

# Broadcaster

Asia-Pacific Institute  
For Broadcasting Development  
Kuala Lumpur, Malaysia

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AIBD

## A Clear Vision for Training Institutions of the Future

Welcome to Manado for the  
10<sup>th</sup> AMS Celebration



Growing  
AIBD-ITU  
Collaboration

Broadcasters  
Study Ozone and  
Climate Issues

Call for Entry  
for AIBD Radio  
& TV Awards

Preparations for  
AIBD GC Well  
Underway in Myanmar



**AIBD**

Asia-Pacific Institute  
for Broadcasting Development



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



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# A Clear Vision

Broadcast organizations should set a clear vision of where training institutions should be in the near future, ensuring that this is articulated and operationalized at all levels in order to shape a dynamic and relevant workforce in the changing media landscape.



Some participants and speakers at the 1st International Conference on Broadcast Training held in Kuala Lumpur on 25-26 February 2013 articulated the need for such a vision, saying this should include knowledge sharing and a commitment to retooling and reskilling, and production of quality and innovative programs for various media delivery platforms.



“Exchange knowledge and share experiences on the progress and paradox of the transformation in broadcast training,” YB Dato’ Seri Utama Dr. Rais Yatim, Malaysian Minister of Information, Communications and Culture told some 60 participating delegates from major broadcast training institutions of over 20 countries.

Minister Dr. Rais Yatim represented by Deputy Minister of Information Dato’ Joseph Salang Gandum delivered the inaugural address at the conference with the theme, ‘Building Competencies in an Evolving Media Environment.’ It was organized by the Tun Abdul Razak Institute of Broadcasting and Information (IPTAR) and AIBD with the support of the Ministry of Information, Communications and Culture, Malaysia.



“We must have a good vision from management, so that all members know their vision, which can help them acquire necessary skills and tools,” said Mr. Anothai Udomsilp, Director, Academic Institute of Public Media, Thai Public Broadcasting Service (Thai PBS), Thailand.



“We have to be very visionary in meeting new demands,” Mr. Abdulwarees Solankee, Head of the Voice of Nigeria Training Centre, Nigeria, pointed out.



Mrs. Nathalie Labourdette, Head of Eurovision Academy, Switzerland, talked of a progressive training institution that dialogue with business teams to create a vision, and develop training programs that have strong added value to ensure accountability and trust.



According to Dato’ Adilah Shek Omar, Director of the Institute of Broadcasting and Information (IPTAR), Malaysia, training institutions should pursue joint regional cooperation with other training institutions and media development institutions worldwide.



Prof Dr. Mohammad Hatta Azad Khan, Rector, Malaysia Academy of Arts, Culture and Heritage, Malaysia, focused on quality content produced in an entertaining and innovative manner.



Ms. Rashmi Pradhan, Deputy Director General of All India Radio, urged trainers to utilize e-learning methodologies to ensure a well equipped and relevant workforce exists.



Mr. Wu Keyu, Director of Research and Development Department of Programming Office, China Central Television (CCTV), China highlighted new media features of TV programs and the need to expand audience engagement.



To enhance human resource capacity in the digital migration process, Mr. Masami Fujita, Senior Manager, Corporate Planning Department, Japan Broadcasting Corporation (NHK), Japan said it is important to announce the end of analogue broadcasting to the people repetitively.



Mr. Hwang In Ung, Manager, Industry Strategy Department, Korea Radio Promotion Association (RAPA), Republic of Korea said for those countries planning on digital broadcasting, it is necessary to benchmark the experiences of early movers and find methods which are most befitting their domestic situations in order to minimize time and financial resources consumed during the transition process.



# Welcome to Manado for the 10<sup>th</sup> AMS Celebration

The **Asia Media Summit (AMS) 2013**, organised by AIBD and hosted by Ministry of Communication and Information Technology (MCIT) together with Provincial and Local Governments will be held in Manado, Indonesia from **29 to 31 May 2013**. Several pre-summit events will also be held from **26 - 28 May 2013**.



The theme for AMS 2013 is **“Delivering on Broadcasting’s Future”**. The Summit, expects to gather some 500 top-ranking broadcasters, decision makers, media professionals, regulators, scholars, and stakeholders from within and outside Asia Pacific to examine what the future holds for broadcasters in a region so diverse in culture, lifestyle and religion that is seeing dynamic growth in development, challenging demands in nation building and a mix of opportunities in the changing media landscape.



Be part of this important intellectual gathering, the **Asia Media Summit 2013** and participate actively in the deliberations and discussions of the **pre-Summit events**.

Please visit the AMS website at [www.aibd.org.my/ams](http://www.aibd.org.my/ams) for more information on program details.

# ICBT Makes Successful Debut

By Mr. Yang Binyuan, AIBD Director

The 1st International Conference on Broadcast Training (ICBT) was successfully concluded in Kuala Lumpur where we saw a diversity of sharing and engagement in understanding the impact of the evolving media landscape and in identifying models to build the training institutions of today and of the future.



During the two-day Conference from 25-26 February 2013, participants learned how information, technology and our audience are moving fast and we in the broadcast industry, particularly broadcast trainers need to catch up, revisit existing approaches, and address the increasing demands of digital technology and social media. We need to work towards a performance driven culture that contributes to the company's growth and sustainability, increased customer satisfaction and contribution to society.



In my closing remarks at the Conference, I expressed AIBD's sincere thanks to all our speakers, chairpersons, and participants as well as the main partner, IPPTAR, led by Dato' Adilah Shek Omar, who ensured a successful conference.



In this Conference, we examined models to nurture an agile and learning organization for innovation and performance. What is key is to build more exchanges, relationships and engagement if we are to survive and to be of value to our audience.



One such model presented is the use of the S analysis model that allows broadcast leaders to review their structure, systems, style, staff, skills, and strategy and come out with shared values critical in building and delivering training programmes.



Another is to use e-learning, and cloud technology to make training programs relevant, efficient and convenient. Still another is to design a training program that is customized and individualized to enhance teaching and learning.

Another highlight of the Conference was to identify specific steps to address the human resource needs in the digital migration process. What was important was to engage all stakeholders in facilitating understanding and acceptance of moving towards digital technology.



To be of value to the changing consumer behavior, broadcast stations need to strengthen the new media features of their TV programs and provide more audience interaction through the multi-media platforms. Training through international exposure can be useful to gain a global view of how international broadcast companies produce creative programmes, and serve as inspirations to attract audience participation.



To offer creative and entertaining content, the Conference also discussed the demands of sourcing good original ideas and well-researched material, with a good character development and good acting, with believable / natural dialogues.

In attracting and retaining talents, the Conference identified ways to build a winning team provide a dynamic and challenging environment and address increasing needs for good compensation, career advancement and work/life balance.



We specifically noted the need to adhere to an organization's core values that can contribute towards the recruitment of good talents. We must focus on recruiting people for the jobs of the future for new media and social media and for the next generation of content makers who have different ways of accessing information and entertainment material, of viewing and consuming material, and of creating their own content for social media and mobile phones.



Finally, the Conference identified various criteria to address training obstacles in technology, skills deficiency, and funding among others to strengthen training institutions to deliver results and solutions to meet organization's objectives and the demands of the ever-changing media environment.



# Saudi Arabia to Host AMS 2014



2014 is the 10th anniversary of the Asia Media Summit (AMS). The Ministry of Culture & Information (MOCI), Kingdom of Saudi Arabia will host the AMS 2014 in Jeddah.

AIBD Director Yang Binyuan, together with Marcel Gomez, Senior Programme Manager of AIBD, paid an official visit to Jeddah, Saudi Arabia, host city of the Asia Media Summit 2014 from 19-23 January 2013, to kick off preparations for the AMS 2014.

During the visit, the AIBD team discussed in details with Dr. Riyadh Najm, Deputy Minister, Ministry of Culture & Information, Kingdom of Saudi Arabia and Eng. Mohammed A. Al-Maiman, Director of Audiovisual Regulatory Department of MOCI on the planning and preparations for Jeddah as the host city of the AMS 2014.

During their stay in Jeddah, the AIBD/MOCI team also inspected the candidate venues and facilities for the AMS 2014, and met representatives from Jeddah Chamber of Commerce and Industry and Al-Harithy Company for Exhibitions on marketing and event management of the AMS 2014.

In addition, the AIBD/MOCI team visited Jeddah Culture Center and Altaybat International City for Sciences and Knowledge, candidate venues for Gala Dinner and Excursion.

# ASIA MEDIA SUMMIT 2013

29-31 MAY • Manado • Indonesia



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



HOSTED BY:



MCIT

ORGANISED BY:



AIBD



# ASIA MEDIA SUMMIT 2013

29 - 31 May 2013, Manado, Indonesia

## Delivering on Broadcasting's Future

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

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

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

### Day 1 - Wednesday, 29th May

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

1015 – 1045 Coffee Break

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

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

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

1230 – 1400 Lunch Break

1400 – 1530

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

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

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

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

1530 – 1600 Coffee Break

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

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

1930 **Gala Dinner and Cultural Show**

## Day 2 - Thursday, 30th May

**0900 – 1030 Plenary Session 3 ADAPTING TO SOCIAL TV, WHAT'S BEST?**

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

1030 – 1100 Coffee Break

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

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

1230 – 1400 Lunch Break

1400 – 1530

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

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

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

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

1530 – 1600 Coffee Break

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

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

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

## Day 3 - Friday, 31st May

0900 – 1700 **Full Day Excursion**

# Asia Media Summit Pre & Post Events

26 - 31 May 2013 • Manado • Indonesia

## 26 – 28 May

**0900 - 1700**

AIBD/EUROVISION ACADEMY/CCTV Master Class: Transmedia Programming

**0900 - 1700**

AIBD/Broadcast Empire Master Class: Thinking in 3D

## 28 May

**0900 - 1700**

AIBD Workshop on Media Ethics in the Age of Social Media

**0900 - 1700**

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

**0900 - 1700**

CBA/AIBD Regional Workshop on Managing Organisations Through a Global Pandemic

## 29 May

**1430 - 1530**

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

## 30 May

**1430 - 1530**

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

## 31 May

**0930 - 1100**

AIBD Strategic Planning Team Meeting (by invitation only)

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



## PRE-SUMMIT EVENTS



OPERATING EUROVISION



### **AIBD/EUROVISION ACADEMY/CCTV Master Class: Transmedia Programming, 26 – 28 May 2013, SwissBel Hotel**

EBU and EUROVISION ACADEMY will collaborate with AIBD and China Central Television (CCTV) to present their Master Class, an internationally recognized primary training format, on “Transmedia Programming”. The topic centers on transmedia programming, creating a single story narrative across multiple platforms through current digital technologies. Participants will grasp the necessary steps to develop their story universes, identify opportunities within it, define their audiences and strategise a successful transmedia production.



### **AIBD/Broadcast Empire Master Class: Thinking in 3D, 26 – 28 May 2013, SwissBel Hotel**

The Thinking in 3D Master Class is designed to bring about “3D thinking” in Directors, Cinematographers and Broadcast Producers so as to encourage exploration and integration of this medium into the process of visual storytelling.



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### **AIBD Workshop on Media Ethics in the Age of Social Media, 28 May 2013, Novotel Hotel**

The workshop aims to provide broadcasters and other media professionals a clear understanding of the broad ethical framework within which they need to operate in the new media landscape created by the advent of social media and other technological innovations. It will also prepare broadcasters and other media professionals to respond rapidly, efficiently, and efficaciously to situations which involve ethical dilemmas within their workplace.



### **AIBD/Radiodays Europe/French Government Workshop on Challenges for Radio in the Digital Age, 28 May 2013, Novotel Hotel**

Radio is still one of the most used medias but need to be innovative and re-invent itself to meet the challenges of today. This workshop will bring international speakers who will show how radio can use mobiles and digital platforms to reach new audiences and how to measure and monetize new digital outlets. During the workshop you will also learn how to engage listeners with appealing and trustworthy content with examples of new creative radio.



### **CBA/AIBD Regional Workshop on Managing Organisations Through A Global Pandemic, 28 May 2013, Novotel Hotel**

The CBA has extensive recent experience working in the area of disaster preparedness for broadcasters. This workshop will build on that, focusing on the often neglected but extremely serious area of pandemics. In the event of a pandemic, broadcasters play a key role in saving lives. The aim of this workshop is to engage participants with the topic, highlighting its importance and giving them the tools to put plans in place to enable broadcasters to best serve their public in the case of a pandemic or other transnational crisis.

# Invitation to AIBD GC 2013



**39<sup>TH</sup> ANNUAL GATHERING / 12<sup>TH</sup> AIBD  
GENERAL CONFERENCE & ASSOCIATED MEETINGS  
12 – 15 AUGUST 2013 – YANGON, MYANMAR**



**FOREVER GROUP**

AIBD, host organization Forever Group and co-host Ministry of Information are calling on AIBD members and partners to participate in the 39th Annual Gathering / 12th AIBD General Conference & Associated Meetings, to be held from August 12 - 15, 2013 in Yangon, Myanmar.



The venue of the Conference will be Park Royal Hotel – Yangon, Myanmar, where the delegates for the conference and accompanying persons will also be accommodated.



*Park Royal Hotel, Yangon, Myanmar*

The event will feature two days of the annual meetings from 12-13 August 2013 including the General Conference, Strategic Plan Team Meeting and Executive Board Meeting bringing together all AIBD members, affiliates and partners.

An International Conference on Broadcasting Development in Myanmar will be held on 14 August 2013.

The conference hosts have organised a full-day excursion on 15 August 2013 for all delegates and accompanying

persons to show the beauty and serenity of Myanmar, a country rich in cultural heritage and natural beauty.

Invitations to GC 2013 have been sent out to AIBD members, affiliates and partners and preparations are well underway.



*AIBD and Forever Group officials discuss plans and activities of GC*

“We sincerely hope that you will join us in making the AIBD General Conference 2013 a resounding success. We warmly welcome you and look forward to the opportunity of meeting all our colleagues in Yangon,” Binyuan said.

## Call for Entry for AIBD Television & Radio Awards 2013



AIBD is calling on its members to participate in the AIBD Television & Radio Awards 2013.

The awards will be awarded in the following two categories:

The awards are open to all AIBD members. The deadline for submission is **30 June 2013**.

Winners will be announced and awarded during the 39th Annual Gathering and 12th AIBD General Conference & Associated Meetings in Yangon, Myanmar from 12 to 15 August, 2013.

For more information and access to criteria and entry forms, please refer to [www.aibd.org.my/aibdtv](http://www.aibd.org.my/aibdtv)

### 1) AIBD TV Award Best TV programme on:

- Economic recession and the impact on developing countries: With the current crisis with countries facing bankruptcy and needing to seek bailout funding there has been a significant change in the exchange rates for the Dollar, Euro and Sterling. This change alters the spending power of countries for essential materials such as oil, minerals, food and other commodities.
- Cross-cultural exchange: In an increasingly globalised world, exchanges across and between cultures can be fruitful, unpredictable and eye-opening experiences.

### 2) AIBD Reinhard Keune's Memorial Radio Award Best Radio Programme on:

- Water Conservation: As 2013 is the UN International Year of Water Cooperation, what steps are countries taking to conserve this indispensable resource?
- Promoting rural development: In some countries there is a move to promote rural life and retrain people to be farmers and other skills necessary for maintaining the legacy of rural existence.

# Excellent Media Workers With and For Children

By Mr. Kalle Furst, Consultant for NRK and Director of Furs and Far Film and Fjernsyn

Over the last 5 years I chaired many AIBD workshops on children and television covering international trends, working with children on television and development of new projects.

These activities provide participants of different age groups an introduction to children's perception of media, new trends as Transmedia, an introduction to working methods to become excellent media-workers with and for children.

Children today must relate to global media to a far greater extent than before, but they need to take their own cultural ballast with them in order to be able to understand and take other cultures, values, and religions seriously and accept them.

From my first meeting dealing with Asian children programs in 1996, I have seen a qualitative development. In many countries, broadcasters have increased the budgets for children's programs. In other countries, I find fewer resources allocated for the production of children's programs than for programs for adults.

From 4 to 8 March 2013, I chaired a workshop for NBT in Bangkok. There were 19 participants from various regional stations from Bangkok and other parts of Thailand. AIBD, NRK and NBT organized and supported the in-country workshop in Bangkok.



The participants from different regions of Thailand had a rare and interesting opportunity to meet, watch each other's programs and discuss professional issues. In addition to the discussions and my comments, they had a very active feedback on each other's programs.

The quality of children's programs in NBT varies, not so much from a lack of talent or commitment from the directors' side - but first and foremost because some productions have limited production resources. The best productions have a high international level both technically and content- and production-wise.

In addition to seeing the best from children's programs around the world - as an inspiration, we also had various exercises and drama improvisation, as a professional development for casting and instruction of children.

For me this was an inspiring group to work with - highly skilled, dedicated in discussions, and imaginative in the development and presentation of new projects.



The participants were split into three groups with the task of drafting three programs for children: drama, documentaries and game shows. They showed great enthusiasm in the pitch of these projects. They produced some of the funniest pitch I had ever seen. In the pitch for a documentary on children, special pets appeared suddenly featuring two snakes. Those who listened to the pitch gave varied responses.

The group working with game show acted part of the show in a very humorous way.



It is satisfying to give a workshop where I feel that different cultural backgrounds serve to enhance the interest of working with children, in enjoyment and humor.

It helps that everyone is a bit childish and not too formal.

## Growing AIBD-ITU Cooperation

Mr Yang Binyuan, AIBD Director and Dr. Eun-Ju Kim, ITU Regional Director for Asia and the Pacific, pledged closer cooperation in addressing key challenges their organizations face in the coming years. Both sides agreed to focus not only on digital migration and its implementation, but also on new areas of activities.

Dr. Kim visited the AIBD office on 12 March 2013 to discuss more areas of collaboration. She thanked AIBD for its joint meeting and the recently held activities on Regional Workshop on Digital Broadcasting Implementation in Kuala Lumpur. She said the AIBD participation on the Regional Preparatory Meeting (RPM) in late April in Cambodia was important as it showed the direction where AIBD and ITU can work collaboratively.

She also stressed the need to look at the new area of activities.



She called on AIBD to lend support to the ITU- organized Connect Asia-Pacific Summit and Telecom World 2013 in Bangkok in November 2013. Mr. Binyuan confirmed that AIBD was ready to assist the summit.

▶ continue on page 28



# Building Competencies in an Evolving Media Environment

**Day 1**  
**Monday, 25 February**  
**Inaugural Session**



**YB Dato' Seri Utama Dr. Rais Yatim**  
 Minister of Information, Communications and Culture

"The advent of new media with practical and ideological changes of traditional media has impacted social change and subsequently transformed the world broadcasting landscape. Therefore, there is a need to understand and evaluate the role of training which is increasing in line with technological developments."



**Dato' Adilah Shek Omar**  
 Director, Institute of Broadcasting and Information (IPPTAR), Malaysia

"It is our job not only to sustain our organizational objectives and growth but also to extend them beyond survival."



**Mr Yang Binyuan**  
 Director, Asia-Pacific Institute for Broadcasting Development (AIBD)

"Broadcast companies and media organisations need to invest more in training and development in the digital media landscape."

## Session 1: Cutting edge training tools and methodologies

**Chairperson:**



**Dr Michael McCluskey**  
 Independent Media Consultant, Australia

**Speakers:**



**Mrs Natalie Labourdette**  
 Head, Eurovision Academy, Switzerland

"In nurturing an agile and learning organization for innovation and performance, broadcast organizations need to dialogue with business teams to create a vision, develop training programs that have strong added-value to ensure accountability & trust, combine informal knowledge with formal teachable standardised knowledge and vice versa, value the experience of the professionals trained, develop your own formal; knowledge and revisit training needs analysis through a proper anamnesis."



**Ms Liu Ying**  
 Assistant to the President, International Media Research Center State Administration of Radio, Film and Television (SARFT), China

"Our idea is to utilize the cloud technology in our training so as to make the training more convenient and swift. We believe that no matter what kinds of training content and tailor-made methods we adopt, the key point will be designing training programs that are customized, individualized and specialized vis-à-vis trainees' needs."



**Mrs Dra Rosarita Niken Widiastuti**  
President Director, Radio Republik Indonesia (RRI), Indonesia

“To enhance access of broadcasters to qualified education, we need to utilize information technology in education by designing and creating database applications, learning application based on portal network, web, social media, interactive multimedia, optimize the use of video teleconference as enrichment material and improve the quality and effectiveness of the educational process through multiplatform.”



**Associate Professor Dr Mus Chairli Samani**  
Head, Department of Communication, Universiti Malaysia Sarawak, Malaysia

“To find a solution to this perennial question of creating creative, productive and competitive workforce, a more aggressive and comprehensive approach to research needs to be undertaken. Data from traditional and non-traditional sources need to be gathered and triangulated so as to minimize uncertainties and increase predictability.”



**Ms Rashmi Pradhan**  
Deputy Director General (Program), All India Radio (AIR), India

“The challenges we face cover designing training websites for sharing content through e-learning modules, designing instructional video and tutorials, creating audio and video files and adopting multimedia production techniques.”

## Session 2: Creative content for programming

**Chairperson:**



**Mr Didier Desormeaux**  
Training Expert, France Televisions University and Consultant for Canal France International (CFI), France

**Speakers:**



**Mr Wu Keyu**  
Director, Research & Development Department of Programming Office, China Central Television (CCTV), China

“In today’s omni media world, a major trend in TV development is to strengthen the new media feature of TV programmes and to enhance audience interaction through the programme’s multimedia platform. A major step CCTV has taken in mining innovative talents is the launch of ‘Programme Innovation Competition’. We also organize various high-level training sessions on innovative ideas, latest technology application and pilot production.”



**Mr Vinal Raj**  
TV Manager, Fiji Broadcasting Corporation (FBC), Fiji

“We have to be creative not only with programming but also in the ways we handle people in charge of within the programming.”



**Prof Dr Mohammad Hatta Azad Khan**  
Rector, Malaysian Academy of Arts, Culture and Heritage (ASWARA), Malaysia

“Quality content demands a good original idea and well-researched story with a good character development and good acting, with believable / natural dialogues, educative and entertaining, creative and innovative presentation and presence of good technical team.”



**Mr Raj Shekhar Vyas**  
Additional Director General (Programme), Doordarshan (DDI), India

“The diversity of content necessitates that we use multiple methods of sourcing content such as self-financed commissioning, in-house programming, direct commissioning, sponsored, and acquisition model. The type of content will determine which method is best suited.”

## Session 3: The challenges of HDTV

**Chairperson:**



**Mr Magli Alias**  
Deputy Director, Network & TV Transmission, Radio Television Malaysia (RTM), Malaysia

**Speakers:**



**Mr Rajendra Kumar**  
Director (Engineering), Staff Training Institute (STI), India

“SD is optimised to be viewed at a distance of around 10 times the height of the image. Any closer it would look edgy and the line/pixel structure can be seen. HD is best viewed at 3 to 5 times the height of the image. Any further, it would look soft. Any closer, you could see pixel/line structure.”



**Mr Jeewa Vengadasalam**  
Deputy Director, Institute of Broadcasting and Information (IPPTAR), Malaysia

“Close collaboration with industry players and international organisations is vital in ensuring that broadcasters are equipped to face the challenges of HDTV.”



**Mr Masami Fujita**  
Senior Manager, Corporate Planning Department, Japan Broadcasting Corporation (NHK), Japan

“In switching from analogue to digital, it is important to announce the end of analogue broadcasting to the people repetitively.”



**Prof. Sanggil Lee**  
New Media Specialist and Professor of KBS Training Center, Korean Broadcasting System (KBS) HRD Center, Korea

“In moving towards the HDTV system, broadcasters need to consider these key factors; one, the question of simulcast, DTV channel frequency allocation, service mode, HD, multicast(SD), or mixed, and the conversion format from HD/SD to SD/HD.”

## Day 2 Tuesday, 26 February

### Session 4: Attracting and retaining talents

**Chairperson:**



**Ms Janet Amean**  
Executive Director, Human Resources & Administration, National Broadcasting Corporation (NBC), Papua New Guinea

**Speakers:**



**Mr Murtaza Solangi**  
Director-General, Pakistan Broadcasting Corporation (PBC), Pakistan

“Besides monetary benefits, public service organizations have their charm of motivating professionals because of the value and ideas of public service programming compared to commercial programming. The leaders can motivate and retain the best talent by educating them about it.”



**Mr Jose Maria G. Carlos**  
AIBD Consultant & Assoc. Professor, Department of Media Studies, Faculty of Arts & Letters, University of Santo Tomas, Philippines

“Good talents are attracted to challenging and meaningful roles in the organization. Creating dynamic work environments will lessen boredom, coasting and low productivity. Challenging work environments can create a lot of energy and momentum to push the boundaries of success.”



**Mr Salahuddin Ahmed**  
Director (Programme), Bangladesh Betar, Bangladesh

“But the key to attracting and retaining quality employees isn’t compensation and benefits packages only. The key is how well the following four critical areas are addressed: company’s image, the quality of internal operations, how well the management team treats the employees and the ability to satisfy the needs of internal customers - the employees.”



**Ms Ampawan Charoenkul**  
Deputy Director-General, National Broadcasting Services of Thailand (NBT), Thailand

“One approach we use to attract and retain talents is our adherence to the organization’s core values that comprise service mind, teamwork, which involves creativity and integration, ethics, professionalism, and learning organization. But even more importantly, we create the “WE” feeling in the organization with effective and open communication approaches.”



**Professor Martin Hadlow**  
Secretary General, Asia Media Information & Communication Centre (AMIC), Singapore

“Are we recruiting wrong people for the right reasons? The next generation of content-makers are ‘screenagers’ and have different ways of accessing information and entertainment material, different ways of viewing material, and different media consumption patterns. Already, they are creating their own content- video, images etc. for Facebook, YouTube. All done on mobile phones and inexpensive video equipment. This is material they like, which fits their generation and is acceptable to them and their peers in quality and content.”

## Session 5: Migration to digital: Addressing human resource needs

### Chairperson:



**Ms Carmel O' Keeffe**  
Digital Skills Coordinator, Australian Broadcasting Corporation (ABC) International, Australia

### Speakers:



**Mr Hwang In Ung**  
Manager, Industry Strategy Department, Korea Radio Promotion Association (RAPA), Republic of Korea

"Sharing the experiences of successful transition to digital broadcasting can help reduce time and financial resources consumed in the transition process. Therefore, for those countries planning on digital broadcasting, it is necessary to benchmark the experiences of early movers and find methods which are most befitting their domestic situations."



**Ms Cosmalinda Simanjuntak**  
Programme Planning Manager, Televisi Republik Indonesia (TVRI) Training Centre, Indonesia

"Faced with new realities in broadcasting field, TVRI Training Centre must continue to place our people and client in the centre of its plans and activities. We must deliver high quality training activities, innovative training method by utilizing new approaches and multimedia with proper curriculum and qualified lectures and instructors. The plan is a highlight to pave the way in accomplished our mission. It will lead us to where we are going and measures how we are getting there."



**Ms Luu Ngoc Diep**  
Head of Electronics, Engineering Technology Faculty, Voice of Vietnam (VOV) Broadcasting College, Vietnam

"So institution should focus on training computer skills for journalism students, especially using audio/video editing software, and training IT skills for students who study science technology. Broadcasters should pay attention to young employee; use job rotation to give them the opportunities to enhance their skills in the digital age; supply the background of English for reporters, editors, engineers to help them participate in international training courses favorably. Some training contents must be considered such as management for radio/video production applied information technology; audio/video system in an IT Environment, among others."



**Mr Serge Schick**  
Director, INA Expert, France

"What are the impacts of digital migration? With new technical standards such as HDTV, IP, we need to train the staff with new standards, at all steps of the process and from all points of view, from technical, marketing to editorial. With new platforms there is a need to recruit community managers and train the marketing team about digital and when technology becomes available to everyone, we need to anticipate the extinction of some jobs and prepare their evolution."



**Ms Sabariah Abas**  
Director, Broadcast Centre & Multichannel Network Control Division, Radio Television Malaysia (RTM), Malaysia

"In the digital migration environment, we need, among others, creative and innovative skills in enhancing user experience – Next Generation Services, and in pushing on-the-go content to multiple platforms. We must also maximize content licensing for digital new media platform and manage intellectual property."



**Mr Keith Nakamura**  
Co-founder, CREO Inc., Singapore

"To work on our internal readiness in digital migration, I suggest we use an employee advocacy framework that consists of auditing; that means understanding employees' competencies, social media influence, personalities and willingness to participate. In recruitment, we need to enroll suitable employees into advocacy program, contingent on having a comprehensive incentive program, role and training roadmap. In deployment, we must assign responsibilities in community structure and progress towards growing and retaining internal skills and competencies."

## Session 6: Training institutions of the future

### Chairperson:



**Mr Deepak Mani Dhital**  
Deputy General Manager, Nepal Television (NTV), Nepal

### Speakers:



**Dato' Adilah Shek Omar**  
Director, Institute of Broadcasting and Information (IPPTAR), Malaysia

"The way ahead for the future of training institutions is pursuing learning that goes beyond boundaries, using webinar to seek global participation, establishing and maintaining close cooperation with international agencies from Japan and Korea, among others, with manufacturers and suppliers, and with international broadcast associations like ITU, ABU and AIBD, and conducting research in joint cooperation with academics from both local and foreign universities."



**Mr Ryad Shek Omar**  
 Head, Programming Training Department, Arab States Broadcasting Union (ASBU) Training Centre, Tunisia

"Whether you have your own or an independent training institution doesn't matter. What's important is the quality and efficiency of the training modules and media institutions must send the right people. One problem is that broadcasters are very busy people and their bosses cannot afford to send their broadcasters for training, a challenge we need to face."



**Mr Anothai Udomsilp**  
 Director, Academic Institute of Public Media, Thai Public Broadcasting Service (Thai PBS), Thailand

"Thai PBS is now in a stage of designing training for a multimedia journalist. The concept is to train our journalists not only to write news reports, but also to shoot pictures, present stories on the TV screen, stream their reports on WebTV, and talk with the audience through social media. Equally important is the training for content production."



**Mr Khin Maung Htay**  
 Director & Co-founder, Myanmar Media Development Center (MMDC), Myanmar

"But it is also very clear that we still need to improve the teaching method and quality of the training institute in order to meet the demand of the digital future and to fill up the multiple requirements of the convergences of media industries. This is our challenge now."



**Prof. Ramachandran Ponnai Ph. D**  
 Senior Lecturer, School of Communication, Taylor's University, Malaysia

"So in delivering quality, first we must have the right people the right students, right talents. Young people have raw talents that must be developed and nurtured."



**Mr David Hivet**  
 Director, Mediterranean Region and Asia, Canal France International (CFI), France

"Any media organization needs to employ creative, open-minded, internet friendly, public-oriented and flexible staffs. For now, there is a need to improve and develop the skills of the present staffs, and for the future, there is a need to implement process of continuous training to allow the media organizations to be permanently in line with their environment."

### Closing Ceremony



**Mr Yang Binyuan**  
 Director, Asia-Pacific Institute for Broadcasting Development (AIBD)

"We have learned how information, technology and our audience are moving fast and we in the broadcast industry, particularly broadcast trainers need to catch up, revisit existing approaches, and address the increasing demands of digital technology and social media. We need to work towards a performance driven culture that contributes to the media organisations' growth and sustainability, increased customer satisfaction and contribution to society."

# The CSR practices and policies of the Media, Advertising and Entertainment Sectors in Asia



The Asia-Pacific Media Alliance for Social Awareness (The Media Alliance) and CSR Asia are organising a one-day seminar on "The CSR practices and policies of the Media, Advertising and Entertainment Sectors in Asia" in both Hong Kong (Tuesday 7 May 2013) and Singapore (Wednesday 8 May 2013).

The event looks at best policies and practices of media companies in giving visibility to social, humanitarian, environmental and sustainable development issues through programming content and social issue and public service advertising.

Media companies can be more than just entities that provide products and services. They have the potential to be vehicles and mediums for positive change among the audiences they reach – as a result of their own values and commitment to a more sustainable future. At a time when corporations are increasingly held accountable and at a time when CSR is good practice for business, what are the CSR practices and policies of the Media, Advertising and Entertainment Sectors in Asia? Why is this sector relevant to us all?

# Road to Digital Broadcasting

Broadcasters from Asia Pacific shared their knowledge and experience in the implementation of digital broadcasting during a two-day regional workshop on “Digital Broadcasting Implementation” on 4-5 March 2013 in Kuala Lumpur, Malaysia. The International Telecommunication Union (ITU), the Asia-Pacific Broadcasting Union (ABU), and the Asia-Pacific Institute for Broadcasting Development (AIBD) jointly organized this activity.



More than 180 participants representing 29 countries and regions participated in the workshop which focused on major issues like frequency planning, spectrum management, digital broadcast technologies and alternative delivery methods.



Case studies on digital broadcasting implementation from Cambodia, Malaysia, Mongolia, Myanmar, Thailand and Vietnam were presented while the experiences and outcomes on digital migration of Hong Kong, Indonesia, Philippines and Sri Lanka were also discussed during the workshop.

Other topics highlighted in the workshop were the DVB-T2 transmitter technology and implementation, experiences from Japanese broadcast policy after ASO, Digital Television Terrestrial Multimedia Broadcasting (DTMB) implementation in China, DRM implementation and its status update and DAB +New Development and Application.



## Guideposts to Enhance Human Resources Competencies in the Changing Media Landscape

Over 60 delegates from broadcast training institutions of over 20 countries in Asia-Pacific and beyond participated in the 1st International Conference on Broadcast Training in Kuala Lumpur on 25-26 February 2013.

To enhance competencies of broadcasters and value of broadcast training institutions in the changing media landscape, speakers and participants generated a diversity of themes and approaches that can be of value to the company's growth and sustainability, increased customer satisfaction and contribution to society. They include:

### Company initiatives

- Promote core values that may cover service focus, teamwork, ethics and professionalism;
- Create the 'WE' feeling in the organization with effective and open communication approaches such as the use of the intranet and teleconferencing, and investing in the 'happiness' strategies for human resources;
- Position the company as a learning organization, one that is moving and vibrant. This may include setting up its own training institute for in-house staff and outside organizations;
- Build company's image that will have a strong brand in the labor marketplace;
- Ensure high quality of operations as outdated technology, inadequate resources, inefficient work processes and stifling bureaucracy can guarantee talent repellents;
- Strengthen corporate social responsibility and encourage employee participation that serves as a meaningful challenge in creating a positive impact on people's lives and a sense of greater purpose in life;
- Work on your company's values to create loyalty.

## Training Methodologies

- Use new training tools that can promote exchange, relationships, and symbiosis with our audience;
- Dialogue with business teams to create a clear vision. Feedback from the training manager is no longer enough;
- Design training that have strong added value to ensure accountability and trust;
- Combine informal knowledge with formal teachable standardized knowledge and vice versa;
- Value the experience of the professionals trained;
- Develop your own formal knowledge in relation to goals, direction and remit;
- Revisit the training needs analysis through a proper anamnesis. This requires the use of the 7 'S' Analysis (structure, systems, style, staff, skills, strategy and shared values) to define the right program;
- Revisit the development of a training program, identifying key competences, key tasks, learning objectives and from each objective designing the content structure of the training course;
- Revisit training structure which should increase flexibility and implementation;
- Adopt customized, individualized and tailor-made trainee-centered training programs.

## Training in a formal school environment

- Retrofit the new classrooms with computers that have accessed to real-time streaming data from various local and international resources;
- Expand training opportunities using internet connection and new technology in the form of multiplatform through e learning, training through video conference, and through social media.

## Training for Creative content

- Strengthen new media features of TV programs;
- Enhance audience interaction through the multi-media platforms;
- Package right programs that are strong and attractive, with a complete package that includes strong content, good graphics, good visuals, good off-line and on-line editing, music, good time slot coupled with strong advertising and promotion;
- Use social media to promote right programs.

## Attracting and Retaining Talents

- Base promotions on merit and achievements that can motivate professionals stick to an organization where they are rewarded solely based on performance;
- Create a system of incentives such as promotions, scholarships, prizes and awards, training opportunities and appreciation letters, for the best and reprimands for the worst;
- Involve the best in all policy making processes and assign them key positions;
- Motivate and educate the best talent of the value and ideas of public service programming compared to commercial programming;
- Build a winning team that puts value on organizational success, and innovation, motivate talents in moving up their standards and performance;
- Provide a challenging environment that lessen boredom, coasting and low productivity, and instead create a lot of energy and momentum in an organization;
- Offer opportunities for good compensation, career advancement and work/life balance;
- Promote the fun and happy experience in a challenging job such as going overseas to report or cover various issues;
- Emphasize people skills of managers and provide management training and coaching regularly;
- Ensure managers understand customer wants and need and deliver them to be able to compete effectively;
- Put in place specific criteria and requirements in requirement to ensure efficient recruitment procedures;
- Identify clear career paths and engage them in training courses, job rotations for diverse exposure;
- Respect the diversity of the talent pool.

## Human Resource Initiatives for Digital Migration

- Announce the end of analogue broadcasting to the people repetitively;
- Train staff to new technical standards, at all steps of the process and from all points of view (technical, marketing, editorial) standards;
- With new platforms, recruit community managers and train market team in digital;
- Anticipate extinction of some jobs and prepare their evolution;
- As connections and communications expand in digital migration, increase interactions between co-workers; set an enterprise social network and create a collaborative environment where common rooms for brainstorming and frequent meetings are in place;
- As face-to-face meetings gradually decline, train distance managers, offer e-learning, stimulate team building and common interest, and preserve on-site interaction with professionals;
- As speed becomes a norm, prepare teams to work with a tight schedule, improve decision making process, reinforce and expand basic skills and stimulate multitasking that can create new hybrid jobs to get job done faster.



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



Open to broadcasters worldwide (public and private)\*  
 Information available at [www.aibd.org.my/worldtv](http://www.aibd.org.my/worldtv)



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



Open to broadcasters worldwide (public and private)  
 Information available at [www.aibd.org.my/worldtv](http://www.aibd.org.my/worldtv)

# Broadcasters Study Ozone and Climate Issues

By Mr. Nalaka Gunawardene, Director of TVE Asia Pacific, and Ms. Moneeza Hashmi, President, Commonwealth Broadcasting Association (CBA) and General Manager, HUM-TV of Pakistan

A UNEP-AIBD workshop trains TV producers from the Asia-Pacific to spread awareness about ozone depletion and climate change.

“Why don’t the greenhouse gases escape through the hole in the ozone layer?” asked an average TV viewer in a cartoon that first appeared in a US newspaper a few years ago.

That question illustrates the confusion in the minds of many non-specialists across the world. As TV viewers hear more about the twin atmospheric environmental problems – ozone depletion and climate change – they are searching for clarity and guidance.

Broadcast television, as the most pervasive mass medium in the Asia-Pacific region, can respond to this need. TV journalists and producers can play a lead role as ‘knowledge brokers’ and ‘friendly guides’ to these problems. But first, they need to understand the issues themselves.

For the second consecutive year, the Asia-Pacific Institute for Broadcasting Development (AIBD) and the OzonAction Programme of the United Nations Environment Programme (UNEP) organized a three-day regional media workshop on Understanding Links between Ozone Depletion and Climate Change to sensitize them on links between climate change and ozone depletion.



The workshop held from 20 – 22 February 2013 in Kuala Lumpur, Malaysia, brought together a dozen TV producers and public communications officers from 9 countries in the region.

They were exposed to the basics of ozone and climate science, and highlights of accomplishments of the Montreal Protocol to save the ozone layer. They were also briefed about on-going efforts to phase out HCFCs, a category of industrial gases used widely in air-conditioning, refrigeration and electronics industry.

They found out how phasing HCFCs not only protects the ozone layer, but also mitigates global warming and provides energy efficiency benefits. Asian countries are the main producers and consumers of HCFCs. Under the Montreal Protocol, signed by 197 countries, their use is being frozen in 2013 and will be phased out completely by 2030.

The workshop was facilitated by the UNEP OzonAction Team, and regional media experts Nalaka Gunawardene, Director of TVE Asia Pacific, and Moneeza Hashmi, President, Commonwealth Broadcasting Association (CBA) and General Manager, HUM-TV of Pakistan.



Ms Mashitah Darus, Principal Assistant Director, Air Division/National Ozone Unit, Department of Environment in Malaysia served as a resource person and shared the host country’s experience in phasing out ozone-depleting substances (ODS).

Experts from UNEP talked the participants through the technical aspects of the complex relationships between ozone-depleting substances, the greenhouse potential of their alternatives, as well as the future options for the refrigeration and air-conditioning industries.

They also summarized the negotiations under the Montreal Protocol and its amendments, as they relate to greenhouse gas targets under the Kyoto Protocol. The consultants highlighted the ways to simplify the message in TV news and current affairs broadcasts, in documentaries and through infotainment and tailor it to different target groups.

The workshop content was non-technical and focused on journalists’ practical needs. The schedule provided many opportunities for discussion, small group work and other interaction. Several videos and documentaries on ozone depletion and climate change were screened.

Participants made a field visit to an air conditioner manufacturing plant of OYL Manufacturing Company Sdn Bhd in Sungai Buloh. With assistance from the Montreal Protocol’s Multilateral Fund, OYL Manufacturing is shifting to using coolants that do not contain HCFC.



Field visit of OYL Manufacturing Company Sdn Bhd in Sungai Buloh

After two days of briefings and field visit, participants formed three groups to work on an ozone/climate related TV product using different formats in TV: news and current affairs, documentary and infotainment. They presented their work, which was followed by enthusiastic discussions.

Participants are required to produce a news programme or documentary on a relevant aspect of ozone/climate in their own countries upon their return.

Participants came from Bangladesh, Bhutan, Cambodia, Fiji, India, Malaysia, Maldives, Pakistan, Philippines and Thailand. While some are producers with TV broadcast stations, others are employed by state environmental agencies or science communication organisations.

With half of the world’s population and rising consumption levels, countries in the Asia-Pacific region hold the key to humanity achieving environmental sustainability. Awareness – at public and policy levels – is crucial in ensuring that developing Asian countries have sustainable economic growth, and use energy and natural resources more efficiently.

# Maldives Engages Media for HCFC Phase-out



The Maldives government plans to ban the import of HCFC-based equipment from 1 July 2014. Mr. Abdul Matheen Mohamed, Minister of State for Environment and Energy, announced this at the closing ceremony of a national media training workshop on ozone and climate held in the Maldivian capital Malé on 28 February 2013.

The Minister emphasized the need to raise awareness among both consumers and industry about the ban and related regulations, and sought media's cooperation.

The workshop, titled 'Ozone, Climate and Media: Communicating for Survival' was held on 27 and 28 February 2013 at Sineco Radio Maalam, Voice of Maldives. Twenty-two journalists and broadcasters drawn from the country's print, broadcast and web media attended this activity.

The workshop was aimed at sensitizing the media about climate and energy efficiency benefits of HCFC phase-out for the industry and households in the Maldives. It was organized by the National Ozone Unit of the Ministry of Environment and Energy in partnership with UNEP OzonAction and Maldives Broadcasting Commission. The Asia-Pacific Institute for Broadcasting Development (AIBD), Commonwealth Broadcasting Association (CBA), and TVE Asia Pacific supported this activity.

On February 27, Mr. Mohamed Shaheeb, President of Maldives Broadcasting Commission, inaugurated the workshop. He highlighted the importance of media's role in educating and creating awareness among the public on environmental issues.

At the closing ceremony, Ms. Miruza Mohamed, the National Ozone Officer, announced a new media award for excellence in ozone/ climate related media products carried in print, broadcast and web media in the Maldives. The USD 1,000 award is open to all Maldivian journalists and broadcasters working in Divehi and English.

The media training workshop was conducted by NOU staff along with two regional media experts, Mr. Nalaka Gunawardene, Director of TVE Asia Pacific, and Ms. Moneeza Hashmi, General Manager of HUM-TV of Pakistan and President, Commonwealth Broadcasting Association (CBA).

In 2009, the Maldives made a historic decision to phase out HCFCs by 2020, in line with its carbon neutrality policy, which is 10 years ahead of the Montreal Protocol phase out schedule.

## Women Make the News 2013: Towards a Global Alliance on Media and Gender



On this year's International Women's Day, 8 March, UNESCO joins forces with international and regional partners including AIBD to launch the annual Women Make the News (WMN) initiative under the theme, Towards a Global Alliance on Media and Gender.

Launched annually, Women Make the News is a global initiative aimed at fixing attention on an issue relating to gender equality in and through the media, driving debate and encouraging action-oriented solutions until global objectives is met. It is to this end that UNESCO has developed resources such as the Gender-Sensitive Indicators for Media.

This year, UNESCO produced a new video on the WMN website through a partnership with CNN. It was done specifically for WMN and can be broadcasted at no cost to AIBD members.

Please visit the link to see the video:  
[www.unesco.org/webworld/en/wmn2013](http://www.unesco.org/webworld/en/wmn2013)

# AIBD/CFI/MBC Workshop on Creative Content Production

Fifteen producers, cameramen and video editors from Maldives successfully completed a workshop on creative content production held from 3 to 7 February 2013 in Male. AIBD in partnership with Canal France International (CFI) organized this activity while the Maldives Broadcasting Commission (MBC) served as host.

Participants to the five-day workshop came from MBC, VTV, Chanel Wave, Raajje TV, DhiTV and SunTV Plus. Ms. Kristell Lansonneur served as the consultant from CFI.



The workshop provided participants the knowledge, skills and techniques to use creative content in producing short documentaries on culture and the natural resources in Maldives Islands.



During the first day of training, the participants identified themes for short subjects. After a long brainstorming session and discussion on theories concerning the notion of documentary and its treatment, they retained two subjects for production. One was about the 'bajiya', the traditional short eats in Maldives which are part of the Maldivian culture. The other was on waste management and its impact on the Maldivian environment.



The participants were divided into two groups. Each group researched information during recess. On location they developed the main idea, wrote the synopsis, the script and the shooting plan. Each group had creative ideas for treating its short documentary and was eager to go on the ground to film.



After a day of shooting not only in Male but also in 'Tilafushi', known as the 'trash Island', the participants attempted to experiment new ways of shooting and within a short time produced adequate footage. This was followed by the postproduction which included viewing of rushes, selecting the shots and creative editing of the two reports.



At the conclusion of the workshop the two groups were proud of their achievements and showed the documentaries they produced to the MBC management, which appreciated the quality of the two short documentaries.



Though the duration of the workshop was short, it met its objectives by providing the participants new methods and techniques for directing and filming. It allowed them to think 'out of the box'. They were able to translate their ideas into images, express them creatively without fear of judgement. They were ready to share their experiences with their colleagues and build further on their confidence by practicing again and again to produce more creative short documentaries.

# MBC Organizes In House Training Program for Engineering & Technology Staff

The in-house training program for the engineering & technology staff at the Mauritius Broadcasting Corporation (MBC) started on 29 January 2013. The training program comprises courses on TV studio equipment, router and transmission server operation & maintenance, server based recording, editing and transmission for radio and earth station & satellite systems.



This activity is held throughout the year on a continuous basis so that the maximum number of staff benefits from it. The courses have been designed specifically for the staff working in the TV studio, TV MCR & CER and radio studio & transmission sections of the Engineering & Technology Department.

The major objectives of the training program are:

- To prepare staff to cope with the changing technology and to impart to them the knowledge about the new technology and systems being inducted in the organization.
- To provide a platform for discussing technical queries and problems faced in the field and finding solutions for them.
- To provide a platform for understanding the requirements of the other departments connected to the Engineering and Technology Department so as to service them in a better way.
- To provide a platform for sharing new ideas and suggestions for betterment of the system.

The first course of the Training Program covers TV studio equipment launched by Mrs. Soondaree Devi Soboron, DDG, MBC on 29 January 2013. The course comprises of the modules on camera systems, display devices, studio lighting, video switcher, audio mixer and associated equipment, networking systems, file based recording and editing systems, peripheral equipment and electrical & AC systems deployed in studio.

The teaching-learning process includes theoretical inputs like basic concepts, principle of operation, existing systems deployed in the setup and the latest development in the respective areas, hands on operational training as well as first level of trouble shooting and maintenance. The training program is conducted by experienced senior technical officials of the MBC.

## Launching of New MBC Website

The new website of the Mauritius Broadcasting Corporation (MBC) was launched on 11 November 2012 and can be visited at [www.mbcradio.tv](http://www.mbcradio.tv)



The website was developed in house under the guidance of the Deputy Director General and after extensive consultations with all the channel managers, news editors & engineers of radio & television departments. The website carries forward the Public Service Broadcaster's mission across the globe and provides larger access and interactivity to much larger population of all its services.

The homepage of the website gives all the important information about MBC radio & TV channels. Information about local



news, world news, current news & reports, sports news and the daily weather report is presented on the homepage along with photos and videos. Current news reportage not only has photos but also the full edited version of the video aired daily on the main news bulletin.



All the 6 radio channels are streamed live on the website and the links are available on the homepage. All the 17 TV channels logos are displayed in the header of all the pages which can be clicked to enter into

the respective channel's page containing daily schedule and featured programs. The homepage also displays a selection of the main program of all the channels for the current day and displays it in a carousel. A video of the program highlights of the day as aired on the TV channels is also available on the homepage.

The homepage has several dropdown menus which provide links to News, Production, News TV, Advertise, Corporate and Replay. The Replay page contains all the programs produced locally for viewers to watch. Each link provides a wealth of information about the main item and also contains 7 days of archived news and program. This enables the viewers to watch their favorite programs and news as per their convenience. The website is updated daily. News items are updated on real time basis as and when the news item is finalized and is ready for the upload.

A dedicated team of engineers & IT support officers maintains and monitors the daily operation of the site.

# Media Development in Myanmar and Vietnam



CFI (Canal France International) has recently signed a partnership agreement with the Forever Group in Myanmar, and initiated more activities with Vietnam Television (VTV), the state TV channel. These are two top-priority countries in Asia for the French media cooperation operator.

To support the government in Myanmar in its drive to open up, CFI embarked on media cooperation initiatives in this country in 2012, in particular with the Forever Group, with whom a partnership agreement was recently signed.

After successfully launching the first national sports magazine “Weekly Sport Diary” (WSD) last December, Forever Group management decided to continue with the consulting work CFI initiated with the channel staff in charge of creating an entertainment program. The aim is to launch a new program to be aired during an early evening slot.

VTV, the state TV channel in Vietnam, has partnered with CFI for over 20 years and

this year both organizations agreed to work on three major areas of cooperation over two years.

The first involves VTV 6, a channel catering to viewers aged 15 to 25. The aim is for this channel to attract many viewers in this age bracket by scaling up the newsroom, working on new content and new programming, and developing interactivity via the website and social media.

The second area for cooperation involves the channel’s newsroom, with emphasis on the morning newscast. CFI will support in organizing the entire morning program.

And the third area for partnership with VTV focuses on its Training Center, for which CFI will offer support to improve organization and management. This new strategy will help boost lasting, well-structured cooperation with VTV and seamlessly meet the aims as defined with the group’s management.

## Korea Exports More TV Content to Asia

*By Dr. Son Chang Yong, Deputy Director of the Ministry of Science, ICT and Future Planning, Republic of Korea*

The Korea Communications Commission (KCC), a broadcasting and communications regulatory body of the Republic of Korea, recently hosted a TV showcase in Cambodia, Myanmar, and Malaysia to spread the Korean Wave and support the export of Korean broadcasters’ programs. Organized from 15, 18 and 20 February 2013, the showcase was the first of its kind in these Asian countries this year.

The event consisted of presentation of programs, business meetings, luncheon, and running of 3D content. Ten major Korean broadcasters, KBS Media, MBC, EBS, JTBC, MBN, Arirang TV, CJ E&M, MBC Plus media, Korea National Open University TV, and EveryShow, established networks with local broadcasters, producers, and distributors. They also had the opportunity to sell Korean TV content.



EBS successfully concluded a provisional contract with Myanmar MRTV-4 to sell 200 hours worth of children’s program and documentaries, while JTBC and CJ E&M also reached a provisional contract to air its ‘Golden Disc Award’ and ‘Diet War,’ ‘Rainbow,’ and ‘Let me in,’ respectively.

In the TV showcase in Malaysia, there was time for K-POP cover-dance performance to highlight Korean culture to participants, a good opportunity to introduce Korean culture, including TV content.



Discussions on exchanges of manpower, production training, and program formats were actively conducted. Arirang TV started its collaboration for joint production with Cambodian CTN broadcaster, and Malaysian Astro, while Korea National Open University TV visited its counterpart, Malaysian OUM (Open University of Malaysia).

In addition, Korean broadcasters took time out to visit the CTN (Cambodian Television Network), MRTV4 (Myanmar Radio and

Television) and Malaysia Media Prima Broadcasters to figure out the demand and market situation for Korean content.

In my remarks before participants, I stressed that “the TV showcase serves not only as a one-off event for selling programs, but also a critical platform for cross-national cultural exchanges.” I also said “Korean TV programs are more than mere cultural products because it is forming a cultural community among the global society. Thanks to the spread of the Korean Wave and its cross-national influence, Korea has emerged as a new cultural centre in the global audiovisual market during the last decades, overcoming the so-called cultural imperialism.”

In this respect, the Korean Wave is going beyond Asia and is becoming a major platform for spreading both Korean and Asian values throughout the world, which had been dominated by a few Western nations. In this sense, the Korean government will do its utmost to find and expand new markets to export Korean TV content based on a public-private partnership model”.

In the wake of the recent governmental reorganization, the newly created Ministry of Science, ICT and Future Planning will take on the major role of the KCC, in hosting future TV showcases.

# ACORAB Members Visit AIBD

As part of an observation tour, a group comprising of members of the Board, Vice Presidents and Executive Officers of ACORAB in Nepal visited AIBD in Kuala Lumpur on 5 March 2013.



The visit, the first of its kind, was intended to orient the visitors with the overall operations of the AIBD Secretariat in Kuala Lumpur, Malaysia.

The Association of Community Radio Broadcasters – ACORAB in Nepal is an affiliate member of AIBD. It has more than 200 radio stations operating within the length and breath of Nepal. Mr. Min Bahadur Shahi, President of ACORAB, led the group.



Mr. Yang Binyuan, AIBD Director, welcomed Mr. Min Bahadur Shahi and his delegation and gave an overview of AIBD's vision, mission and its objectives. In his welcome remarks, he said that as a unique inter-governmental organization the Institute has a membership of 26 governments and its priority is to provide training and capacity building to its members and affiliates.

He also said that the Institute's flagships events other than training were the Asia Media Summit and the AIBD's General Conference held annually.

Mr. Min Bahadur Shahi presented Mr. Yang Binyuan a souvenir from Nepal as a token of their appreciation for the warm welcome accorded the ACORAB delegation.



## BMCI Joins the AIBD Family



Bhutan Media & Communications Institute (BMCI), a unique training institute in Bhutan dedicated to support the professional growth of the Bhutanese media industry, is now an AIBD affiliate member.

In Bhutan, the media scene has substantially changed particularly following democratisation. As of now, there are twelve newspapers, five magazines, one TV station (with others in the pipe line), and 6 private FM radio channels apart from the growing film industry.

The trainees of BMCI will be equipped with the skills required to promote a professional and independent media.

BMCI's Training programs are developed to suit the needs of the local media market. The spectrum of training covers not only news media but also areas such as film, public relations and communications. The courses are practical, craft-based and encourage critical thought about media policy and the role of media in a Gross National Happiness society.

In order to sustain training activities in the long run, BMCI aspires to tie up with reputed international institutes/organizations and build a pool of trained local trainers.

# PBC's Big Moves towards Digitalization, Technical Upgrade and Capacity Building

By Ms. Faryal Malik, Head, Human Resource Management, Pakistan Broadcasting Corporation

Pakistan Broadcasting Corporation (PBC), also known as Radio Pakistan, is making big strides towards digital migration, and upgrade of its technical infrastructure to reach more Pakistanis in the country and overseas. It has also increased collaboration for capacity building with international organizations like AIBD.

Presently, steps are in the pipeline to preserve the 2.77 million minutes of precious voices (sound archives) of Pakistani life in digital format. This rich collection of sound archives of various kinds including music, speeches, interviews and documentaries will be made available at a digital archival center PBC is setting up with the help of USAID.

The Center within the PBC headquarters envisages digitization of 3 million minutes of valuable audio archives, presently available on magnetic tapes. The digitized content will be used for broadcasting purpose and for research.

To improve reach, PBC has established an earth-satellite station at the National Broadcasting House Islamabad to link radio stations located all over the country through satellite. At present, it has 64 stations operating in different cities of the country.



The earth satellite station will provide a 24-hour first class signal to more people within the country and abroad. It will provide satellite capacity to transmit entertainment, news, sports and educational programming for content provider and direct-to-home (DTH) platform. It will also offer value-added services that include managed fiber



services, digital encoding of video channels and addressing programmers needs for delivering content to multiple distribution channels throughout multiple regions.

PBC is upgrading its transmitters with the help of USAID and revamping old studios. Aside from improving its website, PBC has also set up a multimedia studio for starting its own video service.

In the area of professional training, PBC has joined hands with Deutsche Welle Akademie, Germany, Asia-Pacific Institute for Broadcasting Development (AIBD), Asia Pacific Broadcasting Union (ABU), Commonwealth Broadcasting Association (CBA) and other local/international institutions to enhance skills and capacity of its staff.

Last year, PBC in collaboration with DW, Germany conducted trainings/workshops on 'video for web' 'Management' and 'Archives' in order to help its staff to get equipped with latest technological advancements, modern administrative practices and art of digitization.

To improve its governance and as part of the devolution process, PBC established last December eight regional directorates in major cities of Pakistan. The move aims to make its service more effective and prompt and provide more independence to regional stations in day-to-day official matters.

As part of its public service mandate, PBC has paid tribute to the struggle of Malala Yousafzai, a Swat girl, who has spoken against extremists and militants for blowing girls' schools and has supported education for all Muslims. On the way home from school in October 2012, she was brutally attacked. The station aired special programs, discussions and people's impressions to sensitize the nation about the threats posed to girls' education and significance of education in Islam. Mr. Murtaza Solangi, PBC Director General, announced a national poetry contest, entitled "Harf Hamaray Tere Nam." A prize distribution ceremony and grand musical concert was also organized at PBC, Islamabad on 8th March, 2013 to give away prizes to the winners and pay tribute to education right activist, Malala Yousafzai.

▶ continued from page 13



As AIBD is the ITU Asia-Pacific Centre of Excellence, Dr. Kim suggested a review of the Center of Excellence mandate that would explore new ideas and initiatives.

The AIBD Director informed Dr. Kim that the AIBD's General Conference this year will be held in Myanmar. One of its activities is the International Conference on Broadcasting Development. "ITU's participation and assistance in this conference are most welcome," he said.



# AIBD/NRK/VTV In-Country Workshop on Children's TV Programme



From 18 to 22 March 2013, AIBD organised an in-country workshop on Children's TV Programme hosted by Vietnam Television (VTV) in Hanoi. This activity aimed at providing the participants an introduction to children's perception of media, as well as an introduction of working methods to make them excellent media-workers with and for children.

During this activity, 13 participants from VTV were introduced to storytelling, writing, and structuring programmes' production for children. The participants were split into groups with the task of drafting programmes for children: drama, documentaries and game shows.

Kalle Furst, consultant for NRK and Director of Furs and Far Film and Fjernsyn, conducted this workshop organised by AIBD and supported by NRK.

## AIBD's New Year Party

AIBD staff held their annual get-together on 18 January 2013 – an auspicious and a lucky day for prosperity according to the Chinese Lunar Calendar.



AIBD and FES colleagues jointly celebrated AIBD achievements of the past year and took time out to relax away from the daily demands of official work.

He said the staff deserved this celebration as they had worked diligently in performing their duties. He said, "while we celebrate our laurels we should not be complacent at any time but must be ready to face the unpredicted yet challenging scenario and look forward to working with vigour in 2013."



Mr. Yang Binyuan, Director of AIBD, welcomed fellow workers and FES colleagues and invited them to celebrate AIBD's achievements in 2012. He also asked them to use the occasion to get to know each other more.



While thanking the staff the Director presented the Ang Pow's to each staff member following the Chinese tradition in view of the forthcoming Chinese New Year.



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- Bringing 4K technology into homes

### Key speakers include:

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APAC Head of Partner Marketing  
**YouTube**
- Brian Lenz**  
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# AIBD Members and Partners

## China's Top Media Regulator Chief



**Cai Fuchao** has been appointed Director of the State General Administration of Press, Publication, Radio and Television in China.

The appointment was announced in March 2013 after the merger of China's press and broadcasting regulators amid a series of high-level personnel reshuffles.

The new Administration originated from the merger of China's two media regulators, the former General Administration of Press and Publication and former State Administration of Radio, Film and Television (SARFT).

Apart from regulating the country's press and broadcasting industries, the Administration will also take charge of intellectual property rights protection.

Cai Fuchao, 62, had been head of SARFT since February 2011. Before that, he was head of the Publicity Department of the Chinese Communist Party Beijing Committee.

## New DG of MRTV



**U Tint Swe** is the Director General of Myanmar Radio and Television (MRTV) of the Republic of the Union of Myanmar.

MRTV is the only mainstream broadcast media of Myanmar with a history of nearly 70 years and is now on its way to transform from the State media to a Public Service one.

U Tint Swe is a writer and he has a strong background of print media for many years. He served as a columnist, editor and chief editor of Military Science journal for 6 years and he wrote more than 300 articles. In 2005, he served as the Director and, then, Deputy Director General of Printing and Publishing Enterprise of the Ministry of Information and was promoted to Director General in 2012.

He is one of the key persons of the Ministry of Information who have participated in media reform process since 2008 and he led in drafting Public Service Media Law. Now as Director General of MRTV, he is leading the transformation of state-owned MRTV to Public Service Broadcaster.

## New Sri Lanka Information Secretary



**Charith Herath** has been appointed as the Secretary to the Ministry of Mass Media and Information in Sri Lanka.

He replaced W.B. Ganegala, who has been appointed as the new Chairman of the Ceylon Electricity Board.

Charith Herath has served as a committee member in formulation of a regulatory framework for Radio & TV broadcasting in Sri Lanka and formulation of a State Media Policy at the Ministry of Mass Media and Information in 2006.

He holds the Bachelor's Degree in Philosophy with a minor in Psychology at the University of Peradeniya, Sri Lanka and the Post Graduate Degree in Social and Political Psychology from Ohio University, USA. He has also completed Master's Diploma in Sri Lanka - China Religious Relationships at the Sichuan Union University in China.

## Jim Hassell returns to Broadcast Australia as Group CEO



**Jim Hassell** has returned to Broadcast Australia as the new Group Chief Executive Officer (CEO), to lead over 600 staff in operations spanning Australia, New Zealand, Hong Kong, UK, USA, and Canada.

Hassell resigned from his role of Head of Product Development and Industry Relations at NBN Co. to come aboard Broadcast Australia. Prior to his role at NBN Co., Hassell was previously Chief Operating Officer at Broadcast Australia, managing customer relationships and overseeing Broadcast Australia's operations.

Hassell has more than 25 years' experience in the Information Technology and Communications industry with much of his earlier career spent at IBM and then Sun Microsystems.

## DW's new Director General



**Peter Limbourg** has been elected as the new Director General of Germany's international broadcaster Deutsche Welle (DW).

Mr. Limbourg succeeds Erik Betterman who has been at the DW helm since 2001 and has significantly shaped the broadcaster's strategic direction.

Peter Limbourg studied law in Bonn, after which he completed a journalistic traineeship at the German television news agency Deutsche Fernseh Nachrichten Agentur (DFA) in Bonn and London.

He worked as a reporter in Leipzig in the former GDR before becoming the Europe and NATO correspondent for DFA and SAT.1 in Brussels in 1990. In 1996 he became the Head of the ProSieben studio in Bonn, and in 1999 was appointed Co-Editor-in-Chief of N24 and Head of the Political Department at ProSieben, a position that he also took on at SAT.1 in 2001. In 2004/5 and 2008/9 Limbourg was the CEO of Pool TV, a joint venture of private television stations in Berlin. From 2008 to 2010 he was the Editor-in-Chief responsible for N24's programming. He has been anchor of SAT.1 news since 2008 and Senior Vice President of ProSiebenSat.1 TV since 2010.

## New Director of Radio Netherlands Worldwide



**Robert Zaal** is the new director of Radio Netherlands Worldwide (RNW).

The 48-year-old Zaal is responsible for leading the implementation of RNW's new direction, focused on free speech. As of 2013, RNW will operate primarily in Africa and the Arab world, but also in countries such as China, Cuba, Venezuela and Mexico.

Announcing the appointment, the chairman of RNW's Supervisory Board Bernard Bot said, "after the most turbulent and painful period in RNW's history, the organization is now almost ready to embark on its new future. Robert Zaal has extensive experience in the areas of free speech, media and management. He's the right person in the right place."

Robert Zaal began his career as secretary of the Dutch Journalists' Association. Later, he became the director of the regional broadcasters' association, ROOS. For the past nine years, Zaal has been director of Dutch media group RTV North Holland.

## New AIBD Programme Manager



**Rabi K C** joined AIBD as Programme Manager-Broadcast Engineer in January 2013.

Mr. K C has past experience in radio and TV broadcasting. He worked as Broadcast Engineer at Kantipur FM and Kantipur TV Pvt. Ltd. (2003-2007) in Kathmandu, Nepal.

From 2007 to 2012, he worked at the Association of Community Radio Broadcasters Nepal (ACORAB) as Technical Officer, providing technical support to all of its member stations, and was responsible to overlook the Community Information Network (CIN), a satellite-based radio launched in the year 2009.

He attended various trainings and workshops organized by Voice of America, AMARC, Harris Broadcast, Intelsat, Boeing, Inmarsat, BBC, ABU and Nepal Academy for science and technology.

Mr. K C holds a Bachelor's degree in Electronics Engineer from Visvesvaraya National Institute of Technology (VNIT) India, and Executive Master of Business Administration (EMBA) from ACE Institute of Management, Kathmandu, Nepal.

# Asia-Pacific Institute for Broadcasting Development

## IDEA MATTERS



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