting Corporation, Saudi Arabia, believes that a media outlet has a social mission. In knowing their audience, he said the company tries to examine audience needs and the country’s stability.



“We don’t interfere with conflicts. We follow UN resolutions and are very much aware of our human and social responsibility in covering news,” he said.

Ms. Nathalie Labourdette, Head of EUROVISION ACADEMY, Switzerland, served as moderator for this roundtable session.



Open and Innovative Media Regulations

In an era of ubiquitous connections, media regulations need to be open and innovative.

“It’s an irreversible trend,” says Mr. Yan Chengsheng, Deputy Director General of the International Cooperation Department, State Administration of Press, Publication, Radio, Film and Television, China, in his speech at the AMS plenary session on “Towards Robust and Effective Media Regulation: Opportunities and Challenges,” held on 6 May 2014 in Jeddah, Saudi Arabia.



Mr. Yan cited Cisco statistics and said approximately 50 billion objects, people, data and things will be connected to the Internet by 2020, and regulations need to be more transparent to catch up with the emerging media landscape.

On the socialization of content production, he said the big challenge is how to maintain professional ethics.

There are other big challenges broadcasters face, in particular in the convergence of various transmission means. “How do we overcome the fragmented regulation system to minimize policy barriers?” he asked.

Mr. Yan also cited the issue dealing with diversified service modes, saying there is a need to improve intellectual property right protection for integrated media.

He also touched on information technology advancement, and how we can strike a balance between the protection of public security and the pursuit of innovation and freedom.

Another session speaker was Dr. Venkat Iyer, Senior Lecturer in Law, University of Ulster, United Kingdom, who spoke, among others, about the tension dealing with regulation and freedom of expression.



He said such tension can be resolved by a number of legal, economic, ethical, cultural and practical safeguards. He acknowledged the need for variable approaches between media sectors and inevitability of differences in approaches and outcomes between countries.

“Broadcasters must also recognize the changing media environment, cultural shifts and advances in technology and the centrality of the ‘public interest’ goal and the importance of identifying relevant public interest factors,” he pointed out.

For his part, Mr. Roslan Mohamad, Director of the Monitoring and Compliance (Broadcasting) Department, Malaysian Communications and Multimedia Commission (MCMC), talked about the role of MCMC in regulating and ensuring the development of the communications and multimedia industry in Malaysia which encompasses the telecommunications and broadcasting sectors, online activities, postal services and digital certificates.



He shared the regulatory principles under Malaysian law that mandates that national interest should be first; transparency should be part of the process; less rather than more regulation should be promoted; and technology neutrality should foster dynamism.

When adopting social regulation, Mr. Roslan said “content developers must have incentives to invest and innovate in applications and services that promote Malaysian culture, identity & values.”



Ms. Supinya Klangnarong, Commissioner of the National Broadcasting and Telecommunications Commission, Thailand, presented NBTC’s policy covering frequency allocation, license granting, regulations, universal service obligation and consumer protection.

Dr. Murray Green, Media Development & Legal Policy Adviser, Australia also spoke and covered other approaches to regulating in a convergent media environment and regulatory essentials in a converged media environment.



SPT Elects New Chairman

AIBD's Strategic Plan Team has elected Mr. Anothai Udomsilp, Director of Academic Institute of Public Media, Thai Public Broadcasting Service, Thailand (Thai PBS), as its new Chairman.



He replaces Mr. Cao Yin, the former SPT Chairman and Deputy Director-General of International Cooperation Department of the State Administration of Press, Publication, Radio, Film and Television of China, who has been appointed CEO and Managing Director of China Movie Channels.

SPT members unanimously elected Anothai during the SPT meeting held after the Asia Media Summit on 7 May 2014 in Jeddah, Saudi Arabia.

In accepting his new post, Mr. Anothai thanked the SPT for electing him as Chairman and promised to continue serving the AIBD community.



Mr. Anothai has worked in various areas from government officer to media practitioner over the years. At Thai PBS, he is responsible for Research and Development, Training, and the Operation of Information Centre. His particular spheres of expertise include total quality management and branding for media organisation, media and information literacy, promotion of gender equality in media, and civic education



where he has been closely associated with AIBD for the past years.

Mr. Anothai was also the chief coordinator when Thai PBS hosted the Asia Media Summit 2012 in Bangkok.

Aside from the election, SPT members assessed the recent AMS, declaring it as interesting and successful. They said topics and speakers were diverse, though time was very limited for speakers to expand their ideas and for audiences to engage with speakers.

Some speakers also focused more on their companies rather than addressed topics assigned to them. Though there were some technical issues, they said, the Summit met its objectives to generate diverse perspectives to deal with how broadcasters can exploit diversity issues to enrich viewers' experience.

The SPT also discussed the next AMS in Kuala Lumpur, which will focus on social media. Dato' Adilah Shek Omar, Director, Tun Abdul Razak Broadcasting & Information Institute, Malaysia, said some of the topics covered by the Summit are innovations and trends in social media, ways to adapt to social media, social media in emergency situation, ethics in the age of social media, and curriculum for social media-based training.

Other SPT members suggested to tap Facebook and Twitter during the Summit

to engage more audiences, especially those who may not be able to attend the conference.

The SPT meeting also discussed the 40th Annual Gathering / 13th AIBD General Conference & Associated Meetings, to be hosted by the Ministry of Information in Phnom Penh, Cambodia from 13 to 15 August 2014.

AIBD Director Yang Binyuan urged members to join the AIBD community in this General Conference and contribute towards strengthening AIBD's mandate to build a vibrant broadcast industry in Asia-Pacific.

The next AIBD GC will be held in Chiangmai, Thailand in August 2015.

Other agenda discussed were preparations to complete a curriculum model for a social media-based training for broadcasters, and plans to hold the third International Conference on Broadcast Training in Kuala Lumpur.

AIBD Director Yang Binyuan formally announced that AIBD Deputy Director Mrs. Manil Cooray will retire by the end of June 2014. SPT members thanked Mrs. Cooray for her invaluable service to the Institute and wished her success after retirement.

Binyuan also called on members to consider hosting the Asia Media Summit in 2016.



Making PSBs Relevant and Sustainable

Local and foreign participants to the AIBD/ASBU Pre-Summit Symposium on Public Service Broadcasting prior to the Asia Media Summit 2014 generated a list of recommendations to enable PSBs to remain relevant and sustainable in the changing media landscape.



Their suggestions included pursuing meaningful connections with their audiences, ensuring that PSBs engage and interact with their audience; producing content that is sexy, creative, relevant, innovative and interactive; protecting independence from all forms of interference; offering plurality of views; and expanding reach and access of people to PSBs through new technology.



To deal with stiff competition they recommended that PSBs adopt their own vision, objectives, target audience, strategy, and programmes with own identity. They must promote more accountability to ensure fiscal autonomy and editorial independence. They also need to adopt a more interactive approach

as against the preaching and teaching technique and determine the true value or return on investments of PSBs that will redound to the benefit of the people.



The one-day symposium held on 5 May 2014 provided a platform for broadcasters from Asia and the Arab countries to discuss the emerging factors and best approaches to the future of PSBs particularly in the Arab world. It also examined what makes the PSB distinctive from other forms of media and the essentials to sustain PSB.



During the opening session, Mrs. Dra Rosarita Niken Widiastuti, President of the AIBD General Conference and President Director of Radio Republik Indonesia, cited the need to understand the basic elements of a true PSB model and said broadcasters should learn from the experiences of PSBs in various countries.



AIBD Director Yang Binyuan delivered the opening remarks, saying that with advanced technologies and audiences becoming more active users from mere passive recipients, it has become essential for public broadcasters to keep updated with the technological changes, provide better and more expanded services.



For his part, Mr. Salah Eddine Maaoui, Director General of ASBU, warned PSBs in the Arab world to be more proactive and focused to meet the challenges brought about by the dominance of private TV channels in the region.

“Competition might just wipe out PSBs in the region and disappear unless they act to deal with the challenges in content creation, technology adoption and building capacity of human resource,” he said.

Some 10 speakers from Africa, Middle East and Asia-Pacific spoke about best practices in PSBs and essentials to keep PSBs relevant and sustainable.



Promoting More Investigative Journalism

The practice of watchdog or investigative journalism as a means to monitor, prevent and redress abuses and injustice in governance remains wanting in many parts of Asia-Pacific and the Arab region. Staff training and proper regulations and ethical codes are critical to an effective investigative journalism.

Panelists articulated this message during a moderated debate on “Media’s Watchdog Role: How Far Should it Go?” at the Asia Media Summit on 6 May 2014 in Jeddah.

Dr. Riyadh Najm, President of the General Commission for Audiovisual Media, Saudi Arabia, emphasized that those who engage in investigative journalism must be independent and should not be burdened by any conflict of interest arising from media owners’ preference.



He also called for regulations to deal, among others, with various types of criticism, some of which can be characterized by vested interests.

“Negative criticisms can be justified. What makes regulation difficult is that there are many channels which criticize countries but they are located in different countries and cannot be brought to face the law,” he said.

Mr. Savyasaachi Jain, Media Consultant and Researcher, University of Westminster, United Kingdom, said there are not enough watchdog reporters, but in some countries investigative journalism has caused the ouster of Presidents, among them Richard Nixon of the US and Joseph Erap Estrada from the Philippines.

“Investigative journalism has enhanced accountability of government, but in



many countries journalists indulge in self-censorship that hampers efforts to curb government abuses and impair effective performance of media as a protector of the people,” he said.

Ms. Guan Juanjuan, Deputy Director, English Service of China Radio International said watchdog journalism should go as far as it reaches a point where public trust is enhanced.



In China, she said, local communities have increasingly reported to media abuses of local officials and sought redress for injustices committed.

In Indonesia, investigative journalism is catching up, says Mrs. Dra. Rosarita Niken Widiastuti, President of the AIBD General Conference and President Director, Radio Republik Indonesia (RRI), Indonesia.



She said that media must report the truth if government performs well or misbehaves. She cited an RRI radio program where the President of Indonesia holds a dialogue with the audience, allowing citizens to call the President to account for government performance.

Mr. Moneef Ammash Alharbi, President and Chief Executive Officer of Gulf Orbits Management Consulting, Saudi Arabia, lamented the lack of ethical standards and clear strategies that hampers effective practice of investigative journalism in the Arab region.



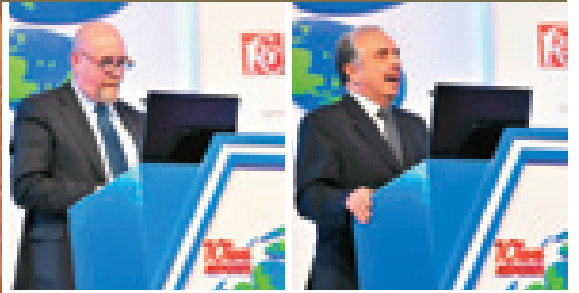
“The idea of watchdog in the Arab region is embryonic and has not developed as fast. What can be done? I believe we must have regulations, a code of ethics and promote practices that are not against concept of national interest. We also need a partnership between government and media to put regulations in place,” he said.

Mr. Hosam El Nagar, Operations Director, Thomson Foundation, United Kingdom, says when media fulfills their watchdog role properly, this creates trust in government.



He called on mainstream media to present truth in their reporting. Otherwise, he said the audience will move to other platforms such as social media which may dish out more misinformation and less professionalism.

HIGHLIGHTS OF AMS 2014

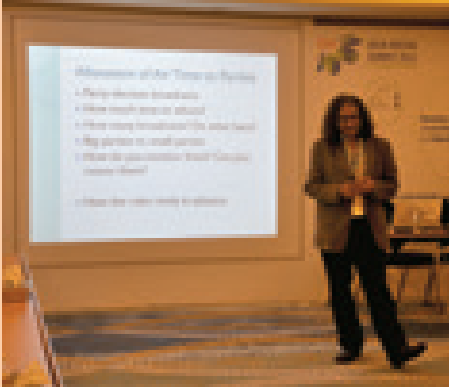




HIGHLIGHTS OF AMS 2014







Improving Qualitatively Election Coverage

The Workshop on Media and Elections kicked off the series of events leading to the 11th Asia Media Summit that took place from 6-8 May 2014 in Jeddah, Saudi Arabia.

Some 25 high-ranking broadcasters from Africa, Arab region, and Asia-Pacific joined the three-day workshop that began on 3 May 2014. The aim of the workshop was to reinforce the role of media in a democracy and encourage a qualitative improvement in election coverage that encompasses the ideals of accuracy, fairness and balance.

The primary focus of the workshop was on improving election programming and incorporating the use of social media during elections in the various countries represented by the participants. The participants were senior broadcast personnel from a number of countries, including Afghanistan, Algeria, Bangladesh, Cambodia, Lebanon, Maldives, Nepal, Nigeria, Oman, Palestine, Syria and Tunisia. The participants held substantive responsibility for election coverage, and many of them were heads of news or current affairs departments for their organisations.

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

On the first day of the workshop, participants identified problems critical to effective election coverage, in particular, access to information on policies and candidates' programmes, and availability

of accurate data especially for journalists undertaking investigative reports.

They recognized the critical relationship between media and democracy, saying that media has served as a useful tool for accountability of government.

"We don't want media controlling government or the government controlling the media. What we need is a balance in that relationship as well as a responsible media," Mr. Mohamed Saeed, Chief Operating Officer of Maldives Broadcasting Corporation said.

[continued on page 33]



Becoming Astute International Broadcasters



With assistance from AIBD, Voice of Nigeria (VON) conducted a five day in-country workshop on Performance Management for Corporate Planning and Evaluation which commenced on 28 April 2014.

The workshop identified the objectives that are needed to be affirmed and refined, along with the initiatives to be put in place in order to meet the aspirations of Voice of Nigeria.

At the workshop's opening ceremony, Mr. Abubakar Bobboyi Jijiwa, VON Director General, said "the workshop was organized in partnership with the Asia-Pacific Institute for Broadcasting Development as part of efforts to drive the training and re-training staff members to become astute international broadcasters". He said the organisation's

desire is to transform the training center into a center of excellence for manpower development.

Serving as workshop consultant was Dr. Murray Green, Honorary Professor in Public Diplomacy, Media Development and Legal Policy Adviser, also the former

Director of the Australian Broadcasting Corporation (ABC) International, Corporate Strategy and Governance at ABC.

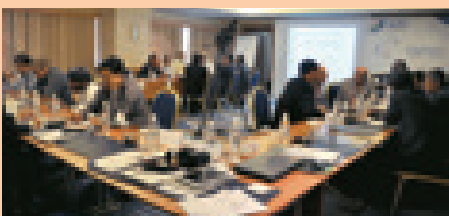
He reaffirmed that the workshop will enable the management staff of media broadcasting stations in Nigeria to re-package the corporate image and evaluate their performance from feedback platforms.

Some of the key topics that were discussed during the workshop included understanding the media environment and markets, audiences and their interests and aspirations, developing a strategic plan, devising achievable benchmarks on audiences and people, infrastructure and other resources, establishing corporate and editorial values, developing, augmenting, monitoring and evaluation of performance for sustaining the values at VON.

Twenty-five participants from four media networks attended the workshop at Voice of Nigeria's Training Center in Lagos which concluded on 2 May 2014.



Improving Qualitatively Election Coverage [continued from page 32]



Participants also stressed that people are the center of governance whose needs, perspectives and opinions should be articulated through the use of media.

"Media makes government focus on people," Mr. Mohamad Moshen from the Lebanese Communication Group/Al Manar TV, Lebanon said.



Recognizing the critical importance of freedom of expression for effective election coverage, participants called for its responsible practice, saying clear guidelines and rules should be in place.

"Freedom of expression and opinion is critical to establishing a free media," says Mr. Savyasaachi Jain, Media Con-

sultant and Researcher, University of Westminster, United Kingdom, who served as the workshop consultant.

Mr. Savyasaachi cited media developments that would affect election coverage, among them, media ownership by big business, audience fragmentation and growing importance of social media.



Keeping Relevant to Global Audiences

Voice of Nigeria

Prepares for the Future

By **Mr. Ezekiel Ndukwe**

Head of the Strategic Planning and Corporate Development Department, Voice of Nigeria



Officials and employees of international radio broadcaster *Voice of Nigeria* (VON) and partner agencies recently gathered in Lagos to prepare for a new Strategic Plan that will keep the organization relevant to global audiences.

With assistance from AIBD, VON organised a workshop attended by 25 participants who examined the international media environment and the ways in which a Strategic Plan could be crafted, monitored and published as a promise to audiences and parliamentary funders. The workshop took place from 28 April to 2 May 2014.

Understanding audiences and the changing converged media environment was a major area of attention. The

importance of communicating not only on short wave but also streaming online and through mobile phones and tablets was identified as major priorities.

VON's newly formed Strategic Planning and Corporate Development Department led by Mr. Ezekiel Ndukwe is responsible for developing a Strategic Plan. The Department's team includes experienced content leaders. They have offices in Nigeria's capital Abuja as well as in Lagos.

VON is chartered to bring African and Nigerian perspectives to a global audience. The Nigerian diaspora is an important part of implementing this responsibility. Several million Nigerians live in London. As Africa's largest



economy, Nigeria has a responsibility to reflect wider African perspectives to an international audience.

Participants engaged enthusiastically in this workshop, articulating their concerns and challenges in developing a Strategic Plan. They came not only from Voice of Nigeria but also from the Federal Radio Corporation of Nigeria, the Nigeria Television Authority and commercial broadcaster, DAAR Communications.



World TV Awards Winners Announced



Winners of the World Television Awards 2014 were officially announced at the Asia Media Summit in Jeddah, Saudi Arabia on 6 May 2014.

Mr. John Maguire, Director of International Development of France Médias Monde (FMM), France, and Chairperson of the jury session, announced the winners and praised them for their creative and relevant approach in producing the programmes.

In the Humanity category for the Best TV Documentary on “Promoting Children’s Rights”, 38 entries from 18 countries were received. The winner was “The Dark Side of the Chocolate” directed by Mr. Miki Mistrati and broadcast by ARD – Germany.

This film investigates the chocolate industry’s programmes to end child labor in the Ivory Coast. It tries to examine if this industry speaks the truth when they say that they provide education, medical care, etc., for the children of the Ivory Coast.

Mr. Salah Eddine Maouï (Director General of Arab States Broadcasting Union) and Mr. Yang Binyuan (Director of AIBD) presented the trophy and certificate to Mr. Miki Mistrati and Ms. Helle Faber, the producer of the documentary.

In the Science/ Environment category for the Best TV Programme on “Building Resilience to Climate Change”, AIBD received 26 entries from 12 countries.

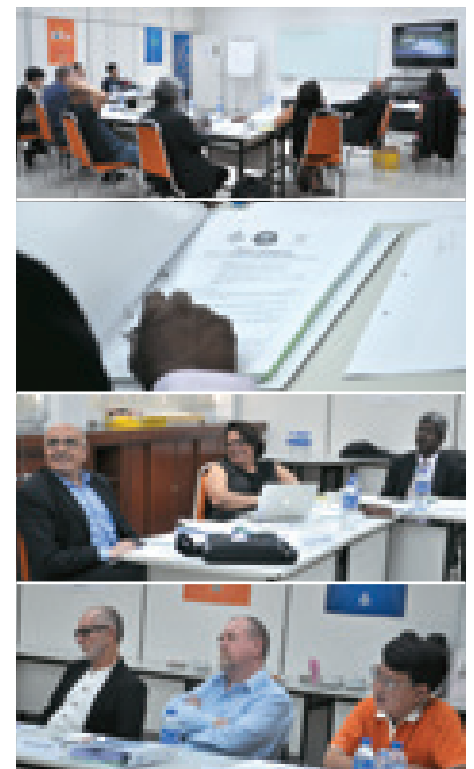
Mrs. Dra. Rosarita Niken Widiastuti (President of the AIBD General Conference and President Director of Radio Republik Indonesia) and Mr. Yang Binyuan (Director of AIBD) awarded the winning trophy to Ms. Won Hye Young for her movie “1 Ton Project, the Silent Revolution that Changes Me and the World” broadcast by Busan MBC – Korea. This winning film follows three families closely to prove how overspending carbon is part of their daily lives and share systematic ways to realistically create a less-carbon emitting society.

For each category the winners received a cash prize of US\$5,000.



From left to right
Mr. John Maguire, Ms. Won Hye Young,
Mrs. Dra. Rosarita Niken Widiastuti and
Mr. Yang Binyuan

The final jury session of the World TV Awards 2014 took place 3 and 4 April 2014 at the AIBD office in Kuala Lumpur.



Mr John Maguire, Director of International Development of France Médias Monde chaired the 8-member international jury. The other members of the jury are from China, Korea, Malaysia, Norway, Palestine, Thailand and UNEP.



From left to right
Mr. John Maguire, Ms. Helle Faber, Mr. Miki Mistrati, Mr. Salah Eddine Maouï and Mr. Yang Binyuan





MEDIA SUMMIT ON

Climate Change, ICTs and Disaster Risk Reduction

The Media Summit on Climate Change, ICTs and Disaster Risk Reduction organised by the Asia-Pacific Broadcasting Union (ABU) and hosted by the Ministry of Communication and Information Technology (MCIT) took place from 4 to 6 June 2014 in Jakarta, Indonesia.

The first day was dedicated to pre-summit sessions mostly focused on emergency reporting of Japan Broadcasting Corporation (NHK) during the tsunami in Japan in 2011, followed by emergency response and disaster risk reduction in Indonesia and the role of media in disaster preparedness.

The importance of early warning was stressed and it needs a perfect coordination between the local authorities and the media, through the weather and climate tools which are at their disposal.

Otherwise, if communicating before, during and after a disaster is mandatory, informing people during ordinary times is necessary in order to build a safer society. Thus, NHK is constantly reporting to the audience about the potential dangers and has improved their ways to communicate by learning from the past disasters.

It shows that the role of the media is more than crucial in promoting the awareness of the public: information can save life!

The official launching of the Summit – in the presence of Mr. Tifatul Sembiring, Minister of Communication and Information Technology and Professor Doctor Boediono, Vice President of the Republic of Indonesia – was held on 5 June, which is also the World Environment Day.

The Summit raised the global awareness of the media and the crucial importance of broadcasters on climate change issue.

Over the past years, the Asia-Pacific faced many disasters: floods in Thailand, hurricane in the Philippines, earthquake in China and tsunami in Japan.

Consequently, the necessity to offer accurate and consistent information to the audience, to be able to communicate efficiently and to deal with emergency situations were the key points raised during the Summit, which aimed to reinforce broadcaster's responsibility to reach out to the community.

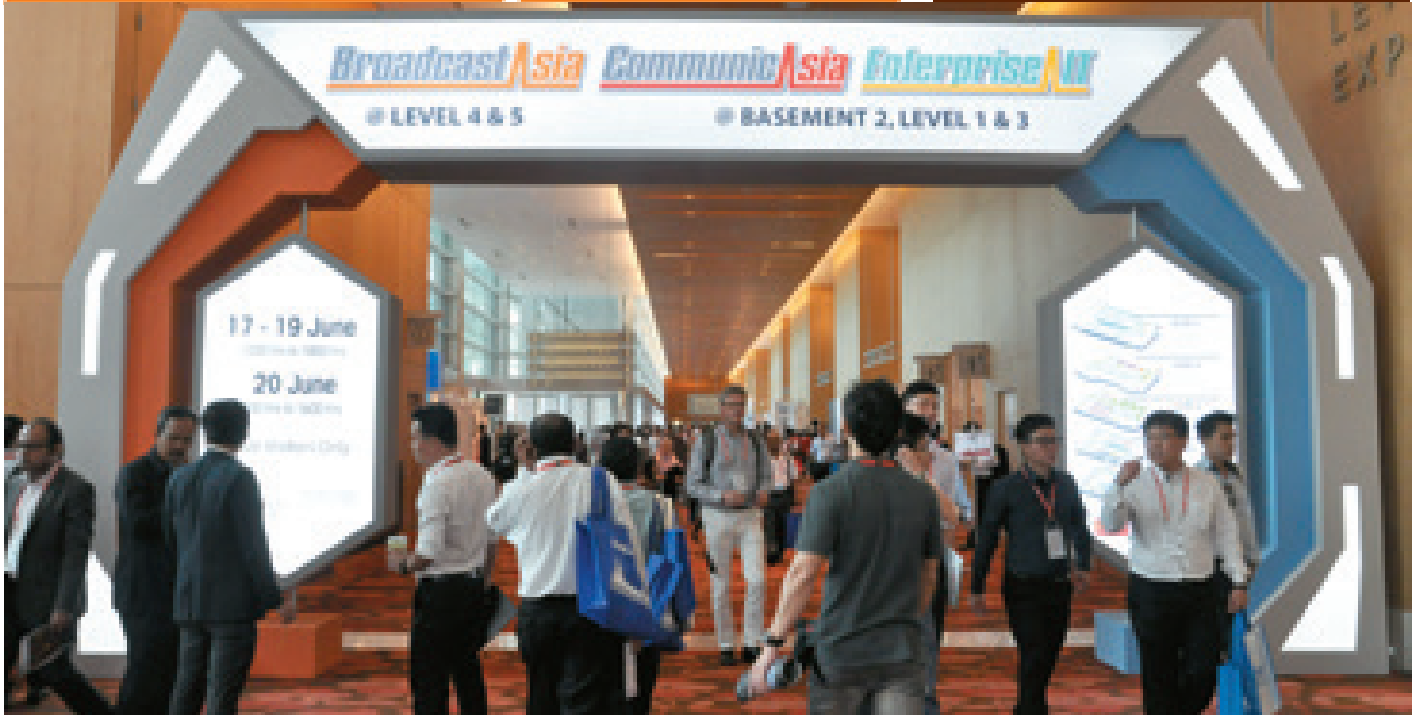
Social media is part of the solution but it is not enough and one of the major goals of broadcasters is and will be to inform, educate and warn the people through messages that audience can understand.

Ms. Geraldine Mouche, AIBD Programme Manager represented the Institute at the Summit.



A Successful BroadcastAsia 2014

With more than 50,000 visitors coming from 100 countries and regions, the 19th edition of BroadcastAsia, CommunicAsia and EnterpriseIT 2014 was a real success.



AIBD Programme Manager, Ms. Geraldine Mouche represented the Institute at BroadcastAsia 2014 and managed the AIBD booth, where she met the delegates and exhibitors.

BroadcastAsia next year will take place from 2 to 5 June 2015 and AIBD is going to continue its fruitful partnership with the organiser Singapore Exhibition Services Pte Ltd (SES) and to support strongly the 20th edition.

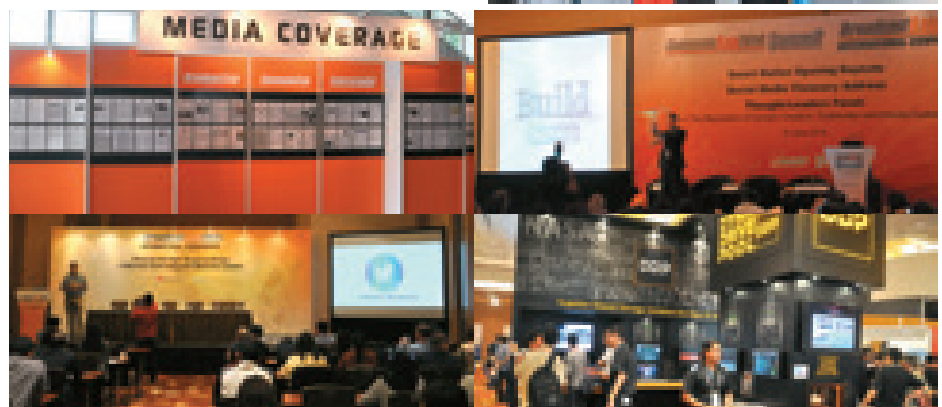
AIBD was pleased to partner and participate in this major annual exhibition and conference event in Asia, which was held from 17 to 20 June 2014 at the Marina Bay Sands Convention Center in Singapore.

An impressive lineup of speakers coming from all over the world participated in this 4-day international conference show. Major companies in the broadcast and social media sector were well represented.



Part of BroadcastAsia2014 exhibition, the conference is one of the largest gatherings for executives and creators in the film and TV industries in the region to network and exchange views on the latest developments in the field.

Featuring over 100 broadcast experts this year, the theme of BroadcastAsia 2014 was focused on the exploration of the best business strategies in broadcasting and finding out how to leverage the latest technologies to drive business growth.



Radio Television Hong Kong's three new independent high-definition TV channels have been running for half year and subsequently received positive feedbacks from the public after the launch of **digital terrestrial television (DTT)** service by the public broadcaster.

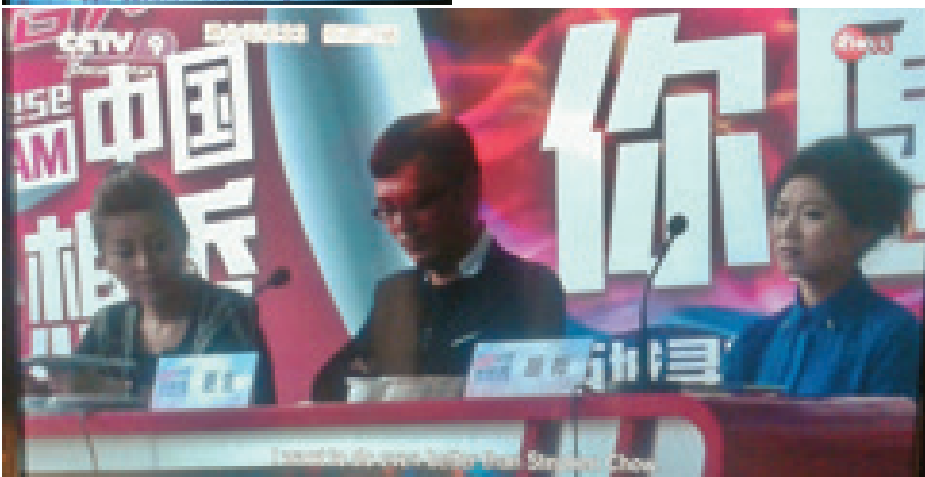
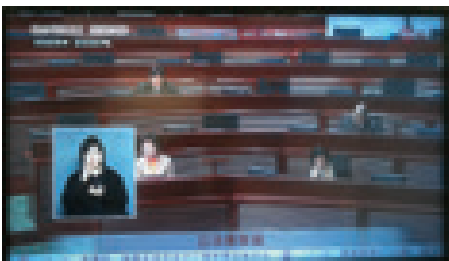
The three brand new channels namely RTHK TV 31, RTHK 32 and RTHK 33 provide different high quality programmes to the public.

RTHK TV 31 is an integrated channel offering programmes mostly produced by RTHK in house as well as some acquired programmes on current affairs, education, culture & arts, weather report and general information in various formats including drama, documentary, magazine, and reality shows.

The channel also carries commissioning programmes, which opens up a platform showcasing the works of the young talents in the industry. RTHK TV 31 broadcasts 8.5 hours daily every Monday to Friday, and 13.5 hours daily every Saturday and Sunday.

RTHK TV 32 is the live channel for the live broadcast of Hong Kong Legislative Council meetings, important local and international events that are of public interest. **RTHK TV 33** relays the programmes of China Central Television-9 Documentary 24 hours a day.

Apart from producing substantial amount of new programmes, RTHK is also working on extending the network coverage of the



RTHK's

New DTT Service Results in Encouraging Response from Public

By **Dr. Amen NG Man-ye**

Head of Corporate Communications, Radio Television Hong Kong (RTHK)



service from 75% to around 99% of Hong Kong's population in 3 years by building more hill top transmission centres. The public broadcaster has also input resources on liaising with estate management companies to install public antenna system and has set up enquiry service for signals reception of RTHK DTT channels.

With a long history in television production since 1970s, RTHK is one of the most credible broadcasters in the region with quality outputs. It is thrilling for them to have their independent channels enabling them to widen their programming and service, and in turn, enrich the cultural life of Hong Kong. This is a milestone for the organisation

and the Public Service Broadcasting development of Hong Kong as well. These three channels though not yet in full swing, the operator is confident that it will be a very forceful incubator for the creative industry in Hong Kong.



Besides traditional TV, RTHK has also introduced other devices for viewing the RTHK's productions. Other than the RTHK website which provides live webcast of RTHK TV 31, a new mobile application "RTHK Screen" is also in the apps store for free download, providing live streaming of RTHK TV 31 and 32, for both live and archived programmes, which are widely enjoyed by users both local and overseas.

Graduation of Diploma in TV Broadcasting at MMDC

By **Mr. Dennis Thaw Zin Naing**
Training Manager (MMDC)



Myanmar Media Development Center (MMDC) established in 2012 is building and strengthening a new era for Myanmar's media industry.

So far MMDC has successfully delivered its third batch on Diploma in TV Broadcasting course and over 120 students have been trained.

The graduation ceremony of Diploma in TV Broadcasting (Batch-3) was held on 15 June, 2014 in Yangon. Ministers from Yangon Regional Government, officials of government ministries, executives from Forever Group, and parents of the graduates attended the ceremony.

Congratulatory speeches for graduates were addressed by Mr Winn Maw, CEO of Forever Group and Mr Patrick Benning, Programme Manager (Myanmar), representing DW Akademie.

The certificates, which were conferred by AIBD, were awarded by Mrs Khin Khin Lay, Managing Director of Forever Group, Mr Khin Maung Htay, Co-founder &

Director of Forever Group and Mr Naing Than, General Manager (Admin), Forever Group.

Myanmar Media Development Center will continue to contribute to capacity building for promising young generation and will be assisting long-term growth of Myanmar's media industry.



A Befitting Farewell to Mrs Manil Cooray

Deputy Director, AIBD

On the retirement from services as the Deputy Director of the Institute, AIBD held a befitting farewell ceremony for Mrs. Manil Cooray on Friday, 20 June 2014. Manil leaves AIBD after serving the Institute for more than two decades.



Mr Yang Binyuan, Director of AIBD presented her with an engraved plaque as a memento which read “In appreciation and in recognition for the invaluable contributions made by you towards the Asia-Pacific Institute for Broadcasting Development (AIBD).”

Speaking at the farewell ceremony Mr Binyuan said “your dedication and commitment to the Institute no doubt

spoke highly of your professionalism. As a competent professional as you are, is hard to come by and it has therefore always been a unique pleasure to work with you. It is hard to visualize the AIBD without you and you without the AIBD as you will be dearly missed by all of us.”

Thanking the Director and all her colleagues for the sentiments expressed, Manil reciprocated by saying “I am humbled by your words and for this

gracious ceremony accorded to me. It was indeed a great privilege and honour to have been able to serve AIBD and through AIBD the broadcasting organisations of its members, its local & international partners across continents and for the opportunity to come across many learned professionals and experienced colleagues from far and near.” These she said were

[continued on page 41]



A Befitting Farewell to Mrs Manil Cooray, Deputy Director, AIBD
[continued from page 40]



her cherished memories that she looks back with great satisfaction.

Prior to joining AIBD in 1991, Manil served in various capacities at the National Radio & Television Corporations (SLBC & SLRC) of Sri Lanka and as the Assistant Director of the Sri Lanka Television Training Institute (SLTTI). At AIBD she served the Institute as Trainer Methodology, Women & Children, Programme Manager, Senior Programme Manager and later as its Deputy Director.

Graduated from the University of Northern Territory, Darwin, Australia, with a Bachelor's Degree in Vocational and Adult Education, advanced training in television production and training methodology at Radio Nederland Training Centre in the Netherlands, Manil's forte was conducting training as AIBD's consultant in countries in South Asia, Southeast Asia, the Pacific, Africa and Central Asian Republics during her tenure. She specialises in human resource development, broadcast training that ranged from gender equality, children to fund-

raising in collaboration with international agencies while she played a leading role and endeavoured in achieving AIBD's Quality Management Certification.

With the retirement of Mrs. Manil Cooray, AIBD has lost an experienced and dedicated member of the Institute. We wish Manil all the best in her retirement that she so rightly deserves.

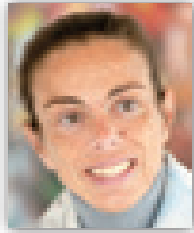


However as the sentiments expressed by the Director and all her colleagues
“You leave this job behind, but you will never be really retired, you are reborn as your own CEO.”

AIBD

Members and Partners

New Chairman and CEO of INA



Agnès Saal was appointed Chairman and CEO of Institut National de l'audiovisuel (INA) in April 2014 and joined the company on 12 May 2014.

A former member of several cabinets at the Culture and Communications Ministry of France, she was CEO at the Centre Georges Pompidou, a maverick architectural building which hosts the second biggest collection of contemporary art in the world.

A graduate of the École Nationale d'Administration, a prestigious graduate school preparing French high civil servants, Ms Agnès held previously other high responsibilities in the public administration, serving as Director of the French National Public Library (BNF).

SODEC Nepal Joins the AIBD Family



Development Communication Society, Nepal (SODEC-Nepal), a forum of journalists and social scientists who believe in social transformation through development communication has become an AIBD affiliate member.

Established in 2010, SODEC-Nepal is to lobby and advocate through TV/Radio programme production, media survey, media research, and dissemination of relevant information to general public by respecting their right to information.

SODEC-Nepal works to supplement in the national and international developmental agendas and guidelines.

For more information, please visit their website: www.sodecnepal.org.np

Visit of ITU Deputy Secretary-General

Mr. Zhao Houlin, Deputy Secretary-General of the International Telecommunication Union (ITU) visited AIBD Secretariat in Kuala Lumpur on 4 June 2014 and met with Mr. Yang Binyuan, AIBD Director.

The two sides discussed the AIBD-ITU cooperation in recent years and agreed to further strengthen the partnership. Mr. Binyuan invited Mr. Zhao Houlin to the Asia Media Summit 2015 in Kuala Lumpur.





ASIA MEDIA SUMMIT 2015

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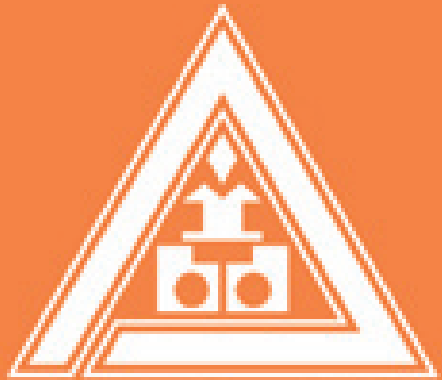


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