

# Broadcaster

Asia-Pacific Institute  
For Broadcasting Development  
Kuala Lumpur, Malaysia

January 2013  
VOLUME 12 NO.1  
ISSN: 1675 - 4751



## Meaningful Engagement and Unique Celebration at AMS 2013

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*Happy New Year 2013*



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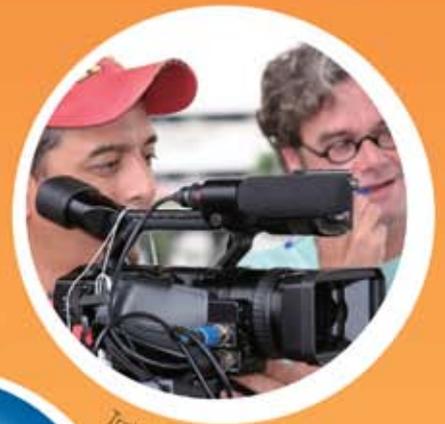


**AIBD**

## 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.

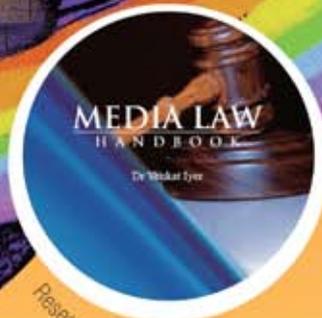
Regional and Global Media Platforms



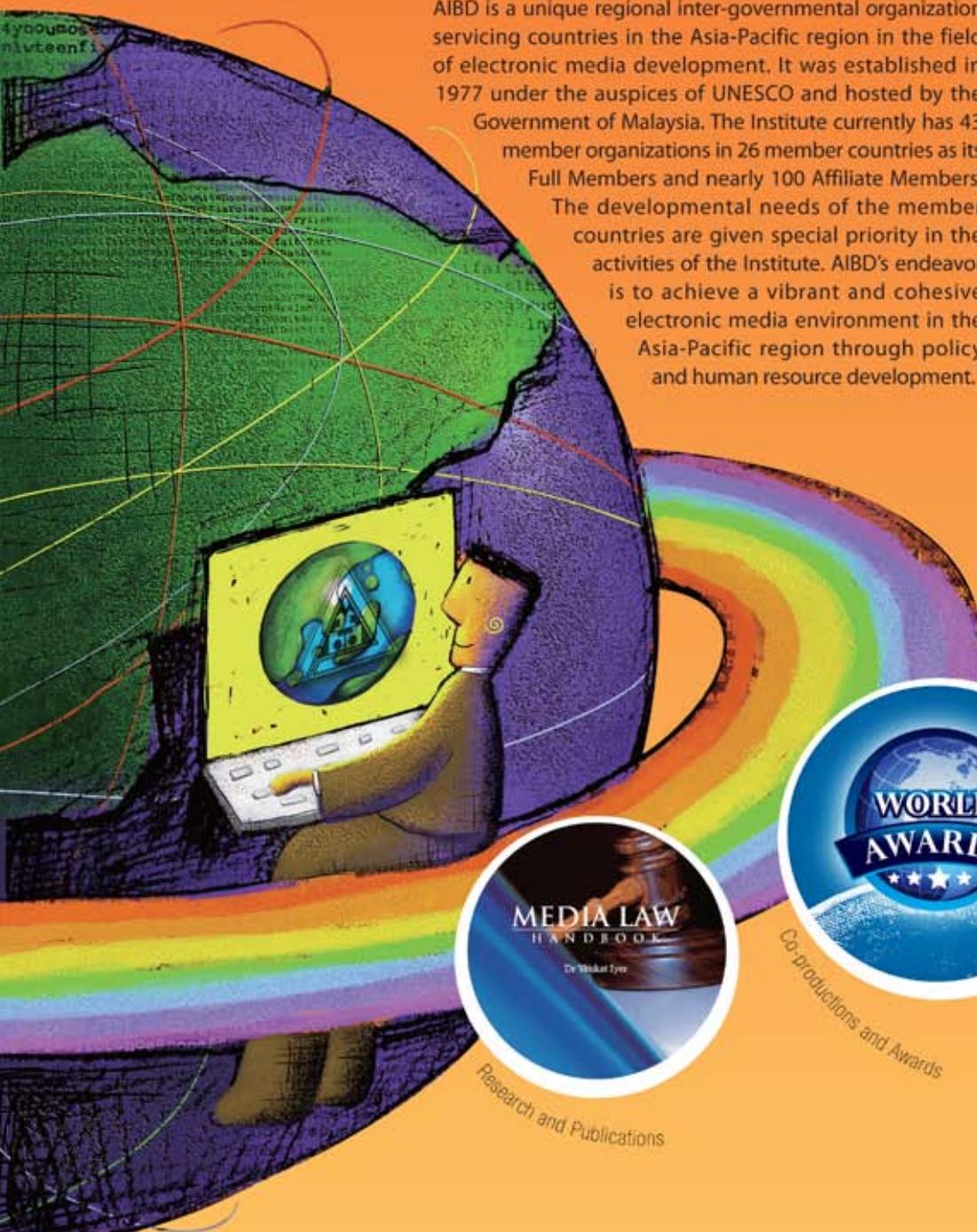
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# Meaningful Engagement and Unique Celebration at AMS 2013



AIBD and host Indonesia are in the thick of preparations for the 10th Asia Media Summit, promising a more meaningful engagement among participating broadcast stakeholders and a unique celebration of media and diversity under the theme of "Delivering on Broadcasting's Future".

The 2nd planning and coordination meeting between AIBD and Indonesia's Ministry of Communication and Information Technology (MCIT), AMS 2013 host, was held from November 13-14, 2012 in Manado, North Sulawesi.

Mr. Yang Binyuan, AIBD Director, and Mr. Freddy Tulung, Director General of Information and Public Communication of MCIT, chaired the planning meeting. Close to 30 representatives from AIBD, MCIT and the provincial and city governments participated in the two-day meeting.

Mr. Tulung pledged the strong commitment of MCIT and the full support of local governments in staging a successful Asia Media Summit in Indonesia.



Participants discussed various aspects of the planning and organization of the AMS 2013, which will be held in Manado from May 29-31, 2013. A series of pre-summit workshops and seminars will be organized prior to the main conference.



The program for the AMS 2013 has been finalized and invitation has been sent out to AIBD members and partners.



## A Brief Survival Guide on Legal Matters for Journalists

By Mrs. Manil Cooray, Deputy Director, AIBD

AIBD with support from IPDC-UNESCO concluded recently two sub-regional workshops on "Training of Journalists on Legal awareness in an Era of Media Convergence" held in Nepal and Maldives.

This project provided young journalists with an understanding of their rights and responsibilities, and the practical skills to anticipate and respond to legal challenges in the course of their work. Participants also produced a brief Survival Guide for Journalists that would prepare journalists face legal issues in their day-to-day coverage.

Thirty-three young journalists participated in two sub regional workshops one held in



Nepal and another in Maldives. They were predominantly from SAARC countries such as Bangladesh, Bhutan, India, Nepal and Maldives with the exception of those from China and Indonesia.

Nepal Television Corporation hosted the first workshop in Kathmandu in April 2012, the second sub-regional workshop by the Maldives Broadcasting Commission in Maldives in September 2012.



Ms. Noora Ali, Secretary General of the Maldives Broadcasting Commission extended a warm welcome to the participants at the opening of the workshop.

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Ms. Noora Ali, MBC Secretary General



Participants in the Maldives workshop were active, engaging the trainer and fellow journalists with comments and questions not only on legal issues but also on journalistic practice and ethics. The case studies from the participating countries ranged from restrictions on reporting protests and civil conflicts, to access to courtrooms, official information and threats of defamation to contempt of court actions.



Dr. David H Mold, Professor Emeritus of Media Arts and Studies at Ohio University (U.S.A.), served as the workshop consultant.



Dr. David H Mould

Mr. Mohamed Shahyb, Vice President, Maldives Broadcasting Commission, graced the closing ceremony and urged journalists “to work together professionally, focus on practicing responsible journalism and avoid provocation and learn to adapt to the situation at hand.”



The ceremony’s guest of honor was Mr. Badru Naseer, the first President of the Maldives Broadcasting Commission, who presented the certificates. He has been instrumental in getting the regulatory process together in Maldives.



## A Survival Guide for Journalists

The two workshops produced a brief Survival Guide for Journalists based on the questions compiled by the participants. The document will prepare journalists for legal issues they may face in their day-to-day coverage. The answers will depend on the country, its legal system, political and social context, journalists’ ethical codes and working culture and practice. Some issues are both legal and ethical in nature. This guide was compiled and edited by consultant Dr. David H Mould and reviewed by Dr. Venkat Iyer, author of the AIBD Media Law handbook, who clarified several points and added useful supplementary questions.

### COURT CASE COVERAGE

- Which matters are considered sub-judice and cannot be reported without risk of a contempt of court citation?
- Can you include information from other sources, e.g. information already known about a defendant or reports of similar cases, in the reporting of a court case?
- If you are not allowed to attend a court hearing because the hearing is held in a closed session, are you allowed to interview or report comments from lawyers in the case outside the courtroom? If a lawyer mischaracterizes the proceedings, can you or your media organization be held liable for broadcasting the report? What are the precautions that you need to take while reporting or commenting on cases where the hearing takes place in a closed session or is subject to reporting restrictions?
- What materials/equipment are you not allowed to take into the courtroom?
- Are there rules on how you should dress in the courtroom? Are any courtesies required on entering the courtroom? Where are you allowed to sit? Are you allowed to move around? Can you use recording/filming/transmitting devices in court?
- How many journalists from a single organization are allowed to cover a trial? If there is a limit on the number of journalists and a pool (sharing) system is set up, how should its members be selected and what are their responsibilities to news organizations not represented in the pool?
- If video or still photography in the courtroom is allowed, are there restrictions on who can be photographed or whether their faces can be shown, e.g. children and minors? If so, what strategies can be used to not reveal identity, e.g. face masked or shadowed, back view, partial body shot? From whom can you get guidance on such matters?
- What information about a criminal suspect are you allowed to publish before a trial? What about cases where there are multiple suspects, some already arrested or in custody and some still sought by police?
- Do you have the right to interview crime suspects before they appear in court? If so, under what circumstances?
- Are you allowed to interview prisoners on their way to and from the courtroom?
- Are you allowed to interview convicted prisoners? If so, under what circumstances?
- Can journalists obtain a court report (from a registrar) on any case? Is there a fee?

### INTERVIEWS

- Do you have to inform an interviewee when the camera is recording? Or when a phone interview is being recorded? If you correctly identify yourself as a journalist, can you assume that the interviewee knows s/he is on the record?
- How can you conduct interviews about sensitive topics, e.g. domestic violence, without causing more real or perceived harm (as in the social reputation of the family)?
- Is it legal (or ethical) to report conversations that took place before or after the interview, i.e. off microphone and/or off camera?
- What do you do if an interviewee calls you after the interview and asks you not to use a certain portion of the interview?

## PRIVACY

- What kind of personal information or data can you legally obtain on a person who is the subject of a journalistic investigation, e.g. domestic and foreign bank records, business and financial records, tax returns, medical information, passport and identity card details, school and university transcripts? Even where you do have access to such information, how should you use it?
- Is secret recording (tapping of phones or texts, hacking into e-mail or social media accounts) ever justified in the public interest? (Note the News of the World phone hacking scandal). If so, under what circumstances?
- Are you allowed to secretly record (audio or video) a private function or meeting, and when does the public interest supersede the right to privacy,
- Are there any limits on the reporting on the private lives and business dealings of public officials, public figures and their families, friends and associates? What are the boundaries between the public and private spheres? Do you need to consider the personal safety and security of people under journalistic investigation? What other considerations might apply in relation to such reporting?
- Are you allowed to shoot pictures of people on the street or in other public places, e.g. parks, shops, restaurants, without their permission? If so, are only wide shots allowed?
- Can you shoot pictures of children on a playground without permission of their parents?
- What kinds of buildings, e.g. government agencies, religious buildings, are you allowed to enter without permission? What kinds, e.g. schools, companies, private homes, require special or advance permission?
- In the case of a natural disaster, fire or crime scene, are you allowed to enter private property at your own risk? Are law enforcement agencies permitted to prevent or restrict access? Would you be justified in using subterfuge to enter such property when it is clear that normal access is barred?
- Can you use video from a closed circuit TV system in a report, e.g. of a robbery in progress, if it is legally obtained or provided by the police?
- Do you need permission to do a stand-up (piece to camera):
  - a. On a public street in front of a commercial establishment (where the company logo is visible)?
  - b. In a shopping mall?
  - c. In front of an army or police facility?
  - d. In front of a polling station on election day?

## ACCESS TO INFORMATION

- When a public official responsible for a major development (e.g. infrastructure) project refuses to be interviewed, what are your options to obtain information about the official or the project?
- Do you have the right to obtain the private contact details (e.g. a mobile number) of someone whom you wish to interview?

## ATTRIBUTION & AUTHENTICATION

- How can you verify the identity of a mobile phone caller, or the sender of a fax (with official letterhead)?
- Are you allowed to quote from a blog comment or a posting on a social media site? Can you verify the authorship of the posting?

## LIVE COVERAGE

- Are there circumstances when you would agree to a ban on live coverage of a certain event? If live coverage is allowed, are any restrictions, e.g. on types of shots taken, acceptable?
- Under what circumstances should you cut away from live coverage, e.g. of a political speech that incites to violence, and who should take that decision? How can you inform your reader/listener/viewer of the content of such speech without either breaking the law or engaging in unethical or irresponsible conduct?

## IMAGES

- What precautions should you take in using images of commercial businesses such as logos, in general or trend stories (not about a specific company), e.g. on problems in the financial or banking sector?
- Is the repetition of images or sequences for dramatic emphasis ethical?
- Are there any rules or guidelines on the use of images of violence, injury or death, or on interviews with victims of accidents or crime?

## LANGUAGE

- What are the words in your language that should not be used in a report because they could trigger a libel action?
- Which words in an interview should be replaced with a “beep”?

## CENSORSHIP OR PRIOR RESTRAINT

- What should you do (or where can you seek advice) if pressure or threats are brought upon you to not cover a topic, or to cover it in a particular way?
- How do you respond to a “telephone order” to your editor or manager to not run a story or to change its content or tone?

## CONCEALMENT

- Is it legal/ethical for a journalist to work undercover? Are you allowed to pose as someone else, i.e. not reveal your identity or as a reporter, to investigate a story, e.g. crime? Is it legal/ethical to adopt a false identity in e-mails or social media to obtain information?

## PERSONAL SAFETY AND CONDUCT

- What precautions should you take, particularly when covering conflict or social unrest, to protect yourself and your equipment?
- Should a journalist be allowed to carry a gun or another weapon when covering conflict or organized crime, or in other potentially dangerous situations?
- Is it ethical for a journalist who has reported on a topic to blog or post a social media comment in which s/he takes a particular standpoint on the issue?
- Do you have legal recourse if an interviewee threatens you, physically or mentally?

# VOV's 67 Years of Remarkable Service

By Ms. Nguyen Thuy Dzung  
Officer, VOV External Relation, International Cooperation Department

After 67 years of operations, Voice of Vietnam (VOV) has become a leading media organization in Vietnam, the only one in the country to offer four platforms (radio, print newspaper, online newspaper and television) and 12 languages (English, French, German, Japanese, Mandarin Chinese, Thai, Lao, Cambodian, Indonesian, Spanish, Vietnamese).



## VOICE OF VIETNAM

### Television channel (VOVTV)

Since its establishment in 2008, the TV network has increased its work force from 30 to 140. From the trial broadcast period of 3 hours/day, the channel is now broadcasting around the clock covering the whole country via Vietnam cable network VCTV, the digital television network VTC, Analog television, Internet television IPTV, and Mobile TV. Since February 2011, VOVTV has broadcast online through VOVOnline website.

### VOV Traffic

VOV Traffic was launched on 18th May 2009 as an initiative to address one of the most pressing social issues in Vietnam. With 100 cameras in Hanoi and 200 cameras in Ho Chi Minh City, it reports traffic and weather situations to the Center and then to traffic users. It airs 330 minutes live broadcast during rush hours. VOV Traffic has contributed greatly to the reduction of traffic accidents and traffic jams in the big cities.



VOV Traffic Headquarters

The application of the transmission technology such as Wifi, map, backhold and of Wifi for the camera network of VOV traffic will address the shortcoming of current transmission technology. This solution is applied solely to FM 91 Mhz. In 2013, VOV Traffic will expand its projects nationally to cover not only the two biggest cities but also the whole highway from the North to the South.

### VOV Newspaper

The VOV newspaper didn't really stand out amid hundreds of other newspapers until last June when management and staff introduced a new format and addressed a precised target audience. With 24 pages, it boasts of a trendy style that is the first of its kind in Vietnam. It is published every Tuesday and Friday and delivered free of charge to 600 buses. Readers enjoy a wide range of information in politics, economics, culture, arts, international current affairs and traffic news. Those behind the newspaper hopes to encourage bus-goers and readers in general to gradually return to a reading habit at public places.



VOV President Mr. Nguyen Dang Tien with Yang Binyuan, AIBD Director

### VOV World

The Vietnamese Prime Minister has recently approved the Broadcasting Plan until 2020, which has paved the way for VOV's satellite transmission to all countries and territories in North America, Europe, Asia-Pacific and Oceania.

Since it launched its international radio programs on 10 September 1945, VOV World (VOV5) has become the information bridge between Vietnam and the world. It has made available information on Vietnam to listeners all over the world via the internet. VOV 5 has a website ([www.vovworld.vn](http://www.vovworld.vn)) that makes available the five radio channels in different languages. It was officially introduced on 16 January 2012 with 12 languages. All the programs are kept for 7 days. Listeners can listen to them at their convenience.



VOVOnline - the 24/7 editorial unit  
[www.vov.vn/](http://www.vov.vn/)

VOVonline has had a remarkable year in 2011 because of the restructuring that led to more specialization and professionalization. It has an editorial unit that stays awake around the clock. It has also increased the number of visitors 3 times.

It has content on politics, socio-cultural life, sports and entertainment and online consultancy provided by its staff as well as by the 5 radio channels, the VOV print newspaper, News Centers and domestic representative bureaus.

VOVonline also boasts of two new programs, The Forum and the Editorial blog. They have attracted the participation of well-known journalists and Internet users. The Forum is an open space for Internet users to discuss and give their opinions on pressing social issues while Editorial Blog is the place where VOV journalists share their personal views on what they experience everyday.



VOV1 | VOV2 | VOV3 | VOV4  
VOV5 | VOVTV | VOVTraffic | VOVOnline | VOVNewspaper



# AIBD Recertified and Awarded ISAS BCP 9001: 2010

By Mrs. Manil Cooray, Deputy Director, AIBD

AIBD was recertified as meeting the requirements of ISAS BCP 9001: 2010. The certification is valid until October 2015, which is renewable at the end of the three-year period. The certificate includes AIBD's quality management systems and its core activities in training, consultancy, publication, content production, and conference and workshop organization.



The certification body in Malaysia was SGS Sdn Bhd Systems & Services Certification affiliated to ISAS and Media and Society Foundation (MSF) in Geneva, Switzerland.

The certificate includes ISO 9001: 2008 and ISAS BC 9001: 2003 which was originally awarded to AIBD by MSF in 2009. This certificate of conformity certified that AIBD's management system was duly assessed and found compliant with the requirements of the international standards.

ISAS BCP standard is a universal quality management standard for broadcasting and press. MSF created the BCP 9001 standard for broadcasting in 2003 and was the main impetus behind the creation of the P 9001 standard for the press in 2005. Its ongoing role consists of maintaining the standards and promoting the related certification systems worldwide. The Foundation merged the two existing standards into one covering broadcasters, the press and new media under the reference ISAS BCP 9001: 2010. The purpose was to maintain independence and accuracy of information, quality and creativity of programmes and publications that are key to the mission of the media industry.

The continuous improvement process by AIBD's stakeholders, partners, together with the delegated staff members of the Institute has ensured the credibility and evidence to maintain the quality management system for AIBD as a center of excellence for media development by achieving the ISAS BCP 9001: 2010 certification.

## Producing Programs for and with Children

By Mr. Kalle Fürst, Director of Fürst & Far Film and Fjernsyn

In early September, I had the pleasure of giving a workshop in Bangkok for 16 participants from independent production companies and from the staff at Thai PBS. This was the AIBD/NRK/Thai PBS In-Country Workshop on Children's TV Program held on 10-14 September 2012.



My speciality is children's program production and international trends.

The efforts put into the production of children's programs around the world differ widely. In Thailand, there has been increased capacity for production of own national children's program.

Children today must relate to global media to a far greater extent than before, but they 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 these programs as good as possible.

The workshop aims at providing the participants an introduction to children's perception of media, new trends such as Transmedia, different age groups, 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 their own productions. We worked with drama structure, documentaries, games, and had drama exercises with improvisation.

We had a full day with screening and discussion of participants' own programme.

This was the successful part of the workshop as participants engaged actively in offering comments and feedback on each other's programmes. It is not so often the independent producers meet and have this kind of discussions - so they thought this was a great opportunity to get known and to learn from the feedback from their colleagues.



The participants were split into 3 groups to draft three programs for children, namely, drama, documentaries and game show. They showed great enthusiasm in the pitch of these projects - ranging from acting demonstration of sequences - to production via mobile phone of the whole program - with the participants themselves in all the roles - an impressive use of the new technology!

The participants had a variety of background, and had a rare enthusiasm, commitment and humor.



My visit was fulfilling as the participants and I communicated using humor to bring us together despite our cultural differences. It's good to keep some childishness when you work with children programs.

# Developing Core Competences of Organizational Staff

By Mrs. Manil Cooray, Deputy Director, AIBD

AIBD and Prasar Bharati recently implemented an in-country workshop on Training of Trainers as one of the joint projects for 2012. The two-week training covered the standardized curriculum designed by AIBD for the trainer/instructor development course dealing with the planning, conduct and management of programs for the development of core competences of organizational staff.



The course focused on the concepts and principles of adult learning and their application, as well as instructional techniques and instructional systems design and methodologies required to carry out effective and structured training (for formal and on-the-job training).

The training workshop was held in collaboration with All India Radio (AIR) from 10 to 20 September 2012 at the Staff Training Institute (Technical) (STIT) in Delhi, India.



There were 14 participants from the technical and programming units of the Staff Training Institute, and from the regional institute in Bhubaneswar, and Shillong.



The course emphasized experiential learning techniques and the structured projects included lecture presentations, discussions, team building techniques group dynamics and individual micro teaching presentations.



The consultant was Dr. David H Mould, Emeritus Professor of Media Arts and Studies at Ohio University (U.S.A.)



Dr. Mould said, "All the trainers knew their subject-matter very thoroughly but they faced problems in communicating knowledge and assessing learning. Even on the most technical topics, you can come up with challenging and engaging individual and group exercises and guided discussions that make trainees work through problems and come up with solutions."



The workshop covered topics such as the aims of training, principles of adult learning, job analysis, training needs analysis, motivational theory, training objectives, e-training, demonstrations, session design, evaluation and assessment and related topics. Using questionnaires and discussion, the workshop also focused on "soft skills" including team building and supervision of technical staff. Each participant designed a training module, including objectives, draft activities and assessment, and presented it to their colleagues for comments and critique.

# A New 2D and 3D Animation Studio at SLRC

T.M.G.Chandrasekara, Director - Research & Training, SLRC



Sri Lanka Rupavahini Corporation (SRLC) plans to produce more local 2D and 3D animation programs and films, which reflect Sri Lankan unique arts and folk stories this year. To complement this activity, the TV network will reproduce well known books in Sinhala literature like "Mangul Kema", "Hathpana" by Munidasa Kumarathunga and "Kuda Hora" by Sibil Weththasinghe, "Wana Satana" by K. Jayatilleke and "Madol Doowa" by Martin Wickramasinghe as local 2D and 3D animation programs.

Eight 2D and 3D animators underwent training and started working in the newly built studio offered by the Japanese government. Presently, 2D and 3D animation programs are carried out as experimental production in the newly built animation studio. With the leadership of Mr. Athula Ransirilal, Director Film & Dubbing of SLRC, the group of animators succeeded in telecasting a local 2D and 3D animation program called "Tommy & Kitty" every Saturday

at 5.30 PM over Rupavahini (TV) channel. All of these arts have a distinct visual feel.



The Japanese government offered six sets of workstations funded with 70 million rupees. These are the Z800 equipment for the studio, three Digital Beta Cam machines and 2D and 3D animation software. No doubt, the 2D and 3D animation studio is becoming a hub for local animation production.

SLRC came out with the concept of constructing a 2D and 3D animation studio four years ago, having realized the necessity of having one in a TV station in the country. A project proposal was forwarded to Mr. Nobuhito Hobo, Ambassador of Japan to Sri Lanka and Mr. Harumi Ao, JICA Chief Representative in Sri Lanka. Both officials acknowledged the importance of the project and worked towards helping SLRC realize this project.

## Professionalizing AIBD's Staff

The AIBD staff participated in a two-day training on Internal Audit, which concluded on 30 November 2012. The training supported by FES contributed to AIBD's continued efforts to professionalize its own human resources.



The training included detailed explanation from the audit point of view of the Quality Management Systems requirements for ISO 9001:2008 and ISAS BCP 9001:2010.



AIBD Director Yang Binyuan participates in the training workshop

Mr. Delip Singh, a Registered Quality Management System Auditor, served as the trainer from SGS Systems and Certification in Malaysia. He has more than twenty-four years of 'hands-on' experience and has facilitated audit-training programs locally and in many different countries on different areas ranging from strategic management to manufacturing excellence in quality management systems.



Mr. Delip Singh from SGS Systems and Certification in Malaysia



The training was implemented in a highly interactive manner with the total involvement of all AIBD staff members.

# Entertainment & New Media: Enhancing the Audience

By Mr. Romain Cousi, CFI Consultant

Strategies to produce entertainment programs for online and mobile platforms were among the key themes examined during a recent regional workshop in Singapore organized by AIBD and supported by the French Government and Canal France International (CFI).

Thirteen participants from eight countries attended the workshop held from 4 – 6 December 2012.

The workshop provided an overview of existing strategies regarding new media and a short presentation of entertainment formats aired in France. Participants viewed examples of what French broadcasters do online to support their entertainment shows (such as *Amazing Race*, *Dancing with the Stars*, *France Got Talent*, etc.), analyzing strategic approaches regarding this new dimension.

Two French consultants, Romain Cousi and Christophe Gasse, conducted the workshop.



Having an online presence is definitely not an option today for a traditional TV player, but what is it an answer for actually? What is the alleged purpose? Gaining audience? Diversifying the sources of revenues? Playing a role in the new online competition?

Before considering developing specific programs or dedicated services for both online sites and mobile devices, media practitioners need to understand and underline the main differences and options.

For French broadcasters, it is important to identify whether they are private or public, as well as French producers. They do not necessarily share the same objectives. Some of them are in a defence mode to try to keep the viewers or get them back to television. Others, most of them private, decide to spread their ambitions to a brand new field; just considering the advertisement budget will ultimately arise there so they need to follow the brands where they might want to invest.



The workshop had an interesting mix of informal discussions between consultants and participants, displaying business information and sharing everyone's experiences in their new media involvement (goals, encountered difficulties, hesitations...), plus a great variety of illustrated examples through paperboard schemes, web surfing and video watching.

Interactivity was a key element of this disruptive workshop designed to help every participant to effectively address major changes in the coming years. Who is going to lose hand? Who is going to be the greatest winner in this turmoil? Should one build partnership with Youtube or ally against this so-called enemy? Is a war sleeping? Is this just a revolution in the usage but not in the content? What are the best tools and perspectives to consider to be properly prepared for the future?

In the absence of clear and definitive answers, workshop participants asked questions and shared experiences and approaches. Participants commented after the sessions that these were helpful insights.

We are convinced that this workshop can be of great interest in the coming months and can be the subject for longer sessions. As said in an online video watched during the workshop, "The war is not over."



On the third day, Ms. Nathalie Nennig and Mr. Bertrand Villegas covered "Entertainment and Formats: Overview of the Hottest Successes and New TV Trends from France". Later the participants attended the Asia Television Forum 2012.

## SLRC Official Receives Sony - Special Recognition Award

Mr. Chandana Pushpakumara Medagama, Assistant Director, Engineering of the Sri Lanka Rupavahini (TV) Corporation, Sri Lanka (SLRC), was awarded recently the Sony – Special Recognition Award for excellent knowledge of video technology by the International Cooperation Department Sony Corporation.

The awarding ceremony took place at the Training Program on "Maintenance and



(From left): Mr. Chandana accepts award from Mr. Koji Wakaizumi, General Manager, International Cooperation Department, Sony Company

Quality Management of Digital Studio Broadcast Equipment for stable and Long-Life Operation," organized by JICA Tokyo with implementing partner Sony Corporation in Tokyo, Japan.

Mr. Chandana Pushpakumara Medagama participated in the training program held from 22 October to 21 November 2012, together with 12 others participants from Angola, Bhutan, Djibouti, Papua New Guinea, Paraguay, Peru, and Tunisia.

# Management Strategies to Face Changes in Myanmar

Myanmar is fast becoming a new destination in Asia. Recent political changes have brought about socio-economic progress and advancement in the country. Broadcasting organizations are now adopting change initiatives and developing a leadership team to spearhead their organizations to cope with change and deliver programs and information attuned to the needs and aspirations of viewers and listeners. As the media environment develops and helps shape the mindsets not only of the broadcasters but also of the society at large, effective management strategies and styles are needed to contribute to good governance and enrich the literacy of the peoples in Myanmar.



To keep up with the changing environment in the country, senior managers from various disciplines including finance, production, and support services in media, radio and/or television broadcasting organizations in Myanmar, namely, MRTV4, MRTV and Shwe Than Lwin participated in a three-day training on broadcast management. It was aimed at contributing towards fulfilling the training needs in Myanmar. AIBD helped organize the activity as part of its mandate to assist in the developmental needs of its member countries.



Shanta Nagendram led a team of consultants to include two other experienced consultants, K. Krisha Murthy and Ivan Kumar, in offering knowledge and skills in leadership, management, and interpersonal skill-set for leaders. The content highlighted the conceptual framework of leadership and strategic management, leadership competencies, managing change and the interpersonal skill-set required of leaders primarily in communications, motivation, managing conflicts and leading teams.

The participants were very committed to the learning process and enjoyed the interactive training methodology. They were fully immersed in the training during lectures, activities and group discussions and contributed their ideas and views actively. The workshop provided them the opportunity to network and dialogue between the three organizations represented to give feedback on areas of improvement in their operations.



On the second day, the participants toured the national broadcasting TV in Malaysia 'Radio and TV Malaysia' (RTM), its new all-digital television studio, 11 radio studios, and its digital 700-seater auditorium. The participants were also feted to a video presentation and high tea at RTM. This visit gave the participants the opportunity to understand technology changes in broadcasting as well as the challenges in upgrading technology.



In their individual action plans, the participants indicated there were several areas for improvement for them as leaders and managers. They committed that they would go back and start implementing changes within their own sphere of influence.

At the workshop's closing ceremony, AIBD Director Yang Binyuan and Henning Effner, Project Director of FES in Malaysia, expressed their appreciation to the participants and their organizations and both pledged their continued support to upgrade broadcasting developmental activities in Myanmar.

# ASIA MEDIA SUMMIT 2013

29-31 MAY • Manado • Indonesia



**10<sup>th</sup>**  
**AMS**  
**Celebration**

HOSTED BY:



ORGANISED BY:





# ASIA MEDIA SUMMIT 2013

29 - 31 May 2013, Manado, Indonesia

## Delivering on Broadcasting's Future

Now on its 10th year, the Asia Media Summit examines what the future holds for broadcasters in Asia-Pacific, a region so diverse in culture, lifestyle and religion that is seeing dynamic growth in development, challenging demands in nation building and a mix of opportunities in the changing media landscape.

Broadcast organizations that are ready to adapt to digital technologies and shifting audience demands and adopt bold new strategies for content creation and revenue generation are the future winners.

At the Summit, CEOs and other high ranking officials of broadcast organizations and media specialists in the academic and development institutions identify gaps and weaknesses, share best practices and recommend specific steps critical in dealing with broadcasting's future, one that delivers a sustainable business and more service to audiences.

### Day 1 - Wednesday, 29th May

0930 – 1015 **Inaugural Session and Keynote Address**

1015 – 1045 Coffee Break

#### 1045 – 1215 **Plenary Session 1 MEDIA AND DIVERSITY: THE WAY FORWARD**

Diversity makes a society richer, offering people a kaleidoscope of art forms, religious practices, and languages. It can make a country stronger and better in dealing with the new global economy. While new communication technologies offer more choices and opportunities for cultural expression and dialogue, these have also limited access and content sources as well as concentrated ownership, thus highlighting the need for more efforts to promote cultural diversity. How do we preserve concepts of identity and social bonds within communities and cultures while promoting local cultural expression and local languages? What role can public radio and television services play to address stereotypes and prejudices? How can we improve media coverage of cultural diversity? What are some best practices?

1215 – 1230 **Presentation of the World Television Awards 2013**

1230 – 1400 Lunch Break

1400 – 1530

#### **Parallel Session 1 TAKING MORE ACTION FOR SUSTAINABLE DEVELOPMENT: CAN MEDIA HELP?**

The recent United Nations Conference on Sustainable Development, more known as Rio+20 Earth Summit in 2012 has raised more concerns and expectations in dealing with an accelerating ecosystem degradation and increasing number of climate-induced extreme weather events. Compounding these problems are the global financial crisis, food and water scarcity, and volatile oil prices. As these multiple crises continue to become the dominant stories, can old and new media help build the capacity of a growing human population to live peacefully and sustainably on this planet? Can media urge governments and citizens to commit more strongly to a sustainable society?

#### **Parallel Session 2 MEDIA LITERACY: FULFILLING ITS MANDATE**

Initiatives on media literacy programs in order to gain critical autonomy relationship with all media in Asia-Pacific have been wanting. In some countries, media literacy in schools is subsumed in other subjects. Others emphasize acquiring production skills to help people understand, produce and negotiate meanings in a culture made up of powerful images, words and sounds. How can we promote and expand media literacy? Can we extend emphasis to other areas such as building an informed citizenship, aesthetic appreciation and expression, social advocacy, self-esteem, and consumer competence? What are some best media literacy practices?

1530 – 1600 Coffee Break

**1600 – 1730 Plenary Session 2 DEALING WITH ETHICS: ARE EXISTING MODELS EFFECTIVE? (Moderated Discussion)**

As audiences become more demanding and discriminating, broadcast organizations will need to pursue a healthier mechanism to deal with ethical complaints and violations. Existing models include state regulation, self-regulation and co-regulation. Are they still valid and effective? Are codes of ethics making sense to promote professionalism? Do we need a more robust organization to enforce media ethics? Is there a role for the state in a self-regulatory system? What is a better alternative?

**1930 Gala Dinner and Cultural Show**

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**Day 2 - Thursday, 30th May****0900 – 1030 Plenary Session 3 ADAPTING TO SOCIAL TV, WHAT'S BEST?**

Social networks and peer-to-peer networks are enabling audiences to act in more demanding, better-informed and increasingly empowered ways. They are increasingly changing how broadcasters relate to their viewers and listeners. How can broadcasters leverage social media to offer audiences opportunities to participate in content generation and brand creation? How can they tap social media as a credible and reliable source of newsgathering and storytelling? How can we integrate the demands of traditional journalism for fact checking and fairness with the best of the new — immediacy, transparency, and involvement?

**1030 – 1100 Coffee Break**

**1100 – 1230 Plenary Session 4 TV CONTENT: DESIGNING NEW PARADIGMS AND APPROACHES**

New technologies and tools are being made available to design content and format that will attract audiences. With multi-platform channels do we spread out the same content to all these channels or do we offer new content in more places? What premium content do we provide audiences? Are we seeing new trends in viewers' preferences? What are their expectations? What approaches in IT production, local post-production and other critical technologies will best contribute to designing creative programs?

**1230 – 1400 Lunch Break**

**1400 – 1530**

**Parallel Session 3 'SMALL' RADIO AND TV STATIONS: SERVING THEIR AUDIENCES BETTER?**

Expanding audience reach remains a demanding task for 'small' radio and TV stations. More daunting is the need to serve the public better particularly as radio and television become more interactive and audiences get more engaged with media. What strategies can 'small' radio and TV stations adopt to gain more loyalty from their audiences? How best can the public be involved not only in providing information but also in participating in program production? What are some success stories?

**Parallel Session 4 NATIONAL UNITY, PEACE BUILDING AND MEDIA**

Binding all the people together in one common bond, no matter what their race, caste, sub-caste, region or religion has remained elusive for many nations. Several factors account for this: poverty, unequal distribution of wealth, poor basic services, stifling political systems, regional conflicts and discrimination. Can media help in enabling people live together peacefully and identify themselves as part of a single whole? What are some gaps mainstream and alternative media can address to bring about integration, unity and peace?

**1530 – 1600 Coffee Break**

**1600 – 1730 Plenary Session 5 CEO ROUNDTABLE: DELIVERING MORE VALUE TO BROADCASTING (Moderated Discussion)**

The impact of emerging technologies, digital and social platforms, new business approaches and changing consumer behavior plays in the success of the broadcast industry. How are the industry leaders delivering value in a multi-platform world? How are they dealing with changing consumers' tastes and lifestyles? What new models beyond advertising are they pursuing to increase revenues? Are they leading the change to become future winners? What new paradigms of success are they pursuing to ensure survival and growth in the next 5 to 10 years?

**1730 – 1745 Invitation to the Asia Media Summit 2014  
Closing Remarks**

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**Day 3 - Friday, 31st May**

**0900 – 1700 Full Day Excursion**

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**NOTE:**

- No registration fee for public service broadcasters around the globe, AIBD members, AIBD affiliates, AIBD partners and summit speakers.
- Registration fee for private networks, institutes and individuals is US\$ 250. This does not include accommodation.

# Asia Media Summit Pre & Post Events

26 - 31 May 2013 • Manado • Indonesia

## 26 – 28 May

**0900 - 1700**

AIBD/EUROVISION ACADEMY/CCTV Master Class: Transmedia Programming

**0900 - 1700**

AIBD/Broadcast Empire Master Class: Thinking in 3D

## 28 May

**0900 - 1700**

AIBD/FES Workshop on Media Ethics in the Age of Social Media

**0900 - 1700**

AIBD/ASBU International Symposium on Public Service Broadcasting

**0900 - 1700**

AIBD/Radiodays Europe/French Government Workshop on Challenges for Radio in the Digital Age

**0900 - 1700**

AIBD/CBA Regional Workshop

## 29 May

**1430 - 1530**

6th AIBD/ASBU/ABU Media Partnership Committee Meeting (by invitation only)

## 30 May

**1430 - 1530**

7th Pacific Media Partnership Committee Meeting (by invitation only)

## 31 May

**0930 - 1100**

AIBD Strategic Planning Team Meeting (by invitation only)

**1100 - 1200**

AIBD Executive Board Meeting (by invitation only)

More information is available on the AIBD website:  
[www.aibd.org.my/ams](http://www.aibd.org.my/ams)

**WORLD TV AWARD 2013**  
**CATEGORY HUMANITY**  
*Best TV Documentary*  
*Dealing with Natural Disaster*  
 Winner Prize: US\$ 5, 000



All entries must be submitted before: **15 April 2013**  
 Open to broadcasters worldwide (public and private)  
 Information available at [www.aibd.org.my/worldtv](http://www.aibd.org.my/worldtv)

**WORLD TV AWARD 2013**  
**CATEGORY SCIENCE/ENVIRONMENT**  
*Best TV Programme*  
*Creating Ozone Safe Generations*  
 Winner Prize: US\$ 5, 000



All entries must be submitted before: **15 April 2013**  
 Open to broadcasters worldwide (public and private)  
 Information available at [www.aibd.org.my/worldtv](http://www.aibd.org.my/worldtv)

# Community Media in Mongolia

By Mr. Andrea Cairola and Ms. Venus Jennings, Freedom of Expression and Media Development Division, UNESCO

The emergence of community media is historically attributed to social movements that brought to scale the amplification of marginalized and excluded voices in public policy decision making processes. Community media is increasingly recognized as a third-tier of broadcasting in the Asia Pacific region and is supported by wide-ranging actors who defend the legitimacy of free, independent and pluralistic media. Today, it is not only an alternative source of information but also a low-cost broadcasting model that may support, revitalize and reform national broadcasting in a new and positive direction.



Since 2011, UNESCO has been leading a UN Inter-Agency initiative to enhance information access among ethnic and linguistic minorities in 10 remote Mongolian districts (soums) supporting the creation of ten community radio stations. In parallel, the public broadcaster received capacity support to establish a second channel focusing on minority language programming. Both undertakings are embraced within the project Comprehensive community services to improve human security for the rural disadvantaged populations in Mongolia under the UN Trust Fund for Human Security.

“Community media is a new concept in Mongolia, but I believe it is the time

to understand it,” said MP Migeedorj Batchimag who is also Chair of the Parliamentary working group on media law reform. During her opening address at a community radio seminar supported by UNESCO in Ulaanbaatar last December, she also stressed the fundamental role of community media especially in giving voice to geographically isolated people.



The application of international standards on freedom of expression is also picking up momentum in Mongolia, where legislators and relevant stakeholders are seeking to reform the current law framework concerning the media. Last October, Mongolian judges were invited to reflect upon an ongoing debate on media legislation at a training event organized by media freedom NGO, Globe International, the UNESCO National Commission to Mongolia and the National Legal Institute with support from the UNESCO Beijing Office.

According to Ms. Munkhburen, Executive Director of Mongolia’s Community Radio Association, legal and administrative challenges faced by community media may be attributed to the lack of specific community media enabling legislation.

Relevant legislation is absent or varied around the world and inadequacies in policy and regulatory frameworks are identified as one of the primary obstacles to the establishment and development of community media. The Mongolia Community Radio Association’s recent appeal to establish a favorable legal environment for community media, echoed by Globe International, is a positive signal pointing to the need for sound community media policy development.



Sezin Sinanoglu, UN Resident Coordinator in Mongolia, recognizes the importance of community media particularly in the lives of rural citizens, “whether it is related to elections or to the new local budget law or new developments in citizens’ registration,” she said. “Freedom of expression is a basic human right. It is also a crucial element for the economic transformation of a society and the achievement of sustainable human development.”

UNESCO through its offices in Beijing, Bangkok and New Delhi works closely with UN partners, government, non-government, academic and legal institutions to strengthen capacities and facilitate an enabling environment for community media, as well as promoting freedom of expression, media freedom, gender sensitivity in media, safety of journalists, access to information rights, and media literacy among others.

## NBT Pledges More Quality content via Diverse Platforms



As part of its New Year 2013 gift to its Thai and global audiences, the National Broadcasting Services of Thailand (NBT) vows to deliver more quality content via diverse platforms.

Ms. Ampawan Charoenkul, newly appointed Deputy Director General in charge of the organization’s foreign affairs and national media outlets, pledged to move NBT forward in fulfilling the public broadcaster’s role in delivering more content in an objective and highly reliable manner.

**NBT Green:** the free-to-air channel, broadcast in Thai, redesigned to provide content in more bi-lingual services. Apart from delivering news and information through news, documentaries, and community programs, the channel currently emphasizes a green living campaign, as well as preparation for the local people to contribute to the ASEAN community in 2015. Social welfare and family-oriented programs are also the channel’s focus.

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# Community Radios in Nepal Seek Better Social Accountability

Representatives from 110 community radios in Nepal met recently in Kathmandu to examine gaps and opportunities to improve institutional governance and service to their communities. They specifically discussed their social accountability roles, tasks and responsibilities and pledged to enhance social accountability practices.

The Association of Community Radio Broadcasters Nepal (ACORAB Nepal) organized this national symposium on December 14, 2012. It is an umbrella organization of 221 community radios (on air) in Nepal operating the Community Information Network (CIN), the largest community radio network in South Asia. Headed by its president, Mr. Min Bahadur Shahi, ACORAB facilitates information exchange among community radios across Nepal and pursues the promotion, protection and sustainable development of community radios in Nepal.

Kedar Nath Upadhyay, Chairperson of the National Human Rights Commission, graced the occasion as chief guest. Mr. Robert Piper, UN Resident and Humanitarian Coordinator for Nepal, also joined the meeting, which served as the launching of the ACORAB Nepal published book SAJHA NEPAL.



Participants discussed the findings of the research study, "Review of Status of Social Accountability of Community Radios in Nepal" conducted by the Asian Academy

for Peace Research and Development. The study found that the social accountability of community radios is adversely affected by the lack of proper regulatory legislative and institutional governance framework to distinguish them from commercial radios. It also highlighted some gaps in sharing radios' ethical codes and practicing major institutional social accountability tools including social audits, public hearing, and maintenance of periodic service charters. It was stressed that community radios act as civil scrutiny of public and social performances at the local level and expose the mismanagement/wrong governance.

Participants identified three areas to improve their community services. One, they demanded that the government provide appropriate legislative and institutional governance framework to facilitate community radios operations; two, they sought capacity building support from potential national and international institutions, and three, they called on all the member community radios to promote financial self-regulation and professionalism.

The symposium also asked ACORAB Nepal to build their skills and capacity in social marketing and grassroots level programming and advised community radios to promote joint radio programming on social accountability issues.



## NBT Deputy Director General Retires



After 39 years of service at the National Broadcasting Services of Thailand (NBT) Mrs. Ladavan Bua-aim, Deputy Director General of Public Relations Department, retired on 30 September 2012. Her extensive experience covered communication, broadcasting and public relations in both Thailand and overseas.

Prior to the post of Deputy Director General, Mrs. Ladavan worked in Radio Thailand for a number of years. She held various positions such as senior staff of the Institute of Public Relations, the Information Counselor at the Office of Information, the Royal Thai Embassy

in Kuala Lumpur, Executive Director of the National Policy and Planning, and Executive Director of Foreign Office respectively.



Mrs Ladavan's association with AIBD started in 2003 when she collaborated with AIBD at the 1st Conference of the Ministers on Information and Broadcasting held in Bangkok in May 2003 and witnessed the endorsement of the Bangkok Declaration. She was engaged actively as a delegate, speaker at the Asia Media Summits since 2004 and served as a member of the Strategic Plan Team where she appreciated AIBD's contributions towards information sharing and knowledge building for media organizations in the region.

Mrs. Ladavan assisted Mrs. Pattareeya in hosting the 32nd Annual Gathering and

5th AIBD General Conference in Phuket in 2006 and was the acting President of AIBD General Conference in 2008.

After her retirement Mrs. Ladavan joined the National Broadcasting and Telecommunications Commission (NBTC) as a member of the Sub-Committee on Media Practitioners Capacity Building and worked as a lecturer on Communications at Burapa University.

AIBD Director Yang Binyuan said the Institute wishes Mrs. Ladavan all the best in her future endeavors.



# 1st International Conference on Broadcast Training

## Building Competencies in an Evolving Media Environment

The 1st International Conference on Broadcast Training, organised by IPPTAR, Kementerian Penerangan Komunikasi dan Kebudayaan (KPKK) and AIBD will be held on 25-26 February 2013 at the Royale Chulan Hotel in Kuala Lumpur, Malaysia. This gathering will bring major broadcast training institutions from across the globe to discuss the pertinent topics facing the industry now and in the future.

The theme for the conference is “Building Competencies in an Evolving Media Environment”. Given the constantly shifting media landscape, this conference will delve into the challenges for broadcast training institutions to ensure that their capacity building remains targeted and relevant. Are training tools and methodologies equipped to tackle industry demands? With increasingly selective audience tastes, can institutes guide broadcasters to deliver quality creative content? What steps are being done to address technical obstacles in incorporating HD and digital technology? What is the ‘big picture’ roadmap for institutions looking forward? This conference will address these compelling issues and more.



### Day 1

**1000 - 1030** Inaugural Session and Keynote Address

**1030 - 1100** Coffee break

**1100 - 1230** **Session 1: Cutting edge training tools and methodologies**

Amidst continuous changes in the media environment, broadcasters are seeking new and leading methodologies to building human resource competencies. Conventional media training characterized by classroom style courses, passive rather than interactive approaches and single skill training may no longer be enough to deliver results. What are some cutting edge training tools and methodologies that will contribute to a more creative, productive and competitive workforce? Are online and social media methodologies better alternatives? How can these tools facilitate new ways to solve problems and generate creative and innovative ideas and solutions?

**1230 - 1400** Lunch

**1400 - 1530** **Session 2: Creative content for programming**

Media consumer behaviour is changing as they get exposed to more TV channels and engaged in various media delivery platforms. Their preference challenges broadcasters to do more than just adopt new technologies. They need to create quality content and innovative format that cater to audience tastes and compete for more audience reach. How can broadcasters unlock their creative genius to generate distinctive content for various delivery platforms? What are some innovative and programs that can create buzz and rating? What's the best approach to tap social media in producing distinctive content?

**1530 - 1600** Coffee Break

**1600 - 1730** **Session 3: The challenges of HDTV**

As broadcasters embrace digital television, there is increasing interest to launch their digital services in HDTV. HDTV has several advantages including clearer pictures, superior sound quality, progressive scanning and a wider viewing screen. But there are development and implementation challenges they need to deal with. How and where can broadcasters handle HDTV conversion in the context of an on-going digital transition? What are the parameters in planning and deciding equipment purchase within the full broadcast chain, together with production studio developments, training, and content related issues in producing HDTV programs in its wide screen aspect ratio? How will they address consumer needs and viewers of multimedia services?

### Day 2

**0900 - 1030** **Session 4: Attracting and Retaining Talents**

Successful broadcast organizations need a responsive and top-notch workforce to implement and sustain strategic approaches in dealing with the fastchanging and competitive media environment. Failure to recognize this will be risky, if not fatal to organizational operations. It could lead to broadcasters paying even higher costs in the future. Are there rigorous systems in place to attract talents, develop potential leaders and retain them? Do they offer the right reward programs and incentives? How can they help their employees and managers thrive, especially those who expect meaningful and challenging work, want to see the big picture and contribute, and demand more feedback and continuous training? What are some best practices in talent retention?

**1030 - 1100** Coffee break

**1100 - 1230** **Session 5: Migration to digital: Addressing human resource needs**

Digital migration requires an adequate and effective human capacity development including increasing public awareness to fully benefit from digital broadcasting. Broadcasters need the necessary skills and knowledge in digital migration technology, digital studio technologies, content development, networking and applications. What is an effective roadmap for human resource training? How do we create a critical mass of qualified and skilled professionals to handle the technological, regulatory, economic, and governance issues of digital migration? How do we tap regional cooperation to share best practices and learn lessons from early digital migrants?

**1230 - 1400** Lunch

**1400 - 1530** **Session 6: Creative content for programming**

Training institutions help influence workforce behaviour to deliver results and solutions to business concerns. As broadcasting companies reposition themselves to meet the demands of the digital world, are they well equipped to achieve its objectives? How should we reconfigure their organizational structure and enhance training expertise and tools to foster a performance driven culture that will generate results for long-term economic growth, consumer satisfaction and meaningful contribution to society? How should we position our training institutions for the future?

# Thorny Path of Public Television in Russia

By Mr. Valeriy Ruzin, President of Eurasian Academy of Television and Radio, PhD, Moscow, Russia



December 22, 2011 is the day when Public Television (PTV) in Russia started its countdown. For a long time it has been a Russian dream to build an independent television, managed by an advisory council of respected public figures and financed by

license fees. The first draft law on public television and radio in Russia was written by Mikhail Fedotov by the order of the Foundation for the Development of Public Broadcasting in 2002.

A working group from the Human Rights Council under the President of the Russian Federation was set up to prepare the options for PTV. Public broadcasting should be independent from the government, political parties or shareholders. The Management (the Board of Trustees) will be formed from the public representatives, i.e. various public organizations. The society will be able to influence the channel programs content by sending in the complaints to the Board of Trustees. The head of the channel will be selected in a contest, announced by the Board of Trustees. These were the suggestions and expectations of the society, formulated in the HRC's proposals.



Political reform will be incomplete without PTV. National broadcasting must be given to people as a public good. This means that considering all possible points of view and political pluralism, this is one of the main features of PTV. Lack of plurality on the federal channels in recent years has led to distrust from the wide and mostly educated and active segment of the population. In the era of the Soviet Union television was controlled by the state and then, after 1991 it became commercial. Neither now, nor then it never reflected or responded to public interests. The well-deserved reputation of TV as "zombification" of people in the interests of the state made PTV an important part of the political reform.

On September 14, 2012, Russian Prime Minister Dmitry Medvedev signed a decree to establish a public broadcasting service. PTV will be included in the first DTV multiplex - a free package of digital

channels which will work throughout the country by 2015.



The process of PTV creation is the response to the request for an open and uncensored social and political broadcasting, which freedom is limited by the Constitution and the laws of the Russian Federation alone. PTV appears as a response to the educated class which demands not only for political reform, but above all for morality and honesty.

How should the project be implemented? The form of PTV depends not only on the President, but the society as well. The society will get a tool, no matter how imperfect, which should bring up the civil society through criticism and suggestions for improvement.

The decree led to intense public interest. According to the author, it would be better if the initiative to set up PTV would have been implemented 10 years earlier at least. But this was prevented by the weakness of civil institutions. Perhaps the television and society would have been different today. Undoubtedly, PTV would have a very positive impact on the maturity of civil society. PTV is being created today, and we should welcome this step. Today TV channels are commercialized and they perceive any movement towards human values as the loss of their large profits.

Unfortunately, the diversity of TV channels, especially federal ones, is rather visible. Hyper entertainment - that's what unites them all. The attractiveness of PTV lies in replacing on air the leaders of public fuss, moving from one channel to another, for opinion leaders. The key to success and authority of the new television is how PTV will manage to return the famous opinion leaders and grow the new ones.

At first it will be rather public and state television. And civil society will have to fight more to make this TV a 'social' one. But now it's worth fighting for! Of course, it should be necessary to support or criticize the editor-in-chief. Of course, we should create the unusual content for the domestic audience. But this is the way which opens the door to better opportunities. And this is the way that lies ahead of us.

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**NBT World:** set to connect Thailand with the world and broadcast via satellite alongside its English language radio frequency FM 88, this is expected to be a vibrant and interactive television channel. The new channel is designed to be a platform to provide the international community with the Thai government's policies, and to be a source of information about investment, the economy, culture, tourism, and advice in Thailand. It will also serve as a channel for the international community to communicate with the authorities and among themselves.

**NBT Radio:** All six frequencies under NBT radio will be channels to serve different interests of target groups, which include news, ASEAN community awareness, and the so-called "white wave," focusing on youth, women, and the elderly. This is in line with the regulations imposed by new regulatory body - the National Broadcasting and Telecommunication Commission.

**NBT New platform:** an innovative, unique platform for news and information accessible by target groups either on mobile phones or websites. It also provides data-sharing facilities for allied media organizations.

Believing in convergent media, NBT brings all resources from television, radio, and websites together - enabling NBT to adapt to the new media environment with an economical approach.



Working in the new era of media environment - the digital wave - NBT extends its content exchanges with overseas partners. Starting with media organizations in Asian nations, it has an eye on extending the partnership and cooperation into other regions, such as Australia and the Middle East.

This initiative will help parties bridge the understanding of their people and address needs in time of emergencies, providing services such as disaster warnings and reports.

# AIBD supports World Radio Day 2013



13 February 2013 is the day proclaimed by UNESCO and endorsed by the United Nations General Assembly to celebrate radio as a strong, vital and necessary medium for society.

World Radio Day 2013 aims to improve international cooperation between broadcasters and encourage major networks and community radio to promote access to information and freedom of expression over the airwaves.

The AIBD is part of the International Committee for the World representative broadcasting organisations that supported the implementation of World Radio Day within the UN and other international bodies.

In cooperation with UNESCO the WRD Committee encourages all countries to celebrate World Radio Day by planning activities in partnership with regional, national and international broadcasters, NGOs, the media and the public.

Center stage for the activities on 13 February 2013 is a web platform on which all public, private, online and community radio organisations together with radio professionals and listeners worldwide can exchange their views and support for radio. As radio is all about listening, everyone is invited to upload sound bites (one-minute maximum length) to this website and download others for broadcast.

More information on how it works is at [www.wrd13.com](http://www.wrd13.com)

All radio organisations are also invited to ask their listeners to participate by publishing the promotional banners on their website or by sharing the link on Facebook or Twitter.

Please visit: [www.wrd13.com/press](http://www.wrd13.com/press)

The International World Radio Day Committee consists:

- **ABU** – Asia-Pacific Broadcasting Union
- **Academia Española de la Radio**
- **AER** – Association of European Radios
- **AIBD** – Asia-Pacific Institute for Broadcasting Development
- **ASBU** – Arab States Broadcasting Union
- **AUB** – The African Union of Broadcasting
- **AMARC** – World Association of Community Radio Broadcasters
- **BNNRC** – Bangladesh NGOs Network for Radio and Communication
- **EBU** – European Broadcasting Union
- **IAB** – International Association of Broadcasting
- **ITU** – International Telecommunication Union
- **URTI** – International Radio and Television Union

## BNNRC Becomes AIBD Affiliate Member



Bangladesh NGOs Network for Radio and Communication (BNNRC), a national networking body working for building a democratic society based on the principles of free flow of information, equitable & affordable access to Information & Communication Technology for Development (ICT4D) of remote & marginalized population, joins the AIBD family as an affiliate member.

BNNRC is an NGO in Special Consultative Status with the UN Economic and Social Council from 2010 & Accredited with UN World Summit on Information Society.

Since its emergence from 2000, BNNRC has promoted its advocacy with the government and key stakeholders. It has been addressing the community radio and TV access issues for over a decade, helping to bridge the knowledge gap in rural Bangladesh.

For more information, please visit their website: [www.bnnrc.net](http://www.bnnrc.net)

## OTV Joins AIBD Family



Oceania Television Network (OTV), the first 24-hour television station dedicated to showcasing the unique culture and people of the Pacific islands, has become AIBD's affiliate member.

Launched in January, 2007, OTV has produced and acquired quality Pacific programs from across the region including entertainment, news, culture and educational programming.

In a region that has previously only received retransmitted Western and Asian television content, OTV believes that a home-grown Pacific regional station can help to preserve culture, foster pride and create a venue for sharing ideas and issues. OTV provides a platform for Pacific Islanders to develop their own voice in media.

OTV's vision is to have a presence in all the islands of Micronesia and to gather content from Micronesia, Melanesia, and Polynesia so that the Pacific neighbors can share their stories and meet global challenges together.

For more information, please visit their website: [www.oceaniatv.net](http://www.oceaniatv.net)

# AIBD/NRK/BBS In-Country Workshop on Children's TV Program

By Mr. Kalle Fürst, Director of Fürst & Far Film and Fjernsyn

Bhutan TV - BBS is one of the youngest TV stations in the world, established in 1999. As in the rest of the world, a number of TV channels in many places in Bhutan offer a lot of international channels via cable and satellite.

For BBS, it is important to create their own programs for children and youth, which take care of Bhutanese culture and language. In addition, BBS focuses on parenting programs.

From 8 to 12 October 2012, I conducted a 'workshop on children's program production and international trends' in Thimpu for 10 participants from the BBS staff.



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 these programs as good as possible.

The workshop aims at providing the participants an introduction to children's perception of media, new trends as Transmedia, different age-groups, as well as an introduction of working methods to make them excellent media-workers with and for children.

I had brought with me the best international programs. The participants had brought with them their own productions. In addition, we worked with drama structure, documentaries, games - and had drama exercises with improvisation.



We also screened and discussed participants' own programs. The participants were split into 3 groups with the task of drafting three programs for children, youth and parenting, including a pitch of the ideas for the TV manager in BBS.

It's always nice to come to other countries and cultures and communicate through humor. This brings us together despite cultural differences. It's good to keep some childishness when you work with children programs.



# A Better Future for Children

By Mr. Sakib Swapni, Team Leader,  
Creative & Content production, Radio Today FM 89.6

Mubarak is a six-year old boy living in a slum. His father got married again and left the young kid with his mother. Now he is begging in the street for his livelihood.

Eleven-year old Sumon collects bottles and other garbage in the streets to bear the expenses of his family. His father died and now out of primary education he helps take care of five more siblings.

Anjuman studies in a reputed English medium school. She is 10. She complains that there are altogether 100 students in her class and she faces problems concentrating in class. There is also no playground in her school where she can play.

Babul Huq is 6 years of age; Purabi 11, and Rubel 10 - all of them are living in the slums where there's a primary school. But these kids are not interested to go to school because they do not like the teaching method, and they say school is tiring.



They represent the poor children in Bangladesh who are the subject of a major initiative of Radio Broadcasting FM (Bangladesh) Co. Ltd. With the assistance of UNICEF, this station has launched a program to make people aware and understand child rights.

In the one-hour long radio program, a kid is invited to talk about different issues from his perspective and an elderly who tried to find out answers regarding child issues.

This is a kind of an eye opening segment to figure out the present situation and to take steps regarding the issues for a better society where each and every single child get their rights.

There are other issues the program hopes to tackle, among them social protection for children focusing on family reintegration, safety of children living in the slum, children food availability in the market, birth registration, hand washing, natural disaster and children, nutrition and stunting, etc.

The radio station hopes that it can contribute towards meeting the millennium development goals in Bangladesh and ensuring a better future for these children and the next generation.

# AIBD-ABU Collaboration

AIBD Director Yang Binyuan participated in the ABU General Assembly from 11 – 17 October 2012 in Seoul, Korea and made a presentation at the ABU Programme Committee on the state of the Institute's collaboration with ABU, among others.

## Presentation at the ABU Programme Committee Meeting

Mr. Binyuan gave an overview of AIBD and its activities in the past year, including the partnership and cooperation between AIBD and ABU as brother organizations. This was well received by delegates. He also invited the delegates to the Asia Media Summit 2013 in Manado, Indonesia.



*AIBD Director with representatives from Voice of Vietnam, Lao National Radio and Korea Communications Commission*



## Meeting with AIBD Members

On the sidelines of the ABU GA, Mr. Binyuan met AIBD members who are also ABU members, including those from Afghanistan, Bangladesh, Korea and Vietnam, to discuss initiatives to strengthen the training and capacity building activities for the members.



*AIBD Director with representatives from Bangladesh Betar, Bangladesh TV and Radio Television of Afghanistan*

# PSB in the Arab Region



On December 12, 2012, the professional debate on "The Future of Arab Public Service Broadcasting in the light of current changes" was held in Cairo during the 32nd ordinary session of the Arab States Broadcasting Union (ASBU) General Assembly.

The ASBU has chosen to organize the debate during the General Assembly given the fact that the Arab broadcasting landscape has gone through profound changes in the development of communication technologies and the unprecedented political, social and economic strife in some Arab countries.

11 panelists of the debate included university professors, experts as well as Arab broadcasters and representatives from international broadcasting organizations. They discussed content, professional standards, funding, management and organization as well as listeners and viewers' rights for the Arab public service broadcasting sector.

The 32nd ordinary session of the ASBU General Assembly was held from December 11-13, 2012 in Cairo, Egypt. More than 100 delegates from ASBU member states and international observers including EBU, DW, CFI and AIBD took part in the 3-day meeting. AIBD Director Yang Binyuan attended the General Assembly as an observer.



On 13 December, 2012, the 5th meeting of the ASBU/ASBU/AIBD Media Partnership Committee was held. The meeting was attended by ASBU Director-General Salah Eddine Maaoui and AIBD Director Yang Binyuan, along with nearly 40 delegates from ASBU member states.

The topics discussed during the meeting included ASBU participation in the Asia Media Summit 2012/2013, World Television Award in 2012/2013, host of the Asia Media Summit 2014 in Saudi Arabia, and joint training activities between ASBU and AIBD in 2012/2013 etc.

AIBD Director Yang Binyuan invited the Arab delegates to the 10th Asia Media Summit to be held in Manado, Indonesia in May 2013, where the AIBD/ASBU International Symposium on Public Service Broadcasting is scheduled to be organized.

# Harnessing Lighting Techniques for TV Shows

Production practitioners mostly cameramen from Vietnam Television (VTV) were beneficiaries of an in-country workshop AIBD organized in Hanoi, Vietnam on 3-7 December 2012. They were trained on lighting techniques for HD cameras specific to indoor studio operations for news programs, game shows, and outdoor program production, as well as for news gathering and live events.

During the workshop, participants were introduced to a variety of lighting techniques such as manual handling, working with natural and artificial light sources and basic lighting for SD/HD production.



Some 20 staff from VTV attended the workshop at the VTV Technical Center in Hanoi. Mr. Sahat Amin, Lighting Director for FIDA Technology, Malaysia, conducted the workshop.

The VTV participants found the workshop content very helpful to their operations and in their transition to HD technology. They said that the changes presented during the workshop content will be considered for implementation in the near future.



# Language of the Small Screen

By Shah Md. Hashim Reza, Director (Trg. Engg.), National Institute of Mass Communication, Dhaka, Bangladesh

It's not only a human being that has language. As media practitioners we feel that the screen, be it large or small, also has a language. This language is not only understandable by its very nature but can also be felt and expressed in a diverse form.

Perhaps that is the reason why some people term the TV as "idiot box" which others refer to it as "wisdom box". If I am not wrong idiots sometimes have wisdom too, and that is the fine line to understand the language of the screen.

In our sub-continental perspective it is said that television appeared on the stage as an entertainment media at its inception. But later the pundits or media experts opined that the small screen box be used essentially for three purposes i.e. information, education and entertainment. So the entertainment part comes as the last priority and now it has been termed an edutainment as well as infotainment media.

As time passes the larger canvas of the media is explored to entertain people through education as well as entertainment. To cite examples, I am emotionally referring to the film like "Tare Zameen Par" where Indian film actor Aamir Khan highlighted the plight of a dyslexic child.



Similarly this Bollywood superstar recently made his much awaited debut on the television with a reality show "Satyamev Jayati" ("Truth alone prevails) raising the issue of speedy trial of those guilty of female foeticide harmful use of pesticide and its after effect in human body.

Chief Minister of the desert State of Rajasthan of India Ashok Gehlot, whose state is blamed for this unlawful medical intervention, said Aamir's show was true to its name and he had started a movement taking up the issue that concerned the entire country.

The 47-year-old actor had promised to meet Gehlot with his request to expedite trial in the cases by bringing them under a fast track court.

In brief these are the examples of language of screen. I say language not languages as it is understood universally and this is how the box is not always idiot rather it has wisdom too.

# Entertainment TV Formats

By Mr. Stéphane Bouillaud, consultant from Canal France International (CFI)

The Entertainment TV Format workshop held recently in Jakarta focused on how to develop creativity for TV production and select relevant content for entertainment programs.

This in-country workshop was held at the TVRI Training Centre in Jakarta from 19 November to 23 November 2012. AIBD organized the workshop with the support of a consultant from Canal France International (CFI).



Twelve participants mostly producers, assistant programmers, cameraman, and video editors from the TVRI National Channel and regional stations participated in the five-day workshop. They analyzed the program schedule of TVRI to define themes or missing programs and undertake practical exercises. Stéphane Bouillaud who worked for TV in France for 20 years served as the workshop consultant.

# A Beautiful Planet in Pakistan

Some successful French TV international programs were viewed to better understand what constituted good entertainment programs. The objective was to understand which elements could be adapted and integrated into the TVRI program creation. Participants critically viewed their own programs and proposed solutions based on what they learnt.



Everybody was impatient to begin creating. The expert consultant described the special creation process for TV format. Then they started by studying the different kinds of entertainment formats and their appropriate target audience. They understood that the best program addressed the expectations of the viewers. Consequently, it was necessary to know those to whom they speak and study the programming to have an idea of the specific audience of every time slot, which they did.

The participants worked in groups of three to identify a special idea and adopt a format. Each group went through the proposed process to make sure all the key elements of the TV program creation were followed.

The four groups were able to propose four formats, which the TVRI management widely appreciated. They were also ready to produce them according to the various learnt stages.

The workshop provided the participants all the knowledge and the tools to be autonomous in program creation and in production. Especially, everybody was delighted to be able to leave for their local stations with concrete ideas to allow them to work on their tasks given new perspectives.

Each participant had a global approach of the entertainment programs, which they could adopt locally according to the needs of the viewing public and their company's resources. They also carried with them not only a set of new ideas to create, but also a new sense of confidence.

(Stéphane Bouillaud served as host, artistic and creative director, executive producer, program director for public and private channels, pay and free TV, for many time slots and target audiences. He knows and practices all the stages of the TV content from the creation to the broadcasting.)

Planet 94 is the first 24/7 English radio frequency entertaining listeners of Islamabad, Rawalpindi, and Lahore in Pakistan. It will soon be launched in Karachi with all genres of music from techno to hip-hop, grunge to Indy rock, jazz to metal and many others.



Planet 94 aims to promote the local culture using the English language to communicate, provide quality music and to encourage and represent the youth by being a platform to raise their voice and be heard.

Established in the capital in 2009 under the umbrella of Radio Pakistan, Planet 94 caters primarily to the young blood, particularly to the university and college students. Those talented are encouraged to come forward and show their skills.

Planet 94 is the first Pakistani radio channel, which is freely available on any telephone or cell phone in the US. The use of English has its advantages to Pakistan where a number of citizens speak in English and the presence of foreigners has increasingly grown.

Planet 94 has attracted listeners because of the fun and facility for feedback via SMS, calls or social media it provides. It gives commentary on different sports such as cricket and football matches. It also calls different Hollywood celebrities and invites them to join the program as guests. Most of the celebrities accept the invitation and listeners enjoy their conversation.

The young listeners and others have benefited from this new channel because of the skills they acquire in listening and speaking the language and general information they receive, contributing towards regaining the popularity of radio broadcasting in the country.

Planet 94 recently extended its transmission in Lahore. The launching ceremony was attended by State Minister Samsam Bukhari, Consul General Lahore Nina Fite, and Director General Radio Pakistan Murtaza Solangi. Chairman Pakistan cricket Board Zaka Ashraf was the chief guest. After the launching ceremony a press conference was organized, followed by a concert with the theme 'Sufi'. The artists who performed in the concert were Areeb Azhar, Mekaal Hassan, Saen Zahoor and Pappu Saen.



Murtaza Solangi, DG PBC (Press Conference)



Planet FM-94, Lahore Studio



Chairman PCB, Zaka Ashraf



State Minister for I&B Mr. Samsam Bukhari



(Right) Nina Fite



Pappu Saen Performing

# AIBD / PRASAR BHARATHI SUB – REGIONAL WORKSHOP ON DIGITAL RADIO TRANSMISSION

By V. Jeewa, M.Eng, C.Eng, Deputy Director & Zarah Naumul B.Eng Tun Abdul Razak Broadcast & Information Institute,  
Ministry of Information, Communication & Culture, Malaysia



*Participants together with the All India Radio top management and their staff at the entrance of STIT complex*

This international level workshop was conducted from 3 -11 Dec 2012 at the All India Radio-Staff Training Institute (Technical) complex in New Delhi. It was attended by 14 broadcast engineers and technical personnel from Bhutan, India, Malaysia, Maldives, Mozambique, Nepal, Nigeria and Thailand.

The resource persons were senior broadcast engineers from AIR STIT, AIR Headquarters and regional stations, Ministry of Information & Broadcasting and Digital Radio Broadcast companies. The workshop covered theory, practical applications with demonstration and field trips to Digital Radio Transmitter sites and AIR Headquarters.

The presentation on Digitalization of the Radio Network in India from the Ministry of Information and Broadcasting gave an insight into the approach made by India and comparing it with other countries. India has a large number of AM, MW and SW transmitters in operation alongside with FM Stereo Transmitters. Digital Radio Mondiale (DRM) is a natural choice especially if simulcast is to be used for a period of time. It was obvious to the international participants that it would be costly and wastage of RF spectrum to let the existing analogue MW and SW transmitters be shut down. To put it simply, the Digital Switch Over technique was a logical step and it must be emphasised here that other countries with large number of AM transmitters are making a similar approach.

The theoretical aspects and practice of Digital Audio standards including the AES/EBU standards, COFDM, Digital Modulation and Channel Coding were presented by various experts from All India Radio. Due to special requests and popular demand, a special lecture on the Galois Field was conducted so that participants can understand advanced codes such as Low Density Parity Check Codes (LDPC), Reed Solomon (RS) and Bose Chaudhuri Hocquenghem (BCH) used in Digital Radio and TV Broadcasting. It was indeed a rare opportunity to learn from a broadcast practitioner as such lectures on this topic are not common and only dealt with by academics at postgraduate level at the Universities.

Digital Radio Transmitter Technology, Antenna and Feeder lines, DRM standards and DRM receivers were also among the topics which generated great interest. It was informative to know which

category of analogue AM transmitters could be modified for DRM transmission. The different types of MW and SW antennas with their radiation patterns and antenna feeder lines provided better understanding of the overall digitalization process as not all the participants had previously worked at a radio transmitter site. The DRM field trials conducted by AIR and the problems that arose together with their solutions were presented by the experts directly involved. Evidently proper choice of DRM parameters is essential for clear and robust reception of digital radio signals. It was also reassuring to note that DRM receivers are readily available and the cost would be decreasing as more DRM transmitters start operation. There are already a substantial number of listeners overseas and clear reception is obtainable in countries as far away as the United Kingdom.



*Mr. I. I. George, Deputy Director General, delivering a presentation on Antennas & Feeder line*

Other digital radio standards including DAB, DAB+, HD Radio and of course DRM+ were also introduced. The differences were explained and it is apt to say that the participants were able to distinguish between the technical features and specifications of each standard and their applications.

The participants were taken on a visit to the New Broadcasting House at New Delhi which was AIR Headquarters. Senior Engineers were at hand to explain the set up of radio studio and transmission facilities and equipment. One of the most remarkable features is the satellite links from New Delhi and to all major cities in India which are coordinated at this building. India is classified as a sub continent with an extremely huge land mass and a large population speaking many different languages. Satellite links are necessary to bring the Indian population from vast distances together and the broadcast personnel must have sufficient knowledge and expertise to operate the station. Needless to say, the equipment is sophisticated and it is continuously upgraded to take advantage of recent advances in digital satellite technology and the shift from Single Carrier Per Channel (SCPC) to Multi Carrier Per Channel (MCPC) operation.

A field trip was made to the AIR Transmitter site at Khampur where both MW and SW Transmitters are located. Again, experienced broadcast personnel were at hand to explain the operation of the DRM Transmitter, Antennas and feeder lines. Within the STIT complex itself, a DRM Tx is also located and further opportunity presented itself when digital measurements were carried out by the course coordinator, Mr K Murugan. Both the field trip to AIR Khampur and the DRM measurement exercise carried out at the STIT site provided the practicals that complemented the theoretical aspects explained during the lectures.



Mr. V.K. Balajeja, Director Engineering, AIR, Khampur complex explaining the practical operation of the DRM Transmitter

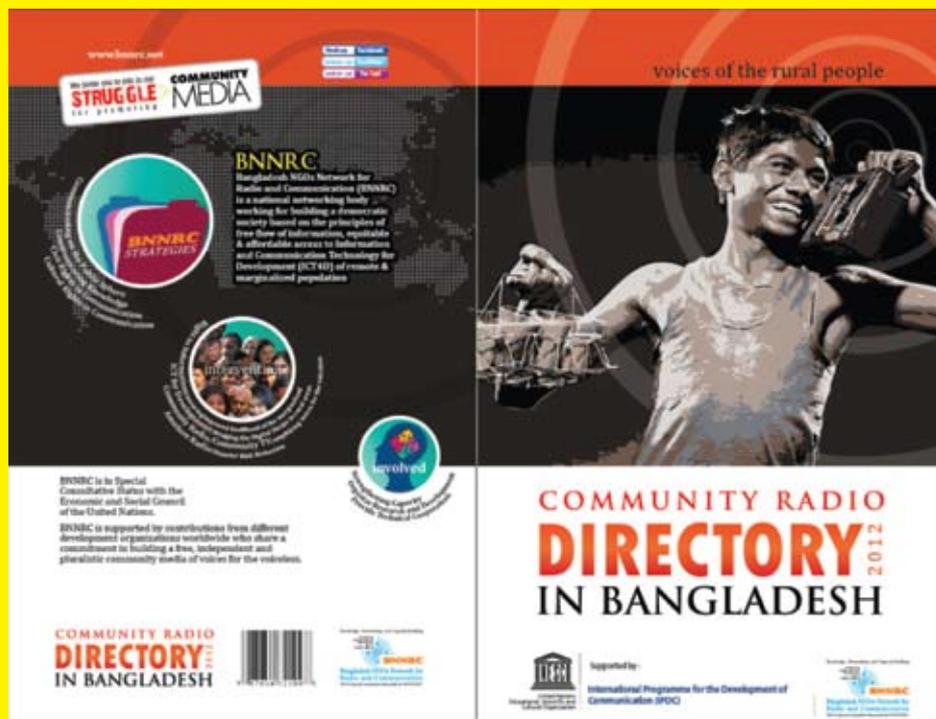


Mr. N A Khan, Additional Director General, AIR-Staff Training Institute Technical with Mr. K Murugan, Director AIR & Course Coordinator presenting the certificates to the participants after the closing ceremony

The workshop was well organised and took into account both the theoretical and practical aspects of Digital Radio Transmission. The resource persons were trained experts in their own field and went out of their way to make the course a success. The Ministry of Information & Broadcasting, India is extended a sincere appreciation of thanks as its officials had also contributed by providing the necessary support and approval while AIBD is commended for the coordination between the various countries and AIR to launch this joint activity. A special note of thanks to Prahabindra Das, Director, International relations at AIR for his efforts in getting local approvals to host this activity. Last but not the least the efforts of K Murugan, who served as both the course coordinator and resource person is given due credit for taking great care for ensuring the smooth implementation of the workshop proceedings which contributed to its success.



## Community Radio Directory for Bangladesh



Bangladesh NGOs Network for Radio and Communication (BNNRC) has partnered with IPDC UNESCO in publishing the Directory of Community Radio in the country.

There are currently 14 community radio stations on-air in Bangladesh, all aiming to ensure empowerment and right to information for the rural communities they serve. Together, they broadcast 120 hours of programming per day, covering information, education, entertainment and development as well as motivational activities.

The stations also provide employment and training opportunities for more than 530 locals in the communities, including youth and women.

The Directory aims to serve as an easy reference of Community Radio Stations in Bangladesh to development partners, officials of different Ministries of Government, academia, researchers, other media, and professional groups working or taking interest on issues of community radio for development in Bangladesh.

# Quality Analysis: Subjective Assessment

By Mr. Ramesh Tale, Assistant Engineer, HPT, Doordarshan Dwarka

## Quality Analysis

Measuring the audio and video quality has taken on great importance as we communicate and interact with video. The goal of quality assessment (QA) is to assess the quality in agreement with human observers. Considerable research continues to provide solutions to this problem.

New video services – HDTV, DTH service, IPTV, video on demand (VOD), video streaming – are continuously added to provide customers with more options by broadcaster. What happens if one of these services has poor video quality? Simply identifying that the data was received with errors is not sufficient. We need to define its effect on the video quality, which depends on categorizing the severity of the placement of the error.

Moreover, the customer knows that he is a video quality expert. If the broadcaster is not sensitive to this, it will lose reputation, revenue and eventually the customer. Thus, it is imperative to provide comprehensive video monitoring and analysis capabilities.

## Video Quality Testing Methodologies

Video Quality Testing can be done in two ways: Subjectively or Objectively. In the Subjective case, experts view multiple test clips and vote based on a quality scale (usually 1 to 5). The Test content must play in a pre-defined order and allow the expert time to vote.

In the Objective case, measuring equipment / an algorithm “watches” the video sequence and measures the luminous, chrominance, blockiness, edge sharpness, and temporal changes. This data is then correlated with respect to the source video sequence, and assessment is made about quality.

## Subjective and Objective Assessment

A combination of video processing, compression, transmission, and decompressing determine the system's performance. While video quality relates directly to video processing and compression efficiency, the broadcaster should not dismiss transmission errors and set-top box output. Broadcasters should evaluate the video quality throughout the development, and deployment phases. To respond to the end user's expectation of higher picture quality in diverse programs, television broadcasters and network operators must deliver more content at higher quality over increasingly congested networks. Finally, video content producers must create and re-purpose higher quality video content for a growing range of applications, formats and delivery media.

In this environment, picture quality assessment techniques are playing a larger role in broadcasting. Many broadcasters assess picture quality using an informal approach one that by engaging people to compare test video sequences to reference video sequences. (subjective assessment). Over time, one person or a small group of people will demonstrate an ability to detect video quality impairments. These are the “golden eyes” of the broadcaster. A “golden eyes” subjective rating may match the end consumer's video experience or these discerning evaluators may see artifacts that the average viewer might miss. But, many broadcasters cannot afford a large people of “golden eyes.”

Conflicts in scheduling these limited resources for picture quality assessments can delay work. Expenses for hiring a “golden eyes” evaluator can be costly. Subjective evaluations can easily take several hours, making evaluator error from fatigue, a factor in the evaluation. Some broadcaster use formal subjective assessment to replace or augment informal subjective assessments using “golden eyes.”

The ITU-R BT.500 recommendation describes various methods of conducting formal subjective picture quality assessments, along with requirements for selecting and configuring displays, determining reference and test video sequences, and selecting subjects for the viewer test audiences. Specifying the desired tests, gathering the required video content, recruiting and selecting the viewing audience, conducting the tests and analyzing the results generally require time.

Typically, independent laboratories perform this subjective testing, although a few broadcasters may have internal resources that can conduct these formal subjective assessments. When conducted by an independent laboratory, overall costs for these subjective picture quality assessments must include significant time and money.

Given this commitment of time, resources and expenses, typical organizations have to conduct a very limited amount of formal subjective picture quality assessments, if they use these methods. Whether they use informal or formal approaches, video equipment manufacturers, television broadcasters, network operators and video content producers are finding it impractical to use subjective picture quality assessment to fully address the challenges described above. Conducting subjective assessments for each trial using actual viewers is too time-consuming and costly. Delivering video products, systems and content with optimal picture quality in today's environment requires instruments that can make accurate, reliable, repeatable objective picture quality measurement faster than subjective assessments. The demand for objective video quality testing arose from the need for quantitative, repeatable video analysis.



Subjective assessment



Objective assessment

# New Photo Walls at AIBD

As part of a wider initiative to reflect its activities over the past year, AIBD recently updated the photo walls in the corridors of its office headquarters in Kuala Lumpur, Malaysia.



Asia Media Summit

The series of eight photo walls include photomontages of the Asia Media Summit, AIBD General Conference, Pacific Media Partnership Conference, training activities, international partnerships, and AIBD's internal developments in the year 2011/2012.



AIBD General Conference



Training activities



Pacific Media Partnership Conference



International partnerships



Training activities

# Best Wishes

AIBD took time out recently to host a get together party in the Kuala Lumpur headquarters for its staff who celebrated their birthdays in the last quarter of 2012:

## October/November



(From left): Lin, Neelam and Vicky

## December



(From left): Suhaila and Saqib



祝你圣诞节愉快，  
新年快乐！



Season's Greetings &  
a Happy New Year!

We would like to thank you for the good cooperation and support of our work in the past year and wish you and your family lots of health, happiness and success for the new year.

We look forward continuing our cooperation in 2013!

The FES Team in Kuala Lumpur and Yangon



FRIEDRICH  
EBERT  
STIFTUNG

**MNB**

*Dear Partners and Friends,*

*As Christmas approaches, we would like to take the opportunity to thank you for your collaboration and support of the past year. We look forward to working with you in the future.*

*Merry Christmas and a happy and prosperous New Year to you and your family!*

*With Best Regards,*  
General Director  
Nurhikmah Haryandana



Happy New Year 2013

2013  
WELCOME 2013!



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bright future

Season's Greetings from the ITU Team

Looking forward to an exciting year ahead in 2013

2013 - Allis Guest



Season's Greetings

From International Relations of KRS

KRS

Season's Greetings

*We thank you for being a part of our journey this year and look forward to a continued successful relationship in the years to come.*

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FOREVER GROUP MMDG

*We Appreciate for Your Continuous Support Throughout the Year*

*Wishing You a Warm and Happy Holiday Season and All the Best for the Up Coming New Year of 2013*

SEASON'S Greetings Can

May this holiday season be a joyous one for you and your loved ones  
Peace, Love & Happiness!

Young Asia Television  
www.youngasia.tv

Merry Christmas  
HAPPY NEW YEAR  
2013

ERTV

Eng. Safullah Zoor  
ERTV Afghanistan

HAPPY NEW YEAR 2013

Greetings of the New Year  
May the New Year be Productive, Happy and Prosperous

from the management and staff of  
MALDIVES BROADCASTING CORPORATION

mbc TVM

*Just as a new bloom spreads fragrance and freshness around...  
May the new year add a new beauty and freshness into your life.*

Happy New Year

## Acting Director of RTB



**Muhammad Suffian Bungsu** has been appointed as Acting Director of Radio and Television Brunei replacing Haji Md Yunus bin Haji Bolhassan.

Born in 1970, Mr Bungsu graduated with BSc (Hons) from University of Newcastle-upon-Tyne, United Kingdom in 1994.

From 1996 to 2000 he worked as Administrative Officer Grade I in various government departments such as Land Survey Department and Youth and Sports Department.

From 2004 to 2007, he worked at the Governance and Media Unit at the Prime Minister's Office in 2004 to 2007. In 2007, he was promoted as Assistant District Officer at the Tutong District Office and later served as Acting District Officer until August 2012.

## New KBS President & CEO



**Gil Hwan-young** has been appointed President & CEO of Korean Broadcasting System (KBS).

Mr. Gil, 58, took office and began his three-year term on 23 November 2012. President Lee Myung-bak of Korea appointed him on the recommendation of the KBS Board of Governors.

Mr. Gil joined KBS as a TV producer in 1981 and has since held key positions including foreign correspondent in Paris, France, Executive Director of Programming & Planning, Managing Director of Content Division and Executive Vice President.

## New EBS President



**Shin Yong-Sup** has been appointed by the Korea Communications Commission (KCC) as President of Korea Educational Broadcasting System (EBS).

Mr. Shin, a former KCC standing committee member, began his three-year term on 30 November 2012.

"We had a policy of choosing someone professional in the public broadcasting service and who has the ability and vision to provide lifelong education to the public. Shin was the perfect fit," the commission said.

He graduated from Yonsei University and started his public service at the Ministry of Information and Communication.

## New NTV General Manager



**Laxman Humagain** is the new General Manager at Nepal Television (NTV).

Born in 1967, Mr. Humagain has over 20 years of experience in broadcast journalism. Before his appointment as the General Manager in November 2012, he worked as Senior News Editor of Nepal Television with key involvement in planning, collection, processing and dissemination of news.

He holds a Master's Degree in Mass Communication and Journalism, and Public Administration.

## New Executive Director of Radio Nepal



**Suresh Kumar Karki** has been appointed as new Executive Director of Radio Nepal, the national radio broadcaster. He comes from media with legal background and has Bachelor's degree in Law.

Born in 1972, Mr Karki has a good command in Hindi, Maithili and English besides Nepali as mother language. He is a registered legal practitioner at Supreme Court of Nepal and at Nepal bar Council. With about 18 years of legal practice against different cases, he has served as the legal advisor to different public and cooperative companies in Nepal.

Before being appointed to Radio Nepal, he also worked as the legal advisor to Gorakhapatra, a Government - undertaking national daily newspaper.

## New CEO for Singapore's MDA



**Koh Lin-Net** has been appointed as the new CEO of Singapore's Media Development Authority (MDA), effective 1 November 2012, succeeding Aubeck Kam who served as CEO for two years.

Ms. Koh is currently the deputy secretary at the Ministry of Trade and Industry. She was previously deputy secretary at the Ministry for Information, Communications and the Arts. She holds a Masters in Business Administration from Harvard Business School.

Kam, who led the MDA since 1 November 2010, becomes Permanent Secretary at the new Ministry of Communications & Information.

## New AEF President



**Marie-Christine Saragosse** is the new Chief Executive Officer, Audiovisuel Extérieur de la France (French international media), or AEF.

The AEF includes the French international news television FRANCE 24, and the radios RFI & Monte Carlo Doualiya.

Mrs. Saragosse began her career in public media at the Ministry of Communications, before joining the Department of Foreign French Media at the Ministry for Foreign and European Affairs in 1993.

Mrs. Saragosse then joined TV5 in 1997, moving from Assistant General Manager to Deputy CEO in 2001. After a short stint back at the Ministry for Foreign and European Affairs in charge of cultural cooperation and the promotion of French, Mrs. Saragosse was called back in 2008 to assume the post of CEO of newly named TV5MONDE.

## New MBC President



**Mohamed Shahyb** has been elected as the President of Maldives Broadcasting Commission.

Mr. Mohamed Shahyb, the only contestant to the post of President, received four votes in favour of and two against him in a secret ballot held for this purpose on 21 November 2012 in which all six Commissioners participated.

Commissioner Abdullah Sujah was elected as Vice President with four votes in favour of and two against him.

Badru Naseer, MBC's former President, resigned from the Commission on 29 July 2012.

## New AMIC Secretary-General

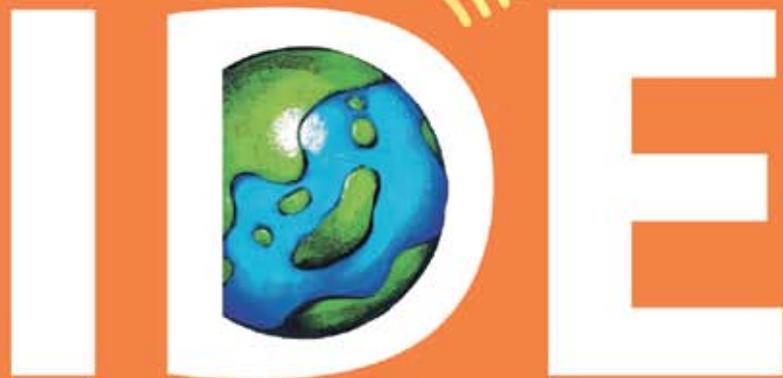


**Martin Hadlow** is the new Secretary-General of the Singapore-based Asian Media Information and Communication Centre (AMIC).

He took over in January 2013 from the Acting Secretary-General, Ms. Maria Mercedes F. Robles, joining the organisation at a critical time.

He was associate professor and Foundation Director of the Centre for Communication and Social Change in the School of Journalism and Communication at The University of Queensland.

Mr. Hadlow has worked in media development in 40 countries, especially in Asia and the Pacific, and has a career background in journalism, broadcasting, training and media management in Papua New Guinea, Solomon Islands, Australia and New Zealand.



# IDEA



# MATTERS



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## **BROADCASTER VOL. 12 No. 1 - January 2013**

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

**Publisher**  
Yang Binyuan

**Editor**  
Jose Maria G. Carlos

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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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