

broadcaster

Asia-Pacific Institute
For Broadcasting Development
Kuala Lumpur, Malaysia

JANUARY 2012
VOLUME 11 NO.1
ISSN: 1675 - 4751



Happy New Year 2012

Shortcom

Alternative to
30 minute
& one hour
programs

After the Bangkok
Declaration 2003:

What's next?

Expanding Chinese

Foreign Media Ties

NTV prepares for
AIBD GC 2012 in
Kathmandu

PSBs in Arab
countries facing
strife under review

Good soap opera
without huge
production cost



AIBD

Asia-Pacific Institute
for Broadcasting Development

AIBD is a unique regional inter-governmental organization servicing countries in the Asia-Pacific region in the field of electronic media development. It was established in 1977 under the auspices of UNESCO and hosted by the Government of Malaysia. The Institute currently has 43 member organizations in 26 member countries as its Full Members and nearly 100 Affiliate Members. The developmental needs of the member countries are given special priority in the activities of the Institute. AIBD's endeavor is to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region through policy and human resource development.



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Bangkok Declaration 2003 Remains Relevant

The Bangkok Declaration 2003 that identifies specific initiatives to enable Asia-Pacific broadcasters better respond to the challenges of globalization, cultural diversity, public service broadcasting, human resource development and the information divide remains valid and relevant.

However, some of its key recommendations need to be prioritized as the media industry faces new threats and opportunities brought about by the rise of the Internet, social media, and user generated content, and by the impact of the emerging global environment such as climate change and conflict in some regions.



A Steering Committee AIBD organized to examine the Bangkok Declaration reached this consensus in a meeting at the Thai PBS new headquarters in Bangkok on 13 January 2012. Mr. Cao Yin, Chairman of the AIBD Strategic Plan Team and Deputy Director-General, International Cooperation Department of SARFT, China, chaired the meeting. More than 20 members and partners participated in the one-day meeting hosted by Thai PBS.

Mr. Cao Yin said that the outputs of the meeting would be incorporated into an updated version of the Bangkok Declaration, which would be subject to further debate and feedback at the AMS 2012 in Bangkok.



Mr. Cao Yin, Chairman of the AIBD Strategic Plan Team

The Bangkok Declaration was issued at the 1st Conference of the Ministers of Information and Broadcasting held in Bangkok on 27-28 May 2003.



Mr. Thepchai Yong, Managing Director of Thai PBS

In his welcome remarks, Thepchai Yong, Managing Director of Thai PBS, acknowledged that the Declaration's recommendations were farsighted and relevant to new media developments. He cited the recommendation that calls for the creation of rich and quality content.

"This is exactly what broadcasters need to do. This is related to cultural diversity. How do we add value to the existing culture within the region and ensure that countries work together?" he said.



(Center) Mr. Yang Binyuan, AIBD Director

Yang Binyuan, AIBD Director, said we should bring the Bangkok Declaration to a new solid level to best respond to the changing media landscape.



Mr. Somchai Suwanban, Member of Thai PBS Board of Governors

For this purpose, the AMS 2012 has set aside a parallel session to debate the recommendations of the Bangkok Declaration before approval by AIBD members.

Mr. Somchai Suwanban, Member of Thai PBS Board of Governors, said that the Declaration should stress provisions that allow autonomy in content creation, management, finance and administration of public service broadcasters, promote cultural diversity to help bring about peace and prosperity in the region, and that encourage a concrete action plan to enhance human resource development.

He also said that the Declaration should emphasize the core values of journalism, particularly with the rise of with social media to make it more relevant.

"We need to promote a code of conduct especially with the rise of citizen journalism. We have to be wary of hate speech and must ensure professional standards are adopted in the use of new technology," he said.



(Right) Dr. Kim, ITU Regional Director for Asia and the Pacific

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Nepal to Host AIBD GC This Year



(6th from left): Yang Binyuan with senior management team of Nepal Television

Nepal will host for the first time the 38th Annual Gathering and 11th AIBD General Conference & Associated Meetings from 25 to 27 July 2012.

Mr. Deepak Mani Dhital, acting NTV General Manager, pledged that NTV would do its best to make the AIBD GC 2012 a great success. He said that NTV would form sub-committees that will help organize the conference.

Mr. Yang Binyuan, AIBD Director, and Ms. Geraldine Mouche, AIBD Programme Manager, recently visited Kathmandu to discuss with Nepal Television, the GC host, preparations for the General Conference of AIBD members. They also met officials of the Association of Community Radio Broadcasters Nepal (ACORAB), an affiliate member of AIBD. Their visit took place from 21 to 23 November 2011.

“We had a fruitful visit, which also provided us an opportunity to strengthen future bilateral cooperation between AIBD

and broadcasting organizations in Nepal,” Binyuan said.

At a meeting at the NTV headquarters in Kathmandu, Binyuan thanked NTV for their commitment to host the GC and pledged AIBD’s continued support in training NTV staff, especially in technology and production, digital archiving, finance and administration.

AIBD and NTV officials inspected five hotels as possible conference venue and agreed to choose an international hotel that offers good professional services with a safe and sound environment.

On November 23rd, 2011, Binyuan visited the Association of Community Radio Broadcasters Nepal (ACORAB), an affiliate member of AIBD, and met Mr. Min Bahadur Shahi, President of ACORAB, and other secretariat members.

In a briefing of its work in Nepal, ACORAB said that since its establishment in 2002, it has attracted over 200 community radio

members. It has also launched the largest social satellite radio network in Nepal and South Asia at large.



(1st from left): Yang Binyuan with the ACORAB Secretariat members

In an interview with ACORAB radio, Binyuan praised the progress of community radios in Nepal and spoke highly of ACORAB’s significant role in social transformation.



Given that Nepal’s community radios are contributing significantly to the country’s peace and social cohesion, Binyuan invited them to speak at the Asia Media Summit 2012.

ACORAB expressed their willingness to cooperate with AIBD in training and capacity building in technical support, community radio management, news and production, training of trainers (TOT) as well as good governance.

Defining Public Service Broadcasting in the Arab Region

Arab broadcasters recently met in Tunisia to examine how public service broadcasting can operate more effectively in the changing media landscape in the region.

The Arab States Broadcasting Union (ASBU) organized the Professional Debate on “Developing the Public Service Broadcasting in the Arab Region” during the 31st ordinary session of its General Assembly on 15 December 2011 in Tunis. It deemed the debate relevant amidst the profound changes in communication technologies and the unprecedented political, social and economic strife in some Arab countries.

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Professional Debate on Developing the PSB in the Arab Region

Dr. Eun-Ju Kim, Regional Director of the International Telecommunication Union (ITU) for Asia and the Pacific, described the Bangkok Declaration as valid and appreciated the Declaration's inclusion of the emergence of new technology and new applications. She offered some suggestions in upgrading the broadband infrastructure to ensure high-speed Internet that allows creation and sharing of content as well as access, and in pursuing initiative to contribute to a clean environment and the green economy; other stakeholders including advertisers should also be encouraged to do the same.

She also said that the Declaration should stress disaster emergency and strengthen gender equality and women empowerment. "As capacity building is critical, AIBD should pursue effective mechanism for training especially in the convergent world," she said.



Mr. Nguyen Tien Long, Director, International Cooperation Department, The Voice of Vietnam

Mr. Nguyen Tien Long, Director, International Cooperation Department, The Voice of Vietnam, noted that AIBD has implemented many recommendations under the Bangkok Declaration, including capacity building initiatives in Vietnam and other Asia-Pacific countries.

He suggested that the Declaration should emphasize issues dealing with digital migration by 2015 and issues on suitability of digital standards, the rise of user-generated content and with regulatory and copyright issue in the digital era.



Mrs. Ladavan Bua-aim, Deputy Director General, Public Relations Department, National Broadcasting Services of Thailand

Mrs. Ladavan Bua-aim, Deputy Director General, Public Relations Department, National Broadcasting Services of Thailand, recommended that in order to put the Declaration into full practice, AIBD members should formulate a strategic plan, an action plan and a long-term plan with key performance indicators. She called on AIBD should assess the success of performance by various Asia-Pacific countries in creating broadcast networks that are impartial and independent.

"The Institute should disseminate the Bangkok Declaration through its networks and alliances and in various forums, and organize sessions in international media conferences through which media professionals and academics review the missions and objectives of public broadcasting to keep pace with the emerging global environment," she said.

Mr. Joe Ma Carlos, the Steering Committee rapporteur, said that the Declaration's mission remains valid though its context has changed. He suggested greater stress on media accountability system or the means by which the public can persuade media to behave fairly and responsibly and journalists to respect the rules of the profession.

He said the Declaration should also address ways to improve reporting in conflict stricken regions and in countries transitioning towards democracy as what is happening in some Middle East countries.



Mr. Jeremy Opritesco of the French Embassy in Bangkok

International partners supported the initiative at the Bangkok Conference in 2003 and offered recommendations for the Declaration, among them, were ITU, UNESCO, Friedrich-Ebert-Stiftung (FES)

and the French Government.

At the steering committee meeting, Mr. Jeremy Opritesco, Cultural Counsellor of the French Embassy/SCAC in Bangkok, agreed that the Declaration remains relevant and suggested that media in transition in conflict-ridden countries be assisted further. He said the French Government places emphasis on cultural diversity, which the Declaration appropriately noted.



(From left:) Mr. Wilfried Solbach, former AIBD program manager and Mr. Jose Ma. Carlos, Media Consultant

Mr. Wilfried Solbach, former AIBD program manager, who participated in the drafting of the Bangkok Declaration called for specific initiatives, particularly in dealing with social media and capacity building.



(From left:) Mr. Anothai Udopslip, Director of Academic Institute of Public Media, Thai PBS, and Mrs. Manil Cooray, AIBD Deputy Director

Mr. Anothai Udopslip, Director of Academic Institute of Public Media, Thai PBS, suggested that a final draft could be announced at the end of the AMS after the series of consultation.

Mrs. Manil Cooray, AIBD Deputy Director, provided a background of the Bangkok Declaration, and said the Committee would hopefully provide new directions to get the Declaration move forward.



A Wider Audience Reach Using Triple Play Communications

By Saqib Sheikh, Programme Manager, AIBD

With the rapid transition of broadcasters across the world through digital switchover, it is vital that broadcasters understand how to reach a new wider audience using triple play communications. TV producers should be able to fashion content for standard media and new media platforms in order to expand their reach to various audience demographics.



This was the key message consultants shared with the participants at the AIBD / Hosokawa Foundation (HBF) regional workshop on “Designing edutainment for audiovisual programs & applications for new media - iPhone, Smartphone, Facebook and Internet.”

The workshop was conducted on 19-21 October 2011 at the AIBD headquarters in Kuala Lumpur, Malaysia.

Seven representatives from AIBD member broadcast organizations in Cambodia, Indonesia, Malaysia, Maldives, Nepal, Thailand and Vietnam participated in the three-day workshop. The consultants were David Botbol, Deputy Managing Editor for Sports and News Magazines in charge of Digital Projects - France Televisions, France; and Maxime Villandre, Chief Editor & Creative Director, GMCD/Mediahub and Fencingfleas Sdn Bhd, Malaysia.

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Defining Public Service Broadcasting in the Arab Region



3rd ABU/AIBD/ASBU Media Partnership Committee Meeting



AIBD Director Binyuan and Voice of Vietnam representatives at the meeting

The debate focused on the legal and regulatory issues, as well as ways and means to finance the Arab public broadcasting sector. Debate panelists included university professors, experts as well as Arab broadcasters and representatives from international broadcasting organizations.

The 31st ordinary session of the ASBU General Assembly was held at the ASBU Secretariat from 14 -16 December 2011 in Tunis. More than 130 delegates from ASBU member states and international observers including EBU, DW, CFI, ABU and AIBD took part in the three-day meeting. Mr. Yang Binyuan, AIBD Director, attended the General Assembly as an observer.

On 16 December 2011, the 3rd meeting of the ABU/ASBU/AIBD Media Partnership Committee was held. Chaired by ASBU President Mohamed Hatem Suliman, the meeting was attended by ASBU Director-General Slaheddine Maaoui, AIBD Director Yang Binyuan and ABU Secretary-General Javad Mottaghi, along with 21 delegates from ASBU member states and AIBD members.

Delegates discussed ASBU's participation in the Asia Media Summit 2011/2012, World Television Award in 2011/2012, and joint training activities with ABU/ ASBU/ AIBD in 2011/2012.

Presentation of AIBD/GMCD Mediahub

At this meeting, AIBD and its joint venture partner, the Global Media Center for Development (GMCD), showcased the Mediahub Market and invited Arab broadcasters to be part of this activity at the Asia Media Summit 2012.

Comic Style of Short TV Programmes

– Key to Success –

By Jean-Dominique Poupel, TV/Documentary Director, Editor and Cameraman coach,
and Mark Meily, Film/TV Director, Scriptwriter and Producer

French TV channels have mastered the short TV programme format for several years now. With its unique script structure, its specific visual package, and its dynamic style, the short TV programme format called “shortcom”, has quickly become an effective alternative to the typical 30-min to one hour programming. Its three to five minutes duration allows TV channels to put it anywhere in the programme schedule and especially before news or evening programmes. Its huge success comes from the comic style of the shortcom. It has to be fun, fresh and make audiences happy. This is the first key to success.



Guided by this programmes philosophy, we conducted a four-day practical workshop on short story programmes hosted by Media Prima, Malaysia from 5 to 8 December 2011. The French Government and AIBD organized this activity within the framework of the three-year plan dedicated to TV content production.

We presented some hit short programmes comedies from France, “Camera Café”, “Kaamelott”, “Un gars, et une fille” and “Scènes de ménage”, and explained the qualities of the short programme in terms of structure, scriptwriting, camera position, and logistics of production to a group of participants from GMA (Philippines), SCTV (Indonesia) and Media Prima.

Initially, we had a sample story, which was supposed to be the reference for the episodes the participants would produce. However, we decided to let the participants explore their creativity by letting them brainstorm the programme they wanted to create and produce. Instead of dividing the participants into two groups, they decided to work as one team. This eventually became more productive for the participants, as each will work on producing two episodes.

They came up with a comedy called “*Jessie’s Headlines*”- a show about the life of a beautiful news anchor who searches for the right mate, as she fears becoming an “old maid.” However, the men she encounters are not exactly anyone’s dreams date. Her thoughts and feelings are expressed via a special camera that she talks to and everyone around her anywhere freezes and time stops. We believe this is a good new concept.

This is another key for shortcom. Due to this specific format, almost everything can become a subject for a shortcom (especially common people life) and the ways to put it on the screen are infinite.

We continued the workshop with the writing of the “Show Bible”, describing each character, the setting, the big story of the show and the technical details like title design, transitions, colour palette and music.

With a simple news desk and a blue screen chroma-key background, the team shot the first episode with basic lighting and a 2-camera set-up. The resources we had were minimal but the creativity of each participant made up for what they lacked technically.



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Strengthening Children's Identity and Linguistic Foundation

By Kalle Fürst, Director of Nordic Children's Media Festival

On 10-14 October 2011, 20 young and enthusiastic MRTV4 staff members participated in the AIBD/NRK/MRTV4 In-Country Workshop on Children's TV Program in Yangon, Myanmar.

The efforts put into the production of children's programs around the world differ widely. Children today must relate to global media to a far greater extent than before, but children need to take their own cultural ballast with them in order to be able to understand and take other cultures, values, and religions seriously and accept them.



What we offer children regarding nationally produced programs helps to strengthen their identity and their linguistic and cultural foundation. The smaller the language and cultural area the more important this is. The training of local producers is important to make this program as good as possible.

The workshop that I conducted provided the participants an introduction to children's perception of media, as well as to working methods to make them excellent media-workers with and for children.



I had brought with me the best international program, the participants had brought with them many self-made programs - and in addition, we worked with the drama structure, documentaries - and had drama exercises with improvisation.

As a specialist in children's program, production and international trends, I have been teaching in many countries in Europe and Asia, but the staff of MRTV4 is the funniest group I have worked with in a workshop. They had a variety of background, program managers, photographers, editors, coordinators and writers - and had a rare enthusiasm, commitment - and humor.

The next day, the team prepared simultaneously to edit the first episode and to shoot the second one. Again, the second episode had a blue screen chroma key background with a series of props to simulate three restaurants, a car interior, a house and a park. The title design was also finalized on this day. What started out as a clunky, hand drawn multi-coloured opening billboard transformed into a professional looking broadcast standard animated title card for “*Jessie’s Headlines.*”



The second episode posed a greater challenge for the team, as it required split screens, more scenes and special effects. Their shoot finished in about two hours and they began editing right after they wrapped up.

Even though it would have been easier to have a real TV studio for the shooting, we made them understand that no matter where you shoot, creativity and energy make things happen.

The Short TV Programme Production workshop was successful in achieving its objectives. We believed that the participants went back to their home TV network with a new and better perspective on TV production and a real knowledge of a new alternative programme format.



Stephane Dvert, Cultural and Scientific Counsellor of the French Embassy in Kuala Lumpur, Azhar Borhan, General Manager of Primeworks and Yang Binyuan, Director of AIBD, hand over certificate to a workshop participant.

Participants were assisted in identifying the current trends and business models associated with these applications and encouraged to implement the triple play concepts developed during the workshop.



The consultants presented information on triple play strategies, including the added values, transmedia story telling, gamification, and non-linear media propagations as opposed to more linear approaches. The participants were asked to prepare full synopses of a quality TV program/documentary, and on the final day they retooled these concepts to adapt them to Facebook, a standard webpage and mobile/tablet applications. The final concepts were presented to the consultants who offered critical analysis and feedback.

The project was funded through a grant cycle provided by HBF for 2010/2011.



ASIA MEDIA SUMMIT 2012

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ASIA MEDIA SUMMIT 2012

29 - 30 May 2012, Bangkok, Thailand

Creating Impact: Media in Today's Society

Media's power is enormous in today's society. It can facilitate public debate and discussion and shape public opinion. Its influence extends to its role in development, setting an agenda it deems relevant to nation building. A media with a capacity and interest to report issues on national strategies, social justice and inclusion, social progress, environmental sustainability, and enabling regulatory environment can create wealth in society, develop people's potential to pursue creative and productive lives, and contribute towards equity and equality for all people.

Strategies differ, from adhering to a free and pluralistic media to imposing a more regulated arrangement. The enormity and complexity of development and its consequences demand a dynamic and sustainable media organization, able to adapt to technology and program innovations, creative capacity building approaches, and new delivery platforms to serve both business and development ends.

In Asia-Pacific, has media served as a positive force or stumbling block to development? Is its capacity to serve the ends of development limited by its structure, regulation, and culture? How can media engage more to serve the ends of development without risking professional and ethical standards as well as sustainability? Is public service broadcasting still a viable alternative to serve the public's needs and interests? How can social media improve media's sustainability in the context of development?

The Asia Media Summit 2012 will examine these issues, offer best practices and identify measures that support media's efforts to build and sustain a strong public trust and create impact in today's society.

Day One : 29 May 2012

0900 – 0945 Inaugural Session and Keynote Address

0945 – 1015 Tea Break

1015 – 1130 **Plenary Session 1** *Media, Development and Conflict: Can Media Make a Difference?*

Development remains elusive for the world's poor. Food and water scarcity, inadequate educational and employment opportunities, and limited access to health services are some urgent challenges that confront many stakeholders of development. And so are peace and security without which development is not possible. Climate change also impacts development. How can media pursue meaningful reporting to address poverty alleviation, peace and security, access to opportunities, and wealth creation? Is community radio and television making any difference? Are there best practices that highlight media's capacity to make a difference? What is missing?

1130 – 1245 **Plenary Session 2** *Building a Media-literate Public*

Enhancing media's role in development demands building a media literate public that will effectively comprehend and utilize media content and engage media to promote professionalism and good ethics. A media literate public can contribute to greater civil society participation in development and contribute towards the establishment of more robust media organizations and the functioning of a healthy democracy. What are new approaches to enhance media literacy? Is media paying lip service to media literacy? What more can be done?

1245 – 1300 **Presentation of the World Television Awards 2012**

1300 – 1400 **Lunch Break**

1400 – 1600 **Mediahub Market and Networking**

1600 – 1730 Parallel Sessions

Parallel Session 1: 2003 Bangkok Declaration: What Next?

In May 2003, the 1st Conference of Ministers of Information and Broadcasting from Asia-Pacific was held in Bangkok to identify how public service broadcasting in the region could respond to the changing media environment. It served as a thematic debate and regional preparatory meeting for the World Summit on the Information Society held in Geneva in 2003.

The conference produced the 2003 Bangkok Declaration that offered recommendations in addressing the challenges of media globalization, cultural diversity, viability of public service broadcasting, information divide and human resource development. Have broadcasters fulfilled their mandate under the Bangkok Declaration? Where are the gaps and opportunities? What new roles, new approaches and new partners can we pursue to move the Bangkok Declaration forward?

Parallel Session 2: Building Sustainable 'Small' Radio and TV Stations

'Small' Radio and TV stations are increasingly playing a pivotal role in informing and educating the public in many developing countries in Asia-Pacific. Given limited resources and competition, they seek ways to build and sustain their operations. Is there a one-size-fits all strategy to achieve this goal? What business models and programming strategies can they pursue? Will tapping mobile and the web make a difference?

Parallel Session 3: Women and Children Issues: Is Media Doing Enough?

Violence, abuse, inequality and discrimination remain rampant against millions of women and children across the globe. They hinder efforts to make their lives a little better. The damage to these victims is staggering, their impact a menace to development and society. Is media doing enough to address the deadly crime of violence and abuse against women and children? Is it reporting enough to deal with inequality and discrimination as well as the advancement of women in today's society? Can social media and citizen journalism help?

1930 Gala Dinner and Cultural Show

Day Two : 30 May 2012

0900 – 1030 Plenary Session 4 Public Service Broadcasting: A New Approach, A New Beginning

What should the mandate of public service broadcasting (PSB) be in a fast changing media landscape? In Asia-Pacific, PSB remains at various stages of development, increasingly confronted by issues on financial stability, editorial independence, autonomy in content creation, management, finance and administration. Is PSB still a viable alternative to serve the public's needs and interests? What can management pursue to expand and sustain viewership, introduce new business models and ensure more independence in its operations? What distinctive content can PSB create, one that carries credibility with pluralistic groups and promotes cultural diversity?

1030 – 1100 Tea Break

1100 – 1230 Plenary Session 5 Harnessing Social Media and Content Delivery

Facebook, YouTube, Twitter and blogs, among others, have empowered more citizens to create, produce and distribute content to a wider audience. Users are increasingly conversing and engaging as a consumer, creator and producer of information. What can traditional broadcasters learn from their online counterpart? How should broadcasters prioritize acquisition and operations of web-based and mobile technologies and turn them into effective platforms for interactive dialogue? How can mobile, web, iPad and social media improve media's sustainability in the context of development?

1230 – 1300 Feedback Session (review of outputs and progress of the previous afternoon parallel session)

1230 – 1400 Lunch Break

1400 – 1600 Mediahub Market and Networking

1600 – 1730 Plenary Session 6 (a roundtable discussion) Towards A Stronger Public Trust in Media

Through good journalism, distinctive and entertaining content, and professional management, media aims to build and sustain public trust, a key element in empowering media better serve the ends of development and promote business sustainability. In Asia-Pacific, is public trust in media increasing or waning? How can media enhance its credibility and integrity? Will more regulation, deregulation or self-regulation work to enhance public trust in media? Are social media platforms enhancing public trust in traditional media? As more citizens engage in new and social media, what standards and ethics can media pursue to encourage more public engagement and build public trust?

1730 – 1745 Invitation to the Asia Media Summit 2013

Closing Remarks

Asia Media Summit Pre & Post Events

26 - 31 May 2012

1.	26 – 28 May	AIBD/ITU/ABU Workshop on Digital Broadcasting: Opportunities, Business and Challenges	0900 - 1700
2.	26 – 28 May	AIBD/CFI Workshop on TV Branding and Visual Identity	0900 - 1700
3.	27 – 28 May	AIBD/EBU/CCTV Master Class: Leading Change in the Newsroom	0900 - 1700
4.	28 May	AIBD/UNESCO/FES Workshop on Media Ethics in the Age of Social Media	0900 - 1700
5.	28 May	AIBD/ASBU/UNESCO Seminar on Public Service Broadcasting	0900 - 1700
6.	29 May	4th AIBD/ASBU/ABU Media Partnership Committee Meeting	1400 - 1530
7.	30 May	5th Pacific Media Partnership Committee Meeting	1400 - 1530
8.	31 May	AIBD Strategic Plan Team Meeting	0930 - 1100

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<http://www.aibd.org.my/ams>

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Mediahub

Expands its Network to the Arab World



From 14 to 16 December 2011 the Arab States Broadcasting Union (ASBU) members gathered for its annual General Assembly at ASBU headquarters in Tunis.

During the meeting, ASBU, Asia-Pacific Institute for Broadcasting Development (AIBD) and Global Media Centre for Development (GMCD) announced they are offering a free of charge access to Mediahub Access, a cost-efficient B2B e-platform for content distribution, acquisition, marketing and promotion, to ASBU members.



AIBD Director Binyuan with GMCD General Manager Dimitri Mendjisky

Members of ASBU can now subscribe to Mediahub Access by logging on to the website www.mediahubaccess.com and enjoy the same free services currently offered to AIBD members.

Since GMCD officially launched Mediahub at the Asia Media Summit in May 2011,

the Mediahub community is constantly growing and is now expanding its network to 44 broadcasters from the Arab world, members of ASBU.

Based in Kuala Lumpur, GMCD is a joint venture company between AIBD and Worldview Global Media Holding (WGMH SA). Together they created Mediahub Access, a platform dedicated to connecting emerging and leading media players from around the world. Mediahub Access offers its members a simple way to create new business opportunities and increase competitiveness.

In addition to the offer, Director of AIBD, Mr. Yang Binyuan and GMCD General Manager, Mr. Dimitri Mendjisky, agreed to offer AIBD and ASBU members the possibility to feature a maximum of five of their programs on Mediahub Access giving them the opportunity to market products overseas for acquisition.

“Most of the AIBD and ASBU members are public and private broadcasters. They are facing new challenges with the arrival of the digital switch over and new competitors. They need to connect with content providers to acquire attractive programs to suit their audience, while at the same time, exposing their products overseas so they can be more visible on the international market. Therefore, together with Mr. Yang Binyuan, we decided to offer AIBD members as well as ASBU members the same opportunity to promote their programs on Mediahub Access,” said Mr. Mendjisky.

In addition, Mediahub publishes Mediahub Newsletter and Mediahub Magazine. Together, these publications will cover exclusive updates on emerging media markets, news, deals and an insight on Mediahub members, their activities, special interviews and in-depth analysis.

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Remembering a Leading Sri Lankan Broadcaster

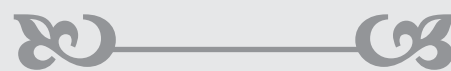


Mr. Mano Wikramanayake (picture), a well-known broadcaster in Sri Lanka, and a strong supporter of AIBD's mission to build capacity of broadcasters in Asia-Pacific, recently died in Colombo. He was 62.

AIBD extends its deepest condolences to the family Wikramanayake left behind and to the Board of Directors and staff of the Maharaja Group (MTV) in Sri Lanka.

Wikramanayake was Group Director, Electronic Media Business of the Maharaja Group (MTV), which runs three terrestrial television channels, four FM radio stations and three TV production companies. He was directly responsible for the Group's media operations. He was also a member of the Group's strategic planning team of all the boards of directors of the group's companies.

He served as former Vice President of the Commonwealth Broadcasting Association (CBA).



Expanding Chinese - Foreign Media Ties

Chinese media have made remarkable progress in communicating with the rest of the world and cooperated with foreign media in various forms, says Wang Guoqing, Vice Minister of the State Council Information Office, China. But many new challenges remain that call for measures to encourage media "to coexist harmoniously while being different" or seek ways from the modern spirit and "to respect differences and tolerate diversity."

Mr. Wang Guoqing spoke at the International Metropolitan Broadcast Media Cooperation Forum, organized by China Radio International (CRI) in Beijing on December 2nd, 2011. This was followed by the grand gathering on 3 December 2011 marking CRI's 70th anniversary.



Mr. Wang Guoqing, Vice Minister of State Council Information Office

The Forum's theme was "Openness, Cooperation and Win-Win: Cooperation and Development of Metropolitan Broadcast Media in the Era of Globalization." More than 100 senior managers and media professionals from 40 domestic and international metropolitan broadcast media throughout the world attended the one-day Forum and exchanged views on cooperation, new media, brand building and media management.

Vice Minister Wang said media organizations must adapt to the tastes of foreign audiences during the course of globalization, while maintaining their own characteristics. "They must learn to respect and appreciate local culture amid diversity and achieve the blending of different cultures; they need to actively take into account social responsibility during the course of localization and better integrate into local society," Wang added.

Other keynote speakers at the inaugural session were Mr. Tian Jin, Vice Minister of the State Administration of Radio, Film and Television (SARFT) and Mr. Wang Gengnian, Director-General of China Radio International.



Mr. Tian Jin, SARFT Vice Minister



Mr. Wang Gengnian, CRI Director-General

CRI will accelerate the construction of a modern, comprehensive and innovative international media group that will cover 18 clusters of operations to serve the needs of the local, national and global audiences. Wang Gengnian, CRI Director-General, said that CRI would build 150 full-frequency overseas radio service branches to cover the world's major capitals and cities.

AIBD Director Yang Binyuan also spoke at the inaugural session of the Forum and emphasized the need to change attitudes, adopt new policies and take action in tapping new opportunities in the era of globalization propelled by new media technological breakthroughs.



AIBD Director Yang Binyuan

Forum participants issued a Beijing Declaration that established a mechanism among broadcast media organizations that would encourage closer exchanges and consultations, share information and deepen mutual cooperation.

Grand Gathering Marking CRI's 70th Anniversary

On 3 December 2011, CRI held a grand gathering at the Great Hall of the People in Beijing to mark its 70th anniversary.



Mr. Liu Yunshan, head of the Publicity Department of the Communist Party of China Central Committee, praised CRI's contributions to China's overseas broadcasting efforts and expressed support for the organization's initiatives to accelerate the establishment of a modern, comprehensive and innovative international media group.



Mr. Liu Yunshan speaks at the Grand Gathering

CRI was founded on 3 December 1941. As China's only overseas national broadcaster, CRI boasts of the greatest number of language services among international media around the globe. It disseminates information in 61 languages via radio, television, newspapers, Internet and mobile phones.

China Radio International

Your bridge to China and the world.

- has a history of 70 years
- broadcasts in 61 languages
- more than 50 FM/AM stations around the world

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CRI.CN

Bangkok
FM 103.0

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Ulan Bator
FM 105.0

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FM 96.5

Colombo
FM 102.0

Yerevan
FM 106.5

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FM 93.0

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World TV Awards 2012

★ ★ - Call for Entry - ★ ★

With the aim of recognizing the crucial role played by media in increasing the awareness of the audience on major issues such as cultural diversity, religious understanding, tolerance and peace, the World TV Award was established in 2004 with the recommendation on two main themes "Religious understanding" and "Conflict resolution".

In 2011, AIBD launched the World TV Award category on Science & Environment, in collaboration with United Nations Environment Programme (UNEP).

The World Television Awards are open to all broadcasters in Asia, Pacific, Europe, Africa, and North & South America from public, private sector and freelance producers.

For 2012, the two World TV Awards categories are:

1.	Category Humanity for the Best Documentary on "Promoting Religious Understanding and Tolerance"
2.	Category Science/Environment for the Best Programme on "Preserving Ozone layer and Protecting the Earth"

"The Prize" consists of **US\$ 5,000.00** cash, a trophy and a certificate presented by AIBD per Award category.

Winners will be rewarded during the Asia Media Summit held in Bangkok, Thailand from 29-30 May 2012.

The deadline for programme submission is **16 April 2012**.

Criteria & Entry forms are available at www.aibd.org.my/worldtv

The World TV Awards are supported by United Nations Environment Programme OzonAction, Arab States Broadcasting Union, France 24, Radio France International, Monte-Carlo Doualiya and Radio TV Malaysia.

◀ continued from page 15
Mediahub Expands its Network to the Arab World

Mediahub weekly Newsletter is currently sent out to 2,700 targeted contacts. As for the monthly Magazine, which is released in January 2012, it will reach out to over 7,000 industry professionals.



Meanwhile, AIBD and GMCD are organizing Mediahub Market, the first ever media exhibition specially designed for the

emerging media market. It is an exhibition that offers participants the opportunity to access an exclusive network comprised of key decision makers from the Asia-Pacific media companies and worldwide actors.

The Mediahub Market is the ideal place for the company to expose its brands and products in a constantly growing market and increase its market shares in a rapidly developing media economy. In addition, the market offers an opportunity for media professionals to exchange and discuss their needs on one-to-one basis.

There will be a minimum of 500 participants from over 60 countries and regions and over 120 broadcasting organizations involved in the market. The exhibition will be held in conjunction with the Asia Media Summit on 29-30 May 2012 at Centara Grand at Central Plaza Ladprao Bangkok.

AMS Mediahub Market exhibition spaces are almost fully booked. To exhibit in the market, details are available at AIBD or GMCD website on www.aibd.org.my, www.mediahubaccess.com, www.mediahubmarket.com

SLRC Celebrates 30th Anniversary

The Sri Lanka (TV) Rupavahini Corporation (SLRC) celebrates its 30th anniversary in 2012, proud of its achievements in offering four channels in Sinhala, Tamil and English languages. It has started to set up digital telecasting to keep up with international standards and better serve the national interest.



As plans for the future, SLRC says it will strengthen its relationship with AIBD and ABU that started in 1984. This means more collaboration in training that will help the TV company achieve its goal of becoming a major media player in Sri Lanka.

SLRC's telecast began on 15 February 1982, following its establishment by an act of Parliament. The Japanese government donated equipment, helped set up SLRC's broadcast building and trained its workforce.

In 1984, SLRC established the Sri Lanka Television Training Institution. Months after, it joined AIBD and ABU as a member, which paved the way for continuous support in human resource training and consultancy services in the last 30 years.

In 1995, SLRC's Audience Research Unit was upgraded into the Research & Training Unit that continued to train its staff in collaboration with AIBD, ABU and



Mohan Samaranayake, SLRC Board Chairman

other organizations such as CBA, CFI and JAICA.

In 2011, the Research & Training Unit organized 23 training programs covering engineering, television program production, human resource management, languages and information technology. Close to 700 officers of SLRC's 1,000 employees participated in these programs.

AIBD Introduces Questionnaire on Developmental Needs of Members

By Saqib Sheikh, Programme Manager, AIBD

As part of a larger initiative to better respond to its members' organizational requirements, AIBD has introduced its Questionnaire on Developmental Needs of Members for 2011.

This survey allows members to identify specific activities such as workshops and seminars that best serve their different capacities. They should include details covering the type of activity requested, duration, location, objectives, participant profile, and timeline for implementation. The survey results will help AIBD shape its programs that cater to the specific developmental areas of its members and affiliates.

AIBD has mailed to all its members and affiliates this questionnaire including the AIBD Members Evaluation Form in the final quarter of 2011.

The link to the online AIBD Questionnaire on Developmental Needs of Members can be found at <http://www.aibd.org.my/dev>.

The form is titled 'AIBD Questionnaire on Developmental Needs of Members' and includes the following sections:

- Suggested Title of Activity:** A text input field.
- Preferred Type of Activity:** Radio buttons for Training, Consultancy, Hosting, and Any.
- Time Frame for activity to be conducted:** Radio buttons for less than 1 year, 1 year, 2 years, and 3 years and more.
- Anticipated Course Duration:** A text input field.
- Preferred Delivery:** Radio buttons for Face-to-Face (with sub-options: In-country, Regional, Sub-regional) and Distant Education (with sub-options: Internet-based, CD/DVD-based).
- Expected Number of Participants:** Radio buttons for 1-5, 5-10, 10-20, and more than 20.
- Participants belong to:** Radio buttons for Same Role, Same Department, Same Media, Same Organization, and Outside Organization.
- Main Development Focus (can select more than one):** Radio buttons for Knowledge, Skills, and Management.
- Proposed Target Level:** Radio buttons for Basic, Intermediate, and Advanced.
- What do you want to achieve with the activity? Please list some specific objectives.** A large text area for listing objectives.
- Please provide a contact person for follow-up questions on details:** Fields for Name, Email, and Department.
- Authorized by:** Fields for Name, Email, Position, and Organization.
- Signature:** A line for a signature and a field for Date.

Soap Opera - From Idea to Production

By Benoit De Lorme, Producer, TV Director and Concept Developer,
and Nans Delgado, Writer, Scriptwriter, Creative Director and Artistic Coordinator



Scriptwriters and producers from different channels in Asia participated in the regional workshop on *Soap Opera: From The Idea to the Production*, in Quezon City, Philippines from 14 to 17 November 2011. AIBD and the French Government organized this activity while GMA Network served as the workshop's host.

In the beginning, participants showed their works after which we presented a French TV series "Coeur Ocean," a good example of what producers and scriptwriters can do with a rich story using a few shooting locations. This was important because it highlighted the workshop's goal - how to do a good product without a huge production cost.

We also shared stories about our personal lives, which we thought participants would find weird in the beginning as they listened to the trainers' narration of how their parents divorced and how the new arrival of an adoptive brother could change the life of a family.

This exercise showed the huge possibility of how each personal story could create or generate an idea. We found the personal story telling a good way to melt the ice and source different topics for a drama program.

Using an idea like 'an adoptive brother,' we could create more than 10 ideas for a script, such as the adoptive brother breaks the balance of the family, or the adoptive brother decides one day to look after his real parents.

Through this exercise, participants discovered a new way to invent a story and they started to put post-its all over the wall of the training place, each post-it with an idea of a script.

On the second day, the discussions focused on the structure and toolbox (description of the main characters, their profile, backgrounds, character and inner feelings, etc.) to include the various requirements in developing a drama, the main arches, the key episodes and how to work in different layers.

We asked participants to draw a 'drama,' a good idea pop-up. One of them drew a spider net, where all the elements were linked together, and another one did a hill with a bottom and a top like a story.



Next we did a simple arch, that was a drama, and on this arch we put the key episodes, the climax, and the cliffhanger; these served as the guideline in starting to write the story. We introduced them to the technique of the post-its, which could be moved easily. Given their limited space and variety of colors, post-its facilitated planning and could assist in

concentrating information in one area and be easily read.

On the third day, we discussed problems between producers and scriptwriters, stressing the need for these people to work together as partners. Participants then engaged in the most interesting and exciting part of the workshop - the development of the story based on what we did the first day. We developed together a huge family saga, starting in the 70's in Manila, ending around 2,000. It was the story of two brothers fighting each other amidst the political events in the Philippines.

We were able to create "a bible" for this project ready to produce. We took pleasure in developing this story with all the participants and hope to see this soap opera broadcast in the future.



Lilybeth Rasonable, GMA Vice President for Drama, and Stephanie Rabourdin, French Cultural Attache of Singapore, graced the closing ceremony of the regional workshop.

1st Terrestrial TV Channel on HD Quality in Uzbekistan



Uzbekistan has launched its first terrestrial television channel in high definition. The new channel, Uz.HD, opened in Tashkent on 29 November 2011.

Mr. Fayzulla Yunusov, First Deputy Chairperson of the National Television and Radio Company of Uzbekistan, said that High-Definition Television (HDTV) uses high quality television broadcasting standard, which is based on modern standards of image and voice compression.

“The National Television and Radio Company of Uzbekistan (NTRC) can now boast of powerful, modern production-technical base of television and radio broadcasting,” Yunusov said.

NTRC’s Media Center, which has



been completed recently, is equipped with modern digital equipment and technologies that allow it to produce high quality TV programs.

He said that Uz.HD television channel will provide the Media Center more opportunities for content creation and production.

Uz.HD channel will broadcast 24 hours daily and feature documentaries and films on culture, history, art, sights and nature of Uzbekistan, local soap operas, and others Uzbektefilm and NTRC have created.

Yunusov said that Uz.HD channel would also produce programs based on the interests of the audience. To tap this

channel, households will need a TV-set with full HD support or special digital TV-tuner.



Shomansur Abidkhodjaev, Director-General of the Center for Radio Communication, Broadcasting and Television, said that Uz.HD channel operates in Tashkent city and part of the Tashkent region. In the future, it will cover all Uzbekistan.

Digital television currently covers 36.7% of the population of Uzbekistan. Citizens can watch 12 television channels in digital format. Seven of these channels are Uzbek channels.



On the development of digital television in Uzbekistan, Abidkhodjaev said they plan to cover all large cities of Uzbekistan by 2015 and all Uzbekistan by 2018.

Bhutan King Honors 18 Media Houses

The King of Bhutan granted the Order of Merit (Gold) to the Bhutanese media represented by 18 TV, radio and print media houses, during the 104th National Day celebration at the Changlimithang Ground on 17 December 2011.

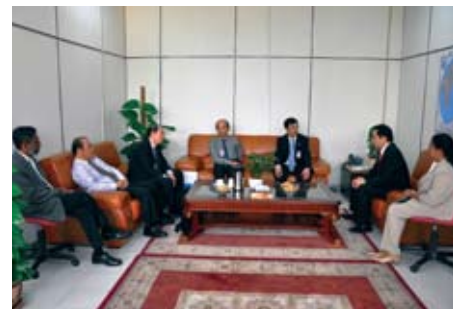


The King of Bhutan grants the Order of Merit to Kuzoo FM. Ms. Karma Choden (Fourth from right), Kuzoo FM Managing Director, receives the medal.

The King cited the media’s efforts “in spite of their lack of resources and experience, in carrying out their duties and their role in preserving the culture and traditions of Bhutan.” He said that “the vital role of media in keeping the people well informed and in encouraging debate and participation is key to a vibrant democracy.”

He said that the media have done their duties “in a spirit of fairness and truth, keeping the interest of the nation above all else.”

VOV President Visits AIBD



AIBD Secretariat and the VOV Delegation

Mr. Nguyen Dang Tien, President of Voice of Vietnam (VOV), and his delegation visited AIBD on 9 December 2011 to tap more opportunities for collaboration in media training and other media activities. In his first trip overseas, the VOV President prioritized AIBD as one of their short-listed destinations in the region.

Mr. Yang Binyuan, AIBD Director, welcomed the President and his delegation and said AIBD looks forward to closer collaboration with VOV. Their discussions focused on new areas in human capacity building and trends on convergence.

Nguyen Dang Tien was accompanied by Mr. Doan Viet Trung, Vice President, Mr. Ngo Xuan Thi, Director-General, and Mr. Nguyen Tien Long, Director, International Cooperation of VOV.

The discussions revolved on innovative and new areas of cooperation in capacity building engaging the resources of VOV together with AIBD. The bilateral partnerships for long-term human resource development in radio as well as trends towards convergence that VOV excels were a few others mentioned which could be extended to other members of AIBD. Nguyen Dang Tien said VOV is prepared to extend its facilities to AIBD's regional training activities at the Broadcasting College in Ho Chi Minh City and the VOV headquarters in Hanoi.



(Left): Mr. Nguyen Dang Tien with Mr. Yang Binyuan

AIBD Collaborates in 3rd Creative Content Production Conference

By Saqib Sheikh, Programme Manager, AIBD



The Singapore Exhibition Services (SES) and AIBD recently announced their joint collaboration in presenting the 3rd Creative Content Production Conference in 2012. As part of the Broadcast Asia 2012 exhibition, the conference is one of the largest gatherings of executives and creators in the film and TV industries in Asia to exchange views on the latest developments in the field.

The conference focuses not only on content editing for film & TV productions, but also on strategies for developing and distributing content across different media platforms. Producers, writers, TV directors, programming directors and others associated with creative content generation in the region will attend the three day event.

Day 1 of the conference will center on the small screen and multi-screen industry, and how to create adaptable content to be delivered on these different platforms. Day 2 will deal with motion pictures, feature films, visual effects and issues related to content and funding for film production in the region. The final day will feature concurrent workshops, which will add value on top of the conference sessions for the delegates.

The Creative Content Production Conference will take place from 20-22 June 2012 at Suntec Singapore. For more information on registration and the programme, please visit <http://www.broadcast-asia.com/>.

Pacific Media Partnership Conference to Strengthen Broadcasting



The Pacific Media Partnership meeting recently adopted a key declaration calling on the governments, international organizations and all stakeholders to assist and empower the broadcasters in the Pacific region to help them carry out their mandate of providing information, education and entertainment through their services to audiences.

This is deemed as an important step in the development and sustenance of the broadcasting industry in the region.

More than 80 senior executives of broadcasting and media organizations in the Pacific Island countries participated in the Pacific Media Partnership Conference, held at the Faionelua Convention Centre in Nuku'alofa, Tonga on 21 December 2011. Prime Minister Lord Tu'iavakano of the Kingdom of Tonga inaugurated and addressed the meeting.

The PMP Conference was part of the three-day event themed "Strengthening Voice of the Pacific," comprising pre-conference workshops on 19-20 December and the



full-day conference on 21 December. The event was jointly organized by the ABU, AIBD and the Pacific Media Partnership Committee, and hosted by the Tonga Broadcasting Commission.

In its Declaration, the Pacific Media Partnership asked the Governments in the Pacific countries to assist their broadcasters in capacity building and in strengthening their infrastructure and services. It appealed to the international organizations for cooperation in realizing these objectives.

The PMP also enjoined the broadcasters in the Pacific region to actively help in expanding public knowledge and understanding about climate change and its solutions, prioritizing the integration of climate change-related messaging and information across radio, television and all new media platforms in appropriate program genres.

Recognizing the need to overcome the digital divide, the Partnership urged the concerned governments and international



funding agencies to work together in close coordination through a common secretariat.

The Pacific Media Partnership is an alliance of progressive broadcasters in the Pacific Island countries which aims to assist in the development of the broadcasting services in the region and progress the industry towards digitalization and the multi-platform paradigm.

The Pacific Media Partnership Conference (PMPC) was initiated by AIBD in 2009 and held its first conference in 2010 in Tonga which was organised by AIBD.

In 2010 it was decided that ABU will be part of this initiative and that AIBD and ABU will take turns to organise in alternate years. PMPC 2011 was organised by ABU.

PMPC 2012 is scheduled to be held in Apia, Samoa from 17-19 September, 2012, to be organised by AIBD and hosted by Samoa Quality Broadcasting.

Maldives Broadcasting Commission Joins AIBD



Members of the Maldives Broadcasting Commission during the inauguration ceremony at the President's Office

The Maldives Broadcasting Commission, which recently joined AIBD as a new member, is implementing a five year strategic plan (2011-2015) that will facilitate and promote freedom of expression, develop the country's broadcasting infrastructure, and ensure an innovative and productive industry through the delivery of high quality services and pursuit of an equitable, fair and protected environment.

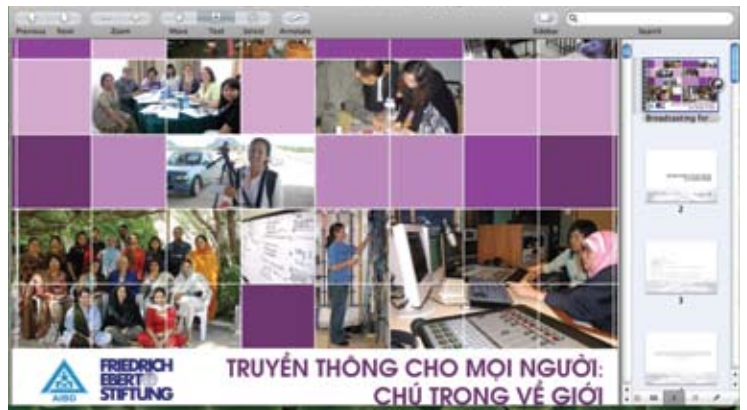
Constituted on 4th April 2011 as an independent yet state financed entity, the Commission is mandated to regulate and develop the broadcasting sector in the Maldives. Currently, this small archipelagic nation where about 1,200 coral islands are geographically dispersed has 10 licensed broadcasters and 39 licensed re-broadcasters.

The Commission is actively seeking opportunities from international organizations to train Maldivian broadcasters who are young and possess limited knowledge in broadcasting, particularly in investigative journalism, elections reporting and disaster broadcasting. It is also seeking international assistance to develop a 10-year technical master plan to assist the industry migrate to digital.

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Gender Equality and Respect for Human Dignity

By Manil Cooray, Deputy Director, AIBD



The family as the cornerstone of Asian society has undergone changes in terms of structures, relationships and values. With better education, jobs and earnings, marriages are being delayed. We are seeing fewer marriages and to some extent more divorce. As education and career options open up, women prefer to bear less children and at a later stage as they enjoy their independence and ability to shape their lifestyle. Men, however, still expect to marry women who are less educated and earn less than them. At work women spend long hours in highly competitive work space and continue to carry the main burden for housework.

People are increasingly migrating from rural to urban areas resulting in some family breakdown, as couples stay far apart. The availability of technologies and the persisting preference for a son are skewing the sex balance, which may result in prostitution and bride sales, as women will get traded as commodities.

Media awareness of these gender issues has become crucial in enhancing understanding of the changes within the family, their impact on society and how best men and women can deal with these changes.

In Viet Nam, new laws on gender equality and domestic violence provide media with unique challenges. Mainstreaming gender in all programs and stories means looking through the gendered lens so that informed decisions can be taken. There are strong beliefs and traditional values, which media practitioners need to question and to reflect in their work.

With this perspective, AIBD together with the UNESCO Office in Hanoi concluded phase two of the gender project by implementing an in-country gender training workshop from 28 to 29 September 2011. The workshop tapped the guidelines for gender-sensitive broadcasting publication

in the Vietnamese language entitled 'Broadcasting for All: Focus on Gender.' It was organized within the framework of the Government of Viet Nam/UN Joint Programme on Gender Equality, which is funded by the Millennium Development Goals Achievement Fund.

Dr. Le Thi Quy, Director of the Research Center for Gender and Development, Hanoi University of Social Science and Humanities, and the President of Network for Empowerment of Women (NEW) Viet Nam, served as the national consultant. The AIBD engaged Jai Chiandiram and Anothai Udomsilp as consultants while Heidi Kivekas from UNESCO Hanoi coordinated the workshop.



The consultants and the twenty-three participants engaged in lively exchanges on the new laws, gender equality, domestic violence and migration and trafficking, using presentations, group discussions, and role-playing to sharpen participants' analytical and creative skills.

Workshop participants offered recommendations to address gender issues. One, media should follow their ethical practices and codes of conduct because people use media in their daily-life for entertainment, information and education.

As a mirror that reflects the reality of the society, media have shown cases of physical, sexual, and emotional domestic violence in various forms – news reports, documentaries, and dramas, etc. Media

are also said to create domestic violence in their entertainment works, soap operas for example, which many times become acceptable to the viewers and to the society. Therefore, media need to consider carefully all the information on domestic violence they use for production. They should write news reports, features, and other articles about domestic violence with objectivity, not sensitivity nor dramatization.



Two, media should target every segment of society in correcting the misperception that domestic violence takes place only in the low-income and low-educational families in rural areas. They should also take into account the educational aspect of the social issues, including mainstream gender equality and respect for human dignity.

And third, media should engage in more trainings, seminars and workshops to share their knowledge and best practices in supporting the elimination of domestic violence.

A male participant said, "I now understand different ideas and insights of issues like gender equality, domestic violence and migration and trafficking. The workshop inspired me to overcome myself and raise my voice on different issues. This participatory approach is much better than what I am used to in the Vietnamese school system. I am encouraged to express my opinions and this is new methodology to me. We will all have to make changes in how we think about these issues."



Gender equality does not grow by itself in today's society, including in the male-dominated broadcasting media. Understanding about the issue is imperative and guidelines to promote this are necessary and have to be followed.

At the workshop, participants examined imaginary and real boundaries, changes in their lives from their grandmothers/fathers time, as well as sayings and proverbs that still reinforce gender stereotypes and roles. These served as food for thought and discussion, among them:

'If the woman does not behave she must be put in her place through beating.'

'Yes - women are contributing and have more responsibility. But when they come home they must work at home also.'

'After school girls help mother in the kitchen and boys go out to play - that is the way we bring up the family.'

Participants said that while women in media are in a better position now, there are areas where media can play a constructive role - particularly in mainstreaming gender and in more sensitive reporting domestic violence and trafficking. Young women reporters covering the workshop shared their experience that even if women editors head the newsrooms, which now have

more women staff, they face challenges due to long hours, low salaries and their double burden of domestic work.

Katherine Muller-Marin, UNESCO Representative to Viet Nam, advised the participants to *"begin by changing their attitudes at home. The world is more diverse and media needs to reflect this more accurately. You can help make the change."*

Jai Chandiram urged the participants "to be the change makers" in society. She lauded AIBD for scoring a first by conducting for media professionals in Viet Nam the two-day workshop on gender guidelines based on *Broadcasting for All: Focus on Gender*.

Mr. Doan, Deputy Minister for Information and Communications in Vietnam inaugurated the workshop and remarked "the workshop was timely as Viet Nam was interested in accelerating awareness of the new laws on gender equality and domestic violence." He urged more commitment and reporting on these issues, which will help Vietnam, achieve its targets in gender equality.

Anothai Udomsilp, Director of the Academic Institute Public Media at Thai Public Service Broadcasting in Bangkok, said that domestic violence against

women is a social problem worldwide. Considered wrong by moral, behavior, norm and law, it is increasing in society where domestic violence is regarded as a personal or individual family problem, which outsiders should not interfere.

He cited a 2010 study on domestic violence by WHO and the General Statistic Office of Viet Nam, which says that "Overall, 32% of ever-married women reported having experienced physical violence in their life and 6% in the past 12 months." Domestic violence is also found in other two types: sexual and emotional. More than half of women reported having ever experienced at least one of these types of domestic violence, and the rate for any of these three types was 27% for the past year.

The gender guidelines contained in *Broadcasting for All: Focus on Gender* were developed based on media research in the Asian region. AIBD and FES funded the publication, which was presented at the Asia Media Summit 2011 in Hanoi. It generated interest among several broadcasters who were willing to operationalize the guidelines in their news and program areas. In Viet Nam, the UNESCO and the Ministry of Information and Communications collaborated to translate the guidelines to Vietnamese and contextualize it to Viet Nam.

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Maldives Broadcasting Commission Joins AIBD

Another of its initiatives is the publication of the regulations for broadcasters and re-broadcasters. It has constituted a Broadcasting Advisory Committee comprising of broadcasters and stakeholders that will be consulted on matters related to broadcast regulations and policies drafted by the Commission.

One of the most remarkable achievements of this young Commission was the endorsement of the "SAARC Media Day," a concept it proposed to mark "SAARC Broadcasting Day".



17th SAARC summit Meeting held at Addu City, Maldives

In response, the South Asian Association for Regional Cooperation (SAARC) has declared to mark "SAARC Media Day" and agreed to convene a regional conference in the region for this purpose. The decision was adopted by the Member Countries of SAARC at the 17th SAARC Summit in Addu City from 10-11 November 2011.

A Day's Excursion to End 2011 and Welcome 2012

By Manil Cooray, Deputy Director, AIBD



The much-awaited annual excursion and AIBD New Year Party materialized on 6th January 2012 when the AIBD family visited Port Dickson for a day's trip.

The AIBD Secretariat staff travelled the north-south expressway and reached the destination in less than two hours. The venue for the excursion was the Royal Port Dickson Yacht Club overlooking the Straits of Melaka.

The breeze blowing from the Indian Ocean in the morning subdued the heat of the day as colleagues took time to laze around, chit-chat and participate in indoor games, a rare sight for a staff glued to their computers on a normal working day in the office.



Some played darts, table tennis and the 'musical chairs, enjoying the fun and camaraderie the activities generated. Others walked along the sandy stretch of the beach without putting on any 'sun block,' picking seashells, and dipping their feet in the rippling waves.



The staff from the Global Media Center for Development (GMCD) joined the outing, which made the gathering more enjoyable.

The program commenced with lunch and a New Year party. Yang Binyuan, AIBD Director, thanked the staff for joining the excursion and for their contribution to the success of AIBD's activities in 2011.



He urged his colleagues to work diligently to raise their performance level in 2012.

"We all had ups and downs as all others, and shared difficulties. But we should not be deterred in our commitment to seek ways to better serve members and enhance our sense of belonging," he said.

Binyuan said he hoped that this informal get together would invigorate all to work together further as a team for the success of the Institute in 2012.



Lunch was served following the games, singing and lucky draws. The program



ended with the presentation of the 'Ang Pows' the traditional Chinese gift as a token of the Institute's appreciation for the staff's work and in keeping with the forthcoming celebration of the Lunar New Year.



Though short, the excursion was refreshing and well deserved as the staff enjoyed every game and party activity. Their faces indicated the anticipation and eagerness to meet the challenges for another successful year as AIBD celebrates the 35th anniversary of its establishment in 2012.

DW Introduces Reform Process Worldwide



In response to the changes and challenges in the international media market, Deutsche Welle (DW) has introduced a comprehensive reform process since late 2010, which aims at strengthening television and its Internet presence, merging different editorial departments regardless of the media platforms used and transforming Germany's international broadcaster into a true multimedia organization.

In the Asia-Pacific region, DW will offer a 24/7 English TV channel with regionalized content, new program formats and talk shows. For German-speaking audiences in America and Asia, Deutsche Welle will launch a TV channel with 20 hours programming in German and four hours in English starting in February 2012.

DW ARABIA provides audiences in the Arab world with a tailor-made six-hour program block in Arabic – always in primetime throughout the region. English-language programming completes the TV channel's 24-hour line-up.

In the Arab world, DW-Akademie intensified its training activities to enable local journalists from private and state media alike to professionally accompany and support the region's reconstruction and democratic development. In mid-December 2011, DW-Akademie opened its first office in North Africa in Tunis.

DW will expand its television programming in Spanish from two to 20 hours daily. Due to its political, economical and cultural importance, Latin America is one of the most significant target regions for DW.

DW's multilingual and multimedia website will be re-launched with a modern and more interactive and user-friendly design.

To implement DW's multimedia strategic plan, Germany's international broadcaster allows partners throughout Central Europe from Poland, Kosovo, Croatia to Rumania to broadcast TV magazines covering European issues in their local language with material provided by DW.

Unlike other public service broadcasters in Germany mainly financed with license fee, Deutsche Welle is funded by the German federal government with a current annual budget of ca. € 270 million. Journalistic news, features and productions are being made daily in 30 languages in Deutsche Welle's studios in Bonn and Berlin.

A further business area of Deutsche Welle is DW-Akademie, Deutsche Welle's Center of Excellence for international media capacity development, which offers training for media professionals from developing and transition countries as well as intercultural media training for German executives and institutions going overseas.

AIBD Joins Book Exhibition

AIBD exhibited its recent books at the International Conference on Media and Communication (MENTION 2011) organized by the National University Malaysia and Tun Abdul Razak Broadcasting and Information Institute (IPPTAR) in Bangi, Selangor, Malaysia from 11 to 12 October 2011. The conference theme was 'Communication and Transformation: Progress and Paradox.'

IPPTAR invited AIBD to mount the exhibit as part of their growing cooperation in media and communication.



The books in demand among the participating academics were the *Media Law Handbook*, *Media and Good Governance – A Collections of Essays*, *Media and Elections – A Handbook*, *Media and Violence*, and *Broadcasting and Cultural Diversity*.



FBC Launches Free-To-Air Television

The launch of the Fiji Broadcasting Corporation's free-to-air television service on 25 November 2011 set a number of firsts for the nation and sent a clear signal into formerly blacked-out areas as the nation's oldest broadcaster jumped into TV and the digital age.

Half a street was closed for the red-carpet event styled after "Hollywood in the 30s" complete with several stages and live entertainment. The four-hour extravaganza was covered live-on-air from multiple locations within the event and from the FBC studios.

Live coverage of the event was a huge hit with the viewers, especially those in areas previously without a free-to-air TV signal. For the first time, they were able to watch live coverage from the capital Suva, beginning with the official sign-on ceremonies where the Prime Minister officially opened FBC TV, and then followed by the longest live TV program in the nation's history and the first to feature simultaneous coverage from multiple locations.

In his address, CEO of FBC Riyaz Sayed-Khaiyum said he was daunted about three years ago when he first heard of the idea to expand the FBC into television. He told guests he knew then it would be an immense task requiring a total overhaul, but it wasn't until the process was underway he realized the full immensity of the project. This required the revamp of the entire infrastructure of broadcasting house and the transmitter sites.

The shell of the original broadcasting house built in 1954 still stands, but after a complete renovation its new interior is an attractive state-of-the-art facility housing radio and television studios equipped with the latest technology for production and broadcasting. It offers a healthier, safer and much more attractive work environment for the staff.

Sayed-Khaiyum went on to say that while more detailed studies are required, at first glance it appears their new, clear signal is reaching more than 90% of the nation.

After the official sign-on, viewers became aware they were being offered a wide variety of programming and information that included a high percentage of newly created FBC programs dealing with matters of local interest.

After on-air for over a month, FBC TV has had an enthusiastic public reaction. Those in the formerly blacked-out areas are thrilled to be receiving a clear signal, while across the nation its wide programming mix and locally-produced shows are drawing an audience which can identify with the content carried by their national broadcaster.



Reinventing Public Broadcasting Services



AIBD Director Yang Binyuan recently participated in the Public Broadcasters International (PBI) 2011 conference in Singapore, which focused on how public service broadcasting could further grow and prosper in the new media environment.

Attended by some 200 public broadcasters across the globe, the conference examined financial strategies, technology innovations and migration to digital. The four-day conference took place from 26 to 29 October 2011. Singapore's leading media company, MediaCorp, hosted the event.

Media Summit 2012. They also met Ms. Lindy Wee, Director of PR & Conferences of Singapore Exhibition Services (SES) to discuss prospects for partnership on Broadcast Asia 2012.



Forty-three AIBD members participated in the conference, now in its 20th edition. AIBD was one of its supporting organizations.

Together with AIBD Programme Manager, Mr. Saqib Sheikh, Binyuan identified a few conference speakers for the Asia



Yang Binyuan with Paula Kerger, President & CEO of PBS (USA)

Media and Good Governance in Central Asia

By Marcel Gomez, Senior Programme Manager, AIBD

UNESCO and AIBD recently organized two sub-regional workshops on media and good governance that benefitted journalists from Central Asia.



On 31 October 2012, Mr. Philippe Rochot, a veteran journalist from France Television, conducted the first workshop in Almaty, Kazakhstan for journalists from Kyrgyzstan and Kazakhstan. He said the journalists showed much interest in the topic.

Nariman Koishibayev, a journalist from JSC Khabar, said that the workshop was informative and practical. It provided a range of issues and opportunities for critical thinking.

The workshop was implemented under the IPDC UNESCO project and supported by the UNESCO Almaty Office.



On 8 November 2011, Mr. Rochot moved to Dushanbe in Tajikistan to hold the second regional workshop on media

and governance. Eighteen journalists participated in the five-day workshop.



The Chairman of the Tajikistan National Commission for UNESCO opened the workshop and said they would want journalists to be transparent in reporting social concerns of the society. He cited the critical role of journalists in reporting civil conflict, which his country has experienced.

“We realize the importance of objective, timely and correct information in reporting and we call on our colleagues to adhere to this task,” he said.

Journalists from Uzbekistan were also invited to attend this workshop in Dushanbe but due to unforeseen circumstances failed to come. The Independent School of Journalism in Tajikistan hosted the workshop with support from the Tajikistan National Commission for UNESCO.

Canal France International (CFI) contracted Mr. Rochot to conduct the two workshops.



AIBD Members Invited to WSIS Consultative Meet



Dr. Eun-Ju Kim, Regional Director of the International Telecommunication Union (ITU) for Asia and the Pacific, has urged AIBD members to share their perspectives and recommendations at the forthcoming working group meeting of the World Summit on the Information Society (WSIS) on 19-23 May 2012.

This is another consultative meeting that will serve as preparations for the WSIS 2014, a platform to review its accomplishments in the last ten years, particularly in contributing towards the attainment of the Millennium Development

Goals and to move the WSIS' goals forward.

The WSIS held in Tunis and Geneva in 2003 and 2005 respectively developed a common vision and understanding of the information society, drawing up a strategic plan of action for its concerted development. The Summit also defined an agenda covering the objectives to be achieved and the resources to be mobilized.

In an interview with *The Broadcaster*, Dr. Kim said the broadcast community in Asia



Pacific is an important stakeholder sector whose inputs will benefit efforts towards meeting the challenges of the information society and the MDGs.

Dr. Kim attended the AIBD Steering Committee that met in Bangkok on 13 January 2012 to review the Bangkok Declaration issued by the Ministers of Information and Communication, broadcasters and other stakeholders in Asia-Pacific. The document reflects a collective commitment to work towards meeting the changing media landscape and the global environment.

Australia's International Television Service

By Julia Thoener, Manager for International Relations, ABC



The Australian Government announced on 5 December 2011 that the Australian Broadcasting Corporation (ABC) would continue to be responsible for delivering Australia's international television service, Australia Network.

The Corporation has delivered a strong and credible Australia Network into the region for over a decade, and this decision makes it a permanent feature of its operations. Australia Network is a major public diplomacy platform, and, as is the case with comparable operators such as the UK's BBC World Service and Germany's Deutsche Welle, the Australia Government believes the service should be provided by Australia's national broadcaster, the ABC.

The ABC has been operating Australia's international satellite television service since 2001. Australia Network broadcasts 24/7 across Asia, the Pacific and Indian sub-continent. It offers a bridge between Australia and the region and provides a television and digital service with a uniquely Australian perspective.

The ABC has a very proud tradition in international broadcasting. Radio Australia has been providing comprehensive regional coverage for more than 70 years. Radio Australia broadcasts across eight languages, with audio and online channels, and is one of the most popular international services across most parts of the Pacific.

This decision to make the ABC the permanent home of Australia Network will allow the ABC to create, over time, a fully converged broadcaster, using a combined audience strategy to pull together the work of Australia Network and Radio Australia. It will enable the ABC to seamlessly provide quality content to international audiences through radio, television, and online and mobile services.

An assured future for Australia Network with the ABC means the Corporation will now be able to develop this integrated, cross-platform broadcaster for its overseas markets, utilising common branding. While the ABC will continue to create content exclusively for its international audiences, the broadcaster also plans to showcase other Australian content already made for its domestic market, on ABC radio, television and online.



Maurice Newman, ABC Chairman

The ABC's international news resources are unparalleled in the Australian media. There are journalists stationed around the globe to provide detailed reporting for domestic and international audiences, across all platforms. The broadcaster plans to release new mobile apps and online services that make the best of its programming accessible in countries where there is restricted access to broadcast transmission and distribution. The decision will allow the ABC to move quickly to take advantage of changes in global media markets, particularly the dramatic expansion of mobile services across Asia and the Pacific.

This development is the last major ABC achievement with Mr Maurice Newman AC as its Chairman. Newman's term came to an end on 31 December 2011. Since Newman became Chairman, the ABC launched a free-to-air children's channel, the first Australian free-to-air 24 hour news channel, overhauled its editorial policies, launched a myriad of online and mobile applications, and achieved the biggest budget increase for the ABC since its incorporation in 1983.

AIBD Members and Partners



New President of CCTV

Hu Zhanfan, the former Vice Minister of the State Administration of Radio, Film and Television (SARFT) of China has been appointed President of China Central Television (CCTV), the national broadcaster and China's largest TV network.

Born in 1953, Mr Hu Zhanfan worked at China National Radio (CNR) for 14 years as reporter, Head of News and Deputy Director-General before becoming Vice Minister of SARFT in 2001.

From 2010-2011, he was Editor-in-chief of Guangming Daily, a national daily paper targeting intellectuals.



New DG for All India Radio

Leeladhar Mandloi, a senior officer of the Indian Broadcasting (Programme) Service, has been appointed the Director General of All India Radio (AIR).

That was the third time that Mandloi has been asked to serve as Director General.

The Prasar Bharati Board shortlisted Mandloi's name after extensive interviews for the posts of both AIR and DD.



New Director-General of MRTV

U Thein Aung is the Director-General of Myanmar Radio & Television (MRTV).

Born in 1955, Mr U Thein Aung was Deputy Director-General of MRTV from 1999 to 2011.



New CEO at Khabar

Aidos Ukibayev, 35, is the new Chairman of the Executive Board of the Khabar Agency JSC. He replaces Gulnara Iksanova, who had been CEO of the Khabar Agency since 2006.

A native of the Almaty region, Mr. Ukibayev graduated from the Journalism Faculty of the Kazakh State National University. He was the Deputy CEO prior to his appointment in July 2011.



KCC's New Director of the International Organization Division

Yoo, Dae-Seon is the new Director of the International Organization Division of the Korea Communications Commission (KCC).

Prior to his new post, Yoo worked as Director of KCC's Digital Broadcasting Policy Division. He has a Ph.D. and M.A degree in Public Administration at the Seoul National University and participated in the Postdoctoral Program in Infomedia Law at the University of Montpellier.



New Group CEO at NDTV

Vikram Chandra who served NDTV since 1994 is its new Group CEO. He is one of India's leading news personalities and anchors. Besides being the senior editor of NDTV, Mr. Chandra also serves as the CEO of NDTV.com.

Known as a reporter par excellence with more than a decade of experience in TV journalism, Chandra has been named "Global Leader for Tomorrow" by the World Economic Forum in Davos. He studied at Oxford University on an Inlaks Scholarship, followed by a mass media course at Stanford University.



New French Regional Audiovisual Attaché

Ms. Stéphanie Rabourdin has been appointed as Regional Audiovisual Attaché at the French Embassy in Singapore, in charge of Indonesia, Malaysia, Philippines, Singapore, Brunei and Timor.

She has 20 years of national and international experience in production, distribution of programmes and new media. She began her professional career at the French Institut National de l'Audiovisuel (INA), and was Administrator at the Production and Training Department. In 2006, she rejoined INA's President Staff as International Affairs Officer.

Stéphanie Rabourdin has a Master of Law specialised in Media and New Technologies. She also graduated from the Ecole Supérieure de Commerce de Paris.



New Director-General at NBT

Teerapong Sodasri has been appointed Director-General of the National Broadcasting Services of Thailand (Government Public Relations Department).

He replaces Mr. Grisanaporn Soempanich, who retired at the end of September 2011.

Mr. Sodasri, born in 1954, has had a 34-year career as a government official. He was NBT's Deputy Director-General from 2009 to 2011. He holds a Master of Arts degree in both Mass Communication and Thai Studies.



New TV Numeric President

Charles Bornot has been appointed President of TV NUMERIC. He spent 19 years in the CANAL+ Group. After serving as Sales Director, in the C+ service launch, he took charge of the commercialization of all the Canal+ and Canalsat products. He was then appointed General Manager for Canal+ Nordic and Benelux, based in Sweden.

In 2003, he became General Manager of the Darty Group for all communication products. In 2008, he created TNTop, a pay TV company that was then bought by TV NUMERIC in 2009. He was General Manager until his present nomination as CEO of the Company.



AIBD

Asia-Pacific Institute for Broadcasting Development

www.aibd.org.my

BROADCASTER VOL. 11 No. 1 - January 2012

Published 4 times a year by the Asia-Pacific Institute for Broadcasting Development

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Printed by
DAZ Design Sdn. Bhd.
No 9, 9A Jalan Bayu Tinggi 7
Taman Bayu Tinggi, 41200 Klang,
Selangor.

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