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Iran is New President of AIBD General Conference



Dealing with Content Authenticity and Technology Embrace

At the recent AIBD General Conference in Iran, two messages stood out that confront broadcasters in the fast changing media landscape.

The first message focuses on what Dr. Ali Askari, President of the Islamic Republic of Iran Broadcasting (IRIB) describes as the authenticity of news and its sources.

Authenticity demands the credibility and integrity of news and its sources. Broadcasters and journalists are overwhelmed with content; in fact, an overflow of data and information generated by accelerating technologies and presence of user-generated content from legacy and social media.

Filtering and verifying this range of content becomes a daunting task.

In his inaugural speech at the General Conference, Dr. Ali Askari reminded broadcasters to be wary of the authenticity of some information and news that broadband media generates.

He said modern media and social networks have become important platforms for the fast dissemination of global information, rivaling the capability of broadcasting channels.

“This rapid dissemination, however, puts into question the authenticity of their news and sources. Audiences continue to rely on broadcast channels for news because of their reliability and credibility”, he said.

To ensure authenticity of news and its sources, broadcast networks need to promote a culture of fact-checking and verification. The exercise aims for accuracy, balance and fairness in presenting content to audiences. It calls for an enabling environment whereby broadcasters can practice good journalism, guided by ethical and professional standards in their practice.

That enabling environment must cover appropriate legal frameworks that adopt good laws on freedom of expression and right to information, so says Dr. Sadollah Nasiri Gheydari, Secretary General, Iranian National Commission for UNESCO, in his remarks before the General Conference.

“Adopting good laws alone is not enough. Laws must be implemented”, he said.

A commitment to this purpose must emanate from all levels of the organisation, including top management. Ignoring it can lead to misinformation, misunderstanding and even legal entanglements with dire consequences on the company’s brand, reputation and even financial stability.

The second message deals with the need to embrace technology in many of its forms so that broadcasters can better enhance the viewing experience of audiences and offer improved services that can generate better revenues.

Adopting and adapting to new technolo-

gies and changing technological developments is a long standing strategic requirement. After all, technology is a powerful influence on organisational behaviour and strategic outcomes.

AIBD and its members recognise that managing technological change requires their utmost attention. At the General Conference sessions, some delegates sought AIBD’s support to facilitate their migration from analogue to digital technology. AIBD Director Chang Jin gave a positive response, saying the Institute has embraced this bias towards addressing technology issues.

In fact, AIBD’s annual performance shows that from July 2015 to June 2016 about 46% of the 33 training workshops deal with various aspects of technology, including discussions on a range of technological developments and trends.

This edition of the Broadcaster also features the latest workshops that have been organised for AIBD members. They include workshops focusing on satellite communication, smartphones for journalism, cloud computing and DVB T2 transmission, among others.

Technology issues will also be the subject of key discussions at the Asia Media Summit in Qingdao, China in May 2017. In the plenary session on ‘Trending Technology,’ with speakers and

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Inaugural Ceremony



From left to right: Dr. Abbas Naseri Taheri, Dr. Sadollah Nasiri Gheydari, Ms. Dra. Rosarita Niken Widiastuti, Dr. Ali Askari

Broadcasters in Asia-Pacific need to adapt to changes driven by accelerating technologies and pervasive influence of modern media and social networks. They must, however, be wary of the authenticity of some information and news that broadband media generates.

Dr. Ali Askari, President of the Islamic Republic of Iran Broadcasting (IRIB), delivered this message during the inaugural ceremony of the 42nd Annual Gathering/15th AIBD General Conference held in Tehran, Iran on 25 August 2016.

In his keynote speech, Dr. Askari said modern media and social networks have become important platforms for the fast dissemination of global information, rivaling the capability of broadcasting channels.

“This rapid dissemination, however, puts into question the authenticity of their news and sources. Audiences continue to rely on broadcast channels for news because of their reliability and credibility”, he said.

Dr. Askari offered to share the experience and expertise of IRIB to AIBD member countries in human resource capacity building and broad-based training in order to deal with the increasing importance of broadband media and growing demands of audiences.

Dealing with Authentic News & Sources from Social Media

In his welcome remarks, Dr. Abbas Naseri Taheri, Advisor to IRIB President and Director General for International Affairs, IRIB, stressed the value of cooperation between IRIB and AIBD for the past 24 years.

He said IRIB, particularly the IRIB University, is ready to support AIBD in implementing its training programmes bearing in mind the University’s experienced faculty members and advanced training facilities.

Dr. Sadollah Nasiri Gheydari, Secretary General, Iranian National Commission for UNESCO, also spoke before some 70 local and foreign delegates.

In her welcome remarks, Mrs. Dra. Rosarita Niken Widiastuti, President of

AIBD General Conference, said AIBD’s future can be assured if it adapts to the changing media landscape, one that is flexible and responsive to the training needs of its members.

She said the Institute must also have a steady stream of revenue source to be able to engage in relevant initiatives and support quality training programmes, and be one that continues to expand its memberships so that more voices are heard and resources shared.

She also said AIBD should be open to work with more partner organisations to fill the knowledge/resource gap.

“AIBD should be able to empower its members to deal with the disruption of technological and market forces that have inflicted media industries, and to remain relevant to society’s developmental needs”, she said.

Before the close of the inaugural ceremony, the IRIB President declared the opening of the 42nd Annual Gathering and 15th AIBD General Conference & Associated Meeting.

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Dealing with Content Authenticity and Technology Embrace

delegates are expected to examine the latest technological advances to more effectively deliver content and improve revenues.

It should be stressed that technology is not the panacea to the many challenges

broadcasters face in today’s complex media environment. It should be understood and managed in relation to other contingent factors in order to implement approaches that can successfully improve networks’ structures, processes and systems.



Mrs Dra. Rosarita Niken Widiastuti, President of the General Conference, July 2012 – August 2016



1 July 2015 to 30 June 2016. These activities focused on training dealing with radio and TV production, children's rights, disaster risk reduction and new media. Close to 700 broadcasters from member countries benefitted from these workshops.

Chang Jin also reported on the initiatives dealing with the UN-led 17 Sustainable Development Goals adopted by world leaders during a UN Summit in September 2015. Given its limited resources, the Institute will cover only 8 of the 17 SDGs aimed at ending poverty, protecting the planet, and ensuring prosperity for all. Each goal has specific targets to be achieved over the next 15 years. He identified more than 40 member organisations and global partners with whom AIBD expects to collaborate to implement the SDGs project.

On memberships, AIBD recruited another new affiliate member during the year, Whiteways Systems Pte. Ltd., Singapore. To date, it has 101 full and affiliate members, representing 48 countries and regions. The Institute plans to publish a list of members covering their profile and major activities.

The Institute's newest project is the AIBD Annual Media Research. Approved by the GC in 2015, the research project pursued three surveys: a national media survey to generate statistics on the overall broadcasting scenario; a broadcaster review survey to identify members' operations and transmissions, as well as use of social media networks; and the audience consumption survey to determine consumption habits in both traditional and new media.

AIBD's Annual Performance and Future Plans

Some 50 full and affiliate members convened for the 42nd Annual Gathering/15th AIBD General Conference in Tehran, Iran on 26 August 2016.

The two-day meeting examined the annual performance of the Institute and future plans to respond to the fast changing media landscape in Asia Pacific. It was hosted by the Islamic Republic of Iran Broadcasting (IRIB).

In her opening remarks, Mrs. Dra. Rosarita Niken Widiastuti, President of the General Conference, urged members to review the Institute's performance and recommend ways to ensure a more meaningful future, one that meets the training needs of member countries and demands of a sustainable Institute.

In his presentation to the GC, AIBD Director Chang Jin reported on the successful conclusion of the Asia Media Summit in Incheon, Korea from 24 to 26 May 2016. More than 400 delegates from 50 countries and regions from

Asia-Pacific participated in the two-day conference. Focusing on "New Horizons for Media Content: Asia & Beyond", the AMS provided invaluable insights into the theme and discussed ways to revitalise, reenergise and reinvent the dimensions for quality media content.

He highlighted the implementation of 33 training workshops in the region from

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AIBD INTERNATIONAL PARTNERSHIP



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AIBD's Annual Performance and Future Plans



On human resource development, Chang Jin reported on the recruitment of three additional programme managers to beef up the Institute's workforce in implementing various training workshops and seminars in the region.

On international partnership, Chang Jin emphasised the role of AIBD's international partners in strengthening the capacity of the Institute to deliver training programmes and other activities to members.

Director Chang Jin reiterated AIBD's commitment to pursue quality management. In August 2015, AIBD was recertified for ISAS BCP 9001:2010. That means that AIBD has established and maintained its management system in line with the requirements of the ISAS standards. The

next annual surveillance audit of the Institute's quality management system is scheduled for August 2017.

He also said the secondment programme is on track to enable members to participate directly in the daily work of AIBD operations. Bangladesh Betar (BB) has nominated the Deputy Director of External Service for secondment to AIBD.

AIBD's financial performance was also presented for the GC approval. It highlighted its current financial standing and arrears from members. Director Chang Jin said the Institute's performance with its corresponding funding would not have been possible without the efforts and contribution of all member countries, affiliates and partners.

Mr Saqib Muneer Sheikh, AIBD Programme Manager, reported in detail the various in-country and regional training workshops throughout Asia-Pacific, and the completion of the AIBD Awards covering four categories; namely: best TV Programmes on "Reviving Lost Cultural Heritage", "Ending Conflict, Promoting Peace", "Escape from Poverty", and "Emergency Broadcasting".

Ms Geraldine Mouche, AIBD Programme Manager, presented the results of the World Television Awards 2016 in two major categories, namely: "Encouraging Environmental Protection" (Science/Environment), which had 26 entries from 14 countries, and "Promoting Children's Rights" (Humanity), with 22 entries from 9 countries.



AIBD Implements 33 Training Workshops in 2015-16

AIBD undertook 33 training workshops from 1 July 2015 to 30 June 2016 covering mostly areas dealing with TV and radio production, children’s programmes, disaster risk reduction and new media.

Close to 700 broadcasters from Asia-Pacific benefitted from these in-country, sub-regional and regional activities.

AIBD Director Chang Jin delivered a brief report on these activities and other accomplishments during the Institute’s Executive Board (EXBO) meeting in Tehran, Iran on 25 August 2016.

In his presentation to the EXBO meeting, which coincides with the 15th AIBD General Conference & Associated Meetings, Director Chang Jin also cited the publication of the AIBD Annual Media Research. The research project pursued three surveys: a national media survey to generate statistics on the overall broadcasting scenario; a broadcaster review survey to identify members’ operations and transmissions, as well as use of social media networks; and the audience consumption survey to determine consumption habits in both traditional and new media.

Another of the Institute’s major works was the Asia Media Summit held in Incheon, Korea in May 2016. More than 400 foreign and local delegates from 50 countries across the globe participated in the two-day conference. AMS’s main agenda focused on new approaches to create and source compelling and distinctive programmes as well as manage content marketing and distribution.

Representatives from nine countries that form part of EXBO attended the one day-meeting at the Islamic Republic of Iran Broadcasting in Tehran, Iran. Close to 30 members and observers were present.

Mrs Dra. Rosarita Niken Widiastuti, Director General of Information and Public Communication, Ministry of Communica-



tion, Information Technology, Indonesia, welcomed the participants and urged them to review AIBD’s performance and suggest ways to improve it.

Prof. M. Sunil Shantha, Director General of Sri Lanka Rupavahini Corporation, Sri Lanka, chaired the EXBO meeting.

For the next months, AIBD is working on implementing workshops on the UN-led 17 Sustainable Development Goals adopted by world leaders during a UN Summit in September 2015. Given its limited resources, the Institute will cover only 8 of the 17 SDGs aimed at ending poverty, protecting the planet, and ensuring prosperity for all. Each goal has specific targets to be achieved over the next 15 years.

On AIBD memberships, Chang Jin said the Institute has 101 full member and affiliate member organisations, representing 48 countries and regions. He reminded some member countries to pay their arrears in order to beef up the Institutes finances.

Director Chang Jin also reported the successful completion of the World Television Awards 2016 that saw more than 40 entries from the two categories, namely; Best TV Documentary “Promoting Children’s Rights”, and Best TV Programme “Encouraging Environmental Protection”.

“Reel Time: The Price of Gold”, broadcast by GMA Network Inc., Philippines won the Award for Humanity for the Best TV Documentary “Promoting Children’s Rights”, and “Sumatra’s Last Tigers,” produced by Navistar Sdn Bhd, Malaysia won the Best TV Programme “ Encouraging Environmental Protection”.

He also cited the AIBD Awards 2016 that had more than 40 entries in four categories, namely Best TV Programme on “ Reviving Lost Cultural Heritage” and “Ending Conflict, Promoting Peace” and Best Radio Programme on “Escape from Poverty” and the Reinhard Keune’s Memorial Award on Best Radio programme on “Emergency Broadcasting.”

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EXBO Meeting

AIBD's Executive Board (EXBO) proposed some approaches to beef up AIBD's finances and identified training programmes to meet member countries' needs.

In the 15th AIBD General Conference EXBO Meeting held in Tehran Iran on 25 August 2016, Mrs Dra. Rosaria Niken Widiastuti, Director General of Information and Public Communication, Ministry of Communication, Information Technology, Indonesia, recommended to expand cooperation with international institutions for funding assistance.

"Such funding can be used to support many workshops and training activities", she said.

Mrs Niken, who is also President of the General Conference, suggested to tap media companies in China, Japan and Thailand for their expertise in providing training programmes for AIBD members. She also said AIBD should encourage UN agencies like UNESO to continue supporting the Institute.

Mrs Niken's recommendations came after AIBD Director Chang Jin presented a brief report on the Institute's performance covering 1 July 2015 to 30 June 2016.

Prof. M. Sunil Shantha, Director General

EXBO Pushes for More Funding Sources and Training Programmes

of Sri Lanka Rupavahini Corporation, Sri Lanka, who chaired the EXBO meeting, requested AIBD to undertake training programmes on digitalisation and the shift from analogue to digital. He said that there is a debate going on in Sri Lanka on which digital standard to use, the European or Japanese versions, and perhaps the Institute can contribute towards a better understanding of the pros and cons of these standards.

Ms Syeda Tasmania Ahmed, Chief News Editor of Bangladesh Television, had a similar request, saying BTV needs training on the requirements to shift to digital as well as information on digital standards that best suit her country. She said BTV is willing to host an in-country workshop to minimise cost.

Director Chang Jin said AIBD has had some workshops on digitalisation, a recent one in Yunnan, China on DVB-T2 Transmission last August, and it will consider the request of Sri Lanka and Bangladesh for a similar workshop, perhaps on the Japanese digital standard.



Mrs Sumanpan Kosonsiriset, Director of the Institute of Public Relations, The Government Public Relations Department, Thailand, informed the EXBO that its office is willing to host a workshop on one of the UN-led 17 Sustainable Development Goals in Bangkok.

Mrs Wanida Gajasani, Senior Information Officer, International Cooperation Division, Foreign Office, Thailand, also announced that NBT and AIBD can jointly organise a workshop on climate change. At the same time, she requested the Institute to organise a workshop on lighting for High Definition TV.

Director Chang Jin welcomed the offer of Bangladesh and Thailand to host workshops and promised to follow these up after the GC.

In his remarks, he reminded some members to pay their arrears in order to beef up funding requirements of AIBD and meet member countries' needs for human resource development.

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AIBD Implements 33 Training Workshops in 2015-16

On human resource development, Mr Chang Jin said AIBD recruited three additional programme managers to assist in implementing various training workshops, regional seminars and conferences. The Institute is also finalising secondment of selected applicants to AIBD. This programme aims to offer the applicants additional competence by working on some AIBD projects. The applicants are also expected to share their expertise to enhance AIBD's initiatives in various broadcast schemes of operations.

Chang Jin reiterated AIBD's commitment to pursue quality management. In August 2015, AIBD was re-certified for ISAS BCP 9001:2010. That means that AIBD has established and maintained its management system in line with the requirements of the ISAS standards. The next annual surveillance audit of the Institute's quality management system is scheduled for August 2017.

GC Examines AIBD's Proposed Transformation

AIBD needs to evolve into a more relevant organisation capable of dealing with the fast-changing multimedia landscape and sustaining the growth of the Institute, according to the report presented to the 15th General Conference of AIBD. It's a theme that echoed strongly among AIBD members who participated in the 42nd Annual Gathering in Tehran, Iran.

During the SPT and the General Conference, members examined the proposal to widen the Institute's regular membership to include new media and film and supposedly change its name to "*Asia-Pacific Institute for Media Development (AIMD)*".

Mrs Dra. Rosarita Niken Widiastuti, GC Conference President, agreed that the Institute needs to change to deal with the complexity and demands of the evolving media landscape.

Director Chang Jin presented the proposal. It was suggested that radio and television is no longer the only dominant source of information. AIBD envisages the necessity, feasibility and benefit to expand its portfolio from only radio and television to radio, television, new media and film.

In such integration, he stressed that the AIBD can harness the various resources of these platforms and make the Institute's portfolio more resourceful, diversified and powerful. The Institute would continue to be based on broadcasting, and in the meantime start new undertakings in new media and film. The transformation calls for a rebranding of its name to 'Asia-Pacific Institute for Media Development'.

Some members gave their support to the proposal, recognizing it is high time to address the changed landscape for an international organisation with a mandate in electronic media. Some expressed concerns about the transformation and its impact on AIBD as having acquired a good tradition and recognition by the UN organisations and other international partners.

Others opined that pending any decision on the AIBD transformation, the Institute can continue to engage in new activities in new media and members' recruitment in the new media industries.

With the debate, the General Conference did not reach an agreement and suggested to allow the Institute to conduct further research pertaining to the proposal.



UNESCO Promotes Freedom of Expression and Right to Information

UNESCO says full participation of media organisations in societies calls for the establishment of a free and independent media, with appropriate legal frameworks that adopt good laws on freedom of expression and right to information.



"Adopting good laws alone is not enough. Laws must be implemented", Dr Sadollah Nasiri Gheydari, Secretary General, Iranian National Commission for UNESCO, told some 50 local and foreign delegates at the recent 15th AIBD General Conference in Tehran, Iran.

Dr. Nasiri said national regulations should favour independent decision making by media's editorial board.

For broadcasters, he said they should have "professional independence for enhanced awareness raising on issues that occur throughout the world".

UNESCO's Medium-term Strategy for 2014 – 2021 in the area of communication and information focuses on promoting freedom of expression and media development. It assists member states develop necessary policies to promote free and pluralistic media.

In his speech, Dr. Nasiri highlighted the key roles of media in rising awareness of issues, promoting democracy and sustainable development. What is important, he said, is to ensure a free and independent media environment to carry out these media responsibilities.

He also stressed the need to promote pluralistic media for transparency and prevent dominance of wealthy families or people in power over media. He cited examples in western countries where media is controlled by wealthy families.

He also urged broadcasters to help promote media education, in particular media literacy for the youth. This includes academic training programmes and courses for journalists, in-service training and distance education.

"Training must be undertaken by academic institutions, universities, professional associations, employers or international agencies", he said. It should cover journalism and media management, media laws, media ethics and investigative reporting.

Dr. Nasiri concluded his remarks by reiterating UNESCO's support for joint cooperation with AIBD in promoting TV programmes for media literacy education for children in Iran.

Iran is New President of AIBD General Conference



Iran was voted as the new President of the AIBD General Conference in the election held during the 42nd Annual Gathering/15th AIBD General Conference and Associated Meetings in Tehran, Iran on 26 August 2016.

Sri Lanka was elected as the Vice President of the General Conference, replacing Bangladesh.

Dr. Abbas Naseri Taheri, Advisor to IRIB President and Director General for

International Affairs, IRIB, represented Iran. In his remarks following Iran's election, Dr. Naseri thanked members for the vote of confidence and pledged to help the Institute implement programmes to meet their training needs. He said IRIB is willing to share their facilities and expertise in human resource capacity building to support AIBD's mission.

Iran replaced Indonesia whose term ended this year following its election for the past two consecutive two-year terms. Dra. Rosarita Niken Widiastuti, Director General of Information and Public Communication, Ministry of Communication and Information Technology (MCIT) represented Indonesia and served as GC President since August 2012.

Both Indonesia and Bangladesh were elected as the President and Vice President of the General Conference respectively from August 2012 and both were re-elected to those respective positions from August 2014. They served two consecutive 2-year terms and were not eligible to be re-elected.

4 New Members Voted to the Executive Board

Cambodia, Bangladesh, Pakistan, and Vietnam were elected as the new members of the AIBD Executive Board. They complete the entire EXBO that includes China, Indonesia, Korea, Malaysia and Thailand.

Full members who attended the 42nd Annual Gathering/15th AIBD General Conference and its Associated Meetings voted for the four new members to the Executive Board.

The Board meets twice every year to examine the Institute's annual performance and administration

Photos on the cover page

Center photo: Dr. Ali Askari, President of the Islamic Republic of Iran Broadcasting (IRIB)

Photos on the bottom (from left to right)

- H.E. Dr. Khieu Kanharith, Minister of Information, Ministry of Information. Cambodia was elected Vice Chairman of EXBO.
- Dr. Abbas Naseri Taheri, Advisor to IRIB President and Director General of International Affairs, Islamic Republic of Iran Broadcasting (IRIB). Iran was elected President of GC.
- Prof. Sunil Shantha, Director-General, Sri Lanka Rupavahini (TV) Corporation (SLRC). Sri Lanka was elected Vice President of GC.
- Mr Haji Abdul Wahid bin Abdul Hamid, Deputy Director-General (Operation), Radio Television Malaysia (RTM). Malaysia was elected Vice Chairman of EXBO.

Korea, Iran and China Win AIBD Awards 2016

By Mr Saqib Sheikh
Programme Manager, AIBD



Programmes from Korea, Iran and China stood out from among 40 entries who vied for the various categories of the recently concluded AIBD TV and Radio Awards 2016.

The AIBD Awards supports the Institute's Strategic Plan to promote quality programming for various target audience groups among its members. Since 2003, this project highlighted the achievements of broadcast producers in the Asia-Pacific region. The AIBD Awards are open annually to AIBD members and affiliates.

Judges were challenged to pick the winners because of the high quality of the programme entries. Four judges evaluated the concept and production values of each entry. They included Ms Philomena Gnanapragasam and Ms Fathimath Leeza, Programme Managers, AIBD; Ms Mazura Malek, Lecturer, Taylors University, Malaysia and Mr Ravi Gopal, Independent Media Consultant, Malaysia.

The winners of the AIBD TV & Radio Awards 2016 were formally presented at the Inaugural Ceremony of the AIBD General Conference in Tehran, Iran on 25 August 2016. They were each presented with a certificate, trophy and USD 500 as reward for their winning programmes.

Before the presentation, AIBD organised a special show to highlight selected AIBD Award entries for conference delegates. Portions of the award-winning entries in each category were shown during this special session in recognition of the achievement and the high quality of the programmes. Each clip was preceded

by comments on the topic and production by Ms Philomena Gnanapragasam, Programme Manager, AIBD, a member of the Award judging panel.

Winners and Runners-Up for AIBD Awards 2016

AIBD TV Award 2016 for the Best TV programme on Reviving Lost Cultural Heritage:

- Winner: "BAGAN: BEYOND THE GREAT KINGDOM" from Educational Broadcasting System, Korea
- Runner-up: "THE GREAT UNTAINTED WHITE" from China Central Television, China

AIBD TV Award 2016 for the Best TV programme on Ending Conflict, Promoting Peace:

- Winner: "SHINGAL'S CHILDREN" from Islamic Republic of Iran Broadcasting, Iran

- Runner-up: "SEARCH FOR JAPANESE WAR ORPHANS" from China Central Television, China

AIBD Radio Award 2016 for the Best Radio programme on Escape from Poverty:

- Winner: "CONNECTING TONGGUAN VILLAGE WITH THE WORLD" from China National Radio, China
- Runner-up: "HIDDEN TREASURE" from Islamic Republic of Iran Broadcasting, Iran

Reinhard Keune Memorial Award 2016 for the Best Radio programme on Emergency Broadcasting:

- Winner: "SPECIAL LIVE BROADCAST OF THE 8.12 EXPLOSION AT THE PORT OF TIANJIN" from China National Radio, China
- Runner-up: "BRIDE ON FIRE" from Islamic Republic of Iran Broadcasting, Iran



Exploring New Broadcast Technologies and Programmes

By Mr Rabi KC
Programme Manager, AIBD



had a discussion on the programmes with the exhibitors.

On the third day, the participants visited various studios of China Central Television (CCTV), including its new building. Department heads had the opportunity to explain the various facilities and equipment. Participants in the programme group visited China Radio International (CRI) and Beijing HualuBaina Film & TV Inc. (HBN) while those in the technical group visited Dayang Technology Development Inc, one of the largest broadcast solution providers.

On the last day participants toured the Great Wall located near Beijing.

Thirty-four participants from AIBD member countries attended the programme. Mr Rabi KC, Programme Manager, AIBD represented the Institute.

AIBD, with support from Beijing International Radio, TV, Film Equipment Exhibition (BIRTV) organised the Media Cooperation Exchange Programme held in Beijing, China from 23 to 28 August 2016. The exchange programme included a seminar and visits to different broadcast organisations and exhibitions. The technical and programme staff of radio and television stations from AIBD member countries participated in the five-day activity.

Exposition. After the visit, the technical group met representatives of enterprises to discuss their products and services. The programme group were taken to China International Film & TV Programmes Exhibition (CITV) and after the visit they

On the first day, participants attended a seminar. They were divided into two groups, programme and technical. The technical group experts from media and broadcast industries gave an overview of topics dealing with Production and Broadcasting system of Digitalization and Networking at CCTV; Digital Broadcasting in China: Technology and Application; Development of CATV Network Technology and Highly Integrated Automation Playout System.



In the programme group, participants discussed the creation sharing of "Forwards to the Future", Internet + Broadcast what shall we connect, and an introduction to CRI Film and TV Dubbing Services. They also talked about issues and challenges on whether or not new media will replace traditional media.

On the second day, both groups visited the BIRTV exhibition, China's most prestigious exhibition in the radio, film and TV industry and a key part of China International Radio Film and Television



The AIBD/SAPPRFT Regional Workshop on DVB T2 Transmission was held in Kunming, Yunnan Province, China from 16 to 18 August 2016. The workshop was designed for the technical staff of television stations who are working in transmission division. The workshop was hosted by Yunnan broadcast bureau of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT).

The three-day workshop covered theory and practice in DVB T2 transmission and visits to studio and transmission sites of Yunnan broadcast bureau, Kunming, China.

On the first day of the workshop, Prof. Jiang Song from DTV Technology R & D Center, Department of Electronics Engineering, Tsinghua University, China, gave a brief introduction about the technical trends of DTTB standards. He explained about the TV broadcast networks and different ITU standards adopted by different countries. He also highlighted the 2nd generation of DTTB systems.

Dr. Li Lei Lei from Academy of Broadcasting Planning, SAPPRFT gave a brief introduction on Digital Terrestrial Test, which included transmitter system test, receiver system test and frequency planning.

The second day focused on testing methods of digital TV. The topics covered were safety precautions, basic composition of transmitter, main test method of transmitter, main test parameters of transmitter and coverage system test. The presentation contained pictures of transmitter and test equipment with their test results, which helped in understanding the subject matter better.

Understanding DVB T2 Transmission

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



After the classroom session, participants were taken inside the laboratory room for practical work. All the test equipment along with DVB T2 and DTMB transmitters were ready for testing. Participants were excited and did testing themselves.

The last day of the workshop covered visits to studio and transmitter sites of Yunnan Radio and Television station. At the analogue and digital transmitter site of Yunnan TV station, the chief engineer explained about their systems. Participants got the opportunity to see

multiple transmitters, transmitting from the same place. In the afternoon at the Yunnan Television studio, the studio engineer highlighted and explained about their system and brief information about their HD studio.

Nineteen participants from Cambodia, Iran, Laos, Nepal, Thailand and Vietnam participated in the workshop. They were invited by AIBD and SAPPRFT. Mr Rabi KC, Programme Manager, AIBD represented the Institute.



Workshop Tackles Developments & Trends in Satellite Communication

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



AIBD in collaboration with Prasar Bharati and National Academy of Broadcasting and Multimedia (NABM) recently organised an in-country workshop on satellite communication covering discussions on satellite fundamentals and the latest developments in broadcasting. The workshop was designed specifically for broadcast engineers/technicians associated with operation and maintenance of satellite communication. It was held in New Delhi, India from 19 to 23 September 2016.

The workshop covered satellite fundamentals dealing with satellite orbit, inclined orbit operation, type of frequency used, global/regional/spot beam. Also discussed was a typical satellite mission, from LEOP to On-station operation, which includes the concept of station keeping, sun outage and eclipse experienced by satellite. Video clip of MEASAT-3b was also shown.

Participants were also briefed on satellite configuration, link budget design and ground system design. They also discussed video encoding (MPEG4 technology), statistical



multiplexing, conditional access system and DVB-S2 standard.

Latest trends in broadcasting such as 4k, UHD, HDR and satellite industry trends dealing with mission extension vehicle and launcher reuse were also tackled.

Participants had the chance to tour Doordarshan DTH facility where they had a complete view of DTH facilities, including antenna farms,

RF Uplink and downlink section and base band compression, which were discussed on site.

Twenty one participants from the engineering department of Doordarshan attended the workshop. The resource person for the workshop were Mr Lakshminarasimhan Sundarajan, Mr Desmond Samuel Devadasan, Mr John Loke and Mr Prashant Butani from Malaysia East Asia Satellite (MEASAT), a premium supplier of services for leading broadcasters, Direct-To-Home (DTH) platforms and telecom operators.



Shooting Video with a Smartphone

By Mr Steve Ahern

CEO International Media & Broadcasting Academy (IMBA), Australia



"I now know how to use smartphones in my work", said a participant from Voice of Vietnam, describing the Shooting Video with a Smartphone course in Kuala Lumpur organised by the Tun Abdul Razak Broadcasting and Information Institute (IPPTAR) and AIBD from 19 to 21 September 2016.

Workshop participants from seven ASEAN countries learnt about the new tools of reporting and gained skills for shooting video with smart phones.

The workshop aimed to impart participants with skills in shooting, editing and filing video using smart phone and tablet technology, plus appropriate native and third party apps.

"This is the proof that we can use smartphones to make live newsroom content", commented a reporter from RTM Malaysia, after completing the final exercise, where the team shot, edited and filed all their content for a live programme via their smartphones.

"This is something great that I have learnt. This technology is replacing the

conventional broadcast technology for location reporting... this is the best technology to use", said an experienced cameraman who participated in the course.

"I'm not very friendly with IT, but this is the first time I have been able to edit in smartphones... I want to give this course five stars", said a course participant from Malaysia.

At the end of the workshop the participants understood the latest developments in new and social media and applied their understanding to gathering and sharing location video using smart mobile devices.

Because of changing audience consumption habits it is more important than ever for reporters to be equipped with tools that allow them to file from any situation quickly and to as many output channels as possible, including social media. The course equipped them with those skills.

Participants were taught a range of mobile smart device video tools, including mobile apps, social media interfaces and



social media monitoring tools, learnt the methods of filing their video reports using the latest mobile technology.

Course leader Steve Ahern said the participants learnt quickly because, *"we use many of these skills in our personal lives for posting pictures and videos of our kids and our cats on Facebook. It is just a matter of teaching participants how to transfer those amateur skills to their professional work"*.

"Once you experiment with free apps and find the best ones, you should invest in the ones that are most effective... it was much more difficult than I thought", said Malaysian participants in the final live report from the workshop.



Cloud Computing for Broadcasters



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

that can assist in data collection and data visualization backed with select case studies.

The third session gave an overview of Office 365 and its various applications, many of which involve cloud services to enhance productivity in the workplace and ensure easier interactivity and smooth workflow. It was conducted by Mr Ananthram Balakrishnan, Office 365 Business Group Lead, Microsoft Malaysia.

AIBD, in conjunction with Microsoft Malaysia, organised an in-country seminar on Cloud Computing for Broadcasters on 4 October 2016. The seminar brought together 11 technical and programme staff from Radio Television Malaysia, Media Prima, the Tun Abdul Razak Broadcasting and Information Institute (IPPTAR) and Bernama. The activity was hosted by Microsoft Malaysia at their Kuala Lumpur office. The goal of the seminar was to understand how cloud computing will benefit broadcast organisations and provide a general overview on the workings of cloud computing.

The first session was conducted by Mr Robert Hwang, Asia Telecommunications & Media Industry Lead, Microsoft Corporation. He highlighted case studies on the integration of cloud computing, specifically Microsoft's Azure cloud platform, by broadcasters to maximise revenue and reach new audiences.

This was followed by an interactive session by Ms Chuan Deh Hui, Senior Product Marketing Manager, Cloud & Enterprise Microsoft Malaysia, who detailed the market advantages provided by cloud services for media operators. She explained different cloud applications

The final session was delivered by Ms Jasmine Begum, Director, Legal, Corporate and Government Affairs, Microsoft Malaysia and Emerging Markets. She explained how cloud is part of a 'fourth industrial revolution' to transform the lives of everyone on the planet with instant access to information. She highlighted the importance of data security for those trusting in cloud services and the legal protections offered to cloud service customers amidst privacy concerns.





Producing Meaningful TV Programmes for Children

By **Mr Kalle Fürst**
 Consultant for NRK & Director of
 Fürst & Father, Film and TV Ltd.,
 Norway

If we look into the media world for children today, there is a war going on – a digital war. Media channels are fighting for the mind and soul of everyone, especially of the children who are the future in every country.

Every country should take care of their children as well their own language, history and culture. If you're not there for your children – others will be there.

Broadcasters can play a role to help fulfill this mission. This involves producing good TV programmes for children.

From 3 to 7 October 2017, AIBD and MRTV-4 organised an In-Country Workshop on Children's TV programmes in Yangon, Myanmar funded by the Norwegian Broadcasting Corporation.

Twelve participants joined the five-day workshop that covered various aspects of production of children's TV programmes and discussions about children's TV around the world, and content for children in Myanmar.

The workshop content focused on dramaturgy, creative writing, casting



and working with children. Participants undertook drama exercises, including improvisation.

During the last two days, participants were divided into three groups to work on three ideas; one group handled a drama concept, another worked on a documentary, and the third group on gameshows.

At the end of the workshop they gave a presentation – a pitch of their group work, which were all exciting. The drama group focused on friends and bullying.

The documentary group tackled working children who don't have access to education. Its theme was about never giving up. And the game show group worked on a theme called 'Find it'.

It was a productive engagement with Myanmar participants, a bunch full of humour and ability to recognise themselves and create interesting situations when we worked with improvisation.

I worked with a great group of professional TV producers.





Conference in Nepal

Promoting Healthy Growth of Community Radio

Community radio has not always received the attention or the support that it deserves. Often seen as a poor cousin of mainstream broadcasting, it has been the victim of indifference or neglect in many parts of the world. One country which has bucked this trend is the erstwhile Himalayan Kingdom of Nepal where community radio has flourished over the years. It was entirely fitting, therefore, that a conference devoted to the development of this important medium was held in Kathmandu on 9 - 10 August 2016.

Organised by the Association of Community Radio Broadcasters (ACORAB), Nepal, the South Asia Community Radio Conference 2016 included participants from India, Bangladesh and Sri Lanka as well. The Asia-Pacific Institute for Broadcasting Development (AIBD) supported the conference and sent two speakers, Senior Programme Manager, Philomena Gnanapragasam, and UK-based media law consultant, Dr. Venkat Iyer, who made valuable contributions to the proceedings.

Among the issues deliberated upon at the event were: the current state of community radio in South Asia; its roles and responsibilities; the potential of community radio to achieve social transformation; community radio as a means of social empowerment, including for women, indigenous groups and marginalised communities; the sustainability of community radio in the face of the contemporary challenges; and community radio's contribution to disaster management and relief. The conference also discussed ways in which the regional network of community radio in South Asia could be strengthened.

In her presentation, Ms Philomena Gnanapragasam focused attention on the area of content and strategies for enhancing the communication potential of community radio.

Dr. Iyer enlightened the audience on the legal and regulatory aspects of community radio about which awareness in many countries is often limited. He explained the rationale for regulation and the inevitability of legal measures aimed at, for example, protection of state-related interests such as national security, preservation of public order, prevention of harms to children and other vulnerable groups, maintenance of standards of decency, compliance with international obligations, promotion of national cultural norms, avoidance of monopolies and other anti-competitive practices, protection of private rights such as the right to individual reputation and intellectual property rights, and the promotion of technical efficiency, standardisation of practices, etc.

Dr. Iyer also explained how certain safeguards can be built into regulatory regimes for community radio so that the powers enjoyed by the state cannot be misused or abused for partisan or vindictive purposes. He stressed that freedom of expression should be the paramount

consideration in regulation and that laws should only be applied consistently with maximising this freedom as far as possible. Dr. Iyer gave examples of how community radio is licensed in a number of countries, and he outlined the lessons that can be learned from international best practice.

In countries where literacy and legal awareness was low, Dr. Iyer suggested that regulatory agencies go the extra mile not only to educate the communities about licensing regimes and procedures through outreach programmes, but also to offer practical assistance to those wishing to set up community radio stations by putting together their applications for licences and permissions. Dr. Iyer also emphasised the crucial role that non-governmental organisations such as ACORAB can play in promoting the healthy growth and popularity of community radio.

AIBD's contribution to this important event was acknowledged both by the organisers and by participants from various parts of South Asia. It is to be hoped that similar events will be held in the other regions of Asia and the Pacific where the potential of community radio has yet to be fully realised.



Pursuing an Asian Content Bank for Broadcasters

By **Mr Seung-Hwan Kim**

K-Content Distribution Team / Manager, Korea Radio Promotion Association (RAPA), Korea

Broadcasters and media specialists from ASEAN and Korea recently met in the Asia Content Exchange Forum (ACEF) to discuss prospects and possibilities of establishing an Asian open distribution platform for broadcast content. The aim is to share regional media-related issues among participants and activate content exchange in Asia.

The Forum was held in Seoul on 30th August 2016. It was organised by Korea Radio Promotion Association (RAPA).

About 100 delegates participated in

various sessions focused on the nature and rationale of an Asian content exchange, international co-production and joint investment. The Forum also featured business meetings, including a visit to the Broadcast Worldwide 2016 (BCWW2016).

Among the speakers were Prof. Peichi Chung, Chinese Univ. Hongkong; Mr Chang Jin, Director of AIBD; PhD. Jaetark Tak, KBS; Mr Chu Tien Dat, Deputy Director of VTC Digicom.

The moderators included Prof. Yoengchan

Kim, Hankuk University of Foreign Studies; Prof. Seongcheol Kim, Korea University; Prof. Dubo Shim, Seongshin Women University and Prof. Juyeon Park, Hankuk, University of Foreign Studies.

On the first day, participants shared ideas about the broadcast market and development strategies of each state in Asia, and discussed ways to promote exchange among Asian states in depth. They focused on the possibility and way of cooperation for establishing a tentatively named 'Asia Content Bank (ACB)' which is an Asia open distribution platform for broadcast content.

ACB is a broadcast content distribution platform in gestation by the Korean



Korean-wave Content

KBS Global Content Production Company Launched



government. The Korean government expects ACB to offer a win-win growth of Asian broadcast market if it is founded.

The size of the broadcast market in Asia-Pacific is estimated to be 84 billion USD, about 20.6% of global broadcast market. It is expected to increase at the rate of 38.4% in five years, but there is the lack of top tier Asian media companies in the world.

The Korean government is trying to promote the value of Korean media companies and content. Recently 'K-content bank', which is an online broadcast content B2B distribution system built for the purpose of boosting Korean broadcast content market, is now in operation.

The Korean government has realised the importance of sharing the knowhow of success and failure with Asian countries from the experience of the 'K-content bank', and pursuing the goal of a win-win growth. So they have begun to discuss the 'ACB' project consisting of building up a new open distribution platform for broadcast content.

RAPA, the organiser of ACEF, is operating 'K-content bank' which is funded by the Ministry of Science, ICT and Future Planning (MSIP) (www.kcontentbank.com). KCB launched in February 2016 is working with some Asian broadcasters for content exchange.

The Asia Content Exchange Forum, held for the first time this year, is expected to be an annual event.



Monster Union, a TV content production company initiated by the Korean Broadcasting System (KBS) and financed by KBS Media and KBS N, has been launched in June. It aims to produce the Korean-wave content in the footsteps of the KBS hit programmes such as Descendants of the Sun, and Winter Sonata (which is considered to have prompted the beginning of the Korean-wave itself in Asia).

Monster Union will source KBS resources and talents. It is working closely with other domestic and overseas production companies in an effort to create a healthy content production environment and produce competitive content in the international market.



Joining the Union are Seo Soo-min, producer of Gag Concert which is one of the longest running comedy shows in Korea, Lee Jung-seop, director of Bread, Love, and Dreams, and Moon Bo-hyun, producer of Descendants of the Sun and Uncontrollably Fond. They will work in complete independence from KBS for creative outputs.

Monster Union means the out-of-the ordinary innovators who will create unique content. Based in Sang-am Digital Media City in Seoul, the company plans to broadcast its first output in 2017.

Promoting Asian Content Industry Development

By **Ms Monica Phang**
Programme Manager, AIBD

The recent Asia Content Business Summit (ACBS) in Kuala Lumpur urged those pursuing new business ventures in the content industry to practice innovation and collaboration in order to succeed.

Mr Fred C.Y. Wang, Chairman of the Asia Content Business Summit, delivered this message, saying it reflects the spirit that prevailed in the G20 and ASEAN Conferences. Those events, he said, emphasised four core areas of development to meet the demands and needs of all strata of the society. These four core areas are to be innovative, invigorated, interconnected and inclusive.

Mr Wang, Founder of Salon Film (HK) Ltd, spoke at the 5th ACBS held for the first time in Malaysia at the Kuala Lumpur Convention Centre.

The summit discussed, among others, the new digital content market, technologies that shape the economic and business framework, and approaches to globally expand and culturally transfer Asian content as a prominent brand.

Mr Wang outlined five endeavours that must be taken into consideration for the Asian content industry development.

Firstly, content fund must be set up to serve as the hub for content.

Mr Wang pointed out that Asian countries require continual supply of funds and technology to promote their content business development. Therefore, under the direction of the “Belt and Road” initiative and with the support of the Asian Infrastructure Investment Bank (AIIB), Content Fund to support funding and technology of content business should be set up, which should also attract external investment.

Secondly, acquire policy support and promote multinational collaboration.

Under the One Belt and One Road initiative and with the experience from Japan and Korea, countries which are pioneer in content development, coupled with the emerging markets in ASEAN countries, members of ACBS countries and economies can cooperate and support the new policy for the Belt & Road Media Content Development

Thirdly, set up incubators to strengthen technological innovation and cultivate young talents.

Talents and technology are the core elements of content business development. Thus, it is essential to set up incubators and accelerators with collaboration from global universities and institutions. This can provide employment for youth and promote development of small and medium enterprise. Besides, elites from ACBS member countries can guide young practitioners to start new projects and ensure the projects can be commercialised so as to develop a new model for the Asia content business.

Fourthly, develop Asian market and balance profit and development.

With the rising of developing countries, there is an emerging market for Asian content industry. Thus, it is necessary for ACBS members to transfer consumer demands into purchasing power by expanding their local and neighbouring market. Meanwhile, it is very important to create a new way for growth with the concept of sustainable development and create more job opportunities in Asia.

Last but not least, enhance laws and regulations and standardise the industrial system.

Compared with Western countries, Asian countries, being a new emerging market, do not have a standard legal and industry system. Thus, there is a need to formulate a content business system



which embraces different areas like finance, tax, technology and marketing, to provide more opportunities, funds and technologies for content creators and improve the international influence of media-in-Asia works.

Mr Yoshiaki Takeuchi, Deputy Director-General for IT Strategy, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry (METI) Japan, touched on transition in content technology whereby Virtual Reality (VR) and Augmented Reality (AR) have been deployed for content creation.

He explained that VR creates an artificial space that is close to reality and provides highly immersive images and videos possible while AR makes it possible to experience a new world where digital data is superimposed on the real world or a space.

For example, Pokémon GO is a game-using location data (GPS) so that the real world itself is the setting for capturing Pokémons and battling opponents.

Mr Takeuchi envisaged that AR/VR is expected to be used in diverse industries like tourism, medical, disaster response and housing in addition to entertainment.

And the VR/AR software market potential is estimated to reach USD\$35 billion by 2025.



METI is promoting the index standardisation in order to formulate guidelines to reduce the effect on human body like visually-induced motion sickness besides increase content-developing opportunities and reduce creation costs.

He noted that there is a shortage of talent to develop 3D content for head mounted displays due to the unpromising outlook for marketability. Hence, there is no established business model at the moment.

Mr Takeuchi hopes to find a solution

for the best Asian content market by strengthening cooperation with Asian countries on VR/AR content development, which will certainly provide people with new experiences, envisages for the forthcoming 2020 Tokyo Olympics and Paralympics.

ACBS is expected to continuously be convened as the most effective means to explore how best to take the creative industries to the next level of development.

ACBS was hosted by the National Film Development Corporation Malaysia (FINAS), an agency under the Ministry of

Communications and Multimedia Malaysia (KKMM) with the cooperation of the Ministry of Economy, Trade and Industry (METI) Japan. It is part of FINAS main programme at *KL Converge! 2016*. ACBS was established in 2008 and the first ACBS was held in Tokyo in 2009.

China and Korea are bidding to host the next ACBS in 2017 and the current member countries/regions of ACBS are: China/Hong Kong, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore and Thailand.



Dealing with Disruption in the Broadcast Industry

By **Mr Aale Raza**

Managing Director at Whiteways Systems Pte. Ltd., Singapore

The broadcast industry today is facing a disruption – the likes of which it has never faced so far. The industry is wracked by uncertainty and seems to be suffering from an inferiority complex. The reason for this is the rise of the digital economy. First it was video on IP, then youtube, then the various social media platforms (Twitter, Facebook etc) and now Netflix and IFlix. One wonders, what is going to emerge in the future?

Let's take a step back and look at the bigger picture. We see that nowadays almost every industry is facing a similar (or worst) disruption. Look at the banking industry, the taxi industry, the airline industry and so on.

To get a perspective, let's take a look at the history of disruption and what other industries did to avoid getting drowned. The combustion engine disrupted the horse drawn carriages; the oil industry disrupted lots of industries. Electricity disrupted the oil lamp industry, but started a new range of industries. Internet disrupted the newspaper industry, retail industry, airline booking industry (to name a few) and started a range of new industries. Now, after a long reign, the broadcast industry is getting disrupted.

In the broadcast industry, the frequent complaints that we hear are – the digital space is ungoverned, unencumbered by rules or regulations. (Can it ever be governed?) whereas broadcasters have to follow a complex plethora of rules and regulations. Over and above that, their ownership (whether government or private) inevitably links them to a position that they need to defend. Whereas, the purveyors of news in the IP world have no such obligations. Adding to their woes is the revenue generation

capability. It seems that their dependence on advertising revenue has all but nailed them to the ground. The broadcaster stuck in a small Asian country has a limited advertising revenue and lots of competition. The government-owned channel is stuck with government subsidies and a waning viewership. Both have a limited upside potential – if at all.

So, the combination of higher competition with lower revenue generation capabilities have wreaked havoc on the psyche of the broadcaster.

What is the broadcaster supposed to do?

One thing is clear – the broadcaster has to decide whether he is the disruptor or the disruptee. If he is the disruptee, then he can only wait for more disruptions to come. Competitors continue to eat into his viewership and into his revenue stream.

On the other hand, if he is the disruptor, he can choose the battles he wants to fight. He can use the very technology that is disrupting him to his advantage.

How does he change himself from being a disruptee to being a disruptor?

The answer is apparent. Technological disruption is sweeping a number of industries. It is not a new phenomenon any more. Many industries – like banking, music newspapers etc have been disrupted. What happened there was that the incumbents changed themselves completely and emerged as winners. Something similar needs to be done by



the broadcaster. Some broadcasters see themselves as a professional video production company. Others focus more on transmission (and outsource the production part). Still others outsource everything and just act as an aggregator (they buy content and play it out to a specialist transmission company).

The broadcaster needs to change his company completely. He needs to embrace technology in all its forms – in production, post production, news production, in his workflow and finally in transmission. He needs to embrace video over IP, file sharing over IP, video on demand, social media and transform himself.

He needs to open himself to user generated content, having frequent online polls, having 100s of Twitter, Facebook, Snapchat, Instagram accounts. He may want to work on having a live website delivering numerous stories, which are in addition to the stories shown on the TV screen, and changing the viewers into users and changing advertisers into partners.

In the background, a rigorous user analysis needs to be done. How many people viewed the advertisements, their demographics, and their geographical

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ABOUT WHITEWAYS SYSTEMS

Whiteways Systems Pte. Ltd. is a technology partner for broadcasters, professional video production, post production and teleports. We provide cutting edge technologies which helps our customers produce great content and transmit it.

5 Community Radio Stations in Bangladesh win UNICEF Meena Media Award 2016

Five Community radio stations in rural Bangladesh recently received seven awards in the radio category of the UNICEF Meena Media Award 2016 for their outstanding contribution in innovation in media and protection of children's rights in the year 2015.

Every year, UNICEF Bangladesh organises this competition to encourage journalists and broadcasters to highlight child rights issues in media. It has honoured a total of 48 media professionals for their outstanding contributions in championing the rights of the children.

Winners in the 12th Meena Media Award were announced on 9 October 2016 at Pan Pacific Sonargaon Hotel. Minister for Ministry of Information Hasanul Haq Inu, MP and Mr. Dzidula Masiku on behalf of UNICEF Bangladesh handed over the crest, award money and certificate to the winners.

Bangladesh NGOs Network for Radio and Communication (BNNRC) actively works to improve recognition of the community electronic media sector (community radio, community TV, Community Film) and its work in and involvement with the communities it seeks to serve from 2000 with support from Free Press Unlimited (FPU).

The first, second and third award recipients of each category and age-groups received BDT 50,000 (US\$ 600), BDT 25,000 (US\$300) and BDT 15,000 (US\$190) in cash prizes respectively in addition to a crest. The five community radio stations received BDT 1,60,000 (US\$ 1,952) in cash altogether.

The winning stations are: Community Radio Pollikontha 99.2, Community Radio Borendra 99.2, Community Radio Bikrampur 99.2, and Community Radio Jhenuk 99.2 FM and Community Radio Chilmari.

Responding to the call of UNICEF-Bangladesh earlier, community radio stations of the country participated and submitted their radio programmes in the competition under two categories – below and above 18 years of age. These programmes reflected important issues like child education, present situation

By **Mr AHM. Bazlur Rahman**

Chief Executive Officer, Bangladesh NGOs Network for Radio and Communication (BNNRC)



of female child and the children from horijon/dalites community, child marriage/early marriage, evolution of children organisations, child marriage in Dalit community, suicide of children, negligence of girl child in the community, life-threatening livelihood of child labours, drug addiction and its effects on family and society.

Out of these submissions, seven received the final award.

Dividing into "Creative" and "Reporting" categories within two age groups below and above 18 years, entries were sought from print, online, television and radio under specific age groups.

The final awardees were as follows:

Innovation and creative category (below 18 years): 1st prize: Md. Kamaruzzaman, Community Radio Pollikontha 99.2.

Innovation and creative category (above 18 years): The contestants from government broadcasters Bangladesh Betar and Private FM ABC Radio received the 1st and 2nd prize respectively in this category.

News Report/Investigative Reporting category (below 18 years): 1st and 2nd prize: Shajedul Islam and Tajmin Rashid Taj from Community Radio Jhenuk 99.2.

News Report/Investigative Reporting category (above 18 years): The 1st and 2nd prize were won by the participants

from Radio Today and international broadcaster BBC Bangla.

The award nominees were selected by a panel of judges through a competitive process from print, online and broadcast media. Broadly divided into "Creative" and "Journalistic" categories, entries have been sought from print, online, television and radio under specific age groups.

An eleven member expert panel of judges comprising of creative writers, veteran media professionals, and academics assessed each entry.

Four community radio stations in the country had received 13 awards in radio category in the Meena Media Award 2015 for their contribution to innovation in media and protection of child rights in the year 2014.

BNNRC has been encouraging and mobilize the stations and facilitating them for submission of their programmes in the Meena Media Award. Now 17 Community Radio Stations are on-air in the country, aiming to ensure empowerment and right to information for the rural community. They are broadcasting altogether 135 hours programming per day on information, education, local entertainment and development motivation activities. Around 1,000 youth women and youth are now working with those stations throughout the country as rural broadcasters within 6.18 million rural people in 115 upazillas under 29 districts.



AIBD

Annual Surveillance Audit 2016

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

AIBD has successfully completed its annual surveillance audit and the auditor concluded that AIBD's management system conforms with the requirements of the standard and demonstrated the Institute's ability to achieve agreed requirements for services within the scope of its policy and objectives during the period under review from 2015 to 2016.

The surveillance audit was conducted on 2 August 2016. Mr Chang Jin, Director AIBD welcomed the Auditor, Mr Eddie Fuad of SGS Sdn. Bhd. Systems & Services.

The objectives of this audit were to de-

termine conformity of the management system. The ability to ensure applicable statutory, regulatory and contractual requirement were met to ensure the AIBD will reasonably expect to achieve specified objectives and to identify as applicable areas for potential improvement. The surveillance audit focused on the core activities of the Institute in training, consultancy, publication, content production, and conference and workshop organisation.

The certification body in Malaysia was SGS Sdn. Bhd. Systems & Services Certification, affiliated with International Standards Accreditation Services (ISAS). Mr Fuad conducted a process-based audit focusing on significant aspects of risks and objectives as required by the standard. The quality management team

at the Institute is led by Mr Rabi KC, Programme Manager / Quality Manager, AIBD.

The audit methods used were interviews, observation of activities and review of documentation and records maintained. The auditor audited individually the sampled staff in charge of the procedures from the Programme, IT, Administration departments and the Director, who were responsible for maintaining various processes of the procedures. These procedures were related to aspects such as human resources, purchasing, stakeholders' satisfaction, staff satisfaction, analysis of data and objectives from consolidated report, objectives, internal audit, continuous improvement action, programme planning & production, etc. from the perspective of AIBD's management and quality management systems. AIBD was awarded the ISO 9001 certificate in July 2009. In August 2015, the certification was renewed to ISAS BCP 9001: 2010. This certificate is valid until 14 October 2018.



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Dealing with Disruption in the Broadcast Industry

spread and so on. Then the broadcaster needs to convince the advertiser that they are not just beaming his advertisement into the void, but running a campaign for him, giving him the target audience he wants and ensuring his success.

Thus, the broadcaster has to emulate the digital advertisement space. Google, Facebook, Snapchat etc promise that they will show relevant advertisements to the target audience. The advertiser has to pay on a "per click" basis (not on airing a 10 second advertisement spot). If the broadcaster can deliver a similar promise, he can easily overcome the digital divide.

In order to do this, the broadcaster needs to embrace technology which he is not familiar with. He needs the help of an

expert – the technology partner. With this help, he can transform himself and win the battle.

One thing that is sorely required, is to have a long term, dependable technology partner. Most of the disruption is happening due to new technology. Many of the answers lie in embracing new technology. (A similar parallel can be found in the banking industry. Banks had to turn themselves into a technology company in order to survive and grow). The broadcast industry has to turn itself into an IP centric, fully automated, digital technology company in order to survive and thrive.

On the positive side, for the brave new technology savvy broadcaster, it is a very exciting time. Geographic and language barriers have dropped off. Smart phones have exploded and growing. Every smart phone owner is a possible consumer of

Television. 4G (and 5G in future) will solve the problem of slow connections. Digital advertising is growing rapidly. Great content has universal appeal (and is very profitable). Producing great content is becoming easier with technologies like VFX, Virtual sets and Colour grading. So, if he can produce great content and transmits it using traditional transmission as well as digital transmission (Video over IP, Video on demand, social media and so on), he can do very well. He can get not just the Television advertising revenue, but also get revenue from licencing his content, from online digital advertising and pay per view.

Obviously, in this fast moving world of digital technology, he cannot sit still. He as to keep moving ahead of the curve.

Finding the long term technology partner is not an option. It is a necessity!

Excursion Day



GC Delegates Visit Tehran's Cultural Sites

It was not all business for delegates to the recent 15th AIBD General Conference held in Tehran, Iran. Delegates joined a cultural visit that brought them to the Sa'ad Museum, which was first the summer residence of Qajar kings, and then turned into Reza Shah's summer residence, following the expansion and annexation of some other quarters.

Sa'ad Museum is now composed of 10 museums that include, among others, the Green Palace, the first facility built in the complex during the Pahlavi dynasty

by order of Reza Shah. It was called green palace because of the colour of its facade.

The other museums were the Nation's Palace, composed of two stories with different small and large rooms that served as residence and office of Reza Shah Pahlavi and his son, the National Museum, Fine Arts Museum, Behzad Museum, Abkar Museum, Mir Emad Museum, Museum of Anthropology, Military Museum and Water Museum.

Delegates also enjoyed the panoramic view of the city of Tehran from the Milad Tower. With its height of 435 meters, the Milad Tower is one of the tallest telecommunications towers in the world. The head of the tower is a steel structure weighing about 25,000 tons and consisting of 12 floors.

On the Tower's 5th floor is an art gallery of valuable work of visual arts. The facility also has a revolving restaurant, one of the largest in the world.

Another enjoyable trip was at Durban, formerly a village close to Tajrish, Shemiran, and is now a neighbourhood inside Tehran's city limits. It is a popular hiking trail into Mount Tochal, which towers over Tehran.

The Persian word 'darband' means gateway or door of the mountain.

The initial start of the Durban trail is about 250 meters long and is dotted with a small number of small cafes and restaurants, frequented by locals and tourists.

Participants also had a glimpse of Iran's traditional dances in a performance during the inaugural dinner on 25 August 2016 hosted by the Islamic Republic of Iran Broadcasting (IRIB).

AIBD New Appointments New Leaders

NEW MINISTER OF SAPPRFT
H.E. Mr Nie Chenxi

The Chinese government has appointed Mr Nie Chenxi as Minister of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) following the retirement of Mr Cai Fuchao. Mr Nie has been a Vice Minister SAPPRFT since October 2012, and concurrently President of China Central Television (CCTV) since April 2015.

Mr. Nie is a computer programming major and had worked for the Hebei Provincial Bureau of Statistics and other administrative positions in Hebei, before becoming Director of the Publicity Department of the Hebei Provincial Committee of the Communist Party of China in 2006.



PBS-BBS NEW DIRECTOR
Mr Rizal Giovanni P. Aportadera, Jr

Mr Rizal Giovanni P. Aportadera, Jr. has 30 years of experience in broadcast media that will serve him well as the new Director of Philippine Broadcasting Service-Bureau of Broadcast Services, Philippines. He worked with broadcast companies, among them, CNN Philippines, RMN and ABS-CBN. He also joined the staff of then Mayor Rodrigo Duterte (now President) as tourism officer and also of the President's daughter, Sara Duterte, as Tourism Officer, both in Davao City.

Mr Aportadera was former President of the Davao chapter of the Kapisanan ng mga Brodkaster ng Pilipinas, the self-regulatory body of the Philippines' broadcast industry. He finished his studies at the Rosenhoff Universitet in Oslo, Norway and Friedrich-Ebert Stiftung in Germany.



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