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INAUGURAL CEREMONY
43RD ANNUAL GATHERING
16TH AIBD GENERAL CONFERENCE
AND ASSOCIATED MEETINGS
21- 23 AUGUST 2017
BANDOS MALDIVES, MALDIVES



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“Motivate, Encourage and Inspire”
– H.E. Abdullah Jihad, Vice President of the Republic of Maldives

Telling Impactful Stories

In a 1996 essay on the Microsoft website titled 'Content is King', Bill Gates said "Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting".

Twenty-one years later, his statement remains valid and relevant today. Internet players as well as broadcasters search for and present good stories to tell. The aim is not only to attract more audiences and ratings that can generate business revenues, but also to enable citizens to understand development issues.

Where do we find good content? Asia is home to a diversity of cultures, religions and peoples that can serve as sources for good content. But how do we tell the region's stories in a way that impact individuals and society? How can we share Asian content more effectively for both the local and international audiences?

This edition of the Broadcaster features some articles dealing with telling good stories and ways to market them. Mr Kevin Anderson, Founder and Principal, Ship's Wheel Media, talks about creatively telling stories with numbers. In a recent workshop in Malaysia, he discussed data journalism and how best to visualise numbers and data, suggesting that the key is to understand the story that the numbers are telling you.

In a recent seminar in Brunei, Dr.

Ramachandran Ponnar, AIBD Consultant & Lecturer at Taylor's University, Malaysia, stressed the importance of unique content and recommended ways on how local programmes can be marketable in the regional and international markets.

We also highlight creative radio programmes that won the recent AIBD Radio Awards. One of them is a feature report entitled "Hand in Hand," produced by China National Radio. It tells the stories of three migrant mothers and their children, stressing their challenges and struggles to settle down in the cities. Li Hong, Secretary-General of Radio Society, China National Radio, writes that "children in need often attract social attention; choosing this unique topic lays the groundwork for maximum media penetration".

Our Asia Media Summit 2018 to be held in New Delhi, India will cover the theme "*Telling Our Stories – Asia and More*" highlighting the need not only to preserve genuine and colourful stories from the region, but also to share them beyond boundaries through traditional and new media. It will also look into stories regulations support, technologies that enhance quality storytelling, Asian values that reflect good stories or modern values that dominate content. "Should all good content be commercially successful" will also be discussed.

In the recent AIBD general membership meeting in Maldives, member organisa-

tions called for more training in producing good stories, among others. In its yearly report to members, AIBD Director Chang Jin highlighted the Institute's activities in this aspect. It pursued 36 training activities within the period from 1st of July 2016 to 30th June 2017 that cover, among others, development of content and production of entertainment programmes, as well as children and youth programmes utilising multimedia and documentary genre.

Many broadcasters believe making a good radio and/or TV story does not depend solely on equipment or technology. It helps, but more importantly, it requires various elements that matter to citizens.

A compelling story flows well that doesn't confuse listeners and viewers. It must have strong characters and soundbites that can be memorable to them. It must evoke a wide range of feelings and emotions. It must make people laugh and cry, inform, move and inspire them to see their surroundings in a new perspective.

Good stories engage audiences. They generate and expand connections, enhancing understanding that make them memorable. Impactful content can drive active public participation in development.

Good content and the way stories are told will spell the difference between success and failure.

Maldives' VP Urges Media to Inspire Nations for a Better Society



Maldives Vice President Abdullah Jihad says “media’s key role is not to depress and dishearten citizens, but to motivate, encourage and inspire nations” in order to pave the way for future generations and build a better society.

“This is where intergovernmental organizations like AIBD comes into the picture. It can provide smaller states like Maldives an opportunity to strengthen the efficiency of media for the betterment of the country”, he said.

The Maldives Vice President delivered this message during the Inaugural Ceremony of the 43rd Annual Gathering/16th AIBD General Conference & Associate Meetings held on 21 August 2017 in Maldives.

In his speech, Vice President Jihad spoke about the growing role of social media in the contemporary world, stressing that its rise has made such an impact that it has become a challenge for the traditional media to lure and sustain the audience.

“The social media offers a level of flexibility that the traditional media does not afford. It offers a much higher level of interactivity making this, perhaps the main distinguishing factor” he said.

He also pointed out that as social media rapidly grows as a medium, member countries of AIBD should consider ways to blend in and integrate traditional media with new media.

AIBD can take a lead, he said, in addressing this need, and should design more courses on social media including training of technical staff.

Dr Abbas Naseri Taheri, President of AIBD General Conference and Advisor to IRIB President and Director General, IRIB International Cooperation Department, delivered the welcoming remarks.

In his speech, Dr Taheri cited various demands on media to make a difference in helping solve poverty, malnutrition, lack of education, gender and socio-economic inequality, environmental degradation and conflict, among others.

One demand is for media to produce compelling and distinct content so that audiences can attain great satisfaction and great experiences that drive participation and engagement.

Two is to contribute to public understanding and analysis of sustainable development concerns and achievements.

Three is getting media to adapt to emerging technologies and social media that can equip broadcasters with effective platforms to produce better programme content, interact differently with and reach out to bigger audiences.

Four is to strengthen human resource skills and competence, a primary mandate of the Institute.

“I hope that a regional consensus would be created in this gathering to meet these demands, no doubt a step forward towards a balanced and sustainable development”, he said.

Ms Aminath Shaayan Shahid, Deputy Managing Director of Public Service Media (PSM), also spoke during the Inaugural Ceremony.

In her opening remarks, Ms Shaayan highlighted the diversified services of PSM, who was hosting the 16th General Conference in Maldives. She cited the content they produce for its 8 TV channels, 3 radio channels, an online media platform and a magazine.

As young people who comprise two thirds of Maldives population are both catalysts and agents of change, she said PSM stresses the importance of training young professionals.

In this way, she said, “they can play their designated role in building a well-informed, educated, entertained and an aware society that will engage in building this nation”.

The presentation of the AIBD Awards 2017 was also held during the Inaugural Ceremony.

Trophies and certificates were presented to winners or their representatives in various categories covering Best TV programme on ‘Towards a Waste Free Society’, on ‘Bridging the Gender Gap’, Best Radio programme on ‘The journey of the Migrant’ and on ‘Fighting Deforestation’.





Calls for more in-country training workshops and sustainability concerns dominated discussions among AIBD members who participated in the 43rd Annual Gathering/16th AIBD General Conference in Maldives.

Close to 50 full and affiliate member representatives from 16 countries attended the conference on 22 August 2017 to examine the Institute's annual performance and future direction.

Discussions focused on the need for additional in-country workshops in member states, among them, Bangladesh, Cambodia, Maldives, the Philippines, Sri Lanka and Thailand. Training topics being requested cover mobile journalism, election reporting, media management, community radio, citizen journalism, archiving, documentary production, and training of trainers. Some members also requested the AIBD secretariat to look into offering online courses as a way to reach out to more members and reduce cost of training.

AIBD Director Mr Chang Jin presented the Institute's annual performance. They implemented 36 training activities that benefited 840 broadcasters mostly from

The 16th General Conference: Members Seek a More Relevant and Sustainable AIBD

Asia Pacific and Africa from 1 July 2016 to 30 June 2017. These workshops covered a variety of topics to include TV camera editing/lighting/production, digitization, production of children/youth programmes, radio production, disaster risk reduction, new media and social media.

Fifty percent (50%) of the activities were in-country, while 47% were regional and 3% were sub-regional. A majority of the participants were self funded, about 84%, while 7% were partly funded, and 9% fully-funded.

The Korea Information Society Development Institute (KISDI) has offered to

open more applications for AIBD members who wish to participate in future training workshops on content, being organised by the Korea Radio Promotions Agency or RAPA.

The Consortium for Educational Content in India said they are willing to assist AIBD to produce educational programmes and use infographics.

Mr Chang agreed with members to pursue additional funds for training and said the Institute would review the list of activities lined up in the future to respond to members' needs. While he acknowledged the importance of online courses, he said they would also continue





with face-to-face training sessions to enhance capacity building.

Members also engaged in extensive discussions on sustainability issues, examining the status of members' subscription payments and AIBD's annual budget.

Chang Jin appealed to members to pay up early so that the Institute will have the necessary funds to carry out its operations.

On the membership campaign, Chang Jin highlighted the entry of five new affiliate members. He also reported that three affiliates were suspended while the membership of two others was terminated.

Mr Ham Sam Ath, Deputy Director General for International Relations, Ministry of Information, Cambodia, said private broadcast companies in his country are interested to become members, an opportunity the Institute should tap soonest.

On the AIBD budget, Datuk Abu Bakar, Director General of Radio Television



Malaysia (RTM), requested the AIBD secretariat to provide more details on its income and expenditure.



Dr Abbas Naseri Taheri, President of AIBD General Conference and Advisor to IRIB President and Director General, International Affairs, IRIB, Iran, had a similar request, seeking as well for detailed plans on how to raise funds and control costs.

Further to this, Managing Director of Public Service Media, Maldives,(PSM) Mr Ibrahim Khaleel, said, *"We need to sustain this organisation. It is our duty to discuss and explore ways to make the organisation efficient and find more money for its training activities"*.

Some members also sought early distribution of the annual performance



and financial reports, at least a month before the GC, to ensure they come prepared during the meeting to engage in high level discussions and recommend measures to deal with various concerns.

Mr Chang Jin said the Secretariat will provide soonest a more detailed financial report and will move on with future strategy.

Other issues that members took up were the need to work out a more detailed strategic plan or roadmap 2020, and review of the election procedures for members of the Executive Board.

The Director's annual report also discussed the 14th Asia Media Summit (AMS) held in June 2017 in Qingdao, China which centered on the theme "Media on the Frontline of Global Development". Chang Jin said the summit was a success in helping broadcasters understand and address the many demands of development in the region.

Reflecting on the highlight of AIBD's work on development, the Director of AIBD commented, *"By doing so we are connecting ourselves in an all-round way with the societies and the world, so that to reliven, if necessary, the broadcasting and media industry,"*.

The AMS was complemented by the AIBD Annual Media Report (AAMR 2017), a study on the role of broadcasting media in communication for development, based on 22 members' response to a 17-page survey.

Chang Jin also reported on AIBD's international partnerships including United Nations agencies and more than 20 organizations across the globe.



EXBO Meeting

Members of the AIBD Executive Board (EXBO) gathered recently in Maldives to identify approaches to strengthen the Institute's sustainability and improve delivery of services to members.

They urge the AIBD secretariat to explore new revenue streams and ensure means to distribute funds equitably for its various training activities that will benefit member states.

"We need to spread funds, whether training for radio, or for TV, or for various areas of competence. AIBD should make a study of fair distribution and geographical coverage", Dato' Abu Bakar Ab Rahim, EXBO Chairman and Director-General of Radio Television, Malaysia, said.

Ms Yan Ni, SPT Vice Chairperson and Director of Asian, African and Latin American Affairs Division, SAPPRT, China, recommended that AIBD pursue a regular evaluation of all AIBD workshops and seminars or seek out members' feedback in order for members to know the value of AIBD training programmes to their organization. She also said results should also be made available to GC members.

AIBD Director Chang Jin said the organization conducts such evaluation every year and promised to make this available as part of the Director's Report during the GC.

EXBO members met on 21 August 2017 to examine the Institute's accomplishments during the one-year period. Their meeting was part of the 16th AIBD General Conference & Associated Meetings in Male', Maldives from 21-22 August 2017.

In their discussions, some EXBO members called on AIBD to conduct more in-country workshops and suggested additional topics, including training on media management, new media and use of smartphones in broadcasting.

EXBO Urges AIBD to Explore New Revenue Streams for Training

Chairman Bakar requested members to help share expenses with AIBD in pursuing in-country workshops, thereby reducing operational costs of the organization. He said they must let AIBD know their training needs so that the organization can identify appropriate experts to conduct in-country workshops.

The AIBD Director welcomed co-funding mechanisms in conducting some in-country workshops, saying this collaboration has been in place in Vietnam, Thailand, Korea and Malaysia, among others.

The EXBO also urged the secretariat to align its activities and collaborate with ABU not only to optimize financial assets, but also to ensure their activities do not duplicate. If similar activities are planned, a collaboration would best achieve the intended outcomes.

On the proposal by the secretariat that EXBO membership be expanded to include affiliate members, the EXBO decided to keep the status quo. It

requested the secretariat to clarify the status, representation and rights of full and affiliate members, and study thoroughly how affiliate members can be better integrated into AIBD affairs.

The EXBO members also agreed to keep the status quo in response to the proposal of the secretariat that the President and Vice President of the General Conference be automatic Chairman and Vice-Chairman of EXBO.

The EXBO meeting began with the report from Director Chang Jin on some of the Institute's accomplishments during a one-year period.

He said some 840 broadcasters from 45 countries covering mostly Asia-Pacific benefitted from AIBD-organized training workshops and seminars covering the period of 1st July 2016 to 30th June 2017.

Topics covered media management,

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AIBD Strategy



AIBD's Strategic Plan Team Discusses Future Directions, Sustainability Issues

The Strategic Plan Team (SPT) met recently during the 16th AIBD General Conference in Maldives to discuss, among others, funding sources for AIBD and the Asia Media Summit (AMS).

Concerns were raised over dwindling support from United Nations agencies, and the use of the AMS as a platform for commercial purposes. Some members warned that certain private companies use the AMS as a venue to bring in their own speakers only to sell their products and services. Others argued that development institutions that want to take advantage of the AMS or other

AIBD events to promote their advocacies should be allowed to contribute funds. There was a suggestion to sell special sessions and exhibition booths as a way to generate funds for the AMS.

AIBD Director Chang Jin commented that inviting some successful private companies to participate in the AMS makes sense as participants learn some success stories from them. After all, AMS is also a forum for participants to learn. While UNESCO and other UN agencies had contributed resources since the establishment of AIBD, he said funds from these institutions are

no longer available now, and AIBD needs to depend on members and other alternative revenue-making mechanisms to ensure its sustainability.

SPT members also discussed a new proposal dealing with the AIBD's Strategic Plan – Roadmap to 2020. It will update the Strategic Plan crafted in 1998.

Dr Abbas Naseri Taheri, GC President, said there is an urgent need to look at funding to ensure an action plan and roadmap can be implemented. Such plan should be quantified based on a timetable and funding support identified to ensure success.

Also taken up was a proposal for broadcasters to be more pro-active in developing, producing, disseminating and sharing educational content. This includes the creation of a proposed educational content bank as a way to facilitate content exchange among broadcasters, reduce cost of education, and make it accessible in the region.

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EXBO Urges AIBD to Explore New Revenue Streams for Training

media literacy, media law and ethics, entertainment, children and youth programmes, digitalization, disaster risk reduction, new and social media and radio production, among others.

In his presentation, he said the Institute approved five new affiliate members. These were Asian TV in Bangladesh,

iM4U Radio Sdn Bhd (iM4U FM) in Malaysia, Seychelles Broadcasting Corporation, Startimes Communication Network Technology CO. Ltd., and China Communication Research Centre of SAP-PRFT, China. Three affiliate members were suspended while membership of two others was terminated.

AIBD currently has 108 members which comprises of 43 full-member and 65 affiliate-member organizations, representing 46 (26+20) countries.

Member states represented in the EXBO meeting were Bangladesh, Cambodia, China, Korea, Malaysia, Thailand, and Vietnam. Indonesia and Pakistan did not attend the meeting.

India Elected as New EXBO Chairman

The 16th General Conference (GC) elected five new members of the AIBD Executive Board (EXBO), headed by India as the new chairman, in its recent gathering in Maldives on 22 August 2017. Elected Vice Chairman was Cambodia.

Representatives of member states elected as new EXBO members Bhutan, China, India, Korea and the Philippines. They join four current members in the EXBO to include Bangladesh, Cambodia, Pakistan, and Vietnam.

Full members of the GC Conference were eligible to vote for five new EXBO members. After the GC, the newly constituted EXBO met to elect a new chairman and vice chairman.

In accepting the chairmanship, Mr F Shehryar, Director General of All India Radio who represented India in the GC and EXBO, said AIBD has remained an effective platform for human resource capacity building, and India has benefitted from the many training programmes of the Institute.

“AIBD is our torchbearer, and we are here to ponder on things and translate dreams into reality” he said.

Mr Has Sam Ath, Deputy Director General for International Cooperation, Ministry of Information, who presented Cambodia, said “let us all look forward to working together for the benefit of AIBD”.

The EXBO meets yearly to discuss and endorse policies to the AIBD General Conference. According to its Term of Reference, the EXBO should always have nine regular members, some of them elected every year during the General Conference. Every member state serves for two years.

The GC President and AIBD Director are ex-officio members of EXBO.



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AIBD’s Strategic Plan Team Discusses Future Directions, Sustainability Issues

There were concerns about AIBD’s capacity and resources to handle the setting up of a content bank. It was pointed out that ABU has done a lot in content exchange involving news, sports and music. Mr Chang Jin recalled a Korean proposal during the AMS 2016 to set up an Asian Content Bank, saying AIBD could play at least a small role in supporting and coordinating that effort among government departments and broadcasters in the region. Some members and the AIBD Secretariat had agreed to look into this proposal.

The SPT members also discussed the next Asia Media Summit with the theme “Telling our Stories- Asia and More” and the interim list of proposed activities for 2018/2019 to cover 16 topics for technical training, 36 for programme production and 8 for general training.

During the meeting, Dr Javad Mottaghi, ABU Secretary General and former AIBD Director from 1998 to 2010, spoke about the key role of the SPT in planning for the organization’s strategies in the future. He stressed the need for regular exchange of communication between the SPT members and the AIBD Secretariat in crafting and fine tuning these strategies. Not only must SPT be

forward looking in planning, it must also identify ways to make the organization more service-oriented. He reminded members to identify what it can do for AIBD to ensure its operations continue.

Mr Thusira Chintaka Malawwe Thantri, Director General of the Sri Lanka Rupavahini Corporation and SPT Chairman, invited AIBD members to come to Colombo, Sri Lanka for the next General Conference in August 2018.





Members and Partners Forum:

Importance of Right to Information and Digital Educational Content

Mr Thusira Chintaka Malawwe Thantri, Director General of the Sri Lanka Rupavahini Corporation, and Chairman of AIBD's Strategic Plan Team, said the Right to Information Act which Sri Lanka recently passed signals the return of democracy in the country.

Speaking during the Members and Partners' Forum at the 43rd AIBD Annual Gathering/16th General Conference, Mr

Thantri said getting approval for the Act was a long struggle spearheaded by press freedom organisations.

The Right to Information Act was approved on 3 February 2017, providing citizens access to public information including asserts and declarations by members of Parliament.

"According to the Act, any citizen should

get the information within a maximum of 28 days," Thantri said.

Another speaker at the Forum was Professor Rajbir Singh, Director of the Consortium for Educational Communication, India. He delivered a brief presentation on digital educational content production and dissemination, an evolving agenda for broadcasters in developing nations. This initiative, he said, can reduce cost of education and make it more accessible to developing and poor countries.

Dr Singh explained his broadcasting strategy for educational content sharing, to include creation of dedicated specialised channels for subjects/domains; priority/prime timing educational programmes on general channels/non-educational channels; syncing broadcasting with real classes schedule and timing, and broadcasting through DTH and Web and use of multi platform for the same content.

"AIBD can play a crucial role in disseminating education through technology which may go a long way in content sharing of educational content in Higher education among its member so that we all march on the road to development", he said.

Telling Our Stories - Asia and More



of All India Radio, told delegates that India is in “a state of complete preparedness” for the AMS from 10-12 May 2018.

The summit will focus not only on diverse local stories in Asia, home to diverse ethnic groups, religions and rich culture, but also on the need to preserve, and share them beyond its boundaries. Moreover, these require to be translated into global context, which should be delivered into local perspective, as a way forward to peace, prosperity and uplifting the society.

Topics covered in the five plenary sessions cover exciting stories on numerous mythologies, folklore and contemporary stories, media regulation policies, and sustainable development stories. The summit will also feature four parallel sessions, moderated debate on Asian values and a CEO Roundtable on storytelling and success of media. There will also be five to six presummit workshops.

Discussions on the Asia Media Summit 2018 were held during the meetings of the AIBD Strategic Planning Team (SPT), Executive Board (EXBO), and the 16th General Conference (GC) in Maldives from 21-22 August 2017.

Many SPT members commended the theme, saying it is focused and wide enough. There were suggestions to include human resource training issues in telling good Asian stories, changing journalism and pursuit of editorially acceptable and commercially viable news documentaries.

“The draft content is well thought of. Story-telling is about Asian content, technologies and how to use them so that stories can be well-received, and business models”, Ms Yan Ni, Director of Asia, Africa and Latin America Affairs, SAPPRFT, China, said.

Other members recommended to include pre-summit workshops covering the theme’s idea about ‘Asia and More,’ and topics on co-production and cooperation among broadcasters. Moreover, speakers should provide video presentations of good stories to make sessions more dynamic and interesting.

The AIBD announces that the next Asia Media Summit 2018 in New Delhi, India will focus on the theme “Telling our Stories- Asia and More.”

forthcoming summit and the draft content with representatives from the hosts, India’s Ministry of Information & Broadcasting, Prasar Bharati and All India Radio.

AIBD Director Chang Jin recently visited New Delhi for preliminary meetings on the

At the recent 16th General Conference in Maldives, Mr F Shehryar, Director General

AIBD Award Winner



Applying Montage to Radio Broadcasting: A Review of Feature Report The New Life of Two Woodcutters

by **Li Hong**

Secretary-General of Radio Society, China National Radio

Forests cover roughly 30% of the land area on earth and are vital to our survival. However, due to logging and agricultural development, they have been laid down on massive scales, putting the global eco-system at risk. Deforestation is one of the most neglected global issues, yet it poses serious threat to the global environment and the entire human race.

The 2017 AIBD Radio Award reviews stories on how to effectively address such an aggravating threat. "The New Life of Two Woodcutters", by the reporters of China National Radio, won the best radio program in this category.

Here is the introduction and review by Li Hong, Senior Editor with the Radio Society at China National Radio, who oversaw the production of this programme.

China's Yangtze River Region accounts for one fifth of the country's wetland area; its wealth in eco-resources is the basis of eco-stability in the region. Yunnan and Sichuan Provinces on the upstream, in particular, are both the key areas for global bio-diversity preservation and regions with fragile eco-systems. In the early spring of 2016, China National Radio initiated a series of special reporting tour "My Yangtze," to investigate the eco-system of the Region. Reporters Chen Hongyan and Chen Jun were assigned to study the forest preservation programmes in Yunnan and Sichuan provinces, their report, "The New Life of Two Woodcutters," tells the

stories of woodcutters after both provinces banned the logging of natural forests.

Using Montage to Deliver Excellent First Impression

Montage is a film editing technique that deals with the sequencing of camera shots, but the concept is also applicable to sound editing. Radio programmes are the combination of sounds, a smart arrangement of sound effects, soundbites, music and narrations often yields better results than a simple combination, and may evoke vivid images in the minds of the listeners.

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AIBD New Appointments

AIBD New Appointments

AIBD recently recruited new programme managers and tapped the services of a Director General of the Korea Communications Commission (KCC) under the Institute's secondment programme as part of initiatives to strengthen its human resources capacity and better serve members.

At the 16th AIBD General Conference in Maldives, AIBD Director Chang Jin reported that following the resignation of Deputy Director Marcel Gomez, Ms Philomena Gnanapragasam was appointed Head of Programme Department.

He announced that the Korea Communication Commission signed a Memorandum of Agreement with AIBD in June 2017



Mr Bae
Jung Seob



Ms Philomena
Gnanapragasam

to second Mr Bae Jung Seob to AIBD as Special Advisory Officer (Deputy-Director level) for three years.

Mr Bae has been a Director General of the KCC since 2015, after serving at the KCC since 2007. He had been with the Ministry of Information and Communication (MIC) earlier. Mr Bae holds a Juris

Doctor Degree from the University of Kansas School of Law, US, MA degree in Public Administration from the Kangweon National University, Korea and BA in Political Science and International Relations from Korea University.

Programme Managers Rabi KC and Saqib Muneer finished their contracts with AIBD in the beginning of 2017. To fill up these posts, the Institute conducted a recruitment process and hired Mr Utpal Mandal, Dy. Director General (Egg.), Directorate of Doordarshan, India, as Broadcasting Engineer/Programme Manager and Mr Syed Nabeel Hassan Tirmazi, Producer/Researcher, PTV, Pakistan as Programme Manager.

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Applying Montage to Radio Broadcasting:
A Review of Feature Report
“The New Life of Two Woodcutters”

One of the interviewees, Cering Norbu, had his life turned upside down because of the logging ban on natural forests. For that reason he is an ideal interviewee for the subject. However, he is not a man of many words and speaks rather flatly and slowly, which makes him less than ideal as a voice on radio. I realised the show must have an impressive opening to grab the listeners' attention. A feature story doesn't have to start from the very beginning; a more dramatic opening scene makes it sound more attractive and creates the kind of suspense that keeps the listeners interested. So, I decided to move the most dramatic part of Cering's life up ahead, coupling this with the sound effects of baby crying and thundering, which indicate Cering's hardship at that moment. This way, we could avoid a cluttering introduction and make all the soundbites come to life.

Write with Soundbites, Identity the Best Soundbites

This segment describes a period of Cering Norbu's life:

Liu Shangying:

He is very adaptive and was very quick in changing his career. His made an about-turn in life after he stopped logging. That was when we met and that was when he started to change.

Cering Norbu:

We've made a 100-million-yuan investment there, to give back to my hometown.

Liu Shangying:

It was better to go back to the mountains. In my hometown Shangri-La, the mountains are taller, the water is clearer, the trees are greener...



Cering Norbu:

This feeling is deeply rooted in me, I love my hometown very much.

Liu Shangying:

Every time he shows this feeling, everyone would laugh and say: “That's it, Shangri-La is the best, your hometown is the best.”

Cering Norbu:

That's true. I can't do anything about it, I was born this way.

The reporter did not use this segment, but I demanded it be included. I said: “Since we are telling the unique life of Cering Norbu, we must include the voice of Liu Shangying – the wife who has had tremendous influence on Cering's life”. We recorded her voice, but didn't use it. It was a very natural conversation when they each tried to finish the other's sentences. This segment was recorded after the interview, during a casual and relaxed chitchat at the dinner table. Writing with soundbites helps a reporter identify the best soundbites, which add dimensions to the story.

Certainly, a precondition of this is to try and record as many soundbites and acquire as much details as possible during the interview. I always require the reporters to turn on the recorder upon arrival and keep it running until they leave the scene. They should try not to remind the interviewees about the recording, make them think the recorder is turned off, or that the interview is over, this way the reporters can get very natural soundbites. Maybe for some of the soundbites, the reporters know what to do with them as

they are being recorded on the spot; but there are other soundbites the reporters aren't so sure about at the moment of recording, but may come in handy during the production process. It is possible to edit them together in various ways to portray a vivid scene, or to transition to a different scene, or serve as a backdrop. The 13-minute-long story of two woodcutters tracks the ups and downs of Cering Norbu and Wu Bingsong in different parts of the country and demonstrates ability of radio to transcend time and space. This is the magic of soundbites.

Observing Logic While Using Soundbites

Using soundbites to transition between scenes must follow the intrinsic logic in between, which means respecting the listeners' feelings. First of all, they should not go against common sense and the social context. Stories happen in specific time and space; transitioning using soundbites and sound effects must not jeopardise the consistency in time, space and social context. When hearing sounds, people subconsciously make associations between related contents based on their experience and common sense.

Secondly, the application of music in news programming requires deliberation: whether it helps the narrative and whether it helps express the ideas and feelings of the author. “The New Life of Two Woodcutters” includes six different segments of music. For each segment we experimented with different music to find the right choice. Music is there to unveil the story of Cering Norbu, and it is there when we conclude his story.



AIBD Award Winner

Let Soundbites Play the Lead: A Review of Feature Report “Hand in Hand”

by Li Hong

Secretary-General of Radio Society, China National Radio



On August 23rd, AIBD concluded its 43rd Annual Gathering and revealed the best show for 2017 AIBD Reinhard Keaunu Radio Awards. The feature report “Hand in Hand”, produced by China National Radio, was awarded the best show, as a joint winner with RTM’s entry, for the subject on “The Journey of the Migrant”. As supervisor of the report, I’d like to share my experience with and understanding of the show.

Unique Topic Appeals to Human Interest

“The Journey of the Migrant” covers a wide range of topics, but “Hand in Hand” focuses on the migrants’ children, which rarely come into media spotlight. It tells the stories of three migrant mothers and their children, with an emphasis on their challenges and their struggles to settle down in the cities. Children in need often attract social attention; choosing this unique topic lays the groundwork for maximum media penetration.

Professional Conversation Yields Strong Appeal

Every interviewee that appears in “Hand in Hand” is associated with memorable soundbites. Of the three children, Zou

Han mentions the big sign that says “demolish”. Xiao Mengrui sings “Where Has Time Gone” and Li Su “repeats the same sentence”. There are also plenty of other distinct sound effects, which contribute to a better show.

The authors behind “Hand in Hand”, Liu Minhui and Lu Fei, are the most successful partners I’ve known in recent years. During the interview, one of them would sit face-to-face with the interviewee and ask the questions, the other would sit by their side focused on

recording. This arrangement facilitates better communication between the reporter and the interviewee, allowing the reporter to fully absorb everything coming from the interviewee, from eye contact to body language. Meanwhile, the sound technician is fully devoted to recording and stays out of sight from the interviewee, who looks solely at the reporter and forgets about the microphone. The interviewee’s relaxed state of mind makes it possible for the reporter to reach out to their heart, while the sound technician guarantees the sound quality.

Identifying the Main Theme to Bring the Story to Life

The essence of the story is the optimistic spirit of the three migrant mothers, and the society’s awareness of and spontaneous assistance for the migrant community. It focuses onto the beauty in the migrant community itself and the support from the society at large.

“Hand in Hand” is no longer just about calling for social attention and care, but also reveals the hard work and mutual support among the migrant community, and the spontaneous assistance coming from the local community. As the story portrays the migrant individuals’ ups and downs, it also captures the good will of the Chinese people in general and the peace and harmony within the Chinese society. This way, the story reaches a higher level, it now has a soul.

Letting Soundbites Play the Lead and Narration Take a Back Seat

Then how is this theme and soul brought

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AIBD/PSM In-Country Workshop on

HDTV Studio Lighting, Make-up and Set Design

9 – 20 July 2017 in Male', Maldives

By Mr Sahat Amin

Broadcast Lighting Trainer, FIDA Technology

AIBD and PSM organized In-Country HDTV Workshop with a combination skill training on Studio Lighting, Set Design and Make-up in Male', Maldives from 9 to 20 July 2017. The HR Dept. selected 27 participants with more than 5 years' experience from various skill level and sections.

This 10-day workshop was developed to meet the necessity of the operators and the management of PSM. It was prepared and demonstrated thoroughly in-class and studio activities with the existing and proposed equipment and materials.

Mr Sahat Amin (Head of Consultants) gave the opening speech, during his keynote address; he mentioned that at the end of the workshop, the participants will produce the final project by combining all three modules in a real working environment.

The opening ceremony was officiated by Deputy Managing Director Miss Aminath

Shayan and she welcomed all three consultants and participants to stay focus and committed during the workshop.

For the first 3 days, safety awareness was addressed, followed by all related modules with the latest information and the current trends. The next 6-7 days, participants were given chances for hands-on studio practice both as an individual and in groups while pursuing the completion of their final project. The practicals were performed with the real Lighting setup, Set design and Make-up applications.

The Lighting module, taught by Sahat Amin, in-class and studio activities were practiced in the studio 3 and participants were trained to produce real scale lighting plot, brightness measurement, safety rigging, electrical power distribution and protection, lighting materials and equipment.

The Set Design in-class and studio



activities were practiced in the Studio 2 and participants were trained to produce real scale Floor Plan, develop Mock-up model, Colour Matching, materials, Backdrop Scaling and Safety rigging. Ms Rafidah Othman was the consultant for this module.

Hadiawati Ismail taught the module on Make-up. In-class and studio activities were practiced in Boardroom and Make-up room, which had eight dressing tables completed with Standard and High definition Make-up materials. The participants were given a chance as an individual and in groups to experience both SD and HD make-up application.

The Final project with the combination on all module were recorded, with multiple

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AIBD/PSM In-Country Workshop on HDTV Studio Lighting, Make-up and Set Design

camera set-up on HD format. The individual participants produced the Lighting plot, Set design and Floor plan. All make-up participants were recorded individually with HD make-up application.

The last day of the workshop was practical review, critique, suggestions, evaluation and certificate presentation by the Managing Director Mr Ibrahim Khaleel.

Mr. Sahat Amin in his closing speech believed that training objectives were achieved and the participants are now able to perform their work to raise the standard of the PSM TV Production and eventually this will become add more value to the organisation and country as a whole. He also mentioned that capacity building is essential to enhance the skills and capabilities of employees and should



be the core matter to the development, as PSM steer their organization to the future.

The investment in skill training programme provides significant improvement in the full time employees' utilization and uplift the quality of the final content. The existing employees must be competent enough from pre to a complete work flow. This 10-day workshop

had benefited operators and the management, where consultants guided the participants throughout this program and it was the process by knowing the "whys" to "hows". This was done by hands-on experience, trial and errors, feedback, corrections, questions and answers. Do to this methodology; they can achieve their vision and turn their passion into a craft.

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Let Soundbites Play the Lead: A Review of Feature Report "Hand in Hand"

about in the story? The top three elements are soundbites, soundbites and soundbites. Letting the soundbites play the lead instead of a supporting role enables the listeners to hear the story straight from the interviewees rather than from the reporters. The narration is reduced to the supporting role and no longer overshadows the soundbites.

Structuring: Expand in Format and Deepen in Content

The format is a parallel structure where three mothers and their children appear in couples, so the elements are rich and vivid in each segment, and the theme of the story is enhanced by each segment.

Structuring: Excellent First Impression Echoed by Thought-provoking Ending

For the opening, I recommended Zu Han's description of the big sign of "demolish", because it introduces dramatic tension. "Demolish" is a touchy word and conveys extra appeal for the listeners.

Xiao Mengrui's singing of "Where Has Time Gone" was originally in the middle of the show, but now it serves as the ending, coupled with Hu Yan's answer about her future plans. The child's emotional singing and the mother's smile of confidence, plus artistic rendering by professional singers, combine to form a

heart-softening scene, and a scene that provokes the listeners to think.

Saving the best soundbite for the last requires discipline and confidence. The show was produced to compete for the award, but that is not the sole purpose it is produced. The authors must firmly believe that the excellent content and professional editing would keep the listeners interested until the last soundbite.

"Leave Blank": Make room for reflection and imagination

Most radio professionals are unaware of this technique, some even misunderstand it. The reporters stack the soundbites closely to show they've done a good job. The sound technicians consider blanks as the result of their mistakes. However, leaving blanks at the right

moment improves the show. Like a pause in music performance, a pause in radio shows enhances the flow and enriches of the whole. Less is more, emptiness emphasizes fullness. Feature reports are not supposed to be edited in a rapid-fire fashion and must allow for pauses when the interviewees speak, so their emotions can simmer through their words, and so the transitions are natural and the whole show sounds smooth.

Lastly, matching music boosts the quality of the show by a large margin. When making news reports, the decisions on whether or not to introduce music, and on the amount and timing, must all be carefully deliberated so it only appears where necessary. In "Hand in Hand", only a small segment of music is inserted after the third child Li Su "repeats the same sentence" to help the listeners understand the distance and pain between the mother and child.



Media – The Advocate of the UN-inspired SDGs

By **Monica Phang**
Programme Manager, AIBD

Media being an advocator of the UN-inspired Sustainable Development Goals (SDGs) could help in shaping a better world for the global community through their reporting on development-related matters.

Taking cognizance of the influential role of media as a vital stakeholder in advocating the objective of SDGs, AIBD has gathered 13 of its member broadcasters to join the ASEAN-China-UNDP Symposium on Financing the Implementation of SDGs in Chiang Rai, Thailand.

AIBD is a unique regional inter-governmental organisation established in 1977, under the auspices of the UN to serve countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. Hence, it is the obligation of AIBD to support agenda of the United Nations Development Programme (UNDP) particularly pertinent matters related to the Sustainable Development Goals (SDGs).

The AIBD participants who are broadcast journalists and programme producers in either radio or television from 8 ASEAN-member countries plus China attended the 2-day Symposium on 21-22 August, 2017.

By attending the Symposium, AIBD participants had a better understanding about UN-inspired SDGs which has outlined 17 goals with 169 targets to achieve by 2030.

Our participants provided coverage with at least two stories each in their reports, for broadcast over their respective Radio Stations and TV Channels to highlight the impactful stories of local success with global impact.

The following are some of reports that have been broadcast between 21st August 2017 and 5th September 2017 by AIBD's participants.

By: TV Producer, Mr Radzi Ruslan, Radio Television Malaysia

TV PROGRAM:
SELAMAT PAGI MALAYSIA, RTM TV1.
(MALAYSIA MORNING TALK SHOW)

DATE/X-Over:
23TH AUGUST 2017 (8.15 am)
from Chiang Rai, Thailand

TOPIC:
THE IMPLEMENTATION OF SDGs IN ASEAN

Host: SDGs which is a global agenda that contains 17 goals to be achieved by

2030. We are with journalist Radzi Ruslan to learn more about SDGs at UNDP China Symposium UNDP in Chiang Rai.

Q: Can you tell about the goals of this symposium?

A: The ASEAN-China-UNDP Symposium on Financing the Implementation of the SDGs in ASEAN provides a venue for ASEAN, China and UNDP to work together and to support ASEAN Member States to obtain more integrated, Integrated National Financing Frameworks for leveraging and managing finance for sustainable development. The participants at the Symposium will engage in deliberations to align finance flows and policies with economic, social and environmental priorities and to link finance with results to achieve the SDGs.

Q: Share with us about the itinerary of this program?

A: Interestingly, participants were given a full-day field trip to DTDP (Doi Tung Development Project) which is a sample of SDGs model that has been successfully implemented. The Mae Fah Luang Foundation (MFLF) aims to improve the quality of life of the people in poverty and deprived of opportunities while fos-

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Media – The Advocator of the UN-inspired SDGs

tering co-existence between humans and nature, following the work of Her Royal Highness Princess Srinagarindra, the late Mother of the late King Bhumibol of Thailand. To foster sustainability, the MFLF empowers people to be able to help themselves in the long run and place the local people at the “centre” of their own development process. To share experiences and lessons learned from implementation of sustainable development projects on the ground, the MFLF supports the ASEAN Secretariat in implementing the Symposium including in facilitating direct interface between symposium participants and local villagers to localize the SDGs.

Q: What are the results/recommendations of this symposium?

A: For the results and recommendations, at the regional level, they will establish an ASEAN peer review mechanism focused on innovations in integrated national frameworks, continue ASEAN-China dialogue around Financing SDGs. For country level, strengthening INFFs, establish national level multi-stakeholder roundtable and develop policies toward private investment that will eventually create a sustainable, harmonious and inclusive community.

Host: We hope everything will be achieved and all of us will be more concern about the SDGs because we do it for the benefits of the next generation.

By Ms Pham Linh
– Vietnam Television (VTV) reporter on

+ Financing for sustainable development model in Vietnam +

<http://vtv.vn/video/tai-chinh-kinh-doanh-sang-01-9-2017-243649.htm>

(from 8:00 to 19:45)

MC: The key of sustainable development is absolutely Finance. In the ASEAN – China symposium on Financing the Implementation of the SDGs in ASEAN in Chiang Rai Thai Lan in August, the establishment of a financial framework is urgently required in order to implement the SDGs.

Nowadays, in Vietnam, many sustainable

development models have been launched with different. For example, the WAVE project in Bac Kan province. It helps women to end poverty in gender equality with bananas is being implemented in. However, for the purpose of extending these models, the involvement of finance resources is necessary.

Video:

More than a year, the banana growing under the WAVE project of Mrs Quy has brought sweet fruits.

Mrs PHAM THI QUY,
Cho Moi, Bac Kan Province:

“By participating this project, I have gotten more knowledge relating techniques, ... As a result, higher quality and higher price.”

In Thanh Van commune, the capital for production comes from self-managed financial groups.

The money is united from each member, The capital loan is cyclical.

Mrs. HÀ THI THOA
Leader of Self-managed Financial Group:

“The interest of the loan is about 5%. Nobody can apply for a loan beyond 1 year. Whenever they need capital, they will appeal for funds as well as they will pay us back if necessary”.

According to UNDP experts, this is a good model for sustainable development. But it still remains a small scale.

Financing for these projects must be called up from multiple players in case expanding the scale.

Government funding
Self-finance of participant
Private sector funding
Banking sector
And international fund.

However, based on UNDP report, Private sector funding of Vietnam has not increased for last few years.

Proportion of income from direct and indirect tax is also not reasonable.

Mr NGUYEN TIEN PHONG
– Assistant of UNDP Director in Vietnam:

“In Indonesia, income from direct and indirect tax is more than 70%. But in Vietnam, this number is approximately 30%. Proportion of resources such as oil is big. It is not a sustainable finance resource”.

In other hand, domestic revenue mobilization of Vietnam is quite high.

Enhancing private sector contributions to attain sustainable development targets is important.

Mr. HAOLIANG XU
– United Nations Assistant Secretary-General, UNDP Assistant Administrator and Regional Director for Asia and the Pacific:

“Domestic revenue mobilization and its effective use as a key area for all countries. Governments need the systems and incentives in place to spend efficiently and effectively including in the social sectors”.

Poor and ethnic has dreamed a new harvest.

Government and Private partnership is a key to implement of SDGs in 2030.

This is a modest role played by AIBD in capitalizing the strength of our member broadcasters to disseminate information intensively and extensively on SDGs through their respective broadcasts.

The AIBD participants have also expressed their fervent hope that they would be able to attend similar UN-inspired SDGs projects in the near future.

It is the humble objective of AIBD to reach out to the global society together with our partners on SDGs’ messages. We would like to continue in organising the series of Regional and In-Country Workshops and Seminars by highlighting the accomplishment of SDGs to propagate these crucial and essential messages of the UNDP across all strata of society in our region.

Integrating the 2030 SDG Agenda into National Strategies

By Nabeel Tirmazi
AIBD Programme Manager



More than 260 international participants, including government officials and SDG leaders joined the UNDP Asia-Pacific 2nd Annual Knowledge Exchange Programme regarding the implementation of the Sustainable Development Goals (SDGs) in Manila, Philippines, on October 2nd 2017.

The three-day event focused on approaches towards integrating 2030 agenda into national strategies, from localising these ideas from national to sub-national and vice versa to include every entity of the society to play its role for a better tomorrow. Issues like promoting coherence in terms of financing SDGs across public and private sectors were also discussed.

During the opening remarks, Mr Haoliang Xu, Regional Director for Asia-Pacific UNDP, said that since the adaptation of the SDGs in 2015, countries in Asia-Pacific region had moved fast

to establish institutional regiments to promote coordination and policy coherence across sectors in aligning national and sub national developments with SDGs and assessing availability of data and the capabilities to monitor their problems. While highlighting the purpose of Knowledge Exchange Programme, Mr Xu said that as SDG implementation is a common global agenda, we also have common knowledge to share each other.

Various SDG leaders participating in the event acknowledged that many Asia-Pacific countries had worked hard to identify priorities and set targets in such a short time. Beyond aligning their strategies, these countries have also worked on various models to integrate SDGs in their budgetary process, but still there is a long way to go. Currently this region is facing significant human development challenges in particular, poverty, employment, hygiene, gender inequality and even the issue of climate change.

In this regard, Rosemarie G. Edillon, Undersecretary of National Economic and Development Authority (NEDA), Philippines, emphasized the importance of the rigorous links between the developed and the underdeveloped countries, and the advantages to exchange ideas regarding their medium and long-term development plans.

Pointing out the importance of the active role of every individual on this globe in achieving SDGs, Mr Nik Sekhran, Direc-

tor, Sustainable Development, UNDP said, UNDP believes that no one actor – not governments, not companies, not cities and not NGOs – can achieve the SDGs alone. Local actions will be an essential component to achieve the goals as local communities and indigenous people face the very real consequences of biodiversity loss and climate change daily – consequences which can mean life or death for their families, communities, and ways of life.

Supporting the agenda of United Nations Development Programme, AIBD invited 12 broadcasters from its members to participate in the Regional Knowledge Exchange Programme held in Manila, Philippines from 2-4 October 2017.

Representing the Asia-Pacific region, the participating broadcasters not only highlighted the importance of Sustainable Development Goals to their audience but also emphasized during the event that media can be a significant catalyst for UNDP to achieve its goals by 2030.

Broadcasters from Bangladesh, Fiji, Nepal, Maldives, Pakistan and Philippines produced radio shows for their respective countries, while participants from Bhutan, Macau, Hong Kong, Papua New Guinea produced their TV programmes/reports with videography done by cameramen from People's TV Network Philippines.

The **Sustainable Development Goals** (SDGs), officially known as Transforming our World: the 2030 Agenda for Sustainable Development, is a set of 17 “Global Goals” with 169 targets among them. The United Nations led in consolidating the agenda for these goals involving 193 countries on 25th September 2015.

UNDP has set the target for these Sustainable Development Goals by 2030. Although countries are realising the importance of SDGs, there remains a big challenge of involving all the stakeholders and giving them awareness regarding their responsibilities and their accountabilities to other stakeholders.



Creatively Telling Stories with Numbers

By **Kevin Anderson**

Founder and principal, Ship's Wheel Media



I joke that most journalists did not choose to do what they do because they love numbers. It's a great way to break the ice with the editors, reporters and producers who take my data journalism workshops, but I always get smiling nods of agreement. While we all have different reasons for becoming journalists, we all love a good story. That passion motivates us.

For decades, specialists have been using data journalism techniques to uncover amazing stories, but over the past decade, data journalism has become inextricably linked with data visualisation. That is giving rise to what international broadcasters such as the BBC have begun to call visual journalism. Using multi-skilled, multi-disciplinary teams, the BBC and others are bridging the worlds of interactive data visualisation, social media video and traditional broadcasting. Visual journalism is all about elevating good stories into amaz-

ingly engaging, must see, must share content.

It's an exciting field, and AIBD in cooperation with IPPTAR, hosted a sub-regional workshop with 19 journalists - reporters and editors from radio and TV broadcasters - from Malaysia, Indonesia, Brunei, Thailand, Vietnam and Myanmar to learn about data journalism and these new visual journalism techniques.

We started off by looking at the exciting array of new interactive data visualisations and video visualisation stories being told by the teams at traditional print publishers, broadcasters and digital startups. Bloomberg's online team have been developing amazing interactive stories for years including one that looked at the pace of social change in the US, based on state laws and US Supreme Court rulings. The feature, "This Is How Fast America Changes Its Mind", literally

unfolds before your eyes as you scroll through it. Motion is increasingly being used to pull readers through a story and to draw their attention to key elements of it.

Bloomberg has worked to unify the style of their infographics initially between their digital platforms and their Businessweek print magazine but increasingly across all of their output, including Bloomberg TV. It is an important lesson. Audiences often listen to, watch or read our content not just on our main channels or websites but across an ever increasing array of on-demand, social media and, more recently, messaging platforms. The latest research from the Reuters Institute for the Study of Journalism at Oxford University found that less than half of those polled remembered the source of information that they saw on social media or found via search. To make sure that viewers not only remember our brands but also are able to assess the veracity of information based on our reputation for accuracy, we need to make sure we have a strong, unified visual style across these distributed channels.

A number of the examples we explored used motion graphics to tell stories in new ways, including a feature by the New York Times for the 2012 Olympics that compared the winners of the 100-metre dash at every single Olympics during the modern era. The One Race, Every Medalist Ever feature was an early example of using motion graphics to create visual features for digital audiences.

But that is just the beginning of the creative explosion in creating engaging visuals and pushing the limits of infographics. We also talked about how broadcasters like CNN are using stop-motion to create data driven video such as Guns in America vs. The rest of the world. The video used physical bullets, small plastic figures and video clips and slides on a mobile phone to illustrate the epidemic of gun violence in America. One publisher, the Tampa Bay Tribune, even used stop-motion animation with Lego to illustrate the complexities of a misunderstanding between local and state officials about a bridge repair project.

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Creatively Telling Stories with Numbers

These projects show how publishers and broadcasters are radically rethinking the role of data in their stories as well as the grammar of video-based storytelling.

Of course, the first step with data journalism is understanding the story that the numbers are telling you. For those who are nervous about numbers, this can often be a stumbling block, but during the workshop, we looked at the simple analytical questions that form the basis of most of these stories:

- Did the data challenge a long-held belief or challenge or support a journalist's theories about a story?
- Trends: Did the data show an increase, a decrease or something that was previously increasing or decreasing now flatlining?
- Differences: Did the data show differences between groups or regions?
- Ranking: What were the top 10 or bottom 10?

And we worked extensively over the first two days of the workshop to use the tools that most data journalists use – spreadsheets and online tools like Google's Fusion Tables – to answer these analytical questions and find the stories in the data. The participants saw the power and ease with which they could use these tools to quickly rank or find averages in even thousands of records.

We also worked to get a sense of all of the data available to the journalists in each of their countries. Their governments have data sites where they can find out information about budgets, education, transportation, health, the environment



and more, and we also looked at search techniques to find data that wasn't available or easily found on these government sites. We also talked about how some news organisations were gathering their own data through surveys, polls or even sensors. In India, data-driven news service IndiaSpend has deployed inexpensive air quality sensors to help monitor air quality in the country, which is famously grappling with high levels of pollution.

In many ways, the challenge in most countries isn't access to data but how to manage it and use it in the fast-paced environments of radio and TV newsrooms. As I explained to the participants, as data journalism has become more prevalent in newsrooms in the US and Europe, they have often appointed data editors who help speed up the process of gathering and analysing data.

As the participants started to become comfortable with analysing data so that they understood what story the data was telling them, we then moved to storytelling tools. We looked at a range of tools released by the Knight Lab in the US, which includes tools that can create storymaps, timelines and before-and-after

images. For radio reporters, they also have a tool called Soundcite that allows you to easily embed audio in stories. We also used Infogr.am to create simple interactive infographics. The service allowed the participants to use graphs, videos, text and images to tell data-driven stories, and they really were able to show off their skills as storytellers.

Beyond the workshop, to achieve the kind of results that leading international broadcasters are achieving with their visual journalism, broadcasters will need to develop new ways of working together. As the BBC, CNN and new digital media startups are finding, visual journalism isn't done by a single member of staff but by teams, teams of people who usually have not worked together in the past. These teams are bringing together interactive designers, motion graphic artists and social media staff with traditional editors, producers and reporters to explore beyond the boundaries of traditional video storytelling. It is always a challenge to rethink the ways that we work together, but trailblazing organisations are showing how they are unleashing the creativity of their staffs and winning new audiences with these highly innovative stories.



Regional Workshop

The Regional workshop on Digital Terrestrial Television Technology was held in Kunming, Yunnan Province, China from 7 to 11 August 2017. The workshop was designed for the technical staff from television stations who are working in transmission division. The workshop was hosted by the Yunnan broadcast bureau of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT).

The five-day workshop consisted of theory, hands on activities and visits to studios and transmission site of the Yunnan broadcast bureau, Kunming, China.

On the first day of the workshop participants visited the broadcasting and control centre and overall video-examination hall etc. at Yunnan Radio & TV. They also visited the Yunnan application services platform for overseas promotion based on China terrestrial digital TV Transmission standard. The studio engineer highlighted and explained about their system and provided brief information about their HD and 4K studios.

In the second half 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 trend of DTTB standards. He explained about the TV broadcast networks and different ITU standards adopted by different countries. He also highlighted the technical differences, characteristics and global application and development of standards of DTMB, DVB-T2, ATSC and ISDB.

The Second-day was more focused on theory classes. In the morning session Mr Zhao Haiwu, Senior Engineer Professor of Electronics Engineering from Shanghai University gave basic knowledge of video and image compression. He also explained and gave brief description about MPEG, VCEG and AVS standards.

Regional Workshop on

Digital Terrestrial Television Technology

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



In the afternoon session, Dr Li Lei Lei from Academy of Broadcasting Planning, SAPPRFT gave a brief introduction on transmission system framework. Those included transmitter structure and working principles, brief introduction to test and measuring instrument, using a spectrum analyser to measure the bit error ratio and DVB-T/T2 signal, measuring crest factor, measuring the amplitude, phase, group delay and impulse response and measuring shoulder attenuation.

The third-day was focused on the operation and maintenance of instruments, measuring practice and implementation guide for the construction of DTT system. Mr Guo Jia, Senior Engineer of provincial administration of press, publication, radio, film and television of Yunnan highlighted about the working principle of receiver and methods of signal drive test. He also explained about operation and maintenance of different instruments which includes front-end coder, transmitter, multiplexer, set-top-box receiving-

end, field intensity indicator, road tester and spectrum analyser.

Mr Li Pingjiang, Senior Engineer of Radio, Film and Television Design & Research Institute, explained each step on implementation key points in each stage of DTT system construction.

The fourth and last day was more focused on site visit where participants visited Honghe, the analogue and digital transmitter site of Yunnan Radio & TV station. At the site, the chief engineer explained about their systems. Participants got an opportunity to see multiple transmitters, transmitting from the same place.

Thirty-three participants from Cambodia, 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.





Asian Radio & Television Media Cooperation Exchange Project

Twenty four broadcasters from 13 countries in Asia participated in a media cooperation exchange project held in Beijing, China from August 22 to 26, 2017.

Dubbed as the Asia Radio & Television Media Cooperations Exchange Project, the event gave delegates opportunities to learn emerging broadcast technologies, production techniques and integration of new media, among others. It also allowed them to engage with Chinese broadcast specialists on various broadcast issues and find ways to improve cooperation and collaboration.

The project was jointly hosted by Beijing International Radio, TV & Film Exhibition (BIRTV) committee and Asia-Pacific Institute for Broadcasting Development (AIBD).

To maximise the delegates' presence during the five-day event, organisers categorised them into two groups: the Technical Group of 13 delegates and Programme Group of 11.

At the Technical Symposium, Ms Lu Xiaoli, Senior Engineer from Technology Management Center of China Central Television (CCTV) presented the technology system and managerial experience in CCTV's New Site. She made detailed introduction on design philosophy and technology architecture as well as equipment manufacturers' key role in building

the technology system in CCTV's New Site.

Dr. Li Lei Lei from Academy of Broadcasting Planning, State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) introduced digital broadcasting developments in China and explained standards made in this process, with a focus on DTMB, Digital Terrestrial Multimedia Broadcast.

Dayang Corporation gave a special report on highly integrated automation playout system.

At the Program Symposium, Wang Ning, Chief Director of "Forwards to the Future", a show at CCTV, shared his thoughts, innovations and shooting skills in creating the show.

Meng Yi, Deputy Director of Overseas Promotion Department of CRI Film & TV Dubbing Services, introduced CRI's overseas existence. Taking successful

localization of CRI dubbed films and programmes as examples, he discussed with delegates similar issues and concerns.

Zeng Xiangmin, Professor of China Communication University, delivered a presentation on integration of traditional and new media. The prevalent VR technology and 360-degree shooting technology were mentioned. He suggested how traditional media can better deal with new media.

Li Mian, Director of China Intercontinental Communication Center, discussed CICC's film production, its overseas release and cooperation.

During the symposium, delegates shared their experiences and concerns on broadcast developments in their respective countries and engaged with resource persons on how best to address broadcast challenges.

In the evening of Aug. 23, Sun Kelin, Vice President of China Radio & TV for International Techno-Economic Cooperation, had dialogues with delegates, in which he expressed his wish for further cooperation with them.

On Aug. 24, delegates visited BIRTV2017 Exhibition to get a full picture of equipment manufacturers' products and technology. Delegates were impressed by China's advances in digital and network transformation, digital terrestrial TV transmission and production and broadcast technologies.

In the afternoon, delegates held a dialogue with industry officials on a wide array of issues including policy, programme exchange and digital transmitter. They met Dr. Yan Chengsheng, Deputy Director General of International Cooperation Department of SAPPRFT, Ms Shen Jianing, President Assistant of China

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In-Country Workshop

Communicating Health and Science Issues

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

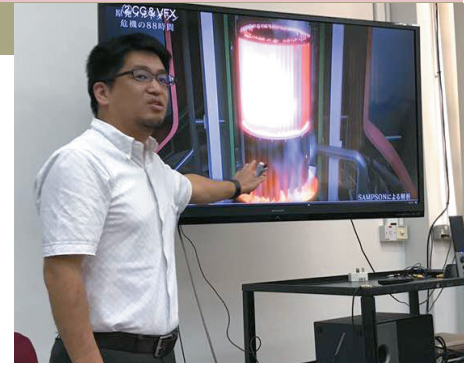
AIBD and ABU recently organised a two-day training workshop on Science Journalism in Kuala Lumpur Malaysia.

A total of 20 participants representing Radio Television Malaysia (RTM), Tun Abdul Razak Broadcasting Training Institute (IPPTAR), a Youth FM Radio channel – IM4U and health officials from the Ministry of Health, Malaysia joined the workshop.

The workshop offered public broadcast-

ers approaches to better communicate and write health and science-related topics, as well as produce programmes on scientific issues and advancements useful to the public.

Two consultants conducted the workshop, namely; Assistant Professor Dr Hyoungjoon Jeon from Dankook University, Korea who is a Country Expert in Science and Risk Communication, and a renowned Japanese science journalist from NHK, Mr Akihiko Nakai, who spoke on science and media on filmography and how to simplify science for public consumption.



Dr Husnina Ibrahim, a Public Health Specialist and District Health Officer at Putrajaya Health Department, shared Malaysia's experience in risk communication efforts.

The participants were divided into four groups in an activity to demonstrate their understanding about science journalism and how risk communications were disseminated for public consumption through mainstream media and social media.



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Asian Radio & Television Media Cooperation Exchange Project

International Television Corporation, and Mr. Yu Lei, General Manager of China Yunnan Mobile Digital TV Co., Ltd.

1. Visiting CCTV, CRI, Dayang

In the morning of Aug. 25, delegates visited CCTV's New Site, its studios, broadcasting control room and master control room. They learned the managerial framework and process in the New Site, and how technical equipment, especially Chinese branded technology and equipment are applied. They also exchanged views with the managerial staff of CCTV on the status of TV stations at their home countries.

In the afternoon, the Technical Group paid a visit to Beijing Dayang Technology Development Inc. and engaged with Dayang officials on key technologies.

At the same time, the Programme Group visited China Radio International (CRI), where they learned the long history of CRI from Hu Mu, Director of CRI Film & TV Dubbing Services. They also had discussions on cooperating localised production of CRI by dubbing films in their countries.

One of the delegates Mr Janaka Peiris, Senior Technical Officer of Independent

Television Network Ltd, Sri Lanka, offered his impressions of the event and said "We saw your country's huge development from our own eyes and feel so proud about you. Our (Sri Lanka) mission is to digitalize whole broadcasting process in 2020 year. We enjoyed this visit a lot and gained knowledge".

He also said, "This is my third time to come to China and Beijing, but this time is so different. I have learnt a lot from the Symposium and Exhibition.

The visit, he said, gave them "a full and profound understanding of China broadcasting technology standards, products, programme innovation and production".



Creative Media Production in Brunei

By **Dr Ramachandran Ponnar**

AIBD consultant & lecturer at Taylors University, Malaysia

How local programmes can be marketable in the regional and international markets and can participate in co-production markets were the focus of a two-day in-country seminar on *“The Creative Media (Production Beyond Brunei) Seminar”*, held from August 1 to August 2, 2017 at Brunei Darussalam.

Radio Television Brunei (RTB), the Asia-Pacific Institute for Broadcasting Development (AIBD), Darussalam Enterprise (DARe) and Universiti Brunei Darussalam (UBD), jointly organised the event that saw the attendance of more than 80 participants. They were producers from local film production houses and publishing companies, local freelance publishers, media students from Brunei’s tertiary institutions and other representatives from the broadcasting industry including staff from RTB.

The sharing sessions covered cognitive and empirical input, new and past experiences and best practices from local and overseas programme productions known to be marketable regionally and internationally.

The first day sessions were dedicated to *“Industry trends and landscape on programmes production (International perspective)”*, and sharing experiences from local producers with international film/

TV production. These were conducted in a talkshow style Q&A between speakers and participants.

The seminar ended the day with a *“Fire Side Chat & QA”*. Day two witnessed the presentation by UBD on *“Opportunities of New Media”*, followed by presentations on *“Cross Platform Broadcasting”* and *“Production for international audience”*. These sessions attracted active participation from the audiences.

Audiences from the floor raised questions from scripts refinements to the economics of production and regulatory matters. They appreciated that a model script for one genre does not fit all genres and that scripts evolved very much to fit the multimedia format of broadcast currently being demanded especially for social media. The economics of production or the return on investment largely depends on the strategic partnership producers can strike with important stakeholders during the three phases of pre-production, production and post production. This simply means effective marketing, promotions and sales throughout a production campaign.

Audiences were specifically eager to know how their works could be accepted into the regional and eventually global co-production markets. In this regard,



almost all speakers concurred on the issue of generating fresh ideas unique to the land and peoples of Brunei that can be translated into original productions of viable genres.

On the same vein, the seminar hoped that the current critical base of young talents in Brunei will also grow exponentially to exploit overseas opportunities. These talents must also delve in the creation of associated services such as talent agencies, line producers, equipment rental agencies etc. to build and strengthen the cinematic and broadcasting industry. In fact the conversation extended to the tea break session where participants were informally eager to know about the industry reverberation. They realised that it would indeed be a challenge not to engage in the industry professionally.

The proceedings of the seminar were fully covered by the local newspapers and the *nasional radio* channel, RTB.

The seminar was ably coordinated by Centre for Broadcasting Development (CfBD), RTB. Haji Muhammad Suffian Bin Haji Bungsu, Director of Radio Televisyen Brunei, attended the sessions and gave away appreciation certificate to invited speakers.

Resource persons and speakers experienced in the field of broadcasting and film productions came from Taylor’s University, Malaysia (Dr. Ramachandran Ponnar), University Brunei Darussalam (Dr. Yong Liew, Dr. James McLellan, and Mr Low Kok Wai), and Regal Blue Production (Harlif & Nurain). BruRealism Pictures (Abdul Zainidi), BruneiVines-Video and Filterworks Production.



PIB- A2I Media Award 2017: Community Radio Padma and Community Radio Chilmari Win Jointly in Radio Category

By Mr Bazlur Rahman

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



Two Community Radio Stations Community Radio Padma 99.2 and Community Radio Chilmari 99.2 of the country won Bangladesh Press Institute (PIB) – Access to Information-(A2I) Media Award 2017 in Radio Category for their contribution in innovation in line with Digital Bangladesh issues and Sustainable Development Goal 16:10.

The names of winners PIB-A2I Media Award 2017 were declared on 27 July 2017. A total of seven journalists will receive the award in six categories for news, features and photo on Digital Bangladesh.

The winners are: M. Shahjahan, Reporter of Daily Janakantha in National Newspaper Category; Md. Mafijul Islam, Reporter of Ekattor TV in Television Category; SM Arifuzzaman, Reporter of Daily Gramer Kagoj in Jessore in Regional Newspaper Category; Sadi Mahmud, Reporter of Community Radio Padma and Polash Mahmud, Reporter of Community Radio Chilmari in Radio Category; Maidur Rahman Rubel, Reporter of RTV Online in Online News Paper and Syed Asharaful Alam, Photo Journalist of Daily Prothom Alo in Photo Journalist Category.

The prizes will be distributed among the winners in a ceremony at PIB. The winners will receive crest, certificate and the cheques of taka 75,000 (1000 US\$).

The member of jury board of Media Award 2017 included Mr Golam Sarwar, Editor of Daily Samakal, Mr Md. Shah Alamgir, Director General of Bangladesh

Press Institute (PIB), Government of the People's Republic of Bangladesh, Syed Ishtiaque Reza, Director of News, Ekattor Television. Mr Md. Mofizur Rahman, Chairperson of Mass Communication and Journalism Department, University of Dhaka, Mr. Naimuzzaman Mukta, Public Perspective Specialist of A2I of Prime Minister's Office, Government of the People's Republic of Bangladesh and Mr. Nasrullah Md. Irfan, Director (Program) of Bangladesh Betar (Radio), Ministry of Information of Government of the People's Republic of Bangladesh.

Bangladesh Press Institute (PIB), Ministry of Information, Government of the People's Republic of Bangladesh and Access to Information-(A2I) at the Prime Ministers' Office, Government of the People's Republic of Bangladesh jointly introduced the Media Award.

Bangladesh NGOs Network for Radio and Communication (BNNRC) actively works to improve recognition of the community electronic media sector [Community Radio, Community TV and Community Film] & its work and involvement with

the communities it seeks to serve from the year 2000, with support from Free Press Unlimited.

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 program per day on information, education, local entertainment and development motivation activities. Around 1000 young men and women are now working with those stations throughout the country as rural broadcasters within 6.5 million rural people in 16 districts.

The Press Institute of Bangladesh (PIB) is an autonomous organisation under the Ministry of Information. Major activities of PIB are to organise training for journalists on different issues, undertake research project on various aspects of media and mass communication and their impact on society, and publish books, journals, booklets etc.

The Government of Bangladesh led by Bangabandhu Sheikh Mujibur Rahman in 1974 first conceptualised the Press Institute of Bangladesh (PIB). As per report of the Daily Sangbad, the government had taken a plan to establish a National Press Institute with a view to enhance the quality of journalism in the country. With this perspective, PIB was established on the 18th August 1976.

A2I is the world's first Innovation Lab+ and the key driver from the Prime Minister's Office of the government's public service innovation agenda. A2I work with a whole-of-government approach applying behaviour change methodologies and leveraging the rapid expansion of technologies to foster truly unprecedented transformations that are taking public services to citizens' doorsteps and increasingly within the palms of their hands – the promise of a Digital Bangladesh.



KBS to Offer Children's Content to Audiences in Bhutan

KBS secured the agreement with Bhutan Broadcasting Service of the broadcast right of the KBS children's program, *Hutos* – the Last Forest on 21 August 2017. Signed by KBS President & CEO Ko Dae-young and BBS Managing Director Tshering Wangchuk, the agreement will allow the Bhutanese broadcaster to have the right to air 51 episodes of *Hutos* until the end of 2020 via the BBS channels.

Hutos is a children's program targeted at preschoolers with an educational purpose to raise awareness on natural environment and conservation. The agreement is expected to bring quality KBS programs to the Bhutanese audiences and expand the possibility of future cooperation between the two broadcasters.



Training Workshop

Cambodia, Vietnam Collaborate for Broadcast Training

The Voice of Vietnam (VOV) recently conducted a training workshop for 27 radio technicians who help operate 15 two-kilowatt FM radio stations in 15 provinces of Cambodia.

According to Mr Ham Sam Ath, Deputy Director General for International Relations, Ministry of Information, Cambodia, these radio stations were set up since 2008 with assistance from VOV.

He said this is an initiative under a three-year bilateral agreement between

Cambodia's Ministry of Information and Vietnam's Ministry of Information and Communication. The agreement took effect in 2017 and will last till 2020.

Mr Nguyen Tiel Long, Director of VOV5, said the two-week training workshop for technicians, which was held in Hanoi last July 2017, covered topics on radio transmission and maintenance.

In an interview with the *Broadcaster* after the recent 16th AIBD General Conference in Maldives, Mr Ham Sam

Ath said Cambodia plans to seek the establishment of four more radio stations and five TV stations this year with funding assistance from the government of Vietnam.

He also said some 30 Cambodian journalists from the provinces benefitted from a week-long workshop on basic news writing. VOV conducted the activity in Ho Chi Minh under an agreement with Vietnam's Ministry of Planning and Investments.

Increasing Ad Revenues of Broadcasters Ad Segmentation Strategies

By Ashish Mukherjee
CEO, Benchmark Broadcast Systems

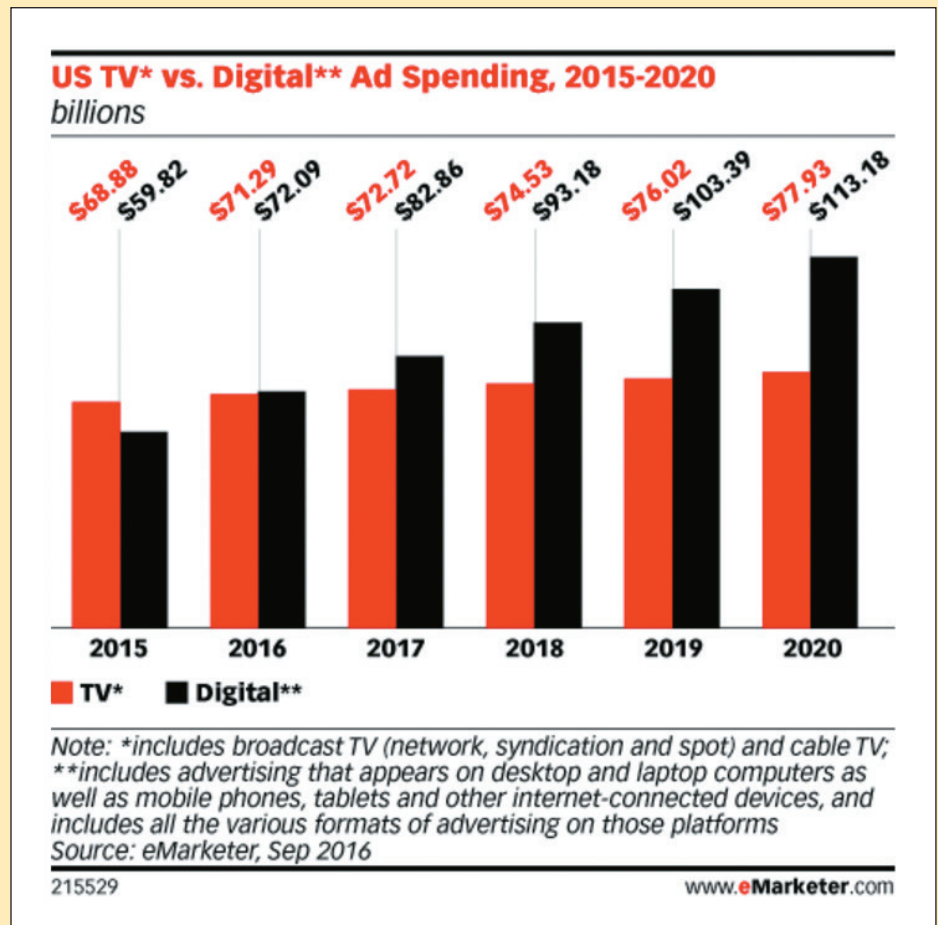
Linear broadcasters are struggling to keep viewers engaged. More and more viewers are switching to alternate means of consuming content; OTT is skyrocketing in popularity and accessibility. It's becoming difficult to attract viewers to a linear broadcast and 2017 is the year that Television Advertising revenue is projected to fall behind digital media.

Broadcasters have the urgent need to increase their advertisement revenues. Content localisation seems to be a way to segment different demographics of the target customers in order to be able to increase revenues.

Addressing a large and heterogeneous viewership with a single advertisement strategy means the targeted demography is a small percentage of the overall audience. A segmented ad strategy not only helps the advertisers to get more focused viewers, but also helps the broadcaster to increase revenue by bringing in smaller advertisers into specific segments.

While segmenting their viewership, broadcasters can adopt several strategies including segmentation based on: geography, demography, time zones, content profile, events, etc.

If the broadcaster is able to segment his ad strategy such that each segment is shown an advertisement that will be more



receptive for that particular segment, it will enable the advertisement to have a better impact.

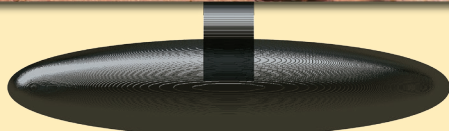
Segmentation helps to reduce the cost of each segment. More regional advertisers will be interested in lower cost segments which also have better audience reach.

This helps the broadcaster to charge higher proportional rates for their ad segments than for one homogeneous block.

A single segment strategy is a rather dull and boring methodology, which does not take into account the heterogeneous nature of the target audience.

In the case of a segmented strategy, the broadcaster segments his target audience into 1, 2, 4 or 8 segments, depending on time zones, demographics, regions or events or a combination of one or more of these factors. This gives him the advantage of charging much lower rates for these smaller segments compared to the whole market. The advantages are:

- An umbrella single segment to large advertisers who need maximum penetration of their advertisements.



[continued on page 28]

AIBD has successfully completed its annual surveillance audit and the auditor concluded that AIBD's management system is in line with the requirements of the standard ISAS BCP 9001: 2010. The surveillance audit was conducted on 29 September 2017. Mr Chang Jin, Director AIBD welcomed the Auditor, Mr Eddie Fuad of SGS Sdn. Bhd. Systems & Services. The external audit exercise started at 09:00am and continued till 5:30pm.

The objectives of this audit were to determine conformity of the management system. The institute's ability to ensure applicable statutory, regulatory and contractual requirements was met. It was also effective in reasonably expecting to achieve specified objectives and to identify applicable areas for potential improvement. The surveillance audit focused on the core activities of the Institute in training, consultancy, publication, content production, conference and workshop organisation.

The certification body in Malaysia is 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 was led by Mr Utpal Kanti Mandal, 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



AIBD Annual Surveillance Audit 2017

By **Utpal Kanti Mandal**
Quality Manager, AIBD

Programme, IT, Administration departments 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, internal audit, members evaluation and developmental needs, continuous improvement action, program planning & production, etc. from the perspective of AIBD's management and quality management systems.

The auditor in his report has concluded

that the AIBD has established and maintained its management system in line with the requirements of the standard and demonstrated the ability of the system to achieve agreed requirements for services within the scope of the Institute's policy and objectives during the period under review from 2016 to 2017.

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.

[continued from page 27]

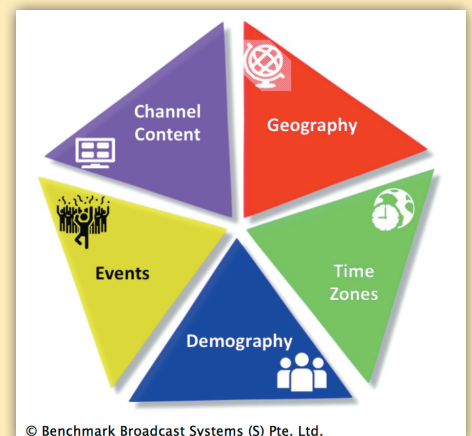
Increasing Ad Revenues of Broadcasters Ad Segmentation Strategies

- Cater to smaller advertisers with smaller segments. This increases the number of advertisers.
- The total of ad revenues of all the regions put together can be much larger than the umbrella segment.
- More fill time for ad slots since the number of advertisers just went up significantly.

The broadcaster is now able to generate significantly higher revenues. Attention spans increase due to better targeting and

viewer ratings go up. The cost incurred for this segmentation is recoverable within months.

Targeted ads are almost twice as effective as non-targeted ads. A single ad-slot can now be sold multiple times across different segments at a much lower rate than the whole. Advertisers will also be willing to pay more than the proportionate rate (of a unified ad strategy) for the segment of their choice since the ads are now better targeted.



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Regional Workshop

5th Regional Workshop on

OTT and IBB Technologies and Services for Media; Production to Delivery

By **Dr AMAL Punchihewa**
Director Technology and Innovation, ABU

The ABU, in collaboration with the Asia-Pacific Institute for Broadcasting Development (AIBD), conducted the 5th Regional Workshop on Over-The-Top (OTT) and Integrated Broadcast Broadband (IBB) Technologies and Services, having the theme, 'Production to Delivery'.

The three-day workshop introduced IP technologies and addressed some of the main issues that broadcasters are facing when they want to introduce OTT and IBB production and delivery services within their portfolios. Though this year's workshop focused mainly on technological aspects, it not only explored the technology but also looked at other value added services and business opportunities that broadcasters can take to attain a competitive edge in the market place. A regulatory session with the legal department of ABU addressed regulatory issues in OTT services. Case studies from the Asia-Pacific region and beyond were presented, together with some references to European implementations. A number of ABU members shared their experiences in relation to IBB, OTT and the use of an evolving distribution of technologies.

Mr Bram Tullemans, Project Manager (Broadband Technology and Online Services) of EBU Technology and Innovation, made a contribution from Geneva on Multi-CDN pilot project EBU-flow via cloud.

The ABU continues to lead the way in helping its members to make use of emerging delivery technologies. Over 60 participants (51 ABU members from 39 organisations) from 18 countries shared their experiences during 19 sessions; among the topics were QoS and QoE, HbbTV, Hybridcast, IP based media production, receive devices, catch up VOD services, immersive audio and video, online media distribution and the Malaysian myFreeview platform. Over the three days, discussions covered a variety of technologies, infrastructures and services connected with IBB and OTT. Panel discussions including, "Are we responding correctly to market signals" and questions helped participants to clarify their various issues. Throughout the three-day event nineteen speakers, representing ABU members both from broadcasting and solution providers, industry and regulators, shared their knowledge and experiences.

At the beginning of the workshop, Mr Masaru Takechi of NHK provided an update on Hybridcast, its current & possible



services and other related developments, including Internet of Things (IoT). He explained both HbbTV and Hybridcast engines are based on a HTML 5 browser technology. The application control signal, that transmits with broadcast, enables seamless navigation between broadcast and broadband. Wide range of applications are possible, viz. managed (broadcast and non-broadcast) and general application. Personalised advertisement insertion is possible and time-text markup language (TTML) is used for closed captioning. Hybridcast for UHD-2 employs Universal Coded Character Set.

Ms Teresa Cheung, Managing Director HK, Eurofins Digital Testing, Hong Kong presented HbbTV 2 New Feature Deployment, User Cases, Delivery Modes and Testing Resources. She explained that HbbTV can operate in three modes, viz. Broadcast-only, Broadband only and Hybrid. Hybrid broadcast-broadband is the most common mode and has the potential to leverage on broadcasting and non-linear access on broadband. These can be accessed on devices such as connected TVs, set-top-boxes and multi-screen devices.

Mr Keisuke Miki, Vice President-Engineering, Dept. of JNN Technology Strategy, Division of TV Technology, TBS Television, Inc. (TBS-Japan) presented Catch-up VOD service developed by five major Japanese commercial broadcasters. This catch-up VOD service, with a portal site and capability for advertisement insertion, is known as Tver. The project was started in 2015. The VOD service has free catch up for a certain period, transactional and subscription VOD. The reason to collaborate was to accommodate the time-shift viewing with an increasing trend. Mr Miki said, "The aim of Tver is adaptations to device-shift, time-

shift and change of advertisers' demands". These were all based on changes of viewing behavior. The smart device is always at hand and the smart phone is the first device for viewing content.

Mr J K Lim, Aspera (IBM) presented Acceleration of File Transfer

In his presentation, he explained that various products using are using a wide range of algorithms to facilitate the accelerated file transfer. He also described how such accelerated file transfers helped in carrying out broadcasting events.

Mr Jerry Gui, Regional Senior Staff Engineer, Dolby Singapore, presented Immersive Audio Experience in OTT and HbbTV Services. Mr Gui explained the use of hydramic range (HDR) which could create an enhanced viewing experience. Such immersive viewing experience delivered a 'wow factor' which could be a driver for the introduction of HDR for selected content.

Mr Samantha Harsha Jayadheera, ICT Administrator of Sri Lanka RUpavahini Corporation (SLLR) presented how cross media can be used to promote main stream media. He presented a case study from SLRC to explain how the station promotes its programmes and connects with the audience to inform, create loyalty and to maintain an on-going relationship. Facebook and other social media can be used to reach some of the audience while they are mobile.

Mr CB Lau, VP Sales and Marketing at Caton Technology, Caton presented Leveraging IP Technologies and Powering Open Internet Broadcasting. In his presentation he used case studies and practical cases

[Continued on page 31]

AIBD New Appointments New Leaders

New Minister of Information and Communications H.E. Mr Mohan Bahadur Basnet

The Government of Nepal has appointed His Excellency Mr Mohan Bahadur Basnet as the Minister of Information and Communications. He is a member of 2nd Nepalese Constituent Assembly. He won Sindhupalchowk – 1 seat in the Nepalese Constituent Assembly election in 2013. He belongs to the Nepali Congress party.



Mr Basnet administered the oath of office and secrecy to the newly appointed Nepal Telecommunications Authority members, Chudamani Chaulagain and Teknath Acharya on 3rd August 2017.

New Director General of Radio Pakistan Mr Shiraz Latif



Mr Shiraz Latif has assumed a new post as Director General of Radio Pakistan and Pakistan Broadcasting Corporation.

Before his appointment as DG of PBC, he held the position of Director General of Information Service Academy.

During his career in media management spanning over thirty-one years, he also served as Chairman of Pakistan Academy of Letters, Managing Director of APP and Director General of Directorate of Electronic Media and Publicity.

The new Director General was briefed on the transmission reach of Radio Pakistan and plans to further strengthen it. Talking to staff members and union representatives, Shiraz Latif said they will work together to make Radio Pakistan a vibrant media organization.

(the picture has 3 people – the man in the middle is Mr Latif)

New TVK Director-General Mr Kim Vuthy

Kem Gunawadh, one of the founders of the state-run TVK television station of Cambodia in the 1980s and its Director-General (DG) for the past 13 years, has retired and been replaced by his Deputy, Khim Vuthy.



Ministry of Information spokesman Ouk Kimseng said before he was promoted, Khim Vuthy was the Deputy Director-General of TVK. The new DG has worked as an anchor and a presenter.

Kimseng said 37-year old Vuthy is now better equipped to take the reins of a state television station. “He has good fortune when he goes to take his new Director-General position, because TVK has new equipment, as the old equipment had been [in use for] more than 10 or 20 years”, he said.

Gunawadh began his career shortly after the January 1979 fall of the Khmer Rouge at the radio station of the Vietnamese-backed

People’s Republic of Kampuchea, before helping to establish TVK in 1983.

He had served as Director-General since 2004. He had to leave his job as he had reached the civil service age of retirement.

New CEO of Mediacorp Ms Tham Loke Kheng



Mediacorp has announced the appointment of Tham Loke Kheng as its CEO and Board Director. Ms Tham is an industry veteran with extensive media experience, especially in content and marketing. She has held senior management and leadership roles in terrestrial free-to-air TV, Pay TV and broadband services in leading Asian operators in Singapore, Taiwan and most recently, Hong Kong.

A graduate of National University of Singapore, Ms Tham started work in 1988 at Singapore Broadcasting Corporation, an antecedent of Mediacorp, where she spent eight years. Since then, she has built a successful career at leading Asian media companies, serving as President of Taiwan Broadband Communications and as Head of NOW TV, the largest Pay TV operator in Hong Kong at different times. In 2015, she was named Content Asia’s Asia Media Woman of the Year, in recognition of her contribution to the development of the Pay TV industry in Asia over the years.

Ernest Wong, Chairman, Mediacorp said that Ms Tham, appointed after an extensive search, was a natural choice to lead Mediacorp as the company focuses its efforts on capturing audiences and advertising revenue in a disrupted media industry.

He said: “Mediacorp is national broadcaster and commercial media & entertainment company rolled into one. Loke Kheng understands both Mediacorp and the Singapore audience and has gained extensive commercial experience in the region. With a passion for media coupled with well-honed media skills, she is more than ready to lead Mediacorp in meeting the challenges ahead”.

Ms Tham said of her appointment: “Returning to Mediacorp is a truly meaningful homecoming for me. My passion for media was discovered on Caldecott Hill and I am truly excited to be able to lead Mediacorp into its next phase of development, as the company evolves from a free-to-air broadcaster to a diversified, digital-first media organisation”.

New Thai PBS Director General Ms Wilasinee Phiphitku



Wilasinee Phiphitku has been selected as the new Director General of the Thai Public Broadcasting Service (Thai PBS), replacing Kritsada Ruengareerat, who resigned last March.

Ms Wilasinee, 52, is an academic in the field of mass media and women’s studies. She was the Thai PBS Deputy Director General in 2016-2017. Before her stint at Thai PBS, she was Senior Director of the Thai Health Promotion Fund

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5th Regional Workshop on OTT and IBB Technologies and Services for Media; Production to Delivery

where such technology was used to get contributions from remote locations with modest resources using the public internet.

Mr Klaven Siow, Applications Manager, Tektronix/TekInside Media, presented 'QoS and QoE, Awareness for IP, Linear and OTT services'. He explained the value of video and network quality for OTT services. Though there no are well established quality metrics, PSNR has been used over years. He introduced a quality metric that has been developed by Tektronix which they claim correlates to human perception and is hence a proxy for Mean Opinon Score-MOS.

Mr Erling Hedkvist, Senior Vice President and Business Development Manager, LAWO presented IP based Media Production. He explained how the broadcast industry is working in collaboration to leverage on IP in every part of the value chain. LAWO's commitment to Research and development has led them to the forefront of IP readiness and products. He reminded that LAWO took part in an IP interoperability lab that was operated during BroadcastAsia 2017.

Ms Seemantani Sharma, Legal & IP Services Officer, ABU, in collaboration with Dr AMAL Punchihewa presented the topic Regulatory Aspects in relation to OTT. He explained issues in broadcast regulatory framework. Having defined net neutrality, she highlighted the importance of correct definitions for terminology used in broadcast industry.

Mr Mika Kanerva, COO and Co-Founder, Sofia Digital, presented HbbTV features on the MyFreeView platform. He explained how authoring and development of application programme interfaces (APIs) are done for integrated broadcast broadband services. He shared some outcomes from recent trials carried out to explore the possibility of inserting audience- specific advertisements.

Ms Anne-Laure, Cedexis, Singapore, presented Multi-CDN for future media operations. She explained how such an architecture and system could enhance media delivery over networks. While improving the throughput of the delivery, the network could also provide resilience against outages of parts of a greater network.

Dr. Leon Mun Wai Yuen, Sony EMCS (Malaysia), presented 'IBB & OTT: A Receiver Manufacturer's Perspective – Preparing your DTT Receiving Equipment Specifications (STBs, TV sets and antennas)'. He explained how SONY as a device manufacturer tries to improve the user interface (UI) which is an important aspect of better user experience (UX).

Mr Oliver Linow, Distribution Systems, Applications and System Operation, Deutsche Welle (DW), presented 'Online Media Distribution'. He explained how DW deliver their content globally making use of the Internet supported by CDN and other monitoring tools. Mr Linow has been a regular speaker at these events and every year he shares how DW uses the evolving technologies to provide efficient and cost effective solutions.

This was the fifth workshop in the series on IBB and OTT Technologies and Services, conducted successfully since 2013. To learn more about these developments and latest updates in 2018, please join the workshop at the Capitol Hotel, Kuala Lumpur, from 25th to 27th September 2018.



[continued from page 30]

AIBD New Appointment New Leaders

(ThaiHealth) and Deputy Dean of the Faculty of Communication Arts of Chulalongkorn University.

Thai PBS is Thailand's first public broadcasting service. It was established by the 2008 Thai Public Broadcasting Service Act. The broadcaster received a budget of 1.5% of earmarked tax from alcohol and cigarette sales but capped at no more than two billion baht a year.

**New Chairman of Sri Lanka Broadcasting Corporation
Mr Sudarshana Gunawardena**

Human rights lawyer and NGO activist Sudarshana Gunawardena has been appointed as the new Chairman of the Sri Lanka Broadcasting Corporation (SLBC).



Mr Gunawardana is an attorney and is also the Executive Director of the Rights Now Collective for Democracy.

In assuming his new position, Mr. Gunawardana said he would promote the government's policy of democracy and reconciliation.

He added that he would not air any programme that influences criminal activities and religious hatred among the listeners and viewers. Moreover, he said the SLBC'S content would maintain proper balance and high standards.

"The news bulletins should be unbiased and objective and for the betterment of the public", he said.

Civil society movements endorsed Mr Gunawardana to the new post. He was appointed by Sri Lanka's Finance and Mass Media Minister Mangala Samaraweera.



Tour of the construction site of the extension of Velana International Airport & Hulhumale'



43rd Annual Gathering/16th AIBD General Conference & Associate Meetings
held on 21-23 August 2017 in Maldives

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Publisher
Chang Jin

Editor
Jose Maria G. Carlos

Editorial Assistants
Fathimath Leeza
Philomena Gnanapragasam
Bae Jung Seob
Monica Phang
Utpal Kanti Mandal
Nabeel Tirmazi
Suryani Malek

Office
Asia-Pacific Institute for
Broadcasting Development (AIBD)
PO Box 12066
50766 Kuala Lumpur
Malaysia
Tel : (60-3) 2282-4618
Fax : (60-3) 2282-2761
Email : devbroad@aibd.org.my
Website : www.aibd.org.my

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