

A New 5-Year Strategic Plan

Reporting on the success of AIBD initiatives for the past 12 months at the recent 37th AIBD Annual Gathering/10th General Conference (GC) and Associated Meetings, AIBD Director Yang Binyuan said the Institute is now drafting a new five-year strategic plan from 2012 to 2016 that will bring about a reinvigorated AIBD in the rapidly changing media environment.



Mr. Yang Binyuan, Director AIBD

“The new plan will enable AIBD to play a more assertive role in capacity building activities at all levels and encourage more dialogue and cooperation in formulating a media policy relevant to the present and future demands of the changing digital media landscape,” Binyuan stressed.



AIBD GC 2011

Mr. Otgonbayar Yondon, Mongolia's Minister of Education, Culture and Science, graced the inaugural opening of the 37th AIBD Annual Gathering/10th General Conference and Associated Meetings in Ulaanbaatar, Mongolia from 25 to 28 July 2011 and spoke of his country's efforts to develop a sustainable and viable information and media technology sector.



Mr. Otgonbayar Yondon, Minister for Education, Culture and Science for Mongolia

In his speech, Minister Otgonbayar said the number of electronic media and websites is increasing, providing Mongolians access to free media and more information.

Mr. Cao Yin, Deputy Director-General of International Cooperation Department, SARFT, China, chaired the General Conference as Mr. Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and Culture, Department of Information, Republic of Maldives and President of the General Conference was unable to attend the membership meeting.



Mr. Cao Yin, Deputy Director-General, International Cooperation Department, State Administration of Radio, Film and Television (SARFT), China and Chairman of the AIBD Strategic Plan Team

▶ continued on page 2

Increasing Demand for Broadcast Training

AIBD members have identified a wide range of training activities that the Institute needs to address as broadcasters begin to take advantage of digital technology. Their developmental needs for training cover content management systems, web mobile service development systems, digital archiving and multi media management, multi media journalism, broadcast journalism, support for digital migration, copyright issues, exchange of information mechanisms, digital content creation/animation, HDTV, 3D TV content, financial management and marketing.

These training areas will form part of AIBD's capacity building initiatives for members that will be implemented from 2012 to 2016. Broadcasters met in a forum to discuss this topic on 27 July 2011 during the 37th Annual Gathering / 10th AIBD General Conference & Associated Meetings held in Ulaanbaatar, Mongolia.



Developmental Needs Forum

▶ continued on page 12

AIBD is ITU's Centre of Excellence for Broadcasting

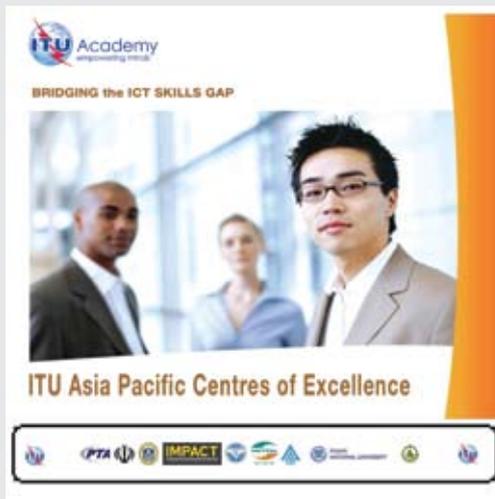
By Mr. James Sinclair, Programme Manager, AIBD

AIBD is proud to be one of the ITU Centres of Excellence (CoE) in the Asia and Pacific region. As the CoE for Broadcasting, and along with five other Centres of Excellence from Iran, Thailand, Malaysia, Republic of Korea and Pakistan, the Institute offers specialized training in policy and regulation, spectrum management, rural ICT development, technology awareness and business management.

ITU CoE's are institutions sharing expertise, resources and capacity know-how. Each Center of Excellence or node serves as a focal point for a theme and cooperates to deliver high quality specialized training with a number of partners, including policy makers, regulators, and experts from industry and academia.

There are CoE's in other ITU regions and all work under the umbrella of the ITU Academy. The regional networks are in the process of being joined together into a Global Network sharing training curricula, resources and expertise.

Officials of the CoE's from Asia and the Pacific recently held a management meeting in Bangkok. Participants met partners and specialists from other Centres of Excellence to explore ways to create new courses shared by two or more Centres of Excellence. One such example is the partnership between AIBD and Universiti Utara Malaysia (UUM). Both organizations will develop a course on developing creative content for rural community. This course is planned for September 2012.

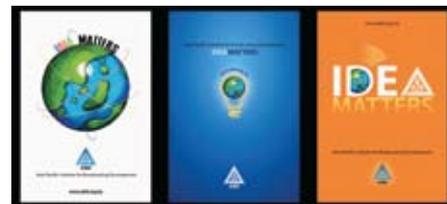


AIBD and the ITU Academy will develop other courses such as two new online courses on the migration to digital and digital media broadcasting technologies. This will bring to three the number of online courses AIBD is making available to broadcasters in the region. In addition, AIBD, ITU and Thailand's Ministry of Information and Communication Technology (MICT) will hold a three-day pre-summit workshop at the Asia Media Summit in Bangkok commencing on 26 May 2012.

◀ continued from page 1
A New 5-Year Strategic Plan

A reinvigorated AIBD

In drafting the new strategic plan, AIBD will examine the leverage of its strength within the framework of the Bangkok Declaration and reinvigorate efforts in developing a more robust broadcast environment relevant to nation building. AIBD's current strategic plan (2008-2012) will end next year.



Binyuan said the new plan will be guided by *IDEA*, an acronym that stands for Interest, Dialogue, Exploration and Accommodation. This means that the Institute will serve the best *interests* of members and expand common grounds for cooperation; it will step up *dialogue* at all levels and *explore* new directions to meet the developmental needs of members, enhance mutual understanding and respect and *accommodate* each other's concerns and culture.

Training and membership report card

In his report to the AIBD members, Binyuan said that from July 2010 to June 2011 the Institute implemented 49 training activities benefiting 1,251 broadcasters. Five new affiliate members joined the Institute in 2010, increasing the number of AIBD affiliate members to 97. However, 10 others were suspended due to non-payment of dues for the last three years.

As the new AIBD Director, Binyuan implemented a smooth transition over the past 12 months enabling the Secretariat to recruit three new programme managers and strengthen its in-house human resources.

Quality management certificate

Since 2009, the Institute has complied with the requirements of the ISAS BC 9001 certification granted by Swiss-based Media and Society Foundation. "This quality management certificate reaffirms our commitment to improve our management system so that AIBD can take new and more challenging approaches in serving its members," Binyuan said.

A more attractive website

AIBD launched a new website last January, featuring more content and attractive design, interactive and user-friendly services that will benefit AIBD members and other stakeholders.

New publications

In 2010, AIBD published four books, namely: *Handbook on Media Law*, *Handbook on Optimising the Broadcast Schedule*, *Media and Good Governance*, and *Broadcasting Science*. It has also produced a DVD entitled *Positive Life* (collection of short films on HIV and AIDS). In 2011/2012, three other publications have been or will be completed. They are *Radio Toolbox*, *Manual for Training the Trainers (2nd edition)* and *Training Needs Appraisal*.

The Institute also implemented other projects including the World Television Award, AIBD Radio Award, and initiatives to build and expand international partnerships.

New Members of the Executive Board

At the GC, The AIBD Executive Board announced the election of its new members. They are China, France, India, Korea and the Philippines that will serve the Board for two years with effect from 1 August 2011.

Next GC in Nepal

The 38th Annual Gathering / 11th AIBD General Conference and Associated Meetings will be held in Nepal from 25-28 July 2012. Mr. Deepak Mani Dhitai, Acting General Manager of Nepal Television, invited members to come to Kathmandu for this meeting and called on them to work towards a common vision of establishing a vibrant and solid electronic media environment in Asia-Pacific.



Mr. Deepak Mani Dhitai, Acting General Manager, Nepal Television and Mr. Yang Binyuan, Director AIBD

AMS 2012 to Examine 2003 Bangkok Declaration

Anothai Udomsilp, Director of the Academic Institute for Thai PBS, says the AMS 2012 will examine the 2003 Bangkok Declaration and draft new approaches that will make more relevant broadcasters' role in the digital world.

In May 2003, the 1st Conference of the Ministers on Information and broadcasting in Asia and the Pacific region was held in Bangkok to approve the 1st Bangkok Declaration. The meeting served as a platform for thematic debate to discuss issues and recommendations of broadcasters from the region for presentation to the World Summit on the Information Society held in Geneva in 2003.

Taking into account the cultural, political and economic and financial diversity in the region, Ministers as well as heads of radio and television organizations, policymakers, scholars and representatives of funding and development institutions agreed on a set of recommendations covering media and globalization, cultural diversity, public service broadcasting, information divide and human resource development.

The Institute, which will be a learning and training center, will open its doors to Thai broadcasters and the public in January 2012. It will undertake media research and set up a dedicated library focused on media knowledge, an exhibition hall and a museum on media development.

A major task of the Institute is to train Thai PBS staff, other broadcast practitioners and the public in public service broadcasting. As Director of the Academic Institute, Anothai said they would initiate projects to train women villagers to produce documentaries from their own perspective or citizen journalists to report to other citizens instead of professional reporters.

In collaboration with AIBD, UNESCO, FES and many other international organizations, the Institute will also provide training activities for broadcasters in the region.

Thai PBS is the only public service broadcaster in the country that will ensure that more people view and use it. "That is what motivates us to provide our services to the people. It is the source that



In an interview with the *Broadcaster*, Anothai stressed the importance of the forthcoming summit, which will gather some 500 leading broadcasters across the globe. He said Thai Public Broadcasting Service (Thai PBS), which is hosting the conference, sees the summit as an opportunity to showcase the inroads of public service broadcasting in the country, including the initiatives of Thai PBS in operationalizing its Academic Institute.

promotes the right to know, where they can learn and get information, so the diversity of content is a must for us. We must also be a forum of participation where people can express themselves on their rights to knowledge and their rights to divulgate." Anothai said.

Success Factors in Broadcast Management and Quality Management

By Mrs. Manil Cooray, Deputy Director, AIBD

AIBD recently organized a regional training workshop on broadcast management and quality management, a pilot project designed to combine the core elements of broadcast management styles together with quality management tools and techniques, and enable participants to adapt to the needs of the media industry. Participants to the four-day regional activity were 17 senior managers from the broadcasting organizations in Bangladesh, Maldives, Mauritius, Myanmar, Malaysia, Nigeria, Pakistan, Sri Lanka, Thailand, Tanzania and Vietnam. These are AIBD members and affiliates. ABU, FES, ER and MSF supported the workshop.

Ms. Barbara Skerath, AIBD's Management Consultant, conducted the workshop on broadcast management, facilitating engagement among participants in exploring key factors of successful management.

The participants, most of them in senior and top management positions, had come from 11 countries in Asia and Africa and were everything that a consultant could hope and wish for: competent and committed, confident and communicative, eager to listen, learn and contribute. From 12 to 15 September 2011, they turned the AIBD training room into an arena for lively discussions, individual presentations and a high-level exchange of ideas and experiences.

The first two days were dedicated to the art of managing and leading people, a topic of growing importance to broadcasting executives at a time of turbulent change and unprecedented challenges. Which aptitudes and attitudes do I need as a manager to promote staff motivation and commitment? Which leadership styles should I adopt for which situation? Which techniques should I use to hire the right people and to turn their potential into performance? And most of all, how do I solve the eternal manager's dilemma of reconciling the needs of the organization and the needs of the staff?

It was these and many other questions which the managers thoroughly examined through critical questions, in-depth analysis and controversial discussions. Although there were no clear-cut recipes for every problem, participants felt they



(2nd from left) David Balme, (3rd from left) Barbara Skerath with AIBD Director Yang Binyuan and participants

had gained new insights to help them introduce new strategies and concepts.

Skerath said it was a tremendous pleasure to interact with a group of seasoned broadcasting executives whose positive mind and professional attitude left a lasting impression.



Mr. David Balme, CEO of Geneva-based Challenge Optimum S.A., shared his views on quality management: a cornerstone of media trust and competitiveness in the market. He said that in today's fast growing economies where changes are taking place not only in business and political practices but also in technology (new media), "quality management is more than ever a key tool to take up the different challenges to remain ahead of competition, fulfill audience and advertisers expectations, encourage public debate and promote democracy in all aspects of public life."

From 14 to 15 September 2011, Balme spoke before 17 senior executives from 11 countries of the Asia-Pacific region who were eager to know more about quality management in the media

industry, get acquainted with the main requirements of the quality management standard dedicated to the media (ISAS BCP 9001:2010), understand the added value of each of the building blocks of a quality management system and finally get started to use the "Quality Management Starter Kit".

Participants agreed that one of the main challenges of the media industry consists of implementing management tools to foster excellence in three key areas:

- accuracy & reliability of the editorial contents to build and strengthen trust of the media
- lean & innovative production processes to be competitive
- satisfaction of audience and announcers to gain market shares

According to Balme, the ISAS BCP 9001 standard, guidelines and starter kit provide an efficient toolbox to take up this challenge based on five key management tools to systematically take advantage of feedbacks from the media's stakeholders, detect & report alarms to the dedicated people, secure errors/mistakes, make fact based managerial decisions to ensure availability of resources, and finally continuously & transparently update the know-how, corporate-wise.

Some participants plan to implement these tools in the near future while others want to disseminate these new concepts across their management teams so as to convince the top management to proceed in this direction.

Gender Guidelines for Broadcasting in Vietnamese Language

By Mrs. Manil Cooray, Deputy Director, AIBD

The AIBD / FES publication on “Broadcasting for All: Focus on Gender,” a guideline for gender-sensitive broadcasting, will soon be available in the Vietnamese language. AIBD, UNESCO Office in Hanoi and Vietnam’s Ministry of Information and Communications are collaborating in contextualizing this publication by translating the gender guideline into Vietnamese to enhance its accessibility and relevance to the country.

From 5 to 9 September 2011, a preparatory meeting was held in Hanoi to plan the translation work. AIBD engaged Jai Chandiram, an experienced trainer from India, to work with the national consultant Professor Le Thi Quy and Associate Expert Heidi Kivekas from UNESCO for this project. They met representatives from the Voice of Vietnam and Vietnam Television, electronic, Vietnam News Agency and some print media organizations and solicited their inputs in developing the training contents and materials. The consensus was to ensure that these training materials were simple and contained best practices in gender sensitive reporting.

Jai Chandiram said: *“it was a challenge to contextualize and operationalise the guidelines for use in Vietnam. From all accounts the gender index in Viet Nam seems admirable so I was puzzled with the need for guidelines in Viet Nam. On studying more deeply the gender issues it was clear that there was need to build awareness about Viet Nam’s new laws on gender equality and equity.”*

During Chandiram’s mission to Viet Nam, the team developed a two-day gender training program for media professionals, integrating inputs from representatives from the Voice of Vietnam, the Ministry of Information and Communications, the Ministry of Labour, Invalids and Social Affairs and the GoV / UN Joint Programme on Gender Equality. The training program is based on ‘Broadcasting for All: Focus on Gender’ and utilizes hands-on activities to operationalize gender-sensitive reporting principles in Viet Nam. The training workshop took place on 28-29 September in Hanoi.

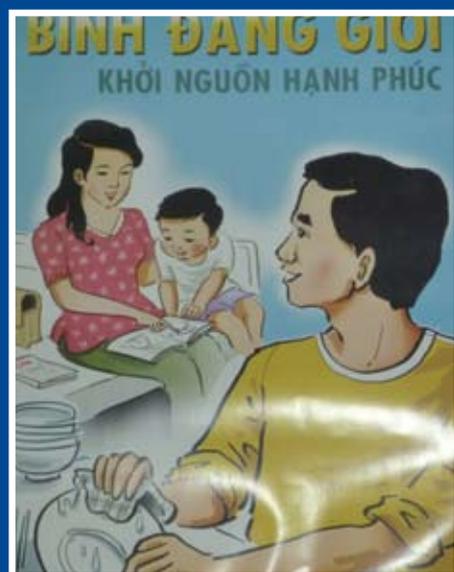
The translation work and the training workshop were implemented within the framework of a Joint Programme that the Vietnamese Government together with the United Nations is carrying out on Gender Equality to enhance the capacities of different ministries in implementing the Law on Gender Equality and the Law on Domestic Violence Prevention and Control.

► continued on page 14



Mr. Yang Binyuan, Director AIBD presented the certificates to the participants during the closing ceremony

The participants also took time out to visit the studios of Radio and Television Malaysia (RTM) and tour around the city of Kuala Lumpur.





ASIA MEDIA SUMMIT 2012

29-30 MAY • Bangkok • Thailand

HOSTED BY:

ORGANISED BY:





ASIA MEDIA SUMMIT 2012

29 - 30 May 2012, Bangkok, Thailand

Creating Impact: Media in Today's Society

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

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

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

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

Day One : 29 May 2012

0900 – 0945 Inaugural Session and Keynote Address

0945 – 1015 Tea Break

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

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

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

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

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

1300 – 1400 **Lunch Break**

1400 – 1600 **Mediahub Market and Networking**

1600 – 1730 Parallel Sessions

Parallel Session 1: 2003 Bangkok Declaration: What Next?

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

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

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

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

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

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

1930 Gala Dinner and Cultural Show

Day Two : 30 May 2012

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

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

1030 – 1100 Tea Break

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

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

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

1230 – 1400 Lunch Break

1400 – 1600 Mediahub Market and Networking

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

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

1730 – 1745 Invitation to the Asia Media Summit 2013

Closing Remarks

Asia Media Summit Pre & Post Events

26 - 31 May 2012

1.	26 – 28 May	AIBD/ITU/ABU Workshop on Digital Broadcasting: Opportunities, Business and Challenges	0900 - 1700
2.	26 – 28 May	AIBD/CFI Workshop on TV Branding and Visual Identity	0900 - 1700
3.	27 – 28 May	AIBD/EBU Master Class: Leading Change in the Newsroom	0900 - 1700
4.	28 May	AIBD/UNESCO/FES Workshop on Media Ethics in the Age of Social Media	0900 - 1700
5.	28 May	AIBD/MSF Workshop on Media Quality Management	0900 - 1700
6.	28 May	AIBD/UNESCO Consultative Meeting on PSB	0900 - 1700
7.	28 May	AIBD/ASBU	0900 - 1700
8.	28 May	AIBD/UNEP	0900 - 1700
9.	29 May	4th AIBD/ASBU/ABU Media Partnership Committee Meeting	1400 - 1530
10.	30 May	5th Pacific Media Partnership Committee Meeting	1400 - 1530
11.	31 May	AIBD Strategic Plan Team Meeting	0930 - 1100

1st EVER INTERNATIONAL B2B MEDIA MARKET FOR
ASIA PACIFIC EMERGING MEDIA BROADCASTERS

A HUMAN SCALE MARKET OFFERING A PRIVILEGED NETWORK PLACE

Link with the emerging media players

Expose company brands and products in a growing golden market and increase your market shares

Get an exclusive networking with decision makers (CEO & GM) from the Asia-Pacific media industry

THE ADVANTAGES OF THE ASIA MEDIA SUMMIT ORGANIZED BACK TO BACK WITH THE MARKET

WHAT IS ASIA MEDIA SUMMIT (AMS) ?



Since 2004, the Asia Media Summit (AMS) is an annual conference organized by the Asia-Pacific Institute for Broadcasting Development (AIBD), an inter-governmental organization.

Every year the AMS unites CEOs and other top officials from both private and public broadcasting organizations as well as development institutions across the globe.

AMS offers a series of plenary conference sessions giving a unique insight into the Asia-Pacific media market upcoming developments and needs.

In 2012, ThaiPBS, the N°1 Thai public service broadcaster, will host the AMS.

MEDIAHUB MARKET, AN ITINERANT EXHIBITION

After the 2012 edition in Thailand, the Mediahub Market will take place in Bali, Indonesia, 28 & 29 May 2013

AT THE MEDIAHUB MARKET

- More than 700 participants
- Minimum of 50 countries and regions
- Minimum of 120 broadcasting organizations
- 50 exhibitors



HOW TO REGISTER Login to www.mediahubmarket.com

Registration opening: from November 2011

Sponsoring opening: from October 2011

"Mediahub Market is the ideal place to reach the emerging market. In addition, it offers an opportunity to interact effectively with the decision makers from Asian broadcasters, with whom we have rarely or never had the occasion to meet. It's a great chance to increase market shares in a rapidly developing media economy. TVFI will definitely be attending Mediahub Market. We are enthusiastically looking forward to it!"

Mathieu Bejot, Executive Director, TV France International (TVFI)

"A chance to meet various potential buyers unknown to us!"

Peter Lee, Director, International marketing, Educational Broadcasting System (EBS), Korea.

mediahub Access

"LET'S LINK WITH MEDIAHUB"

A PRIVILEGED ACCESS TO A GROWING MARKET

- A link between emerging and leading media actors across the world
- A place for online networking through a few simple clicks
- A show window to market your programs for better access and new business opportunities
- A unique way to link up directly to all Asia-Pacific Institute for Broadcasting Development (AIBD) members, the public and private broadcasters

A WEEKLY NEWSLETTER

- Sent out to our network of 2,000 media professionals worldwide
- All the news immediately available through our RSS feed
- A simple way to effectively promote your programs and services and enhance your company's visibility and reputation

WHAT IS ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT - AIBD



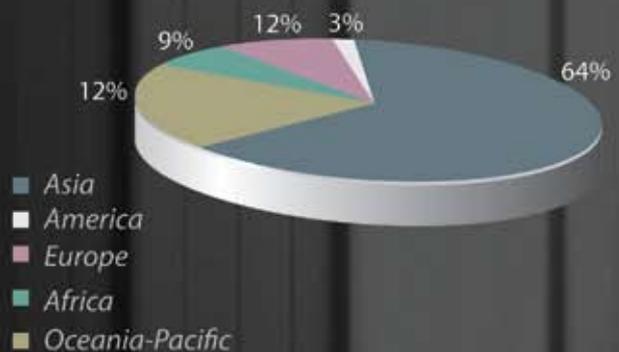
AIBD is an inter-governmental organization contributing to building capacities of media professionals across Asia and the Pacific

"AIBD members are mostly broadcasters from the Asia-Pacific region and due to limited resources, they often face difficulties to reach out to the international market. Mediahub is the answer."

Mr. Yang Binyuan, Director, AIBD

ON MEDIAHUB ACCESS

67 countries connected
+30% of new members per month*
*since the launch in May 2011



HOW TO SUBSCRIBE

Login to www.mediahubaccess.com

"Mediahub is an excellent platform, it's online, at our finger tips, readily accessible and it really addresses our needs in determining and acquiring content on a very immediate sort of basis."

Mr. Zulkifil, General Manager, Content, brand & Marketing for Alt Media, Malaysia



DIRECT ACCESS TO ALL AIBD MEMBERS



JOIN A PRIVILEGED COMMUNITY OF MEDIA PROFESSIONALS



EXPAND YOUR NETWORKS



ACCESS TO COST EFFICIENT SERVICES

Media Leadership in Crisis and Disaster

CBA member organizations will gather in Australia next year for the 2012 CBA General Conference to examine issues on media leadership, technical expertise, planning and crisis management essential to address natural disasters, global pandemics, civil unrest, among others.

“It is at these times that audiences turn to their public service media providers for essential information that they can trust. Effective media leadership is critical in times of emergency and disaster,” Ms. Sally-Ann Wilson, CBA Secretary-General said.

The CBA General Conference to be held in Brisbane from 22-25 April 2012 will have as its theme “Media Leadership in Crisis, Disaster and Emergency.” It promises to be a unique event featuring a special program, a mixture of plenary, workshops and training surgeries.



KBS Launches K-Player, a Digital Media Platform

The Korean Broadcasting System (KBS) launched on 3 September 2011 K-Player, a digital media platform that allows the audience to watch KBS programs on smart phones, PC, tablet PC and any other devices with an Internet connection. K-Player is a result of the efforts of KBS to deliver its content without the limit of time and space. Once downloaded to PC or smart phone, K-Player works as a platform through which the audience can watch 10 KBS channels, including KBS TV1, TV2 and radio channels on higher picture quality than that of DMB, a mobile phone TV service.

From December 2011, with VOD service to be added, the audience will be able to watch the programs again even after the programs are on air.



K-Player is part of the N-Screen environment in which broadcast content is provided on multiple devices in order for the audience to be able to enjoy it wherever they are and whichever devices. To put it in another way, it is an open device that the audience utilizes to look for content they want, which means revolutionizing the way we experience TV.

When the final phase of K-Player is completed in 2012, it will provide content of other domestic broadcasters as well as global content providers, evolving to be a platform for the future digital era.

◀ continued from page 1
Increasing Demand for Broadcast Training

AIBD Director Yang Binyuan said the Institute would work hard to meet the increasing demand of broadcasters in a rapidly changing media environment. He also called on broadcasters to provide continuous feedback to AIBD as required by ISAS BC 9001 quality management standards to ensure the Institute’s programs remain relevant.

Forum participants proposed that the liaison officers of AIBD’s member countries should update communications and inform AIBD of their feedback by October every year, AIBD should decide topics and number of workshops well in advance depending on the resources available. They also requested AIBD to include E-education in its capacity building programs and its members to inform the Institute about the competency of their trainers.



Moderator -
Mr. Anothai Udomsilp, Director of Academic Institute of Public Media - Thai PBS



Mr. Md Shafiuddin Sikder, Director General, Bangladesh Television



Ms. Qi Xiaochao, Project Manager, Asia, Africa and Latin-America Division, International Cooperation Department, State Administration of Radio, Film and TV, SARFT China



Dr. Antar Merau Tugus Sianturi, Finance Director Televisi Republik Indonesia (TVRI)



Mr. Varuna Dharmaratne, Deputy Director General/ Finance Manager, SLRC

Director from KCC, also proposed similar initiatives such as study visits and would send experts to member countries. Mr. Khin Maung Htay, Director, Forever Group, spoke of the Myanmar Media Training College, and sought continued cooperation in the areas of information sharing, sourcing international trainers, and accreditation and support opportunities for job placements.



Mr. Kim Pyung-Ryul, Director (KBS)



Mr. Nguyen Tien Long, Director, International Cooperation Department, VOV

Mr. Varuna Dharmaratne, Deputy Director General & Finance Manager of Sri Lanka Rupavahini Corporation, said their station needed training in program, news, filming, engineering, management, marketing & digitization. Mr. Nguyen Tien Long, Director, International Relations of Voice of Vietnam, identified their training needs in introducing low cost receivers, video archiving systems, consultancy services and training in core areas in broadcasting. Ms. Nguen Thi Bich Thuy, Deputy Director of Vietnam Television highlighted VTV's developmental goals and cooperation with AIBD to exchange experts, be partners or co-organizers of training programs, co-productions and exchange programs through Mediahub.



Mr. Chang Seong Hwan, Assistant Director (KCC)



Mr. Rajendra Sharma, Executive Director, Antenna Foundation Nepal (AFN) - **Facilitator**

During the forum, AIBD members were briefed on the services of Mediahub as a cost effective, valuable tool for members to share and exchange program content and urge the members to take advantage of its services to grow stronger by working together.



Mr. Khin Maung Htay, Director General, MRTV-4



Panel headed by Mr Deepak Mani Dhital, Acting General Manager, Nepal TV



Panel Discussion



Ms. Nguen Thi Bich Thuy, Deputy Director, Vietnam Television

Mr. Shafiuddin Sikder, Director General of Bangladesh Television, said more training would be required in camera operation, animation, production of programs and news. Ms. Qi Xiaochao, Project Manager, Asia, Africa and Latin-America Division, International Cooperation Department of SARFT, China, proposed that AIBD members should design their own training modules, work on the budgets, identify trainers and submit to AIBD for approval and seek funding. Dr. Antar Merau Tugus Sianturi of TVRI Indonesia said they are preparing for the digital migration by 2018, which will require more technical and management training.



Panel headed by Mrs. Manil Cooray, Deputy Director AIBD



Ms. Juliette Vivier, Deputy Director EduMonde (Malaysia) Sdn Bhd

Mr. Kim Pyung Ryul, Director, KBS, said they will continue to send consultants with expertise in digital migration and new media to AIBD member countries. Mr. Chang Seong Hwan, Assistant

At the conclusion of the forum, participants expressed satisfaction over AIBD's performance of its activities, stressing that AIBD should tap new media more and ensure these are user friendly to improve identification of training needs and feedback mechanism.

Digital Switchover Techniques & Policy Course

By Ms. Jemma Kim, Research Associate Korea Internet & Security Agency (KISA)

Twenty-one broadcasting experts from fourteen AIBD member countries participated in the 9th ICT expert training course on digital switchover techniques and policy, which the Korea Internet & Security Agency (KISA) conducted from 17 to 25 August 2011. This was the second collaborative activity KISA and AIBD organized this year.

The course covered lectures from KISA ICT experts, country presentation on the state of digital migration and visits to broadcast production sites of Korean Broadcasting System (KBS) and Seoul Broadcasting System (SBS) in Seoul. Participating countries included Maldives, Malaysia, Laos, Cambodia, Iran, Micronesia, Myanmar, Indonesia, Thailand, India, Vietnam, Nepal, Bangladesh, and Sri Lanka.

Participants also viewed beautiful Korean culture relics and visited the national folk museum and the Namsan N Seoul Tower to enjoy the beautiful night scenery of Seoul. They had the opportunity to make a traditional Korean fan and watched the non-verbal performance "Nanta."

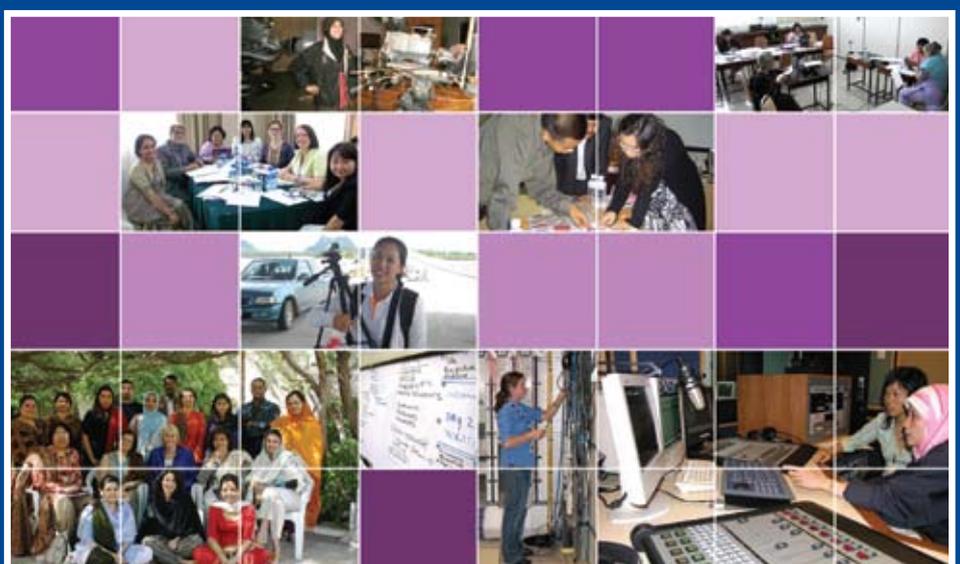
On the last day of the course, the trainees visited the animation center, animation museum and the Gangwon Information & Multimedia Corporation, all located in Chuncheon, to observe the 3D animation production processes and understand the animation industry in Korea.



◀ continued from page 5
Gender Guidelines for Broadcasting in Vietnamese Language

Vietnam is a signatory to human rights conventions which guarantee equality between men and women. The government has a Plan of Action for the Advancement of Women and has mainstreamed gender equality considerations into its Comprehensive Poverty Reduction and Growth Strategy and Socio-Economic Development Plan.

The AIBD and FES granted permission to the UNESCO Office in Hanoi to disseminate in print and online the Vietnamese edition of "Broadcasting for All: Focus on Gender." This publication, which was based on a long-term research in AIBD member countries, was carried out by a working group from a broad range of countries beyond the geographical boundaries of the Asia-Pacific Region.



**Broadcasting for All:
Focus On Gender**

One More Step Towards “Asianationality”

By Mr. Jean-Dominique POUPEL, TV Director, and Keverne Eason MAPP, Art Director

As part of their three-year plan dedicated to TV content, the French Government and AIBD organized the first workshop of the third year on “TV Directing and Artistic Direction” at MCOT, Thailand from 2 to 5 August 2011. The main objective of the workshop was to stimulate creativity and synergy within a group of participants from leading TV channels such as Media Prima (Malaysia), GMA (Philippines), SCTV (Indonesia) and the host of the workshop MCOT (Thailand). The result was surprisingly unexpected.



After a detailed preparation for over a month, we opted to focus our training on the creation and production of a family entertainment show, directly targeting a wide audience.



Despite the short duration of the workshop, we thought that the participants could manage our program as if they were to work as a hands-on TV production company. The technical facilities MCOT provided were of an extremely high quality and fully furnished, allowing us to be immediately operational from the start. This served as an effective stimulant for all the participants and experts as well as the technical staff.

Given the mix of participants from different countries, we were anxious if any problems would arise due to differences in working practices in their respective countries. We asked ourselves if we would succeed in creating the right spirit to accomplish our aim. As soon as everyone arrived, we immediately felt that everything was to flow in a professional way with much mutual respect between all members of the team. Participants showed much enthusiasm. Through their intense concentration and energetic brainstorming sessions, they worked out two solid TV show concepts at the end of the first day. This was proof that the theoretical aspect of the workshop was an efficient choice in its duration.

All the participants openly worked together after being split into two teams. Given the limited time to complete the pilot shows, they realized that communication and synergy were the key to team success.

Collectively we (the experts) shared our knowledge of the new trends and methods in conceptualizing a TV program prevalent in many countries, and facilitated a mutual learning platform that developed concretely with few barriers due to language differences. As a result, participants showed a wonderful creative energy, often with much laughter and good humor.

► continued on page 19

26th AIBD Strategic Plan Team Meeting



10th AIBD Executive Board Meeting



Inauguration Ceremony of the 10th AIBD General Conference



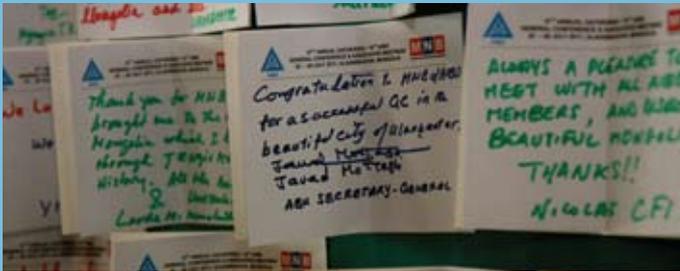
AIBD Awards Presentation



10th AIBD General Conference



Vote of Thanks



AIBD GC 2011 Secretariat



Vietnamese TV Embarks on Reality TV



Select staff from Vietnam Television (VTV) participated in a training workshop on reality TV formats held in Hanoi from 24 May to 3 June 2011. Benoît Chaigneau, journalist and columnist for France Télévisions who specializes in reality TV formats, conducted the workshop, organized by CFI. It was aimed at introducing to the VTV staff various programme formats and come up with suitable reality TV formats for the TV channel.

They worked on writing projects, covering all stages in programme production. By the end of the course, participants designed two original formats. They identified the principles and action before shooting and editing the video teasers using in-house resources, for an adventure programme and a meetings programme.

This type of training on reality TV put forward by CFI may be of interest to TV channels currently searching for new programme formats that can attract viewers, enhance their programme schedules and reach out to a wider audience.

◀ continued from page 15
One More Step Towards
"Asianationality"

The practical section and activity was in place before the end of our first day with the visit to the studio by all the participants as a last minute surprise. All the prior preparations and recommendations were physically present in the biggest studio space of over 365 square meters. These included the cyclorama in place and TV set rostrum, mobile walls and an extensive lighting set up. We were also provided with an OB van parked in the studio, available for all the participants to inspect. Our workstation was set up so that every aspect of the practical side of a real television production unit was present.



We had created a real "live" television production unit with everything and everyone at hand. Rarely does this happen in television as each department is often situated in various locations; studios, production and technical facilities all being in one place, efficiency was the key word.

Thus our objective of synergy and communication was in motion. Each team had provided their 'running order' by mid-morning of the second day with a list of props and requirements for their outdoor shooting slots and cyclorama slots. We reminded the participants on the nature of the workshop and its objectives to create, experiment, and innovate. This was enthusiastically followed by all.

It was a privilege to work with all the team. We appreciated the professional logistics and facilities our host MCOT Television Thailand provided. The participants' open and immediate communication as well as their intense concentration and enthusiasm created a more professional and dynamic workshop.

This workshop generated something bigger than a simple creative experience. The booming global audio-visual market and ever evolving media platforms have made it possible for us to foresee another innovative step towards "Asianationality".

The people from the participating countries with different origins, cultures and languages have created together programs that can be broadcast everywhere in Asia. We are proud to have contributed to this truly innovative approach and we are confident that this exercise will serve as an insight of things to come.

Singapore to Host 20th Public Broadcasters International (PBI) Conference



Over 100 executives from public broadcasters from across the world will meet to discuss the pressing issues facing the industry at the 20th Public Broadcasters International (PBI) Conference to be held in Singapore on 26-29 October 2011. MediaCorp, the leading broadcaster in Singapore, will organize the conference this year with support by AIBD.

PBI began in 1990 as an initiative of PBS, CBC, and TV Ontario in North America, and later it expanded to include international broadcasters BBC, NHK, KBS, SVT, DR, NRK, SABC, RTE, and France Televisions. Since the first event held in 1991, more than 80 broadcasters worldwide have become members of the conference and it has previously been hosted in North America, Africa, Asia and Europe. Membership is open to broadcasters offering programmes and news to all audiences that are required by law to serve general public interest.

PBI 2011 will focus on issues surrounding the digital age and the role of public broadcasters in extreme situations such as earthquakes and other natural disasters. Delegates can look forward to engaging discussions on the impact of new media. Broadcasters will also be sharing their experience in switching from analogue to digital and the strategies that they are implementing as they navigate the digital age. Mr. Masayuki Matsumoto, President of NHK, Japan will be giving a special presentation on Public Service Broadcaster's Role in Extreme Situations and he will also be providing insights on how NHK managed the Great Eastern Japan Earthquake.

MediaCorp Deputy CEO, Mr. Chang Long Jong, says, "New media will continue to shape the societies in which they are deployed, and public broadcasters must stay relevant and exploit such new initiatives while overcoming challenges from daily operations, funding issues and even extreme situations during a natural disaster. It is vital for public broadcasters to continue to study, adapt and respond to the evolving media environment under heavy commercial competition. PBI is an important platform for public broadcasters to debate on issues and challenges confronting the broadcasting industry and collectively share possible solutions to address these challenges."

The keynote speaker is Ms. Paula Kerger, President & CEO of PBS, United States' largest non-commercial media organization with more than 350 member stations throughout the country. Since joining PBS, Ms. Kerger has made particularly strong commitments to the arts, news and public affairs, high-quality content for education, diversity and the use of new technology to bring public media into the lives of all Americans. Her speech will focus on the progress of PBI in the past 20 years.

Other distinguished speakers include:

Mr. Maurice Newman, *Chairman of the Board, ABC (Australia)*

Mr. Gordon Leung, *Deputy Director of Broadcasting (Development), Radio Television Hong Kong (Hong Kong)*

Mr. Phil Molefe, *Acting Group CEO, SABC (South Africa)*

Mr. Yves Rolland, *Vice-President, France Televisions (France)*



Ms. Paula Kerger, President & CEO, PBS





Public Broadcasters International

The annual gathering of the world's public broadcasters since 1991, Public Broadcasters International (PBI) will take place in Singapore from 26 to 29 October 2011. The 20th PBI will be hosted by the country's leading media company, MediaCorp. The conference aims to help broadcasters strategize in all fields of activities and how best to deal with the challenges ahead.

26 - 29 October 2011
Resorts World™ Sentosa
Singapore



www.publicbroadcastersinternational.org
See you at PBI 2011 in Singapore!



Hosted & Organised by



Supported by



Official Conference Venue



Managed by



VTV Celebrates 41 Years of Service

On 7 September 2011, Vietnam Television (VTV) celebrated its 41 years since the first television broadcast in 1970 highlighted by the inauguration of its Program Production Center.

Vietnamese Prime Minister Nguyen Tan Dung graced the inauguration ceremony and spoke of the important role of Vietnam Television in the country. He urged VTV to become a powerful TV organization.



Using Japanese ODA loans, the Government of Vietnam invested in the Center, which boasts of a production line and innovative equipment that meet international standards.

VTV started with only one channel broadcasting several hours of programs every day, but with limited coverage. Now, VTV produces 130 hour broadcast /day to service six free to air channels ranging from VTV1 to VTV6, local channels, cable TV system and satellite digital television. Its coverage reaches 100% with satellite digital television and more than 98% with the terrestrial television system.

Taking this opportunity, VTV President Tran Binh Minh said: "with such large scale and technology, the new Program Production Center will help Vietnam Television strengthen its production

capability to become a highly professional television supplier, competitive enough to be a powerful and reputable national television supplier."

Vietnam Television has established and expanded cooperation with international broadcasting organizations and television suppliers, many of which are AIBD members. VTV plans to further develop international cooperation in 2012, particularly in the areas of program exchanges, human resource development, and program co-production.



FBC Broadcast Journalists Train as Multimedia Reporters

In preparation for its television launch in 2011, Fiji Broadcasting Corporation (FBC) is building the capacity and skills of its news reporters to become multimedia reporters. Their training aims to ensure that FBC is in a position not only to report news but also to offer quality news bulletins for its new television service.

Former TVNZ Producer Mark Hannan is working with the Fiji Broadcasting Corporation to train these news reporters. He is sharing his three decades of radio and television experience. With the completion of the eight week training, Hannan is confident local reporters largely made up of radio journalists can perform to international standards.

With some of the best reporters in the field, FBC hopes the training will put them in a good stead as FBC heads into television.



Journalists are being trained about the basics including the use of video cameras to enable them to be multi-skilled in today's growing multimedia environment. Editing, live reporting and voice over's among a long list of skills television reporters will acquire.

FBC News Director Stanley Simpson together with his team of 16 reporters are quickly adapting to being both radio and television journalists.

FBC News currently produces hourly news bulletins and current affairs in three languages for its six radio stations.



Fiji
Broadcasting
Corporation

Radio Veritas Asia Gets Ready To Launch Interactive Website

Listeners asked and Radio Veritas Asia (RVA) listened, and within this year, Asia's Catholic shortwave station is set to launch a whole new website, which will be home to the various productions of the many RVA language services. Moving forward from the regionally-beloved broadcasts in Bengali, Chin, Filipino, Hindi, Hmong, Kachin, Karen, Khmer, Mandarin, Myanmar, Sinhala, Tamil, Telugu, Urdu, Vietnamese and Zomi-Chin, the new multi-user, multimedia and multi-language RVA website, www.rveritas-asia.org will host the broadcasts both in streaming and downloadable mp3 podcast versions, compatible with computers and most portable media players. In addition, the new website will also include transcripts and news articles pertaining to the radio features themselves.

The Website will include language-specific forums where listeners may hold discussions on program topics and current events, and a host of different means of feedback, from simple comment forms to digital voicemail. Listeners may also opt to receive e-mail updates that will alert them of upcoming programs on weekly schedules. RVA is also working on integrating its social media platforms, increasing interactivity with its listeners. Soon, listeners will be able to catch RVA on Twitter and Facebook.

RVA will also be catering to the increasing number of people who are using their smart phones and devices instead of computers to access the internet. It will develop exclusive apps that will allow listeners to get listen to RVA anytime, anywhere with just a push of a button.

Radio Veritas Asia has been serving the continent and the world faithfully with its shortwave service for over 40 years. Dubbed "the missionary of Asia" by the late Pope John Paul II, it has become a beacon of hope and faith for both Christians and non-Christians with its uplifting, inspiring and educational programs. Now RVA is taking an important step to reach more listeners worldwide with the Radio Veritas Asia Website and Radio Veritas Asia Mobile.

Please bookmark and visit www.rveritas-asia.org for details, and stay tuned to the upcoming announcements.



Radio Veritas Asia to launch interactive website

Demands of a Successful Website

By Mr. Holger Banko, AIBD, IT Manager

The broadcaster is facing more and more challenges in the computer age, particularly the pervasive influence of the internet. This was the focus of a new media workshop ABU and IRIB organized in Tehran from 9-11 July 2011 with support from AIBD. Thirty IT decision makers from across Iran participated in the workshop that examined, among others, the demands of creating a successful website.



Today the website visitor is expecting a lot more than some written text on a white background especially when he is visiting the website of a TV station. He expects some online video content, related to the TV program. But not only that, he wants to interact on the contents he is consuming with his social networks. To facilitate all this, a reliable IT infrastructure is vital. Utilization of famous social network platforms and storing contents in the

cloud, to make them accessible with an adequate speed, can be the key to the success.



Mr. Holger Banko at the workshop

China Radio International Celebrates its 70th Anniversary

China Radio International (CRI) is China's only state-level radio and television media organization specializing in international communications. Founded on December 3, 1941, CRI aims to introduce China to the rest of the world, introduce the world to China, report global affairs to the world, and promote understanding and friendship between the Chinese and peoples from other countries.



Chinese President Hu Jintao (left) and Lao President Choummaly Saygnason at the launch of CRI Vientiane FM93



CRI President Wang Gengnian

CRI has undergone a great transformation from a traditional single-platform media organization using short wave broadcasts to an international multimedia entity that incorporates all mass communication means.

At present, CRI broadcasts in 61 languages with a daily total of 2,700-plus programming hours. CRI has nearly 70 overseas, full frequency radio stations and 18 global Internet radio services. CRI has six overseas main regional bureaus and 32 overseas bureaus. It is a platform that incorporates the greatest number of communication means in China and includes the greatest number of language services among global media organizations.

China International Broadcasting Network, or CIBN, was established on January 18, 2011. CIBN relies on the increasingly developing internet and mobile communication technology to interact with a global audience through multi-lingual, multi-type, multi-terminal forms of communication, and covers a wide range of online audio-visual programs, mobile radio and TV, internet TV, IPTV, CMMB and other new media forms.

The establishment of CIBN marks the all-round entry into the new media field by CRI. CRI has thus taken a decisive step towards establishing a modern, comprehensive and innovative international media group.



Launch of China International Broadcasting Network (CIBN)



CRI President Wang Gengnian (right) Meets with AIBD Director Yang Binyuan

During the next five years and beyond, CRI will further accelerate the transformation of its media business and work hard to build itself into an international media group supported by modern technology through comprehensive communication channels. It will focus on new media as its developmental core backed by a solid financial footing, a large number of language services for a broad and diverse audience, and a powerful influence that extends around the globe.

China Radio International

Your bridge to China and the world.

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

CRI
CHINA RADIO INTERNATIONAL
中国国际广播电台

CIBN
中国国际广播电视网络台
CHINA INTERNATIONAL BROADCASTING NETWORK

CRI.CN

Bangkok
FM 103.0

Erdenet
FM 101.4

Kandahar
FM 102.2

Darshan
FM 103.7

Ulan Bator
FM 103.0

Phnom Penh
FM 96.5

Colombo
FM 102.0

Yerevan
FM 106.5

Vientiane
FM 93.0

Jakarta
AM 733

MCRI.CN

CRIENGLISH.COM

Regional Workshop on Convergent Journalism

By Mr. Marcel Gomez, Programme Manager, AIBD

A group of 12 senior news journalists gathered from 11 to 15 July 2011 at AIBD headquarters in Kuala Lumpur, Malaysia, for a week-long workshop on convergent journalism conducted by the University of Queensland's expert in convergence, Dr. John Cokley.

The participants – including two women – arrived from Bhutan, Cambodia, Macau, Nepal, Sri Lanka, Vietnam, Saudi Arabia, India, Bangladesh, Qatar and Jordan. Their job roles ranged through reporters, producers, to news directors.

Dr. Cokley, an Australian and a regular consultant for AIBD, had presented other workshops since 2007 in Tehran, Delhi and Kuala Lumpur. This workshop was the first to be jointly arranged by AIBD (Asia-Pacific Institute for Broadcasting Development), the ABU (Asia-Pacific Broadcasting Union) and ASBU (Arab States Broadcasting Union). AIBD Programme Manager Marcel Gomez managed the event.



During the workshop, at the AIBD training complex, Dr. Cokley led the participants through a process of studying new converged journalism publications, new ideas in audience studies, and how journalists could combine these two into successful new converged news outlets.

By the end of the week, the reporters, producers and news directors – who had previously never (or hardly ever) handled a camera or a sound recorder, and not completed any hands-on technical editing of pictures, video or words for a story – had successfully interviewed and recorded personalities and stories of their own from the KL area, edited them into a unified package and uploaded and published them to new sites on the World Wide Web. Success!

At the concluding ceremony, each student presented his or her news website on a 'big screen' and explained how it had been produced. Present to witness the demonstration were AIBD Director, Mr. Yang Binyuan, and the head of ASBU television, Ms. Jalila Kara, from Tunisia.

A key aspect of the course was learning the convergent journalist's new task of fitting new digital news delivery channels to each individual audience. Dr. Cokley presented the students with his specially-devised concept of the "audience soundtrack" and how studying what goes on in audience communities' everyday lives can help journalists adjust how and when they produced bulletins, and what content can be included.

Dr. Cokley also introduced his students to the world of content-managed free websites such as Wordpress, Wix and Blogger, where companies, NGOs and citizen journalists are publishing content more and more each day. It's fair to say this was "a revelation" for all.



Mr. Yang Binyuan, Director AIBD presented the certificates to the participants during the closing ceremony

Forming a New Way of Learning through Broadcasting

The growing phenomenon of human mobility has forced people to do multiple activities at different locations at the same time. It was Sultan Agung Islamic University (UNISSULA), an AIBD affiliate member, that understands this new challenge and put some great effort to make it happen.

Since it officially launched the Digital Multimedia Broadcasting (DMB) technology in November 2010, UNISSULA has formulated some strategies on how DMB technology can make the impossible happen. The human changes in lifestyle show the need for simplicity and promptness. These characteristics are embodied in the form of a technological revolution in education. DMB tries to redefine the meaning of a 'classroom.'



UNISSULA is trying to introduce a new concept of interactive and efficient classrooms which facilitates the teaching and learning process involving digital television broadcasting technology. The real time based technology can present both learners and educators the similar concept of conventional classrooms, only that the new concept is much better. Why? The students can 'bring' classroom into their favourite café enjoying a cup of coffee or dinner at home. Anytime, anywhere and at whatever condition, you can access the lessons. Studying is no longer boring.



Prof. Dr. Laode M. Kamaluddin, UNISSULA President

Prof. Dr. Laode M. Kamaluddin, UNISSULA President, was the brain behind the development of the DMB technology for education purposes. Since

the very beginning, he has successfully captured new business opportunities to address the need for educational reforms, particularly in Indonesia.

UNISSULA has recently conducted a series of DMB infrastructure development. A transmitter became the basis of the most important device in this development. The university will also set up other infrastructures such as servers and receivers, which constitute the first stage of development. The advance infrastructure requires advance human resources and practitioners; senior lecturers, administrative personnel, even the students themselves.

To provide adequate technology literacy, UNISSULA encourages every academician to think out of the box. Juniors assist seniors to access paperless systems. The ICT team introduces the necessity of technology to both freshmen and sophomores and officials collaborate to minimize risk and ensure success.

UNISSULA hopes that the pilot project will inspire other institutions particularly schools and universities to have faith on own ability, take the risk, conquer the challenge, and dare to dream. But not just a dream, try to prove it!

Deutsche Welle Presents New Television Services in Arabic



DW-TV ARABIA now offers six hours of programming in Arabic.

Deutsche Welle began broadcasting its new television channel for the Arab World on 12 September 2011. Audiences from Morocco to Oman can tune in to a six-hour block in Arabic – always in primetime throughout the region. DW-TV ARABIA will continue to inform its viewers about the most important developments in Arab countries, Germany and the rest of the world.

Deutsche Welle began broadcasting its new television channel for the Arab World

on September 12, 2011. Audiences from Morocco to Oman can tune in to a six-hour block in Arabic – always in primetime throughout the region. DW-TV ARABIA will continue to inform its viewers about the most important developments in Arab countries, Germany and the rest of the world.

Deutsche Welle has introduced new regionalized productions to help improve the connection to its viewers around the world. Germany's international broadcaster is offering the possibility to engage in dialogue about regional issues – especially with its talk shows with

representatives from Germany and the Arab World.

DW-TV ARABIA will now broadcast a block of programming in Arabic during primetime. English-language programming will complete the channel's 24-hour line-up.

▶ continued on page 28

ASBU Promotes “Public Service” Role for Radio and TV

The Arab States Broadcasting Union (ASBU) has been active advocating the change of the role devoted to public radio and TV channels in several Arab countries from a “government facility” to a “public service” tool. Several activities and initiatives supported the new trend.

In a changing political and social landscape in the Middle East and North Africa, ASBU felt the urgent need to meet the challenges brought about by the Tunisian and Egyptian unfolding revolutions, at least as far as broadcasting media are concerned. National radio and TV channels found out that they were far from being properly equipped to play the emerging role they have to take on.

One of their initial initiatives was to look around and see how others responded to the major question, “how to serve the public, not the government?” Several international and regional organizations, including ASBU, responded to the call and offered help. As early as June 2011, UNESCO, the European Broadcasting

Union (EBU), France Televisions and ASBU, met in Paris with international experts and professionals to support improving public media in Tunisia and Egypt.



Mr. Salah Eddine Maaoui, ASBU Director General

In his address, Salah Eddine Maaoui, ASBU Director General, highlighted the three fields his organization was prepared to cover in its action in favor of its two member corporations – training, technical and logistics support in covering major events including elections, and fostering support to them among other member corporations.

Maaoui also reviewed the developments occurring throughout the Arab region before the ASBU Executive Council meeting held last June. He underlined their impact on Arab joint action, as well as on ASBU’s future work plan. He stressed the fact that such events deeply affected ASBU’s schedule of activities for the beginning of the year.



With the election of a constitutive council in Tunisia on October 23, ASBU started implementing its promises. It renewed full determination to assist its member corporation, the Tunisian TV, in ensuring professional coverage of the elections, as addressing needs related to technical equipment, logistics and training technical and media human resources.

Two training sessions on election reporting and hosting political talk shows took place in mid-September to benefit Tunisian journalists. Production, transmission and booking equipment are also made available to the Tunisian TV channel to ensure success for the election coverage.



◀ continued from page 27

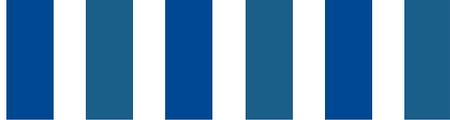
Deutsche Welle Presents New Television Services in Arabic

The core of the new DW-TV ARABIA schedule will be made up of four 30-minute segments of “Journal” – Deutsche Welle’s news flagship. There will also be Arabic versions of “Arts.21” and “GLOBAL 3000”. In addition to “Quadriga”, there will be four new talk shows added to the mix. These will all be conducted and broadcast in Arabic and offer viewers the chance to participate while shedding light on the changes in the Arab World.

The target audience for DW-TV ARABIA is made up of viewers in the Arab world who are interested in Germany and the German position on international and regionally-relevant issues and who expect reliable information about their own country from Deutsche Welle – Germany’s international broadcaster. “With DW-TV ARABIA’s consolidated schedule, we are offering attractive programming in Arabic for our target audience between Morocco and the UAE,” says Deutsche Welle’s Director of Television, Christoph Lanz. “In an era of such political instability, we are meeting the needs of our viewers by offering reliable news, insights and information.”

Deutsche Welle began broadcasting in Arabic in 2002 with a two-hour block, which has been continuously expanded over the years. DW-TV ARABIA can be received via Nilesat and Arabsat / Badr 4 between Morocco and Oman as well as in Europe.





ASBU has called on several of its members to encourage them to technically support their Tunisian counterpart. Furthermore, ASBU offered its well-equipped headquarters in Tunis to host training sessions and coordination meetings that other world bodies will organize to support Tunisian TV.

Finally, the annual “professional debate”, which will accompany the ASBU General Assembly scheduled for December 2011, will be devoted to improving the public audio-visual media system in the Arab region.



KBS Recruits a Person with Disability as News Anchor

KBS recently appointed Mr. Lee Chang-hun, 27, who is totally blind, as news anchor. At the ceremony of appointment held at KBS in Seoul on 25 July 2011 were members of the KBS Executive Body including President & CEO, Dr. Kim In-kyu.

It was the first time in Korea that a terrestrial broadcaster employed a person with disability as news anchor. Five hundred and twenty three in total applied for the post, and Lee, who at the age of seven lost his sight completely due to encephal meningitis, was picked. The decision to hire a person with disability for news anchor was consistent with the goal of public service broadcasting, which is to pursue a society where prejudice and discrimination do not exist.



Since 2007, Lee has been working as newsreader for Korea Blind Internet Cast, a web based radio service for the blind. After three months of training, Lee will appear on KBS news programs.

To acknowledge the efforts of KBS to reduce prejudice against persons with disability, Chin Soo-Hee, Minister of Ministry of Health and Welfare, presented an appreciation plaque to KBS on 7 September 2011.

At the appointment ceremony, the Minister handed over a plaque to Dr. Kim In-Kyu, and said that KBS is playing a leading role in delivering the values of no discrimination and no prejudice against the socially marginalized.

Media Quality Management ISAS BCP 9001

By Professor Louis Balme, Vice President ISAS (International Standardization and Accreditation Services) Office for Western Europe

The workshop on Media Quality Management hosted by Vietnam Television (VTV) with the support of AIBD and the Media and Society Foundation concluded recently in Hanoi. The workshop was conducted at the VTV headquarters for VTV staff from September 20 to 22.

Given the diminished credibility of the media, manipulation by government and industry sectors, economic pressures and new technologies, the broadcast media is faced with new and unprecedented challenges. To help respond to these challenges, the Media and Society Foundation, in cooperation with ISAS, has developed a quality management standard based on the ISO 9000 family, specifically for the media: ISAS BCP 9001: 2010 covering the management needs of the press as well as those from broadcasters and Internet content providers.



► continued on page 30



Today's media are facing four major challenges:

- dwindling credibility;
- manipulation and/or control by government and industry;
- strong economic pressures; and a
- changed landscape due to the introduction of information and communication technologies (ICT's).

To help media to face these crucial challenges, the Media and Society Foundation, in cooperation with ISAS, has developed a quality management standard based on the ISO 9000 family, specifically for the media : ISAS BCP 9001: 2010 covering the management needs of the press as well as those from broadcasters and Internet content providers.

The MSF standard includes all ISO 9001: 2008 requirements. Additional requirements, specific to the media

industry, cover the following aspects :

- ethics
- quality of information
- quality of content in general
- transparency of management
- human resources
- measurement of audience/ readership size and satisfaction
- technical infrastructure
- work organization
- suppliers and subcontractors
- independence (relations with owners, the public, announcers, public as well as religious and military authorities, etc.)

The benefits a media can expect from the implementation of the standard are significant:

- A common and shared vision of the organization
- Written procedures covering all identified risks
- Effective mechanisms for identifying

and correcting errors

- Better monitoring of performance through appropriate indicators, understood and accepted by the staff
- Increased audience satisfaction
- Responsiveness to feed- back from readers, listeners, viewers and other stakeholders
- Greater credibility with viewers, listeners and advertisers
- Better motivation of staff
- Clear job descriptions and responsibilities
- Cost saving in production processes and less waste of resources

Currently, more than 50 media worldwide are implementing the ISAS BCP9001 standard, 7 of them being certified by an independent certification body (Ethics S.A.).

New Photo Walls at AIBD

As part of a wider initiative to reflect its new direction, AIBD recently introduced a series of photo walls in the corridors of its office headquarters in Angkasapuri, Kuala Lumpur.

The series of nine photo walls include photomontages of 2011 Asia Media Summit, AIBD General Conference, training activities, international partnerships, AIBD's internal developments in the year 2010/2011 as well as a large AIBD logo wall.



RTHK Entering A New Era

Following the completion of a Public Service Broadcasting (PSB) Review initiated by the Hong Kong Special Administrative Region Government five years ago, the administration announced a comprehensive package for Radio Television Hong Kong (RTHK) in 2009. Good progress has been made on all fronts over the past two years.

The role of RTHK as a Government department and a public service broadcaster in Hong Kong has been further consolidated, with its editorial independence enshrined through the signing of the RTHK Charter in August 2010. A Board of Advisors was appointed in September 2010 and has since met several times.

Good progress is also being made in offering the public digital audio broadcasting (DAB) services. In collaboration with commercial DAB operators, RTHK is now constructing a transmission network, with a view to launching five DAB channels in November 2011.

In addition, RTHK is continuing to set up its own digital terrestrial television (DTT) transmission network. The aim is to start technical trials in mid-2012. At the same time, RTHK is preparing for the launch of its own TV channels, which will mean increased output. At the same time, RTHK's TV Division is exploring cost-effective methods to acquire more non-commercial programmes and local and international footage, which is suitable for the Hong Kong audience. This would be achieved through program exchanges, re-packaging and footage re-purposing.

To accommodate these new projects, the Hong Kong government has secured a site for the construction of a new RTHK broadcasting complex in Tseung Kwan O, a new town in Hong Kong. A preliminary technical feasibility study for the project has been completed, and detailed planning for the project is now underway.

RTHK is in the meantime embarking on various upgrading projects to modernise its production systems. For example, a digital media asset management (MAM) system is being developed to store RTHK's archives from the past 80 years or so. Computer systems are being put on stream and restoration work is being taken forward step by step.

Recently, Mr. Roy Tang has assumed the office of Director of Broadcasting, to take the lead in meeting the many challenges arising from the enhancement of RTHK operations and services. Manpower at the top level has been strengthened in other ways. A three-year supernumerary post of deputy director has been created. The Deputy Director of Broadcasting (Development), Mr. Gordon Leung, and the Deputy Director of Broadcasting (Programmes), Mr. Tai Keen-man, will now help Mr. Tang in carrying out vital work at the directorate level.



Directorate Members of RTHK

On a whole, RTHK is ready to enter a new era, with the scope of services in both the radio and television divisions expanding and improving. It is fortunate that RTHK is receiving considerable amounts of resources and financial support, without which the above plans might never move forward. However, as the American journalist George Horace Lorimer once said, "It's good to have money and the things that money can buy, but it's good, too, to check up once in a while and make sure that you haven't lost the things that money can't buy." RTHK will endeavour to keep fulfilling its vision, mission and values.



Present Broadcasting House of RTHK



Mr. U Win Maw, Chief Executive Officer (MRTV-4) in front of the Photo Wall



Representatives of Universiti Utara Malaysia (UUM) Visit AIBD

AIBD Members, Partners and Staff

Doordarshan Appoints New DG



Tripurari Sharan has been appointed Director-General of Doordarshan for the next three years. Sharan, 50, takes over from LD Mandloi, who was the acting Director-General.

Sharan previously served as a director with the Film and Television Institute of India in Pune. Prior to his latest appointment he served as principal secretary, food and civil supplies. He was also managing director of the Bihar State Film Development Corporation.

Prasar Bharati is a statutory autonomous body established under the Prasar Bharati Act and achieves its broadcasting objectives through All India Radio and Doordarshan.

MediaCorp Appoints New CEO



Singapore's MediaCorp has appointed **Shaun Seow** as its Chief Executive Officer and Board Director.

Seow has been MediaCorp's Deputy CEO since 2005, overseeing a range of business lines spanning television, radio, print, interactive and outdoor media. His appointment in early July 2011 followed an intensive executive search to fill the MediaCorp CEO position after Lucas Chow resigned from that position in January 2011.

Seow began his media career as a newspaper journalist at Singapore Press Holdings and Japan's Nihon Kezai Shimbun, before switching to Television Corporation of Singapore. There, he worked as a news director and TV host, and was instrumental in launching Channel NewsAsia internationally. An Eisenhower Fellow on US media studies, Seow read Economics at Cambridge University in Britain on a President's Scholarship.

New RTHK Boss Appointed



Roy Tang Yun-kwong took up the post of Director of Broadcasting at Radio Television Hong Kong (RTHK) on 15 September 2011.

The post was vacated by Franklin Wong Wah-kay upon completion of his service contract in February.

Tang, 47, who was Deputy Secretary for Labour and Welfare, is a seasoned Administrative Officer with rich experience in public administration and proven leadership and management skills.

The Hong Kong government earlier conducted an open recruitment exercise but could not identify a suitable candidate to fill the Director of Broadcasting post.

New CEO at PNG's EMTV



Bhanu Sud is the new Chief Executive Officer of Papua New Guinea's only commercial television station EMTV. Its parent company is Media Nuigini Ltd. (MNL), a subsidiary of Fiji Television Limited, which is an AIBD member.

Sud's skills in cross-cultural team leadership and his good standing and popularity in the local community did not escape Mr. Kuaora Muaor, MNL Chairman, who appointed him to the post. He was tasked to canvas local opportunities for growth.

Sud held executive management roles in other PNG and international companies including Steamships and Swire Group. As EMTV CEO, he will be concerned not only with the bottomline but also with tapping media in nation building.

New AIBD Programme Manager



Ms. Geraldine Mouche joined AIBD as Programme Manager in 2011. Her areas of interest include video production, marketing and communication.

Geraldine has an in-depth experience in development and production of media projects, and in promotion and advertising. She started her career as CD-ROM Project Manager at Marshall Cavendish Editions before joining a leader in cable TV in France, Numericable, as Promotion and Advertising Officer.

After those two complementary experiences, she was appointed Audiovisual Project Manager, in charge of DVD and Blu-ray, for the French Cinema Publisher and Distributor Metropolitan Filmexport, in collaboration with American majors as New Line Cinema. In particular she worked during three years on the French Edition of The Lord of the Rings.

Geraldine holds a French Bachelor's degree in Communication and a Master's degree in Corporate Communication from the University of Poitiers in France.

BROADCASTER VOL. 10 No. 4

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

Editor : Jose Maria G. Carlos
Editorial Consultant : Yang Binyuan

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

Printed by Drei Angle Zentrum
No 9, 9A Jalan Bayu Tinggi 7
Taman Bayu Tinggi, 41200 Klang, Selangor

The views and opinions expressed or implied herein are those of the authors and contributors and do not necessarily reflect the views of the AIBD.