

Broadcaster

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***Media on the Frontline of
Global Development***

Development and Radio

We welcome delegates, speakers and partners to the 14th Asia Media Summit.

Development is at the centre of the two-day conference, and so is the role of media in issues like poverty, education, health, peace and conflict, climate change and the 17 Sustainable Development Goals (SDGs).

Emerging technology and high quality programming are also in the Summit agenda, not only as means to grow the business of broadcasting, but also as a platform to better communicate development issues, and trigger action among stakeholders.

Discussions will offer diverse views of how television, radio and online media are performing in a highly competitive and fast changing media landscape, and addressing the complexity of global development.

These platforms are converging to reach a bigger audience and offer relevant and compelling content. Radio, like other media platforms, is doing its part to pursue effective convergence. New technology and the Internet strengthen radio's capacity for immediacy, reach and interactivity, which help sustain its dominant role in informing, educating and entertaining listeners.

Radio is everywhere, with at least 75% of households in developing countries having access to radio. There are about 44,000 radio stations worldwide, a UNESCO report based on various international research agencies reveals. AM/FM radio counts for 86% of the total time adults spend listening to three main audio platforms. Moreover, it is heard by a variety of decision influencers as well as farmers who engage in the design and development of farm radio programming. No wonder, it remains a formidable medium across the globe.

The United Nations recognises the importance of radio and its power to bring about change, and contribute to the achievement of the 17 Sustainable Development Goals (SDGs). It supports the yearly celebration of World Radio Day. In February 2017, we celebrated World Radio Day, now on its 6th year.

In a message to broadcasters, former UN Secretary General Ban Ki-moon has urged broadcasters and their stakeholders "to work together to tune the world to the frequency of peace, development and human rights for all".

AIBD supports initiatives to strengthen the relevance and sustainability of radio. One such initiative is the annual World

Radio Day. This edition of the Broadcaster gives you a flavour of how broadcasters in Asia-Pacific celebrated World Radio Day, a reminder of radio's special role in the media industry and pursuit of media development.

In Bangladesh, broadcasters celebrated the occasion with the theme "Radio is You", holding rallies, discussion sessions and cultural programmes.

In Fiji, the Fiji Broadcasting Corporation featured a special programme with live caller interactions, showcasing the unique power of radio that touches the lives of their listeners and brings people together from every corner of the globe.

In Malaysia, iM4Ufm broadcast live in a hot air balloon for the first time to celebrate the occasion. The hot air balloon travelled approximately three kilometres from Putrajaya to Cyberjaya for around 60 minutes.

And in Uzbekistan, a live radio programme was held to mark World Radio Day. Participants analysed the needs of people and how it could be achieved through radio.

How can radio continue to be a force in efforts to achieve business as well as development goals?

One, radio programmes need to stick to their nature of being intimate and close to their listeners. This means not just talking to them, but more importantly listening to them, especially with the emergence of social media. This approach can be relevant in generating perspectives and suggestions in addressing poverty alleviation, health promotion and peace building, among others.

Two, radio needs to maximise content they have put on air. This means repeating it in various segments and in different ways.

Three, radio stations can repurpose good interviews they generate. They can transcribe content and offer them to newspapers, websites and other media platforms that can use them for publication. They must ensure they get proper credit for sharing their content.

Four, radio broadcasters must recognise the benefits of establishing an archive where they can keep things for storage and future use, according to Mr James Cridland, a Radio Futurologist from the UK. Speaking before Asian broadcasters in an AMS workshop in 2016, Cridland said,



"When a news event like the death of a celebrity takes place, a station can retrieve from its archive past interviews with that person and rebroadcast it. This enhances reporting of the story".

He also urged them to use social media to broaden the reach of the radio station, generate more exposure of the radio's brand and possibly revenues for the company. Moreover, he said radio stations must be aware of how audio, videos and other media texts are being used to make content in a multiplatform world and tap them for their own benefit.

In the AMS 2016 in Incheon, South Korea, Mr Anders Held, Head, International Radio, Swedish Radio & Project Manager, Radiodays Europe, Sweden, suggested that radio must continue to offer "live coverage and reporting, great personalities, and relevant and engaging content". He also encouraged broadcasters to tap radio on demand and podcasting in various formats as a way to stay relevant in the digital world.

In the era of the Internet and social media, radio stations are becoming more creative and interactive to reach out and engage with listeners. Despite predictions of the end of radio, this platform remains relevant, particularly as industry, government, international organisations and local communities realise its critical role in development.

In inviting media to join in the celebration of World Radio Day, UNESCO stresses that radio is uniquely positioned to bring communities together and foster positive dialogue for change.

Let us highlight this unique role of radio as we discuss myriad issues under the AMS theme "Media on the Frontline of Global Development".

United Nations, World Bank Officials Support AMS 2017

The United Nations has conveyed its strong support for the forthcoming 14th Asia Media Summit to be held in Qingdao, China, following the recent visit of AIBD Director Chang Jin to the UN headquarters in New York, USA.

Ms Cristina Gallach, UN Under-Secretary-General for Communications and Public Information, expressed her strong support for AMS, saying “media plays a big role in promoting development of the world”. She added that AIBD is taking great responsibility in helping mobilise media to promote the Sustainable Development Goals (SDGs). She also said the UN should send representatives to the AMS, as a gesture of support to the AIBD initiative. Ms Gallach also gave Mr Chang suggestions on potential speakers for the AMS.

On 1 January 2016, the 17 SDGs of the 2030 Agenda for Sustainable Development, adopted by world leaders in September 2015, officially came into force. Over the next 15 years, countries will mobilise efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.

During his visit, Chang Jin met Mr Xu Haoliang, UN Assistant Secretary-General, and UNDP Assistant Administrator and Regional Director for Asia and the Pacific. Chang Jin shared with Mr Xu AIBD's proposal to hold SDG workshops. Mr Xu said AIBD had demonstrated high responsibility, as an inter-governmental international organisation in broadcasting, in its endeavours to activate media in promoting the world's development agenda. He added that UNDP is interested in AIBD's proposal and would like to develop ways to work with AIBD. Mr Xu also said UNDP and AIBD can join hands to build sound knowledge of the SDG agenda in the broadcast and media industry.

“We are on track to greatly enhance the cause of the SDGs – a cause for the well-being of humankind in the next decade”, Mr Xu said.

During his stay in New York City, Chang Jin also met with UN WOMEN and



Ms Christina Gallach, UN Under-Secretary-General for Communications and Public Information, and Mr Chang

UN Foundation to exchange views on cooperation.

On 13 January Mr Chang visited the World Bank in Washington D.C. He met with Mr Jeremy Andrew Hillman, Director, Corporate Communications, External and Corporate Relations, World Bank Group. Mr Hillman spoke about the World Bank's priorities on ‘End Poverty, Shared Prosperity and Sustainable Growth’. He said the World Bank has extensive research papers and data on development issues in the world, which can be a source for AIBD's SDG workshops.



Mr Chang and Mr Jeremy Hillman, Director Corporate Communications, The World Bank

Director Chang Jin travelled to the U.S. from 10-14 January 2017 for a visit to the UN Headquarters in New York and the World Bank in Washington D.C. He also met Ms Jiang Hua, Director of the News and Media Division in the Department of Public Information, and Mr Thomas Gass, UN Assistant Secretary-General for Policy Coordination and Inter-Agency Affairs, Department of Economic and Social Affairs. Mr Gass also expressed his support for AMS, sharing his perspective on the involvement of China, Bangladesh and Japan in the pursuit of the Agenda 2030, anchoring his views on their commitment to the SDGs.



From left to right: Mr Chang, Ms Francynne Harrigan, UN Chief Development Section, Mr Eric Porterfield, UN Foundation Senior Communications Director

Qingdao's Progress

– A Fitting Background for AMS 2017



Developments in Qingdao, China, host city of the Asia Media Summit 2017 (AMS), reflect the fast changing economic growth of China globally.

Located at China's east coast and with more than 7 million inhabitants, Qingdao is the biggest city of Shandong province. Once a German colony, the city has come a long way in playing an important role in international business.

Qingdao boasts of a major international seaport as well as a naval base, the world's longest bridge and several high-tech industrial areas. Its industrial areas support the city's export output and development. The West Coast New Economic Zone hosts several important technological parks like the State-level Economic and Technological Development Zone, the Sino-German Ecological Park and the China-Japan-ROK Innovation Industrial Demonstration Park.

In 2008 it hosted the Beijing Olympic Games for sailing, as well as the 2013 and 2014 Sailing World Cup.

The city's international exhibition centre frequently hosts international conferences like the 2014 APEC trade ministers' conference, the International Conference on Desalination and Water Reuse in July 2015 and the 2016 International Conference on Biological Information and Biomedical Engineering.

Participants to the Asia Media Summit 2017 (AMS) will be in for a treat in

Qingdao when they take the time out to enjoy the many landmarks and sites the host city offers.

It is home not only to many historical and cultural sites, but also ranks among the top 10 of economically dynamic and excellent business cities in China.

Qingdao offers more than 40 specialty museums, including a Navy Museum, Science Museum, Beer Museum, and Marine Museum. It also boasts of the Qingdao Tianhou Palace, a restored Taoist temple, an observatory and planetarium.

The city is also the Chinese center for marine research, the first city for national technology innovation pilot projects, a national model city for environment protection and a national garden city.

Thanks to the presence of numerous brand-name enterprises, Qingdao has been honoured as "Chinese Brand Capital"

and "World Beer City". In 2007, it became the only Chinese city chosen for "The Most Beautiful Bay of the World" and one year later, it earned the honour of being called the "World's Sailing Capital".

On January 7th of 2011, the State Council approved the planning of the Marine Economic Zone of Shandong Peninsula of which Qingdao is the core. In 2012, Qingdao ranked 9th on the list of Chinese competitive cities.

The diversity of Qingdao's development serves as a fitting background for holding the Summit where various development issues and the role of media will be the subject of discussion and debate among participants and resource speakers from 6-8 June 2017.

AMS is hosted by the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) and Qingdao Municipal People's Government.





ASIA MEDIA SUMMIT 2017

6-8 June • Qingdao • China

HOSTED BY:

**State Administration of Press,
Publication, Radio, Film and Television**

CO-HOSTED BY:

Qingdao Municipal People's Government

ORGANISED BY:





ASIA MEDIA SUMMIT 2017

6-8 June • Qingdao • China



Media on the Frontline of Global Development

As humankind stands at the threshold of the third decade of the 21st century, we find ourselves in a world that is rather new and different. Economy continues to struggle and develop. Technology is changing our lives in many ways. Environmental problems are not getting better. Natural disasters continue to frequent us. Manmade tragedies in new forms and magnitudes are challenging traditional governance and norms.

In the meantime media is assuming unprecedented and ubiquitous relevance to human lives, largely due to the ever-faster development of digital technology. What can media do for the new world? With a lot of nations geared up for Sustainable Development Goals set by the United Nations, what roles should media play in this new age of human society, in particular for the development goals of our time?

Day One

Tuesday, 6th June 2017

Inaugural Session and Keynote Address

Coffee Break

Plenary Session

How Media can Shape the Development Agenda

A tremendous amount of development work on the field is going on that affects the lives of millions of people, yet much of the public are unaware or uninformed of the work that is being done and the dynamics of these issues. How should the media step up and make sure that this information can be pertinent and engaging to all? How can these important issues be made a matter of public priority?

Special Session

Lunch

Plenary Session

Trending Technology

Latest technologies hold the potential to further transform the operations of broadcasters and enrich the experience for the audience. What can broadcasters learn from technological trends, including the recent advances in VR, AR, OTT, hybrid broadcasting, cloud computing and new social media platforms, to more effectively deliver content and improve revenue?

Coffee Break

Moderated Debate

Media Responsibility and Development Issues: Activism or Neutrality?

The media is often held responsible for sensationalising news content or failing to properly cover its full context. Should media responsibility though extend to the level of impact of its news coverage in the country? Concerning the Sustainable Development Goals (SDGs) launched by the United Nations, should the goal of broadcasters be to merely supply information about societal and national events in a neutral fashion, or must they be active in ensuring the progress and execution of these goals in their different country contexts?

Gala Dinner and Cultural Show

Day Two

Wednesday, 7th June 2017

Plenary Session

Media for No Poverty: Creating Public Awareness and Engagement

Poverty has often been an overlooked and underexposed development issue. How can media cover this topic with stories focusing on humanity and compassion towards those less privileged? How can statistics and data on poverty afflicting countries be communicated to effectively connect poverty with public opinion?

Coffee Break

Parallel Session 1

Reporting on Peace and Conflict: Have the rules changed?

- *Media and Conflict: Instigator, mediator, ...*
- *Dealing with terrorism as a global phenomenon*
- *Seeking new reporting guidelines on high risk issues*

Parallel Session 2

Climate Change and Disaster Risk

Coverage of climate change remains an ongoing test for broadcasters to ensure this topic of massive importance is given due justice. Essentially, how can the data of climate change and disasters be transmitted in an understandable and impactful way to positively change public opinion, and save lives in time of emergency?

Lunch

Plenary Session

Strategies for High-Quality Programming: Concepts, Content and Formats

Today's programmes, be they educational or entertainment, need specific techniques and knowledge to ensure the content is factually-grounded, well-researched and captivating to the audience, especially concerning development issues. What are the best practices among broadcasters to plan such programmes from the level of concept to its format for distribution?

Coffee Break

CEO Roundtable

Road to 2030: Partnerships and Opportunities

The 17 Sustainable Development Goals of the United Nations come with 169 specific targets and with an aim of achieving them by the year 2030. To achieve this task would require the collaboration of the media with various development stakeholders, including governments, UN bodies, international donor agencies and NGOs working in the field. This special session brings some top representative from those organisations and key media industry figures to discuss a joint media strategy for accomplishing the SDG agenda with an eye to future collaboration.

Presentation of the World Television Awards 2017

Closing Ceremony

Invitation to the Asia Media Summit 2018

Day Three

Thursday, 8th June 2017

Cultural Visit



ASIA MEDIA SUMMIT

6 - 8 June 2017

Qingdao, China

HOSTED BY:

State Administration of Press,
Publication, Radio, Film and Television

CO-HOSTED BY:

Qingdao Municipal People's Government

ORGANISED BY:



PRE-SUMMIT EVENTS



EUROVISION ACADEMY
OPERATED BY EBU



4 – 5 June

AIBD/EUROVISION ACADEMY/CCTV Master Class on Constructive Journalism (TV)

Constructive journalism provides a more balanced perspective of the world, covering not only violence, death, conflict, failure or disaster but also solution-oriented stories.

In constructive journalism, the editorial priorities for each day's news include selecting the stories that can provide a more accurate and fairer portrayal of the world we live in.

Constructive journalism gives media consumers a comprehensive view of an issue (context, perspective, background and understanding, nuances etc.), inspiring them and facilitating public debate around a better tomorrow.

This Master Class shows concrete examples of constructive stories and suggests methods to implement more constructive journalism into your programmes.



Radiodays
Europe



5 June

AIBD/Radiodays Europe/RCS Workshop on A Sound Future – Creating Engaging Content on all Platforms (Radio)

The aim of the workshop is to help broadcasters to better understand current challenges and competition for radio and highlight new ways of creating engaging audio content, relevant for its audiences. It will show how broadcasters can engage listeners and citizens in providing compelling content and how engagement can build loyal listeners. In addition, the workshop will explain the best ways for broadcasters to expand their content and brands on all platforms. The workshop will have also give an overview of the newest trends in successful radio formats in Asia-Pacific and in Europe.



5 June

AIBD/ITU/ABU Workshop on Digital Broadcasting, Policy and Transition (TV/Radio)

The workshop will look at Digital Radio and DTTB from three perspectives, Technical, Policy and Case studies.

The aim of this workshop is to explain different technical standards, the implementation from Analogue to Digital Terrestrial transmission and share successful case studies. The degree of technical detail will allow participants from different areas of specialisation to benefit from the workshop.



BIRTV



5 June

AIBD/BIRTV/DJI Workshop on Using Drones for Production (TV)

As drone journalism has increased significantly in the past years, many broadcast stations have developed their own drone journalism department.

The aim of this workshop is to introduce the use of drones for television production and its application and also to focus on many other aspects related to this new technology in the broadcasting industry.

NOTE: Participation in this workshop is by invitation only.



Jetson



4-5 June

AIBD/JETSEN/WHALEY Workshop on Virtual Reality and Augmented Reality (TV)

This workshop aims to enlighten broadcasters on the increased capabilities of VR and AR technological applications in content creation and the immense economic benefits that can be derived. What are the technical best practices that can be adopted in VR/AR content development with digital integration of products into popular TV programmes to give viewers a richer experience?

This 1-day workshop will provide a platform for content creators to learn about methodology of using VR and AR, how to create high impact content to interact with their viewers and re-package content using these media to inform and entertain.

The Importance of the Open Internet in Driving Internet Adoption and Growth

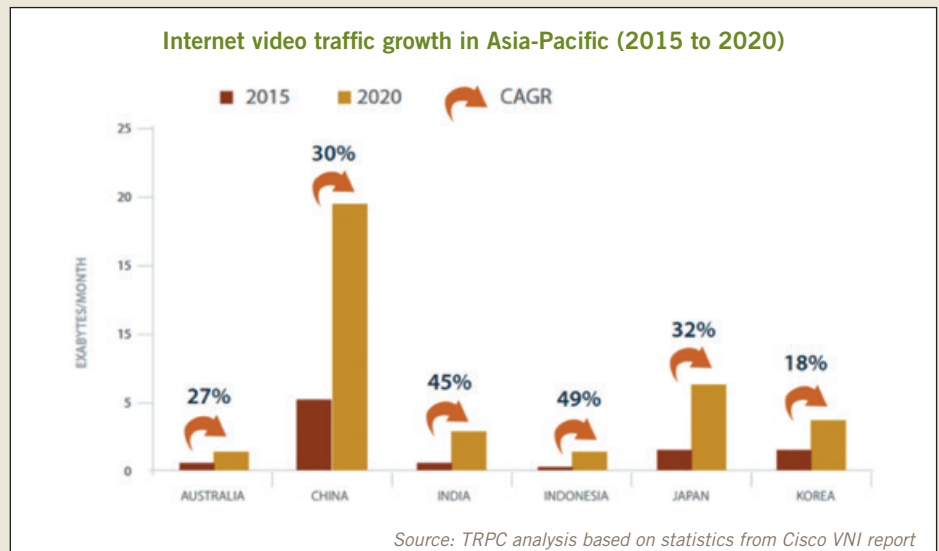
The number of Internet users and the volume of Internet traffic is growing in Asia. But while Asia Pacific is leading globally in the absolute number of users online, 55% of the region's population is yet to be connected to the Internet.

The importance of the Internet in terms of economic growth and social development is already widely acknowledged by policymakers in Asia attested by the increasing number of national broadband plans and the inclusion of digital economy policy in their respective national development agendas.

While the number of Internet users has been growing steadily, Internet traffic is surging at an exponential rate. New users are not just coming online, but they – together with existing users – are coming online to consume more and more content and services, generating rapidly increasing data traffic volume.

According to TeleGeography, between 2012 and 2016 the compound annual growth rate of the number of broadband subscribers in Asia was 10%, while total broadband bandwidth grew by 29%. This growth in bandwidth is primarily driven by a voracious appetite to consume more content in the form of information services, social media, online games, and in particular, streaming video services.

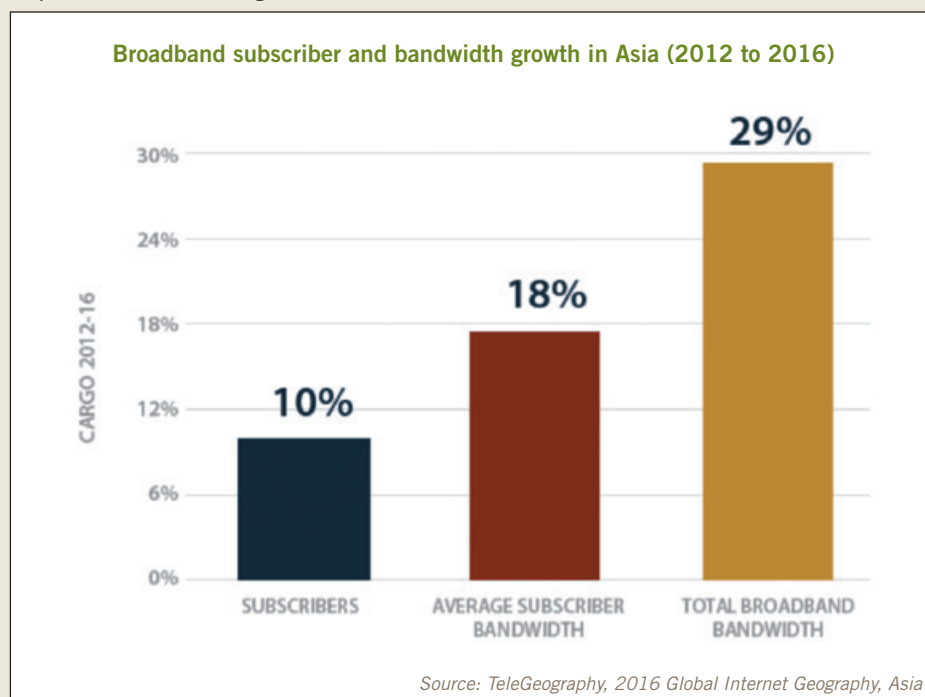
By **Mr Michael Khoo and Ms Zsuzsanna Vári-Kovács**
Research Analysts, TRPC



According to Cisco, video content accounted for 65% of total consumer IP traffic, or 14,534 petabytes, in Asia in 2015, a figure which is forecast to rise to 82% by 2020. India and Indonesia are showing some of the highest growth rates in Internet video consumption, while in China around 91% of consumers already “binge watch” content and over 50% watch more than two hours of video a day.

Low-cost smartphones and increasingly affordable mobile data services are the

primary enablers of going online. As in most Asian economies computers remain prohibitively expensive, these countries are not so much ‘mobile first’ as ‘mobile only’. More importantly, broadband accessibility and affordability, and quality of service issues persist. These challenges can be addressed by encouraging greater competition in the telecommunications market, and by incentivizing or mandating network providers to improve and expand their wired and wireless broadband infrastructure.



As regulators face the challenges of both improving connectivity and encouraging adoption, it is important that they foster an environment which allows for the free flow of content and services on the Internet as these are the main drivers of broadband adoption.

The desire to access content and services creates further demand for broadband access and more bandwidth. This prompts ISPs to invest into network deployment to provide better and faster networks. This improves connectivity, which enables the further development of innovative content and services, driving consumer demand for access, and so on. The growth of this virtuous circle of consumption (demand) and investment (supply) depends on fostering an open

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Up, Up and Away!

– iM4Ufm Broadcast Live in A Hot Air Balloon For the First Time!

By **Mr Brandon John**
Writer, iM4U, Malaysia



What a better way to celebrate World Radio Day 2017 than to be high up above, literally being off ground in a hot air balloon!

On a breezy morning in Putrajaya, our courageous Bangkit Crew, Tyler and Jiggy, broadcasted live 500 meters off ground in a hot air balloon to commemorate this special occasion.

This was also to fulfil the theme of this year's World Radio Day which highlights the importance of the relationship between the people and radio, thus the theme "Radio Is You" was applied.

The Celebration

This wonderful occasion started off as early as 6am, with the iM4U food truck being deployed at the location and also helium balloons were given away by the iM4Ufm Street Team to hype up this fantastic day. It took the whole team 50 minutes to inflate the hot air balloon and it was up and running by the time the crew took off at 7:30 am.

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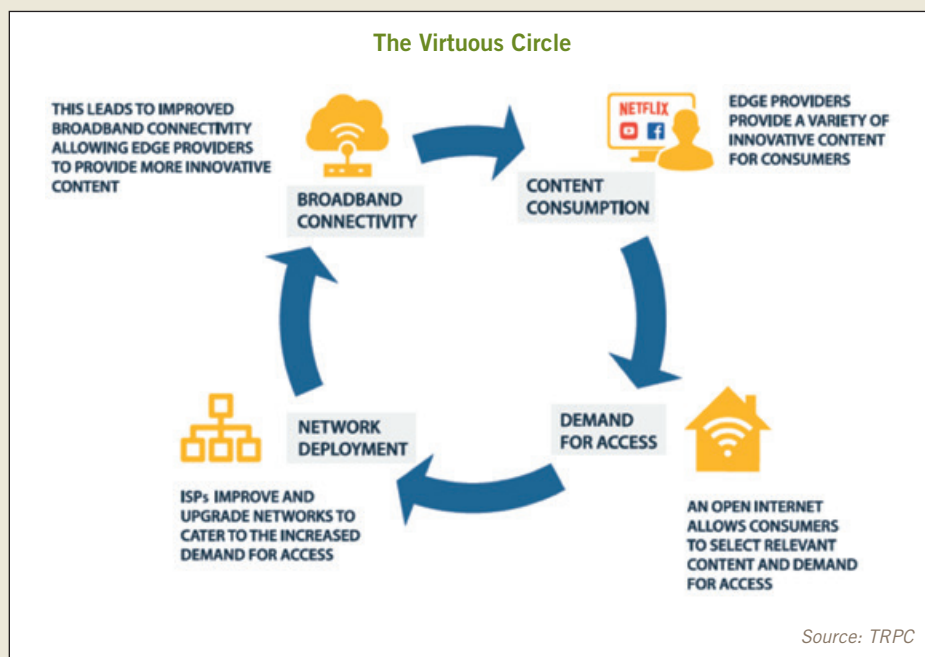
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The Importance of the Open Internet in Driving Internet Adoption and Growth

Internet – a level playing field where everyone has the same opportunity to participate, where markets are competitive, where net neutrality principles are adopted, and Internet connectivity is accessible and affordable.

Restrictions placed on the open Internet can lead to unintended consequences, such as higher prices of content and connectivity, and limited content availability. These could restrict adoption and usage, and artificially constrain the self-perpetuating momentum of the virtuous circle. That is not to argue that illegal and harmful content should be freely available, but to say that the Internet should remain non-discriminatory and allow consumers to freely choose and consume content of their choice.

To enable this virtuous circle of consumption, innovation, and growth, governments in Asia need to ensure favourable market conditions and foster an open Internet environment that is non-discriminatory, accessible, and affordable.



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

[continued from page 10]

Up, Up and Away! – iM4Ufm Broadcast Live in A Hot Air Balloon For the First Time!



Both Tyler and Jiggy found the experience a thoughtful lesson. They both shared that by broadcasting live in a hot air balloon means anything is possible.

They also wish listeners to continue to follow their dreams after completing what it seems like the impossible. “In future, I wish to broadcast live from the moon”, Tyler explained. “While I wanna do it when I’m on parachuting”, Jiggy added.

The Objective

World Radio Day is celebrated all around as it remains an influential medium to date. A medium which portrays companionship that serves the purpose of informing, educating and entertaining its listeners.

World radio day is celebrated globally with its objective to raise greater awareness among the public and the media of the significance of radio, by inspiring the audience to gain and provide information through radio.

The One-Of-A-Kind

For the first time in history, we broadcasted in a hot air balloon, yaww! The hot air balloon travelled approximately 3 kilometres from Putrajaya to Cyberjaya for around 60 minutes.

Travelling in a hot air balloon was not an easy ride with the influence of the wind that might change the route. The journey was guided by a GPS tracking device, and was in the safe hands of Jonas, a hot air balloon pilot with a solid 12-years’ experience.

The Experience

Tyler and Jiggy were very much terrified at one point, as the balloon was stagnant due to the absent wind, and were suspended in air.

As much as it was warm high up above with the presence of the scorching torch of the fire that helped raise the balloon, both Tyler and Jiggy enjoyed every moment of it, especially the breath-taking scenery of Putrajaya and Cyberjaya.

A local radio station also celebrated World Radio Day by speaking to James Cridland, a radio futurologist, who also suggested that radio is doing tremendously well in his podcast with Business FM (BFM) radio.

In Uzbekistan, a live radio programme was held in conjunction with this day that analysed the needs of people and how it could be achieved through radio. The event overall managed to get decent feedback.



Happy World Radio Day everyone!

World Radio Day

World Radio Day is observed annually on February 13th. Being the first radio station in Fiji and one of the oldest in the South Pacific, we have contributed significantly towards the development of radio in Fiji and the region.

It's about celebrating radio and its uniqueness of why our listeners love it and why we need it today more than ever. It's a day to remember, as the unique power of radio touches the lives of our listeners and brings people together from every corner of the globe.

Our celebration of World Radio Day was organised at the Fiji Broadcasting Corporation. The Station Program Directors spoke on the importance of radio, and why we still rely on radio to give us relevant information when all else fails. Skits, live performance on radio and trivia on how radio has evolved through the years were all part of this wonderful day.

With the Theme "Radio Is You" we talked about the exciting times ahead for the future of radio in Fiji and the world. A special World Radio Day programme was broadcast with live caller interactions.

Fiji Broadcasting Corporation Celebrates

"WORLD RADIO DAY"

Ms Shammi Lochan

Manager Radio, Fiji Broadcasting Corporation



At the Fiji Broadcasting Corporation, we concluded this day in the true Fijian way with much fun, music and dancing.

FBC was pleased to celebrate this important day with our colleagues and listeners who have followed us for decades.

Bangladesh Celebrates World Radio Day

Bangladesh recently observed the 6th UN World Radio Day 2017 by holding a colourful rally, discussion session and cultural programmes.

All radio stations from government and private to community broadcasting participated in the celebration under the leadership of Bangladesh Betar of Ministry for Information, Government of the People's Republic of Bangladesh. The theme for this year's UN World Radio Day is 'Radio Is You'.

Seventeen community radio stations, 12 medium wave stations, 35 FM stations of Bangladesh Betar and 16 private FM stations observed 6th World Radio day 2017 on 13 February 2016 in different parts of Bangladesh.

Information Minister Hasanul Haq Inu, MP Government of the People's Republic of Bangladesh, was the chief guest at the opening ceremony of World Radio Day activities in Betar Bhaban, Agargaon, Dhaka. Mr Mortuza Ahmed, Secretary, Ministry of Information, also attended the event.

By Mr AHM. Bazlur Rahman

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

Other officials who spoke at the opening ceremony were AHM Bazlur Rahman, Chief Executive Officer of Bangladesh NGOs Network for Radio and Communication (BNNRC) and Member, World Radio Day Observation International Committee, and Deputy Director General (Program) of Bangladesh

Betar, Chief Engineer, Deputy Director General (News), and Didarul Iqbal of Radio Listeners Club & Kazi Rozy, MP.

Ms Shahjadi Anjuman Ara, Addl. Secretary (Broadcast) and In charge of Director General of Bangladesh Betar presided over the opening ceremony.



Philippines Eyes New Law to Regulate Social Media Use

By **Mr Jose Maria G Carlos**

Broadcast Journalist and Media Consultant, AIBD

As the Philippines takes a global lead, in time spent in social media, the government is eyeing stricter online mechanism to better regulate social media use and check the proliferation of fake accounts in social media platforms such as Facebook, Instagram and Twitter.

One such mechanism is the “Social Media Regulation Act of 2017” which Representative Pantaleon Alvarez, Speaker of the Philippines’ House of Representatives, has recently proposed.

Under the proposal, “applicants for social media account shall be subjected by the Social Media Networks to effective identity verification in order to ascertain the authenticity of an account”.

The proposed measure mandates social media networks to shutdown user accounts that will be discovered as compromised. Those violating the measure will face imprisonment from 6 to 12 years with a fine of P30,000 (US\$600) to P50,000 (US\$1,000).

The report, called Digital in 2017, revealed that Filipinos spent an average of 4 hours and 17 minutes per day on social media sites such as Facebook, Snapchat and Twitter. The data were collected from active monthly user data from social media companies as recent as January 2017.

Following the Philippines are Brazil, with time spent on social media at 3 hours and 43 minutes, and Argentina at 3 hours and 32 minutes.

The data and statistics come from ‘The Digital in 2017 Global Overview’ released by social media management platform Hootsuite and United Kingdom based consultancy We Are Social Ltd. on Tuesday.

The proposed ‘Social Media Regulation Act of 2017’ defined social media as any “electronic medium that allows interaction among people in which they create, share or exchange information and ideas, including, but not limited to, uploading or downloading videos, still

photographs, blogs, video blogs, podcasts, instant messages, electronic mail or internet website profiles or locations”.

The lawmaker noted that social media users should not open an account using someone else’s identity. The bill stressed that social media networks should be responsible for verifying the identity of their users.

House Speaker Alvarez also wants to conduct a congressional inquiry into the alleged failure of social media networks “to provide an effective method or system” to authenticate accounts registered to them. He said there is a need to protect social media users and curb abuses such as online identity theft.

The Philippines Senate is also reviewing a proposal to investigate the proliferation of false news and information and social media. Senator Antonio Triplanes recently urged the Senate Committee on Public Information and Mass Media to conduct an inquiry into so-called “social media trolls” to come up with legislation that will protect the public from manipulation through spreading false information.

In his resolution to the Senate Committee, Triplanes said “The spread of false, erroneous, distorted, fabricated and/or misleading news and information by these social media trolls threatens the viability and credibility of online journalism, with internet users having few mechanisms to filter news sources”.





The Demands of Documentary Making

By **Mr Ravi Gopal**

Freelance TV and Radio Content Consultant, Malaysia



Making documentaries is one of the most rewarding and challenging activities one can be involved in. Whether you're at the beginning of your journey looking for documentary ideas, or you're in the middle of production seeking shooting tips, lighting tips or interviewing tips, or just trying to figure out how to write a script, making documentaries is a delightful journey. The documentary genre has drastically evolved in recent years and so it's not a surprise that there may be some confusion about "what exactly a documentary is". The simplest way to define documentaries is "it is a broad term to describe a non-fiction visual that in some way "documents" or "captures" reality. Documentary is often used to comment and reveal an unusual, interesting, controversial or unknown angle.

Anyone who sets out to make a documentary faces multiple challenges, not the least of which is a set of issues in understanding the objectives. How to portray the story of the documentary? What to shoot and what not to shoot? How to edit so that the documentary will stay true to its topic and subjects, yet also works as a compelling story for the audiences? What type of documentary would it be? These are the basic questions that will strike the mind of any documentary maker. At the heart of documentary production is the relationship between the maker and the subject.

Understanding the basics of making a documentary becomes easier once we understand how the creative process works. Hence, AIBD in collaboration with Fiji Broadcasting Corporation (FBC) organised a five-day workshop on Television Documentary in Fiji from 27 March to 31 March. A total of 17 producers, journalists and directors from Fiji, Samoa and Papua New Guinea participated in this workshop which focused on the pre-production, production and post-production of a documentary. This documentary workshop was delivered in small consultative group sessions which

included understanding the objectives, finding story, generating creative ideas, pre-production, production and post-production of documentaries.

This workshop was specially designed to meet the needs of the participants from FBC, Fiji TV, Fiji's Ministry of Information, National Broadcasting Corporation of PNG and Samoa Broadcasting Corporation Limited. The participants were split into 4 groups and they were given many fun and informative activities with regard to documentaries. Instead of focusing on the theory part at the beginning stage and going into the practical part at the later stage, this workshop was crafted to include the theory and practical part simultaneously which kept the participants active and participative throughout the session. Thus, the workshop was well received and obtained overwhelming response from the participants.

Every documentary maker has a purpose in his mind, but most of them find it difficult to translate the idea in their mind into words. This is the actual crucial part for a documentary maker. When documentary makers struggle to give a concise and compelling one sentence summary of their documentary, then we know there's probably trouble ahead.

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[continued from page 14]
The Demands of Documentary Making

The great thing about coming up with a compelling one-liner is that it helps the documentary maker discover whether they really have a story (as opposed to a piece for radio) and gives a sense of how they're going to make it.

Hence, this five-day workshop started the session with understanding the objectives of a documentary through three basic questions: What, why and how; what they want to feature in their documentary (story), why they want to feature the story as in what they want to achieve by making the documentary and how they want to get it done, which talks about the types of documentary, duration, equipment, budget etc.

Since, finding the story for a documentary is the essential and fundamental part, the participants were given numerous practical activities to identify the best story for themselves and to know whether the story really has a depth to be documented. In most cases, when people talk about what they love about their favorite documentaries, one of the main things they mention is a great story. This is probably one of the main reasons that people choose to watch a documentary. Concentrating on a story that excites the documentary maker not only helps give his documentary a much needed structure, but the audience will be eternally grateful for being taken on a dramatic journey rather than being shown a series of unrelenting episodes. Hence, there were few viewing and feedback sessions of the documentaries that have been produced in different parts of the world. This session also became an eye opener for the participants in choosing the best story for their documentary.



About the practical session, it was wonderful that FBC provided the participants with four video cameras and four editing suites which allowed the participants to go into the shooting process and editing process during the workshop. The participants were given three different levels of shooting to understand the theory part of documentary. All the participants took part in the shooting process actively and it was a rewarding moment to see them in action, taking the assignment given in a serious manner even though it was meant for training purposes. In fact, one of the groups decided to make a documentary about the "Drua" (a Fijian Canoe). So they went out to the field to the Drua making spot and the National Museum of Fiji to get the right footages. The commitment, interest and responsibility shown by the participants were the biggest reason for the success of the workshop.

Coming to the camera usage, changes in technology also allow documentary makers to capture more intimate and up-close moments in their story. The lighter and more portable cameras

allow the documentary makers to shoot from a cramped car, through crowds and places that older and more cumbersome equipment struggled to go. Thus, the advantage of using a wide angle lens was also shared during the workshop. Apart from the shooting part, the new way of editing a story and the fundamental requirements to edit a documentary without deviating from the original objectives were also shared both theoretically and practically.

The only way to truly learn how to make documentaries is, to make documentaries. Thus, the participants were given a final task to produce a five-minute documentary using all the techniques they have learnt in the workshop. All of them have come out with fantastic ideas and wonderful documentaries which were screened in front of the CEO of FBC and his senior team members. In short, this was an amazing workshop which encourages the participants to be well prepared to make a documentary.



Training Journalists

To Create More Risk Informed Communities Throughout Vietnam

By **Mr Donald Tartaglione**

Communication Coordinator, Asian Disaster Preparedness Center (ADPC)



Asian Disaster Preparedness Center (ADPC) in partnership with the Asia-Pacific Institute for Broadcasting Development (AIBD) and the United Nations International Strategy for Disaster Reduction (UNISDR) held a media training workshop at the headquarters of Vietnam Television (VTV) in Hanoi, Vietnam.

The two-day workshop stressed the importance of understanding and building awareness of climate change and disaster risk management concepts. The workshop aimed to create communities that can keep themselves safe from

natural disaster and adapt to the effects of climate change.

The 27 participants (17 of which were women) who attended the event were journalists from Vietnam Television (VTV) and Voice of Vietnam (VOV).

The workshop gave participants an opportunity to increase their understanding of the effects of climate change and the hazards caused because of it. Building on this understanding, participants analyzed their own coverage to discover how to better prepare communities for

relevant hazards, such as drought, that are likely to affect them.

Disaster risk management and the concept of risk was also covered during the workshop. UNISDR contributed a pre-recorded video that stressed the importance of understanding risk and creating an informed community to reduce disasters. This concept is linked to the Sendai Framework for disaster risk reduction (SFDRR) 2015, an international agreement adopted with the goal of reducing disaster fatalities and losses, among other concepts.

Participants also had the opportunity to create outlines for story ideas they could work on in the future. These ideas included drought awareness raising, disease prevention, thunderstorm warnings for farmers, coastline erosion and hazards along the Mekong delta, water surge due to irregular typhoons, and adaption and mitigation methods during the dry season to protect livelihoods in rural areas. These ideas are hoped to become broadcasts in the coming months.

Mr Israel Jegillos, Program Coordinator, ADPC, and Don Tartaglione, Senior Communications Coordinator, ADPC, facilitated the workshop and simultaneous translation was provided by Ms Ha Minh Nguyen, Coordinator/Journalist, VTV.



A Revolution in Broadcasting – Smartphone for News Broadcast

By **Mr Steve Ahern**

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

A group of 16 broadcasters from around the South East Asian region came to Kuala Lumpur for a three-day smartphone workshop during March.

Participants learnt how to shoot video, frame shots and compose pictures, choose good lighting, and use their phone apps to best advantage. They also learnt about social media usage and how to file smartphone reports to many social media platforms.

Mr Steve Ahern, Broadcasting Consultant from Australia, served as facilitator for the AIBD workshop. During a practical exercise, course participants were sent out to gather reports for a news broadcast, using only their smartphones to capture, edit and file their stories.

Aiza from RTM, Malaysia described the process.

“On the first day we took three videos, 5 still photos and 2 audio recordings. We then evaluated them to discover how to take good photos using smartphones.”

“We also learnt about the rule of thirds for composition, how to get good lighting and how to edit footage for our reports in the phone...”

“We used our work to produce a news bulletin with seven items, live cross-over and live hosting”.

Course participants also commented on the course.



Mazliha Hamzah from RTM Malaysia says: *“So exciting... a great course. If we do not use smartphones and social media in media workplaces it can lead to hundreds of thousands of hours in lost productivity per year. Thank you so much Mr Steve”.*

Faisal Jamal also from RTM Malaysia said this workshop *“is very informative and useful for journalists, especially at the uncomfortable situation like disaster/ war/demonstration”.*

Phanu Matchima from Thailand had this to say: *“Great! We can do broadcasting by smartphone, thanks for Steve Ahern and all the classmates who took me high”.*

“I really enjoy this course. Got new knowledge, experience on smart phone and new friends also”, said Sukma Azura from Malaysia.



Mohd Syukri Abu Bakar from Malaysia: *“Steve Ahern, thumbs up!”*

Zairul Eizam: *“I learnt, don't think about quality, think about content (Steve Ahern, 2017)”*

Pyae Phy Hlaing from Myanmar: *“This workshop is very good but, I am feeling three days is too little”.*

Vu Hai Dang from Vietnam also talks about the value of the workshop, saying *“this is an interesting class for how to make a report, new for TV by smartphone. Combining social networking and more apps helps me get information the quickest and most effective way”.*

“3 things that I learn from this Smartphone Course; One: I learn how to produce simple news, Two: I can play with new apps and explore it through this course AND Three: I see how important to use lights technique in shooting visuals”, Kamal from RTM Malaysia said.

Some examples of the smartphone compiled and edited reports are at these links. They are raw files with some weaknesses, but they show how much can be done with smartphones.

https://youtu.be/tTYTjBeN_x4

<https://youtu.be/noXVDAtg7Yk>





– New technology for Video Shooting

By **Mr Muhammad Jafni Jusof**
Consultant DSLR, Fida Technology

For a third world country, it is more efficient for the journalist to use Digital Single-Lens Reflex (DSLR) camera as their main tool for capturing video for news events or producing documentaries. This is because it is more affordable, compact and easy to maintain.

The National Television of Cambodia (TVK) under the Cambodian Ministry of Information (MolInfo) in collaboration with the Asia-Pacific Institute for Broadcasting Development (AIBD) has conducted an in-country workshop on Digital Single-Lens Reflex (DSLR) for their staff.

His Excellency Mr Ly Vannhong, Under-Secretary of State, Ministry of Information Cambodia officiated the workshop on behalf of the Minister of Information Cambodia, His Excellency Dr Khieu Kanharith.



In his opening remarks, His Excellency Mr Ly hoped that the workshop participants could try their best to initialize and comprehend the new skills and experiences that would be deployed for the benefits of their organisation.

The workshop attracted an attendance of 44 participants who are mostly TV journalists from various Provinces of Cambodia besides those from the Agence Kampuchea Presse (AKP).

The three-day In-Country workshop was aimed at enhancing the knowledge and skills of using DSLR camera for shooting video which can be incorporated into TV News / Programme production.

The areas covered included fundamental theories like basic operation, composition starting with still photo to videography. The basic fundamental of getting the correct exposure and camera operation, methods of handling which need to be mastered prior to producing creative compositions.

Topics such as camera parts, mechanism, functions, exposure triangle (ISO, shutter speed and aperture/iris), resolution, white balance, digital formats and lenses are just a few of many other related technical topics that were discussed besides practical assignment such as shots composition and shooting.

For final project, all the participants were required to use the theories and lessons learnt during the workshop to produce a three-minute documentary.



ABU Symposium



The 13th ABU Digital Broadcasting Symposium (DBS) event comprising an international conference, industry exhibition and focused workshops were held from 6-9 March at The Royale Chulan Hotel Kuala Lumpur, Malaysia. The event attracted 1,148 participants from 56 countries representing 379 organisations. The DBS provides an opportunity for the broadcast and media industry stakeholders to network, share and experience wide-ranging technologies, advanced solutions and innovative ideas.

With the theme “Digitise, Digitalise and Dominate”, the event provided a holistic approach towards implementing digital technologies throughout the broadcast infrastructure. Through its 12 conference sessions, 14 focused workshops and a 63-booth industry exhibition, the event showcased and discussed the benefits of going digital and necessary steps for implementing these solutions.

The three-day conference provided a platform for the industry experts and media enthusiasts to share and discuss topics on advanced digital technologies, digital solutions, business challenges, effective and innovative solutions that are changing the broadcast industry. The 12 conference sessions comprised wide-ranging topics relevant to the current media space including; Enhancements in Workflow and Media Management; From HD to UHD; Innovating the Audio Experience; Immersive Media; Future of TV Experience; the IP Ready Broadcast Chain; Cloud Technologies; Online Media and Cyber Security; The Changing Media Business; OTT, IBB and the Interactive

Optimising the Benefits of Going Digital

By **Mr Ahmed Nadeem**

Head of Production Technologies, Asia-Pacific Broadcasting Union (ABU)

Audience and Digital Transition. Delegates enjoyed the chance to interact with top-level professionals from the industry who are actively involved in harnessing the advanced technologies and digital solutions the industry has on offer.

Fourteen focused workshops presented advanced solutions on content and technology for radio and television broadcasters. The workshops provide an opportunity for manufacturers as well as technology solution providers to present/showcase and demonstrate their own products, including sharing of experiences and results from use-case scenarios. Topics related to Content Development Ideas, Technology Introduction, Application and Implementation, Media Delivery and Archiving and Media Management were among those discussed and presented by leading industry players. In addition to these a series of workshops presented ‘Next Generation Audio and Video Technologies’ through live demonstrations and advanced techniques for an enhanced audio-visual experience attracting full-house sessions all throughout the show.

The exhibition was joined by 47 organisa-

tions. They included leading equipment manufacturers, system integrators, transmission network integrators, frequency planners, Internet and broadcast service providers, digital system proponents, regulatory agencies and other media players who showcased their latest technologies and services at the event. This provided a unique opportunity for the exhibitors to interact, understand and network with representatives from broadcasters, creative content developers and channel operators across the region and around the world.

The 2017 DB Symposium was officially opened by the Malaysian Deputy Minister of Communications and Multimedia, YB Dato’ Jailani Johari in the presence of the Deputy Director-General of RTM, Mr Magli Alias.

The event was supported by over 55 sponsors and partners from around the world. The symposium’s principal sponsor was WorldDAB for the fourth consecutive year with six other major sponsors in MCMC, Rohde & Schwarz, Dell EMC, MediaGeniX, Aspera and Dolby. The event was also supported by Radio Television Malaysia.

The next ABU Digital Broadcasting Symposium 2018 will take place from 5-8 March 2018 in Kuala Lumpur. Further details on the event are available at www.abu.org.my/dbsymposium.

Strengthening PSM in Maldives

Radio was the first ever media apparatus that was introduced in the Maldives. It was launched on 29th December 1962, and the TV service on 29th March 1978. State Radio and Television were operated as separate bodies, contributing to the expansion of the media industry in the country along with the technological and social advancement. Although there are many media outlets in the country, TVM and Dhivehi Raajjeyge Adu, along with a number of other brands under the umbrella of Public Service Media flourished.

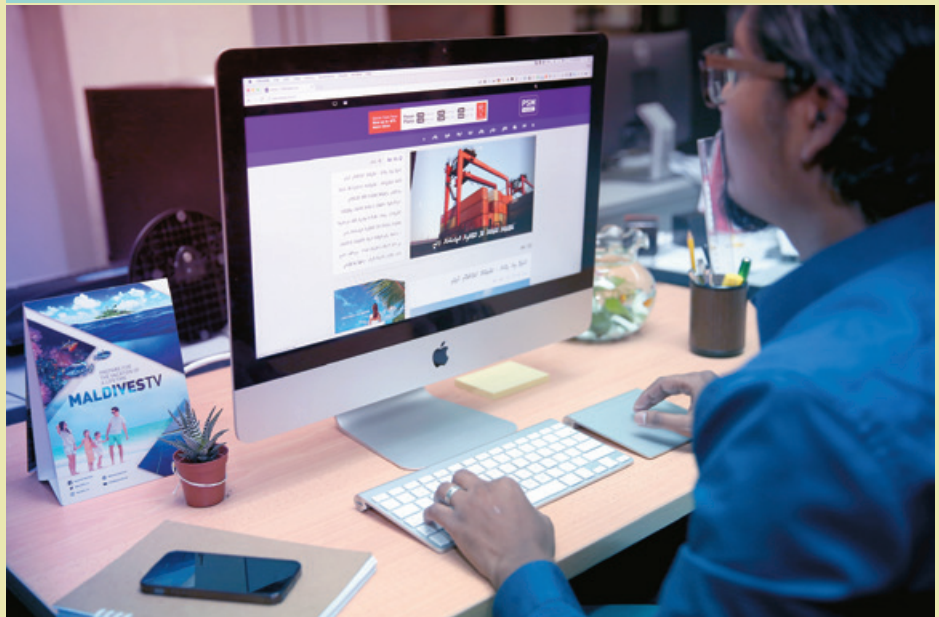
The Public Service Media (PSM) was formed as a public service company established under the Public Service Media Act (9/2015) enacted on 28th April 2015. PSM is the official state media in the Maldives. The Public Service Media Act obligates PSM to provide TV, radio, online and print media services to the general public. PSM's basic responsibility is to create awareness among the public by providing news and infotainment, aided by the Maldivian traditions, culture, ideology and their values.

The flagship television station of Public Service Media (PSM), Television Maldives (TVM) is the most trusted news, current affairs and entertainment channel in the Maldives. TVM's wide variety of programmes caters to both genders and all ages, and reaches living rooms across the Maldives.

PSM's premier radio broadcasting channel, Dhivehiraajjeyge Adu brings

By **Ms Aminath Hushama**

Deputy Editor, Public Service Media (PSM), Maldives



up-to-date news and entertainment programmes to a nationwide audience, through MW 1449 KHz and FM 89 MHz frequencies. Apart from Dhivehiraajjeyge Adu, PSM's music radio channel, Dhivehi FM also boosts the popularity of PSM. The FM channel, Dhivehi FM hit the airwaves in 2006. Catering to a youthful audience, Dhivehi FM's transmission covers over 80% of the country. Last year another 24-hours radio channel was launched under the title Dheenuge Adu, on FM 90 MHz, focusing on Islamic education and awareness programmes.

Maldives has a large youth population and as a way to reach out to the youth, PSM

launched in 2016 YES TV which focuses on youth, entertainment and sports, both local and global. With a growing viewership across the archipelago, the channel showcases the youth talent in sports and local entertainment.

Currently the only weekly print media in the Maldives, Maldeeb is PSM's official publication. It contains factual, analytical and informative articles on issues of local prominence. Maldeeb contains articles in both Dhivehi and English languages, and is the coffee table magazine of choice across the country.

To better inform Maldivians, the parliamentary broadcasting channel of the Public Service Media (PSM), Majlis TV was launched in 2015. It makes the country's legislative work more accessible to the public, offering live coverage of chamber sessions and analysis on key bills.

It is the aspiration of PSM to promote national unity and talent among the Maldivians and for that purpose the very first franchised reality TV show in the country, Maldivian Idol completed its first season in 2016. Creating a platform for young artistes to showcase their talent, the show was a massive nationwide hit. Maldivian Idol is now prepared for a bigger, better second season.



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TV Drama

Croton Media Undertakes Holistic Approach in Production

By Ms Monica Phang
Programme Manager, AIBD



Croton Media has emerged as one of the largest and top-tier TV drama production and distribution companies in China over a span of eight years since 2009 with copyright ownership of 59 titles from 2,549 episodes.

The titles include Romance/Youth (22 episodes), City Life/Family (16 episodes), Period/Costume (14 episodes) and Comedy/Sitcom (7 episodes) and were telecast by 28 first level satellite television channels like the Hunan Satellite TV, Dragon Satellite TV, Zhejiang Satellite TV and Jiangsu Satellite TV.

Croton's vision is to "create and distribute scripted TV properties with global appeal, sharing Chinese story with the world", said Mr Wu Tao, President of Croton Media.

This can be attributed to its well-structured R&D System envisioned for a young generation audience and with the vision of creating the next hit.

Having come under the full ownership of Huace Film & TV in 2013, Croton Media also has the biggest TV Drama Data Centre in China with 45 professionals covering Shanghai, Beijing and Hangzhou. The TV Drama Data Centre provides overall data services covering development, production, post-production and broadcasting.

Croton Media began to venture into movie production in 2015 and the movie entitled: Line Walker, released on 11th August, 2015 has garnered more than RMB 600 million in the box office.

Through its international business department, Croton Media has also established much cooperation with international players. They are licenced to have award-winning scripted formats 'Traffic Light' and 'Loaded' to be adapted for Chinese audiences with KESHET. Meanwhile, Chinese version of 'Ciega A Citas' (originally produced by Israeli production company Dori Media International GmbH) is ready to broadcast in 2017, as well as co-production with Sony Pictures on US format but Chinese version.

Currently, Croton Media has eight wholly-owned companies with eight studios and seven departments to facilitate a holistic approach in undertaking TV drama, film, movie and media production endeavours. The seven departments are R&D, Data, IP, Production, Marketing, International Business and Script Centers.



[continued from page 20]
Strengthening PSM in Maldives

Maldives TV is the latest addition to PSM's growing repertoire. The country's first global channel, Maldives TV focuses on travel and tourism, with important tips, market information and vivid images of the world's most popular beach holiday destination. Inspired by President Yameen's vision to attract seven million visitors annually, Maldives TV reaches to a global audience across numerous social media platforms and gateways.

Technology has also improved new media services in the country. Presently the application titled PSM share gives audiences the opportunity to connect and share news easily from across the world. Through PSM LIVE, they can tune into any channel under the PSM umbrella. Apart from that, the very first app for Dhivehi Translation of the Holy Quran was introduced in the Maldives by PSM

this year. The app can be downloaded to smart devices through Google Play and App Store.

Moreover, a diverse range of news and current affairs content is now available on PSM News, making it the no. 1 website nationwide for business, politics, development, sports, education and environment.

PSM also holds various programmes to build the capacity of its staff and improve teamwork through various recreational activities, including the celebration of the anniversary of each brand. It boasts of the Maldives Media Institute that focusses on training media professionals in the country.

Furthermore, PSM hosted the 2017 AVN Coordinators Meeting in March, attended by 33 delegates from 26 countries, including representatives from the European Broadcasting Union (EBU)



and the Arab State Broadcasting Union (ASBU).

Preparations are underway for the 2017 AIBD General Conference, scheduled to take place in Maldives from 21st to 23rd August. PSM is looking forward to hosting the event, a platform for the member countries, affiliates and partners to review 2016 projects and plan future activities.

THE SMO EFFECT

By **Mr Waheed Hamidi**
Managing Director, Saba Media
Organization, Afghanistan

Saba Media Organization started with a vision of educating the common Afghans through informative, educational and entertaining programmes. We wanted to bring the nation together through sports, and to serve as a voice for our society.

While a majority of television networks are either affiliated to a political party or strictly focus on commercial programmes, SMO has taken the road less travelled; we are not affiliated to any person or group, nor do we primarily focus on commercial programmes. Our aim is, and will always remain, to serve the Afghan people.

After the TV channel was in operation in spring 2006, we acquired the license to air the 2008 Olympic Games live from Beijing. It was an unprecedented move and became very popular among the Afghan public, bringing masses together in high spirits as they could now witness fellow Afghans competing internationally.

Subsequently, the channel produced programmes relating on a personal level to every Afghan in the country. "Omid" (Hope) – a programme that followed the lives of children working on the streets sent shockwaves within Afghanistan and abroad, winning prestigious awards for its candid view of the children having to work in extreme circumstances just to make it through the day. The impact of the project led to these children receiving sponsorship for their education, and aid for their family through donations from businesses and NGOs, one of whom was personally approached by the former first lady of the country.

Another noteworthy programme – "Zameen" (Earth), explored the different natural landscapes of the country, exploring places in Afghanistan that were too dangerous or treacherous to be accessed by the average Afghan. Additionally, another programme explored the lives of important historical figures of Afghanistan, for which the target audience was the 10% of the Afghan population who are born and raised abroad.

We are proud of the range of programmes our TV channel has produced, from exploring musical instruments which are



played in different parts of the country, to programmes that celebrate ethnic diversity, and a particularly adored show about local food with a strong viewership which introduce people to the unique delicacies of different regions of Afghanistan.

Being aware of the ever-changing demands of listeners, viewers, and the advancement in technology, SMO has taken steps to move towards a web centric approach in its operations and public awareness. Due to recent developments in Cloud technology, the SMO executive team made a strategic decision in the beginning of 2017, to move its infrastructure onto the web. Our radio wing is already broadcasting through the

Cloud, allowing anyone with an Internet connection regardless of location to access Nawa Radio. The transition to Cloud system for the television channel is currently underway, which will not only allow for a much bigger audience pool, but will also help us get content from additional sources.

SMO network is working hard to keep up with the mainstreaming of the Internet, particularly social media platforms like Facebook and Twitter. We are working hard and stretching our wings, constantly monitoring these sources in order to get insight about the general sentiments and alter our programmes accordingly.

Learn China's Rich Culture, Drama Producers from Uzbekistan MTRK Urged

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



Drama producers of the National Television and Radio Company of Uzbekistan MTRK were advised to learn more about the rich culture of the People's Republic of China.

Deputy Director General, International Cooperation Department of the State Administration of Press, Publication, Radio, Film & Television (SAPPRFT) Mr Yan Chengsheng believes better

understanding of the diverse culture of China will strengthen the existing cordial bilateral relationships between the peoples of both countries.

He spoke at a welcoming luncheon in Beijing for the three drama producers of Uzbekistan MTRK who attended an in-country drama practical production training. They were Hurshid Hasanov, Khusan Abdullaev and Anvarkhon Arifkhanov.

Organised by the Research and Training Institute (RTI) of SAPPRFT, the 22-day on-site training with Chinese TV Drama Production Company, Fanstroy Works in Shanghai started on 3rd March 2017 and ended on 24th March 2017.

Mr Yan hoped that the training would further enhance their knowledge of the techniques of television and film productions and would help them produce more programmes with better quality for media exchange in the near future.

Celebration



KBS commemorated the 90th anniversary of radio broadcasting in Korea on 16 February 2017. As part of the celebration, KBS hosted a pop music concert on 8 February at KBS Hall in Seoul, and aired special broadcasts through its seven radio channels including Radio 1, designated for news and current affairs.

KBS Celebrates 90 Years of Broadcasting

By **Mr Youngiil Kim**
Communications Officer, Korean Broadcasting System (KBS), Korea

In addition, a rare exhibition is currently being held at KBS Headquarters, displaying the history of Korean radio including classic devices for receiving radio waves and images from the early days. Radio broadcasting started in

Korea on 16 February 1927, using a call sign JODK.

KBS Radio produces a wide variety of well-made shows ranging from high-quality current affairs and cultural

programmes to variety shows. They are not only entertaining but they aim to promote social integration and national harmony. In keeping with the digital evolution, KBS Radio also provides digital services through the Internet application, KONG.



Global Overview of Digital

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

The 'Digital in 2017 Global Overview' reveals that Asia-Pacific is now home to more than half the world's Internet users, 54% of the world's social media users, and 56% of all mobile social media users. This shows how the Internet and social media have become an integral part of everyday life for many of the region's population.

The report shows the remarkable pace of change in the region. Asia-Pacific accounted for 70% of total growth in global Internet users, 62% of the growth in social media users, and 64% of the growth in mobile social media users.

The social media management platform Hootsuite and United Kingdom based

consultancy We Are Social Ltd., which conducted the study, say the pace of change in Asia-Pacific shows no signs of slowing and in 2017 growth is forecast to be robust across the Far East, especially in Southeast Asia.

Looking at the global picture, the study reveals that more than half or about 54% of the world's population of 7.47 billion people now uses Internet. That's about 3.75 billion people who are online today. Also, more than half the world now uses a smartphone and almost two-thirds of the world's population now has a mobile statistic phone.

Mr Simon Kemp, editor of the report, says "Internet use continues to grow

all over the world, with global users up 8% year-on-year. An increasing share of online activity takes place on mobile, with more than half of all web traffic now going to mobile phones".

The report also shows that there are 2.80 billion global social media users in 2017, equaling 37% penetration; 4.92 billion global mobile users in 2017, equaling 66% penetration; 2.56 billion global mobile social media users in 2017, equaling 34% penetration; and 1.61 billion global e-commerce users in 2017, equaling 22% penetration. The stats and key data came from more than 230 countries around the world.

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Call of Entry

for AIBD Awards 2017

AIBD is pleased to announce the opening of call of entry for the AIBD Awards 2017. We are pleased to present this opportunity to all AIBD members and affiliates. Supported by AIBD, this competition will provide the opportunity for television and radio producers to receive international recognition for their work.

The Awards are open in the following two categories:

AIBD TV Award for the Best TV Programme on:

Towards a Waste-Free Society:

Waste in society can occur in many different forms. There can be household energy wastage, food waste, industrial waste and also issues with waste disposal. What are some of the examples of creative and responsible initiatives to reduce waste in society for a more sustainable future?

Bridging the Gender Gap:

Gender Equality was listed as No.5 on the United Nation's Sustainable Development Goals. What practical steps have been taken on the ground to achieve this worthy goal towards a gender inclusive society? How can the participation and contribution of women in different arenas of life, from sports to the workplace, be better recognised?

AIBD Radio Award and Reinhard Keune Memorial Radio Award for the Best Radio Programme on:

The Journey of the Migrant:

In recent times, migration has become a global concern. Migrants though are often just described in terms of cold statistics rather than given a human face. Many migrants face untold obstacles and hardships in their search for better prospects or to escape persecution. What personal stories can best highlight the joys and struggles migrants face?

Fighting Deforestation:

Forests cover roughly 30 percent of the world land area and are a vital resource for our survival. Yet every year, vast forest areas are cleared due to logging and agriculture, putting the survival of Earth's ecosystem at risk. Deforestation is one of the most overlooked global crises with tremendously damaging impact to the environment and humanity in general. How can this growing problem be effectively tackled?

We are pleased to present this opportunity to all AIBD members and affiliates. Supported by AIBD, these Awards will provide the opportunity for your television and radio producers to receive international recognition for their work.

"The Prize" consists of US\$500.00 cash, a trophy and a certificate presented by AIBD per Award topic.

Winners and runners-up will be announced during the 43rd Annual Gathering / 16th AIBD General Conference & Associated Meetings, to be hosted by Public Service Media at Bandos Island Resort, Maldives from 21 to 23 August 2017.

Please note that producers can submit one programme per topic (limit of four submissions for the four topics) and the deadline for programme submission is **1 July 2017**.

Please find the relevant information on criteria, regulations and application forms for the AIBD Television & Radio Awards 2017 on the AIBD website: www.aibd.org.my/aibdtv

We look forward to receiving your entries and application forms as soon as possible.

For any queries, please contact Ms Philomena Gnanapragasam (AIBD Senior Programme Manager) at philo@aibd.org.my

AIBD New Appointments New Leaders

MNPRT APPOINTS NEW DIRECTOR

Mrs Ninjamts Luvsandash

Mrs Ninjamts Luvsandash, who has expertise and experience in Mongolia's media industry, is the new director of the Mongolian National Public Radio Television. She bested eight other candidates in an election conducted by the National Council of Mongolian Public Radio & Television.



Mongolian National Public Radio and Television, the only state-run broadcaster in Mongolia, offers both television and radio services. The television services consist of two channels – Mongolian National Broadcaster (MNB) and MNB News. The radio services include three domestic radio channels and one international channel.

The new Director General holds a Master's degree in law. She worked as Editor-in-Chief of the 'Morning News' newspaper ('Ogloonii sonin') in 2011-2016, and the Mongolian 'Mirror' ('Toli') newspaper in 1996-1998. For more than 10 years, she held the post of Executive Director of the Mongolian Newspapers Association. She was also the Head of the Administration of Mongolian National Public Radio Television in 2006-2007, Head of Press Division of the Cabinet Secretariat in 2009-2010, and Advisor to the Director of National Development and Innovation Committee in 2010-2011.

EMTV NEW CEO

Mr Matthew Park



Mr Matthew Park has been appointed the chief executive officer of Media Niugini Limited, operator of EMTV and multi-media solutions company EMTEK. Mr Park, who has spent almost 15 years in media and TV broadcasting, is not new to the PNG broadcast media space. He previously worked as Commercial Director and Regional Head of Content and Programming at TVWAN, and most recently as Chief Operating Officer for

Pay TV Operator, Hitron PNG. Mr Park has been working closely with Mr Sud over the past few weeks, to ensure a smooth transition into the CEO role.

Speaking at the official handover announcement earlier, Mr. Sud, who has been instrumental in transforming Media Niugini Limited from a small domestic-oriented TV broadcaster, to a regional and globally-recognised TV Station, is confident that Mr. Park will do well for the future of EMTV. "Matthew comes with a very strong background in the media space, and I am very confident that Matthew is the right person to take the shift forward for EMTV and Media Niugini Limited as a whole", Mr. Sud said.

NEW CHAIRMAN AT MTRK

Mr Mirzakhidov Khurshid Mirsabirovich



Mr Mirzakhidov Khurshid Mirsabirovich has been appointed as the Chairman of the National TV and Radio Company of Uzbekistan, a statement of the press service of Ministry for Development of IT and Communications. Born in 1971 in Tashkent. Mr Mirzakhidov Khurshid graduated from Tashkent Electrotechnical Institute of Communications in 1995 with a degree in radio engineering, radio broadcasting and television. In 2004 he graduated from Higher School of Business under the Academy of State and Social Construction under the President.

From 2006 to 2009 Mr Mirzakhidov Khurshid Mirsabirovich served as the chairman of the board of 'UzPromMashImpeks'. From 2009 to 2010, he was First Deputy Chairman of the National TV and Radio Company of Uzbekistan. In 2010, he served as First Deputy Director General of Uzbek Information and Communication Agency. From 2012 to 2015, he was Chairman of the Committee for Communications, Information and Telecommunication Technologies. In 2015, he was appointed Minister for Development of Information Technologies and Communications of Uzbekistan.

Taiqing Scenic Spot

Against the southeast of the Laoshan Mountain, Taiqing scenic spot has got its name from the Taiqing Palace. This area is famous for "Taoism fairy land", planting area of "Little Jiangnan" (ever-spring landscape in northern part of China) and fairy landscape of both sea and natural stone. With 2100-year history, Taiqing Palace built in the year 140 BC is the biggest Taoist palace and has got the longest history among all the temples and palaces in the Laoshan Mountain. Three sides of Taiqing Palace are surrounded by mountains and only one side linked with sea. Because the palace is surrounded by the Jufeng peak (The Great Peak) in far distance and 7 peaks which is near around the palace, the cold air current from the north is blocked in winter, therefore creating a unique subtropical zone climate and environment here. So it is neither too cold here in winter nor too hot in summer. The warm and humid climate brings about various species of plants and makes the plants here luxuriant. The beautiful name of this landscape "Little Jiangnan" is derived from it.



Taoism

The Mount. Lao is one of the cradle of Taoism. From Chunqiu Period, Mount Lao was swarmed by a lot of alchemists. By the end of Warring States Period, Lao was famous as the fairy land of the East China Sea in the world. In the year 140 BC, the Western Han period, Lianfu Zhang came to the Mount. Laoshan who built the Taoist temple and taught apprentices, which established the foundation of Laoshan Taoist. At the first of Song Dynasty, Ruozhuo Liu was awarded Hua Gai Zhen Ren. And all of the Taoist temples in the Mount. Lao belonged to Hua Gai Faction. Recently, the Lao Taoist belonged to Quanzhen. When Chuji Qiu came to the Mount. Lao, the Lao Taoist became prosperous. Until the Ming Dynasty, the Mount. Lao Taoist, Dragon Masters, derived from three factions, had a total of 10 religious sects, Taoism developed in the Mount. Lao and surrounding areas. By the mid Qing Dynasty, there were nearly 100 Taoist temple. .

After the founding of the PRC, Qingdao Municipal Government maintained the Mount. Lao Taoist temples, so that the Mount. Lao Taoist received protection and survived.





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Publisher
Chang Jin

Editor
Jose Maria G. Carlos

Editorial Assistants
Marcel Gomez
Geraldine Mouche
Fathimath Leeza
Monica Phang

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

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