

ASIA MEDIA SUMMIT 2012

29-30 MAY • Bangkok • Thailand

**Top officials of
UNESCAP and
ASEAN at AMS**



Towards more media
transparency and
freedom in Myanmar

Legal awareness
in an era of media
convergence

Designing and
producing content
for Internet

Transition roadmaps
from analogue to
digital broadcasting

HOSTED BY:



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**Afghan TV
showcases
Women's Rights**



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.

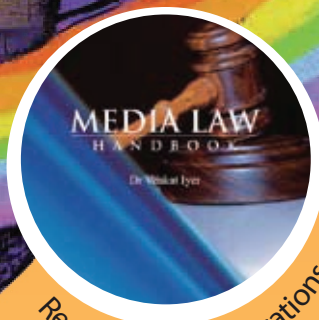
Regional and Global Media Platform



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**ASIA
MEDIA
SUMMIT**

Top Officials of UNESCAP and ASEAN to attend the AMS

Top officials from UNESCAP and ASEAN will grace the inaugural session of the Asia Media Summit 2012 in Bangkok, Thailand and share their insights on the enormous power of media to shape public opinion, give voice to the poor, influence policy on social issues, and contribute to nation building.

Acknowledging media's role and capacity to serve the ends of development, these officials are expected to identify concrete measures that will strengthen media's role in development and their own development as a media organization, whether privately or government owned, or run as a community and public service broadcasting.

To deliver a special address will be Dr. Noeleen Heyzer, Under-Secretary-General of the United Nations and Executive Secretary of the Economic and Social



Dr. Noeleen Heyzer

Commission for Asia and the Pacific (UNESCAP).

Dr. Surin Pitsuwan, ASEAN Secretary-General will also be speaking at the AMS.



Dr. Surin Pitsuwan

Meanwhile, the AIBD Secretariat staff in Kuala Lumpur is knee deep in preparations for a successful Asia Media Summit 2012. Their tasks cover planning sessions of the Summit, handling logistics, organizing workshops, and coordinating with members, speakers, partners and sponsors.

About 600 broadcasters mostly decision makers and heads of news and programming, key representatives of academic and development institutions and other media professionals from Asia, Pacific, Africa, Europe, Middle East and North America

will participate in this annual conference. Almost all regional and international broadcasting unions and associations support the AMS.



Please visit the AMS website at www.aibd.org.my/ams for more information on programme details.



Afghan TV Showcases Women's Rights

The Saba Media Organization (SMO) in Afghanistan has introduced new TV programs that highlight rights of women, cases of violence against women, forced marriages, and how affected women can take their issues to formal justice systems and courts.



Among these programs are Adalat wa Mahakem (TV Show Courts) and a series of new TV/radio open debates moderated by schoolgirls with participation of experts and authorities from the government, Ministry of Education (MoE) and Parliament.

Established in 1997, SMO has served as a cultural, social and not-for-profit media organization in Afghanistan, tasked to handle Saba television's two channels, Nawa radio's two channels (covering 22 provinces with millions of audiences), Gandahara Production and Fajer Designing and Printing Press (www.sabacent.org).

Its mission is to assist in the sustainable development of Afghan society by raising awareness and promoting education of Afghan citizens that contributes towards a society with peace, solidarity and stability.



In 2011, SMO continued to work for community awareness and advocacy based on its core values that got significant success.

Before the broadcast of Adalat wa Mahakem (TV Show Courts), Saba TV was looking for an instructive program to help educate its audiences (especially Afghan women) on their rights and find solutions to problems affecting women. It had identified a good number of cases of violence against women from across Afghanistan, recorded them as documentaries titled "Justice for All" and regularly broadcasted.



These documentaries as well as the TV show-court programs were highly appreciated by the audiences.

The TV/Radio open debates provided female students a platform to articulate their rights via the broadcast media. They aimed to encourage Afghan families to send their children especially the girls to schools, support the education sector and put pressure on government to give more attention to the problems of school girls. Having identified some school girls in Kabul to moderate the debates, SABA TV faced an obstacle from their families who were not interested to let their daughters participate in a TV program. SMO tried to convey to these families that such programs were not against their cultural values.

Despite the difficulties, these programs generated positive benefits for these girls, providing the needed educational materials such as computers, laboratories etc. They also persuaded the government to provide services and quality education for all especially females.





IPDC

THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION



Legal Awareness in an Era of Media Convergence

By Mrs. Manil Cooray, Deputy Director, AIBD

The IPDC- UNESCO project for 2012 will focus on journalists' training in the fields of defamation, contempt of court, and hate speech, using cross-country experiences as an educational tool to explore possible solutions to many of the recurring problems encountered in more than one jurisdiction and the implications of putting content with the new media.

The new media landscape has brought about a myriad of changes in disseminating information as a result of convergence, merging voice, video, data and image into a single flexible network, integrating communications and computer technologies.

In this media convergent scenario, journalists need to become more aware of and understand media law and its implications to be able to work effectively.

Recent years have also seen a sharp increase for the need for awareness in media law, partly due to the obvious upsurge in the incidence of media-related litigation around the world. Countries in the Asia-Pacific region are no exception, where there have been a number of high-profile lawsuits and prosecutions filed against media defendants on such grounds as defamation, contempt of court, breach of parliamentary privilege, sedition, and breach of public morals and media ethics.

These legal actions pose serious consequences for the individual journalists and media organization concerned or to governments which lead to a chilling effect on the freedom of the media across whole societies. Therefore, there has been much attention paid of late to the relationship between the law and the media, and to the need for journalists to familiarize themselves with the legal environment in which they operate to avoid the dangers which beset their professions.

Nepal Television Corporation will host the media law training workshop from 23 to 27 April 2012 in Kathmandu, Nepal while the second workshop will be held from 23 to 27 September 2012 in Male, Maldives, hosted by the Maldives Broadcasting Commission.



The consultant for both workshops is Dr. David H. Mould, a former newspaper and TV journalist, and professor emeritus of Media Arts and Studies at Ohio University, USA. He has extensive experience as a media trainer and consultant in Central, South and Southeast Asia.

Transition Roadmaps from Analogue to Digital Broadcasting

By Mr. James Sinclair, Programme Manager, AIBD



Two workshops on digital migration were held recently in Bangkok. The first from 27th February to 1st March 2012, under the auspices of the ITU Asia Pacific Centres of Excellence, was a workshop on transition to Digital Terrestrial TV Broadcasting. AIBD, as the Centre of Excellence for Broadcasting in Asia Pacific, was one of the organizers for the event hosted by NBTC.

Over the four days, participants were updated on the latest standards for DTTB, the status of DTTB migration in Asia-Pacific and the use of the ITU transition roadmap to develop in-country migration strategies. The 126 participants worked in groups to develop a transition roadmap for the fictitious Republic of Patria.

Working over three workshop sessions the participants from the six groups presented their strategies. They benefited from the expertise of renowned experts from the ITU and the industry and

from networking with delegates from 21 countries and regions.

Friday 2nd March was dedicated to a NBTC – ITU Asia Pacific workshop on roadmap for transition from analogue to digital television broadcasting. The workshop included presentations from representatives of five countries who, through the ITU-KCC project assistance, have developed national roadmaps. Additional presentations from the ITU and ITU Experts, Thai PBS and NHK on emergency response, Huawei and CISCO on multimedia services completed a comprehensive review of digital migration in Asia Pacific.

Mr. James Sinclair, AIBD Programme Manager, represented the Institute at both workshops.

Presentations for both workshops are available for download at www.itu.int/ITU-D/asp/CMS/index.asp

MMDC, AIBD, FES and DW Akademie to Sign MOU

Myanmar Media Development Center (MMDC), AIBD, FES, and DW Akademie will sign soon a memorandum of agreement defining the scope, responsibilities and commitments of each organization in strengthening the MMDC.

Representatives of these media organizations met in Yangon on 21 March 2012 to discuss the memorandum and the diploma course in TV Broadcasting. It was agreed that DW will cover journalism and MMDC/AIBD the production and post production aspects. AIBD will be the main coordinator for the partners.

The meeting was attended by Mr. Winn Maw, MRTV-4 CEO, Mr. Khin Maung Htay, Forever Group director, Ms. Lutfah Ahmed, MRTV-4 consultant, Ms Su Mon, MRTV-4 head of training, & the team from MMDC, Dr. Helmut Osang, head of Media Development, DW Akademie, Mr. Patrick Leush, head of Division, Project Development, DW Akademie, and Mr. Marcel Gomez, AIBD senior programme manager.





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Thai PBS



AIBD



ASIA MEDIA SUMMIT 2012

29 - 30 May 2012, Bangkok, Thailand

Creating Impact: Media in Today's Society

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

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

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

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

Day One : 29 May 2012

0900 – 0945 Inaugural Session and Keynote Address

0945 – 1015 Tea Break

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

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

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

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

1245 – 1300 Presentation of the World Television Awards 2012

1300 – 1400 Lunch Break

1400 – 1600 Mediahub Market and Networking

1600 – 1730 **Parallel Sessions**

Parallel Session 1: 2003 Bangkok Declaration: What Next?

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

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

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

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

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

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

1930 **Gala Dinner and Cultural Show**

Day Two : 30 May 2012

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

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

1030 – 1100 **Tea Break**

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

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

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

1230 – 1400 **Lunch Break**

1400 – 1600 **Mediahub Market and Networking**

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

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

1730 – 1745 **Invitation to the Asia Media Summit 2013**

Closing Remarks



***At the Asia Media Summit 2012,
AIBD and its partners will hold the following events
in Bangkok, Thailand.***



26 - 28 May: AIBD/ITU/ABU Workshop on Digital Broadcasting: Opportunities, Business and Challenges

Organized by ITU and AIBD, this 3-day workshop will address the factors influencing the migration from analogue to digital technology for broadcasting. Country experiences on the migration will be examined, options for technologies explained and commercial and regulatory opportunities investigated.



26 - 28 May: AIBD/CFI/French Govt. Workshop on TV Branding and Visual Identity

Organized by Canal France International, French Government and AIBD, this 3-day workshop aims to focus on the importance of the visual identity of a TV channel: how a strong brand image can help build brand awareness, the role of the visual identity in creating the graphic editorial line and in the structuring of the TV programmes.



27 - 28 May: AIBD/EBU/CCTV Master Class: Leading Change in the Newsroom

EBU will collaborate with AIBD and China Central Television (CCTV) to present their Master Class, an internationally recognized primary training format. The theme for this Master Class edition is "Leading Change in the Newsroom". The topic centers on the growing need for editorial rooms to be movers and shakers rather than responders to change. Challenges facing editors today include converging content on various media platforms, incorporating social media in news stories, injecting a creative spark into the workroom, and being able to give constructive feedback to staff. In the face of all this, the modern media landscape necessitates that editors be able to lead in implementing change in their organization.



28 May: AIBD/FES/UNESCO Workshop on Media Ethics in the Age of Social Media

The growth of online media such as internet forums, blogs & micro blogs, Wikipedia, Twitter etc. have dramatically changed the legal environment for journalists which has brought about a plethora of ethical issues, moral and social pressures in an increasingly complex media environment. The one day pre summit on "Media Ethics in the Age of Social Media" provides a unique opportunity for broadcast journalists and other media practitioners to deliberate on ethical issues confronting providers and users of social media, stimulate critical thinking to avoid harming the reputation, dignity and privacy of individuals and information which is offensive that has entered to an uncharted territory of law and ethics in the age of social media.



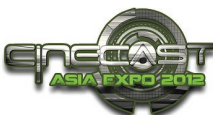
28 May: AIBD/CBA/UNESCO Seminar on Public Service Broadcasting

This seminar will demonstrate the merits of Public Service Broadcasting (PSB) in Asia. PSB is one of the most important instruments for engaging citizens in the democratic process. PSB is changing in the digital world, creating new possibilities and opportunities for citizen engagement. The concept and practice of PSB is sometimes even misunderstood by broadcasters. This seminar envisages bringing together broadcasters and policy makers to debate the relationship between PSB, audiences and policy makers in the digital world; focusing particularly on creating an enabling environment for PSB.



28 May: AIBD/UN Workshop on Millennium Development Goals: The Final Push – Media's Role

The seminar will review the UN Millennium Development Goals (MDGs) ahead of the 2015 deadline and identify priority MDG goals that are still achievable with a 'final push', and what role media can play in this. The seminar will assist broadcasters in developing engaging stories on MDGs in their own countries and in understanding how to utilize the UN as a valuable source in this pursuit.



28 May: AIBD/ Broadcast Empire Sdn. Bhd. Seminar: Overview on 3DTV Content Creation and Technology

Industry experts will provide participants updates on the current and forthcoming trends of the 3D industry and give a firsthand look at the latest, state-of-the-art 3D equipment. They will get hands-on experience to help upgrade their skills and technology to be competitive in this ever-evolving industry. Intended as an introduction to 3D TV production, the one-day workshop will offer a taster of 3D production from a production (pre and post) and engineering perspective.

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mediahub market

29-30 May 2012
BANGKOK

1ST EVER INTERNATIONAL B2B MEDIA MARKET FOR ASIA-PACIFIC EMERGING MEDIA BROADCASTERS

The Mediahub Market offers a unique opportunity to meet content providers from across the globe.

Organized in conjunction with the Asia Media Summit 2012 (AMS), participation in the Mediahub Market guarantees you unique access to a network of key emerging media players from over 60 countries within the Asia-Pacific region.

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MEDIAHUB MARKET: 29-30 May 2012
Centara Grand at Central Plaza Ladprao
Bangkok, Thailand
www.mediahubmarket.com



TV CONTENT SHOPPING MADE EASY

Mediahub Market makes content acquisition a breeze for broadcasters from emerging markets.

Have you ever attended a major media content market event only to return empty-handed? Ever felt lost and bewildered as you wandered through the massive arena of the large-scale content market?

Attending international-scale content markets can be overwhelming for broadcasters, buyers or producers from smaller organizations.

"There have been so many times that I have witnessed the disappointment that some of our members experience after participating in major media trade shows," says **Dimitri Mendijsky, General Manager of GMCD**, which is organizing the upcoming Mediahub Market.

"Without the right connections, without any assistance in setting up meetings, without the right information, it's really challenging to do business!"

Yang Binyuan, AIBD Director, says: "Due to limited resources, AIBD members often face difficulties in reaching the international market".

The inaugural Mediahub Market offers a tremendous opportunity for AIBD members. A joint effort between GMCD and AIBD, **Mediahub Market** will be held in conjunction with the Asia Summit in Bangkok this May. It takes place simultaneously as the **Asia Media Summit (AMS)** from May 29-30 at Centara Grand at Central Plaza Ladprao in Bangkok. The event is free to all AIBD members and AMS participants.

Content producers and broadcasters seek cost-effective ways to expand their business. But that doesn't happen by just showing up at a media market.

An ideal networking context

"AIBD and GMCD are very proud to offer this completely new service to broadcasters," Mr Mendijsky adds. "**Mediahub Market has been created with AIBD members'** needs in mind and it offers a unique chance for AIBD members to connect with content providers from around the world."

What sets Mediahub Market apart from other content markets is that it takes a personalized approach to ensuring that AIBD members get the most out of the networking opportunities at the event.

Delegates also are welcome to contact GMCD staff before the AMS/Mediahub Market to indicate their needs so that they receive the appropriate support.

Mediahub Market will see the presence of **47 exhibitors**. Participating distributors and producers represent Asia Pacific, the Americas, the Middle East, Africa and Europe. What participants can expect to find at the Mediahub Market is a wide range of genres and formats on offer, including documentaries, infotainment, edutainment, serials, movies, mini-series, telenovelas, drama series and reality shows.

Before and during the Mediahub Market, GMCD will be on hand to ensure that delegates make the right connections. That way, physical meetings can be conducted during the Mediahub Market, discussions can take place and deals can be sealed on the spot.

"We have created efficient tools to meet AIBD members' needs. To facilitate networking, we provide an online B2B platform and also industry-specific publications to inform visitors of the opportunities available at Mediahub Market," Mr Mendijsky says.

AIBD members registered for the Mediahub Market will also receive the pre-market edition of **Mediahub Mag**, which will contain detailed information about the exhibitors and the TV content on offer at the media trade fair.

One exciting new feature of the **online B2B platform** is the meeting schedule tool. This allows Mediahub Market visitors to decide which company representatives they are interested to meet as well as schedule meetings in advance. The tool incorporates a contact database for delegates to find out about company executives who will be present so that they can decide whom to meet. To use this tool, delegates will first need to register themselves.

Registering for Mediahub Market is easy:

- When registering online for AMS via www.aibd.org.my, indicate "I would like to participate in MHM".
- Participants will be prompted by e-mail to fill out a form online.
- After creating personalized profiles, participants can enjoy free access to Mediahub Access and the contacts database.
- Alternatively, participants can e-mail mhm@mediahubaccess.com

Registration for Mediahub Market offers participants:

- Direct access to its media professional contact database.
- Options to review exhibitors' profiles and programs.
- Opportunities to schedule business meetings during the exhibition.
- Mediahub publications which report on the latest media market news.

For details on the Mediahub Market, log on to www.mediahubmarket.com or contact Shelley Mc Morrow, GMCD Operations Manager, at shelley@mediahubaccess.com

AIBD Hosts GMCD Board Meeting

The 2011 financial and operational performance of the Global Media Centre for Development (GMCD) was the key agenda in the 4th Board of Director's meeting held at the AIBD office on 30 January 2012. Those who attended were AIBD director Yang Binyuan, and deputy director Manil Cooray, and GMCD board chairman Hugues D'annoux and Dimitri Mendjisky, general manager.



The directors also tackled the promotional strategy and budget plan for 2012, notably the Mediahub Market for content providers and broadcasters to be set up at the upcoming Asia Media Summit 2012 in Bangkok, Thailand.

Based in Kuala Lumpur, GMCD was created in 2009, as a joint venture between AIBD and Worldview Global Media Holding (WGMH SA).



ABU - AIBD Partnership Meeting

AIBD and ABU recently met to discuss joint programs in news, technology and programming for 2012 that would benefit their members in Asia-Pacific. In 2011, these organizations implemented projects in the Pacific and Arab States.

The Arab States Broadcasting Union (ASBU) partnered with AIBD and ABU in undertaking media activities in the region.

AIBD hosted the 2nd ABU-AIBD partnership meeting at the AIBD office on 14th February 2012.



Mr. Yang Binyuan, AIBD director, and Mr. Javad Mottaghi, ABU secretary-general, co-chaired the meeting, participated by the senior representatives of both institutions. Those in attendance were Mr. Sharad Sadhu, director Technology, Mr Takeshi Doki, director Programming and Mr Se-Deuk Ahn, director of News, all of ABU.

From the AIBD secretariat, those who participated included Mrs. Manil Cooray, deputy director, Mr. Marcel Gomez, senior programme manager, Mr. James Sinclair, programme manager and Ms. Amar Thajinderjit Kaur, executive administrative officer.

The meeting reviewed the 2011 activities including the tripartite projects implemented with ASBU, the Pacific Media Partnership Conference and followed by a briefing of the joint partnership projects for 2012-2014. The meeting shared the challenging issues which should be taken into account when implementing the joint projects, especially the ones in the Pacific. Both organizations said these partnership projects were successful.

AIBD and ABU agreed to meet every six months rather than once a year.

Radiodays Europe 2012

From 14-16 March 2012, AIBD Director Yang Binyuan attended Radiodays Europe conference 2012 in Barcelona, Spain, in an effort to study the feasibility of organizing a similar version of the conference in Asia-Pacific.

Radiodays Europe is the European meeting point for radio. It was initiated in 2010 with the goal to create the biggest annual radio event in Europe. The idea has quickly gathered huge support in Europe. In 2012, around 700 participants from 45 countries attended the conference in Barcelona, featuring 40+ sessions with nearly 100 speakers.

From March 15-16, 2012, Mr Yang Binyuan attended Radiodays Europe conference and listened to various sessions such as "A new strategy for radio", "Social media: what must radio stations do to service?" "Going for a digital future", "The secret sauce of breakfast radio" and "The future for radio in cars" and etc.

During the conference, Mr Binyuan met the organizers of Radiodays Europe, and discussed with them the possibility of collaboration on organizing Radiodays Asia-Pacific.



Myanmar to Host AIBD GC in 2013

Myanmar will host the 39th annual gathering and 12th AIBD General Conference & Associated Meetings in July 2013.

In an official letter to AIBD Director Yang Binyuan, Mr Thein Aung, Director-General of Myanmar Radio and Television (MRTV), Ministry of Information, said "we really appreciate AIBD for offering us a good opportunity to be the host country of important conference in Myanmar. We'd like to grab such a kind offer and show our abilities there by hosting it."

The AIBD Secretariat has been discussing the preparations of the GC 2013 with Mr. U Win Maw, executive director, Forever Group Co. Ltd and chairman of MRTV4, who will coordinate and organize the GC together with AIBD. In his recent visit to Yangon, Mr. Marcel Gomez, AIBD Senior Programme Manager, checked out potential venues for the GC.



Achieving Better Quality TV Production

By Ms. Su Mon, Head of Training, MRTV-4

MRTV 4 is striving for enhanced efficiency and a higher level of performance through training, critical for its organization's growth and the professional development of its employees. By offering new skills and expertise to its staff, the organization will produce more professional individuals in Myanmar's broadcasting industry.

In partnership with AIBD, MRTV-4 organized several workshops in Yangon in the first quarter of 2012 with Mr. Omar Salleh, a senior cameraman and director of photography from Radio Television Malaysia (RTM) serving as trainer.

Training" was held from 2 to 6 March 2012. Mr. Omar guided and motivated the eleven participants from the sports and news departments into taking the first step to change and become responsible journalists. All the participants were entertained and educated with Mr. Omar's experience and knowledge.

The next training was a one-day training for eleven camera crews from the production department, covering the basics of camera and motivation for camera persons.



Mr. Omar Salleh explains basic camera skills for MRTV 4 staff.

Nineteen participants from MRTV-4's production, news and sports departments joined the first workshop from 9 to 20 January 2012. Mr. Omar focused on how camera crews could achieve better quality TV production.

Another workshop titled "The First Step for Change



MMDC trainings

The Myanmar Media Development Center (MMDC) under MRTV-4 has launched the "Taste of TV" one-month course, for those interested in the broadcast media industry. The first batch was trained from 16 January to 22 February 2012. Three trainers from DW Akademie came and taught for this course.

For the second batch of 51 trainees, Mr. Omar conducted "Taste of TV" training, which was held from 20 February 20 to 22 March 2012. He trained the students about the camera through practical sessions and also provided comments and suggestions for each student's group projects.

Forever Group thanked the DW Akademie's trainers, Mr. Omar and AIBD for their continuous support.

Three-stage Process in Myanmar's Media Reforms

Myanmar is implementing a three-stage process in its media reforms that began in 2008 when changes in its constitution were adopted through a national referendum. It covers the relaxation of restrictions on local periodicals that stresses responsibility and accountability, the adoption of a new print media law that will replace the existing Registration of Printers and Publishers Law of 1962, and support for the private media sector to harmoniously exercise freedom and accountability under the new print media law.



Mr. U Kyaw Hsan, Myanmar's Minister of Information and Culture, announced these reforms in his speech before the Conference on Media Development in Myanmar held in Yangon from 19 – 20 March 2012. Myanmar's Ministry of Information and Culture and UNESCO in partnership with International Media Support (IMS) and Canal France International (CFI) organized this event.

With the media reforms, 173 journals and 124 magazines can now publish without prior approval from the Press Scrutiny and Registration Department, Minister U Kyaw Hsan said.

Myanmar has tapped regional media organizations in crafting the new media law, which he said, facilitates the proper use of press freedom for the long-term progress of Myanmar's media sector.

"Myanmar's media sector will have more transparency and freedom in the future," Minister U Kyaw Hsan told some 200 foreign and local delegates mostly from NGOs and print media including the exiled media Democratic Voice of Burma and Mizzimo.

He added *"some people have expressed concern over the government's right to supervise, claiming it contravenes Article 19 of the Universal Declaration of Human Rights. But our goal is the emergence of current media reforms and the emergence of a genuine fourth estate in a democratic society."*

The conference was supported by Norway, Sweden, and Denmark.

Another conference speaker was Col. Ye Htut, Director-General of the Information and Public Relations Department (IPRD), Ministry of Information and Culture, who cited the contributions of AIBD and FES in Myanmar's media development since 2007.

Etienne Clement, Deputy Director, UNESCO Bangkok, also spoke, saying the conference provided an opportunity for the future

development of the media in Myanmar. *"International norms will be explored and shared concerning Myanmar. What we see are changing and new media patterns, new media channels, enabling new forms for discussion, civic participation and dialogue,"* he said.



Ms. Bettina Peters of the Global Forum for Media Development, said in her speech that she was excited by the changes taking place in Myanmar and the opportunities that enabled democratic debate in a cohesive society. She said that *"free and independent media plays a crucial role in a modern society. Any country faces challenges. Myanmar needs to get this right."*



(From left): Dr. Helmut Osang of DW Akademie and AIBD's Marcel Gomez

Mr. Marcel Gomez, AIBD senior programme manager, represented the Institute in the two-day meet. While in Yangon, he met Mr. Etienne Clement, deputy director, UNESCO Bangkok and invited him to participate in the Asia Media Summit 2012 in Bangkok. He also promoted the AMS in his other meetings with Mr. Johan Romare, international director of FOJO Media Institute, Mr. David Holmertz, senior programme manager of SIDA, Ms. Katrin Fruhinsfeld, second secretary, Germany Embassy; Mr. Flavio Milan, counsellor, Swiss Embassy; and Dr Sun Gang, country coordinator of UNAIDS.

Media and Society in the Pacific: Making a Difference



The Pacific Media Partnership Conference (PMPC) 2012 will be held on 19 September in Samoa with the theme "Media and Society in the Pacific: Making a Difference."

Given the tremendous influence that media wields in modern society, such as being able to shape public debate and popular opinion, this conference will delve into the social role of broadcast media in the Pacific region.

In particular, it will look at the media's unique part in ensuring that essential developmental needs for countries are met, key segments of society are properly represented, new web-based and mobile technologies are best incorporated, and most importantly, the trust of the public is secured. To what degree has media performed its necessary developmental function in the Pacific, and what are the challenges confronting the industry?

Key conference topics include development and conflict: what can media do to help; shedding light on women and children; social media and content delivery; possibilities in the Pacific; and repaying the public trust: broadcasting in the Pacific.

The conference will be preceded by several workshops and meetings from 17-18 September 2012.

The PMPC provides a platform for the broadcasters in the Pacific for knowledge sharing and to advance media coverage in the region.

The conference is jointly organized by the AIBD, ABU, and Pacific Media Partnership in collaboration with Samoa Quality Broadcasting, UNESCO, UN-AIDS, FES, CBA, ITU, ABC, NHK Intl, RNZ and others.

MTV Modernizes its Broadcasting Facility

Maharaja Television (MTV Channel Pvt. Ltd.) in Sri Lanka has recently acquired the latest state of the art studio complex –Stein Studios, considered one of a kind in the region that boasts of intelligent lighting, the latest technology in creative services, modern A/V production capability, and HD ready tape-less system.



Sri Lanka's first state of the art television and film production facility was conceived and completed following the attack on the broadcasting station and MCR in 2009 which completely destroyed the station's main master control room and adjacent facilities.



Its new complex houses six studios, including three studios that can be converted into an auditorium which can seat up to 2,000 persons and accommodates a 350-vehicle car park. It currently operates as the production hub for MTV, which produces programs in three languages.

The first franchised television show in Sri Lankan television history "Who Wants to be a Millionaire" was launched at Studio 1 in the new complex. It is now being produced in English, Sinhala and Tamil for Sri Lankan audiences at the same studio.



The studio is also open to bookings from overseas and serves as a cost effective production facility hub in the region.

Asia-Pacific Broadcasters Brainstorm on Linkages Between Ozone Depletion and Climate Change



Fourteen TV producers and directors from across the Asia-Pacific region recently met in Kuala Lumpur to explore media's role in spreading awareness about the links between ozone depletion and climate change.

From February 27-29, 2012, they took part in a three-day Asia-Pacific Media Workshop on the Linkages between Ozone Depletion and Climate Change organized by AIBD with support from the OzonAction Programme of the United Nations Environment Programme – Regional Office for Asia and the Pacific (UNEP-ROAP).

AIBD and UNEP organized the workshop to deepen the media's understanding of the urgency in reducing the production and consumption of the chemicals used in refrigeration and air-conditioning which are potent greenhouse gases. Asian countries are the main producers and consumers of HCFCs, and governments have agreed to phase them out by 2030.

"Our challenge is to mobilize the airwaves to communicate these two important issues on ozone depletion and climate change to billions of viewers," said Mr. Yang Binyuan, AIBD director.

TV producers learnt about ozone science, the Montreal Protocol, current HCFC

phase-out programs in air-conditioning, refrigeration and other industries in Asia-Pacific and climate and energy efficiency benefits of HCFC phase-out.

The participants learnt about how ozone-friendly chemicals are potent greenhouse gases and the need to communicate this to the mass audience and policy makers in the Asia-Pacific region.

Fourteen TV producers and directors from across the Asia-Pacific region recently met to explore media's role in spreading awareness about the links between ozone depletion and climate change.



Visit of the factory "CycleWorld"

As part of the learning process, they visited CycleWorld, a Malaysian company that uses HCFC-141b in the production of rigid foam. With assistance from the Multilateral Fund, CycleWorld is shifting to non-HCFC alternatives in the near future.

Ms. Aminah Ali, assistant director of the National Ozone Unit at the Ministry of Environment in Malaysia, served as a resource person and shared the host country's experience in phasing out ozone-depleting substances (ODS).

This workshop was dedicated to Mr Robert Lamb (1952-2012), founder director of Television Trust for the Environment (TVE), which UNEP set up in 1984. An internationally renowned environmental filmmaker, Mr. Lamb excelled in producing science-based TV programs and other media products on a wide range of environment and development issues, including ozone depletion and climate change. In 2002, he co-authored a global communication strategy for the Montreal Protocol.



(Seated 3rd from right): AIBD director Yang Binyuan graces closing ceremony

Think Transmedia!

By Mr. David Botbol, Deputy Managing Editor for Sports,
in charge of Digital Projects - France Televisions

A few years back, TV producers used to be skeptical about the Internet. In 2012, TV is still the king of medias, but the mood has changed dramatically, as shown in the success of our regional workshop on "Designing and Producing Content for Internet" held from 16 to 19 January 2012 in Jakarta, Indonesia.

Delphine Franiau, a French expert in brand content and digital partnership strategies, and I were met by an enthusiastic bunch of participants from Thailand (MCOT), Malaysia (Media Prima), Philippines (GMA), and Indonesia, on the grand premises of SCTV towering over Jakarta.



We soon agreed that simply duplicating some content on channel websites was not enough. Technology and usages have evolved so fast that a growing part of the audience is moving into a "multiple screens" world, with smartphones and tablets ready at hand.

People expect to view their favourite programme on these new screens, especially in mobile situations. They are also willing to interact with the program itself, or discuss it live on Facebook or Twitter while sitting in their sofa, in front of the TV set.



To retain their audience and turn these evolutions into editorial and business opportunities, TV companies need to expand their brand on all available platforms, and thus create programs meant from the outset to fit all the targeted screens. As advertisers and sponsors move increasingly to digital, additional sources of revenue open up for channels that follow the same trend.

So this is what the Jakarta workshop was all about: create new interactive concepts, imagine how they can be adapted to each platform, and how platforms can complement each other, while integrating social media and partnerships in the process. In other words, THINK TRANSMEDIA.

Participants really enjoyed the challenge. Either in groups or individually, they produced an impressive array of new program ideas, from reality shows to documentaries. Some of the best concepts were not only transmedia, but also pan-Asian: fit for several platforms, in several countries.

("Designing and Producing Content for Internet" was the last regional workshop of the three-year training activities plan dedicated to TV content, formats and visual dynamics supported by the French Government and AIBD.)



Mr. Bertrand de Hartingh, Cooperation and Cultural Counsellor, French Embassy in Jakarta, graces the closing ceremony.

A More Modern VTV Website



Fifteen participants from Vietnam Television (VTV) Training Center recently joined a training workshop to enhance and modernize the VTV website and offer a clear and attractive platform for the Vietnamese public.



CFI organized the workshop from 13 to 24 February 2012 in Hanoi with Mr. Clement Deneux, a French art director, serving as its trainer.

The trainees created several proposals to modernize the website and offer a clear look for the Vietnamese public. It included program presentation of six VTV channels, sports news, business session, viewers' exchange corner, and other elements that contribute to interactivity between VTV Group and its audiences.

This training will be followed by another session dedicated to the creation of a web TV, the new popular broadcast offer promoted by CFI to its partners in Asia.



Singapore Official Visits AIBD

Mr. Ong Keng Yong, high commissioner of Singapore to Malaysia, recently visited AIBD and met AIBD director Yang Binyuan to exchange views on the broadcast industry in Asia-Pacific and the Institute's capacity building initiatives for broadcasters in the region.



(Middle): Mr. Ong Keng Yong, high commissioner of Singapore to Malaysia, at the AIBD headquarters in Kuala Lumpur

Their discussion also touched on the forthcoming Asia Media Summit 2012 in Bangkok, which has been one of the premier communication events in Asia-Pacific. Binyuan said Singapore media organizations have been supportive of the AMS. Mr. Ong Keng Yong was former ASEAN Secretary-General.



(Left): Mr. Ong Keng Yong, high commissioner of Singapore to Malaysia

AIBD and AMIC Strengthen Partnership

AIBD and Singapore-based Asian Media Information and Communication Centre (AMIC) announced recently they would continue to pursue joint efforts in media development in Asia-Pacific. Both organizations identified areas of cooperation in raising capacity of media practitioners in the digital media environment. They also agreed to revive the ABU/ AIBD/ AMIC/ FES annual meeting later this year.

Working for closer AIBD-AMIC relations was the subject of a meeting between AIBD director Yang Binyuan and Ms. Maria Mercedes F. Robles, acting AMIC Secretary-General, who visited the AIBD office recently. Together with some AMIC members, Ms. Robles exchanged notes with Binyuan and invited AIBD to support and participate in the 2012 AMIC Conference to be held this July in Malaysia. AIBD agreed to organize a session entitled "School on the Air: The Public Service Broadcaster as Educator."

Director Binyuan extended AIBD'S invitation to AMIC to join the Asia Media Summit 2012 in Bangkok. Both officials agreed to share a publications booth during the Summit.



(Seated 3rd from left) Ms. Maria Mercedes Robles, AMIC Acting Secretary-General, meets Director Binyuan



continued from page 5
MMDC, AIBD, FES and DW Akademie to Sign MOU

Taste of TV workshop

While in Yangon, Mr. Gomez graced the closing ceremony of the "Taste of TV" workshop, a one month training activity conducted by MMDC to teach youngsters the various aspects of a TV station.

In his remarks, Mr. Gomez praised efforts of MMDC to reach out to various stakeholders and help them understand and appreciate the operation of a TV station. He said that AIBD was ready to assist the Center in this initiative.

The workshop also provided participants a glimpse of career opportunities in TV like being a cameraman, video editor, presenter, producer, or journalist etc. After the one month workshop, interested participants may further pursue their interest in TV by attending the course on Diploma in TV Broadcasting. MMDC will conduct this six-month program that will start in July 2012.



Call for entry for AIBD Television & Radio Awards 2012

AIBD now accepts entries for the AIBD Television & Radio Awards 2012.

The awards will be awarded in the following two categories:

- 1) AIBD TV Award on the best programme on "Public's response to natural disaster" or "Social media impact on society today"
- 2) Reinhard Keune's Memorial Radio Award on "Dealing with the effects of urbanization" or "Promoting the green technology and sustainable energy".



The awards are open to all AIBD members. The deadline for submission is **1 June 2012**.

Winners will be awarded during the 38th Annual Gathering and 11th AIBD General Conference & Associated Meetings in Kathmandu, Nepal from July 25 to 27, 2012.

For more information and access to criteria and entry forms, please refer to www.aibd.org.my/aibdtv.

France 24 now available in Singapore

FRANCE 24 has concluded a new distribution agreement in Asia, which took effect recently via SINGTEL, the largest telecommunications company in Singapore.

FRANCE 24 English version is now available 24/7 to 350,000 households via the MiO offer, while the French version will be available "à la carte" for 9.90 Singapore dollars (6 Euros) per month. FRANCE 24 French version will be available on channel 40 and the English channel on channel 41.

Thanks to this new agreement, FRANCE 24 expands its distribution throughout Asia where its distribution grew by some 10 million households in 2011.

For Frank Melloul, Head of Strategy and Development of the Audiovisual Extérieur de la France: "Singapore is an essential economic hub and our agreement with SingTel, a leading telecommunications operator in Asia, is extremely strategic. By proposing our English version as a basic offer and the French version "à la carte", we now offer easy access to FRANCE 24 to all English speakers and French expatriates in Singapore."



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 during the first quarter of 2012:

January



(From right): Mr. Marcel Gomez, senior programme manager, and Mr. Holger Banko, IT officer

February



(From left): AIBD director Binyuan and Ms. Kalaimathi Kandiah, administrative clerk

March



(From left): Ms. Joanne Lee, finance manager, and Mrs. Manil Cooray, deputy director

SLRC Celebrates 30th ANNIVERSARY



Sri Lanka Rupavahini Corporation, the national TV broadcaster in Sri Lanka celebrates its 30th anniversary in 2012.



SLRC officially commenced its terrestrial transmission on 14, February 1982. At the beginning SLRC had only one channel which covered almost 95% of the island area wise. The second channel 'EYE' dedicated for education, youth and entertainment commenced its transmission in 1999 which covers almost 70% of the Island. The coverage was later expanded to match with the first channel gradually.

At present SLRC is operating four channels namely 'Rupavahini', EYE, Nethra and NTV. Both EYE & Nethra channels are operating on time sharing basis on the same transmission network. The Rupavahini & Nethra channels are dedicated for Sinhala and Tamil speaking population respectively while the youngest channel NTV is dedicated for English programmes with the coverage confined to Colombo at present.

In April 2012, SLRC officially commences the Digital TV transmission. The Sri Lankan government has announced that DVB-T2 had been chosen for the digital terrestrial TV transmission standard for Sri Lanka.

To implement the digital transmission, SLRC is making all necessary arrangements to develop its technical staff by organizing training programs in collaboration with AIBD, ABU and other relevant media institutions.

Broadcaster

DW Celebrates Milestone Program Overhaul

Deutsche Welle (DW) has successfully introduced top-to-bottom reforms that react to fundamental shifts in the global media market by transforming Germany's international broadcaster. For users in Asia, the DW relaunch includes brand new broadcasting formats, a completely revamped website and trend-setting design. And the training institution DW-Akademie is full of new initiatives that promote the spread of responsible journalism worldwide.



The result: a broadcaster that is "a strong voice - immediately identifiable and unmistakable -amid the competition for global audiences," said Director-General Erik Bettermann.

DW is reaching out to Asia's TV viewers with two updated Deutsche Welle channels. The first offers Asian audiences around-the-clock programming in English. The line-up includes the news magazine "World Stories," which makes a point of welcoming contributions from DW's partner broadcasters in Asia and beyond. Other program highlights include "Europe in Concert," "The New Arab Debates" and "Shift," a review of how the digital world impacts our lives.

Deutsche Welle is proud to present a second channel tailored to the Asian market called DW (Asien), featuring 20 hours of daily programming in German and 4 hours in English. The line-up offers viewers an exclusive link to Europe with trusted DW favorites alongside leading productions from German partner stations.



Each channel features the new DW logo, a single image now used to represent all of Deutsche Welle's offerings - on-line, on air and on the radio.

A completely redesigned website at www.dw.de brings DW's expansive multimedia offerings together in one fresh, convenient package. The site is home to news, feature-length reports and interactive content in 10 languages for users in Asia: English, German, Bengali, Chinese, Dari, Farsi, Hindi, Indonesian, Pashtu and Urdu.

Deutsche Welle will continue to lead the way in promoting diversity of opinion around the world through the DW-Akademie, an institution that supports journalistic development by offering everything from informal workshops for media professionals to a master's degree in international media studies. DW-Akademie has established

partnerships with AIBD and numerous regional media outlets throughout Asia to work more effectively in the region.



For example, given Myanmar's recent expansions of media development, DW-Akademie has been on site conducting workshops that train a new generation of journalists. Courses examine journalistic skills like doing interviews and telling stories while letting participants explore how political changes in Myanmar affect what they can report. The DW-Akademie also recently sponsored a major Berlin symposium on Myanmar.

DW sees promoting thoughtful, responsible journalism as one of its core tasks - in Asia and around the globe. The DW-Akademie just launched its new regional office in Namibia's capital, Windhoek. In light of the Arab Spring, DW-Akademie established a coordinating office in Tunis, where DW supports regional journalists with training tailored to the political situations they face.

DW puts education in focus in another way with the Global Media Forum, a key summit bringing together world leaders in media, development, politics and more. DW invites its partners in Asia to attend the event from June 25-27 in Bonn or participate online.

IAWRT Joins AIBD Family



The International Association of Women in Radio and Television (IAWRT), a non-profit professional organization of women working in electronic and allied media, has become AIBD's affiliate member.

Founded in 1951, IAWRT is a forum for personal contact and professional development among women broadcasters worldwide. It is a non-governmental organization (NGO) in consultative status with the United Nations Economic and Social Council (ECOSOC).

Comprising women of many nationalities across the broadcast spectrum, IAWRT arranges international conferences with workshops, screenings, lectures, training and professional networking. It collaborates with media organizations, organizes conferences, implements projects and undertakes activities.



For more information, please visit www.iawrt.org

AIBD

Members and Partners

Former chief justice is new ABC chairman



James Spigelman, former chief justice of the New South Wales Supreme Court, has been appointed the new chairman of the Australian Broadcasting Corporation (ABC).

Mr. Spigelman had previously been the president of the Museum of Applied Arts and Sciences, a member of the council of the National Gallery of Australia and chairman of the Film Finance Corporation. He was a senior adviser to former Prime Minister Gough Whitlam and secretary of the department of media in the 1970s.

His five-year term as chair of the public broadcaster begins from April 1, 2012.

Guy Berger joins UNESCO as FEM director



Guy Berger has been appointed director, Division of Freedom of Expression and Media Development (FEM), Communication and Information Sector (CI) of UNESCO.

Professor Guy Berger was head of the School of Journalism and Media Studies at Rhodes University, South Africa from 1994-2010. He has worked in the press and television, and has a PhD from Rhodes.

A former editor and political prisoner, he convened the first major conference on Freedom on Information in post-apartheid South Africa in 1995. Berger describes himself as a media freedom activist, and has been deeply involved in the South African National Editors Forum since its inception in 1996.

Bangladesh TV has a new DG



M. Hamid has been appointed as director general of Bangladesh Television (BTV), a state-run TV channel, for a term of two years.

M Hamid was the managing director of Bangladesh Film Development Corporation in October 2011. M. Hamid, an eminent theater leader, cultural and medial personality, joined as a producer at the Bangladesh Television in 1980.

He received a national award in documentary film making in 1982 and got an international award in the same category in 1986.

Sircar takes over as CEO of Prasar Bharati



Jawhar Sircar is the new CEO of Prasar Bharati Broadcasting Corporation of India, the national public service broadcaster. He assumed his duties in February 2012.

Jawhar Sircar had worked in the Government of India in the late '80s and early '90s and joined it again in 2006 as additional secretary, moving on to become secretary in the Ministry of Culture in late 2008.

Born in 1952 in Calcutta, he studied at St. Xavier's School, Presidency College and Calcutta University. An honors graduate in political science, he has an M.A. in History and also an M.A. in Sociology.

New secretary at Nepal's Ministry of Information & Communications



Avanindra Kumar Shrestha is the new secretary at Ministry of Information & Communications in Nepal.

He was the finance comptroller general of the Financial Comptroller General office (FCGO) since 2005.

Baker is CEO of the Thomson Foundation



Nigel Baker has assumed the CEO post of the Thomson Foundation in 2012. He was formerly vice president of business operations for EMEA and Asia of the world's largest news agency, the Associated Press (AP).

Nigel was a driving force in taking the AP's international television wing, Association

Press Television News, from start up to market leader, serving successively as head of news, director of content and managing director. Earlier in his career he held senior editorial roles with ITN, Reuters and Sky News and covered major stories in the Middle East, the Balkans and CIS.

He holds an MSc in eCommerce from Brunel University and has undertaken management training at Oxford University and the Open University.

Honour for Ken Clark



A long-term partner of AIBD and CBA Vice President, **Ken Clark**, has been appointed as an Officer of the Order of Fiji (OF) for distinguished service of a high degree to Fiji.

The Award, approved by Fiji President Ratu Epeli Nailatikau, honours Mr Clark for his contribution to the development of Fiji TV Limited and the television industry both in Fiji and the Pacific. Having lived in Fiji since 1999, he has represented Fiji on the global stage and is recognised for his 'immeasurable economic contribution' to the country.

Ken Clarke was responsible for Fiji TV becoming an affiliate member of AIBD. He contributed as speaker in a few Asia Media Summit. He was actively involved in the AIBD General Conference meetings and professional discussions, and was part of the Pacific Media Partnership Committee. He has also been an AIBD consultant.



IDEA MATTERS



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