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UN ON MEDIA: ENGAGE AUDIENCES ON DEVELOPMENT ISSUES



Media Can't Do it Alone but Can Do Much for SDGs

If there is a key outcome we can derive from the recently concluded 14th Asia Media Summit in Qingdao, China, it is the realisation that the demands on media to help achieve the Sustainable Development Goals (SDGs) are enormous and complex. These demands are also urgent and no doubt, the summit has reinforced the need for a stronger media commitment, to do more for development initiatives.

Media cannot do it alone, but they can do a lot. Partnership with local, regional and global organisations is critical if media are to make a major dent in helping end poverty, protect the planet, and ensure prosperity for all, as part of a new sustainable development by 2030.

No less than Chinese Vice Premier Liu Yandong, State Council of the People's Republic of China, in her speech at the summit's inaugural session highlighted multifarious demands on media to "boost global common development". She called for more media exchanges and cooperation.

"Deepening media cooperation, which meets the interests of all countries, is an important component of promoting regional cooperation to a wider range and a deeper level and will play a more significant role in realising the UN-led Sustainable Development Goals", she said.

Mr Tshering Wangchuk, Managing Director of Bhutan Broadcast Service Corporation Ltd. (BBS), offers a similar sentiment, saying media cannot isolate itself in addressing the impact of development problems. He urges better collaboration with development agencies and among themselves to deal with the SDGs.

Participants and resource persons were unanimous in highlighting the important role of media in pursuing development initiatives. In her message to the AMS delivered by Ms Hua Jiang, Amina J. Mohammed, Deputy Secretary General

of the United Nations, said the United Nations counts on media, through their programmes and decisions, to help inform audiences about the sustainable development agenda and how they can become engaged.

"Working together, we can drive sustainable change around global issues", she pointed out.

She also stressed media's critical role in engaging and inspiring people, connecting communities, as well as holding governments accountable.

Expanding media's cooperation requires their creativity and commitment to attain the SDGs, a point Ms Mohammed also noted.

"If we are to fully engage citizens in understanding why the Goals matter to them and what they can do to make a change, we need your dynamism, creativity and commitment to make it real", she said.

Demands for More Ethical and Professional Media Practitioners

Journalism plays a key role in pursuing the SDGs, not only in informing and educating citizens about the basics and demands of SDGs, but also in examining and reporting critically, abuses and violations of laws dealing with graft and corruption.

Underlying this media's role is the fundamental objective of what journalism is all about – the search for truth. Be they in regions, cities and towns, media practitioners ought to approximate truth in reporting SDGs.

Investigative reporting can help in this process, says Mr Li Bin, Deputy Director of China Global Television Network (CGTN), English Channel, in his presentation. He says media must be true, accurate, comprehensive and balanced in reporting development issues.

"It should not only focus on giving information about current affairs, it must also dig up the truth behind development issues and events", Li said.

Another summit speaker, Sarah Gibson, Implementation Manager and Senior Editor, British Broadcasting Corporation World Service (BBC), has a similar message. "What's important is for journalists to be truthful and accurate in how they conduct their work and be engaging".

This task, according to the BBC Senior Editor, requires practitioners to be transparent to the public and be honest to the public about what they know and don't know.

Another demand on media to help achieve the SDGs is to communicate more and hold themselves to high standards. Deputy Minister Jalaini Johari of Ministry of Communications and Multimedia Malaysia (MMCM), said "media often complain that they can do more and report more but are curtailed or impeded by governments. Governments in return complain that these media engage in sensationalism and irresponsible reporting. Trust goes both ways. We should communicate more".

Best Practices in Poverty Coverage

Also at the AMS, some speakers present best practices in how media plays a key role in helping achieve the SDGs. Mr Zhongqi Niu, Vice President, Ningxia TV, China, highlights media engagement in poverty reduction endeavours in Ningxia autonomous region. He identifies the component of the media strategy in covering poverty to include thorough understanding of the poverty-relief policies and measures, close study into practical demands of the impoverished people, promotion of local resources, and sharing of experience.

Compelling Broadcast Programmes on SDGs

In terms of producing broadcast



programmes dealing with SDGs, the Summit generates a mix of suggestions.

“From the research, to the planning, to your interviews, and to your finished product, think about the goals that the story touches upon, and think about the impact your story will have. With that kind of responsibility, you will hold us all accountable”, Valerie Cliff, UNDP Deputy Director, Asia and the Pacific Region and Director of the Bangkok Regional Hub, shared before the AMS delegates.

Treat poverty reduction stories with glory, says Information Minister Hasanul Haq Inu of Bangladesh, as he proposes a 10-point agenda to engage media in eradicating poverty affecting over a billion people across the globe.

He wants broadcast programmes that shed light on works of state and non-state actors to eradicate poverty.

Programmes must also give poverty a human face and a human heart to better understand and feel the urgency to address the issue, says Mr Jose Joel Maguiza Sy Egco, Undersecretary and Executive Director, Presidential Task Force on Media Security (PTFOMS), Office of the President of the Philippines.

He also urges media to offer inspiring stories about people who have overcome poverty, saying viewers should fill the shoes or empathise with the main character in a good story about poverty.

Many of the suggestions on how best to

make more effective media engagement in the SDGs, in particular production of broadcast programmes on development issues, are reflected in the AIBD Annual Media Research (AAMR) project titled “The Role of Broadcasting Media in Communication for Development”.

Launched during the 14th AMS, the AAMR research project recommends that AIBD members should examine some best practices in producing a more inclusive programming that covers multiple topics, multiple audiences and genres and platforms as against a more dedicated/focused programming. The aim is to strike an optimal balance between breadth and depth.

This issue of the Broadcaster highlights the demands on media to examine the problems and solutions of achieving the SDGs. Media practitioners and their various media stakeholders like government and NGOs contribute their perspectives, mindful of the seriousness of their tasks and limited resources they face to make small steps in making the SDGs real.

More Resources for Training

In the various presentations before the AMS as well as the responses from broadcasters who participated in the AAMR project, what is clear is the need to set aside more resources for training to meet the demands of media engagement in the SDGs. AIBD has an ambitious undertaking towards this end. It is proposing to launch a series of in-country and regional workshops, and seminars, focused on eight of the 17 Sustainable Development Goals from 2017 till 2020. These activities aim to help ensure media’s efficacy in reporting and presenting SDG stories to the public. This means communicating in such a way that content on SDGs is relevant.

In this project, AIBD will invite journalists, programme producers and media experts as participants to the workshops/seminars, and produce various deliverables to include Public Service Announcements, radio magazines, television documentaries and talk shows on radio.

In pursuing media training for development, media needs partners, in the local, regional and international arenas. AIBD is calling on its partners to play a larger role and support in various ways implementation of the Institute’s initiatives on SDGs, and help media do more to achieve the SDGs.

The United Nations urges broadcasters in Asia Pacific to continue reporting on development issues, including the 17 Sustainable Development Goals (SDGs), while promoting pluralism and diversity of views.

In a message to the 14th Asia Media Summit participants, Amina J. Mohammed, Deputy Secretary General of the United Nations, stressed media's critical role in engaging and inspiring people, connecting communities, as well as holding governments accountable.

United Nations: Media Must Engage Audiences on Development Issues



Ms Hua Jiang

Ms Hua Jiang, Director of News and Media Division, Department of Public Information, United Nations, delivered Ms Mohammed's message at the opening ceremony of the Asia Media Summit. More than 400 local and foreign broadcasters from Asia Pacific, Europe, Africa and Latin America attended the Summit from 6-7 June 2017 in Qingdao city, China.

"If we are to fully engage citizens in understanding why the Goals matter to them and what they can do to make a change, we need your dynamism, creativity and commitment to make it real", she said.

The UN-led SDGs aim 'to end poverty, protect the planet and ensure prosperity for all as part of a new sustainable development by 2030'.

Ms Mohammed said the United Nations counts on media, through their programmes and decisions, to help inform audiences about the sustainable development agenda and how they can become engaged.

"Working together, we can drive sustainable change around global issues", Ms Mohammed pointed out. She commended AIBD for organising the conference around the theme of the SDGs.

Ms Irina Bokova, Director-General of UNESCO, also sent a message to the Asia Media Summit which expresses that, empowering women and girls should be a priority concern.

Stressing that "education is a human right and also a multiplier for more inclusive and sustainable development", Ms Bokova also said 62 million girls are denied basic education and only 60% of countries across the globe have achieved parity in primary education.

She urged media to stand at the heart of efforts, to ensure better access to education for these groups.

Her message was read by Dr Marielza

Oliveira, Director and UNESCO Representative to China, Democratic People's Republic of Korea, Japan, Mongolia and Republic of Korea.



Dr. Marielza Oliveira



Deepening Media Cooperation in Asia

China's Vice Premier Liu Yandong called for efforts to deepen media cooperation to help push development that is inclusive and balanced, and narrow the gap between the rich and the poor.

She said that the global economy is far from full recovery, making efforts to improve people's lives, a tough battle. She also cited the emergence of social conflicts that is looming large.

"To meet all these challenges, media shall work for the smooth expression of public opinion, safeguard public interest and help to make people have a sense of gain and happiness", Chinese Vice Premier Liu Yandong, State Council of the People's Republic of China, said in her speech at the formal opening of the Asia Media Summit on 6 June 2017 in Qingdao, China.

As the AMS inaugural speaker, the Chinese official urged media to promote a harmonious coexistence of different civilisations in the world, by building consensus and diffusing conflicts.

"Deepening media cooperation, which meets the interests of all countries, is an important component of promoting

regional cooperation to a wider range and a deeper level and will play a more significant role in realising the UN-led Sustainable Development Goals", she said.

In her speech, the Chinese Vice Premier said China "remains committed to give full support to developing countries for the implementations of the SDGs".

To seek a higher level of media cooperation, she offered three proposals.

The first proposal urged media to enhance their social responsibility and follow the basic rules of the press, and disseminate true, accurate, comprehensive and objective information. Media must take full account of differences in nature conditions, cultural tradition and national conditions in Asian countries. She also called on practitioners to respect the right of all countries to independently choose their development paths.

In the second proposal, the Chinese Vice Premier suggested to pursue more cooperation in news exchange, joint interviews, co-production, dubbing and broadcasting each other's programmes, media technology as well as capacity building.



H.E. Madam Liu Yandong, China's Vice Premier

"Asia media need to rely on each other to demonstrate an energetic, comprehensive and true Asia to the world, join hands to enhance their discourse power and influence, and let the Asia voice be heard on important issues of world peace and development", she said.

In her third proposal, she called for a people-to-people bond and for building a bright brand for cultural exchanges. Media in Asian countries, she pointed out, "need to adhere to the idea of peace and cooperation, openness and incisiveness, mutual learning, mutual benefit and win-win result".

As China attached great importance to the role of media in society, Vice Premier Liu Yandong believes that "media is better placed than ever before to bring the grand vision of building a community of shared future for mankind".

Media's Huge Task in the Face of War & Terrorism

As the world faces the ominous phenomenon of war, insecurity and terrorism, media assumes the huge task of promoting peace, friendship, morality and spirituality.

It has the responsibility to “combat any act which seeks to create phobia towards religions”. It also has to “ceaselessly combat injustice as the root cause of terrorism” in different parts of the world, Dr. Abdolali Ali Askari, President of AIBD General Conference, and President, Islamic Republic of Iran Broadcasting (IRIB), said in his welcoming remarks during the opening ceremony of the 14th Asia Media Summit from 6-7 June 2017 in Qingdao, China.

He cited the recent terrorist attacks in London and Kabul that led to the death and injury of tens of innocent persons. This phenomenon, he said,

reflects “human societies” failure for sufficient development aimed at peaceful coexistence”. He voiced his regret and extended sympathy to the victims of these events.

Speaking about the Internet, Dr. Askari said this super-media platform is being used to “act as a hall for global dialogue aimed at convincing the world to accept the norms created by major powers”. He said that amidst its advantages, the Internet has “shaped interventions in the cultural, political, social and economic ecosystems as well as lifestyle by going beyond the borders of countries”. He called for a regional and global consensus, to maximise the use of Internet-based media and at the same time minimise its harm.

While acknowledging the benefits of satellite media in expanding coverage of



Dr. Abdolali Ali Askari

various geographical zones with various cultures, Dr. Askari also cited cultural distortion taking place in some countries. “It seems that a global consensus for observing the cultural circumstances of every nation is a necessity with regard to the process of sustainable development”, he said.

He urged AIBD and its partners like the UN and affiliated bodies such as UNDP, UNESCO and even ITU to put this concern on its agenda.



Vice Minister Mr Tong Gang

China’s media and film industries are ready to expand cooperation with media colleagues from Asia and the world, to further broaden communication channels. They also are open to pursue “unremitting efforts to promote people-to-people exchange and achieve common prosperity”.

The call came from Mr Tong Gang, Vice Minister of the State Administration of Press, Publication, Radio, Film and

China Open to More Engagement with Asia Media and Film Industries

Television (SAPPRFT) of the People’s Republic of China, who spoke during the inaugural ceremony of the recent Asia Media Summit in Qingdao, China.

In his opening remarks, Vice Minister Tong said that SAPPRFT has established cooperative relationships with government agencies and media institutions in more than 170 countries. Media co-operations, he said, extends to the field of policy communication, news report, co-production, technology research and development, media industry development and capacity-building.

“We also actively participate in and contribute to the people-to-people exchange mechanisms between China and other countries. In recent years, we have endeavoured to strengthen film and TV drama co-production and dubbing, the works are popular with audiences at home and abroad”, he said.

Vice Minister Tong also said that China is in an “important period of building a moderately prosperous society in all respects”, that encompasses efforts to accelerate the “pace of reform and innovation to promote media convergence with the aim of better meeting people’s increasing cultural needs”.

He commended the Asia Media Summit for tackling issues related to media development and its social influence, which can contribute to improving media policies, common development of media sector and providing strong support to UN 2030 Agenda for Sustainable Development.

“Let’s make Qingdao a new starting point and steer the ship of Asia media development on a new voyage from the shore of Qingdao to a brighter future”, he said.



Inaugural



Shandong province Governor Gong Zheng

Shandong province Governor Gong Zheng stressed the importance of radio, television and other media as convenient tools, not only to offer information and enjoy entertainment but also to boost economic development of a country.

He spoke at the inaugural ceremony of the recent Asia Media Summit in Qingdao, Shandong province in China.

Media as a Tool to Boost Economic Development

In his opening remarks, Governor Gong said that they will make use of the learnings and outcomes from the Summit in strengthening Shandong's radio and TV development, and creating a more dynamic media industry.

"Shandong has always attached importance to media development and media's social responsibility", he said.

The Shandong Governor highlighted some of their achievements in media development saying that they have vigorously implemented broadcasting projects that benefit the people. "We actively promote the development of the broadcasting industry's transformation", he said.

On new media, he said they are optimising opportunities in media integration, industry cross-border integration as well as emerging new formats and new services.

Given the strength and growth of Shandong's economy, Governor Gong said they will continue to improve the quality of development as the center, and promote new technologies, new formats, new modes, to achieve cross-border integration and high-end brand.

He added that the government is committed "to innovate the vital entrepreneur market, highlight the charm of the natural ecology, create excellent quality of service environment and provide strong support for new investment in Shandong".

Plenary Session 1



To shape the development media, broadcasters in Asia offered diverse approaches from pursuing investigative pieces, expanding collaboration among media groups, to respecting local sensitivity to reach targeted communities.

Speaking at the Asia Media Summit, Mr Li Bin, Deputy Director of China Global Television Network (CGTN), English Channel, said media must be true,

Shaping the Development Agenda

accurate, comprehensive and balanced in reporting development issues.

"It should not only focus on giving information about current affairs,

it must also dig up the truth behind development issues and events", Li said.

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Shaping the Development Agenda

Media must do more investigative reporting, he told AMS participants attending plenary session 1, which looked at how the Media can shape the Development Agenda, held on 6 June 2017 in Qingdao, China.

Another speaker was Mr Tshering Wangchuk, Managing Director of Bhutan Broadcast Service Corporation Ltd. (BBS) who said media cannot isolate itself in addressing the impact of development problems.

He cited BBS efforts to assist agencies in addressing social problems in the country, saying that due to limited resources, they cannot do more.

Tshering Wangchuk urged better collaboration with development agencies and among themselves to deal with the 17 Sustainable Development Goals.

Mr Amlanjyoti Mazumdar, Director, External Services Division, All India Radio (AIR), highlighted the role of radio in helping solve developmental problems in the country. He cited how radio has made significant contribution in the areas of food self-sufficiency, health care and disease eradication.

To be effective, he said, All India Radio has to respect local sensitivity, ensuring they talk to community leaders and experts to explain development issues and reach out to targeted audiences.



Hon. Afamasaga Lepuia'i Rico Tupai, Minister of Communications and Information Technology (MCIT), Samoa, said old and new media should assist small island nations in the Pacific that are affected adversely by climate change.

He said media should give voice to these small island nations affected by climate change. "Journalists should tell stories about culture and tradition that are receiving less media attention. They can help preserve these cultural traditions", the Minister said.

He urged broadcasters to consider not only their commercial interest, but also their social responsibility to help these small island nations of more than 2 million people.

Professor Zhengrong Hu, President of the Communication University of China (CUC), meanwhile, said that for media to shape the development agenda, there is a need to enhance connectivity for the diffusion of information and innovation, promote public engagement on development issues, and participate in social construction.

Other speakers were Malu Carneiro Campos, President Television America Latina (TAL), Brazil, who talked about a project called 'Big Cities', a collaboration among broadcasters in 25 countries to address the quality of life of citizens, and David Wilson, Director, Bradford UNESCO City of Film, United Kingdom, who discussed ways to use film through co-productions to promote sustainable development.





Mr Jo Guejo

A UNESCO study reveals that between 1999 to 2011, around 12 million out of school children have been recorded in South and West Asia, and 30 million in sub-Saharan Africa. The teacher-to-student ratio for 26 low-income countries among 162 countries is 40:1. Only 3.5% of 6th grade students have textbooks in Tanzania.

Citing this educational environment in developing countries, Mr Jo Guejo, Vice President of the Korean Educational Broadcasting System (EBS), Korea, highlighted the important role of media to urgently deal with one of the 17 Sustainable Development Goals (SDGs), that is achieving quality education, in his presentation at the Asia Media Summit.

He said EBS is doing its part by focusing on fostering creative individuals and improving learning environment for meeting new technologies and

Media and Quality Education

industries. Their strategy for education is to improve creativity, provide interactive support through self-study learning, and converging education through the use of virtual reality and augmented reality technology, online and offline classroom, and expansion of web/mobile support.

In his presentation, he cited the World Economic Forum findings that the four essential competencies for education to be emphasized for adaptation to future society cover critical thinking/problem solving, creativity, communication and collaboration.

EBS is also tapping opportunities from the digital switchover, he said, partnering with international broadcast organisations such as Vietnam, Cambodia, Chile and Colombia, to provide what it calls an EBS model sharing. This scheme offers consultative service, training of staff and educational content.

Another speaker at this plenary session on “Media’s Role in Boosting the Education Agenda”, was Mr Shantha Retnasingam, Chief, Section for Cooperation with Multilateral and Private Funding Source,

Bureau of Strategic Planning, UNESCO. He said that gender equality is central to the SDGs.

He cited a UNESCO study that showed that 46% of news stories reinforce gender stereotypes, while 18% of female and 8% male are portrayed as victims. There are 52 million girls out of school now than in 2000, and 2 out of 3 illiterate adults are women.



Mr Shantha Retnasingam



Parallel Session 1

Trending Technologies to Enhance TV Products & Services

Trending technologies are creating a new world of broadcasting and putting more pressure on media companies to deal effectively with content distribution, viewer engagement and monetising content, among others.

“The television ecosystem is becoming more complex, and media companies are facing more challenges in encoding, transcoding, content distribution to vari-

ous partners, monetising and protecting content”, says Mr Rohan Tiwary, Head of Broadcast, Media and Entertainment Partnerships for APAC (Asia-Pacific), Google.

Tiwary spoke at the Asia Media Summit’s parallel session on ‘Trending Technology’ on 6 June 2017 in Qingdao, China.

In his presentation, Tiwary said that “while Asia remains a fragmented and



Mr Rohan Tiwary

dynamic market, however, growth of online video is common across regions”. He said that by 2020, 80 percent of internet will be video.

In order to support broadcasting amidst the emergence of trending technologies,

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Trending Technologies to Enhance TV Products & Services

he said “Google is focusing on four areas, namely: content distribution across all platforms to ‘be where viewers are’ and develop content more effectively”; viewer engagement – to drive viewer traffic, content discovery, and deep brand engagement for new/existing users; monetisation – to maximise revenue across content & audiences using ad, subscriptions and transactional business models; and future infrastructure – to power media organisations with cloud, data visualisation and machine learning.

Another speaker was Mr Mark Egan, Faculty Member of Eurovision Academy at the European Broadcasting Union (EBU).



Mr Mark Egan

In his presentation, Mr Egan identified some new technologies that are enhancing broadcast services. Instead of the huge Outside Broadcast (OB) van, broadcasters can now use mobile phones to broadcast live.

“Broadcast can also use augmented reality technology such as drones to enhance viewing experience”, Egan said. He also said that by 2020, we will see the emergence of 5th generation wireless systems, or 5G, a proposed next telecommunications standard.

But beyond these technologies, Egan said that what is more important is to develop and sharpen media’s storytelling techniques.

“What will keep the media area distinct is not technology but story telling”, he said.

Mr Jip Samhoud, Founder of &Samhoud Media Netherlands urged broadcasters to experiment with technology that can help maximise storytelling in journalism. He said, using the virtual reality technology can “show new realities and inspire the world”.



Mr Jip Samhoud

“It’s not new or old media. All media will survive. It is about confluence, democratising and technology will take it to next level”, Samhoud said.

Mr Xu Xian, Senior Vice President, Whaley, China, encouraged media organisations to be more open minded and innovative with emerging technologies.

“As innovation in technology will take less time, I hope that everyone can think of technology and not oppose but embrace technology”, he said.

Another speaker was Mr II George, Additional Director General (Engineering), National Academy of Broadcasting and



Mr Xu Xian

Multimedia, India. He discussed developments in the broadcast media in the country such as the use of mobile, live streaming, software defined broadcasting, virtual reality, transmitter and HD/UHF technologies as well as cloud computing to enhance products and services.

He also said that with the shift in consuming patterns in broadcasting, media “can’t have same content”.



Mr II George

Journalists' Responsibility to Search for Truth



Mr Sami Zeidan

Whether media practitioners are neutral or activists in reporting development issues, what is critical is pursuing their responsibility to search for the truth.

Mr Han Bin, Senior News Correspondent of China Global Television Network English Channel (CGTN), said it is media's responsibility to tell the truth and be accurate, but there are many versions to the truth.

Acknowledging that journalists from western countries and China have different ways of serving the truth, he cited obstacles in the search for truth; these are tabloidisation, sensationalism, and balancing government interests and media's pursuit for revenues.

"One person has one interpretation and another will have a different one. Who is really telling the truth? There is not one picture. It is best that we stop blaming each other", he said.

Han Bin was one of the resource persons in the Asia Media Summit's plenary session on "Media Responsibility and Development Issues: Activism or Neutrality", held on 6 June 2017 in Qingdao, China.

Another speaker, Sarah Gibson, Implementation Manager and Senior Editor, British Broadcasting Corporation World Service (BBC), said it is not the job of a journalist to be an activist.

"What's important is for journalists to be truthful and accurate in how they conduct their work and be engaging", she said.

The BBC Senior Editor also said it is dangerous to say there is no truth. "We get a range of opinions that we must report, and it's up to the people to make up their own minds".

She urged practitioners to get to the truth as much as possible. "The way we

practise journalism is to be transparent to the public and be honest to the public about what you know and don't know", she said.

Mr Sami Zeidan, Senior Presenter, Al Jazeera English, Qatar, said journalists should act impartially in order to save the public from danger.

"They can be neutral in reporting on political policies, but as servants of society, we have to be activists of change", he said.

Zeidan added that journalists cannot be neutral and confused at this time when there is a wealth gap globally as well as hate and division in societies across the globe. If development issues are not addressed, he said we will face bigger problems.



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Journalists' Responsibility to Search for Truth

When discussing policies, he said, journalists can show balance, and emphasizing one idea over the other to represent what's important is acceptable and doesn't conflict with neutrality, "but not a political party line as they serve society and public interest".

Another panelist was Mr Klaus Bergmann, Director, International Relations, Deutsche Welle (DW), Germany. He calls for professional journalism instead of activism, objectivity instead of neutrality in reporting development issues.

"People are looking for reliable information. Propaganda is not tasteful to people. Journalists should pursue at least two independent sources in presenting information, point out wrongful and inconsistent information", he said.

Mr Daniel Alexander Pattipawae, Head of Research and Development Center, Televisi Republik (TVRI), Indonesia, said that journalists seeking the truth must be honest and fair.

"In criticising the government, journal-



ists must present solutions to help government resolve the problems", he said.

A solution-based journalism is what some of these speakers discussed in reporting development issues.

Han Bin said it's easy for journalists to find problems, but harder to find solutions. "A solution-focused journalism is what

traditional media needs nowadays", he said

Zeidan pointed out that it's good for broadcasters to explore solutions others have identified, but not to promote them.

Ms Gibson said examining solutions must go through a rigorous approach, in an investigative way.





Ms Keiko Bang

‘Living Online’ for Broadcasters

In today’s multimedia world, broadcasting is simply a production company, and eventually in the future, it will live online, its content to be broadcast online and the television screen in the living room will simply become a big monitor, able to draw various applications and emails”.

Asian broadcasters must understand this reality, which poses a big challenge to their operations and survival, says Ms Keiko Bang, Chief Executive Officer of Bang Singapore Pte Ltd., a global independent production house making documentaries, in a recent interview with the Broadcaster.

What this means, Ms Bang said, is for broadcasters to strengthen their differentiation with portals like Netflix, a streaming service that allows customers to watch a wide variety of TV shows, documentaries, and movies on thousands of internet-connected devices, free of commercials.

‘What will differentiate broadcasters is their branding, the lifelong loyalty of their citizens, and that they are local and authentic”, she said.

She added that “it’s important for Asian broadcasters to build their brand, create loyalty especially among the young

people. Eventually in the future, it won’t matter what technology there is, people will naturally say they want to watch Media Prima, ABS CBN, not just a TV station, but a brand”.

To get the industry’s mindset to move forward, the industry needs to train their senior and career executives to ‘live online’. She said they must learn to get rid of the fear of conversion, or moving from broadcasting to digital.

She said broadcasters must learn to experiment, speak to and learn from each other more often.

“You don’t need to learn how to code, but learn what coding can do for broadcasting. You don’t need to learn virtual reality or augmented reality, but you need to learn what these can do for the industry and your operations. So there’s a need for training of executives” Ms Bang pointed out.

She cited big discussions in Asia about the challenge of whether to convert to HDTV or online. She said she doesn’t know the answer but each station or each country will have to decide on this. In some countries people can only watch TV on mobile, while others still have no landline or cable. “How are they going to watch TV? Do you want to reach people or upgrade quality of programming for people who have TV”? she asked.

We can learn a lot from China, she said. While cut off from Western media, China has introduced workable business models, able to monetise some of their online operations. “While Twitter has periscope app that struggles to make money, China has three companies doing similar work but are able to monetise their operations”, she said.

Another challenge she posed to broadcasting, in strengthening branding and programmes to attract young audiences, is for Asian broadcasters to create something that will be interesting to a new generation of millennials whose attention span is short and does a lot of multitasking.

She suggested two approaches, namely; “to do playful, dynamically innovative storytelling methodology, including virtual reality, augmented reality, 60-sec documentaries, snapchat-like things, animations and others, and to improve quality programming, using younger presentors”.

She said these approaches can be useful in getting media help push forward the UN-led 17 Sustainable Development Goals. These can also make young people participate more in the achievement of the SDGs they are much interested in because they care for the world that they will inherit.

She called on broadcasters to bring in young talent to comprise about 50 percent of the workforce as they know what clicks among the growing number of young viewers and users of new media.

Ms Bang also pointed out the pressing need to digitise the archives of many Asian broadcasters.

“Many broadcasters in the region are coming to me asking how their uncatalogued archives of TV programmes and movies can be preserved”, she said.

She plans to examine technologies that can make it simpler for broadcasters to preserve their archives for a long time, and use them in different ways.



Fewer News Stories about Poverty

There are too many poor people across the globe, but too few stories about poverty in media and how best to help those who have much less in life. “We should give poverty a human face and a human heart to better understand and feel the urgency to address the issue”, says Mr Jose Joel Maguiza Sy Egco, Undersecretary and Executive Director, Presidential Task Force on Media Security, Office of the President of the Philippines.

Even in rich countries like the United States where there were about 47 million living in poverty in 2014, Undersecretary Egco said media coverage about poverty is scanty.

Citing the Pew Research Center’s Project for Excellence in Journalism in 2014, Mr Egco said that poverty coverage accounted for less than one percent of stories in 52 mainstream news outlets, from 2007 to mid-2012 in the US.

He urged media to have inspiring stories about people who have overcome poverty, saying viewers should fill the shoes or empathise with the main character in a good story about poverty. He also encouraged media organisations to provide incentives and other forms of support, to adopt an editorial policy giving poverty the attention it truly deserves.

Egco was among resource persons who shared their perspectives on AMS plenary session on “Media for No Poverty: Creating Public Awareness and Engagement”, held on 7 June 2017 in Qingdao, China.

He identified several reasons for the poor media coverage on poverty, among them: low interest among journalists, advertisers and viewers in poverty topics; intensifying pressures on news organizations to remain profitable, or at least sustainable; low manpower; and poverty as an issue is relegated as a predicate to stories about crime and conflict.

In his presentation, he also urged greater interaction between civil society and the media. He said the media could improve its coverage of poverty reduction by drawing on civil society’s sources, insights and contacts.

Another resource person was Mr Zhonggji Niu, Vice President, Ningxia TV, China, who said “coverage of poverty alleviation demands a lot more from media agencies with a deep sense of social responsibility”.

He added media must not only understand poverty-related issues thoroughly and be willing to take actions, but also “report with objectivity, enthusiasm, and sustained interest and involvement”.

In his presentation, he narrated how media played a key role in the poverty reduction endeavours in Ningxia province, which resulted in reducing the impoverished population by 2.9 million in total, and decreasing the poverty-stricken population in the rural areas from 1.3 million to over 580,000.

Media strategy in covering poverty included thorough understanding of the poverty-relief policies and measures,



close study into practical demands of the impoverished people, promotion of local resources, and sharing of experience.

He said early media coverage of the poverty-relief efforts in Ningxia mainly took the form of in-depth investigations into the impoverished people and their living conditions.

“Through the news, special features, documentaries, and films, the media agencies expressed their deep concern for the impoverished community”, he said. As a result, the reports attracted public support to the poverty-relief cause and encouraged the impoverished people to surmount the challenges through self-reliance and hard struggle.

Dr. Ramachandran Ponnai, Associate Professor in the School of Communication of Taylor’s University in Malaysia, also spoke in this session, saying that raising awareness about the role of media and communication in development is easy, but getting media practitioners as well as the public to be engaged is difficult. He also lamented how information about social development is sidestepped in the sea of information society is exposed to. He urged traditional media to adopt, develop and tap their social networks in enhancing their role in development.



10-Point Agenda to Engage Media for 'No Poverty'

Information Minister Hasanul Haq Inu of Bangladesh calls for the declaration of 2020 as 'Asian Year Against Poverty', as he proposes a 10-point agenda to engage media in eradicating poverty affecting over a billion people across the globe.

In a speech before the Asia Media Summit, Minister Haq Inu said the world is facing three dangerous bombs: the poverty bomb, terrorism bomb and the atomic bomb.

"Diffusion of 'poverty bomb' is the key to address the other two bombs as well. It is the poverty-free world that can lead us to peace, communal harmony and gradual extinction of nuclear bombs and warheads from earth", the Information Minister said.

To engage media for 'no poverty', he

proposed that media sensitise society on poverty, reaching wider audience and amplifying coverage on poverty, promote social economy to uplift the poor, and advocate politics of zero poverty.

He also recommended to emphasise gender balance in education and the workplace, address climate change and disaster risk factors causing poverty, and let the poor express their views utilising social media.

His agenda also covers treating poverty reduction stories with glory, training journalists on addressing poverty, engaging editors to find new avenues for media's role for 'no poverty', and shedding light on works of state and non-state actors to eradicate poverty.

Moreover, the Information Minister



Hon. Hasanul Haq Inu

proposed the declaration of 2020 as 'Asian Year Against Poverty', similar to the observance of 2010 as the 'European Year Against Poverty' which the European Broadcasting Union pursued.

"Let all Asian nations work together involving respective media and come up with specific roadmaps by 2020, and join together to uproot poverty by 2025, five years ahead of the Sustainable Development Goals' timeline of 2030", he said.

Media and Poverty Alleviation Initiatives in Myanmar

H.E. Dr. Pe Myint, Myanmar's Minister of Publicity says media plays a critical role in promoting peace activities, disaster preparedness and good governance, which can help alleviate poverty in his home country.

In a speech at the recent Asia Media Summit in Qingdao, China, he said poverty in Myanmar has been caused by three factors, namely, ethnic conflict that started 70 years ago and to-date a key government concern, environmental deterioration and natural disasters and mismanagement that adversely affected development efforts.

To address these causes, Minister Pe Myint identified three solutions where media can help. One is the promotion

of peace activities, such as the government's all-inclusive peace talks to build a nation accepted by all ethnic groups in the country. There are about 135 ethnic groups in Myanmar, out of which 20 are armed and fighting with the government. Second, is raising public awareness and engagement in disaster preparedness, and third is the promotion of good governance and transparency at all levels in government.

He said both the national media agencies and private media can contribute towards these solutions.

"We are in the process of democratisation, especially liberalisation that covers promotion of media freedom and access to information, as well as removal of



H.E. Dr. Pe Myint

censorship. Private media, a recent phenomenon in Myanmar, are enthusiastic in helping find solutions to our development efforts and poverty alleviation initiatives in the country, even if they are performing a watchdog role", he said.



Reporters in War Zones: We Prevent War with Truth

By **Mr Li Mingyuan**

China Press Publication Radio, Film and Television Newspaper, China

Some people say “War zones without reporters are full of rumours and lack historical record. Those are places with no human faces or voices, only shelling and gunfire”. But reporters in war zones like Jiang Xiaofeng, Paula Slier and Giuliana Sgrena present the true face of war to the world.

As Jiang Xiaofeng said, “Reporters cannot stop wars. But we can tell people the truth of disasters and wars. By doing so, we hope that war will be prevented”.

Some divide reporters in war zones into three types, reporters for travel, reporters for show and reporters for calling. The three guest journalists present at the 2017 Asia Media Summit discussing peace and conflicts definitely fall into the third category. They reveal the brutal details of wars to the world with incredible bravery.

Jiang Xiaofeng, a reporter from Phoenix TV, reported in conflict zones in Iran, Iraq and Libya and was detained for several times. Paula Slier is from South Africa and has been working at the TV station for 20 years. She reported the wars in many countries including Syria, Lebanon, Iran, Afghanistan and Israel. Giuliana Sgrena is a 69-year-old Italian journalist who was abducted by militants in Iraq in 2005.

In an age when everybody can use their cell phones to record and send videos, is there still any point for reporters to put their lives on line? The answer is affirmative. What they are devoted to is the pursuit of peace, not agitation for conflicts. As a veteran war-zone reporter, Paula has always tried her best to ensure the minimum impact on those who she reported about, to ensure that her report wouldn't be used by terrorists as promotion materials, and that the conflicts between relevant groups wouldn't be escalated.

A cell phone can turn a fighter into a self media. That is the challenge that the news industry now faces. But the easier access also means possible increase of fake news. Jiang Xiaofeng said that “We welcome the information from battle zones brought to us through new technologies. They supplement our information sources. But the difference between

cell phone reporters and reporters from media organisations is that the former doesn't have to verify the authenticity of the information or be held responsible for possible consequences. But when media organisations release the news, they have to be responsible for the consequences”.

“When you are standing on the bridge and appreciating the view, you are a part of the view in the eyes of those who are watching from the windows above.” This scenario is what reporters in war zones try to avoid. They are reporters, but they sometimes may also become “reportees”. Jiang Xiaofeng was detained twice. The reports by other media about his detention made him quite uneasy. He holds that reports in war zones should not be fodder of wars and conflicts, and headlines should not be taken by events such as the arrests and detentions of reporters.

No war-zone reporters want to relive what Paula once witnessed: Reporters are no longer seen as neutral but as rebels. The military pointed their guns at the reporters too. Paula reckons that training on self-protection and self-defense for reporters should be strengthened. International organisations should also step up attention and protection of reporters. Attention and communication should be enhanced at the diplomatic level to protect the status and safety of reporters. All those will help create a safer working environment for reporters.



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Right Information at Right Time

Mr Abdullahi Majeed, Minister of State for Environment and Energy, Maldives, says building climate resilience and disaster risk reduction requires a holistic approach that includes the important role of media in offering the right information at the right time.

“Providing alerts and warning as precaution to any disaster or during such an event could be an important role that media could play to reduce the risks

and take constructive actions to save communities”, Minister Majeed said.

He also cited the key role of social media that could be used efficiently and effectively to reach the general public during and in the aftermath of disasters.

Minister Majeed spoke during the Asia Media Summit’s parallel session on “Climate Change and Disaster Risk”, held on 6 June 2017 in Qingdao, China.

In his presentation, Minister Majeed cited the need to build the capacity of media in dealing with climate change

and disaster risk reduction, as well as in the provision of the right of information to the general public.

He urged media to use reliable technological means to disseminate information to citizens.

“In implementing the Sustainable Development Goals, the Sendai Framework for Disaster Risk Reduction and Paris Agreement, it is also important to engage and make more impactful the role of media in achieving these targets, especially in reaching the public in the dissemination of the right of information”, he said.



[continued from page 17]
Reporters in War Zones:
We Prevent War with Truth

A delegate from Bhutan asked, “You have seen so many sufferings when reporting wars and conflicts which most people would feel very emotional about. But as reporters, you have to report what’s happening in an objective and impartial manner. How do you manage a balance in this process?” Giuliana answered, “We will never get used to seeing those sufferings. Although we are reporters and we’ve seen too much of it. To manage a balance, I think I just report the true situation on site, I only report what I see with my eyes”.

Reporters in war zones long for peace but they have to survive the torrent of bullets. They want to depict the beauty



of life but they have to face abduction, blood and even death. Having narrowly escaped death, Giuliana is still working.

She said, “I am devoted to the frontline. Whenever there is a chance, I will be there and verify the news by myself”.



'Let Broadcasting Be Broadcasting'

TV and radio networks in Asia-Pacific should adopt broadcasting's core values of liveliness, universality, diversity and creativity that can help them go beyond nationalism and market, and generate efficiency and revenues.

"Let broadcasting be broadcasting", Mr Lee Young-jun, Executive Director, Programming and Marketing, Korean Broadcasting System (KBS) said, urging broadcasters to incorporate into their programmes the four core values.

He said KBS has used these core values in their programmes, including those that tackle development issues.

Young-jun spoke at the Asia Media Summit's plenary session on "Strategies for High-Quality Programming" held on 7 June 2017 in Qingdao, China.

In his presentation, the KBS executive said programmes must have vitality, and universal content and values, respect pluralism and think out of the box to promote creativity.

"These core values are important for sustainable growth", he said

In addition, he said liveliness or vitality as well as universality require an integrated newsroom for old and new media, a trusted brand, interaction with the digital generation, and a mobile system for national events.

He also said creativity needs creative programming and convergent genre. "Networks must discover talents, intel-

lectually and culturally lead the trend and set a forward looking agenda", he added.

On diversity, he said, broadcasters must have a viewer analysis system, strengthen understanding of regions, classes and communities, care for socially disadvantaged and share visions.

Another speaker was Ms Li Ping, Deputy Editor-in-Chief, Radio China International, China, who shared their organisation's strategies for high quality programming.

One strategy, she said is to operationalise media convergence, or transforming the organisation from a single radio format to a multimedia operation.

"High-quality must also be defined in the context of the fusion of all media forms on the internet and be evaluated by the instant, interactive responses from online users", he pointed out.

Li Ping also cited the strategy of expanding radio's ability to communicate with audiences in their mother tongues ,that can generate a kind of closeness and respect for local languages.

The strategy of partnership is also critical, which, he said, calls for collaboration and cooperation with other media groups across the globe.

She said this partnership will "enable media professionals of different cultural backgrounds to work together, learn from each other's perspectives, respect and appreciate diversity, but also



Ms Dora Tang

contribute in many ways to high-quality programming".

Another panelist was James Cridland, a radio futurologist, who told AMS participants at the Asia Media Summit 2017 that to make news programmes relevant, interesting and compelling, radio and other media platforms need to find new solutions to the needs people have, and focus on both bad and good news stories.

"Radio works if it is cut into smaller pieces for sharing on an app and on social media - from thinking carefully about how to write the introduction, to being careful how timely you make a clip-avoid doing time checks, and avoid using the words 'yesterday' and 'today' if you can, so the audio will last longer in other places", Cridland said.

In his presentation, Cridland said radio's future is bright, as it is the most trusted medium, more trusted than television because of its intimate nature that offers a simple human connection and a shared experience.

He cited the value of research, particularly information and data from the internet and similar services to improve shows.





Ms Valerie Cliff

Media should look at stories they produce through the lens of the 17 Sustainable Development Goals (SDGs), promoting critical thinking and social transformation so important in helping achieve the SDGs.

“From the research, to the planning, to your interviews, and to your finished product, think about the goals that the story touches upon, and think about the impact your story will have. With that kind of responsibility, you will hold us all accountable”, Ms Valerie Cliff, Deputy Director, Asia and the Pacific Region,

Asia Media Urged to Promote **Critical Thinking and Social Transformation**

UNDP, told delegates of the Asia Media Summit 2017.

Ms Cliff said that while previous international development frameworks like the Millennium Development Goals focused more on government responsibility, the 2030 Agenda “articulates a responsibility for everyone and a need for everyone to engage”.

She said that in past efforts, media plays a critical part in public awareness. “Without public awareness, this ambitious shared agenda of the world will not get far”.

Valerie Cliff was one of several panelists in the Asia Media Summit’s Plenary Session 6 on the “CEO Roundtable: Road to

2030: Partnerships and Opportunities” held on 7 June 2017 in Qingdao, China.

In her brief remarks, she cited various activities on SDGs the UNDP pursued with partners as well as the agency’s work to strengthen governments and institutions, promote the rule of law, ensure security, revive basic social services and address climate change.

In Cambodia, she said the UNDP has partnered with BBC Media Action to strengthen democracy. The project used television dramas, magazine articles, radio shows, online content and live events to engage young Cambodians in participating in public life and to strengthen understanding of the democratic process.

“One striking result is an estimated 90% of young people saying they feel more comfortable speaking up in their communities”, she said.

In Laos, UNDP has supported community radio for development since 2006. Local news and educational programmes are now being aired through the voices of local volunteers in five provinces from eight community radio stations.

She also said the UNDP also partnered with Devex – a media outlet aimed at the global development community – on a series called *Going for Goals*, which explores innovative financing mechanisms.





Combating Terrorism and Fake News



H.E. Jalaini Johari

Media practitioners need to communicate more and hold themselves to high standards to help combat terrorism, fake news and in promoting peace and the Sustainable Development Goals (SDGs).

Deputy Minister Jalaini Johari of the Ministry of Communications and Multimedia Malaysia (MCMC), said “media often complain that they can do more and report more but are curtailed or impeded by governments. Governments in return complain that these media engage in sensationalism and irresponsible reporting. Trust goes both ways. We should communicate more”.

He also called on other media stakeholders to do the same.

Deputy Minister Jalaini Johari spoke at the Asia Media Summit’s CEO Roundtable on “Road to 2030: Partnerships and Opportunities”, held on 7 June 2017 in Qingdao, China.

In his brief remarks, Deputy Minister Johari said that given the proliferation of unverified, false and prejudiced commentary coming from social media and partisan reporting, ‘media is now called upon to moderate, mediate and ameliorate’.

He said media should also hold themselves to high standards of journalism in

reporting and avoid inflammatory statements and promote understanding.

As technology makes it easy for extremists and terrorists to produce propaganda and attract new recruits as well as reporting in the aftermath of an attack, Deputy Minister Johari said media should deny these parties of what some called the ‘oxygen of publicity’.

On the issue of fake news, he urges media to collaborate with other stakeholders and impose rigorous internal editorial processes and fact checking.

“Any form of regulation by governments is usually viewed negatively and perceived to be impinging on free speech. Thus, the regulation should come from within”, he said.

To help achieve the SDGs, Deputy Minister Johari said media can work through an ecosystem of development stakeholders and help create awareness and generate local ownership of the goals, focusing on specific targets of a particular nation.

“Media then facilitates further education on the needs and benefits to communities within the nation, leading to a knock-on effect”.



2017 亚洲媒体峰会 ASIA MEDIA SUMMIT 2017

中国·青岛 2017.6.6-8
6-8 JUNE • Qingdao • China

Organized by: 国家新闻出版广电总局 (State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China) 青岛市人民政府 (Qingdao Municipal Government)

Supported by: ITU, EBU, CCTV, CNR, Radiodays Europe, and other media organizations.



AMS 2017 Issues Qingdao Declaration

The Asia Media Summit 2017 issued the Qingdao Declaration, a document that calls on media, governments and international partners to deal with poverty, conflict, socioeconomic inequality, environmental degradation and climate change, and push for urgent and concerted action to accelerate development and progress in our society.

The Declaration specifically urges media and its stakeholders to contribute in their own distinctive ways to the achievement of the UN-led 17 Sustainable Development Goals.

Addressing media organisations, the Declaration seeks action from them to support, among others, “the public’s right to participation, right to information, the right to speech and the right to supervision, through accurate, balanced and fair media reporting which includes background and context, so as to contribute to public understanding and analysis

of sustainable development concerns and achievements”.

It calls on governments to “promote an enabling environment for media to flourish, and to support media’s positive role in fostering public participation and safeguarding the public’s right to information, right to speech and right to supervision, particularly in covering agendas related to sustainable development”.

It also encourages international partners “through various mechanisms, to support media programmes, including AIBD’s initiatives, that enhance skills and competences of journalists, editors, production and technical collaborators, needed to provide balanced reporting on SDGs”.

At the closing ceremony of the AMS on 7 June 2017 in Qingdao, China, AIBD Director Chang Jin said the Qingdao

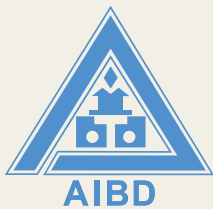


AIBD Director Chang

Declaration came about as a result of consultations with United Nations officials and AIBD members.

In his remarks, Chang Jin said that the AIBD member countries had the opportunity to recommend some measures to be incorporated in the Declaration. “AIBD also sought inputs from UNESCO and other UN agencies to enhance the document”, he said.

He pointed out that AIBD wanted the AMS to have a positive contribution in the pursuit of SDGs, and this document was one such initiative.



Qingdao Declaration on Media and the World’s Sustainable Development

Qingdao, China, June 7, 2017



Preamble

Mindful of the pressing challenges facing our world, among them, poverty, conflict, socioeconomic inequality, environmental degradation and climate change that call for urgent and concerted action to accelerate development and progress in our society;

Noting that there are several creative and innovative mechanisms to achieve sustainable development, appropriate to every country’s own needs, expectations and pace of development, and demanding participation and support from government, private sector, civil society, local communities, families and individuals alike;

Supporting the 2030 Agenda for Sustainable Development, adopted unanimously by 193 United Nations Member States in September 2015, and its framework of 17 Sustainable Development Goals (SDGs) and their ambition to end poverty, protect the planet and ensure prosperity for all over the next 15 years;

Aware that sustainable development demands effective and efficient management of our limited resources, that necessitates a system of accountability beneficial to governance;

Emphasising that practitioners in traditional and emerging media are among key stakeholders, as they can raise public awareness, change attitudes and behaviours favourable to serving the ends of development without risking professional and ethical standards;

[continued on page 23]



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Qindao Declaration on Media and the World's Sustainable Development

Believing that media can play a positive role in fostering public participation and safeguarding the right to information, right to speech and right to supervision in the pursuit of sustainable development;

Recalling past efforts of the Asia Pacific Institute for Broadcast Development (AIBD) to support discussion and debate on development issues in previous Asia Media Summits and national and regional workshops, and to partner in UN-led communication programs, in particular for the Millennium Development Goals (MDGs);

We, media stakeholders in the broadcast industry who participated in the 14th Asia Media Summit 2017 held in Qingdao, People's Republic of China on June 6-8, 2017, hosted by the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) of the People's Republic of China and the Qingdao Municipal People's Government, focused on the theme "Media on the Frontline of Global Development," do hereby reach the following understanding:

I. Media

Cognisant of media's role to ensure messages of sustainable development are heard and heeded in the Asia Pacific region and in our world, we endeavour to promote the following:

- a. to optimise media resources, including the use of new media and social media, in acknowledging the importance of promoting a more sustainable future.
- b. to work towards supporting the SDGs and publishing the outcomes of SDGs-based activities and programmes carried out by the relevant authorities, businesses and civil society. This could involve allocating more resources for coverage of sustainable development stories, whether the stories are of international, national or local nature.
- c. to support efforts to train broadcast editors and journalists, in order for them to better understand diverse nuances of sustainable development issues and improve reporting in various media platforms.
- d. to support the public's right to participation, right to information, the right to speech and the right to supervision, through accurate, balanced and fair media reporting which includes background and context, so as to contribute to public understanding and analysis of sustainable development concerns and achievements.
- e. to focus on community issues, in particular affected vulnerable, marginalised and discriminated peoples, in

highlighting the various dimensions and challenges of sustainable development in societies, in the spirit of leaving no one behind.

- f. to promote media literacy by developing greater critical awareness and understanding of media content, in particular SDGs concerns, among listeners, viewers and readers, building their confidence and skills to become media literate, and encouraging consumers to move from passive to active media consumption.
- g. To strengthen community-led media activities through promotion and support to community radio movement and to skills development and capacity building of radio and video volunteers at grassroot levels, to ensure capture and dissemination of authentic development stories.
- h. to help ensure safety of journalists as recognised in the UN Plan of Action on the Safety of Journalists and the Issue of Impunity.
- i. to increase diversity and parity in media organisations, through adoption of human resources policies favourable to the entry and promotion of competent people regardless of gender, age and status in life.
- j. to promote gender-aware media policies and strategies, to foster gender-balanced voice and participation of men and women, young and old, that will enhance public debate, and combat historical prejudices, discrimination and biases to ensure equal enjoyment of rights and enhance human respect.
- k. in view of the fact that sustainable development is a matter of rights, to play a proactive role in supporting societies, communities and individuals to create and articulate development demands, facilitating and supporting achievement of development goals.
- l. to encourage media organisations, including our own entities, to undertake SDGs projects as part of their corporate social responsibilities, working with government, private sector and civil society to generate better outcomes.
- m. to reflect a diversity of views and perspectives in various programme genres that will offer listeners and viewers a broad range of information and ideas.
- n. to encourage investigative journalism that can provide in-depth, comprehensive and analytical presentation of SDG issues and concerns.

- o. to carry out the above activities according to domestic laws and national legislations, and to international commitments and universal values.

II. Governments

We encourage governments in the Asia Pacific and other parts of the world to support media in their efforts to promote the SDGs. We urge them to promote the following:

- a. to work towards universal access to the Internet and other ICTs that can facilitate free flow of information and public participation.
- b. to promote an enabling environment for media to flourish, and to support media's positive role in fostering public participation and safeguarding the public's right to information, right to speech and right to supervision, particularly in covering agendas related to sustainable development.
- c. to enhance public awareness and understanding of the SDGs.
- d. to ensure safety of journalists, especially those who are at risk of being harassed or attacked in pursuit of their work, and rapid and effective investigation and punishment of harassment and attacks against journalists.
- e. to support training activities of practitioners in government-owned and run media organisations that will enhance skills and competences useful in balanced reporting on SDGs.

III. UN Agencies and International non-profit Organisations

Mindful of the need to expand partnerships in meeting the demands of sustainable development, and the needs of media to pursue growth, we seek cooperation and support of UN agencies and international organisations to work on the following measures:

- a. to support the fostering of public participation and safeguarding the right to information, right to speech and right to supervision, and support media to play their complete role in reporting sustainable development initiatives.
- b. to assist in identifying and obtaining diverse resources helpful in media's tasks to report sustainable development issues.
- c. to promote and monitor safety of journalists.
- d. through various mechanisms, to support media programmes, including AIBD's initiatives, that enhance skills and competences of journalists, editors, production and technical collaborators, needed to provide balanced reporting on SDGs.

At the closing ceremony of the 14th Asia Media Summit in Qingdao, China on 7, June 2017, Mr Rajeev Singh, Chief Executive Officer of Prasar, Bharati, India, extended an invitation to members and partners of AIBD to come to New Delhi for the next summit in 2018. He urged them to continue discussions in India, on the recommendations to encourage media in pursuing the United Nations-led Sustainable Development Goals (SDGs).

“We need more collaboration in order to synergise media efforts to serve the SDGs and our people”, Mr Singh told over 400 AMS delegates from 40 countries.

Following his invitation to join the next AMS, Mr Singh showed a video of India’s progress as a nation, as well as aspects of its culture and tradition that will be interesting to Summit attendees. Prasar Bharati will serve as the host institution of AMS 2018.

In an interview with the Broadcaster after the closing ceremony, Mr Singh said several concerns may be up for discussions in the AMS 2018, among them sustainability of public broadcasters.

“While social issues are as important as entertainment content, we need to find ways to attract the attention of viewers. But this will need more resources”, he said.

Mr Singh also cited the role of private media as another possible issue in the next Summit. “Private media need to bring in news stories that are informative rather than sensational, content which empowers people and helps them to prosper economically, and to share different content and dispel misgiving and wrong notions between countries”, he said.

The impact of new media and social media, Mr Singh said is a continuing discussion that may also be included in the next summit.

Highlighting the power of new media to deliver content in a customised and personalised manner, he said that “media will be moving from broadcasting to single casting and multicasting to deliver specific content to specific audiences”.

Also at the closing ceremony, Mr Yan Chengsheng, Deputy Director General, International Cooperation Department, Hong Kong, Macao & Taiwan Affairs Of-

Prasar Bharati hosting AMS 2018



Mr Yan Chengsheng, Mr Chang Jin, Mr Rajeev Singh (from Left to right)

fice, State Administration of Press, Publication, Radio, Film & TV (SAPPRFT), China, thanked participants and host Qingdao Municipal People’s Government for a successful summit.

Mr Chengsheng reiterated the message of the summit’s Chief Guest, Madam Liu Yandong, Vice Premier, State Council of the People’s Republic of China, that media organisations have a social responsibility to promote cooperation among themselves, to facilitate implementation of the SDGs and inject positive energy in building a common destiny of the human being.

He also said China will continue to strongly support AIBD in deepening pragmatic cooperation with all media organisations.

AIBD Director Chang Jin expressed the Institute’s gratitude to host China and the United Nations for highlighting the importance of the Summit in contributing towards meeting development goals.

“AIBD is committed to improve its service to members and broadcast industry in supporting sustainable development goals and making the world a better world”, he said.

AIBD's Strategic Plan Team Elects a New Chair

Mr Thusira Chintaka Malawwe Thantri, Director General of the Sri Lanka Rupavahini Corporation, Sri Lanka, is the new Chair of the AIBD Strategic Plan Team (SPT). He was elected unanimously by the new set of members of the SPT in its meeting on 7 June 2017 in Qingdao, China.

Upon the nomination by Mr Has Sam Ath, Advisor to the Ministry of Information, Cambodia, which was seconded by Mr Mohamed Saeed, COO of Public Service Media, Maldives, Mr Thantri was voted the new SPT Chair. Ms Yan Ni from the State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China (SAPPRFT), was elected as Vice Chairperson.

The SPT meeting took place after the Asia Media Summit 2017 in Qingdao, China that saw the participation of some 400 senior media directors, experts and scholars from more than 40 countries in Asia-Pacific, Middle East, Europe, USA, Latin America and Africa.

During the meeting, Mr Chang Jin, AIBD Director, discussed the AIBD annual media research (AAMR), which this year focused on the "Role of Broadcasting Media in Communication for Development". He also informed members that the Institute carries out research of the training needs of members. Towards this end, he urged attendees to submit their own suggestions.

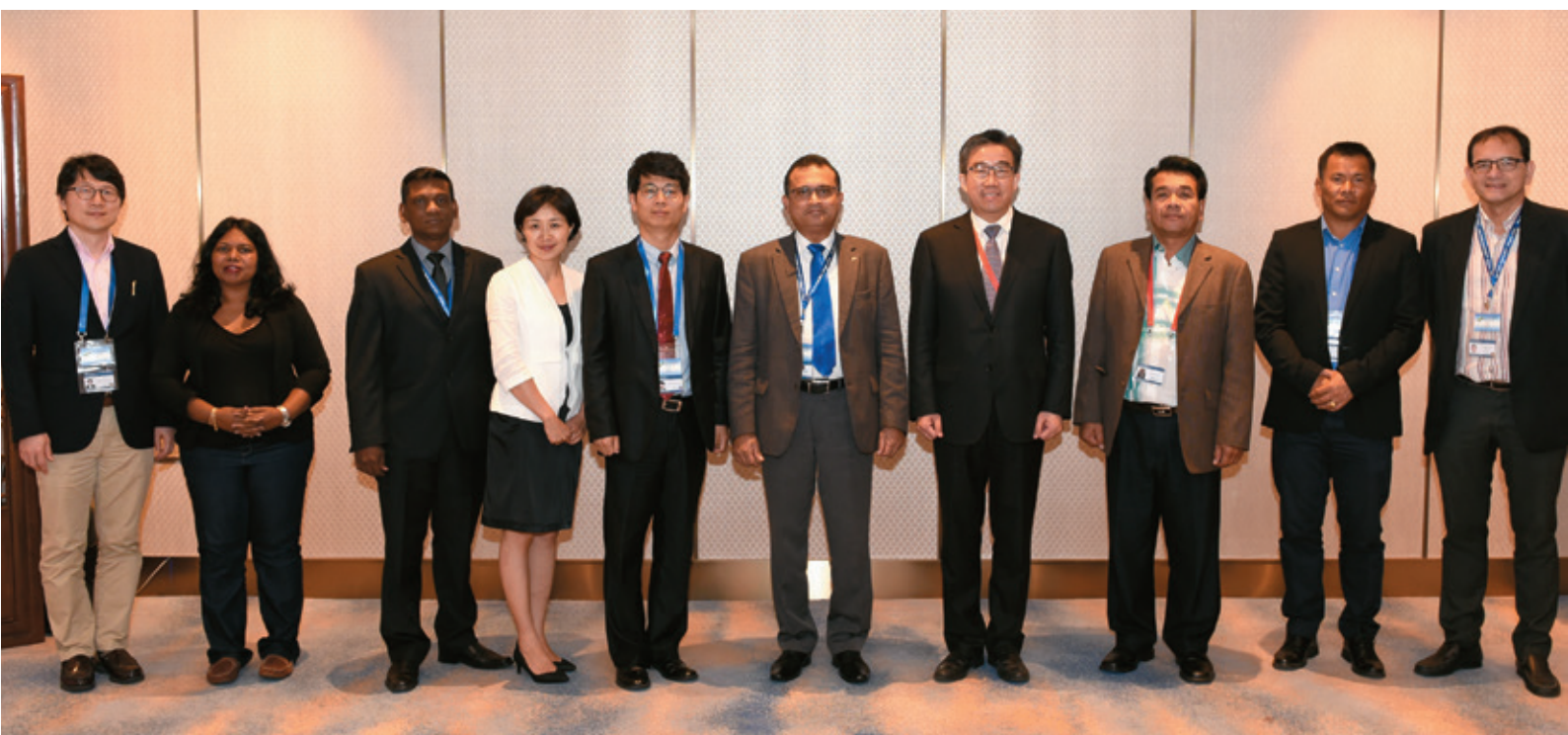
SPT members were also briefed on the AIBD training workshop plan from 2017 to 2020, dealing with the UN-led Sustainable Development Goals (SDGs). Mr Chang Jin called it an ambitious plan that covers 39 workshops in four years. He said he is hopeful that the Institute will be able to solicit support and cooperation in implementing the various workshops.

Also in the agenda was a review of the AMS 2017 and the pre-summit workshops. Mr Kim Young-Yill from Korean Broadcasting System, Korea, commented that the topics for all the plenary and parallel sessions were "selected carefully," saying these were 'down to earth'.

Mr Thantri urged the Institute to provide some aides, for instance, a hard copy of the presentation, to facilitate understanding and learning. Mr Young-Yill suggested to provide a synopsis of every presentation. Mr Chang Jin committed to look into these proposals.

For the AMS 2018, SPT members discussed possible themes and topics, among them, media convergence, the changing nature of broadcasting, and the Bollywood phenomenon of India. Mr Chang Jin said India, host of AMS 2018, will submit a recommended theme by June, which is expected to be taken up during the General Conference in Maldives. He urged SPT members to submit their own suggestions to the Institute.

Mr Thantri thanked SPT members for electing him as Chair, which he said came unexpectedly. He promised to do his level best as he admitted he is not a media person. He solicited their support in pursuing their task of helping AIBD plan strategically and recommend future directions of the Institute.



Interview



Mr Thusira Chintaka Malawwe Thantri

Sri Lanka to Put Up a Reconciliation Channel

Sri Lanka Rupavahini Corporation (SLRC), Sri Lanka's public broadcasting network, plans to put up a new channel in Tamil language that will promote reconciliation and unity between the Sinhalese and Tamil population in the country.

"We will call it the reconciliation channel, the first in Sri Lanka, that will offer various programme genres including, drama and music focused on Tamil's culture and arts", says Mr Thusira Chintaka Malawwe Thantri, Director General of the Sri Lanka Rupavahini Corporation, Sri Lanka, in an interview with the Broadcaster.

Mr Thantri said United Nations agencies are helping SLRC set up this channel in a new place in the Jeffna peninsula sometime end of October 2017.

"It will be a major channel that will broadcast in Tamil language. We're working on its formal name", he said.

Thantri, who was recently elected as the new President of the AIBD Strategic Plan Team (SPT), said the government will fund the construction of the facilities that will house the reconciliation channel.

He said the reconciliation channel is part of efforts towards the path of reconciliation and unity among the people of Sri Lanka, following long years of conflict between the majority Sinhalese and the minority Tamils.

The Tamils represent 13 percent and Indian Tamils about 5 percent of Sri Lanka's population. Majority of the people of Sri Lanka, around 74 percent, are Sinhalese.



Pre-summit

Constructive Journalism: Bringing Journalism Back to its Core Values

The application of constructive journalism is the new approach to dealing with sensationalism and negativism in the news, which contentiously create distrust towards media and apathy, among audiences.

Constructive journalism can "empower audiences to have an accurate view of the world and also learn about solutions, not just problems, what's working and not just what's not working", Mr Mark Egan, a mobile video specialist and faculty member of EuroVision Academy, said.

There is a need for constructive journalism, he said, because of the "pressures of audiences as well as other pressures. People see news becoming more cynical and negative, and what they see and read do not match the experience of what they see in the real world".

Egan, former BBC video journalist, handled the masterclass on Constructive Journalism from 4-5 June 2017 in Qingdao, China. 16 journalists from 12 countries in Asia-Pacific and Africa participated in the two-day pre-summit, organised by AIBD and supported by CCTV and EuroVision Academy.

In his presentation, Egan identified key elements of constructive journalism, saying it adheres to the core functions of rigorous journalism, and serves society by providing an accurate representation of the world. It also steers clear of stereotypes, clichés and over-simplification, and makes more diverse editorial decisions for a more accurate representation of the world.

He cited a BBC study revealed that 64% of under-35s on-line want news to

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Constructive Journalism: Bringing Back Journalism to its Core Values



provide solutions to problems, not news that tells them about just problems. The study further revealed also said 89% of Germans: media reported too much about the problems and not enough about the solutions.

Constructive journalism is also future oriented; it sees both the positive and

negative, he said. "It is critical but not cynical and calls on the press to take its commitment to democratic participation and public debate seriously", Egan added.

What is constructive journalism not? Egan said it is not positive, fluffy or excessively optimistic. It is also not activism, or making a plea for a specific cause. Constructive

journalism is not a hero, NGO worship or a silver bullet. It does not glorify something as a life saver, and neither is it a cute story before the weather. It is not afraid investigate and question.

He also said constructive journalism is not uncritical and covering up conflicts.

The masterclass, which is one of six pre-summits leading to the Asia Media Summit, featured some best practices in constructive journalism from TV networks in Europe. Participants engaged in several exercises, that applying the steps of constructive journalism: planning, executing and sharing.

"It is not a panacea for all journalistic problems, such as collapsing business models, and not applicable for every story such as breaking news, highly politically or ideologically charged stories, very complex systemic issues, stories that require building public awareness", Egan said.

If not carefully handled, he said that media practitioners can move towards the side of advocacy or activism. He advised journalists to keep their independence at all times.

Sarah Gibson, Implementation Manager and Senior Editor at BBC, presented a case study during the masterclass.





Radio Stations Must Understand and Love their Listeners

A winning strategy for radio stations must consider the listener, brand, content and promotion.

They must learn to understand and love their listeners who, after all, decide the shape of their brand. “Everything a radio station does in the air must be entertaining, useful, interesting to their listeners, and connecting to their heart, head and hand”, says Francis Currie, international radio consultant, trainer and coach, UK.

Mr Currie spoke at the AIBD/Radiodays Europe/RCS Presummit workshop on “A Sound Future-Creating Engaging Content on all Platforms”, held on 5 June 2017 in Qingdao, China. 31 participants from 16 countries in Asia-Pacific and Africa attended the workshop.

In his presentation, he emphasised that in the radio world, the hero is the listener and effective content can only

be produced if you know for whom it is intended.

“The brand is inside the listener, and the job of content people is to make sure they create the right feeling in their target listeners. Successful criteria for a brand requires that it be legitimate, relevant, distinctive and consistent”, he said.

If you are designing a brand, Francis Currie suggested to ask what should people think and feel about your radio station. He also said to talk to the listeners on air, through marketing, sponsorships, events, social media and calls.

On the product, he cited radio’s four building blocks, namely: music, personalities, entertainment and information.

“Music is premium content” he said, and listeners must love the music a radio station plays.

He added that choosing the wrong music and the presenter talking too much will produce a disconnect between the station and its audience.

Currie also urged radio stations to follow the principle that emotion beats logic. Engaging emotionally with the listener is important for the brand and the presenters.

He also cited the importance of preparation and planning for good content and effective presenters.

In constructing content, he identified four key factors. These are, the teaser that stimulates, engages and challenges; the hook that cuts through the clutter and grabs the listener’s attention; the main content that brings to life a simple story, uses sensory language and active verbs; and pay off or end of the content that should have high impact, a punch line and call to action.

A Microsoft study found the average human attention span is now seven seconds therefore it is important, for radio stations, Currie said, to work hard on these factors to keep their loyal listeners and attract new ones.

He further mentioned that adding value to the content requires creativity, which he described as the secret sauce of compelling content “One thing about creativity is that if you want different output get different input”, he said. Content producers must get out of their routines to get new stimulation in life that can engender new and fresh content.

Finally, Currie stressed the power of promoting the radio station and its programmes. Most listeners miss most of what radio stations do most of the time, he said, and it is important that programmes are recycled, reversed, repurposed and repromoted to enhance their reach and popularity.





Dealing with the Challenges of Digital Migration



The ITU Regional Office for Asia and the Pacific says costs, enormity of tasks, lack of government support and cooperation among stakeholders, and ever evolving technologies remain as some of the challenges in the migration from analogue to digital in the region.

“Not only does the setup of infrastructure for digital, but also carrying out a simulcast service for a given period involves a lot of money and resources. On top of these the need to subsidise set-top-boxes to masses is an additional burden,” said Mr Wisit Atipayakoon, Programme Officer of the ITU Regional Office for Asia and the Pacific, Bangkok, before participants at the AIBD/ITU/ABU regional workshop on “Digital Terrestrial Broadcasting TV and Radio Policy and Transition”, on 5 June 2017 in Qingdao, China.

Vietnam faces a similar problem. Ms Thung Mai, Senior Official of Vietnam’s Ministry of Information and Communications, said the “digitisation process is quite long and needs a big budget”. She also said there is low understanding of digitalisation which necessitates human resource training and that low-income households need to be supported as well. Vietnam hopes to achieve the digital migration by 2020.

Fiji and Sri Lanka also presented a similar challenge of funding. Mr Ritesh Bilash, Engineering Manager of Fiji TV, said they need to upgrade their equipment from Standard Definition (SD) to High Definition (HD) and support citizens in acquiring set-up-boxes.

Mr Thusira Malawi Thantri, Director General of Sri Lanka Rupavahini Corporation, said they require digital equipment to convert much of their valuable content in analogue format stored in their archives. “We are negotiating with Japan, Korea and the US to assist in this effort”, he said. Sri Lanka targets 2022 for its nationwide digital coverage.

At the workshop’s opening ceremony, AIBD Director Chang Jin said the Institute is committed to strengthening its programme for human resource capacity building in the broadcast industry. Mr Atipayakoon urged regional participants from Asia-Pacific and Africa to share their experiences in digital migration and continue to connect with each other and dialogue even beyond the workshop.

Giving an overview of the digital switchover in Asia-Pacific, Mr Atipayakoon said, “many governments still do not consider the digital migration as a priority hence

the move is not fully endorsed or supported by the necessary authorities and the necessary initiative and push”.

He also said the move to digital is not initiated as a collective effort by private broadcasters, regulators and others in many countries.

Mrs Septizar Triastika, Regulation and Legal Analyst, Broadcasting Directorate of Indonesia’s Ministry of Communication and Information Technology, shared this challenge, lamenting the rejection of local broadcast associations against some of the country’s digital regulations, thus delaying the switchover timeline. She said Indonesia expects to complete the digital switchover by 2018.

The technologies are evolving at a rapid pace. However, Mr Atipayakoon said that digital terrestrial transmission technologies are matured with a number of providers and supporters readily available. “However, there are still cases where some still feel it may be better to wait for the next technology or next standard”, he added.

In planning the digital migration, he offered practical and essential guidelines, based on some lessons learned from those who have completed the digital migration. He said that digital switchover works well when governments are committed to the digital migration. He also suggested to have legislation, regulatory framework and a coordination body setup to drive and monitor the process and its progression.

“Close coordination and cooperation with receiver manufacturers/providers is necessary for a smooth ASO process. Without such cooperation, it is not possible to ensure that consumers have access to new receiver equipment with necessary compliance at the right time”, he said.

He also suggested to have adequate funding across the industry, the right content to attract viewers and for them to experience the benefit of digital, and to hasten transition.



Enhancing Audiences' Viewing Experience through Virtual Reality Technology

By **Mr Jose Maria G. Carlos**
Broadcast Journalist and Media Consultant, AIBD

Ms Monica Phang
Programme Manager, AIBD



The use of virtual studio and virtual studio implantation technology is bringing a new visual experience for the TV audience, and providing new thinking and creative new tools for television producers.

“They are applications of the virtual reality technology and are becoming a new trend in the broadcast industry in Asia Pacific”, Mr Huang Lei, Product Manager, Jetsen Technology Co. Ltd, Beijing, said in his presentation at a pre-summit regional workshop on Augmented Reality. Held on 4 June 2017 in Qingdao, China, the workshop was a partnership between AIBD, Jetsen Technology Co., Whaley and Bang Productions.

Highlighting the advantages of virtual studio technology, Mr Huang said it can easily replace the environment background and remove the repeated construction of a real scene. It can reduce costs and enhance quality of the programmes. He also said using virtual implantation technology in the virtual studio provides additional and brilliant effects to the programmes, making them more impressive for audiences.

In his presentation, Huang discussed the development of four stages of the virtual

reality technology. First is virtual reality (VR), a popular trend globally. Its most important sign is the use of a helmet or head-mounted display which allows the user to be fully surrounded by the virtual world. When he moves his head or walks around, he can see that the virtual world also moves, just like he is in the real world, but it's not actually a real world, it's just a virtual world.

The second stage is augmented reality (AR), which is also achieved by using a head-mounted display equipment like

the Google glass. This allows the user to receive information and data from a real world while they observe the real world, which can help him in his work. For instance, when a user wears an AR glass, and comes across a dining room, the glass will instantly show him the famous dishes and their prices as well. Huang said this kind of technology in the broadcasting industry becomes the virtual studio that we all know.

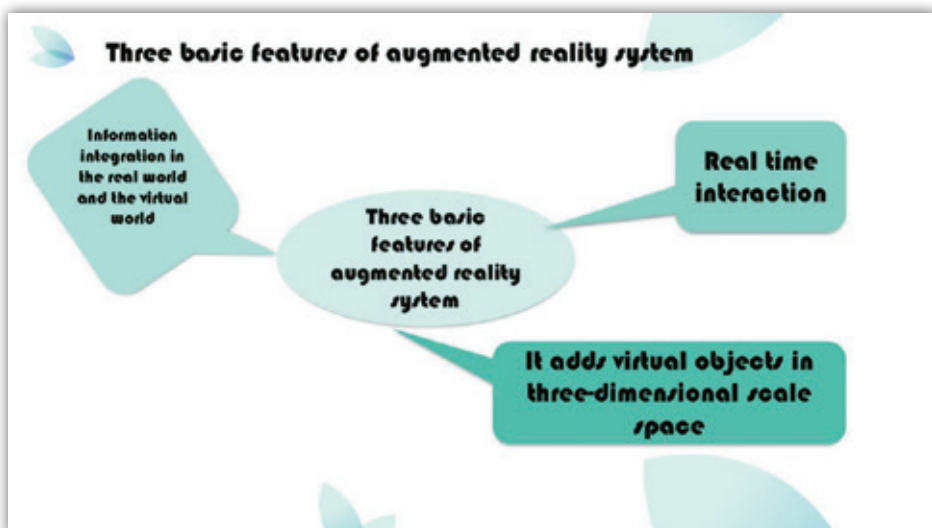
The third stage is the mixed reality (MR), which is the combination of VR and AR plus digital information. MR puts the virtual items into real world and allows the users to have interaction with those virtual items.

And the fourth stage is cinematic reality (CR), which is another form of mixed reality. Magic Leap used CR to create something shown in a short video, in which a whale jumps out from the floor of a basketball hall. But recently Magic Leap announced that it's created by post production in computer and from the video they made, it's just an AR or a MR related technology

While admitting that most TV stations have their own virtual studio system, Huang said that they mostly stay in the production of 2D or 3D precept animations, a level that precludes any connection between the virtual contents and the hosts or even the interaction with the audiences.

But with the development of the motion capture system, he said “this fills the void of interactivity in the virtual studio system and the interactivity of the programme has been further improved”.

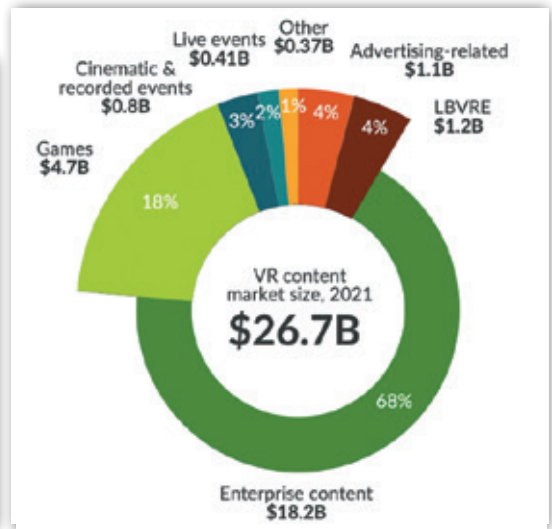
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Enhancing Audiences' Viewing Experience through Virtual Reality Technology



Speaking about motion capture technology use in the broadcast industry, Huang said this technology is not a stand-alone system. "Motion capture technology can be integrated into the virtual studio system as a foreground signal, and with the combination with the camera tracking signal, the show can have a perfect virtual character standing right beside a real person to give the audience a live programme" he said.

He also said that by expanding production's thinking in using motion capture system, broadcasters can have more income from the sponsors to better advertise their IP in the programme, without having annoying advertisement, and improve TV viewing experiences of viewers.

In his presentation, he cited the three compositions for a full motion capture system. These are the facial expression capture technology, the body capture part, and the finger motion capture system.

Other speakers in the pre-summit workshop were Caspar Sonne, Head of New Media/IDFA DocLab of the International Documentary Film Festival in Amsterdam, and Vikram Channa, Vice President of Branded Content &

Partnerships, Production & Commercial Partnerships of Discovery Networks in Asia- Pacific, Singapore.

Mr Sonne presented some outstanding interactive productions from the IDFA, emphasizing that various formats are emerging, but there is no real box yet. "We need undefined spaces for playing, and for exploring", he said.

Acknowledging that VR technology is one of the big developments in the last five years, Sonne said we need to be careful in jumping on board or dismissing it. He also said that new interactive storytelling initiatives should work on a long term basis, beyond five years to be able to attract funding.

Given the complexity of technology trends across the globe, Sonne said players in the old and new media must have a dialogue to understand today's reality in which the digital and physical entities have become blurred. To ensure success, he suggested that interactive storytelling should be timeless, moving and must have fun.

Mr Channa talked about Discovery Channel's audience shift, now targeting

18-40 year old viewers, or so-called millennials and older millennials. This new strategy, he said, is transforming the way they deliver content in various platforms, structure their organisation and adapt their organisational culture to changes in the media landscape.

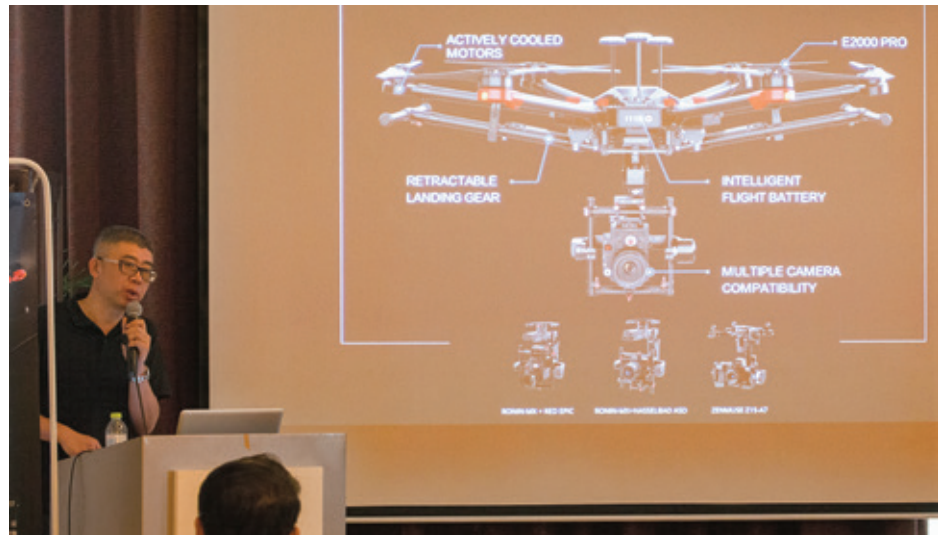
He said they are coming out with new programmes with international partners that are enhancing their audience' viewing experience. Equally important, he said, is that they are able to monetise these new shows even at the conceptualisation stage, leveraging on the brand that Discovery Channel has established through the years.

To maximise the opportunities from new technologies, Sonne and Vikram advised that organisations must set up an innovation department and that every department should be innovative.

Other speakers were Gua Song-Jie, CEO of WuBuWei (Beijing) Film & TV Technology Co. Ltd., who discussed the development and application of camera matrix technology for augmented reality, and Feng YunWen, Technical Consultant of Auro Technology, Jetsen, who spoke on auro 3D in augmented reality application.



Benefitting from Drone Technology



The day-long course covered discussions on types of drone equipment (structure, control and equipment) and compatible cameras, new ways of shooting and storytelling using drones, and on the ethical issues involved in using drones.

Participants also benefitted from an outdoor demonstration of complex drones (including camera shooting demonstration) that enabled them to manoeuvre drones.

During the workshop, several types of drones were displayed throughout the

session. Some broadcasters expressed interest for continued workshops on drone technology and its applications.

Broadcasters from 11 Asia-Pacific countries were recently introduced to the use of drones and its applications for television production.

They participated in the Pre-Summit Regional Workshop in Using Drones for Production, held on 5 June 2017 in Qingdao, China. Those in attendance were television executive producers, producers, content creators and cameraman, broadcast journalists, and heads of news departments in television stations.

This regional workshop was part of the Asia Media Summit as a pre-summit activity. Organised by AIBD, the event was sponsored by the International Techno-Economic Cooperation (BIRTV) and Shenzhen Dajiang Innovation (DJI). It was conducted by Mr Zhang Xudong, General Manager from Shandong Yitong Telecom Development Co., Ltd, Zhang.





Announcement of World TV Awards' Winners

By Ms Geraldine Mouche
Programme Manager, AIBD



Mr John Maguire, Mr Marcos Venditti, Mr Chang Jin (from left to right)

The winners and runners-up of the World TV Awards 2017 were announced during the Asia Media Summit which took place on the 7 June in Qingdao, China.

“Driving the Change”, broadcast by EMTV – Papua New Guinea and directed by Mr Marcos Venditti, won the Award under the Humanity Category for the Best TV Documentary on “Combating Poverty”.

This documentary tells about Domil, a remote village, its success and failures as it starts a commercial poultry production, learnings on the process and how the new set of principles Sustainable Development Goals (SDGs) could improve their standards’ of living and create a better society for future generations.

Mr Chang Jin, Director of AIBD, and Mr John Maguire, Director of International Relations and Cooperation of France Médias Monde, jointly announced the winner and presented a trophy and certificate to Mr Venditti.



Ms Hu Mendgie

“Earth, Our Only Planet – Rediscovery of Po” directed by Mr Chan Seok Heo and broadcast by EBS, Korea – was the winner for the best TV Programme on “Sustainable Energy for All”, under the category Science/Environment.

This programme is about transforming dirty waste into future energy source. With the help of microorganism digestive tank, poo could be decomposed into useful bio gas. The successful transformation can even be used to generate profits.

Ms Hu Mendgie, Marketing Manager EBS – Korea, received the trophy and certificate on behalf of Mr Chan Seok Heo, who was not able to attend the ceremony.

Mr John Maguire, Chairperson of the jury for the World Television Awards 2017, explained the selection process of the Awards during the ceremony. The jury’s final selection took place at the AIBD office in Kuala Lumpur, Malaysia on 4 and 5 May 2017.

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

The runner-up for the category Humanity was “Field Guide to Innovation – Root of Innovation”, directed by Amelia Su and broadcast by Mediacorp Pte Ltd, Channel NewsAsia, Singapore.

“Solar Power: Green Energy for Green Environment”, directed by Md Imam Hossain and broadcast by Bangladesh Television (BTV) was the runner-up for the category Science/Environment.

The World TV Awards are open to broadcasters worldwide from public, private sector and freelance producers.



Mr John Maguire, Ms Hu Mendgie, Mr Chang Jin (from left to right)

Organised by AIBD, the World TV Awards 2017 were supported by Arab States Broadcasting Union (ASBU), Radio Television Malaysia (RTM), Islamic Broadcasting Union (IBU), France Médias Monde and AIBD.



unshakable responsibilities in the process of development”. As pointed out by Hu Zhengrong, president of Communication University of China in introductory remarks of the report, radio and TV media should report development subjects and also work as the agenda setters. According to reports, most radio and TV media organisations have explicitly explained their definition of development inside their institutions through substantive meetings. The 22 member media outlets unanimously reckon that various development subjects including education, environment and economy should be seen as a whole, which reflects the complexity of the work by radio and TV media to report and spread development subjects.

Though media with different ownership structures may hold different views, they all agree on the conclusion that they “have the function of providing news and information when reporting ‘development subjects’”. In this context, more than half of the interviewees comment positively on the overall quality and quantity of development-related programmes in their countries. And 31.8% of the respondents reckon that the media content on “development subjects” is insufficient or seriously inadequate. Programmes on “development subjects” are subject to budget constraints, stress of competition and profit-making tendencies.

To turn ideas into actions hinges on usable resources. Only seven of the 22 interviewees said that their institutions have a set of systemic methods to measure the disposable resources that can be used for reporting development. The seven media outlets will put 60%-100% of the resources into programmes on “development subjects”. But most interviewees mentioned the scarcity of resources and increasing needs for sustainable resources.

Seeking the Best Solution in Depth and Broadness

By **Mr Li Mingyuan**

China Press Publication Radio, Film and Television Newspaper, China

On the eve of the 2017 Asian Media Summit, AIBD, IPPTAR and the College of Communication of Taylor’s University of Malaysia jointly launched a study themed “The role of radio and TV media in development communication”. *AIBD Annual Media Research Report (2017)* based on the study was released at the summit.

What is the attitude of radio and TV media towards development subjects programmes? What are the specific topics they touch upon? How to unfold

and present these topics? How about the quality of the media products? The report collected answers to these questions from 22 AIBD member organisations in China, Bangladesh, Cambodia, Indonesia, etc. Radio and TV media shoulders important long-term responsibilities to improve the quality of “development subjects” programmes and to strike a balance between broadness and depth.

Big Resources Restrictions

“Asia is mostly a region of developing countries. Radio and TV media has

Creativity Holds the Key to Quality

The report makes an in-depth analysis of the forms of programmes based on the data collected through the survey. It shows that most interviewees report in an impartial, comprehensive and insightful manner. According to the interviewees, to provide news and information is the top priority for programmes on “development subjects”. This kind of content is usually shown in news programmes. The interviewees believe that magazine-style programmes and documentaries are more suitable

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Seeking the Best Solution in Depth and Breadth

forms to promote social transformation and sustainable development.

According to statistics, most interviewees think that programmes on “development subjects” are often in the forms of news broadcasting and interviews on radio, documentaries and talk shows. Interestingly, many media outlets believe that entertainment programmes can also help promote development subjects and matters, especially through radio plays but not so often through TV drama, reality shows or games.

The interviewees are generally satisfied with the content of self-media. Several factors contribute to that. It is agreed that a good programme needs to be based on a good concept and materials that have been fully studied. It should also have targeted audience and realize efficient production. Material resources and human resources are also necessary. The interviewees believe that creativity holds the key to the quality of the programmes. 90% of the interviewees mentioned the importance of creativity. 82.4% of the interviewees mentioned the importance of the skills and professional techniques of the creative crew.

Reliance on Financial Support

To understand and assess the role of media in the context of technological advancement is an effort to participate in and promote the implementation of the UN sustainable development agenda in a constructive manner. The report made detailed investigation and analysis on the future direction of the programmes on “development subjects” of radio and TV media.

The report shows that the interviewees are confident that more human and material resources will be invested in the programmes on “development subjects” which will in turn be able to present richer contents. The interviewees hold that in order to keep or improve the quality of the existing programmes, support is needed in terms of government policies, external financial support and staff training. 88.2% of the interviewees believe that the quality of programmes on “development subjects” in the future depends on how much financial resources are available. An easier budget, active management support, as well as staff training and development are key factors that bear on the future direction of the programmes.

Communicating for Development

In communicating development issues and contributing towards transforming our world, media organisations in Asia-Pacific agree that their main functions are to “provide news and information, to mobilise, and to a lesser extent, challenge existing views and development practices”. For most of them, the highest-ranking development concerns are education, poverty, economic growth, infrastructure, climate change and social development.

Many of them say they are satisfied with the amount and quality of development programmes in their respective countries. However, they also acknowledge that there is room for growth and improvement. They admit efforts for improvements will need additional resources, including facilities and means to train and develop staff. Many report a lack of resources as an obstacle to improve programme quality.

These are some of the findings from the AIBD Annual Media Research (AAMR) project titled “The Role of Broadcasting Media in Communication for Development”. Twenty-two of the 93 AIBD members, both public and private broadcast media organisations, participated in the survey. This research project was a joint undertaking with IPPTAR Training Institute, under the Ministry of Communications and Multimedia, Malaysia, and Taylor’s University, Malaysia.

In her introductory note to the AAMR project, Siti Mohani Saad, Head of Academic IPPTAR, said “there is a need to understand and evaluate the role of media that is evolving in line with technological developments and to constructively participate and contribute towards the implementation of UN 2030 Agenda”.

In the survey, most respondents are highly committed to their role and responsibility in communicating for development and have the autonomy to decide content, genres and formats.

Development topics that frequently show up in television and radio programmes are economic growth, climate change, physical health, education, infrastructure, peace, justice and social development. All AIBD members also agree that communication for development does not only consist of news, information and education but also entertainment.

The quality of the media content provided is rated “good” to “very good”, thanks to the key creative team (producer, director and screenwriter), programming, local content for local audiences and the media organisation’s mission and vision.

Respondents also agree that their development programmes have an impact, especially in covering news events, providing up-to-date information and setting the agenda. According to the AIBD respondents, the near future will see an increase in resources and content, a sign of their continued commitment to communication for development. However, these ambitions will require supportive and consistent government policies, external financial resources – especially a concern among the private media organisations – and staff training and development, also with a view to improving the overall quality.

The AAMR research project recommends that AIBD members should examine some best practices in producing a more inclusive programming that covers multiple topics, multiple audiences and multiple genres and platforms as against a more dedicated/focused programming. The aim is to strike an optimal balance between breadth and depth.

It also suggests to find out in more details what media organisations’ practices consist of, what are the alternatives and how to assess them in terms of efficiency and effectiveness.

Its last recommendation is for AIBD help its members improve their own sustainability through among other things, innovative models of income generation and resource management.

As approved by the 14th General Conference of AIBD, the AAMR addresses the theme of the 2017 Asia Media Summit, “Media in the Forefront of Global Development”.

Ms Josephine Tan Lian Lei, Head, School of Communication, Taylor’s University, Malaysia, said she hopes participants find the survey research interesting, thought-provoking and useful, adding that AIBD plays a critical role in ensuring the future quality of broadcasting as well as in the context of global development.



Camera Control Unit Operation for HDTV Production

By **Mr Sahat Amin**
Senior Training Manager, Radio Television Brunei

The In-Country workshop on Camera Control Unit (CCU) Operation was held in Bandar Seri Begawan, Brunei Darussalam from 25 April to 1 May 2017. The workshop was designed for the technical staff of Radio Television Brunei (RTB).

RTB has three HD channels with local contents produced in-house and local production houses. Most operators have more than five years' experience in operating and producing with SD format and moving forward to produce in HDTV formats to meet the demands of changing technology and viewers. This CCU operation course has been thoroughly designed to meet the requirement of the HD production, specifically in camera control unit for OB and studio productions.

The workshop included in-class and studio activities carefully designed for the benefit of both technical and non-technical operators to up their skills and the technical preparation for HDTV production. It was delivered and demonstrated seamlessly with the physical studio equipment to give them a personal experience and understanding on the technical requirement for studio



HDTV. In today's broadcasting world, the technology is changing rapidly and there is a need for the operators to be trained in their field of expertise, specifically in CCU to meet the demands of the production with HD format. This five-day workshop has benefited the RTB station and participants who have completed the training.

The road to HDTV production discussed the transition from SD to HD format, the material and aspect ratio of the camera framing. There is a need to up the skills of operators in other areas such as; the

makeup, set materials, wardrobe, audio, OB setup, Vision Mixing, Maintenance and other related training.

The handouts and presentation slides were given to the participants for easy reference and discussion during training. Participants were encouraged to ask questions and share their personal experiences while handling HD camera in class.

The application of CCU operation and techniques of HDTV preparation were demonstrated meticulously through in-class and studio activities to give a clear understanding to the participants. Safety awareness was also addressed to avoid injury during setup and operation. All participants were given the opportunity to have in-group and individual hands-on exposure to ensure they gain and understand the operation. The practical side was performed with actual lighting setup.

Thirty participants from RTB and local production houses attended the workshop, which was conducted by Mr Sahat Amin, Senior Training Manager from FIDA Technology.





Creating Successful Television Content

By **Mr Ravi Gopal**

Trainer and Independent Media Consultant, Malaysia

Television as a communication medium has had a notable impact on billions of people around the world, and it has created a unique atmosphere of “home entertainment”. Television is an angle of our everyday lives that we can enjoy alone, or in a group, and its presence can be a foundation of human interaction. With its intimacy, for many people, television is a primary source of information till today. We can critically review a programme, content or quality by sitting on the sofa in front of television, but we never give a thought on the effort spent to do the production. Hence, they said, “the best way to be an expert in television is always to be a student”.

Understanding the need to educate producers on creating successful television content, AIBD in collaboration with Radio Television Brunei (RTB) organised a five-day workshop on Television Production in Brunei from 8th May to 13th May 2017.

The workshop was intended to provide television producers, the knowledge and skills that are crucial in producing successful television content.

A total of 12 television producers, assistant producers and news editors from RTB, Brunei participated in this workshop which was focused on the pre-production, production, post-production and 360 degrees marketing of content. This workshop was specially crafted to meet the needs of the participants.

Participants were divided into two groups and given many entertaining and informative activities on television content production. The workshop comprised of the theory and practical part simultaneously, which kept the participants interested, focused and interactive throughout the session. The workshop was well received and obtained positive feedback from the participants.

Television production is a challenging business. Planning every detail in advance is the key to a smooth shooting process, editing and timely release of the finished production. It is the producer’s responsibility to make sure everything is under control; he/she is responsible for all that happens during production.

There are basically two ways of doing the television programmes. Either programmes are shot in a specially designed television studio using several cameras, which are fed into a control room and assembled in “real time”, or they are shot using a single camera on a location and assembled later in an editing room with a computer.

The workshop started the session with knowing the different genres of programmes and followed by understanding the objectives of a programme through three basic questions: What, why and how. What they want to do, why they want to do the particular programme as in what they want to achieve by making the programme and finally how they want to get it done which talks about the genres of programmes, duration, equipment, budget etc. These understandings were created and delivered during the workshop via discussion, fun activities and presentations.

Many producers are trying their level best to come up with great ideas to make a successful programme, but, what is most important here is to understand that, creating a television programme doesn’t mean an automatic success. Think of all the television programmes that have flopped. But there are always some tips for taking the episodic route.

Therefore, this workshop didn’t focus on how to create a big idea for a television

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The Sub-Regional Workshop on HD and UHD TV Technology organised by Asia Pacific Institute for Broadcasting Development (AIBD) in collaboration with Prasar Bharati and National Academy for Broadcasting and Multimedia (NABM) was held in New Delhi, India from 24 - 28 April 2017.

The workshop aimed to allow participants to acquire knowledge about HD and UHD TV Technology. The first two days were focused on HD-SDI/ UHD-SDI various HD formats and interface. They also discussed surround sound in HD/UHD TV. HD TV studio automation, HDTV studio production and HD post production were also tackled during the workshop.

The remaining three days were followed by HD television coverage of mega events, IBC – planning and execution, collaborative video post-production, multichannel play out automation, HD OB Van, newsroom automation, HD engineering camera concept sand practices, HD & UHD encoding techniques and trends in UHD. The participants also visited different units of Doordarshan Television.

The workshop was attended by twenty-one participants, including ten participants from Doordarshan Television, India and eleven participants from Bangladesh, Bhutan, Maldives, Malaysia, Myanmar, Sri Lanka, Singapore, Thailand and Vietnam. The resource persons for the workshop were from NABM.

Understanding HD and UHD TV Technology

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



[continued from page 38]
Creating Successful Television Content

programme. Instead, it focused on “how to make an idea big”. Once a person knows how to make an idea big, he/she can make any idea a successful one.

Successful content is not only about the idea, how you create it and the production values. How are we getting the content to reach the right target audience is also another important part. Thus, this workshop also allocated enough time to share the important factors of content 360 degrees marketing. Case studies of some successful content were discussed and shared by the trainer during the workshop.

As a final task, each group was requested to produce a one-minute marketing



capsule which represents their content idea. Hence, the participants were shaped with the right attributes to produce successful content while being educated

on how to make it as a big brand. In short, this was a remarkable workshop which empowered the participants to produce successful content.

New Ways for Radio Production to Use Smart Phones

By **Mr Steve Ahern**

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



Lao National Radio, in collaboration with AIBD, organised the four-day workshop in new media, social media and radio production for staff from different media organisations in the capital Vientiane.

Thirty participants joined the course held from 11-14 June 2017 at the Lao National Radio headquarters.

Present during the workshop opening were Phosy Keomanivong, Director General of LNR, Somsavath Phongsa, Deputy Director General of the MICT's Mass Media Department and Vorasack Pravongviengkham Deputy Director of LNR.

This workshop aimed to equip participants with skills in recording, editing and filing audio clips using smart phone and tablet technology, plus appropriate native and third party apps used for radio production. International trainer Steve Ahern led the workshop.

"If you want to develop another person's knowledge you need to develop your own knowledge first", said a senior reporter from the Lao National Radio network during the workshop, which revealed new ways to use smart phones and new technology to report radio, tv and newspaper content.

The workshop was "a milestone for the journalists of the Lao PDR, at international level", according to Director General Phosy.

The participants gained experience during the practical work of the course. They learnt a lot, including technology useful to their everyday work, planning their work, and team work, with comments from some participants giving insight into the new knowledge they gained.

"I discovered that a smart phone is not only a phone. I realise that I can use this tool for live reporting and we can

be online as fast as possible... I am now convinced that one person can multi-task", said Bounthanom from the Traffic Network.

"It was very different for me during this training... the simulation exercise made me rush the clock, which I am not used to, but it was exciting. This experience will help me meet tight deadlines", said webmaster Phaksavah.

"I think we should all train and develop ourselves by practicing these new skills", said Sombath from Lao Radio News.

Sammieng commented: "Reading news live was a great experience for me because I do not usually do that. I was happy to learn and really liked the team work. This workshop will definitely improve my everyday work".

The participants created two social media pages to showcase their work. To view the activities visit Facebook pages Lao Kitty TV and Radio Team AIBD.

On 13th August 1960 the Lao Radio of the Pathet Lao was launched in Viengxay, Houaphanh Province in the northern part of Laos. It has been broadcasting continually to the present day. There are now 5 channels in the national radio, covering official news, music and a range of formats.





Enhancing Technical Know-how on Studio Lighting Practices

By Ms Monica Phang
AIBD Programme Manager

In today's broadcasting world, technology is changing rapidly and there is a need for the operators of broadcasting stations to be trained in their field of expertise, specifically in lighting setup to meet the demand of the production with HD format.

For this reason, AIBD and HUM TV jointly organised the In-country Workshop on Studio and Location Lighting HDTV Production in Karachi, Pakistan from 15 May-19 May 2017. A total of 25 participants who are mostly engineers, programme producers and cameramen with more than 5 years' working experience attended the five-day workshop. Contents of the workshop were developed zealously to meet the necessity of the operators and the management

of HUM TV. This included the application of lighting setup's operation and techniques of HDTV preparation which was demonstrated thoroughly in studio and location activities. Safety awareness was also addressed to avoid injury during setup and operation. All participants were given practical hands-on training with the actual lighting setup with the current trend and information in group and individually to ensure they gained and understand the operations in-depth.

OUTCOME OF THE TRAINING

The training activities have enhanced the technical know-how of the participants, by deploying the knowledge acquired on studio lighting practices that are

required by the producers to achieve the standard quality of High Definition TV productions. The participants gained immense knowledge, information and practices during the training such as:

- Defining General Practice lighting setup for HDTV productions;
- Applying lighting materials and equipment to specific productions;
- Using measurement tools for lighting setup;
- Identifying key lighting elements during setup;
- Understanding how important lighting giving look and feel of the productions;
- Adapting general principles of lighting specification to specific TV productions;
- Blending conventional and intelligent lighting light sources;
- Matching lighting and camera chain equipment;
- Blending the light source for specific productions;
- Producing illumination look and feel of the production;
- Proper planning on lighting design and setup; and
- Understanding key specifications of the production requirements.

LESSON LEARNT AND EXPERIENCES AT THE WORKSHOP:

1. lighting preparation and basic plotting
2. applying and producing the lighting concept
3. techniques and tools of lighting elements
4. gained experience in class and studio exercises on the lighting standard procedure during setup
5. learned to identify the shortage materials and gears
6. understand the mix light source and blending
7. confirm the lights that related to camera requirement by means of CCU operation.



Regional Workshop



The third (3rd) regional workshop on Digital Radio broadcasting in collaboration with Asia-Pacific Broadcasting Union (ABU), Arab States Broadcasting Union (ASBU) and WorldDAB was held at the AIBD training premises in Kuala Lumpur, Malaysia from 10 to 14 July 2017. The event was hosted by AIBD for the second time and jointly organised by four organisations. The five-day course covered most of the technical fundamentals used on Digital Radio.

Thirty three participants from eleven AIBD and ABU member countries attended the workshop which including some participants from Arab states via ASBU.

The five-day event built on success of previous workshops and covered the latest advances in DAB+ technology that was hosted by AIBD. Fifteen sessions covered a wide range of topics from a practical perspective, to provide delegates with the tools necessary to plan and deploy DAB+ networks having understood the fundamental principles and concepts in DAB+ technologies.

Mr Chang Jin, Director of AIBD, Dr Adnan from ASBU and Dr Amal Punchihewa, Director, ABU Technology and Innovation welcomed delegates to the workshop which also featured additional presentations from Alex Ng of Gates-Air on transmitter technology, and Mr Albert Tseng from

Getting Hands on with Digital Radio in Kuala Lumpur

By **Dr. Amal Punchihewa**

Director Technology and Innovation, Asia-Pacific Broadcasting Union (ABU)

Keystone Semiconductors on receivers, as well as proxy presentations from Factum Radioscope and All In Media. On the first day of the workshop, Dr. Amal Punchihewa from ABU gave brief information about the analogue to digital conversion. He further gave a brief introduction to audio compression and audio codecs.

The workshop featured a hands-on group exercise, where delegates were asked to plan the DAB+ rollout for a fictitious country of their making, including aspects of transmission, networking, services, regulation and timelines.

Exercise outputs were presented back and showed everyone had obtained a clear understanding of the material presented, keen to move forward and apply their new knowledge to the planning and deployment of DAB+ in their own countries.



There were a number of speakers for the next four days. Dr. Les Sabel from World DAB talked about the DAB+ with its structure, current transmitter technologies and architecture. He further explained about the PAD deliver systems and different types of receivers.

Mr Alex Ng from Gates Air explained what makes DAB+ environmentally friendly, where he discussed about power consumption and efficiency, space and environment, capital and operating cost and comparisons with FM.

There was a separate session for RF coverage, including spectrum and regulation overview, coverage planning, propagation, RF network design, single & multi-frequency networks and RF interference. Participants also learned how to plan, design and implement a digital radio network.



How Can the Open Internet Drive Asia's Digital Growth?

By Mr Michael Khoo and Ms Zsuzsanna Vári-Kovács
Research Analysts, TRPC

This is the second article in a two-part series sharing the findings of the TRPC report "Connectivity, Innovation and Growth: Fostering an Open Internet in Asia". In the first part, we discussed the importance of the open Internet in driving Internet adoption. Here, we look at some of the best practises in Asia in fostering an open Internet.

In many Asian economies, the rising demand for connectivity has not been accompanied with the deployment of sufficient broadband infrastructure capable of handling the upsurge in bandwidth. The challenge to provide faster and more robust connectivity for an increasing number of Internet users has not been met by regulators and operators, who still attempt to manage the growth in demand using linear models, as opposed to planning for exponential growth in data usage.

Economies where broadband infrastructure deployment is able to keep pace with user demand tend to have more competitive and open telecom markets with better and more affordable access and increased adoption. Since Myanmar opened up its telecommunication sector in 2013 to allow new foreign entrants to compete, mobile prices have fallen almost 200% with adoption rates rising from 7% in 2012 to 90% in 2016. During the same period, the number of Internet users grew from 2 million to 39 million, primarily accessing the Internet through mobile phones.

However even with competitive markets, less populated and less affluent remote and rural parts of Asia tend to still remain

underserved by providers who fear being unable to realize a return on their investments. In such areas, policymakers can employ the use of universal service access funds to subsidize network rollouts. The Thai government announced it will use the proceeds from spectrum auctions to fund a national broadband network for 70,000 villages. Similarly, the Malaysian government has implemented over 6,000 universal service provision projects for underserved areas and groups throughout the country.

Non-Discriminatory Access

An important principle of the open Internet is non-discriminatory access. Zero-rating schemes, which offer subsidized data on certain applications or websites, are a good case in point. As zero-rated content and access are gaining popularity in Asia, policymakers need to ensure that such schemes are offered on a non-discriminatory basis. This safeguards the long-term benefits of competition and innovation from the perceived short-term benefits of discriminatory plans such as higher adoption and usage.

In practice, a non-discriminatory zero-rating scheme might offer free data usage at certain hours or be open to

all content providers within the same class. Non-discrimination ensures that all forms of content and services remain competitive and consumers are able to select providers of their choosing. New or smaller edge providers are also able to compete based on the content and services they offer, rather than being left behind as they are unable to afford subsidized access channels.

Tools and Approaches for Good Network Management

Besides fostering an open Internet environment based on the above principles, policymakers should also enable and encourage the use of network management tools ISPs and content providers can employ to ensure a quality user experience. According to TeleGeography, the proportion of Internet traffic in Asia originating from international sources has already been steadily declining through the last decade, in strong part due to network management techniques, such as local caching and neutral IXPs in Asia.

Caching has become the prevalent method for data delivery among large edge providers and ISPs. Through Content Delivery Networks (CDNs), traffic is localised as close as possible to end-users, shortening network and geographical distances that data bits have to travel. This benefits consumers, ISPs and Internet users in general. It makes the Internet more efficient and scalable to support requests for content.

Cached data can be distributed during low bandwidth periods and stored in CDNs. Small content companies can utilise regionally based CDNs to take advantage of the reduced latency and lower transit costs they offer. Open and settlement-free interconnections

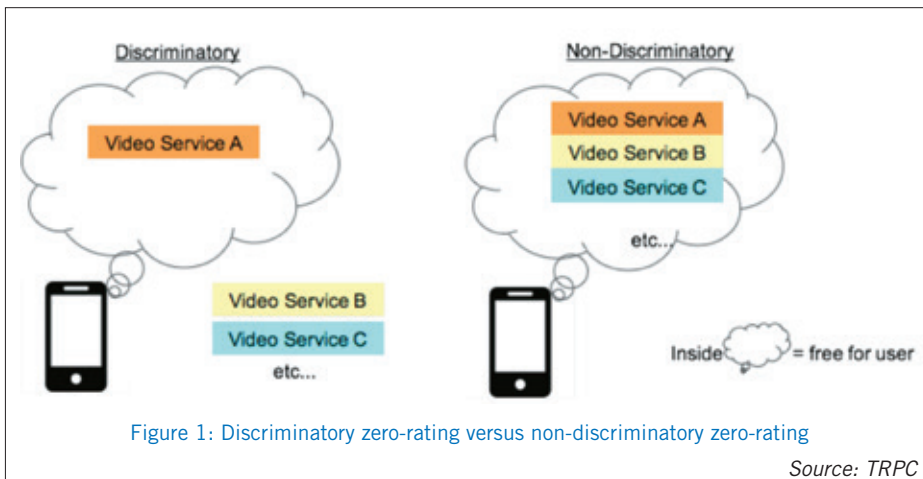


Figure 1: Discriminatory zero-rating versus non-discriminatory zero-rating

Source: TRPC

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How Can the Open Internet Drive Asia's Digital Growth

between ISPs and CDNs allow all content providers to compete on a more level playing field.

An example is Netflix's Open Connect programme, which involves direct peering between Netflix and hundreds of large and small ISPs on settlement-free terms. By caching and pre-positioning content during off-peak hours, the ISPs minimize use of expensive transit bandwidth as up to 95% of traffic can be served from the Open Connect appliances.

Carrier-neutral Internet exchange points (IXPs) with open access are also useful tools in managing the rising demand for data. In Mongolia local latency was reduced to less than 10 milliseconds per transaction from a minimum of 1300 milliseconds with the establishment of the independent Mongolian IXP. Similarly, domestic bandwidth facilitated by the Nepal IX rose by 28%, and by 2013 its members were saving up to USD100,000 monthly.

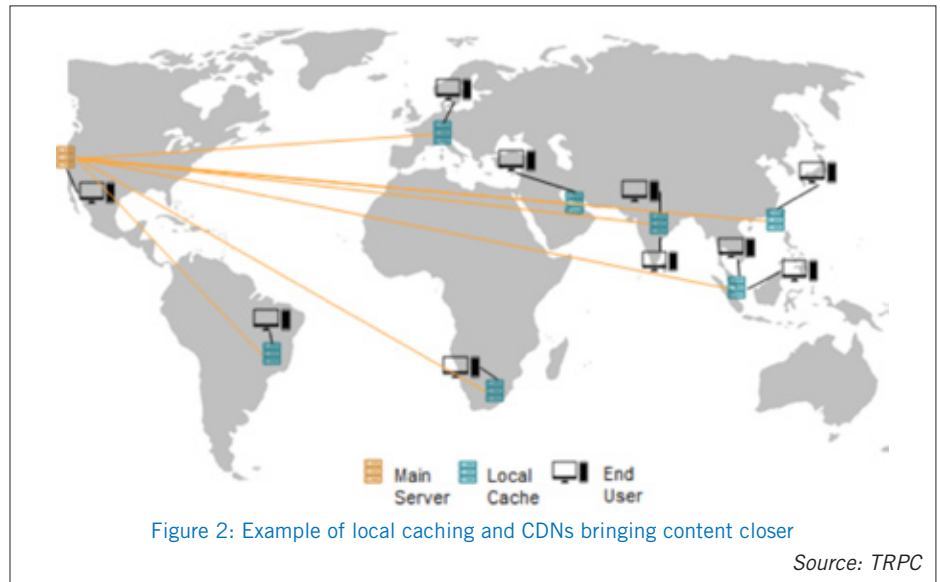


Figure 2: Example of local caching and CDNs bringing content closer

Source: TRPC

By allowing for and encouraging innovation, the Internet has revolutionised society, introduced new forms of communication, and created more content and services that ultimately will benefit and drive growth in Asia. For this to happen, policymakers must continue to support the fundamentals of the open Internet.

Further information, and details on these findings and recommendations on fostering an open Internet in Asia are available in the new white paper by boutique technology research and consultancy firm TRPC titled "Connectivity, Innovation and Growth: Fostering an Open Internet in Asia". For the full report please visit <http://trpc.biz/connectivity-innovation-and-growth/>

Role of Media



Professor David Alexander

Trauma expert Professor David Alexander says, children and elders are the most vulnerable groups of people who suffer from traumatic bereavement in disaster-hit areas. He says measures should be adopted for the use of appropriate language and diction which can help pacify them.

"In no situation should medical help be mistaken for psychological help which is a dedicated part of healthcare", he told journalists in a recent workshop in Pakistan on how best they can report disasters in Pakistan.

Professor Alexander, Director of Aberdeen Centre for Trauma Research,

Making Disaster Reporting more Effective

By Ms Gaitti Ara Anis

Reporter-Producer, Pakistan Television Corporation Limited (PTV), Pakistan

Robert Gordon University in Scotland, shed light on how to prepare better for catastrophic events and to reach out to affected people. Participants interacted with Professor Alexander and discussed ways to improve the ethical side of reporting in disaster-hit areas.

The International Relations Department of Pakistan Television Corporation organised the workshop in Islamabad, with assistance from the IR Director IR and Chairperson of Shazia Sikander, the environmental journalist's group.

Professor Alexander has been involved in over a dozen major incidents in the UK and overseas, including: as adviser to the Kenya Medical Association following the Nairobi terrorist bombing. He also offered his services in Iraq following the

invasion by Coalition Forces, Sri Lanka after the tsunami; and in Nigeria after three aircraft crashes.

He joined one of few teams that carried out medical relief efforts for trauma hit people during the earthquake of 2005 that, jolted the Northern Areas of Pakistan.



Technology Innovation

Advancing Asia's Digital Strategy and Roadmap

Newly created *ConnecTechAsia2018* to comprise *CommunicAsia*, *NXTAsia* and *BroadcastAsia*



CommunicAsia, EnterpriseIT and BroadcastAsia 2017 wrapped up in May 2017 after a three-day exhibition and conference, addressing technologies and strategies for smart cities and digital ecosystems, driving the digital strategies and transformation roadmaps of governments and enterprises in Asia.

The event drew over 40,000 trade attendees with 45 per cent hailing from overseas, and more than 1,800 exhibitors showcased innovations featuring the latest in IoT, big data analytics, cloud, artificial intelligence, robotics, cyberse-

curity, satellite communications, virtual reality, IP broadcasting, OTT and 5G among others in dedicated technology clusters.

New Launches and Industry Collaborations

With fast growing digital ecosystems driving the economy and evolution of society, the event saw more than 900 product launches this year.

ST Electronics launched the World of IoT – Sense & eXchange (WISX IoT) platform,

an estate service management tool that monitors the performance of common lighting, lifts, rubbish and pest levels, and utilities such as water and electricity.

“ST Electronics is pleased to have participated and showcased its new suite of cutting-edge solutions catered for smart cities globally. I am proud of the depth and breadth of our engineering capabilities, enabling us to address the full spectrum of needs for smart and sustainable cities around the world and manage the rapid rate of urbanisation. Together with our partners, we are well poised to shape and transform the operations of cities – locally and globally”, said Mr Ravinder Singh, President, ST Electronics.

A Memorandum of Understanding (MOU) between the Dubai Police Force and OTSAW Digital was signed at CommunicAsia to deploy their new O-R3 security robot as part of the Smart Dubai initiative. Dubai will be the first city in the world to deploy O-R3 robots from end 2017, with a total of 100 robots by 2020 in conjunction with EXPO 2020 to be held in Dubai.

“CommunicAsia has helped OTSAW Digital to reach international clients, gather massive interest and brought us high quality leads, with the MOU signed during the event, after they read about us in the news! This is a true testament to the importance of CommunicAsia to

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Technology Innovation Advancing Asia's Digital Strategy and Roadmap

the region in moving the needle in the implementation of Smart City initiatives. A truly fruitful experience!" said Mr Ling Ting Ming, CEO of OTSAW Digital.

As cities and companies become more digitalised, the importance of cybersecurity measures is essential to ensuring the safety of information and data. **Secure-IC's** newly launched Securizr solution provides protection against the increasing sophistication of today's cyber threats through ultra-efficient cryptographic acceleration.

Key partnerships were also formed, with Huawei announcing 20 industry collaborations that will further develop the regions's cloud and connected enterprise ecosystem.

At BroadcastAsia, one of the key discussions revolved around the broadcasting industry's transition to IP-based systems.

Ooyala launched its new State of the Media Industry 2017 report on day two of the show, which signalled that data-driven video has officially become the beating heart of the digital age. "The move to IP is inevitable for the broadcast industry as they deal with an explosion of content getting delivered OTT (Over The Top). Production teams within broadcasters are under pressure to get more efficient and to reduce cost. Technologies like Ooyala Flex can help by automating workflows, inserting metadata, and creating a single source of truth for the entire media operation, helping teams identify bottlenecks to reduce production costs, while increasing revenues by getting content to market faster", said BroadcastAsia2017 speaker Mr Steve Davis, Vice President

and General Manager, Asia-Pacific and Japan, Ooyala.

Commenting on the exhibition, Mr Piyush Gupta, Group Chief Technology Officer, India Today Group said, "There are many exhibitors on OTT, IoT and satellite operations who are relevant to our plans for Digital platforms and HD connectivity. I like that the exhibition has a concise layout grouped by different technologies".

Seedstars World: FinChat Technologies Takes Top Prize at Startup Competition

Seedstars World, the global seed-stage startup competition for emerging markets and fast-growing startup scenes saw eight startups compete in the dynamic pitching event, with FinChat Technologies emerging as the most promising seed-stage startup of Seedstars Singapore 2017.

FinChat Technologies makes popular messaging apps such as Whatsapp and WeChat compliant with data retention regulations so that financial institutions can engage with them. The company will represent Singapore at the Seedstars Global Summit in Switzerland and compete with other global startups to win up to USD 1 million in equity investments.

ConnecTechAsia: One Voice, One Brand

"As organisers, we are proud to present an event that aligns to the region's initiatives and push in advancing Asia's digital transformation. Committed to delivering a platform that fosters international collaborations, CommunicAsia, EnterpriseIT and BroadcastAsia are at the forefront of technological evolution with a global showcase of game-changing innovations that our

attendees can look forward to discovering every year," said Mr Victor Wong, Project Director of Communications Events at organiser UBM SES.

Paving the way forward, 2018 promises to be bigger and better than ever with a new branding unveiled for the event – ConnecTechAsia.

Mr Wong revealed that CommunicAsia, BroadcastAsia and the newly launched NXTAsia for emerging technologies and enterprise solutions, will fall under the new parent brand, ConnecTechAsia.

"The decision for the portfolio rebrand is to ensure the needs of the industry are met by having a clearly defined value proposition, a fresh new look fit for the future and a more focused and enriching event experience," he said.

ConnecTechAsia 2018 will be a three-day event held from 26 – 28 June at Marina Bay Sands and Suntec Singapore. Visit www.ConnecTechAsia.com for more information.

ABOUT UBM SES

Singapore Exhibition Services has merged with UBM and is now known as UBM SES.

UBM plc is the largest pure-play B2B Events organiser in the world. In an increasingly digital world, the value of connecting on a meaningful, human level has never been more important. At UBM, our deep knowledge and passion for the industry sectors we serve allow us to create valuable experiences where people can succeed. At our events people build relationships, close deals and grow their businesses. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors – from fashion to pharmaceutical ingredients. These global networks, skilled, passionate people and market-leading events provide exciting opportunities for business people to achieve their ambitions.



EMTV Celebrates 30 Years of Broadcasting in PNG

Papua New Guinea's longest operating Free-To-Air television station, EMTV, is celebrating 30 years of broadcasting in June 2017.

In commemoration of the event, the country's pioneer television broadcaster launched its new official logo on June 3rd at its offices at Garden City, Port Moresby.

EMTV's Chief Executive Officer, Matthew Park unveiled EMTV's new logo, saying it was only the beginning of a more dynamic expansion for the company".

"Our next chapter is really taking it to the next level, and ensuring that we have quality programming, the best entertainment, and ensuring that we continue to meet, as a general entertainment channel, the many social responsibilities we have", Said Mr Park.

Park, who has been at the helm of the company as Chief Executive Officer since January 2017, commended those who have driven the success of the station since the very beginning.

In its 30 years of operation, EMTV has been available to capture some of Papua New Guinea's most historical moments.

- EMTV started broadcasting when the Papua New Guinea Defence Force began fighting what would become a 10-war on Bougainville. EMTV news crews were sometimes embedded with the PNGDF.
- In 1991, EMTV's first major live project was delivered in the form of the 9th South Pacific Games in Port Moresby and Lae. EMTV captured the patriotic spirit with the music and spectacular images that were broadcast across the Pacific.
- In 1997, EMTV covered the expulsion of South African mercenaries during what later became known as the 'Sandline Crisis'.
- EMTV has also been an influential source for the sports hungry, feeding Papua New Guinea's addiction for Rugby League. Over the 30 years, it has been the most prolific source of the code in the country.

Overview

Launched in 1987, EMTV is a general entertainment, free-to-air, commercial television broadcaster located in Port Moresby, Papua New Guinea (PNG). With approximately 40 television transmission sites across the country and coverage to approximately 4 million viewers, EMTV is the oldest, largest and most viewed television channel in PNG.

Our Programming

As a general entertainment channel, EMTV showcases a diverse selection of content; from news and current affairs, to comedies, dramas, documentaries, lifestyle, kids, movies and sports. Over 60% of EMTV's programming line-up is Papua New Guinean – Content made in PNG.

With a large and dedicated production team, EMTV is focused on creating quality shows and telling real life stories of every day Papua New Guineans. EMTV is also passionate about meeting its social responsibility in raising awareness to key social issues including Education, Health, Discrimination and Gender Equality.



AIBD New Appointments New Leaders

New CEO of Prasar Bharati Mr Shashi Shekar Vempati

Shashi Shekhar Vempati, a former principal architect of Infosys Technologies, has been appointed the new Chief Executive Officer (CEO) of India's public broadcaster Prasar Bharati.

Prior to his appointment, he was a part-time member on the board of Prasar Bharati since Feb 2016. He will hold office for five years.

A three-member committee recommended Vempati following the resignation from the post of Jawhar Sirdar early this year. The committee was composed of Vice-President Hamid Ansari, Press Council of India, Chairman Justice CK Prasad and the Secretary of the Information and Broadcasting Ministry.

An alumnus of IIT Bombay, Vempati has over two decades of experience as a technocrat, with specialisation in areas of corporate management, technology consulting and digital media. He worked in Infosys for more than a decade as Product Strategist and Digital Innovator in North America. He currently holds two patents, 'Real Time Business Event Monitoring, Tracking and Execution Architecture' and 'System and method for monitoring and management of inventory of products and assets in real time' under his name.



Vempati has authored many books, namely 'Broadcasting Technologies in India', 'National Digital Security Architecture in India', 'Creating a Global Media Platform out of India', among others.

New Director General NIMC Mr Md. Rafiquzzaman

Mr. Md. Rafiquzzaman is the new Director General of the National Institute of Mass Communication (NIMC) in Bangladesh. Before joining NIMC, he worked in various government ministries, including in the Information Commission of Bangladesh as Secretary, the Ministry of Civil Aviation and Tourism as Additional Secretary, Education Ministry as Joint Secretary, and in the Finance Ministry as Deputy Secretary.

He also has vast experience working with the development partners, like World Bank, UNICEF, and ADB, among others.

A social sector reformist, Mr. Md. Rafiquzzaman joined the Bangladesh Civil Service (Administration) as an Assistant Commissioner in 1983. He served in the field administration (District and sub district) in various positions. He completed his studies in physics and law both at the Dhaka University.



Media Collaboration

EMTV, FIBA Enter a Broadcast Partnership

Papua New Guinea's oldest and largest free-to-air television broadcaster EMTV has signed a Partnership agreement with FIBA (The International Basketball Federation) to become the "Official Broadcaster of the 2017 FIBA Melanesia Basketball Cup".

David Crocker, Executive Director of FIBA Oceania, announced this partnership at the recent unveiling of the official tournament logo and the launching of the event in Port Moresby.

The tournament will be held from 27 – 30 September 2017, with 16 matches total, and has confirmed participation by men's and women's teams from New Caledonia, Solomon Islands, Fiji and Papua New Guinea.

In this partnership, EMTV has the exclusive TV and online rights for New Caledonia, Vanuatu, Solomon Islands, Fiji and PNG. It has entered into discussions with several broadcasters from these countries for possible relay telecasts.

Mr. Crocker said, "this is a great opportunity

for FIBA and Basketball Federation of Papua New Guinea to further showcase basketball in the region".

EMTV's CEO Matthew Park expressed excitement about the agreement saying that, "[EMTV] will be using its experience from recent sports broadcast successes such as the 2015 Pacific Games, the 2016 OFC Nations Cup and the FIFA U20 Women's World Cup, to put together another landmark coverage for basketball within the country and the region".

"This partnership will strengthen the posi-

tion of EMTV and local sports federations for more collaborations and cooperation in the future", Mr Park added.

Basketball Federation of Papua New Guinea CEO Joel Khalu was also thrilled about the new partnership. "To help grow basketball in this country we need to have our high-level, marquee games shown on television and this new deal with EMTV and FIBA achieves that", Khalu said. "We are grateful to both EMTV and FIBA for making this happen and are looking forward to hosting a spectacular sporting event this September".



AMS 2017, Qingdao,
China
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