

# Broadcaster

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*Asia-Pacific can Lead Development of Global Broadcasting Content*

*AIBD Launches New Initiatives*



# Quality Content for a Strong Future

The 13th Asia Media Summit in Incheon, South Korea delivered a clear message.

Content is king and broadcasters in Asia-Pacific should produce compelling and distinct content so that audiences can attain great satisfaction and great experiences that drive participation and engagement, as well as generate revenues.

Audiences prefer entertainment that makes them smile, laugh and cry. In consuming information, they will look for those issues that enhance knowledge and skills as well as that matter to their lives and citizenship.

The demand for strong content is daunting. It becomes challenging amidst technological progress, competition, proliferation of platforms and changing viewers' consumption.

Focusing on the young is critical. They are increasingly using multi screens to listen and watch programmes anytime, anywhere. They are also more fascinated with animation, comics and novel programmes as well as games, and cutting-edge content must capture these interests, according to Mr Lv Peng, President of Shandong TV, China.

The Asia-Pacific region is rich in culture but poor in content, says Mr Kinley Dorji, a journalist and the Secretary of the Ministry of Information and Communications in of Bhutan. Thus we find countries in Asia having to contend with the invasion of Bollywood and Korean programmes as well as shows from the West.

In Pakistan, such invasion is also real, said Ms Moneeza Hashmi, President of Public Media Alliance (PMA), UK, and General Manager of International Relations, Lahore HUM TV, Pakistan. She held media responsible for the shift in children's mindset. "They are forgetting their own culture and thinking more like those of the West", she said.

"Globalisation is a powerful force, and

our response should be localisation", Mr Dorji said.

The Summit raised other strategies to deal with globalisation and other forces, particularly demand for strong issues content, that will impact the mandate and business of broadcasting. More government investment in local content as well as in ICT infrastructure can help producers create better content.

Korea offered an Asian Content Bank, a global B2B online distribution platform for content from Asian countries. According to Professor Dr. Shim Shang Min of Sunghin University, Korea, the Asian Content Bank is vital in helping sustain the growth of the broadcast content market in Asia-Pacific that stands at US\$84 billion or about 20.6% of the global market.

Another approach is to use diverse programme formats. Tested story telling techniques and new formats for documentaries are a good guide, so said Ms. Kim Sunah, a Korean producer. She talked of the poetic, expository, observational, participatory, reflexive and performative modes to stay relevant in the fast changing media landscape.

In journalism, there are many more news stories to tell especially to young audiences. Ms Francesca Unsworth, Director, World Service Group, BBC, United Kingdom, said these narratives must offer accuracy, analysis, and expertise. They must help audiences make sense of it.

To make dry and uninteresting stories really engaging, newsrooms are increasingly turning to data journalism, an approach that is making the journalism field more exciting and vibrant with the use of numbers and infographics, said Mr Kevin Charman Anderson, International Media Consultant and Faculty member of European Broadcasting Union's (EBU) Eurovision Training Academy.

Another alternative is the use of drones or unmanned aerial vehicles (UAV).



Drones have changed the 'shooting environments' in news and drama production, enriching content and viewers' satisfaction. Mr James Ku, President of James Company Ltd., Korea, said the use of drones has become less costly and complicated, making it easy for production people to take aerial shots.

"We have so much to benefit as well from international joint media content production and broadcasters need to be adventurous, and must dare to ask and share", said Ms Shelley Mc Morrow, Independent Executive Producer from Malaysia.

No doubt, this year's Asia Media Summit provided a platform to engage in serious soul searching about content that audiences want and matter to them, and about how technology, varied formats, social media and apps can enhance content.

For broadcasters, a key part of their value proposition is to produce unique content and provide high quality journalism. "They need to strengthen this value proposition", said Mrs Dra Rosarita Niken Widiastuti, President of AIBD General Conference and Director General of Information and Public Communication, Ministry of Communication and Information Technology (MCIT), Indonesia

If content is to ensure a strong future, broadcasting needs to be open to what Mrs Niken said "the vastly expanding world of alternatives for original and quality entertainment and education. After all, the winners will be those who create the best content".



## Message from UN

The Secretary-General of the United Nations, Ban Ki-moon, recently expressed concern about the “increasingly restrictive environment” for media workers in many countries”, saying that constraints on freedom of expression shackles on progress itself.

“I will continue to urge all governments, politicians, businessmen, and citizens to commit to nurturing and protecting an independent, free media”, Mr Ban Ki-moon said in his message to some 300 broadcasters from Asia Pacific who attended the 13th Asia Media Summit (AMS) on 24 May 2016 in Incheon, South Korea.

In his remarks read by AIBD Director Chang Jin at the Summit’s inaugural session, Ban Ki-Moon commended the AIBD for once again bringing together media leaders and practitioners from across the region and beyond to exchange experiences and ideas.

The UN Chief said that free and responsible media help people across

# Nurture & Protect Free and Independent Media, UN Chief Says

the world to stand up for human rights, justice, dignity and opportunity for all.

He added that people benefit from the information media provide, serving as our eyes and ears on events and issues that citizens face.

“Yet all too often, journalists are threatened, harassed, obstructed or even killed in the pursuit of information. Many languish in detention, some in appalling conditions for shedding light on government failures, corporate malfeasance or societal problems”, the UN Chief pointed out.

He called on all concerned to work together to protect the fundamental right for free expression, for without it, people are less free and less empowered.

The AMS was organised by the Asia-Pacific Institute for Broadcasting Development (AIBD) and co-hosted by the Ministry of Science, ICT and Future Planning (MSIP) of the Republic of Korea and the National IT Industry Promotion Agency (NIPA). It was held from 24 to 26 May 2016.



Mr Choi Yanghee

Mr Choi Yanghee, Korean Minister of Science, ICT and Future Planning, recently said Asia-Pacific, home to four billion people and the world’s most dynamic economy its long history and rich cultural heritage, is well positioned to lead the development of global broadcasting content.

“We must continuously produce innovative and new media content to create added value and bring more joy to audiences“. Minister Choi stressed in his keynote address at the inaugural session of the 13th Asia Media Summit (AMS) held from 24 to 26 May 2016 in Incheon, Korea.

Some 400 top-ranking broadcasters, decision makers, media professionals, regulators, scholars, and stakeholders from within and outside the region participated in the conference.

Minister Choi commended AIBD for choosing the conference theme “*New Horizons for Media Content: Asia and Beyond*” and urged broadcasters to take advantage of programmes Korea offers in developing new and innovative content for various platforms.

In his speech, the Minister said that in the last two decades, Korea has seen amazing growth in media content that pushed broadcasting to the next level and expanded the market, benefitting other sectors like consumer goods and tourism.

# Asia-Pacific can Lead Development of Global Broadcasting Content

Aside from expanding and upgrading cutting-edge broadcasting technology infrastructure, the Ministry offers training to creators who can lead in producing quality broadcast content and support the creation of new, innovative content for mobile and online one-person creators.

Technological advances, he said, must go hand in hand with the development of content to deliver greater satisfaction to audiences.



Mrs Dra Rosarita Niken Widiastuti

In her welcome remarks, Mrs Dra Rosarita Niken Widiastuti, President of AIBD General Conference and Director General of Public Communication Information, Indonesia, said capturing and producing new horizons for content requires a deep understanding of our audiences to achieve a competitive edge.

“Our biggest challenge, after all, is the fierce competition for people’s time from an ever-increasing group of content, media and entertainment providers”, she said.

She also said that audiences will watch good programmes not channels regardless

of the platform these are delivered, and consume entertainment that makes them smile, laugh and cry, and information that enhances knowledge and matters to their lives and citizenship. She added that viewers will watch programmes that create great experiences for them, and drive real-time participation and engagement 24/7.

Mr Yoo Jeong-bok, Mayor of Incheon Metropolitan City, commended the AMS as a platform for intercultural understanding and cooperation, encouraging broadcasters to use this venue not only to gain knowledge about new content creation and production, but also to forge a better future for humanity.

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Mr Chang Jin



# Harmonious Integration between Traditional and New Media



Information Minister Hasanul Haq Inu of Bangladesh said traditional broadcasting and social media need not clash instead they should work towards harmonious integration in providing information, education and entertainment to audiences.

Despite being more professional, traditional broadcasting should be open to fine-tuning their products and services to respond to the changing media landscape and audience needs, the Minister said.

He also said social media can use authentic credible information from traditional broadcasting.

“Both sectors should continue to nurture the core values of human development”,

the Minister pointed out in his speech at the Plenary Session One on ‘Asian Content Landscape’ of the 13th Asia Media Summit (AMS) in Incheon, Korea.

Minister Inu was one of three Ministers in-charge of Information, Communication and ICT who graced the Asia Media Summit. Two others were Minister Choi Yanghee of Korea’s Ministry of Science, ICT and Future Planning, and Cambodian Information Minister Khieu Kanharith.

In his speech, Minister Inu urged traditional broadcasting and new media to work towards the attainment of the Sustainable Development Goals, a United Nations-led initiative that provides a set of integrated priorities for people, planet, prosperity, partnership and peace.

Information Minister Khieu Kanharith also spoke at this session and said that broadcasting in Cambodia is a competitive field that demands producing content with quality and responsibility and reaches people whenever and wherever they are.

Cambodia has 17 television stations and 150 radio stations.

“As new media increasingly gets the upper hand, traditional media must compete and use emerging technologies to grow the business”, the Minister said.



# Move to the Digital World



He said big data's importance can no longer be ignored because of its utilisation in many aspects of our daily living including dealing with our traffic and shopping needs.

Another session speaker who shared the value of big data was Kevin Anderson, an international media consultant specialising in data journalism, audience development and multi-platform media management.

In his presentation, Anderson highlighted new video formats in the changing media landscape. One such format is mixing of big data and video as BBC has pursued in some of its programmes. He also cited the merger of video, the internet and interactivity.

Mr Kwak Dongkyun of the Korean Information Society Development Institute also spoke and cited OTT services as an area of business growth for the broadcast industry. In Korea, he said, the OTT industry has to look at three concerns in order to exploit fully OTT services. These include providing reasonable service fees, reducing piracy and offering good content.



wave in how media can be consumed, i.e on multi-platform and devices.

Mr Hairi said big data is poised to add greater value to businesses, including the broadcast industry. "If analyzed or processed to yield critical information, big data can then be employed to make informed decisions", he said.

Many experts called it as the third Industrial revolution, he said, pointing out that "it's no longer about ideological set of belief system but rather a social construction – an evolution to a new digital era".

Media specialists urge broadcasters to adapt urgently to digital technology, changing consumption behaviour, and various distribution modes to become relevant and sustainable.

"I encourage all of us to move to the digital world or else the digital colonialism will overcome us", warned Hairi Soewarso, Founder and the CEO of Thinking Tub, in his presentation at the 13th Asia Media Summit's session on "ICT and the Evolving Broadcasting Environment" in Incheon, Korea. Thinking Tub is a think tank for the industry, looking at the next

For her part, Ms Ines Jebali Gdoura, an Engineer and Head of Production and Operation Department in Arab States Broadcasting Union, called on broadcasters to offer additional services on mobile devices to supplement their linear broadcast, adopt content and programmes for new distribution platforms, and introduce new formats with more interactivity.

She also recommended more usage of social media in TV programmes production and distribution, and recruitment of young talents with digital skills in media production.





## Session 3



## Capturing Radio Listeners Shifting to the Digital World

Radio must continue to be useful and trustworthy amid strong competition for people's attention shifting to the digital world where algorithms decide what people should listen to, watch or read.

"This battle extends to smartphones", says Mr Anders Held, Head, International Radio, Swedish Radio & Project Manager, Radiodays Europe, Sweden, who spoke at the plenary session on "*Compelling Content and New Ways of Telling the Story*", of the 13th Asia Media Summit in Incheon, Korea.

In his presentation, Mr Held said programmes must not veer away from the nature of radio that is still about being intimate and close to the audience.

"It must offer live coverage and reporting,

great personalities, and relevant and engaging content", he said.

He encouraged broadcasters to tap radio on demand and podcasting in various formats as a way to stay relevant in the digital world.

He cited several formats Sweden Radio pursues to sustain and expand its audiences, among them, short summaries that are best for podcasts. They are short, easy to listen to when people commute.

"We also make long formats, where you really can tell a long, personal story, because the audience is in the mode to listen longer. We do specialised podcasts, as a complement to radio shows", he said.



Mr Held also suggested that radio broadcasters need to be social, and use social media for interaction with their audience.

"It's not us talking to them anymore, we need to listen to our listeners", he stressed.

## Tested Story Telling Techniques for Documentaries

Ms. Kim Sunah, a Korean producer, shared with participants of the 13th Asia Media Summit some new and tested story telling techniques in documentary making to stay relevant in the fast changing media landscape.

"These techniques are not exclusive; they are overlapping", she said in her presentation at the Summit's plenary session on "*Compelling Content and New Ways of Telling the Story*" held on 25 May 2016 of the Asia Media Summit in Incheon, Korea.

First is the poetic mode which is visual poetry without traditional narrative content. It evokes emotions through

tone, rhythm, spatial juxtaposition, and music. Many experimental and Avant-garde films fall under this category.

Second is the expository mode, which encompasses rhetorical content that aims to make an argument or persuade the viewer. An example is *March of the Penguins (2005)*.

The third mode is observational where the filmmaker acts as a neutral observer with a minimum of intervention. It creates direct engagement with the everyday life of subjects.

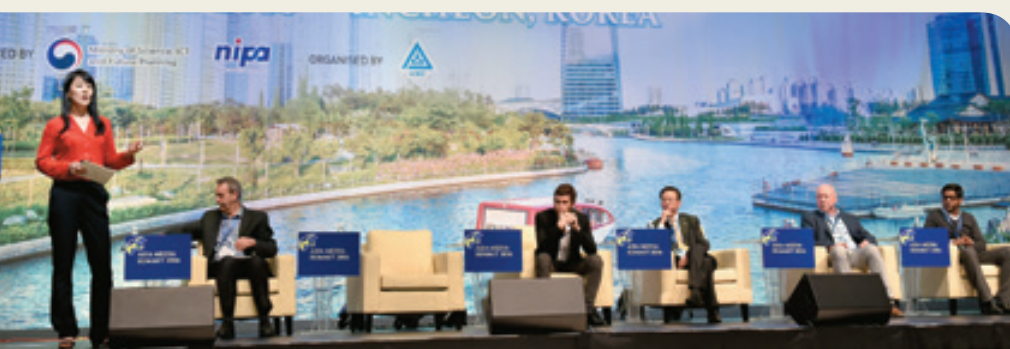
In the participatory mode, the filmmaker serves as a social actor "It emphasises



the interaction between filmmaker and subjects", Ms Sunah said. Some examples are *The Thin Blue Line by Errol Morris (1988)* and *The Pearl Button by Patricio Guzman (2015)*.

Another approach is the reflexive mode which stresses the relationship between the filmmaker and the audience. She said the audiences are made aware of the filmmaking process such as editing, sound-mixing, recording, etc.

And finally, is the performative mode, which is a marriage of performance to document. The filmmaker becomes the main subject of the documentary. Some examples include *Tongues Untied* by Marlon Rigg (1989), films of Michael Moore and *Catfish* by Henry Joost and Ariel Schulman (2010).





## Concerns Raised over Invasion of Globalised Content

Asian media is raising concerns about the ‘invasion’ of globalised content on various screens that threatens local content and may necessitate government investments in local production and possibly regulation for a content quota system to preserve local cultures in the region.

In Bhutan, Bollywood programmes and Korean dramas and variety shows have invaded local content, says Kinley Dorji, a journalist and Secretary, Ministry of Information of Bhutan during the Moderated Debate on *“Diversity vs Diversity: Coexistence of Local Content and Globalised Content”* at the 13th Asia Media Summit in Incheon, Korea.

“Globalisation is a powerful force, and our response should be localisation. Though Asia is rich in culture, it is poor in content. Thus we find countries in Asia having to contend with the invasion of Bollywood and Korean programmes”, he said.

Such invasion is also real in Pakistan, says Ms Moneeza Hashmi, President of Public Media Alliance, and General Manager of International Relations, HUM TV.

“I hold media responsible for the shift in children’s mindset. They are forgetting their own culture and thinking more like those of the West”, she said.

She said a different threat on local content is also taking place in her country. This has to do with keeping alive distinct cultures of the country’s six key provinces. “Pakistan media has to help put together the different arts, songs, dances, traditions and other cultural traits and make them part of the national content”, she said.

Mr Jeffrey Barabe, President of Oceana TV, Palau, shared a similar sentiment, saying the country would lose its languages and may even become extinct in the future because kids are now more

exposed to Korean and US programmes than to local content.

“We need government to invest in local content to preserve Palau’s culture”, he said.

Being a colony of Spain, the US, Britain and Japan for many years, the Philippines has suffered from a colonial mentality that gives less viewing priority to local programmes rich in cultural history, said Jason Bernard Santos, Executive Producer and Director of GMA Network, Philippines.

He added that the invasion of Spanish and Korean soap operas for a time kept local content on the sidelines and to counter this, Filipino TV producers





resorted to adaptation of these foreign formats.

Ms Juliette Vivier, Deputy Director, CMC Vietnam – Hiventy Group, Vietnam, offered a different perspective saying that in some countries like in Asia and Africa, local content is growing.

Thanks to digital technology, we are seeing more local content that are exported to different continents”, she said.

To deal with the impact of globalised content on local content, Ms Kim Kyung Hee, Senior Research, Broadcast Culture Research Institute of Korean Broadcasting System (KBS), Korea, suggested that government can look into the possibility of imposing a quota system for globalised content.

She said protective measures differ from country to country, and governments must make the right decision to protect local content and let industry grow.

Aside from investing in local content, governments should also invest in infrastructure such as better access to the Internet and speedy Internet connections to ensure content creators and audiences benefit fully from new technology, says Mr Santos.

Mr Dorji urged Asian media to use new technology and social media to create



content that is different and distribute this faster and cheaper.

During the open forum, AIBD Director Chang Jin shared a similar view, suggesting to use new media and social media to deal with foreign content and promote local content.

Mr Salim Keshavjee, Co-Founder, Executive Producer & Director of Xeinium Production Ltd., Kenya, raised another challenge to Asian media to make their local content go global.

“We must have compelling content to be able to penetrate the global market”, he said.

Ms Kim reminded broadcasters that while the intrusion of globalised content threatens local content, we need to acknowledge the benefits of diversity that add value to multiculturalism.

She said the Korean Broadcasting System is investing a lot in educational programmes and sharing them as a way of growing the quantity and quality of Asian content.





Session 4

To succeed in international joint media content production, broadcasters need to be adventurous. They must also dare to ask and share.

“These strategies will enable them to produce high quality content, reach vast audiences and generate some revenues”, Ms Shelley Mc Morrow, Independent Executive Producer from Malaysia, told participants of the plenary session on *“International Joint Production and Investment Strategy”* of the 13th Asia Media Summit in Korea. It was held on 26 May 2016.

By being adventurous, Ms Mc Morrow suggested that production teams should not be afraid in daring to create new ideas for content from home and abroad.

“Not all good ideas come from abroad. You also need to seek partners with common goals”, she said.

In daring to ask, Ms Mc Morrow urged broadcasters not to be intimidated by big format holders. She said if a format is interesting, engage discussions with the holders of the rights to see if they are “flexible” on their format fees.

“While the big formats on everyone’s lips have high success rates, the more discrete formats out there can be equally successful, and more accessible to acquire and produce. Smaller format holders can be potentially more flexible“, she said.

## Key Strategies to Succeed in International Joint Media Content Production

In daring to share, broadcasters should seek partners willing to share the risk, financial burden as well as success of the joint production. Pooling resources is an ideal strategy, she said, that will require looking at pan-Asian partners from other territories to make co-production work.

“Forge content brainstorming relationships with regional partners that have similar audience demographics to yours so that you can allocate resources to developing co-production opportunities”, she said.

Another speaker was Mr Leiland Ling, Chief Executive Office of Beijing Continental Bridge Corporation Group, China,

who offered three key elements to successfully prepare for international joint productions.

One is to select the right partner, a broadcaster, company or individual, who is willing to discuss and negotiate on editorial and business aspects of co-productions. Two is the importance of understanding your own and partner’s needs in order to seek compromises to meet mutual expectations and objectives. Three is to position yourself by knowing your personal role in the editorial, operational and business sides of the international joint production. Otherwise, there will be misunderstanding that can lead to failure of the project.





# Beating Hollywood through Asian Content Bank

Korea has proposed a cooperative venture among broadcasters to set up an Asian Content Bank, a global B2B online distribution platform for content from Asian countries.

It will provide production infrastructure to small and medium-sized broadcast and production companies. It will connect online and offline global content business communities and offer services such as content distribution, training and co-production.

According to Professor Dr Shim Shang Min of Sunshine University, Korea, the Asian Content Bank is vital in order to help sustain the growth of the broadcast content market in Asia-Pacific that stands at US\$84 billion or about 20.6% of the global market. It is predicted to increase by 38.4% in the next five years, higher than the projected global rate of 18.9%. During the same period, America is expected to grow at 10.3%, and Europe, Mid-East and Africa at 12.9%.

Professor Dr Shim Shang Min announced the creation of the Asian Content Bank before the special session on "Raising Asian Content Value" of the 13th Asia Media Summit in Korea.

He said the Korean government plans to establish an international committee to discuss the operation of this platform among Asian-Pacific countries and invited AIBD to play a key role in this Global B2B online marketplace for broadcast content.

In his speech, Dr Shim said the creation of the Asian Content Bank is in line with the policy of Korea's Ministry of Science, ICT and Future Planning (MSIP) to support the production and distribution of content in the region.

"With this content bank, we hope to beat Hollywood in terms of content creation and distribution", Mr Shim said.

Mr Chang Jin thanked the Korean government for the kind offer, and said

the Asian Content Bank is a promising initiative to bring Asia-Pacific content to the world and vice-versa. He sought proposals from members on how best to work out this cooperative venture.

To undertake this project, a four-step approach has been proposed in collaboration with AIBD. The first step will include recruiting participants from AIBD members and testing the operations of the bank. The second step is to continue discussion with the expert group and sectoral committees to fine-tune operations and plans. The third step includes establishing the business and financial centre and pursuing co-production ventures, and finally setting up the global unified management headquarters.

Fees for membership to the Asian Content Bank, and requirements for



availing of its various services will have to be discussed by the expert group in collaboration with AIBD.

Prof. Shim said in the initial stages of the bank's operations, focus will be more on educational programmes rather than commercial and entertainment ones.

"It is in educational programmes where Asia can have an advantage and through the content bank we can export and exchange such programmes globally", he said.



# Sharing and Monetising Good Content



Broadcasters were urged to preserve good content by digitising and managing it efficiently in order to share this valuable resource to future generations and enable with companies to make some money.

“So much good content is stored in some offices and libraries of government agencies, private companies and broadcast organisations that unless this is digitised, it will simply vanish in three to five years,” Mr Sanjay Salil, Managing Director, MediaGuru, India, said during the plenary session on *“Monetising Content and Dealing with Copyright Issues”* at the 13th Asia Media Summit on 26 May 2016 in Incheon, Korea.

Mr Salil cited efforts of the government of Qatar and the Times Group and Prasar Bharati of India in digitising their content and realised much benefit from this initiative.

Once content is digitised, he said, it is important to manage this resource, finding out what material to push and when, and in which format to be able to make the most of this asset.

Another speaker was Mr Iain Martin, Asia Editor of Storyful, Hongkong. In his presentation, he said their platform gives clients the power to find the most engaging authentic and inspiring stories on, the social web.

Storyful technology, he said, monitors the entire social web in real-time and alerts their journalists when something is happening 24/7. Their digital native journalists are anchored to the technology and trained to find stories that matter for brands, agencies and end consumers.

“Once content is discovered, their journalists verify authenticity, brand safety, proper attribution, location and overall situational context. Then they acquire the rights for partners to use and deliver content instantly to newsrooms and brands”, he said.





## News Stories to Tell Young Audiences

Audiences will have many screens to watch news anytime and anywhere, and to draw their attention, particularly the young, broadcast journalists must have a story to tell, one that offers accuracy, analysis, and expertise, and must help them make sense of it.

This approach is how BBC World Service has operated in the world, says Ms Francesca Unsworth, Director, World Service Group, BBC, United Kingdom, emphasising that “content remains queen or king.”

She spoke at the CEO Roundtable of the Asia Media Summit on 26 May 2016 in Incheon, South Korea. Speaking on the topic “Looking Forward: Vision for Cutting-edge Content”, Ms Unsworth said BBC World Service experiments a lot to keep pace with new consumption habits.

To ensure BBC World Service continues to enhance its reputation as one of the most trusted international news providers in the world they tell stories from a broad range of perspective, using their different languages service.

“We also tackle issues that local content can’t do the same way as we do such as women rights, homosexuality and free speech in countries like North Korea, Hong Kong and Saudi Arabia”, Ms Unsworth pointed out. In addition, BBC uses new technologies such as drones, 360-degree virtual reality, and live streaming.

She said news around the world is experiencing a digital, commercial, competitive and audience revolution. Broadcasters are developing new business models as they confront dynamic competitors including digitally-based players and content aggregators like Google, Facebook and Apple. She said they also face changing consumption behaviour, especially of the young who are embracing new ways of engaging with news.

To deal with this revolution and serve more countries where freedom is under threat, BBC World Service will soon begin its biggest expansion since the 1940s.

“We will go over the heads of dictators and governments who are averse to open and accessible news and, thus, will make the provision of news more complex”, she said.

In order to sustain their relationships with audiences, which tend to be younger and more female, Ms Unsworth said they will take digital at the heart of what they do by making sure they keep in touch with audiences, talk directly to them and allow them to talk to each other.



## Producing Cutting-edge Content

For broadcasters to develop and sustain cutting-edge content, they must ensure it is interactive and produced and delivered on multi-screens. Such content must cater to more young people and also be part of the entire industrial chain.

This advice came from Mr Lv Peng, President of Shandong TV, China, who participated in the CEO Roundtable at the 13th Asia Media Summit on 26 May 2016 in Incheon, Korea.

In his remarks, Mr Peng said viewers now switch screens among TV, laptop, ipad and mobile phone. To reach out to these viewers, he said Shandong TV needed to speed up media convergence, establishing a new media group and responding to changing consumer viewing behaviour and demands.

“For this purpose, we make corresponding changes in content, genre, time, length and forms,” he said.

He also pointed out that young viewers are more fascinated with animation, comics and novel programmes as well as games, and cutting-edge content must capture these interests.

With the commercialisation of the fifth-generation network, Mr Peng said new methods of interactive approaches and forms should be important elements of cutting-edge content.

“We take into consideration the whole industry chain including screen content, games and derivatives in order to generate better business returns and more viewers’ satisfaction,” he said.

Mr S M Haroon-Or-Rashid, Director General of Bangladesh TV, Bangladesh, also spoke at the CEO Roundtable, emphasising the element of trust if media has to deliver accurate, diverse and creative content.

“We need to work together in order to bring discipline in the media interventions through practicing media ethics and principles,” he said.





# Qingdao City hosting AMS 2017

Next year's Asia Media Summit will be held in China again, this time in Qingdao, a beautiful seaside city located in the southeast part of Shandong Province.

Mr Yan Chengsheng, Deputy Director General of the State Administration of Press, Publication, Radio, Film & Television, China, announced that China will host the 14th AMS in 2017 during the closing ceremony of the Asia Media

Summit on 26 May 2016 in Incheon, Korea. He formally accepted AIBD's offer to host the event from AIBD Director Chang Jin.

In his remarks, Mr Yan Chengsheng said China is honoured to host AMS 2017 in Qingdao city, an important international trade centre. It is also rich in cultural and historical heritage.

He said the media industry in China is developing fast and its hosting of the AMS will offer an opportunity to learn and share expertise and experience among broadcasters in Asia-Pacific.

"We hope that the AMS will continue to promote cooperation and achieve common aims among broadcasters in the region", he said.

In May 2010, Beijing hosted the AMS, which attracted more 600 delegates, including policy-makers, media professionals, scholars, and stakeholders of news and programming from the Asia-Pacific region, Africa, Europe, the Middle East and North America.

## SPT Meeting

# AIBD's Future Initiatives

Members of the AIBD Strategic Planning Team recently held their 35th meeting in Incheon, South Korea and discussed the Institute's new initiatives to better serve its members and partners.

"We will continue to grow and sustain the Asia Media Summit, now in its 13th year. We will expand participation in this premier communication event not only from the broadcast media industry, but also from new media", AIBD Director Chang Jin told SPT members.

Director Chang Jin cited the completion of the 1st AIBD annual media research, launched in 2016, to gain a better understanding of the broadcasting landscape in Asia-Pacific. "We hope to continue such endeavours in the future", he said.

The research project pursued three surveys:

a national media survey to generate statistics on the overall broadcasting scenario; a broadcaster review survey to identify members' operations and transmissions, as well as use of social media networks; and the audience consumption survey to determine consumption habits in both traditional and new media.

AIBD also plans to conduct more workshops on how journalists in the region can better report the 'Sustainable Development Goals', a United Nations-led initiative launched on September 25th 2015 to encourage countries to adopt 17 goals to end poverty, protect the planet, and ensure prosperity for all. Each goal has specific targets to be achieved over the next 15 years.

Director Chang Jin also announced a new initiative, the Golden Bridge

Awards on Intercultural Understanding, which recognises excellence in content production and distribution for the purpose of promoting better understanding of cultural diversity. It will focus on high-quality radio, TV, online programmes as well as films from across the world looking at the topic of intercultural understanding.

The Institute has officially opened the Awards to potential hosts from across the world.

Through the Awards, AIBD hopes to promote communication between people of different cultures and different countries in the world and offer a truthful representation of a culture for audiences of other cultures to appreciate and understand.

Director Chang Jin announced these AIBD's initiatives before the five pre-summit events that took place from 22-23 May 2016 at the Songdo Convensia Convention Centre in Incheon, South Korea, site of the Asia Media Summit.



# Moving AMS Forward

*A successful 13th Asia Media Summit*

This was the unanimous comment of members of the Strategic Plan Team (SPT) when they gathered for their 35th meeting on 25 May 2016 at Incheon, South Korea.

Mr Anothai Udomsilp, SPT Chairman and Director of the Academic Institute of Thai PBS, Thailand, thanked both the AIBD Secretariat and MSIP of Korea, for the successful completion of the 13th Asia Media Summit.

“The Summit as well as the pre-summit events offered some cutting-edge content”, said Mr TMG Chandrasekara, Director of Research & Training, Rupavahini (TV) Corporation, Sri Lanka, and Vice Chairman of the AIBD General Conference.

“There were excellent plenary sessions”, said Ms Moneeza Hashmi, General Manager of Lahore-HUM TV, Pakistan, and Chairman of Public Media Alliance, UK. She cited the excellent discussions in the moderated debate on “*Diversity vs Diversity: Coexistence of Local Culture and Globalised Content*”, and “*Monetising Content and Dealing with Copyright Issues*”. She also lauded the showing of the winners of the World TV Awards within the Summit programme.

AIBD Director Chang Jin shared the assessment of the consultants and participants who said “the AMS had high quality content and discussion”. He also said participants in the pre-summit activities were highly responsive.

But there were gaps too that SPT members identified that should be dealt with in future summits.

Mr Ibrahim Khaleel, Managing Director, Public Service Media, Maldives, and AIBD General Conference Chairman-Executive Board, agreed with comments of Ms Moneeza that issues dealing with gender, women and children were missing in the discussions of media content.

“We also did not see topics that generate hope and inspiration to our audiences”, Mr Khaleel said.

Ms Sacha Madeleine Viviane Godschalk, Coordinator RNTC, RNW Media, Netherlands, said the role of bloggers and civic journalists in content creation and production was also missing in the summit sessions.

Mr Sanghun Lee of the Multilateral Cooperation Division, Ministry of Science,

ICT and Future Planning, Republic of Korea, said the organiser and hosts of AMS had to consider various conference topics and allocate some of them within the two-day summit.

“Due to limited time of the conference, we did our best to cover as many impactful issues as possible”, he said.

SPT members also examined a proposal to expand AIBD’s mandate to include the needs of sectors involved in ICTs and cinema. This generated extensive discussion and members agreed to subject this proposal to further study.

To further improve the AMS in the future, SPT members proposed to incorporate more moderated debates in the conference, better manage speakers’ time, arrange a live TV coverage of the AMS or some of the plenary sessions, and offer a space each for AIBD members who wish to join exhibits at their own expense, and engage in face-to-face conversations among members and other stakeholders during the summit.



# Declaration on the Future Development of Broadcasting in Asia

2016 World Information, Communication and Broadcasting Ministerial Meeting  
24 May 2016, Incheon Korea

## Overview

WE, the Ministers of People's Republic of Bangladesh, Kingdom of Bhutan, Kingdom of Cambodia, Republic of Korea and the Vice Ministers of Lao People's Democratic Republic, Federal Democratic Republic of Nepal, Independent State of Samoa, Democratic Socialist Republic of Sri Lanka, Socialist Republic of Vietnam gathered in Incheon, Korea on May 24, 2016, at the 2016 World Information, Communication and Broadcasting Ministerial Meeting to discuss "The Role and Contribution of Broadcasting for Future Development."

## Goals

AGREEING that the critical role of broadcasting in relieving inequality and the gap between the haves and have-nots, promoting social integration and national development, and improving quality of life continues to remain valid in the hyper-connected age of technological convergence initiated by the 4th Industrial Revolution.

DECLARE our shared goal towards alleviating the Broadcasting Gap among nations in the region, promoting broadcasting technology and service and encouraging the development and distribution of a wide spectrum of broadcasting content in order to pursue inclusive growth that can embrace all nations, regions social classes, generations, genders and ethnicities.

## Shared Values and the Continuation of Global Consensus

WE REAFFIRM our commitment to respect the key values and perceptions on broadcasting agreed upon by international consensus particularly made by UNESCO and AIBD, and strive towards their realization.

1. WE AGREE that freedom of expression, pluralism, cultural diversity and the equality must serve as both the fundamental values as well as ultimate goals of broadcasting in the future.<sup>1</sup>

2. WE BELIEVE that broadcasting is capable of playing a key role in providing information, knowledge, culture and entertainment that can enhance the quality of life of all members of our society, including disadvantaged and vulnerable groups.<sup>2</sup>

3. WE AGREE that broadcasting, via its message delivered to the public, can effectively contribute to the alleviation of conflicts and encourage harmony between varied groups, mutual understanding, peaceful co-existence and cooperation between nations, and to pursue such aims.<sup>3</sup>

4. WE SHARE the believe that, broadcasting addresses the global problems effectively such as joblessness, poverty, disasters brought on by climate change, the spread of infectious diseases, and ageing, and make a positive contribution to the economic growth, better quality of life, and moreover, sustainable prosperity.<sup>4</sup>

<sup>1</sup> UNESCO declaration of Fundamental Principles concerning the Contribution of the Mass Media, AIBD Bangkok Declaration 2003+10

<sup>2</sup> AIBD Bangkok Declaration 2003+10

<sup>3</sup> UNESCO declaration of Fundamental Principles concerning the Contribution of the Mass Media

<sup>4</sup> ABU declaration on HIV/AIDS, Jakarta Statement of Commitment (Climate change), UN global issues





5. WE BELIEVE that the creation of accessible broadcasting and ICT infrastructure that enables affordable access to broadcast service is prerequisite to the fulfillment of the aforementioned roles of broadcasting and is indispensable for the inclusive development of our economies, societies and cultures.<sup>5</sup>
6. WE ACKNOWLEDGE that overcoming the Broadcasting Gap, that is, the disparity in access to and utilization of broadcasting services, requires not only better broadcasting technology and tools but sufficient broadband infrastructure and public media and information literacy.<sup>6</sup>
7. WE SHARE the awareness that, irrespective of the disparate levels of broadcasting and ICT infrastructure in different nations, strengthening the ability to develop creative content based on each nation's unique history, culture and values can make a lasting contribution to the sustainable development of broadcasting and ICT in Asia.

Standing on the threshold of the 4th Industrial Revolution in which information, knowledge and creativity will become the key factors for success, and sharing the conviction that the role of broadcasting in the future development of nations in the Asia-Pacific region will only continue to expand, WE DECLARE AS FOLLOWS:

#### **Declaration 1: Pursue Inclusive Growth of Broadcasting**

8. We will pursue joint economic

growth and socio-cultural development by nurturing broadcasting as key national growth engines. These efforts will not be limited to infrastructure or technology but extend to the utilization of the entire spectrum of broadcasting as the means to achieve economic development, improvement of quality of life and social cohesion.

#### **Declaration 2: Solve Global Issues through Joint Effort**

9. We will jointly implement policies for addressing regional and global challenges, such as joblessness, poverty, disasters brought on by climate change and the spread of infectious diseases and make a positive contribution to the economic development and increase in quality of life for all nations, through broadcasting.<sup>7</sup>

#### **Declaration 3: Alleviate Broadcasting Gap in the Region, Pursue Balanced Growth**

10. We hereby designate the expansion of broadcasting infrastructure and greater capacity for access as the joint initiative of the highest priority, in the agreement that the alleviation of the gap in broadcasting between nations in a critical and immediate element for the sustainable and inclusive growth of the Asia-Pacific region. Each nation will strive to provide sufficient and sustainable support to enable the successful implementation of this initiative.

#### **Declaration 4: Bolster Broadcasting Ecosystem**

11. We will jointly implement policies to create and exchange experts capable of generating creative content, develop and invest in innovative technologies, and promote the utilization and distribution of content, thereby creating the driving force behind sustained innovation and the creation of a virtuous cycle in our region's broadcasting ecosystem in today's multi-cultural and multi-platform era.

#### **Call for the Participation and Cooperation of All Nations**

12. We understand the importance of the role and contribution of each nation in the successful implementation and achievement of the goals outlined in this declaration, and recommend that all parties engage in broad discussions and cooperation for the goal of making broadcasting development in the Asia-Pacific region.<sup>8</sup>
13. In an age of global exchange and cooperation, we urge all parties to seek new ways to apply innovative convergence technologies and infrastructure that will allow the entire world to experience content that reflects the unique cultural heritage and values of the Asia-Pacific region.

<sup>5</sup> Busan Declaration on the Future Role of the ICTs (2014), ABU Declaration: 2014 ABU General Assembly

<sup>6</sup> AIBD Bangkok Declaration 2003+10

<sup>7</sup> ABU declaration on HIV/AIDS, Jakarta Statement of Commitment (Climate change)

<sup>8</sup> Busan Declaration on the Future Role of the ICTs (2014)

# ASBU's Support to AIBD Reaffirmed

The Arab State Broadcasting Union (ASBU) recently announced that it would continue to support AIBD activities, including the Asia Media Summit, 2017 and the World Television Awards. It also pledged to bring in more Arab participation in the AMS 2017 to be held in Qingdao, Shandong Province, China in May.

Ms Moufida Limam, Chief of the ASBU Director-General's Office, Tunisia, made the commitment on 25 May 2016 during the 12th AIBD/ASBU/ABU Media Partnership Committee Meeting that took place during the Asia Media Summit in Incheon, South Korea.

ASBU also confirmed its interest to collaborate with AIBD in conducting in-country workshops benefitting Arab broadcasters. It will write to AIBD to request for expert trainers on various areas that Arab broadcasters need.

AIBD Director Chang Jin thanked ASBU for its continued support to the Institute and pledged to offer more activities in capacity building as well as experts to member countries and organisations.

For its part, "ABU will continue to support joint training activities with AIBD that benefit members and partners", Dr Amal Punchihewa, ABU Director of Technology Department, said. He added ABU's commitment to this partnership remains firm.

Dra Rosaria Niken Widiastuti, President of AIBD General Conference and Director General of Public Communication Information, Indonesia, urged all parties to expand and enrich their cooperative ventures.

At the meeting, Mr Chang Jin announced AIBD's new projects such as the Golden Bridge Awards on Intercultural

Understanding and sought ASBU's support to host such Awards.

The Awards recognises excellence in content production and distribution for the purpose of promoting understanding of cultural diversity.

"It will be a stand alone Award in four categories, namely, radio, TV, online and film. It will be different from other existing AIBD Awards such as the World TV Awards presented during every Asia Media Summit", Mr Chang Jin said.

The Awards will be a permanent AIBD event held annually.

AIBD Director also urged ASBU members to support workshops on how media can better report the United Nations' 2030 Agenda for Sustainable Development. The Sustainable Development Goals (SDGs) provide a set of integrated priorities for people, planet, prosperity, partnership and peace, of which, AIBD intends to cover eight of the seventeen goals cited in the SDGs through 2016 and 2017.

In training, Mr Chang Jin reported that cooperation among AIBD, ASBU and ABU resulted in identifying three activities this year, two on video shooting and news exchange that were successfully completed and another on digital radio planned in August this year in Kuala Lumpur.

Seventeen representatives of various broadcast companies and media development organisations from Tunisia, Syria, Malaysia, Indonesia, Thailand, China and Maldives attended the meeting.



## Pre-summit



## Popularising Drones for News & Dramas

The use of drones or unmanned aerial vehicles (UAV) is increasingly becoming popular for content production in various media platforms. Drones have changed the 'shooting environments' in news and drama production, enriching content and viewers' satisfaction. More broadcast stations are also beefing up their in-house capabilities for drone services.

These are some of the trends in content production that Mr James Ku, President of James Company Ltd., Korea, highlighted during the workshop on *"Using Drones for Production; A New Wave in Broadcast Content Production"*, one of the five pre-summit events held on 23 May 2016, leading to the Asia Media Summit in Incheon, South Korea.

Mr Ku said the use of drones has become less costly and complicated, making it easy for production people to take aerial shots. In the past, broadcast stations used helicopters to take aerial shots, making the process expensive and difficult, also

time consuming as government permits have to be secured, he added.

With these portable flying robots, Mr Ku said production people can set up the drones in minutes and offer viewers a mix of shots that enriches content.

James Company, established in 2014, is a Seoul-based production company that

offers a one-stop media service covering planning, shooting, editing and other production services to its clients.

In his presentation, Mr Ku talked about the different kinds of drone to include filming, hobby and military drones, and about safety issues in using drones.

"We don't have real control when a drone is on the air. When it runs out of battery, it can dive into an area where people congregate and hurt them in the process", he said. As the drone technology continues to evolve, he is hopeful safety issues will be dealt with effectively.

During the workshop, some 35 participating broadcasters from Asia-Pacific experienced operating the drones, learning various aerial photography and drone-shooting techniques. Some exhibited excitement and fun in maneuvering the flying robots inside the confines of a small conference room. Others were initially hesitant given the new experience to operate the machine.

The one-day workshop was organised by AIBD with support from the Ministry of Science, ICT and Future Planning (MSIP) and the Korea Radio Promotion Association (RAPA).



# Emerging Forms of Data Visualisation

By **Mr Kevin Anderson**

International Media Consultant and Faculty Member, European Broadcasting Union's (EBU) Eurovision Training Academy



Every year, the Asia Media Summit provides opportunities for attendees to find out about cutting edge techniques from colleagues across the region and also to try their hand at them.

One such example this year was the two-day Master Class on Data Journalism I conducted with 14 executives, editors and reporters from nine countries across the Asia-Pacific region.

Data has always been a part of media, from the wealth of statistics used in sport and business reports to weather maps and forecasts and figures from a range of topics including government spending, education and the environments.

The major shift in the last five years is that digital media and technology are driving an explosion in how we can visualise this data in ever more engaging and entertaining ways.

As digital technology also blurs the lines between media, some of the early adopters of this technology were major newspapers such as The Guardian, where I used to work, and the New York Times.

They have been creating data animations that would previously only have been the work of major broadcasters. I showcased some of this work including a set of

animations that the New York Times did for the 2012 Olympics for major sports including the 100 metre dash that remains four years later at the forefront of data-driven storytelling.

As newspapers began to embrace data visualizations more than a decade ago, major broadcasters such as the BBC have created new forms of storytelling that wed traditional motion graphics with these emerging forms of data visualisation, including creating dual-screen experiences in which apps on tablets and smartphones extend on the on-air experience.

The BBC launched a visual journalism unit in 2012, bringing together video editors and designers with digital designers and developers.

In two short days, the course looked at the best in class work being done by media organisations around the world and introduced the participants to the basics of data collection and analysis.

One of the reasons that we've seen an explosion in data analysis and visualisation is that a new breed of spreadsheet, data analysis, mapping, charting and visualisation applications are much easier to use than the applications in the past. Many techniques that would have

required a specialist member of staff such as a developer are now accessible for most journalists, allowing specialist staff to focus on more involved work.

Google's online spreadsheet application allows for the easy creation of basic charts and graphs, and its Fusion Tables application provides one of the easiest ways to map data.

The Knight Foundation in the US has created a number of data-driven storytelling applications including one to create multimedia timelines and another to create map-based stories.

We also looked at more advanced visualisation services such as Tableau Public.

It was a lot of information to pack into two days, but the participants really focused on getting the most out of our short time together. And from the feedback, I think I was able to whet their appetite for data journalism and visualisation as many of them said the course should have been longer.

I hope that this is just the start of their work in this exciting and important field of journalism. It is one area of innovation that both journalists and audiences are enthusiastically embracing.





# 5 Approaches to Maximise Radio Content



Summit Workshop on *'Creating Engaging Radio Content'* held Monday in Incheon, South Korea.

In his presentation, Mr Cridland identified five approaches where radio broadcasters can make the most of their content.

First, once put on air, broadcast of content must be repeated in various segments and in different ways.

Second, when radio broadcasters come out with good interviews, they must transcribe content and offer them to newspapers, websites and other media platforms that can use them for publication. They must ensure they get proper credit for sharing their content.

Third, radio broadcasters must recognise the benefits of setting up an archive where they can keep things for storage and future use.

"When a news event like the death of

a celebrity takes place, a station can retrieve from its archive past interviews with that person and rebroadcast it. This enhances reporting of the story", Cridland said.

Fourth, use social media to broaden the reach of the radio station, generate more exposure of the radio's brand and possibly revenues for the company.

And fifth, be aware of how audio, videos and other media texts are being used to make content in a multiplatform world and tap them for their own benefit.

In his work at Virgin Radio in the UK, James Cridland said they followed these guidelines and, as a result, gained an additional 25% increase in audience reach in making the most of its content.

The one-day workshop also featured other speakers like Mr Leon Sjogren, Executive Producer, Triple M, SCA, Australia, who spoke on developing radio content relevant to its audiences, and Won Sup Shin, Senior Producer, Radio Department, Korean Broadcasting System, who shared the KBS experiment with new formats in designing content based on audience research.

Steve Ahern, Broadcasting Consultant from Australia, gave an overview of the newest trends in successful radio formats in Asia-Pacific, while Ms Kartini Binti Kamalul Griffin, Director of Radio, iM4U fm, Malaysia, spoke about her station's key success as a vibrant youth channel.

AIBD organised the workshop with support from Radiodays Europe and RCS.

Radio stations in developing countries are missing opportunities in making their content live on after they've broadcast it. They must learn to broaden their audience "by making the most of their content – getting more listeners, more revenues and more exposure for their brand".

Mr James Cridland, a Radio Futurologist from the UK, gave this advice to broadcasters who participated in the Pre





Setting goals, creating realistic plans and strategies, defining the audience and platform to use to meet your objectives, and determining how to measure results are critical requirements for success in creating a vibrant social media community.

“You cannot engage effectively in social media without these steps; otherwise your efforts will lead to failure”, said Mr Benjamin Dalmulder,, Team Manager for Digital Analytics and Search Engine Optimisation, and Ms Katarina Gomes, digital strategist, both of RNW Netherlands, during the regional Workshop on “*Online and Social Media Analytics*” held on 23 May 2016 in Incheon, South Korea. Both served as consultants for the project organised by AIBD and supported by RNW, Netherlands.

In setting goals, they urged broadcast companies and newsrooms to adopt the ‘SMART’ approach. ‘S’ means that goals must be specific, simple and well-defined. ‘M’ requires that goals must be measurable and online tools are available for this purpose. ‘A’ for attainable demands that goals be realistic to meet targets. ‘R’ calls for goals to be realistic and relevant, and ‘T’ requires goals to be time-bound, setting a realistic timeframe for meeting your goals.

Ms Gomes recommended that in setting goals and social media plans all the staff assigned in social media should be involved to ensure ownership of the project. Such involvement, she said, can also generate innovative ideas in creating an engaged social media community.

## Creating a Vibrant Social Media Community



“Managers from other departments should also be heard so that everybody is on board in setting goals and strategies to achieve them”, she said.

To measure your social media engagement, Mr Dalmulder said analytics tools or verification tools such as Google Analytics and Facebook Insights are available on line for free that can be relied upon.

Many companies are not aware of the potential of social media. In their experience at RNW, Ms Gomes said social media generates up to 80% of traffic to its website. “It’s an important platform

and careful and systematic planning is critical”, she pointed out.

The workshop covered four sessions, namely; how to craft social media goals and key performance indicators, how to create an engaged social media community, social media and engagement analytics, and integrating social media analytics with other multimedia data.

The workshop consultants provided practical cases from RNW and Dutch social media in all the sessions held at the Songdo Convensia Centre in Incheon, South Korea.



Migration to digital broadcasting remains a big challenge in the Asia-Pacific region. Developing a regulatory framework, managing technology, costs and revenue losses, and pursuing staff training were among issues discussed during the regional workshop on 'Enabling & Enhancing DTT Broadcasting Experiences', a pre-summit event of the Asia Media Summit in Incheon, Korea.

AIBD members from Brunei, Laos, Thailand and Myanmar presented their current status of their digital broadcasting transition. The Korean Communication Agency of South Korea shared their analogue switch off process, and the challenges in the implementation of the digitalisation process in Korea.

The workshop was organised by Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with Asia-Pacific Broadcasting Union (ABU) and International Telecommunication Union (ITU) was held on 23 May 2016 prior to Asia Media Summit 2016 in Incheon, Korea.

The pre-summit workshop aimed to provide broadcasters and other media professionals a clear understanding of digital broadcasting services. This one-day workshop provided expert knowledge and information on the current status of the digital terrestrial television broadcasting. Participants shared experiences of digitalisation taking place in ASEAN and SAARC countries.

Other topics discussed in the workshop included the current status of Digital Terrestrial Television Broadcasting worldwide, and interactive multimedia services.

This one day workshop was attend by AIBD members and partners involved in Digital transmission.

# Challenges of Digital Migration



# Successful World TV Awards

By **Ms Geraldine Mouche**  
AIBD Programme Manager



(From left to right) Mr Chang Jin, Mrs Mufida Limam and Mr Jayson Bernard Santos

The winners and runners-up of the World TV Awards 2016 were announced on the 25 May during the Asia Media Summit, which took place in Incheon, Korea. Each winner received US\$5,000 in cash, a trophy and a certificate.

“Reel Time: The Price of Gold”, broadcast by GMA Network, Inc Philippines and directed by Mr Jayson Bernard Santos won the Award under Humanity Category for the Best TV Documentary on “Promoting Children’s Rights”.

This documentary tackles the issue of the minors working in the gold mines in the Philippines. Without an alternative source of living, the locals turn to small-scale mining, risking their lives

diving down narrow shafts with only air compressor to support their breathing, for very little piece of gold. It showed touching stories of children who are regularly work in the mines for money that is barely enough to keep them fed but are still hoping for a better future.

Mr Chang Jin, Director of AIBD, and Mrs Mufida Limam, Chief, Director General Office Arab States Broadcasting Union (ASBU), who jointly announced the winner, presented a trophy and certificate to Mr Jayson Bernard Santos.

For the announcement of the winner for the best TV Programme on “Encouraging Environmental Protection” under the category Science/Environment, Mr Chang Jin



Mr Jayson Bernard Santos, winner of the Humanity category

was joined by Mrs Dra. Rosarita Niken Widiastuti, President of AIBD General Conference & Director General of Information and Public Communication, Ministry of Communication and Information Technology (MCIT), Indonesia.

Mr Chang Jin and Mrs Dra. Rosarita Niken Widiastuti presented the trophy and certificate to Ms Lara Ariffin, the producer of “Sumatra’s Last Tigers”, directed by Harun Rahman and broadcast by Novista Sdn Bhd, Malaysia.

This programme focused on the successful project of conservation and preservation of the tigers in Indonesia and the man behind this project, Tomy Winata. Tomy protects the tigers from their most deadly enemy, the humans. In addition, he runs a programme to adopt ‘conflict tigers’ or suspected man killers. Under his care, the tigers undergo ‘rehabilitation’ and once they



Ms Lara Ariffin, winner of the Science/Environment category





(From left to right) Mr John Maguire, Mr Chang Jin, Ms Lara Ariffin and Mrs Dra. Rosarita Niken Widiastuti

are deemed fit, they are released back into the wild.

The final jury session of the World TV Awards 2016 took place on 28 and 29 April 2016 at the AIBD office in Kuala Lumpur, Malaysia. As the Chairperson of

the jury for the World Television Awards 2016, Mr John Maguire, Director of International Relations and Cooperation of France Médias Monde, explained the selection process of the Awards and thanked producers and directors of the participating entries.

The runner-up for the category Humanity was “The Way Home”, directed by Phan Thanh Phuong and broadcast by Vietnam Television (VTV), Vietnam. This documentary explains the role and the actions of the Family and Juvenile Court in Vietnam protecting children’s rights, initiated in June 2015.

“Search for Water”, directed by Narmandakh Nagnaidorj and broadcast by Mongolian National Broadcaster (MNB), Mongolia, was the runner-up for the category Science/Environment. This telefilm tells the story of a young girl and his father crossing the Gobi desert and facing the climate change consequences of the industrialisation.

Earlier in the day, a showcasing of selected World TV Awards entries, including the winners and runners-up programmes, was screened in front of all the delegates of the summit. This showcasing, presented by Mr John Maguire, was a success and will be renewed for the next AMS 2017 in Qingdao, China.

The World TV Awards 2016 were supported by Arab States Broadcasting Union (ASBU), Norwegian Broadcasting Corporation (NRK), Radio Television Malaysia (RTM) and Islamic Broadcasting Union (IBU), France Médias Monde, and the Asia-Pacific Institute for Broadcasting Development (AIBD).



Showcasing of the World TV Awards

# Broadcast Journalism Workshop in Bhutan

By **Ms Poonam Sharma**  
 Director, MediaGuru, Singapore



Fifteen broadcast journalists of Bhutan Broadcasting Service joined a weeklong workshop to train in the rudiments of news reporting with particular emphasis on election coverage. They belong to the English and Zhonkha services of the station.

AIBD and MediaGuru conducted the workshop in the picturesque city of Thimphu, Bhutan from 20-24 June 2016. The training programme covered topics such as news writing, reporting, production and on-air presentation.

Participants got to know about various formats of news writing. They learned storyboarding, making the participants understand the importance of writing to pictures and how they can tell a story creatively.

To help them cover local elections in Bhutan come July, the journalists were taught reporting for political and cover stories. They generated detailed coverage plans to help them work out their shoots better and save time.

Participants also had special exercises on live chats and piece-to-camera. The trainer spoke about their importance in a story, how they should be weaved into the script and which story needs an opening, bridge or closing PTC, content and presentation of these stand-ups and what to keep in mind while telling a story live.



The workshop briefly touched on the production aspects like rundowns and editing, the importance of putting the stories in the right order, exploring all possible angles and deciding in which format stories will go in the bulletin, how to choose the most compelling visual to start the story with, and the importance of pre roll and post roll in edits.

The simulation part of the workshop was intense and participants thoroughly enjoyed this exercise. The reporters shot, wrote and edited stories in the new formats taught in the workshop.

The training programme was engaging, stimulating and highly interactive with a lot of practical exercises, enabling the young broadcasters to acquire valuable skills and experience.

The trainer for this workshop was Poonam Sharma, Director, MediaGuru, a global media services company. With 20 years of experience, Poonam has been part of the India Today Group as a Channel Head/ Anchor & at ESPNSTAR Sports as their main presenter/ producer for South East Asia.



In-country Workshop

The ABU/SLRC in-country training workshop on Preparing for Next Generation Broadcasting was successfully conducted at the Sri Lanka Rupavahini Corporation Colombo, Sri Lanka from 19th to 22nd April 2016.

Some 160 officers of SLRC participated in the workshop. For four days, managers, producers, cameramen, editors and relevant staff were trained separately.

The workshop aimed to train, impart knowledge and create awareness among staff including non-technical on current trends in broadcasting acquisition, processing, distribution and delivery methods for digital television.

# Preparing for Next Generation Broadcasting

By **Mr TMG Chandrasekara**

Director / Research and Training, Sri Lanka Rupavahini (TV) Corporation, Sri Lanka

The participants gained knowledge on producing for modern media delivery, engineering for next generation, serving TV audiences, and on digital terrestrial TV including the JBB & OTT. They also had a refresher on television technology, digital technology, compression technologies, network technologies, IBB services, IBB technologies, future of IBB &

OTT transformation of media operations, social media, meta media, how to make DTT a success, QEC, DTT, 3-O, HDR, WCG, HFR, storage and formats.

Dr. Amal Punchihewa, ABU Director of Technology & Innovation, served as the workshop consultant.



In-country Workshop

# BTV Rejuvenates With Development Documentaries

By **Mr Imam Hossain**

Executive Producer, Bangladesh Television (BTV), Bangladesh

Bangladesh Television recently produced ten documentaries dealing with government's development works as part of efforts to strengthen its partnership with government and enrich viewing experiences of its audiences.

Produced by young, smart and experienced producers, these documentaries covered issues on community clinics, Digital Bangladesh, One House One Farm, Ashrayan (accommodation) Project, social security scheme, investment environment, educational assistance trust, electrification, and environmental protection.

These documentary issues were the brainchild of Prime Minister Sheikh Hasina of Bangladesh. S. M. Haroon-Or-Rashid, BTV's Director General, supervised this project.

Mr Hasanul Haq Inu, Bangladesh Minister for Information and Mr Mor-tuza Ahmed, Secretary for Information graced the launching ceremony of BTV's documentary project. Also present were renowned journalists from satellite channels.

BTV is airing each documentary two times per week. Inspiring feedback from all corners of people has rejuvenated BTV's audiences.

BTV was founded in 1964 at a time when there were no television stations in India, Burma, West Pakistan and even in Sri Lanka. It has gained unmatched experiences, technical exposure and popularity as well.

As a media partner, BTV has played a



vital role in articulating government's vision and agenda to become a middle income generating country in 2021.



# HDTV Lighting to Improve TV Productions

By **Mr Rabi KC**  
AIBD Programme Manager

Some 27 programme, production and technical staff of Radio and Television Brunei (RTB), participated in an in-country workshop on HDTV lighting that was held in Bandar Seri Begawan, Brunei Darussalam from 9 to 14 May 2016.

They explored studio lighting practices that producers require to achieve the standard quality of High Definition TV productions. Mr Sahat Amin, Lighting Director for FIDA Technology, Malaysia, conducted the workshop.

During the weeklong training, participants gained knowledge about general practice lighting setup for HDTV studios, applications of lighting materials and

equipment to specific productions, and use of measurement tools for lighting setup.

They also learned to identify key lighting elements during setup, understand how important lighting is in enhancing the look and feel of the productions, adopt general principle of lighting specification for particular TV productions, and how to blend conventional and intelligent light sources.

Other areas of learning covered understanding match lighting and camera chain equipment, blending the light source for specific productions, producing illumination to improve the look and feel of the production, the importance of proper planning on the lighting design and setup and understanding key specifications of the production requirements.

Participants said the training was useful for both their current and future work activities. They showed high commitment during studio practices and will apply the knowledge learned from this workshop to the current and future productions.

They also said they would exchange training experiences with their workmates in the organisation, and share the knowledge and skills in lighting operations and the know-how to determine the lighting elements to improve production values and standards. The workshop also helped the participants to practise the setup process using correct techniques, current trends and key elements.

While acknowledging that lighting is one of the most important element in the HDTV production, participants and workshop consultant recommended that other areas should be considered as important as lighting. These include make-up, set design, vision mixer, camera operations, audio setup, OB facilities, CCU and related skills. The operators should be trained with the latest techniques.



To minimise the risks of cyclone ROANU, eight community radio (CR) stations in the coastal region of Bangladesh broadcast recently 348 hours programmes for three days to facilitate efforts to save people's lives and assets.

The continuous broadcast from May 19 to May 21, 2016 was in line with the Standing Orders on Disaster (SOD) of Government of the People's Republic of Bangladesh.

The stations collected updated information from the Meteorological Department, the disaster cells and local control room set up by the District and Upazila administrative authority. As there was no electricity in the area during the time, they depended on the generator to keep the broadcasting service uninterrupted.

Following the cyclone warning signals, the stations started broadcasting from 19 May afternoon and continued non-stop till midnight of 21st May. They provided information on cyclone Roanu, its after-effects and activities communities should do to deal with the cyclone's impact.

Broadcasting continued even after experiencing power failure/load shedding, by using alternative power supplies through generators. The community radio stations became the only source of information to the local people about the cyclone and how to take precautionary measures to address their safety. This saved many lives and assets, and thus proved the essential role of community radio stations at the grassroots level in our coastal region.

Aside from coordinating with the disaster monitoring cells at district and Upazila administration, the community radio stations collected information from the Red Crescent volunteers and the scouts who worked hard with the disaster-prone community. They also broadcasted their own programmes which they had learned and produced through training and their experiences from previous disasters.

They offered their listeners not only weather news bulletin after every 10-15 minutes, but also magazine programmes, dramas, features, interviews and talk shows of the responsible persons involved

# Bangladesh Community Radio Stations Deal with Cyclone ROANU

By **Mr AHM Bazlur Rahman**

Chief Executive Officer,

Bangladesh NGOs Network for Radio and Communication (BNNRC), Bangladesh



in disaster management in the area. As an offline support group, the members of the radio listeners clubs also took part in the process of fulfilling the objective of the station. They visited the houses of the listeners and disseminated information on the latest situation of the cyclone. They also shared their contact points during an emergency and the types of services available for them during rescue or rehabilitation community. At the same time, they also supplied information to the radio stations and kept them updated about the community situation.

The eight radio stations were Community Radio Nalta 99.2 (Kaligonj, Satkhira), Community Radio Sundarban 98.8 (Koyra, Khulna), Community Lokobetar 99.2 (Barguna Sadar), Community Rural Radio Krishi Radio 98.8 (Amtoli, Barguna), Community Radio Naf 99.2

(Teknaf, Cox's Bazar), Community Radio Sagargiri 99.2 (Sitakunda, Chittagong), Community Radio Meghna 99.00 (Charfasion, Bhola) and Community Radio Sagardwip 99.2 (Hatiya, Noakhali). A total of 116 community broadcasters (Female 37, Male 79), volunteers and members from 175 listeners clubs worked throughout the whole service. The broadcasters continued broadcasting service on shifting basis.

The Bangladesh NGOs Network for Radio and Communication (BNNRC) with support from Free Press Unlimited has supported the radio stations during the times of cyclone Mahasen and Komen and thus helped to save the lives and assets of millions in the coastal region. BNNRC kept constant coordination with those stations and provided information and guidance in the whole process.

# ICTs, Community Radios and Sustainable Development Goals in Nepal

By **Dr. Ram Chandra Lamichhane**  
Executive Director, ACORAB, Nepal

According to the Brundtland Commission (1978), “Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Sustainable development has been the national as well as global agenda for the last 25 years after the Rio Earth Summit in 1992.

After the Millennium Development Goals aimed at eradicating poverty and bringing prosperity in the world, the United Nation General Assembly (UNGA) in 2015 has accepted the Sustainable Development Goals (SDGs) for 2030. The SDGs encourage countries to adopt 17 goals to end poverty, protect the planet, and ensure prosperity for all. Each goal has specific targets to be achieved over the next 15 years. Some 193 member countries have endorsed and accepted these goals as a mainstream focus for development. All developed, developing and least developed countries are in the mission of SDGs, including Nepal as a member of the UN.

Communication is one of the major components of sustainable development. Unless all beneficiaries of the country become aware about the essences and



opportunities of development, achieving the SDGs is simply impossible.

Nepal is relatively new to the world of technology as its history started few decades ago. Its access over the communication and information is fragmented. The reach of the Internet in the country is about 72%. Currently there are more than 20 Internet service providers (ISPs), 6 telecom companies, and some software and IT companies. The improvement is going on in the field of technological gadgets. The access of the smart phone, laptop and tablet is rising in the country.

Community radios are an emerging source of information and communication for marginalised and vulnerable grassroot

communities. The community radios have been using the ICT for producing and broadcasting the programmes. They are using Facebook, Twitter, LinkedIn, Youtube, Google+, etc. to collect and disseminate information. The use of ICTs helps shift the power from elites to ordinary people. Now ordinary people of rural Nepal have easy access over community radio and media through new social media and mobile.

ICTs are an integral part of the SDGs agendas. Countries like Nepal will have multiple impacts on applications of the SDGs if the capacity of community journalists and rural people including marginalised groups (women, ethnic groups, etc.) can be developed.

The Asian and Pacific Training Center for ICT for Development (UN-APCICT) is providing capacity development opportunities to the government, non-government and civil society activists in this region. In the Asia and Pacific region, the role of the UN-APCICT is pivotal to promote the ICTs in SDGs. The launch of the women and ICT frontier initiative (WIFI) by UN-APCICT will explore further opportunities to develop the capacities of women to achieve the SDGs.

According to UN-APCICT, “The Wi-Fi Internet aims to create socially and economically-empowered women through ICT-enabled entrepreneurship”. In Nepal, the use of the ICT enables a generous environment for women participation and inclusiveness in SDGs.



# Quality Management Audit at AIBD



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

AIBD organised a two-day training on Quality Management Audit from 27 to 28 June 2016. The training was directed towards the new staff members who have not attended any audit training. However, other staff members were also provided with the opportunity to participate in the training in an effort to refresh and enhance AIBD's human resource.

Mr Delip Singh, a Registered Quality Management System Auditor with SGS Systems and Certification in Malaysia, served as the trainer.

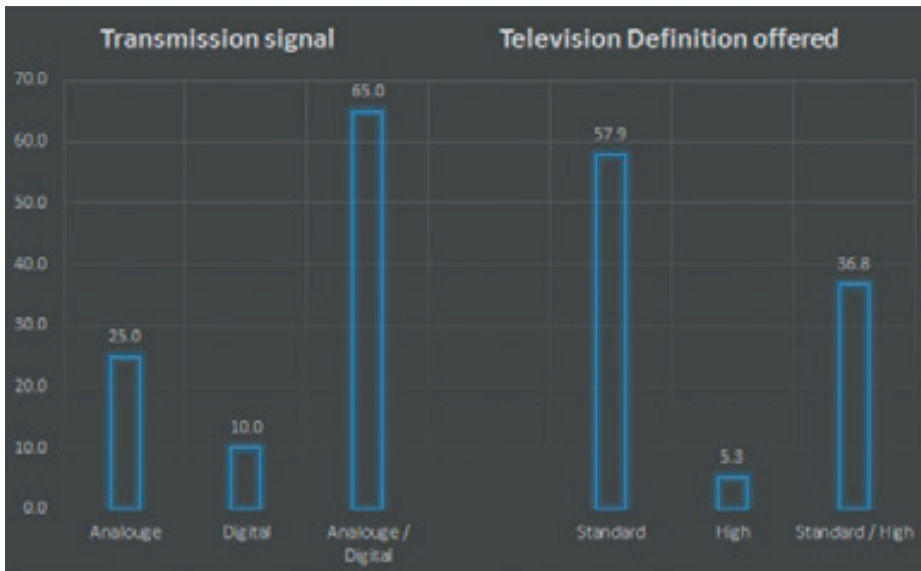
On the first training, Singh explained the concept of the ISO 9001:2015 and ISAS Media 9001:2016. He also highlighted a new change in the standards. On the second day, the session focused on the internal audit. He discussed how the internal audit is conducted. The roles of auditor, auditee and observer and how to record the audit report were also explained.

The two-day training covered both theoretical and practical aspects of audit. Individual and group assignments were given to the staff. The training was interactive. AIBD staff members benefited from the training.

Singh has twenty-eight years of 'hands-on' experience in facilitating audit training programmes locally and in many different countries, on different areas ranging from strategic management to manufacturing excellence in quality management systems.



# Results of AIBD Annual Media Research Surveys Out



Weibo, Qzone and Renren are the most popular social media sites in China, and Kakao Story beats Facebook and Twitter as the leading social media portals in Korea.

With a population of close to 1.4 billion, China boasts of some 157 TV stations as well as the biggest number of TV sets in Asia-Pacific, now reaching 400 million. It has also the highest number of cable TV subscriptions at 230 million households in the region.

In Korea, there are 126 TV stations and 22.8 million TV sets. This figure serves the Korean population of some 49.1 million. Cable TV subscriptions reach some 14.6 million households.

These are some results of the AIBD Annual Media Research (AAMR) project, a new initiative aimed at offering members relevant information to help its members understand the changing media landscape and contribute to making business decisions.

This three-part research project was approved during the 41st Annual Gathering and 14th General Conference of the AIBD held in Chiang Mai, Thailand in August

2015. Its results were made available during the 13th Asia Media Summit held in Incheon, Korea in May 2016.

Other highlights of the National Media Survey are as follows:

- China has 3,511 FM radio stations and 498 AM radio stations. It has some 500 million radio receivers in the country, boasting of a ratio of 370 radio receivers per 1,000 people.

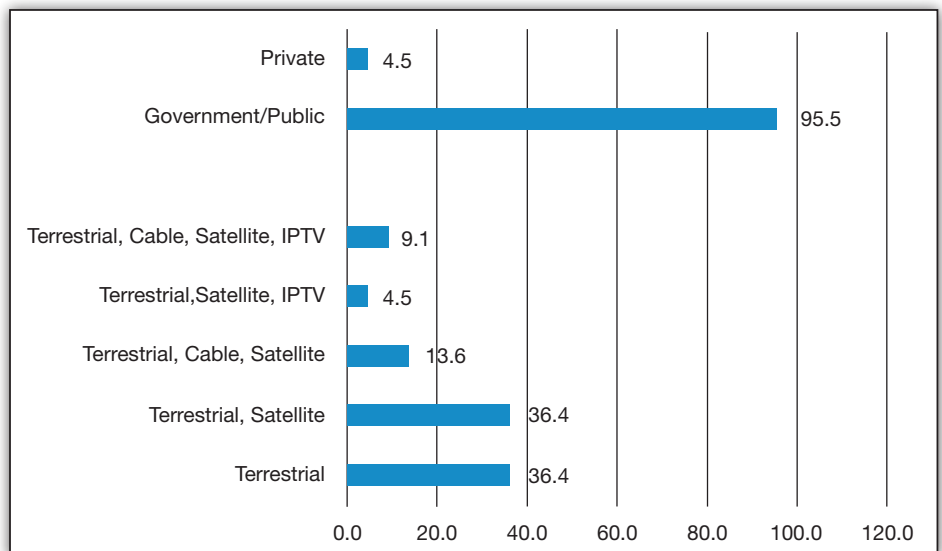
Mobile phone users stand at around 1.3 billion, with a ratio of 953 mobile phone users per 1,000 people. Some 688 million people have Internet access.

- In Korea, Internet access reaches close to 41.5 million people. It has 101 FM radio stations and 53 AM radio stations. Some 150 million people are mobile phone users, representing a ratio of 116.5 mobile phone users per 1,000 people.

Twenty-two broadcast organisations, AIBD's full members and affiliates from Asia-Pacific, participated in the Broadcasters Media Survey. Most of the respondents were government/public broadcasters. Only MediaCorp TV Singapore was the only organisation with 'private' ownership.

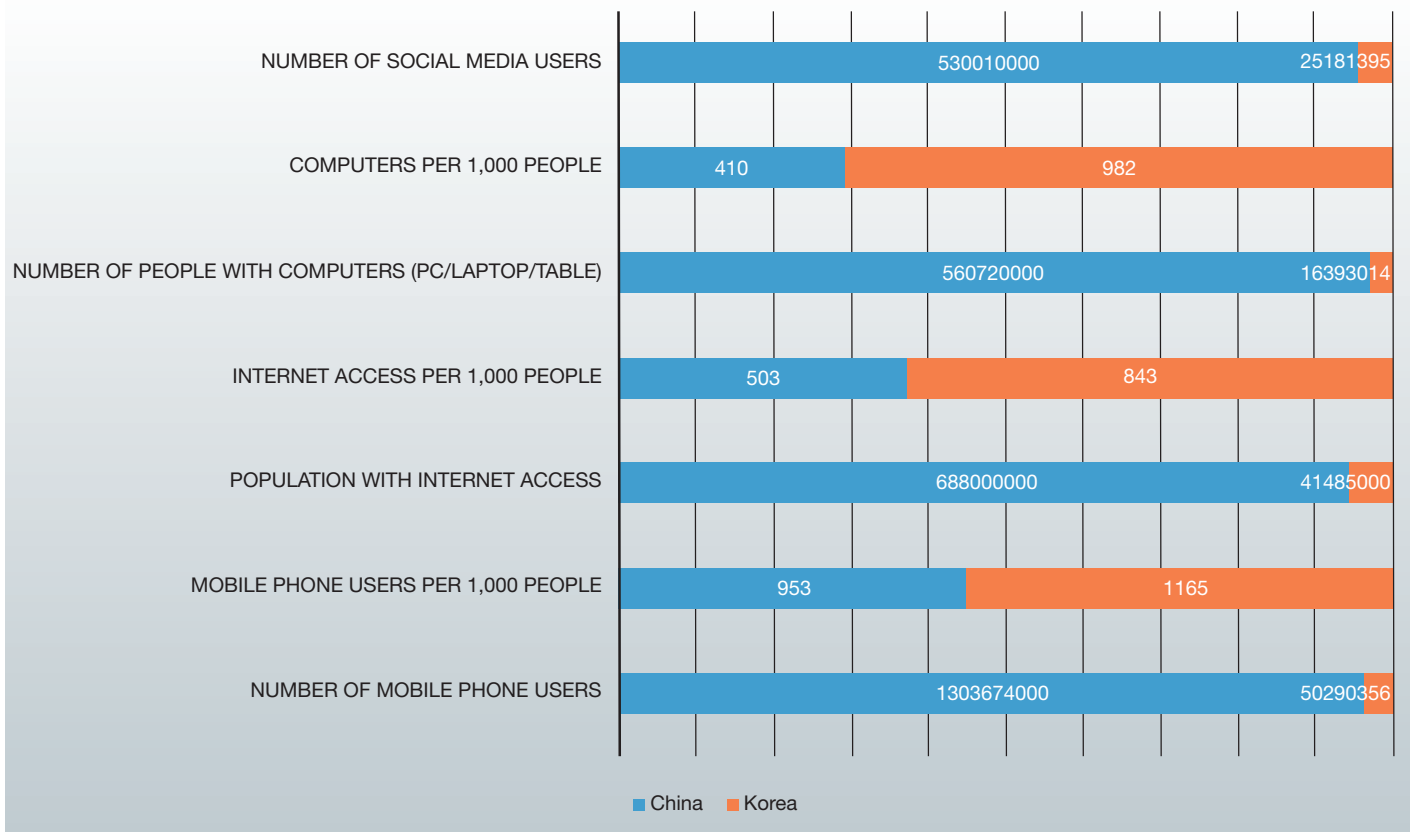
Highlights of this survey are as follows:

- Many broadcasters use terrestrial and satellite transmission to deliver programmes to viewers and only a few of them have IPTV platforms for their technical transmission.
- 65% of respondents use a mix of analogue and digital. Only 25% use analogue. Almost 58% of the respondents offer 'standard' as their television definition.
- 41% of respondents boast of the presence of AM radio channels, 20.51% with FM radio channels, 15.38% with digital radio and 23.08 with TV stations.
- Nationwide coverage of participating broadcast organisations is high at more than 90%, with total audience share at 70.18%.



Ownership or Organisation/Technical Transmission Platform





Specification of National Media Usage in China and Korea

- Majority of respondents broadcast in their main language. They also don't charge any license fee.
- About 7 respondents boast of more than one website, while a considerable number of broadcasters use Facebook, Twitter and Youtube to channel their communications for wide ranging audiences.
- 58.8% of respondents offer on demand online content, and 87.5% online streaming.
- Some 60% of broadcasters offer

content specifically created/edited for mobile phone users.

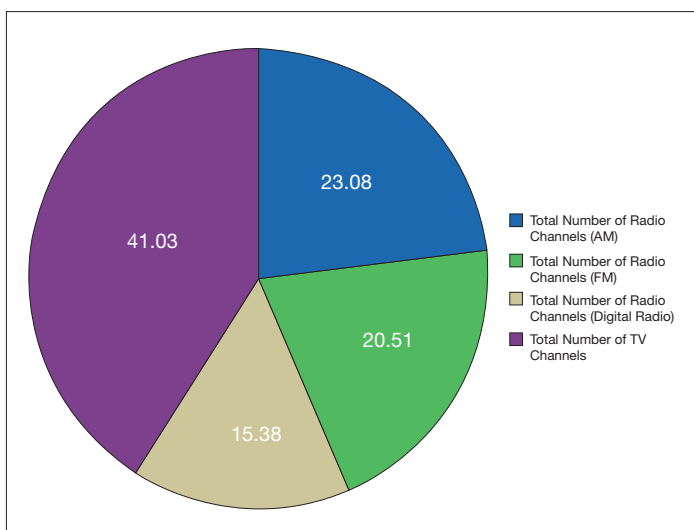
- Of the types of user-generated content, what are prevalent are phone calls, social media messages and text messages/SMS at 76.5%, followed by emails, letters/faxes and audio visuals at 70.5%. Blogs don't interest many of the respondents.

The AAMR results have been published as a booklet which AIBD Director Chang Jin said will serve as a valid reference material not only for the Institute's

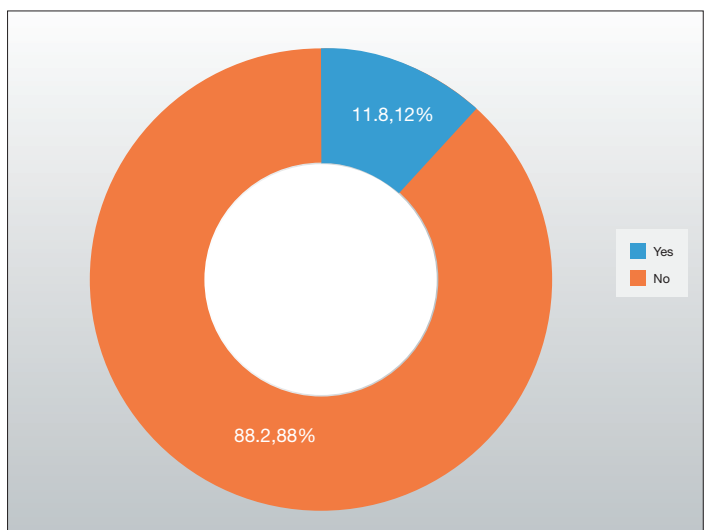
members and partners, but also for other media specialists, media educators and policymakers.

"AIBD is ever ready to continue with this annual endeavour and make the AAMR a sought after think-tank for empowering the media industry in the Asia-Pacific and the world", Mr Chang Jin said.

In the next episode of the Broadcaster, we will publish the results of the audience media consumption survey.



Overall Ratio of Radio/TV Channels



Percentage of Broadcasters Charging License Fee

Connect4Climate, the World Bank Group's global partnership program, launched the Film4Climate Global Video Competition to promote sustainability in the creative industries through active engagement with young people in finding solutions to climate change.

Announced at the Cannes Film Festival, the Film4Climate Global Video Competition invites aspiring filmmakers from around the world to express their vision for a sustainable future by creating a short film or video about climate action. The competition calls on filmmakers to explore Climate Action, the 13th goal under the UN Sustainable Development Goals, emphasizing what individuals and communities around the world are doing to promote action, offer solutions and inspire positive change to combat climate change and its impacts. Filmmakers are encouraged to deploy personal narratives that explore fundamental questions such as: *What does climate change mean to me? What actions am I taking to mitigate the advance of global warming? What is my Climate Action message to the world?*

The competition will be open for submissions through September 15, with the winners to be announced at a high-profile awards ceremony at the United Nations COP22 Climate Summit in Marrakesh, Morocco in November 2016. The winning entries will receive cash prizes of \$8,000, \$5,000, and \$2,000 for first, second and third place in each of two categories: an under one-minute Public Service Advertisement (PSA) or a Short Film up to five minutes.

The competition offers filmmakers a chance to have their work reviewed by a jury chaired by Mr Bernardo Bertolucci, and including other preeminent directors,

# In Search of Short Videos to Inspire the World

producers, writers and political leaders. As the next five years will be critical to advancing and scaling up climate action around the world as part of the SDGs, the COP22 climate summit aims to encourage countries to implement ambitious climate actions, with youth playing a vital role in the agenda.

*"It is not our role to inspire youth, it is they who inspire us every single day. Our mission is to provide them with a platform, and COP22 will be the opportunity to show the world the creativity of young filmmakers and how they are taking action on climate change"*, stated Dr. Hakima El Haite, Delegate Minister in Charge of Environment, Morocco, Special Envoy for Mobilization of COP22, and High-Level Champion of the United Nations Framework Convention on Climate Change (UNFCCC).

Mr Nick Nuttall, Spokesperson/Head of Communications, UNFCCC, adds, *"In order to unleash the full potential of the Paris Climate Change Agreement towards a better, more climate-safe world, all sectors of society and all walks of life need to be on board, including the creative industries. We are therefore delighted to be working with Connect4Climate to raise awareness on how the film industry can fast forward its contribution, and to showcase these achievements in*

*Morocco in November at the next UN climate change conference".*

*"This competition is a chance for young people to tell a story that may change the world"*, said Lucia Grenna, Program Manager of Connect4Climate, the global partnership program behind the competition. *"The science of climate change is beyond debate. Politicians are moving in the direction of a solution. What we need now is the creative push that the passion and imagination of young people can provide. We need their images and words to tell a story that inspires individual responsibility and collective action on a global scale"*.

The competition is the outcome of a partnership between the World Bank Group's Connect4Climate program, the United Nations, Vulcan Productions, and the Italian energy company Enel, which has endorsed the UN's Sustainable Development Goals and targeted carbon neutrality for its operations by 2050. Other presenting partners include the UNFCCC, UN Sustainable Development, UNEP, The Global Brain, and the Government of the Kingdom of Morocco. In addition, more than 50 collaborating partners are supporting the competition. For more information about Film4Climate Global Video Competition, please visit: [www.film4climate.net](http://www.film4climate.net)



**FILM4CLIMATE**  
GLOBAL VIDEO COMPETITION 2016

**SHARE YOUR CLIMATE STORY!**



What does climate change mean to you?  
What are you doing to solve the climate challenge?  
What is your climate message to the world?

PRESIDENT OF THE JURY  
Bernardo Bertolucci

MEMBERS OF THE JURY



PRIZES UP TO US\$ 8,000 - Deadline: 15 Sept 2016  
#Film4Climate • [film4climate.net](http://film4climate.net)

# AIBD New Appointments New Leaders

## NEW DIRECTOR GENERAL AT VON Mr Osita Okechukwu



The Nigerian government has appointed Mr Osita Okechukwu as Director-General for Voice of Nigeria, Nigeria's external service radio broadcaster. His appointment in May will strengthen the operations of Voice of Nigeria as a truly public service media in the country, broadcasting to all regions of the world.

A media and information policy expert and politician with special interest in public affairs, Mr Osita Okechukwu is a 1983 Political Science graduate of the University of Nigeria, Nsukka.

He pledged to consolidate the efforts of his predecessors and take VON to the next level of digital platform. This will sustain the news agency as the authoritative voice of Nigeria globally.

Mr Okechukwu has initiated moves to strengthen strategic partnerships and collaborations with key players in international broadcasting – Reuters, BBC, VOA, DW, etc.

The other agencies to which government announced new appointments in the country include the Nigerian Television Authority (NTA), The National Orientation Agency (NOA), The Federal Radio Corporation of Nigeria (FRCN), The National Broadcasting Commission (NBC) and the News Agency of Nigeria (NAN).



## NEW PRESIDENT OF IRIB Dr. Abdolali Ali Askari

Dr. Abdolali Ali Askari, the newly-appointed President of IRIB, is considered as an experienced and competent manager with rich background in technical, cultural and media affairs.

He has held various managerial positions in the past including a member of the High Council for Cultural Revolution, Deputy Minister of Culture and Islamic Guidance, the Head of Cultural and Research Foundation for Occidental Studies, Dean of IRIB faculty, IRIB Vice-President for Education as well as IRIB Vice-President for Development and Media Technology.

Dr. Ali Askari holds a Ph.D. degree in the field of industrial engineering specialising in system and productivity from Iran University of Science and Technology. He is a member of the National Center for Cyberspace and one of the architects of Iran's High Council for Cyberspace.

He was tasked by the then President of the Islamic Republic of Iran to establish Refah chain stores in 1994 due to his executive background at the Ministry of Culture and Islamic

Guidance. He also served as the Chairman of the board of directors and CEO of the Center for Iran and International Tourism. He was also appointed as Adviser to the President and a member of the headquarters for market adjustment.

He established the Research and Cultural Foundation for Occidental Studies in 2001 in order to learn more about the West and the United States. He was appointed as adviser to IRIB President in 2004 and was later appointed as IRIB Vice-President for education and Dean of IRIB faculty.

He served as IRIB Vice-President for Development and Media Technology for ten years and made considerable progress in the field of indigenizing and domestic manufacturing of the needed equipment.

He is considered the father of Iran's digital television since he was the main founder of the accelerating trend of converting IRIB analogue system to digital.

He received the 2010 ABU broadcast engineering excellence award in Tokyo.

## NEW DIRECTOR GENERAL AT MBC Mr Amoordalingum Pather



Mr Amoordalingum Pather brings to his post as Director General of the Mauritius Broadcasting Corporation (MBC) 50+ years' expertise and experience in broadcasting, telecommunications and management. MBC is the public service radio and television broadcaster in Mauritius.

Mr Pather is the pioneer of FM Radio and Digital Terrestrial Television in Mauritius. He has played a key role in the development of the audiovisual landscape in Mauritius, leading major national projects at the Mauritius Broadcasting Corporation (MBC) and Multi-Carrier Mauritius Ltd (MCML), from 1975 to 2007, including the launch of Pay TV in 1995. He acted as the Director General of the MBC, from September 2000 to December 2000. Prior to that, he served as Managing Director – Engineering, Transmission & Production Facilities and also as Chief Engineer at the MBC.

From 2002 to 2007, he was the 1st Chief Executive Officer of MCML, the national radio and television terrestrial transmission company in Mauritius.

Between 2005 and 2008, he was the Chairman of the Mauritian Institute of Management (MIM).

Mr Pather was awarded the Honorary Fellowship of the Mauritian Institute of Management for his contribution in the fields of telecommunications and management.



## Using Drones for Production

(see story on page 19)

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