

# broadcaster

Asia-Pacific Institute  
For Broadcasting Development  
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**AIBD to  
Deliver More  
Valuable Outcomes**

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Strengthening  
Training Activities  
for Members

Media and Society  
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Service Broadcaster





# AIBD

Asia-Pacific Institute  
for Broadcasting Development

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

Regional and  
Global Media Platforms



Training and  
Capacity Building



Co-productions  
and Awards



Research  
and Publications



ASIA  
MEDIA  
SUMMIT

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# Delivering Valuable Outcomes

As AIBD addresses the new challenges and opportunities in the digital media landscape, more work will have to be done in order to deliver valuable outcomes in building the human resource, technological and management capacity of broadcasters in Asia-Pacific.

In an annual report of AIBD's performance before the recent 38th Annual Gathering / 11th AIBD General Conference, AIBD Director Yang Binyuan said the past 12 months saw the successful implementation of AIBD activities. These included 34 training activities that benefited 1,186 broadcasters, the Asia Media Summit 2012, Bangkok Declaration 2003 + 10, and the World Television Awards.



"We are seeking more creative engagement and involvement from AIBD members and partners as the Institute sets into motion its five-year strategic plan 2012-2016 and continue to chart a unique course in serving its members and the larger vision of regional broadcasting development," Binyuan said.

## Obstacles to a vibrant media environment

Dr. Baburam Bhattarai, Prime Minister of the Federal Democratic Republic of Nepal, graced the conference held in Kathmandu, Nepal from 25-27 July 2012.



In his speech during the inaugural ceremony, Prime Minister Bhattarai urged AIBD to continue assisting broadcasters in addressing the lack of timely policies, technological resources, trainings and professional standards that remain major obstacles in achieving a vibrant and cohesive electronic media environment in the region.

Other key AIBD officials and Nepal broadcast organizations attended the event; among them, Mr. Murtaza Solangi, Director-General, Pakistan Broadcasting Corporation (PBC) and Chairman of the AIBD Executive Board who represented the President of the AIBD General Conference, Mr. Gambhir Kanta Mainali, Acting General Manager, Nepal Television (NTV) and Mr. Tapa Nath Shula, Executive Director, Radio Nepal.



The event featured not only the annual gathering and conference that brought together nearly 70 AIBD members and partners, but also the Strategic Plan Team Meeting and Executive Board Meeting.

## Asia Media Summit 2013

AIBD is working closely with the Ministry of Communication and Information Technology (MCIT), Indonesia, which will host the next Asia Media Summit from 29 - 30 May 2013 in Manado.



The Asia Media Summit will be 10 years in 2013, a milestone in AIBD's journey to fulfill its mandate. "We look forward to the continued support from our members and partners. We welcome all inputs and suggestions on how we should celebrate the first decade of the AMS," Binyuan said.

## Bangkok Declaration 2003 + 10

The Bangkok Declaration 2003 + 10 was presented before the annual gathering and conference.



After nine years, AIBD and its key partners met to review the relevance of the document in Bangkok on 13 January 2012, and acknowledged that the Bangkok Declaration 2003 continued to remain valid and relevant. However, they incorporated additional recommendations and drafted the document now called the Bangkok Declaration 2003 + 10.

It is an important document that serves as a guide for broadcasters in addressing key global issues and

concerns. It recommends a total of 10 themes to include globalization, cultural diversity, digital divide, public service broadcasting, and human resource development, accountability systems for the media, social media, climate change and disasters, empowerment of women, and media in countries of conflict and in transition states.

In May 2003, the 1st Conference of the Ministers on Information and Broadcasting in Asia and the Pacific region was held in Bangkok. The Conference adopted the Bangkok Declaration 2003, which identified five key recommendations covering globalization, cultural diversity, digital divide, public service broadcasting, and human resource development. The Bangkok Declaration 2003 served as the broadcasters' contribution to the thematic debate and preparatory meeting to the World Summit on the Information Society held in Geneva in 2003.

## Increase in affiliate memberships

Director Binyuan reported four new additional affiliate members, namely: Maldives Broadcasting Commission (MBC), International Association of Women in Radio and Television (IAWRT), Myanmar Media United (MMU) and the National University of Sciences and Technology, Pakistan (NUST).



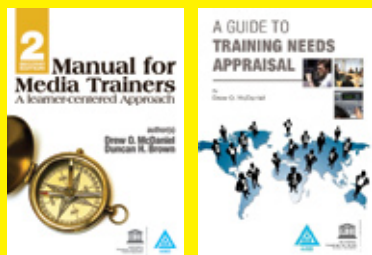
## AIBD's website and publications

He also said the AIBD's website and quarterly newsletter Broadcaster have been upgraded, providing better design, more relevant content and interactive services.





The Institute has produced three new publications, namely; AIBD/FES Publication on Broadcasting for All: Focus on Gender, Manual for Training the Trainers (second edition) and Training Needs Appraisal.



## Improving financial situation

Binyuan also reported that AIBD's financial situation has improved, generating a slight increase in its resources. He noted the prompt payment of subscription fees, though he appealed to those who have yet to pay their subscriptions early so that AIBD will be in a better position to efficiently run its activities and implement its projects.

As advised by the Executive Board, AIBD suspended the membership of 11 affiliate members during the year, though it continues to follow up efforts to get them to pay their arrears.

## Human resource initiatives and a refurbished Secretariat

On human resource development, AIBD pledged to strengthen capacity building efforts and called on all members on the possibility of sending secondment to AIBD as practiced in previous years.

As part of a wider initiative to reflect its new direction, the AIBD Secretariat has done some refurbishment over the past year by introducing a series of photo walls in the corridors of its headquarters in Kuala Lumpur. The series of photo walls include photomontages of the Asia Media Summit, AIBD General Conference, training activities and international partnerships as well as a large AIBD logo wall.



## Development Needs Questionnaire

Mr. Saqib Sheikh, AIBD Programme Manager, reported that AIBD prepared and sent a Development Needs Questionnaire

to its members and affiliates for feedback by the end of 2011. The Questionnaire offered several advantages in achieving the objectives of the procedure, namely; to ensure strategic monitoring of opportunities, data sources for research are maintained and market research results in project suggestions.



AIBD received 33 submissions from members and affiliates regarding the content of the suggested workshops, 17 of the suggested workshops were radio-based while 16 were TV-based. Sixteen requests were for theoretical or content-based workshops while 10 requests were for technical based workshops. Of the different topics in the requested workshops, 18 were related to journalism, 9 related to technology and new media, and 8 related to management and entrepreneurial skills, among others.

## International Partnerships

Strengthening its global presence and expanding cooperative efforts in broadcast development, AIBD has pursued stronger ties with international organizations including development institutions, among them, the ABU/ASBU/AIBD Media Partnership, and the Pacific Media Partnership. Ties with FES, ITU, UNESCO, AMIC, IIC, IPPTAR, MBC, Forever Group (MRTV-4), IRIB, All India Radio, and Broadcast Asia remain strong.

## Vote of thanks

Binyuan concluded his report by thanking all member countries, affiliates and partners for their active role in leading the Institute. "Implementing the activities and projects in the region was only possible due to the valuable support that AIBD has received from its members as well as affiliates and partners," he said.

He also placed on record his thanks and appreciation to the AIBD Secretariat staff for their teamwork and sense of professionalism with which they handled their tasks.

The General Conference affirmed the report of the AIBD Director and urged all concerned to help boost efforts in building a stronger Institute.



# New Leadership in AIBD

The 38th Annual Gathering / 11th AIBD General Conference & Associated Meetings in Kathmandu, Nepal, has elected Indonesia and Bangladesh as the new General Conference President and Vice President, respectively, and Pakistan as Chair of the Executive Board.



They will assume their duties at the next annual gathering and general conferences scheduled in August 2013 in Yangon, Myanmar. The Forever Group – Myanmar Radio and Television (MRTV-4) will host the event.



Maldives, Nepal, Pakistan and Sri Lanka were elected as the new members of the Executive Board for two years with effect from 1 August 2012.



The terms of office of the other members of the Executive Board elected in August 2011 for two years will expire in August 2013. These are China, France, India, Korea and the Philippines.

# Nepal's PM seeks AIBD's support

Dr. Baburam Bhattarai, Prime Minister of the Federal Democratic Republic of Nepal, urged AIBD to provide a concrete environment in mobilizing the intellectual and technological resources of its members and partners critical in helping achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region.



Speaking at the inaugural ceremony of the 38th Annual Gathering/ 11th AIBD General Conference in Kathmandu, Nepal on 25 July 2012, Prime Minister Bhattarai commended AIBD'S relevant media programs in dealing with poverty alleviation, HIV & AIDS, cultural diversity, good governance, ethnic and cultural conflicts and the empowerment of women, cultural minorities and disadvantaged groups through ICTs. He urged the Institute to support the development needs of countries like Nepal.

"I stand here today to affirm that Nepal, even on this uneasy political situation, is keen to assist in upgrading the resources, professional growth and content of the media. I also seek intellectual and technical support from resourceful and developed international community for the same," he said.

## Redefining AIBD's mission

Murtaza Solangi, Director-General, Pakistan Broadcasting Corporation (PBC), who represented the President of the AIBD General Conference, also spoke at the inaugural ceremony. In his remarks, he urged members and partners to work towards redefining, restructuring and re-establishing the vision, mission and objectives of the Institute according to its new Strategic Plan.

"Given the dynamic and evolving characteristics of the Asia-Pacific region we are convinced that the AIBD is best placed to identify new opportunities and challenges and to address them through time bound projects in the digital age," he said.



Mr. Solangi stressed the need to further strengthen the professional plan of AIBD's work based on accurate research and analysis of the developmental needs of the members, a transparent accounting system, a sense of teamwork and involving all members in the process of decision-making and activities.

In his welcome remarks, Mr. Gambhir Kanta Mainali, Acting General Manager of Nepal TV, highlighted the threats of the mushrooming private stations in Nepal that have placed Nepal TV in a more difficult situation to compete and sustain its operation as a public service broadcaster.



He called on AIBD and international partners to assist Nepal TV upgrade its technical and human resource capacity to be able to serve the country and its viewers by offering informative and educational programs for a diverse population in a number of local languages.

Mr Tapa Nath Shukla, Executive Director, Radio Nepal, gave the closing statement and shared information about their efforts to build a public service broadcasting system in the country.



## AIBD Radio and TV Awards

A main feature of the inauguration ceremony was the presentation of the AIBD Awards 2012. Trophies, certificates, and cash prizes were presented to winners of four categories for AIBD Radio and TV Awards.



"This Spring of Kesennuma," from China Central Television (CCTV), China won the AIBD TV Award 2012 for "The Best TV Programme on Public's Response to Natural Disaster."

For the AIBD TV Award 2012 for "The Best TV Programme on Social Media Impact on Society Today," the winner was "Link," from Educational Broadcasting System (EBS), the Republic of Korea.

Seven entries from five countries competed for the AIBD Radio Award 2012 for "The Best Radio Programme Dealing with the Effects of Urbanization." The award went to "Wastini, Bitter Portrait of Jakarta's Urban," of Radio Republik Indonesia (RRI), Indonesia.

"Promoting the Green Technology and Sustainable Energy" by Bangladesh Betar (BB), Bangladesh took the Reinhard Keune's Memorial Award 2012 on "The Best Radio Programme Promoting Green Technology and Sustainable Energy."

A trophy, a certificate and USD500 cash prize were handed over to the winners of the AIBD TV & Radio Awards.

Another highlight of the event was a lively and captivating Nepali cultural show.





# Strengthening AIBD Training Activities

AIBD will continue to strengthen its training activities that suit the developmental needs of its members, with particular emphasis on setting up the roadmap to digital migration, and looking at ways to get audiences to be engaged in sustainable development through the media.

Other training priorities will include initiatives on new media platforms including social media, ensuring relevance and sustainability of public service broadcasting and advancing media literacy. The Institute will also focus on capacity building for broadcast media in addressing climate change issues.

Mrs. Manil Cooray, AIBD Deputy Director, spoke about the training performance of the Institute and future plans in a report to the 38th Annual Gathering / 11th AIBD General Conference & Associated Meetings held from 25 to 27 July 2012, Kathmandu, Nepal.



From 1 July 2011 to 30 June 2012, AIBD implemented 34 training activities, benefiting 1,186 broadcasters. Mrs. Cooray said, "Participants provided positive feedback, giving high marks to the quality of the training content and to the suitability of training to the needs of its member countries across the region." The assessment of AIBD's training activities was based on evaluations carried out by ISO 9001 quality management standards of AIBD.

In August 2011, AIBD collaborated with DW Akademie in training broadcasters from Vietnam, Bangladesh, Laos, Myanmar, Nepal, Pakistan and the Philippines on audio archiving technologies. Hosted by the Voice of Vietnam, this training workshop focused on providing participants concepts, strategies and technical parameters for mass storage systems in radio archiving projects.



TV content was the subject of four training workshops AIBD and the French Ministry of Foreign Affairs organized in 2011. A total of 40 participants from Indonesia, Thailand, Philippines and Vietnam were trained in TV and artistic direction,

production of short TV programs, soap opera and creating and designing and production of TV content for Internet.



As part of its media partnership initiatives, AIBD worked with ABU and ASBU (Arab States Broadcasting Union) in organizing a regional workshop on convergent journalism with 12 broadcasters from Jordan, Qatar, Saudi Arabia, Bangladesh, Bhutan, Cambodia, India, Nepal, Sri Lanka and Vietnam participating.

In June 2012, the three organizations also conducted a three-day regional workshop on media and elections held in Kuala Lumpur, Malaysia. 15 participants were from Algeria, Bahrain, Oman, Palestine, Saudi Arabia and Sudan while the rest were from Bangladesh, Bhutan, Cambodia, Indonesia, Myanmar, Nepal, Sri Lanka and Vietnam.

AIBD, ABU, FES and the Media Society Foundation in Switzerland conducted a regional workshop on broadcast management and quality management as well as an in-country workshop hosted by Vietnam Television.

As part of AIBD's development assistance to members, the Institute together with NRK organized in-country workshops on children's TV programs at MRTV in Myanmar, and TVRI in Indonesia. The workshops were structured around concepts, different formats such as quiz, drama documentaries and infotainment, screening of children's programs from around the world.

Under the cooperation agreement signed in 2010, AIBD, Korea Internet & Security Agency (KISA) and Korea Communications Commission (KCC) worked on two regional workshops in August 2011 and May 2012. 41 participants attended these workshops on the digital switchover and broadcasting techniques and policies.



At the request of MRTV 4, Forever Group, AIBD organized training activities dealing with camera operation and the 'Taste of TV' project. With Hosono Bunka Foundation in Japan, AIBD organized a regional workshop on designing edutainment for audiovisual programs and applications for new media – Iphone, Facebook and Internet held in October 2011 at AIBD.

AIBD also collaborated with UN agencies on several training initiatives, among them with; UNEP OzoneAction on understanding links between ozone depletion and climate change, UNESCO-IPDC on media and good governance in Almaty and legal awareness in an era of media convergence in Nepal, UNESCO-Vietnam on gender sensitive broadcasting in Hanoi and ITU on the transition to digital terrestrial television broadcasting, which had 135 participants from 26 countries for the distance learning program and 137 delegates for the workshop.

For the first time, AIBD had the opportunity to launch a seminar with all UN agencies dealing with the 'Millennium Development Goals: The Final Push -- Media's Role.' Thirteen participants attended this activity organized with the support from IPS, UN ESCAP, ILO, UNESCO, UN Women, UNICEF, UNFPA, UNAIDS, UNEP, UNISDR, IRIN, AAP, VOA and Reuters AlertNet.

The 3rd Creative Content Production was successfully held in Singapore in June 2012 through the joint collaboration of AIBD and Singapore Exhibition Services (SES) during BroadcastAsia 2012.

At the Asia Media Summit in May 2012, AIBD organized several pre-summit activities in Bangkok, among them; workshop on TV branding and visual identity supported by CFI and the French Government; a master class, an internationally recognized primary training format developed by EBU, focused on leading change in the newsroom with assistance from China Central Television; CBA and UNESCO-supported workshop dealing with public service broadcasting and its future; FES/UNESCO workshop on media ethics in the age of social media; and the ITU-supported workshops on the opportunities and challenges of digital broadcasting and on 3DTV content creation and technology.

In her presentation, Deputy Director Cooray said AIBD was able to retain and work together with its partners more effectively focusing on content related to all disciplines relevant to the evolving media environment to the satisfaction of members and affiliates.

Though funding support was limited, she pointed out that AIBD was able to provide fellowships adequately and evenly among member broadcasting organizations and at the same time satisfy the stipulated yet sometimes stringent conditions of those who support these activities.

# AIBD EXBO Tackles Training, Finance and Membership

Pakistan has been unanimously elected as the new Chairman of the AIBD Executive Board for the next two years with effect from 1 August 2011. The election took place at the 11th AIBD Executive Board Meeting held on 25 July 2012 during the AIBD General Conference in Kathmandu, Nepal.

Mr. Murtaza Solangi, Director General, Pakistan Broadcasting Corporation (PBC), represented Pakistan at the AIBD General Conference and chaired the Executive Board meeting.



AIBD Director Yang Binyuan sought the help of the Board and other AIBD members to boost the Institute's membership drive. During the last 12 months, AIBD has attracted four new affiliate members. To date, it has 26 full member countries, 43 full member organizations and 87 affiliate members.

In human resource development, he told the Board that AIBD has implemented 34 training activities within the period of 1st July 2011 to the end of June 2012 benefiting 1,186 broadcasters.

The Board discussed the renewal of AIBD's quality management certification, which is expected within 2012. This re-certification will reflect the Institute's competency and credibility in pursuing initiatives in media management systems," Binyuan told the Executive Board.

The re-certification is expected to be carried out at AIBD from August 27-28, 2012. It is expected that the auditor will reconfirm that

the system is well established and is being in operation as planned while the Institute takes more challenging and new approaches in serving members.

Another key issue the Executive Board examined was AIBD's financial status. Binyuan reported that the Institute's assets have slightly increased. "Collecting arrears from members remains a problem," he said.



Mr. Solangi thanked all members in promptly paying their annual subscriptions within the first quarter of each year and appealed to those who have yet to pay their subscriptions to pay up early so that AIBD can efficiently run its activities and implement its projects.

## SPT Endorses AMS 2013 Theme and Topics

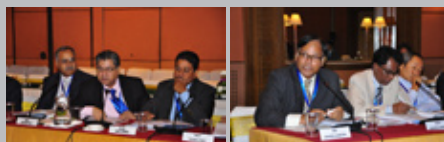
The AIBD Strategic Plan Team recently endorsed the proposed theme and topic sessions for the Asia Media Summit 2013 to be held in Manado, Indonesia from 29-30 May 2013. SPT members also instructed the AIBD secretariat to work closely with Indonesia's Ministry of Communication and Information Technology (MCIT), AMS 2013 host, in planning and implementing the next summit.

"Delivering on Broadcasting's Future" is the theme of the two-day summit that will feature nine plenary and parallel sessions, including several pre-summit workshops.

The 28th Strategic Plan Team meeting was held on 25 July 2012 in Kathmandu, Nepal during the AIBD General Conference. Thirty-seven AIBD members, partners and observers attended the meeting.



Representatives from Pakistan and Bangladesh to the SPT endorsed the idea of sending cultural troupes from various countries to AMS 2013, which will celebrate its 10th anniversary.



During the SPT meeting, members generated extensive discussion on the proposed summit topics, among them, the importance of climate change and sustainable development, digital broadcasting, social media, disaster management and cultural diversity. While recognizing that these issues were incorporated in the proposed program, members acknowledged the need to identify new and dynamic speakers for the two-day summit.

There was a consensus among SPT members that the AMS 2012 in Bangkok was a success while expectations are high for a more meaningful summit in Manado.

Mr. Has Sam Ath, Advisor to Minister, Deputy Director-General of Administration and Finance, Cambodia, represented the SPT Chairman and chaired the SPT meeting.



Updates on AIBD partnerships with ABU, ASBU, FES, UNESCO, GMCD, ITU and Pacific media were also discussed. In the Chairman's report to the SPT, it was pointed out that the ABU/ASBU/AIBD Media Partnership met during the AMS 2012 in Bangkok. Participants agreed to strengthen participation of broadcasters from Arab countries in the AMS 2013 and World Television Awards. They also discussed AMS 2014, which is planned to be held in Saudi Arabia.

Similar to the ABU/ASBU/AIBD Media Partnership, the Pacific Media Partnership was initiated in 2010. It recently met in Bangkok to tackle the planning and preparation of the 3rd Pacific Media Partnership Conference & Associated Meetings to be held in September 2012 in Samoa. AIBD will organize the conference, hosted by the Samoa Quality Broadcasting Company Ltd.

The SPT meeting acknowledged the continuing support of other international partners like UNESCO, ITU, FES, IRIB, ALL INDIA RADIO, ABU, AMIC, IPPTAR, IIC, Forever Group from Myanmar, Maldives Broadcasting Corporation and Broadcast Asia. Members urged them to strengthen cooperation with AIBD in assisting broadcasters in Asia-Pacific to address the many challenges and opportunities in the evolving media environment.



# ASIA MEDIA SUMMIT 2013

29-30 MAY • Manado • Indonesia



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



HOSTED BY:



MCIT

ORGANISED BY:



AIBD





# ASIA MEDIA SUMMIT 2013

29 - 30 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 One : 29 May 2013

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 Sessions

##### 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 Two : 30 May 2013**

**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 Sessions**

**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**





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

# Asia Media Summit

29-30 May  
Manado, Indonesia



*At the Asia Media Summit 2013, AIBD and its partners will hold the following events in Manado, Indonesia.*



26 - 28 May:

**EUROVISION ACADEMY**  
OPERATED BY EBU



**AIBD/EUROVISION ACADEMY/CCTV Master Class: Transmedia Storytelling**



26 - 28 May:



**AIBD/Broadcast Empire Master Class: Thinking in 3D**



28 May:



**AIBD/UNESCO Workshop on Media Literacy: Evolving Strategies to Empower Broadcasters**



28 May:



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



28 May:



**AIBD/ASBU International Symposium on Public Service Broadcasting**



28 May:



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



28 May:



**AIBD/French Government Regional Workshop**



28 May:



**AIBD/CBA Regional Workshop**



## 28th AIBD Strategic Plan Team Meeting



## 11th AIBD Executive Board Meeting





## Inauguration Ceremony of the 11th AIBD General Conference



## Gala Dinner and Cultural Show





## AIBD Awards Presentation



## 11th AIBD General Conference





# 11th AIBD General Conference





## Vote of Thanks



## AIBD GC 2012 Secretariat





# 4M : Promoting More Effective Use of Online Information

In 2011, CFI launched the 4M label that would symbolize its commitment to observing and supporting new media usages as a result of the Internet.

With 4M, CFI is hoping to increase the scope and visibility of its interventions in new media: training workshops in multi-platform journalism, conferences on new media, and seminars on the latest journalism practices in Tunisia, Egypt and France.

In June 2012, around 150 key players from the Mediterranean new media industry gathered for the second 4M Conference in Montpellier to share their visions for these new practices.



## Myanmar's 1st Media Academy Formally Opens

The Myanmar Media Development Center (MMDC) formally opened in Yangon on July 15, 2012 ushering in a new era of media development in the country. MMDC has been operational since January 2012. It has conducted four foundation courses on TV broadcasting and kicked off a Diploma in TV Broadcasting course in late July.



The opening ceremony of MMDC was held at Junction Square Center in Yangon and Myanmar's Union Minister of Information, Mr. U Kyaw Hsan graced the occasion.



Forever Group initiated and operated MMDC in an effort to develop Myanmar's media sector through training and capacity building.

Since 2008, in collaboration with other international partners, AIBD has worked hand in hand with Forever Group on various training and capacity building initiatives, offering consultancy and training support and helping to establish a media academy. This has led to the formation of Myanmar Media Development Center.



At the opening ceremony, AIBD Director Yang Binyuan delivered the keynote address, highlighting the collaboration between Forever Group and AIBD on MMDC. "As a long-term partner of Forever Group, AIBD firmly believes that the official opening of MMDC will provide a vibrant approach to strengthening its media development, cooperation and connectivity with the regional and global media networks," he said.



In his remarks, Mr. Win Maw, Chief Executive Officer of Forever Group, said MMDC occupies an area of 5,600 square feet and provides state-of-the-art lecture rooms, production and recording studios, editing room, library and conference rooms.

Mr. Khin Maung Htay, Director and Co-founder of Forever Group, introduced the ten-month-long Diploma in TV Broadcasting, which will start in July 2012. The curriculum is jointly prepared by AIBD and other international partners such as DW-Akademie together with Forever Group. It will provide theoretical and hands-on trainings.





# Making a Difference in the Pacific



Samoa Acting Prime Minister and Deputy Prime Minister Fonotoe Pierre Meredith graced recently the Pacific Media Partnership Conference (PMPC) 2012 and urged participants to create an impact in today's society by helping improve the quality of life for the people.

The PMPC was held on 20 September in Apia, Samoa with the theme "Media and Society in the Pacific: Making a Difference." More than 100 delegates from the Pacific region and around the world took part in the one-day conference.

In his keynote address at the inaugural session, Acting Prime Minister Fonotoe Pierre Meredith called on broadcasters in the Pacific region to take up the challenges of development with more vigor and commitment.



Ms. Faiese Matafeo, Managing Director, Samoa Quality Broadcasting Company Ltd (SQBL) and PMPC Chairperson, welcomed the participants. She recalled the history of the Pacific Media Partnership, now on its 3rd year of existence, which has served as a platform that allows broadcasters and media professionals in the Pacific to pause, linger, listen and process ideas, strategies and approaches to best serve our audiences.



In his opening remarks, AIBD Director Yang Binyuan said the PMPC has contributed to knowledge sharing among broadcasters in the Pacific and more media coverage in the region. He called on them to raise some issues and seek clear and concrete directions and strategies in this conference.

"To what degree has media performed its necessary developmental function in the Pacific, and what are the challenges confronting the industry in the region."



Four plenary sessions were held during the conference focusing on media and development, women and children's issues, social media and content delivery, and enhancing public trust in media.



Given media's influence in modern society, particularly in helping shape public debate and popular opinion, this conference delved into the social role of broadcast media in the Pacific region. It looked at the media's unique part in ensuring that essential developmental needs for countries are met, key segments of society are properly represented, new web-based and mobile technologies are best incorporated, and most importantly, the trust of the public is secured.

Four pre-conference workshops were held from 17 – 19 September 2012, three of which were organized by Pacific Media Assistance Scheme (PACMAS), including AIBD / PACMAS / WHO Regional Workshop on Non-Communicable Diseases; AIBD / PACMAS Regional Workshop on Pacific Communication Broadcast Technicians, and AIBD / PACMAS Regional Workshop on Pacific Emergency Broadcasting System.



The 4th workshop on 19 September was the AIBD/FES/RNZI Regional Workshop on News Judgement – Editorial Standards and Best Practice.



The 6th Pacific Media Partnership Committee meeting was held after the end of the conference on 20 September. It reviewed the PMPC 2012 in Samoa and the feedback from the participants, which were positive and encouraging.



The PMP conference was jointly organized by the AIBD, ABU, and Pacific Media Partnership. It was hosted by Samoa Quality Broadcasting Company Ltd. with Pacific Media Assistance Scheme (PACMAS) and the Friedrich Ebert Stiftung (FES) as major partners and supported by ABC, RNZ, SOPAC, SPREP, WHO, Australian Aid and CBA.

PMPC 2013 will be held in Vanuatu.



# Pacific Media Partnership Conference 2012





# MBC Strengthens Role as a Public Service Broadcaster

AIBD recently signed a Memorandum of Understanding with Maldives Broadcasting Corporation (MBC) to provide consultancy and capacity building for MBC in its transition to public service broadcasting. Under the MoU, AIBD assists MBC in organizational assessment, engineering audit, newsroom training and program production.



The initial agreement was reached during the visit of the MBC delegation to the AIBD Secretariat in April 2012 while the MoU was signed during the Asia Media Summit 2012 in Bangkok. The consultants commissioned by AIBD commenced work in the Maldives in mid-July.



*AIBD consultants and trainers*

Previously a state media, the Maldives Broadcasting Corporation (MBC) has now become an independent public service broadcaster accountable to the parliament, from where most of the funding comes. The MBC has one of the most robust pieces of public broadcasting legislation in the world. The MBC Act 2010 says what a public service broadcaster must do: unbiased news and information; resisting political, financial and economic influence; and serving the whole nation. The Act also says what a public service broadcaster must not do. It is not a service controlled by any part of the state or works under 'influence, supervision or control' of any government authority.

The MBC is now preparing a new Broadcasting Code to reflect these new responsibilities. The staff of about 360 are being trained in these new expectations.



*(From left): Mohamed Asif, MBC Chief Operating Officer; Hilmy Ahamed, Chief Executive Young Asia Television; Dr Murray Green, Media Development and Legal Policy Adviser, and Mohamed Saeed, Director Corporate Affairs during the AIBD-MBC Organizational Assessment in Male.*

During mid July the AIBD, in partnership with CFI, supported a consultancy to review the way in which the MBC is currently organized and what changes may be needed with the new public service broadcasting brief. Hilmy Ahamed, Chief Executive of Young Asia Television in Sri Lanka, and Murray Green, Media Development and Legal Policy Adviser from Australia, undertook an organizational assessment.

The Maldives is a beautiful nation over many atolls with 100 plus island resorts fuelling much of the economy. The challenge is to broadcast with the interests not only of the capital Male in mind but also of the entire island resorts.

Mohamed Shafeeg Mahmood is the MBC's new Managing Director and the AIBD has been working with him in identifying and supporting development priorities.

The organizational assessment engaged with MBC Directors and staff in identifying the opportunities ahead both on radio and television as well as online and on mobile. The MBC is now working on a strategic plan for the next five years that involves creative and technology renewal, an emphasis on leadership and a commitment to quality journalism and other content.



*AIBD/MBC Coordination Meeting*

The first set of news training workshops, conducted by A. Ravi Shankar from India, discussed Public Service Broadcasting and the role of news for a Public Service Broadcaster. This was followed by a second series of workshops, conducted by Klaus Schneider, focusing on the practical applications of PSB in news.

The participants were reporters, anchors and producers from TVM – the Maldives Broadcasting Corporation's television channel and the broadcaster's radio channel. They showed a mature understanding of the principles of Public Service Broadcasting and a great deal of talent. The news team also asked for guidance in applying these principles in their daily work.



*Newsroom training*

In response, the consultants have recommended further mentoring programmes to support MBC's transition to a Public Service Broadcaster.

## Vietnam TV Develops Reality TV



In response to viewers' demand for innovative formats, the Vietnamese state TV channel VTV is taking on reality TV. It asked CFI for training in this TV genre in 2011.

CFI sent out in May 2011 Benoît Chaigneau, a specialist in reality TV, to come up with suitable formats for the TV channel with VTV staff. They collaborated on writing projects, addressing all stages of programme production and putting teasers together.

In June 2012, the CFI expert returned to Vietnam to provide VTV with support during the creation and launch of a new weekly reality TV show, covering format design through to pilot production.



# Transition to Digital: Not a Choice but a Necessity Today

By Dr. Amal Punchihewa, Senior Lecturer,  
The School of Engineering and Advanced Technology, Massey University, New Zealand



The transition to digital television, also known as the digital switchover (DSO), is the process in which television broadcasting is converted from analogue to digital. Generally, the transition process involves the conversion of analogue terrestrial television to digital terrestrial. It does not mean that other common forms such as satellite and cable television do not require such transition. Most of the cable and satellite television services transition has already been performed.

The AIBD/ITU 2012 online DTV training course aims to ensure that Asia-Pacific TV broadcasters plan a smooth transition to digital terrestrial television broadcasting. The six-week course addressed many transition issues during discussion and chat sessions using ITU learning platform. Course materials laid a strong foundation to the process by providing participants with substantial technical knowledge on digital television technologies and its advances.

A key issue discussed was the need to carry out a simulcast service where a broadcast makes available content to viewers in both analogue and digital terrestrial platforms at the same time. When digital penetration reaches majority of population (technically almost 100%) analogue switch-off (ASO) will be carried out.

As digital becomes more popular and achieves a high level of penetration, it is required to plan to shut down the existing analogue services. In some of the countries ASO has happened, where broadcasters have offered incentives to viewers to encourage them to switch to digital. In other cases government has introduced policies to encourage or force the switchover process, especially with regard to terrestrial

broadcasts. Government intervention usually involves providing some funding for broadcasters and, in some cases financial support to viewers to enable a switchover to happen by a pre-agreed deadline.

During the course, the participants realised that the switchover for individual countries varies; it depends on many factors such as population, geography, economic situation of the country and other social and political factors. In some countries it is being implemented in stages as in New Zealand and the United Kingdom, where each region has a separate date to switch off. In others, the whole country switches on one date, such as the Netherlands, which switched off all analogue services on 11 December 2006.

Most of the analogue formats which are currently in use were standardised in early 1940. It has taken nearly a decade to see some advancement and each one of them can be treated as a revolution in technology. We have adopted such technological innovations progressively. Initially, broadcast was only black and white pictures with monophonic sound, later the formats were modified to broadcast in colour, stereo sound, multi-lingual sound, captioning, and other information all while being backwards compatible with televisions unable to use the features. Even analogue systems deployed compression to implement these protocols within the bandwidth constraints and the tolerances of spectrum and power inefficient analogue formats. However during the last few decades, the application and distribution of digital communications evolved rapidly. Digital television transmission systems are more efficient than analogue system in both spectrum and power perspectives.

For the viewers, digital television has potential for resolutions and sound fidelity comparable with Blu-ray home video and with digital multiplexing. It is also possible to offer premium services and distinct simulcast programming from the same broadcaster. For regulators or government and the broadcast industry, digital television reallocates the radio spectrum so that it can be re-deployed (in many cases auctioned) by the government. In the subsequent auctions, telecommunications industries can introduce new services and products in mobile telephony such as LTE and 4G, Wi-Fi, broadband internet, and other nationwide telecommunications projects.

Digital television technologies are evolving at a rapid pace. One good example is the standardisation of Ultra High Definition Television (UHDTV) by ITU. UHDTV will produce a whole new television broadcast environment. The ITU recommendation includes technical details for both 4K (3840 x 2160) and 8K (7680 x 4320) screens. It is apparent that both resolutions are labelled as UHDTV. The situation is comparable to how HD 720p television receivers have been sold prior to the full HD 1080p television receivers appeared on the market. The image quality of UHDTV is outstanding and features enhanced colour fidelity and also options in case the user wants a higher number of pictures per second.

Another key event to note in relation to digital television is the coverage of all programmes of the 2012 Olympics in HDTV format by the BBC. NHK covered a few events in UHDTV, which are shown at three locations in London, Scotland and Ireland in addition to some of the large display panel screening done in Japan by the NHK – Japan's national television broadcaster.



# AMIC Celebrates its 40th Anniversary

The Asian Media Information and Communication Centre (AMIC) held its 21st Annual Conference in conjunction with its 40th anniversary, celebrating its achievements with the conference theme "Forty years of Media and Communication in Asia: Retrospect, Introspect and Prospects," which was held in partnership with University Teknologi Mara (UiTM) at Shah Alam, Malaysia from 11 to 14 July, 2012.



The conference took stock of the Asian media and communication scenario keeping in mind the challenges and opportunities arising out of globalization and the new media. It also addressed other relevant issues affecting the media and communication in Asia.

One day was devoted to plenary sessions which were held with its international partners, including the AMIC – AIBD plenary session on the theme "Public Service Broadcasting as an Educator".



Mindful of the crucial role played by the public service broadcasting, the session speakers presented their views on PSB's function to contribute to human resource capacity building and to build a media literacy society so critical in raising people's awareness for the promotion of freedom of expression, free flow of information, accountability and preservation of media pluralism in the light of emerging global media environment.

The session speakers were Mr. Anothai Udomsilp, Director, Academic Institute of Public Media, Thai PBS, Thailand; Emeritus Professor Drew McDaniel from Ohio University, U.S.A.; Mr. Rajiv Mehrotra, Public Service Broadcasting Trust in India and Mrs. Manil Cooray, Deputy Director of AIBD.

## For a GREENER, Ozone-Friendly World

By Ms. Shanaz Ramzi, General Manager,  
Public Relations and Publications, HUM Network Ltd

A first-of-its-kind workshop, which it is hoped will serve as a pilot to be replicated in other countries, was held on Understanding Links Between Ozone Depletion and Climate Change. Organized jointly by HUM TV, AIBD, UNEP, CBA and Ministry of Climate Change, government of Pakistan, the workshop was held on September 6 and 7, as a timely precursor to World Ozone Day which is celebrated on September 16.



Spread over two days and attended by the major broadcasting houses of Pakistan, the workshop was a comprehensive effort which strived to explain to the media in layman terms the enormity of the issue surrounding ozone depletion, the unprecedented success of the Montreal Protocol (adopted in 1987) that was ratified by 195 governments, including South Sudan, its newest signatory; and the repercussions – not all of which were good – of the Montreal Protocol 25 years down the road.

It was an enlightening discovery for most participants to learn that while the ozone depletion issue had been resolved 87 per cent thanks to the timely intervention of all countries in phasing out ODS (ozone depleting substances), the challenge facing the world now is that the increased use of the ozone-friendly HCFCs (hydrochloroflourocarbons) has resulted adversely on climate change. Hence the need of the hour now is to phase out HCFC-based appliances also (mostly refrigerators and air-conditioners) and replace them with appliances using natural refrigerants.

Examples close to home of how the media could help create awareness among the general public to do their bit to protect the environment, served as an eye-opener to the participants. A common problem that most households and offices in Pakistan face is that of 'gas leakage', resulting in constant gas replenishment in air-conditioners and refrigerators, which one learnt is the easy way out and wholly unnecessary step that most mechanics take when repairing these appliances, and what's more it causes the release of greenhouse gasses. The realization that one should be more alert when getting repairs done, and should replace HCFC-based appliances with the more environment-friendly natural refrigerant-based ones which are also energy-efficient and so cost-effective went down well with the participants.



Able conducted by Nalaka Gunawardene of TVE AP Sri Lanka who was the lead trainer, the workshop included an eminent resource team comprising Atul Bagai, senior regional coordinator UNEP Ozone Action, Denise Sioson, UNEP OzoneAction; Moneeza Hashmi, president CBA and GM International Relations HUM Network Ltd; Kakuko Nagatani-Yashida, UNEP OzoneAction; Mohammed Ashraf, joint-secretary Ministry of Climate Change; and Asif Khan, Ozone Cell Pakistan.

With a view to spreading the message to the masses to use ozone-friendly products that are not harmful to the climate either, the workshop concluded with participants being divided into three groups, each group presenting a storyboard of a programme that could be aired to help disseminate this message. It was heartening to note that all three teams came up with excellent ideas in the very short time allocated to them. It is to be hoped that they will be as effective in spreading the word through their individual media houses.



# A Plan for the Future

By Ms. Cosmalinda Simanjuntak  
Programme Planning Manager, TVRI Training Centre, Indonesia

Faced with new realities in the broadcasting field, the TVRI Training Centre is preparing to implement a roadmap to migrate from analogue to digital that will cover improvements in the capacity of its organization and people to operate in the digital broadcast environment based on a professional standard performance.



This roadmap will involve a systematic education and a series of training activities to deal with TVRI's transition to a digital mindset and respond to significant developments in digital and convergence technology.

In order to execute its digital broadcasting system, TVRI-TC has set the following objectives:

1. Build TVRI – TC capacity and reputation with digital technology expertise
  - 1.1. Building TVRI Digital Training Centre
  - 1.2. Training System with digital technology standard
  - 1.3. Training method utilizing new and multimedia
  - 1.4. Training contents with digital format/trendsetter in tele and mobile learning
2. Lay firm foundation in managing TVRI- TC in convergence era
  - 2.1. Renew the organisation with managing digital TC capability
  - 2.2. Training Centre system management with new and multimedia utilization
  - 2.3. Good corporate governance
3. Providing best quality on education and training activities
  - 3.1. Enlarge training activities and renew curriculum accordingly
  - 3.2. Qualified lectures and instructors
  - 3.3. Sufficient training facilities
4. Becoming a centre for digital contents production
  - 4.1. Best workforce in content creation
  - 4.2. Best workforce in digital content production
  - 4.3. Outstanding and marketable contents



To meet the concerns of the operational staff in the digital system environment, TVRI Digital Training Centre needs to upgrade the training structure related to production, transmission and others. This covers 4 stages as follows:

## Stage -1 ( 2012 )

Build TVRI – TC Stature

- TVRI- TC master plan preparation
- Strengthen the role of TVRI- TC in digital transition
- Lead mindset of the members/staffs

## Stage -2 ( 2013 )

TVRI- TC Master Plan ( 2013 )

- Training master plan for supporting succesful digital transition
- Seeking training cooperation for developing manpower of digital transition
- Olan for developing the facilities and curriculums
- Create environment for helping TVRI –TC members for changes to digitalisation

## Stage -3 ( 2014 – 2015 )

Reinforcement of the digital broadcasting capability

- Deployment facility corresponding to the future stature of TVRI-TC
- Develop curriculum for reinforcing digital brodcasting technology
- Develop detail plan to contribute for establishing the organisation to grow Indonesia's national digital manpower

## Stage -4 ( 2015 and beyond )

Expand TVRI – TC Stature

- To contribute towards developing the national digital broadcasting manpower
- To contribute towards developing national digital broadcasting transition manpower
- Lead international digital broadcasting exchange

Despite problems dealing with budget, insufficient equipment and others, TVRI Digital Training Centre is committed to build an appropriate centre of education and training in the convergence era.

# IRIB Completes International Study Tour in Malaysia



Mr. Yang Binyuan, Director AIBD (center in front row), and Mr. Ali Rajabzadeh Tahmasbi, Chief of IRIB Delegation (left in front row)

A delegation of 10 senior members from the production, research, educational and training departments of the Islamic Republic of Iran Broadcasting (IRIB) recently completed

an international study tour in Kuala Lumpur, Malaysia, and explored opportunities for expanded cooperation with AIBD.

Hosted by AIBD and supported by IRIB, the tour took place from 2-6 July 2012. AIBD programme managers gave participants an orientation of AIBD operations in Asia-Pacific including the organization's scope of activities, development needs programs, website overview, award categories and quality management system. Also presented were insights into the media landscape in Malaysia.

Another highlight of their Malaysian visit was guided tours to the headquarters of the Asia-Pacific Broadcasting Union (ABU),

Global Media Centre for Development (GMCD) and studios of Radio Television Malaysia (RTM) and Astro Television. On the final day of the tour, participants visited Malacca to experience the city's unique cultural and historical sites.





# AIBD Thanks Ramli for 27 Years of Service

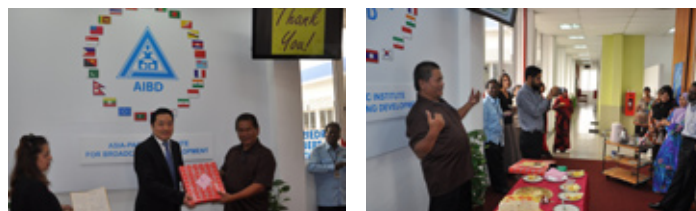
AIBD held recently a special get together for Ramli bin Mat Junin to celebrate both his birthday and retirement after 27 years of service as the Institute's technician and photographer.



AIBD Director Yang Binyuan paid tribute to Ramli's dedication and hard work during the party that took place on 11 September 2012, Ramli's last day in office and day of his birth.

Binyuan presented a plaque of recognition to Ramli who served AIBD since January 1985. With his retirement, Ramli has been requested to be on call, whenever the Institute needs his services, especially to serve as a photographer for the Institute's various visitors and meetings.

Reciprocating the Director's wishes, Ramli in his own humorous way said he was most willing to accept the task as a photographer during his retirement. He also gave a few parting words to each and every colleague who worked with him over these years.



Director Binyuan shared AIBD's wish for Ramli – to succeed in all his endeavors as he faces his future and to enjoy his retirement days ahead. "People may forget the things you said during your work, but definitely will never forget how you did things in your own way," Binyuan said.



The gathering also served as a party for other AIBD colleagues who celebrated their birthdays in August and September. They were Geraldine, Vasuhi and Aminah.

## Tongan Diaspora Receives Radio and TV Tonga through live internet streaming

By Ms. Nanise Fifita, General Manager, Radio & TV Tonga  
Tonga Broadcasting Commission

Tongans living abroad are now closer to home and their loved ones – thanks to modern communications technology. They are now able to receive the "Call of the Friendly Islands" through live internet streaming of Radio and TV Tonga from the Kingdom of Tonga.

The Tonga Broadcasting Commission, operator of Radio and TV Tonga, was able to test run the live internet streaming of Radio Tonga 1/1017 KHZ on the AM band, since early in the year. A couple of months later, TV Tonga 1 was also streamed live.

"This is seen as a revolution in radio and TV broadcasting for a small nation like Tonga to be heard by many Tongans living abroad," the Chairperson of the TBC Board of Directors, Lady 'Eseta Fusitu'a said in a TV program to mark this initiative.

It is said that more Tongans live overseas mainly in the United States, Australia and New Zealand, than the current population of the small island Polynesian Kingdom.



"It's quite encouraging to receive feedbacks from overseas based Tongans, feedbacks that are quite rewarding to have when people are happy to hear and to watch local programming on Tongan cultures, traditions, national events, and even of funerals and birthday greetings being broadcast," said Viola Ulakai, Manager of News and Program.

The chief engineer of TBC, Solomone Finau leads his two IT officers in developing this initiative.

"It's just a small and simple set up but we are glad that our families and relatives abroad can listen and watch what's happening at home," Mr. Finau said.

"Remittances from Tongans overseas are one of the pillars of the economy and this is something we can give back, just a small token of appreciation for their help to their families and the nation," said Dr. Masasso Paunga, a Director of the TBC Board.



Many people have commended TBC on this milestone from across the world through Facebook on [www.facebook.com/radiotelevision.tonga](http://www.facebook.com/radiotelevision.tonga).

TBC is Tonga's 51 year old national public broadcaster but has been able to operate on its own for decades without government funding.



# Remembering Manuel Gonçalves



AIBD recently lost a prominent and competent media professional, and a dear friend, Mr. Manuel Gonçalves, who died at age 57. Manuel Gonçalves was Vice Chairman and CEO of TDM in Macau from 1996 to 2011.

AIBD Director Yang Binyuan said Gonçalves' death was a great loss to the AIBD family and his vast contribution in the field of broadcasting would be deeply missed. He conveyed the deepest sympathies and heartfelt condolences of the Institute and its members and partners to family, relatives and friends.

"Mr. Gonçalves was a man of vision with a brilliant insight and a generous sense of humor. Always true to himself and perceptive, he inspired media professionals around the world with his dedication, expertise and innovative spirit," Mr. Binyuan said.

During his tenure in TDM, Mr. Gonçalves was responsible for a major shakeup of the Macau public broadcaster. He devised a strategy to implement terrestrial digital broadcasting which increased the number of TV channels from two to six, set up a

satellite channel and initiated cooperative projects with Chinese mainland TV stations and Portuguese-speaking broadcasters.

He was also responsible for organizing several major international events such as the 2009 Asia Media Summit and the AIBD General Conference of 2010.

Born in Macau on 19 October 1954 to a Portuguese father and mother from China, Mr. Gonçalves attended school in Macau then obtained degrees in finance and business from the Instituto Superior de Economia e Gestão in Lisbon and the prestigious Universidade Nova de Lisboa. He returned to Macau in 1988 to take a government position, rising to Vice Director of the Education and Youth Affairs Bureau before his appointment to TDM in 1996.

Besides his official duties at TDM, Mr. Gonçalves also served as a member of the Macau Chief Executive Election Committee, the National People's Congress Deputies Election Committee and Treasurer of the Macau Holy House of Charity, the oldest catholic charity in Macau.

He died of pancreatic cancer.

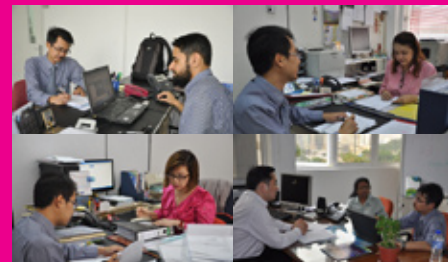


## Re-certification Audit for AIBD

AIBD is to be re-certified this year for ISO 9001: 2008 and ISAS BCP 9001: 2010, thereby confirming the Institute's competency and credibility in effectively pursuing initiatives in media management systems to achieve its policy objectives. The re-certification audit was carried out at AIBD from 27 to 28 August 2012.



AIBD was granted the ISAS BC 9001 Certificate in July 2009. It aims to improve the efficiency of its organization and performance, as well as to develop the skills of its staff in quality management applied to media companies.



The scope of the re-certification audit covers all activities organized by AIBD, an assessment of its performances and reconfirmation that the system is well established according to the ISO system as planned, as the Institute takes more challenging and new approaches in serving its members.

## VTV Commits to Produce More Attractive Programs

By Ms. Le Kim Thanh, International Cooperation Department, Vietnam Television

Vietnam Television (VTV) recently celebrated the 42nd anniversary of the airing of its first TV programs. Mr. Tran Binh Minh, VTV President, graced the occasion held on 7 September 2012 and spoke of the organization's commitment to strive to give their audience more attractive and useful content.



In his remarks, Mr. Tran Binh Minh cited the milestones in VTV's growth as a broadcasting station which today employs more than four thousand people and operates modern facilities comparable with others in the region.

VTV offers six free-to-air channels, more than 6,000 programs and nearly 150,000 broadcast hours per year. It has seven national TV channels, five regional channels, 250 service channels serving more than 80 million people in Vietnam. VTV's future plan includes expanding its overseas reach which currently covers Belgium, Cambodia, China, Japan, Laos, Russia, Singapore and the United States.





# IPPTAR/AIBD/SKUM Regional Workshop on Convergent Journalism

By Mr. Thorsten Karg, Project Manager of Asia Division at Deutsche Welle Akademie

Unfortunately, you can't become a multimedia journalist with just five days of training. But in five days, you can understand the principles of multimedia reporting and learn some of the basic skills involved. You can learn how reporting for blogs and websites is different than for traditional media, what users expect and how to meet these expectations.



During a five-day workshop on convergent journalism in Kuala Lumpur from September 10 – 14, 2012, 15 trainees from Indonesia, Laos, Malaysia, Myanmar, Thailand and Vietnam gained insight into the way the media and journalism are changing. The traditional barriers between print, radio and TV reporting are disappearing because of digitalisation. Internet technology enables journalists to combine text, audio and video elements in their reporting. It also enables users to get information anytime and anywhere, to join the discussion and even do their own reporting.



At the beginning of the five-day workshop, the participants discussed and defined how they understood convergent journalism. They considered what journalistic formats work well for what stories – that it's better, for instance, to cover detailed background stories in a text format, or that topics with striking visuals will work better as a slide-show or video. Even though the internet offers all these options all the time, it's good to reflect in what format a story can best be covered before starting on it.



On the first day of the workshop, each participant created their own blog as individual platforms for publication. Then, on each of the following days of training, they focussed on a different journalistic format: Tuesday was devoted to text and writing for the internet, on Wednesday, the trainees practised visual storytelling with photos and slide shows, Thursday was dedicated to audio and on Friday, the workshop wrapped up with some video training.

Each of these formats was first discussed in class and then practised in the form of exercises. At the end of the day, the participants uploaded the results to their blogs.



Helping the participants along was a media trainer from Germany: Thorsten Karg of Deutsche Welle's DW Akademie came to KL to teach this workshop. He enjoyed working with this diverse group of Asian participants, but said that there were also some challenges: "some trainees were pretty web-savvy," Thorsten explained, "Others were just taking first baby steps on the internet."



Dato' Adilah Shek Omar, Director IPPTAR (center in front row), Mr. Yang Binyuan, Director AIBD (right in front row) and Mr. Thorsten Karg of Deutsche Welle's DW Akademie (left in front row)

Thorsten published a technical support blog for the participants as a reference guide to fall back on (<https://ipptar2012.wordpress.com>). It contains explanations, examples and practical how-to-guides. In addition, there's further reading material for those who want to continue exploring the world of multi-media journalism.



"What really helped make this course a success," trainer Thorsten Karg said, "was that the participants got along so well, were eager to learn and helped each other wherever they could." He also appreciated that AIBD and IPPTAR made great efforts to keep this workshop running smoothly.

At the end of the one-week course, most of the participants said they wanted to come back for advanced training. Whether that's possible will depend largely on the funding. But for the organizers and the trainer, the participants' eagerness to learn more was evidence that they enjoyed the workshop and considered it relevant to their daily work.

So even if you can't become a perfect multimedia journalist in five days of training, this workshop gave the trainees a glimpse into a new world that they can now continue exploring on their own.



# AIBD Members and Partners

## Myanmar's New Minister of Information



**Major General U Aung Kyi** has been appointed Myanmar's new Minister of Information.

Aung Kyi was the former Minister of Labor and Social Welfare, Relief and Resettlement. He once served as a liaison between the government and Daw Aung San Suu Kyi.

He was appointed Information Minister in the reshuffle announced by President U Thein Sein on August 27, 2012.

The former Information and Culture Minister U Kyaw Hsan since 2002 now runs the Cooperatives Ministry.

## VOV ICD's New Director



**Ngo Minh Hien** has been appointed as Director of Voice of Vietnam's International Cooperation Department (ICD) in replacement of Mr. Nguyen Tien Long since September 2012.

Born in 1975 in Hanoi, Mr. Ngo Minh Hien graduated from Foreign Language University and Economic University and has been working for VOV ICD since 1998.

In 2008 he was assigned as ICD Deputy Director. From February 2009 till September 2012, he served as Director of VOV Bureau in Washington D.C.

## DW's New Head of International Relations



**Klaus Bergmann** is the Head of International Relations at Deutsche Welle.

Mr. Bergmann, 58, has been the Head of DW's EU Representative Office in Brussels since 2009. He will continue to function in that role as part of his new assignment as Director of International Relations.

Ms. Adelheid Feilcke, his predecessor, has been appointed as head of DW's Cultural Department.

After studying law at Münster University, Bergmann first worked as a lawyer and then as a human resources officer for the American international broadcaster Radio Free Europe in Munich. In 1991, he became head of the Human Resources Department for DW in Cologne and two years later took charge of administration at DW's production facilities in Berlin.

## CFI's New Director for the Mediterranean Region and Asia



**David Hivet** joined Canal France International (CFI) on 1 September 2012 as Director for the Mediterranean Region and Asia, replacing Eric Soulier.

An Institut Français de Presse graduate, Mr. David Hivet worked as a reporter at Radio France from 1994 to 1998. From 1998 to 2006, he acted as Regional Audiovisual Officer, first at the French Embassy in Nigeria, then in Jordan for the entire Middle East as from 2002.

Since 2007, David Hivet has been directing the Marketing and Development Department of the Education, Training and Research Division at the French audiovisual institute (INA).

## Thai PBS Elects New Managing Director



The Thai Public Broadcasting Service (Thai PBS) policy committee has appointed veteran journalist **Somchai Suwanban** as the network's next managing director.

Mr. Thepchai Yong, his predecessor, decided not to seek reappointment after the expiration of his term with Thailand's national public broadcaster. Mr. Suwanban assumes his new post on October 10, 2012.

Mr. Suwanban has served on the Thai PBS Board of Governors since 2008. He recently stepped down to apply for the role of Managing Director.

A former news anchor with the BBC who rose to become its Southeast Asia regional editor, Mr. Suwanban has had extensive experience both with English and Thai publications in Thailand and in the United Kingdom. He also founded Thailand's first business newspaper, a political magazine and the Economic Reporters Association.

AIBD Director Yang Binyuan thanked Mr. Thepchai Yong for his invaluable contribution to public service broadcasting and his fruitful partnership with the AIBD, including the successful hosting of the Asia Media Summit 2012, as he welcomed the appointment of Mr. Suwanban.

"Mr. Thepchai Yong did an excellent job in setting up and promoting public service broadcasting in Thailand and our region. As Thai PBS's first Managing Director, he oversaw the broadcaster's move into its impressive new multimedia HQ facility complete with its own state of the art training center and introduced a variety of new initiatives and partnerships in the region," Mr. Binyuan said.

Mr. Binyuan says the new Managing Director Mr. Suwanban is one of the region's experienced journalists and his appointment at Thai PBS will strengthen broadcasting in the Asia-Pacific.



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