Asia Media Summit 2015

Transforming Broadcasting in the Social Media Era

Co-existing with
Social Media

Tweet your story in just 140 characters or tell it through six-second vine videos. Search Facebook for the latest or view viral Whatsapp video for the sensational and controversial news.

Social media has changed our lives in more than one way and in many ways it is proving to be an equaliser as well. Age, sex, race, geography – nothing matters any more. Even the elderly are equally glued as the youngsters. Most of the online adults over the age of 50 use social media, while septuagenarian Indian actor Amitabh Bachchan has over 15 million followers on Twitter.

Broadcasters have already woken up to this power of social media. So it doesn't come as a surprise that the Twitter accounts of CNN, BBC and other well-known broadcasters register within the top 100 accounts with highest number of followers. It is clear that there is no escape for the traditional media, in order to survive they will have to co-exist. Using of hashtags in breaking news, utilising user generated content and scouring social media messages to be the first with news, have all become part of a journalist's job.

The Asia Media Summit 2015 with the theme, 'Transforming Broadcasting in the Social Media Era', focused on this changing media landscape. The Summit was a big success. Besides major participation from member countries (over 400 delegates from 46 countries and regions), the speakers and the pre-summit events were immensely appreciated. Each delegate felt that there were worthwhile takeaways.

The pre-summit workshops set up high-expectations amongst the delegates as 'aha moments' seemed to be the order of the day. The videos shot by the participants of 'Shooting Videos with a Smartphone or Tablet' Master Class workshop would have given jitters to many cameramen because of the professional output. 'The Cross Media Formats and Format Innovation' workshop seemed to give the message that creativity in media need not always be unstructured, while the use of social media by radio professionals highlighted the need to forego egos and embrace social media. Another pre-summit workshop looked at the ways to overcome the bottlenecks in the digital switchover. The fifth workshop on social media curriculum was a brave attempt at finding ways to teach this rapidly changing and dynamic area for broadcast managers.

The main events during the Asia Media Summit started with a rousing speech by Dato' Sri Ahmad Shabery Cheek, Minister of Communications and Multimedia Malaysia (KKMM). Every session after that lived up to the expectations set during the pre-summit workshops. With celebrated anchors, successful CEOs and well-known media gurus, the sessions had personal experiences, policy decisions and expert advice available in plenty for the delegates. Not surprisingly, many of the delegates used this opportunity to not only gain new knowledge, but also to network. And it was not just talk and advice; a demonstration by the NHK team of a new real-time big data software for creating survival maps that can lead people to safety was mind blowing. Even in his message, H.E. Ban Ki-moon, Secretary-General of the United Nations, highlighted the role of social media during disasters such as the Nepal quake.

The session speakers also carried cautionary messages as they spoke about social media and ethics. Experts warned against quantity being given preference over quality, speed over accuracy, and the commodisation of web traffic.

This edition of Broadcaster carries information on most of the events and sessions during the Asia Media Summit.

Finally, good TV programming was appreciated through the World TV Awards presented during the AMS. Programmes from Philippines & Australia stood out and won USD 5,000, besides certificates of merit, under the Humanity and Science/Environment categories respectively.

ASIA MEDIA SUMMIT
26 - 28 May 2015
Kuala Lumpur, Malaysia

IPPTAR   KKMM   AIBD

Viewers might stop watching TV in the traditional sense unless broadcasters dealt seriously with new trends impacting their industry, among them: the reach and influence of social media, the rising popularity of over-the-top or OTT services, and evolving media consumption behaviour.

Dato' Sri Ahmad Shabery Cheek, Minister of Communications and Multimedia Malaysia (KKMM), issued the challenge before some 400 broadcasters, media experts and academics from 46 countries and regions across the globe during the 12th Asia Media Summit held from 26-28 May 2015 in Kuala Lumpur, Malaysia.

In his inaugural address, he urged broadcasters and content providers to produce world-class content that can be consumed by viewers worldwide.

"They could also ride on the wave by seeking partnerships with OTT providers and offer their content as part of the package", he said.

United Nations Secretary-General, H.E. Ban Ki-moon gave a special address through a video message, highlighting the transformative effect of social media on broadcasting that offers huge opportunities to inform and help communities in the diverse Asia-Pacific region needing assistance.

He said, "the UN system stands ready to realise these opportunities".

Inaugural Session
Big Challenges for Broadcasters

In his presentation, the Malaysian Minister also spoke about the power of big data that can give any company the competitive edge to flourish in the marketplace.

He called on broadcasters to step up the use of audience data to create shows that people want to watch.

"Using data, you will have the ability to target consumers and direct the content that fits their profile.... Knowing the data and having direct relationship with customers is key to surviving the challenge from OTT services", he said.

OTT services deliver content over any broadband network as smoothly as dedicated terrestrial, cable or satellite TV. HBO and CBS in the US, and Tonton in Malaysia have successfully introduced their own OTT service.

The Malaysian Minister cited government efforts under its 11th Malaysian Plan of becoming a high income developed nation in 2020. One of the pillars of this vision is to make available broadband service of up to 100 Mbps to all households in Malaysia's cities and high-impact areas. Whereas in suburban and rural areas, he said people will have access to 20Mbps.

Mrs Dra Rosarita Niken Widiastuti, President of the AIBD General Conference and President Director of Radio Republik Indonesia welcomed the delegates and said broadcasters must embrace the social media phenomenon and derive benefits from this new media to ensure the sustainability and future of their business.

Mr Chang Jin, AIBD Director, delivered the closing remarks, urging the delegates to learn from the diverse perspectives of experts across the globe and begin to act in reaffirming the strength of broadcasting and seeking the way ahead.

Organised by AIBD, the two-day conference was officially hosted for the first time by the Ministry of Communications and Multimedia Malaysia (KKMM), with the Tun Abdul Razak Broadcasting and Information Institute (IPPTAR) as the principal sponsor.

COMING SOON:
AMS 2015 Proceedings, with presentations, speeches and highlights of AMS 2015.

UN Cites Key Role of Broadcasting and Social Media

United Nations Secretary-General Ban Ki-moon says the transformative effect of social media on broadcasting offers huge opportunities to inform and help communities in the diverse Asia-Pacific region needing assistance, and the "UN system stands ready to realise these opportunities".

In his special address delivered through a video message at the inaugural session of the 12th Asia Media Summit on 26 May 2015 in Kuala Lumpur, H.E. Ban Ki-moon expressed delight over the focus of this international gathering on social media, which, he said, has made enormous inroads into global viewing habits.

"We have seen unprecedented change in the (Asia-Pacific) region. Broadcasting has come to rely on people's access to social media in co-programming and especially in the wake of disaster", he said.

H.E. Ban Ki-moon cited the role of social media and mobile users in the recent earthquake in Nepal, saying that they have helped provide first eyewitness reports and gather information and map needs of survivors in the affected nation.

The magnitude 7.8 quake that hit Nepal on 25 April 2015 killed some 8,200 people. That was followed by another magnitude 7.3 quake on 28 April that left 117 people dead and 2,800 injured. More than 8 million people have been affected by the series of tremors in the country.

He said the United Nations system and its partners have also drawn on the digital community to help with its disaster response in Nepal and elsewhere such as using mobile phone apps to disseminate information.

In his special address, he welcomed AIBD's initiative to bring together leaders and influencers in the field of media.

H.E. Ban Ki-moon is the eighth and current Secretary-General of the United Nations after succeeding Kofi Annan in 2007.

Treat SNS as a FRIEND
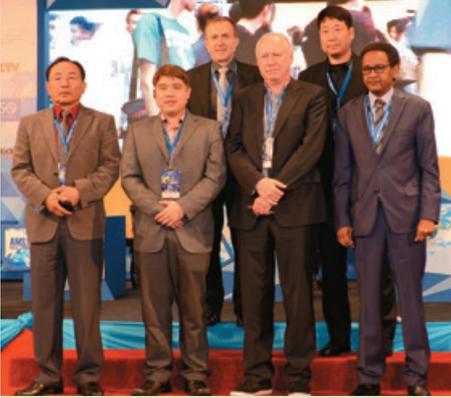
Korea Broadcasting System (KBS) prefers to treat social networking sites as a friend rather than a foe, enabling this leading broadcaster in Asia-Pacific to maximise the potential of the social media platform as a communication, PR and distribution channel.

KBS, for instance, has over 5 million total view counts in the YouTube Channel, Mr Jung Chuloong, Head and Executive Director of Media Policy, KBS, Korea, told some 400 participants from more than 46 countries and regions who participated in the recent 12th Asia Media Summit in Kuala Lumpur.

In challenging broadcasters to adapt to the social media phenomenon, he discussed the efforts of KBS to use the SNS as a communication and PR channel by exposing information and news, creating a buzz, creating content, dealing with negative issues, and communicating and engaging with users and viewers.

In his presentation at the Plenary Session 1 on 'Social Media's Landscape: Trends and its Future', he cited the advantages of tapping SNS as a distribution channel. He said SNS can generate instant revenue and promote a station's content. On the negative said, he said SNS may have no future value on 'content as a platform'. They also provide a limited and restricted nature of customer relationship.

He also said broadcasters need to monitor their SNS, in particular, tracking buzz generation, measuring viewers' response and sentiment analysis, and the relationship between buzz certain and ratings generation.

SOCIAL MEDIA in the ARAB WORLD

Broadcasters in the Arab region are using social media in a one-way interactive communication and in a limited way, depriving their viewers and users of the potential of this platform to inspire younger generations to enter into a dialogue with public television and radio, and enrich public debate and reflection around important topics.

"Most Arabic public broadcasters keep delivering on these social networks the same content, in a different form, that is what they want to convey to the public but not what the public wants to hear, unlike what is happening in the social networks", Mr Abdelrahim Suleiman, Director General of the Arab States Broadcasting Union (ASBU), said in his presentation during the Plenary Session 1 on "Social Media Landscape, Trends and Its Future", of the Asia Media Summit held in Kuala Lumpur on 26 May 2015.

He expressed concern over the increasing use of social media by militants to disseminate information, conduct terrorist attacks, direct associates all over the world and attract new recruits.

He cited data showing that some 9,200 Twitter accounts were associated with the militants for propaganda and recruiting members.

Among the trends in the Syrian conflict on Facebook, he said, and often also on the Flickrphoto-sharing site, is posting eulogies for killed jihadis.

"These eulogies present the fighters as role models for Muslims and immortalize them, an appealing prospect for radical Muslims who feel marginalised in their respective societies", he said.

There are more than 81 million Facebook users in the Arab region, 67% of these are aged between 15 and 29 years old. Twitter accounts for 6 million users while LinkedIn users have reached more than 8 million.

Acknowledging the most dramatic and unprecedented improvement in freedom of expression, association, and access to information in contemporary Arab history, he called on Arab broadcasters to deal with the challenges posed by militants as well as the entry of more private and foreign channels that has intensified competition.

He also urged them to deal with mounting service deficiencies in terms of programmes quality, relevance, and rising public expectations.

In the same Plenary Session, Mr Christopher Tock, Co-Founder and CEO of Social Grooves, Malaysia, described trends in the behaviour of consumers and content creators.

For consumers, he said their attention span is decreasing. They also want a variety of news sources and know what they're looking for. He also said that today's consumers trust no advertisements.

For content creators, he said they are diversifying niche content and transferring original digital content to traditional media.

"They are also emerging as digital personalities. They believe that popularity is a social currency", he said.

As far as the future media landscape is concerned, he foresees the dominating presence of digital, social and mobile.

Broadcasters, he said, need to engage with the consumers more, otherwise they will fall out of competition.

"Let us focus on the effective influencers of people who have become experts on their own right", he stressed.

Another speaker was Mr Kinley Dorji, Secretary of the Ministry of Information in Bhutan. In his presentation, he spoke of the potential of social media from a policy perspective.

He urged governments to create an environment where people can use social media platforms to become responsible citizens, raise their level of happiness and enhance governance.

"Let us use social media for cultural preservation, adopting a policy to make people more responsible and ensure that they do away with gossip and hate speech", he said.

Session 2

Take Social Media Seriously

Take social media seriously. Get aligned and collaborate with social media.

To get aligned, Mr Sanjay Salil, Managing Director of MediaGuru, India, suggested that broadcasters need to digitise their legacy content in the past, and their current and perishable content in the present in a way that can make them available without boundary to millions of viewers.

"You need to manage them by mega-tagging content on multiple platforms to enable people to have access, and monetise them through the engagement of content and consumers in real time," Mr Salil said in his presentation at Plenary Session 2 on "Effective Strategies to Build Markets, Content and Business" of the Asia Media Summit held on 26 May 2015.

He said such engagement should also be tracked by, among others, measuring how many people are looking at your platform, feedback on your comments, reports, and formats of your programme.

He also said some media organisations are developing a social media command centre where they put everything – what is watched and monitored and produced real time analysis and segmentation on aired content.

According to Mr Salil, this social media centre can listen, measure and discover insights. It can also harness social buzz tweaks, marketing strategies and establish real time connection with audiences.

Mr Steve Ahern, CEO of International Media & Broadcasting Academy, Australia, said that in the era of social media, audiences are consuming media more and watching television while searching, texting and conversing on multiple platforms.

He said broadcasters must acknowledge this evolving media consumption behaviour and produce programmes to reach out to and interact with them. "Even the young people are moving out of Facebook and looking for new platforms to engage", Mr Ahern said.

The changing media landscape, he said, also calls for a modern media manager who can effectively manage risks, try fast, succeed or fail fast and learn fast, support pioneer teams, set clear goals, know what you don't know, keep learning and look for trends.

He added that the modern media manager also values the staff who seek the big picture and acknowledge if his ways serve as a road block that needs adjustment and change.

Another speaker, Mr Li Haizhou, Director of CCTV+, China, highlighted the various services this new media programme offers its viewers.

As a video news agency, CCTV+, provides global news footages about China and the world, live signals, and news archives.

He said it has Africa Link which serves as a platform for major news exchanges between CCTV and 26 African TV companies. African TV can also share their materials through the rest of the world through CCTV+.

According to Li, another service CCTV+ offers is the Global Media Forum where media experts converge to discuss and debate critical issues affecting the industry, similar to what the Asia Media Summit does.

CCTV+ has a global media team handling its new media and social media. It is staffed mostly by young and creative people who run 18 accounts in different platforms and develop apps made available to users.

Social Media and Citizens' Engagement during Elections

Myanmar Minister of Information U Ye Htut says that in Mynamar's effort to transition to democracy, the government has promoted the use of social media and mobile to disseminate information, clarify issues and set up call centres to verify stories coming from social media.

The government will do the same in the forthcoming elections in November, Minister U Ye Htut said, in order to counter efforts by some sectors to spread hate speech, incite communal violence and create instability in the country.

Myanmar boasts of 18 million mobile users and 17 million people, mostly the young, with access to the Internet.

The Myanmar Minister spoke during the parallel session on 'Facilitating Citizens' Engagement during Elections' at the recent Asia Media Summit in Kuala Lumpur.

In his presentation, Minister U Ye Htut said people are no longer in the sidelines. They have the ability to shape views through social media.

Acknowledging the important role of social media, Minister U Ye Htut said government is studying constitutional amendments dealing with emerging media without affecting free speech. It has also conducted media literacy and social media literacy workshops to help deal with the negative consequences of social media. He said government has also tapped radio and used different dialects for this purpose.

The Minister said the government is collaborating with UNESCO and the US Embassy in launching anti-hate campaigns in the country.

Another speaker, Mr Nouzab Fareed, Executive Director of Fiji Television, said Fiji, with a population of about 800,000, has no existing laws that regulate social media, allowing for the emergence of thousands of blogs and social media accounts.

"We have no control and allow citizens to pursue positive discussion and citizen engagement, particularly during elections", he said.

In last year's elections, he said Fiji Television used social media for news dissemination and updates, and for public education.

He said they helped raise awareness about voter registration, polling stations and candidates in order to ensure voters are able to exercise their voting right and express their political will on election day.

"As a result of our efforts and thanks to social media, voters' turnout was high at 84%", he said. What helped, he said, was that media coverage provided citizens detailed information about the election process, that was highly informative, easily understandable and in various vernacular options.

Mr Meriba Tulo, Senior Reporter and Program Presenter, EMTV, Papua New Guinea, also spoke during this session, highlighting both good and bad experiences in using social media during the elections in his country.

In the last elections in 2012, he said political parties recognised the power of social media and challenges it brings such as the spread of negative content and the need for instant updates, verification and staying relevant.

Mr Tulo said social media should not be seen as a competitor of traditional broadcasting and instead should be used to interact more with people.

"That's what our Prime Minister is doing", he said.

Moderated Debate

Don't Leave Ethics Behind

The social media era has put so much pressure on media companies to publish a lot, publish fast and make money. And in the pursuit of more content, audience and profit, they should not leave ethics behind.

Mr Marc Lourdes, Managing Editor, Yahoo! Southeast Asia, delivered this message to broadcasters in the Moderated Debate on "Journalism, Ethics and Social Media" at the recent Asia Media Summit in Kuala Lumpur, Malaysia.

He advised media companies to adopt three rules to perform ethically and deal with the demands in the age of social media.

Acknowledging the potential of technology, Mr Lourdes said media companies need to take a step back and think whether they should do something because they can.

If content is not clear, he said that broadcasters should verify and tap companies that offer verification services as Yahoo does, and ensure that content is accurate and credible and broadcasters have rights to use it.

He also suggested that media companies must figure out the proper method of measuring traffic or what is important to them as an industry.

"Gone are the days when we can use page views to measure our digital presence or success. Such metrics are easily manipulated. In the age of digital media, we have not come together to set up a code of ethics or standards to make sure all companies adhere to a common basis of success and popularity".

Other speakers recommended the adoption of existing journalistic values in the age of social media. Background and fact checking, and verification remain useful tools to ensure credibility of information sourced from social media.

Mr Riyaz Sayed-Khaiyum, CEO of Fiji Broadcasting Corporation, said regardless of where the journalist publishes, he/she bears the ethical responsibility to report the truth, requiring information that is verified, substantiated and balanced.

"That is why we need clear guidelines and policies for the sake of journalistic responsibility and credibility. Because without these principles, we really won't need journalists anymore", he said.

Mr Sami Zeidan, Senior Presenter of Al Jazeera English, Qatar, suggests to use of new media to corroborate new media content by developing a network of people to check back, double check information and cross reference with a blogger.

"Journalists can still adopt ethics to new media and create relationships in social media that are helpful to meet ethical standards", he said.

Mr Zeidan also advised broadcasters to contribute towards the empowerment of the underprivileged and attainment of world peace.

For her part, Ms Deborah Steele, Editor, Asia-Pacific News Centre, Australian Broadcasting Corporation (ABC), Australia, cited the appeal of social media as fast and furious, fun, informal, conversational and inclusive.

She said that broadcasters must take advantage of the best that social media offers and recognise that "trusted news sources share space with information that is not sourced, verified, or posted with any accountability".

"Broadcasters need to maintain and enrich their reputation and relevance", she pointed out.

In tapping social media, she also urged broadcasters to consider other issues such as the use of pseudonyms and fake accounts, the status of shares and retweets, the ethical use of social media pictures, and trolling of presenters, journalists, newsmakers, commentators and interviewees.

Should you be confronted with much bias in media, Dr Venkat Iyer, Barrister and Law Commissioner, Northern Ireland, advised broadcasters and regulators to pursue pluralism rather than censorship.

"My approach is to beat bias with pluralism, rather than censorship. If you have a media outlet that espouses a viewpoint, and you believe in press freedom, that bias can be opposed by multiplicity of viewpoints", Dr Iyer stressed.

Big Data and Journalism

One would expect Hirofumi Abe, 37 years old, who majored in particle and astrophysical science for his masteral degree to end up working full time with the Japan Aerospace Exploration Agency (JAXA), after graduation.

This was not to be, because right after graduate school, Abe was recruited to join NHK, Japan's leading broadcaster, as a producer.

For 11 years, he produced a variety of documentary programmes from human story on Seiichi Ozawa, the conductor, to special reports on Great East Japan Earthquake in 2011.

The Turning Point

The documentary on the earthquake proved to be a turning point in his career. It led him to explore the potential of big data and its use to improve his journalistic work. He realised NHK could have offered more content and answered critical questions to better respond in the aftermath of the disaster and plan for future disasters.

In producing special reports on the earthquake, Mr Abe said: "There was so much big data out there but we were not utilising it to the full extent".

It was on March 11, 2011, that the magnitude 9 earthquake shook north-eastern Japan, unleashing a savage tsunami. It killed close to 16 thousand people, and caused damages amounting to about 300 billion US dollars. Some 2,500 people were reported missing.

NHK's 'Digital Earth'

In his presentation at the Asia Media Summit on "Making Sense of Big data and Social Data", Mr Abe spoke about a system he developed two years after the killer quake to help people better
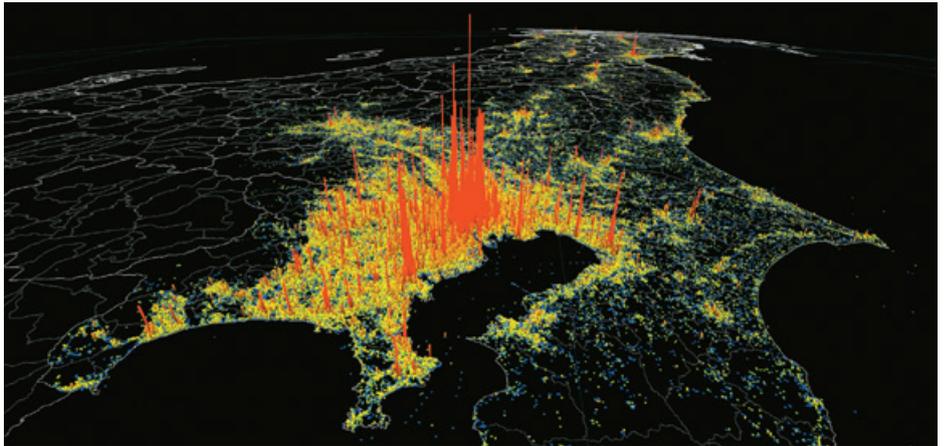
understand and respond more effectively to disasters. The system is called 'NHK's Digital Earth'. He highlighted the capabilities of big data analysis, showing data visualisation of residents in the port city of Ishinomaki where 3,500 people were swept away by tsunami.

'Digital Earth' is useful for journalism as well as government and business. His co-developer was Mr Suzuki Satoshi, a member of NHK's Computer Graphics Team.

In an interview with the Broadcaster, Mr Hirofumi Abe, who is now the Program Director, Special Task Force, News Department, Japan Broadcasting Corporation (NHK), talked more about 'Digital Earth', a system made up of an algorithm that can aggregate a cross-section of data from government, institutions and businesses.

Big data collected for this project was sourced from driving records collected from car navigation systems, location information from mobile phones, Twitter data, Tokyo Metropolitan Police's vehicle sensor data, rescue records of Japanese Self-Defence Forces, and company sales and housing data. The unprecedented amount of data was shown visually in a time line and geographically.

Digital Earth could process data which normal programs like Excel cannot analyse, and help understand crucial questions and help communities prepare better for disasters.

He utilised big data analysis in producing documentaries entitled 'Big Data Disaster' to help people learn how to survive after catastrophes. Abe started with NHK as a news producer 11 years ago and eventually focused his talent

and attention to developing this system in one-and-a-half years.

"Utilising big data, the programme looks into the problems that can arise following a disaster and creates survival maps that can lead people to safety", Mr Abe said.

Challenges in Developing 'Digital Earth'

He cited two big challenges in developing the system that started in 2013. First was the technical aspect that required building and customising the program, integrating the data, presenting it visually, and making it possible in real time. The second challenge was to persuade government agencies and companies to make available data critical to the system.

"Developing the system and collecting the relevant data from both government and business took one-and-a-half years", he said.

The system has also become useful for other industries such as agriculture, fishing, mining, manufacturing and construction in Japan. No wonder, Mr Abe said some IT companies are interested in his expertise.

For broadcast journalists, there is much potential for big data that can improve content in reporting critical concerns that affect society.

"Data-driven journalism will become a new tool that will empower traditional media in creating better programmes for their audiences," he said. He added that the system will continue to evolve and last, "until the day comes when we are sure that the lessons learned from the mega quake have been fully understood and operationalised in our society".

Collaborate or Compete with Social Media

Varying opinions emerged among media practitioners at the 12th Asia Media Summit on whether or not broadcasters should compete or collaborate, or do both, as social media platforms increasingly pull eyeballs away from television.

Dr Mostefa Souag, Acting Director General of Al Jazeera Media Network, Qatar, said broadcasters should do both.

At the CEO Roundtable session of the Asia Media Summit held in Kuala Lumpur on 27 May 2015, he said that without competition, broadcasters cannot improve and raise standards.

"Without collaboration, we fail to learn from each other. Traditional media cannot survive without new media where more audiences are increasingly attracted", he said.

He stressed the need for greater credibility in the age of the social media phenomenon. In collaborating through training, for instance, Dr Souag said we can produce better journalists, both mainstream and citizen journalists, to approximate the truth in reporting and help citizens make better decisions.

"Many stories are fabricated but they come to new media as true and people who publish these don't have integrity to scrutinise, get back to sources and meet standards of journalism in old media. We need a lot of training, expertise and skills and these need collaboration", he said.

Ms Lynley Marshall, Chief Executive Officer of Australian Broadcasting Corporation, Australia, said that it's not all about social media or broadcasting; it's about the audience and what it is doing.

To be effective, she said that we need the expertise to develop a rigour and discipline in our organisation to enable us to understand where the audiences are and provide the services they want.

She also urged broadcasters to be much more focused in developing resource-based skills that are agile in delivering services quickly.

"To be effective in the digital world, we must compete and also look for opportunities to cooperate so that we can become more effective in aggregating content and audiences", she pointed out.

To engage with new media players, she urged broadcasters to pursue partnerships among themselves and spend time to cooperate as much as they compete in order to become effective in cross promotion, aggregating audiences and promoting the fundamental tenet of a balanced, accurate, reliable service which underpins all their programming.

For his part, Mr Tito Gomez Cruz, Director of the Philippine Broadcasting Service, Philippines, batted for more collaboration that can be cost effective and can improve the medium.

"As broadcasters we should encourage citizen journalists, for instance, to offer us strategies on how best to improve programming. We must not see new media as a threat but a reality to an ever changing media landscape", he said.

Another panellist, Dato' Haji Abu Bakar Ab. Rahim, Director General of Radio Television Malaysia (RTM), shared a similar sentiment, saying broadcast organisations should embrace social media and collaborate with it to better serve our needs.

Mr Robert Zaal, Director General, Radio Netherlands Worldwide, Netherlands, said they neither compete nor cooperate with social media. But the organisation uses social networking sites (SNS) to create communities and bring its messages across in a smart way.

In using them, however, he stressed that RNW does not want to be dependent on SNS.

"We try to follow our audiences whose preferences have shifted, especially among the young population. Sometimes they are in social media. Other times they are in traditional media. We no longer broadcast. We no longer run a TV station", he said.

Closing Ceremony

Embrace Social Media

The 12th Asia Media Summit came to a close on 27 May 2015, leaving a clear message to broadcasters to consolidate their strength in producing local and quality content, embrace the immediacy, mobility, interactivity and ubiquitous reach of social media, and contribute to the building of holistic civilisations.

During the closing ceremony, Dato' Sri Dr Sharifah Zarah Syed Ahmad, Secretary-General of the Ministry of Communications and Multimedia Malaysia (KKMM) challenged broadcasters to stay connected in a world of connectivity; otherwise, they will be marginalised.

"Whatever challenges we face, we must move on", she said.

The Secretary General read the Kuala Lumpur Statement on Broadcasting and Social Media that incorporated the outcomes of the Summit.

The Summit recognised the impact of social media on the broadcast media landscape as being significant, varied and growing, and reaffirmed the strength of broadcasting when it embraces the new media.

It also examined the evolving relationship between broadcast and social media, effective strategies to build markets, content and business in the new environment, as well as new technology, new tools, big data and social data.

Participants looked at the role of social media in citizens' engagement during elections, and on journalism and ethics, the need for training in the social media phenomenon and legal and regulatory guidelines affecting social media use.

The Summit discussed the diverse types of social media including: social networking, crowd sourcing, gaming, live webcasting, photo sharing, publishing and many more uses. It was discovered that there are a very large number of social media platforms and most individuals and organisations only utilise a small fraction of the potential opportunities social media provides.

It was acknowledged that points of difference are essential in the social media world where audiences have huge choice. Integrity of a broadcaster was agreed as a prime point of difference. Understanding the community and the story to tell is the most important. Knowing the data and having direct relationship with customers is key to surviving the new challenges.

Mrs Dra Rosarita Niken Widiastuti, President of the AIBD General Conference and President Director of Radio Republik Indonesia (RRI), and Mr Chang Jin, AIBD Director thanked the Malaysian Government, Ministry of Communications and Multimedia Malaysia (KKMM), and the Tun Abdul Razak Broadcasting and Information Institute (IPPTAR) for their generous support that contributed to the success of the conference.

"We are moved by the great importance shown on the AMS by our Malaysian hosts and partners", Mr Chang Jin said.

He also cited the positive feedback of AMS participants regarding the diversity and quality of topics and resource persons for the plenary and parallel sessions, as well as the management of the Summit itself.

Over 400 broadcasters, media professionals, decision makers, regulators, scholars, and other stakeholders from 46 countries and regions attended the three-day Summit and shared their views under the theme 'Transforming Broadcasting in Social Media Era'.

Kuala Lumpur Statement on Broadcasting and Social Media

May 27, 2015

Read out by **Yang Berbahagia Dato' Sri Dr Sharifah Zarah Syed Ahmad**
Secretary-General of the Ministry of Communications and Multimedia Malaysia

On May 26 - 27, 2015, the 12th Asia Media Summit was held in Kuala Lumpur, Malaysia, hosted by the Ministry of Communication and Multimedia Malaysia (MCMM). After seven years since 2008, the flagship event of the Asia-Pacific Institute of Broadcasting Development (AIBD) returns to its birth place. The Summit was attended by over 400 delegates from 46 countries and regions. Broadcasters, media professionals, decision makers, regulators, scholars, and stakeholders from within and outside the region discussed their concerns and shared their views under the theme "Transforming Broadcasting in Social Media Era". The summit recognised the impact of social media on the broadcast media landscape as being significant, varied and growing, and reaffirmed the strength of broadcasting when it embraces the new media.

The summit was convened immediately after the publications of the 11th Malaysia Plan, on the occasion of which the government called for the building of holistic civilisation, with people possessing high values, good morals, who are knowledgeable, read, appreciate heritage and culture, and have the mentality of a developed nation.

The Malaysian government has taken the lead to declare its plan to build broadband facility. By the year 2020, broadband service of up to 100Mbps will be made available to all households in cities and high-impact areas. Whereas in suburban and rural areas, the people will have access to 20 Mbps.

Such being an example of the advantageous environment of the media industry, Asia Media Summit 2015 covered wide topics with regards to the evolving relationship between broadcast and social media. It deliberated on the effective strategies to build markets, content and business in the new environment. New technology, new tools, as well as big data and social data were brought to attention. There were also discussions on facilitating citizens' engagement during elections, and on journalism, ethics and social media. A plenary session was conducted on defining and implementing legal and regulatory guidelines. The summit discussed the diverse types of social media including: social networking, crowd sourcing, gaming, live webcasting, photo sharing, publishing and many more uses. It was discovered that there are a very large number of social media platforms and most individuals and organisations only utilise a small fraction of the potential opportunities social media provides.

An understanding of the need for social media training was established by examining:

How social media impacts on an organisation's business?

Latest and emerging social media developments and audience participation with social media.

Which forms of social media are appropriate to a broadcast business?

What methods could be used to train broadcasters to use social media as part of their daily duties?

It was acknowledged that points of difference are essential in the social media world where audiences have huge choice. Integrity of a broadcaster was agreed as a prime point of difference. Understanding the community and the story to tell is the most important. Knowing the data and having direct relationship with customers is key to surviving the new challenges.

The summit calls upon broadcasters in the Asia-Pacific region to consolidate their strength in local and quality content, and embrace the immediacy, mobility, interactivity and ubiquitous reach of social media, and contribute to the building of holistic civilisations.

SPT Meeting

IMPROVING
AIBD's Services to Members

The AIBD Strategic Plan Team (SPT) met recently in Kuala Lumpur, Malaysia to discuss some measures to improve the delivery of services to the Institute's regular and affiliate members in Asia-Pacific.

One such measure was to hold more in-country and regional workshops on various themes relevant to the needs of broadcasters in the region. Ms Nguyen Thuy Dzung of the Voice of Vietnam said these activities not only enhance broadcasters' capacity, but also provide them opportunities to get to know each other and learn from each other.

Mr Chang Jin, AIBD Director, promised to look into this and committed to offer more workshops to member countries.

AIBD has 26 member countries, 54 member organisations and ministries and 66 affiliate members.

The SPT team also discussed another suggestion to allow AIBD to undertake research activities covering media policies of different countries and make its outputs available to members.

Mr Yan Chengsheng, Deputy Director of SAPPRFT, China, said through this initiative, the Institute will offer members "high quality service, and even provide some advice to deal with policy matters".

SPT members also tackled a proposal to publish a book or journal containing all presentations from the AMS 2015, as it used to do for five years until 2008.

"Such journal will supplement current practice of publishing news articles and some speakers' presentations in the *Broadcaster*", the AIBD President said.

Mr Anothai Udomsilp, SPT Chairman, and Director of Academic Institute of Public Media, Thai Public Broadcasting Service, Thailand, supported this idea, saying a compilation of the AMS presen-tations has been useful to broadcasters, academics and media experts doing research.

The AIBD Director said there may be copyright issues in publishing the presen-tations. However, he said the idea is worth considering and will require seeking the authors' permission for publication.

The SPT received several positive feedbacks on the conduct of the 12th Asia Media Summit from 26-28 May 2015 in Kuala Lumpur. Mrs Stephanie Rabourdin, Regional Audiovisual Attache from the French Embassy, congratulated AIBD for a much better Summit.

"The level of presentations was high and its speakers were diverse that raised the quality of the discussion", she said.

Mrs Dra Rosarita Niken Widiastuti, President of AIBD General Conference and President Director of Radio Republik Indonesia (RRI), Indonesia, thanked the AIBD Secretariat, in particular Mr Marcel Gomez, AIBD Deputy Director, for their "hard work and smart work" to ensure a successful AMS 2015. She also expressed her gratitude to KKMM and IPPTAR for hosting the event.

Two other services were also discussed and planned for implementation to benefit members soon. These are posting all the AMS 2015 presentations, preferably in audio-visual format, onto the AIBD website, and making available award-winning video materials and radio programmes to members.

The 33rd Meeting of the SPT members was held on 27 May 2015, a day after the Asia Media Summit opened in Kuala Lumpur, Malaysia.

Aside from reviewing the conduct of AMS 2015, the SPT also discussed updates on AMS 2016 and 2017 as well as the AIBD General Assembly for 2015 and 2016.

Their next meeting takes place in Chiang Mai, Thailand during the AIBD General Conference in August 2015.

AIBD / ASBU / ABU Committee Meeting

Eye Stronger Collaboration

Mr Mohamed Abdelmohsen Al Awash, President of the Arab States Broadcasting Union (ASBU), says broadcasters in the Arab region are committed to expanding their partnership and cooperation with AIBD, and attract more participation in the 13th Asia Media Summit in Korea from 24-26 May 2016.

He said that joint projects should focus on two key topics that are of interest to ASBU members, namely technology and new media, including social media, and content development of media messages.

A joint task force was proposed to discuss future training workshops, their topics, funding, locations, and other mutual concerns. Aside from AIBD and ASBU, the Asia-Pacific Broadcasting Union (ABU) will also be part of this task force, which Mr Abdelmohsen said, should come out with outputs in time for the ASBU meeting in Tunis from 9 to 11 December 2015.

The ASBU President also said that terrorism remains a problem in their region where media can play a critical role in disseminating information favourable to the development of a culture of tolerance and respect for civilisation. He said capacity building for human resources should also be a priority in developing joint projects with AIBD and ABU.

Mr Abdelmohsen spoke of ASBU's commitment to continue collaborating with AIBD during the 10th Meeting of the AIBD / ASBU / ABU Media Partnership Committee in Kuala Lumpur, Malaysia on 27 May 2015.

Mrs Dra Rosarita Niken Widiastuti, President of the AIBD General Assembly, and President Director, Radio Republik Indonesia, acknowledged AIBD's close cooperation with ASBU and thanked the Union for contributing towards a successful AMS 2014 in Jeddah, Saudi Arabia.

Mr Chang Jin, AIBD Director, expressed support for more collaboration with ASBU.

Mr Abdelrahim Suleiman, ASBU Director-General, said ASBU wants to plan better its participation in the Asia Media Summit in 2016 by contributing to the conference topics and making available Arabic translators to the conference. He said these efforts will help keep Arab broadcasters' interest in the conference.

The ASBU officials proposed that the joint workshops should have alternating venues, one in the Arab region and another in Asia, which they said will contribute towards mutual understanding and camaraderie between Asian and Arab broadcasters.

Mr Suleiman said these workshops should tap not only Asian and Western experts, but also media experts from the Arab region.

AIBD supported this idea and requested ASBU to provide the Institute with a list of Arab experts who can serve as workshop consultants and trainers.

During the two-hour long meeting, officials of AIBD and ASBU discussed joint funding for future projects. Mr Suleiman reported that the civil war in Syria has had an impact on the financial standing of ASBU Training Centre in Damascus and the quality of its training activities. ASBU has supported many AIBD projects including the World TV Awards.

Mr Suleiman reported the successful completion of the recent Arab Festival for Radio and Television where some 700 delegates and major technology manufacturers participated. He invited AIBD and ABU to participate in this event next year and set up a booth to showcase their activities.

"You can use this booth as your platform to invite broadcasters in the Arab region to join the AMS in Seoul, Korea", he said.

AIBD Deputy Director Marcel Gomez reported on the preparations for the Asia Media Summit in 2016 and invited ASBU to continue sending more Arab participants to this international event.

Cross Media Formats
and Format Innovation

By **Mr Turan Ali**
Director of International Media Training Centre, RNTC, The Netherlands

"Information is not enough. If all you are going to do is give information to your audiences, you are mostly wasting your time; whatever media, platforms or formats you intend to use". This was the provocative opening statement with which I began the AMS pre-summit workshop on 25 May 2015.

Through the workshop, I continued to provoke and challenge the "fixed patterns" and traditional ways of filling programmes that are seen all over the world, not just in Asia. There are hundreds of thousands of different format combinations and new programmes waiting to be developed, yet worldwide we continue to copy the same small range of formats, sometimes paying large amounts of money for formats from other broadcasters, when developing your own new formats is relatively straightforward.

This one day workshop aimed to equip participants with the tools they need to develop endless numbers of new formats, in all media, and for any platform. Judging by the enthusiasm of the participants, the claim was largely

fulfilled, as they left the one day event with handouts and new expertise, feeling they could indeed broaden the range and variety of formats they produce.

Participants ranged from network and station managers, to producers and directors, to heads of training, department heads, reporters and chief editors. Countries represented amongst the 23 participants included Bhutan, China, Fiji, India, Indonesia, Korea, Malaysia, Myanmar, Pakistan, Papua New Guinea, Sri Lanka, Thailand and Vietnam.

The workshop covered three main areas.

1. The Ten Formats in Media: This part of the workshop explored the ten unique formats in media, their strengths and weaknesses and the different platforms, media and purposes they can be used for.

2. Creative Innovation and Combining Formats: This session explored the genres and styles within each format and how to play creatively with formats, combining them to create limitless innovation and creation of new programmes and content across all media.

The exercise using 'random combination', sees excellent new programme ideas emerge every time. This occasion was no exception, and participants were persuaded that this playful and creative way of developing new programme ideas was quick and efficient.

3. How Formats Work with Story: This area explored the relationship between story and format, first by introducing a concise but powerful approach to story structure and then applying it to how each format deals with story differently. Participants played with how different types of stories can be delivered in many different ways through creative use of formats.

This highly interactive workshop concluded with practical exercises to experiment with creating cross media formats and innovating with formats. Although a one day workshop can only introduce a limited amount of theory, as this was combined with creative exercises, games and practice, participants felt they had been introduced to a very different way of looking at format development across platforms and media, and by the end of the day had to agree that indeed, information alone is not enough.

We began the Social Media Training Seminar with a simple demonstration. Steve said, *"If the foundations are not right, the training will not succeed"*, as participants watched a glass fall and shatter into pieces, because it was not supported by a firm foundation.

As Mike picked up the pieces, he discussed the importance of understanding what needs to be done to maintain quality audience engagement in the age of online and social media.

The AIBD/IPPTAR Regional Seminar on Social Media Curriculum for Senior Broadcast Managers was held on 25 May 2015 in Kuala Lumpur, preceding the Asia Media Summit.

Over 35 senior managers from radio and TV broadcasting companies, regulators and educational institutions took part in the seminar, which introduced them to a new universal curriculum template that broadcasters can use to develop online and social media skills in their staff.

The template, developed by IPPTAR and AIBD, sets out the scope and sequence of skills required at all levels of an organisation to allow it to effectively integrate new media skills into modern broadcasting.

The aim of the seminar was to assist broadcast industry leaders to meet the challenges of the ever-changing web and digital media environment and acquaint them with the new training template. It focused on organisational development to enhance social media capacity, and included robust discussion of the role of broadcasters in the modern age and the importance of editorial integrity in the face of fast moving, but often inaccurate, social media content.

Participants examined methods that can be used to train broadcasters to use social media, including the implementation of organisational change by using the Universal Curriculum for Broadcast Training for Social Media and Emerging Media.

Modifying the phrase from Professor W.E. Deming that "change is not essential providing survival is optional", Mike emphasised that the rate of change in broadcasting technology and communication platforms is likely to increase.

He emphasised to participants that broadcasters need to be nimble and able to adapt quickly, ready for the next communications evolution beyond social media, probably involving artificial intelligence.

Building Solid Foundations with Social Media Training

By **Dr Mike McCluskey**
Independent Media and Broadcasting Consultant &
Mr Steve Ahern
CEO, International Media & Broadcasting Academy (IMBA), Australia

The workshop discussed the reality that broadcasters must evolve and become adept at using the full potential of all social media platforms, in order to better reach the audiences of today, and in preparation to modify their approach for the audiences of tomorrow.

The seminar focused particularly on Module 10, covering Organisational Transformation and Business Models, but also showed samples of resources that can be used in the other nine modules of the curriculum.

During the seminar, participants discussed changing audience consumption habits and developed understanding of a range of social media tools including mobile apps, social media accounts and social media monitoring tools.

In a discussion analysing which forms of social media are appropriate to participants' broadcast businesses, social media was defined as *"websites and applications that allow users to create and exchange user-generated content on the web"* (Ref.: www.boundless.com).

Participants discussed the impacts social media has and will have on their broadcasting businesses. Facebook is currently the biggest social media application, but others are rising fast and broadcasters need to constantly track the usage of new apps, such as snapchat, to decide whether to use them as part of their strategy.

A discussion of credibility versus popularity revealed the constant tension between serious news and frivolous content on social media. Katy Perry is number one on Twitter, with 69 million followers (ten million more than Barak Obama), but is what she tweets news worthy? On the other hand, if you have no followers, is it worth putting out serious news if nobody reads it? These tensions were explored in the discussion as a reminder to broadcasters that they must decide on a viable corporate position that will deliver audience and credible content to the maximum number of people. They must now do so in a way that will allow citizen journalists to contribute content.

Seminar participants left feeling energised by the possibilities of the online social media age, but well informed enough to make sensible decisions about how to use social media responsibly as part of their evolving broadcast strategies.

Mobile Journalism in a
Multimedia Newsroom

Smart phones are increasingly becoming an important tool in telling news stories and producing short pieces and documentaries for various media platforms, including social networking sites.

Mr Mark Egan, a mobile journalism trainer from Eurovision Academy, urged broadcast journalists to be aware of the special role of smart phones in their journalistic work and learn to shoot video content in professional quality using their mobile phones.

The former BBC video journalist served as trainer for the Master Class on Shooting Video Content with a Smart Phone or Tablet, which opened on 24 March 2015 in Kuala Lumpur. The two-day event ushered in the series of activities AIBD had lined up prior to the 12th edition of the Asia Media Summit.

Some 28 participants from various countries in Asia-Pacific attended the workshop co-organised by AIBD, Eurovision Academy and CCTV.

In his presentation, Mr Egan said that in the multimedia era, newsrooms are demanding that journalists produce more content for various platforms using smart phones. This tool makes sense, he said, given tight budgetary limitations in the news department.

He spoke about the pros and cons of using smart phones in capturing video content. Smart phones, he said, are small, portable, features good accessories and apps that can enhance video and audio quality. Connectivity is an advantage as video content shot from smart phones can be directly delivered to the computer and social media platforms even in real time.

Among the disadvantages of smart phones, Mr Egan cited short battery life, limited memory, low light performance and stabilisation difficulties, among others.
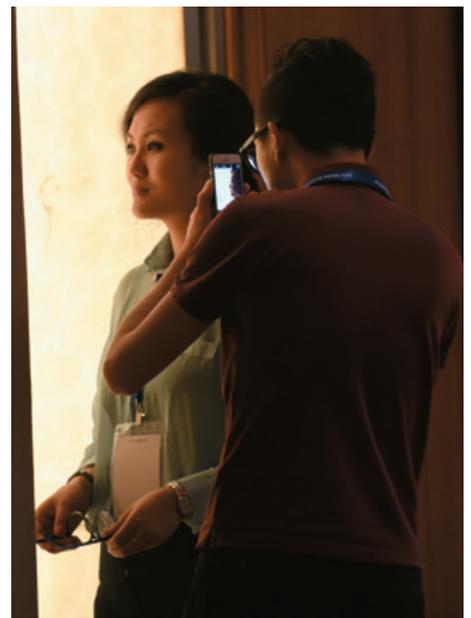
During the workshop, participants had the chance to shoot video content using their phones by following the five-shot sequence formula. The formula covers a variety of shots from close ups to long shots and creative shots.

Maximising Social Radio

Laura-May Coope, Co-founder and Manager of Social Life, BBC, United Kingdom, urged radio broadcasters to derive maximum benefits from social media by inviting their listeners and fans in, making them feel special and valued, creating emotional connections, and offering them rewards.

"Let them play, edit, remix and own parts of what you do using social media", Ms Coope told participants of the Pre-Summit Workshop on Radio and Social Media on 25 May 2015 in Kuala Lumpur. The one-day seminar was co-organised by AIBD, Radiodays Europe and RCS.

Ms Coope worked for BBC Radio 1 in rebranding the station for five years, contributing towards making it the biggest radio station on social media in UK.

She cited some examples of programmes that have used social media platforms successfully. Among them were the Eurovision Song Contest which had huge social spaces run by a community of fans, and Radio 1 Breakfast Show that invited dedicated fans to come out with creative ideas and become part of the programme.

"It's about being creative and not about the ego of traditional broadcasters. We must ensure people are involved in some way in our radio programmes", she pointed out.

In transforming BBC Radio 1, she said that the biggest hindrance was to convince managers and staff to learn more about social media and make it an integral element of the radio shows.

She also said that peoples' consuming and sharing habits have changed dramatically, and for radio programmes to thrive in the fast changing digital era and growing interconnected world, broadcasters need to experiment and test new concepts.

"Be brave and find the engagement with listeners and fans", she added.

In his opening remarks, Mr Chang Jin, AIBD Director, urged radio broadcasters to maximise the opportunities social media offers such as marketing programmes, expanding audience reach, spreading their message, networking and gaining knowledge.

"Radio professionals must find ways to adapt to the challenges of the new landscape created by social media", he said.

Innovative Developments in Radio in Asia

Another speaker in the workshop was Mr Steve Ahern, CEO, International Media & Broadcasting Academy (MBA), Australia, who gave an overview of social media developments in Asia-Pacific.

He cited innovative developments happening with radio in Asia that may impact the future direction of the industry.

One example is BFM Radio in Malaysia, a business station that has successfully pushed their programmes into social media platforms.

He said the station mixes music, some funny talents and discussion on financial issues that have increasingly expanded audience reach.

"No traditional broadcaster works with this station, but the network and its talents have come out with innovative and interesting features, landing them as one of the top radio broadcasters in the country", he said.

Also in Malaysia's im4FM radio station, which is run by young people, Mr Ahern said the station focuses on youth issues and concerns, doing more than what traditional radio stations do.

Another example is RED FM station in India, which has adopted a cheeky and irreverent creating programmes. He said the station has become popular.

In his presentation, he cited the case of Prime Minister Narendra Modi of India who has rapidly acquired a fan base in the social media network, becoming the second most followed world political leader on Twitter after US President Barack Obama.

Known in India as Mr Social Media, the Indian leader tapped social media to win an election. Every week, the Indian leader gets to interact and chat with his constituents through a radio programme.

Urgency of Digital Switchover in Asia-Pacific

Transition to DTTB services is a complex process yet necessary for broadcasters to remain in business in the longer term. Broadcasters who delay digital switchover transition will contribute towards increased business costs and loss of revenue.

Ms Sireerat Bunnag, Programme Officer, ITU Regional Office for Asia and the Pacific highlighted this message in her presentation at the Pre-Summit Workshop on Enhancing Digital Terrestrial Broadcasting Transition Experience in Kuala Lumpur on 25 May 2015.

She said ITU has assisted 24 countries for the development of roadmap reports for successful transition. Other areas of assistance cover the development of policy and regulatory framework and enhanced skills of concerned experts on the Digital Broadcasting Master Plan for the transition and technologies including interactive multimedia services, Mobile TV, Cable TV, Satellite TV and IPTV.

"More than 30 countries have yet to complete the digital transition", she pointed out.

For a successful transition to digital television terrestrial broadcasting, Ms Bunnag identified five requirements. These include strong leadership of government, firm decision of analogue TV switch-off date, close cooperation between regulator and industry, clear and timely developed regulatory framework and adequate information and assistance to the public.

"Decisions on the transition to digital broadcasting and the digital dividend are not only difficult at the national level, but also have to involve all neighbouring countries", she said.

During the opening ceremony, Mr Amal Punchihewa, ABU Director for Technology, highlighted the slow readiness for digitalisation in the Asia Pacific region.

"Only Australia, Japan, Korea and New Zealand have completed the analogue switch-off", he pointed out.

Mr Chang Jin, AIBD Director, said broadcasters in the region face big challenges in dealing with the changeover from analogue to digital transmission. Among them were the need for impeccable planning and careful implementation, the fast changing digital technologies and tight budgets.

"Most of the countries have set five or ten year plans for digital switchover. These plans will be completed between 2015 to 2020. But uniformity of standards is absent", he said.

He urged broadcasters to learn as much from the discussion and debate in the workshop and share knowledge with their colleagues in dealing with the transition issues needing resolution.

AIBD co-organised the workshop with ITU, ABU, and MIC-Japan.

World TV Awards
at AMS 2015

(From left to right):
Mr Damien Syed, Ms Lynley Marshall, Mr Chang Jin and Mr John Maguire

'Pagbangon' from the Philippines and 'Extreme Weather' from Australia emerged as top winners in the World Television Awards 2015. Each winner received US$5,000 in cash, a trophy and a certificate.

The Awards were announced during the recent Asia Media Summit held in Kuala Lumpur, Malaysia. Mr Chang Jin, Director of AIBD, and Mr Abdelrahim Suleiman, Director General of Arab States Broadcasting Union (ASBU), presented a trophy and certificate to Ms Angeli Guidaya-Atienza, Director of 'Pagbangon' from GMA Network Inc. Philippines.

The Philippine entry won the award for the best documentary under the Humanity category with the theme "Dealing with Natural Disasters".

The 'Pagbangon' documentary tackles the recovery and rehabilitation efforts for the survivors of the typhoon Yolanda. It revisits the devastation left by this tropical cyclone and also examines the lessons learnt from this disaster in the hope that more lives will be saved from future typhoons.

'Extreme Weather', directed by Ms Anja Taylor and broadcast by ABC Australia, won the World Television Awards under the category Science/Environment. This year's topic under the category was "Building Resilience to Climate Change".

Mr Chang Jin was joined by Mr Damien Syed, First Secretary of the Embassy of France in Kuala Lumpur, in presenting the award to Ms Anja Taylor, represented by Ms Lynley Marshall, CEO of Australian Broadcasting Corporation (ABC) International, who represented Ms Anja Taylor.

'Extreme Weather' explains the mechanisms behind some of the most catastrophic events of the decade such as heat waves that kill tens of thousands, apocalyptic floods and blizzards in the Middle East. Understanding exactly how a warmer world drives wild weather is crucial to predicting just how bumpy a ride we're in for.

Mr John Maguire, Chairperson of the jury

Ms Angeli Guidaya-Atienza, the winner of the Humanity category

for the World Television Awards 2015 and Director of International Relations and Cooperation of France Médias Monde, thanked producers and directors of the participating entries.

The World TV Awards 2015 was supported by the Arab States Broadcasting Union (ASBU), French Ministry of Foreign Affairs, Norwegian Broadcasting Corporation (NRK), Radio Television Malaysia (RTM) and Islamic Broadcasting Union (IBU).

ASIA MEDIA SUMMIT

Interview
with the
New Director

Mr Chang Jin, the 6th Director of the AIBD, made his debut during the AMS 2015. Following is an interview with Chang Jin.

What are your concrete plans to implement the AIBD mandates?

According to the Agreement Establishing the AIBD, the paramount aim of the Institute is to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region through policy and resource development. My core objectives as the new Director is to improve the profile of the Institute, to conduct more activities as more contributions to our members and ultimately help to build better media environment in the Asia-Pacific region.

The Institute is facing a downfall of funding for its activities from traditional sources in the last several years. We must first address this problem. We will continue to build on our influence in the Asia-Pacific and in the world with more and more successful Asia Media Summits, and continue with our good relationship with funding agencies and partners. Training activities need to be better designed so as to attract the attention of potential funding agencies.

There are three pillars to the development of the Institute: training activities, policy research, and conferences & events.

The number of training activities has decreased in recent years. Not only should the number be increased, but also the variety of subjects of training, especially those related to new media should be covered.

The Institute plans to initiate a policy research project. We will cooperate with some members to work on one theme on media development every year, and publish a report of the research. Hopefully the research can be related or connected to the Asia Media Summit (AMS) and the latter can be a highlighting deliberation and follow-up of the research.

Conferences and events include the AMS, the General Conference and the International Conference on Broadcast Training (ICBT). These events not only serve as the platforms to showcase our achievements but augment the profile of the Institute.

My immediate plan is to seek the consent and more suggestions of our members regarding our development during the upcoming 41st Annual Gathering the 14th General Conference and source for more funding for training for 2015 and 2016, start off the research project 2015/16, and plan for AMS 2016 and other AIBD future meetings.

Will members see more services, new services?

The research project is our major new offer. There are quite a number of academic institutions in broadcasting and media in the region. AIBD will seek their collaboration in carrying out the research. With these researches, AIBD will be on its way to fulfilling its mission to be the window for regional policy makers to access information, and promote dialogue and cooperation in electronic media policy.

We also aim to source more funding for more training.

As the AMS 2015 highlighted in its theme, "Transforming Broadcasting in the Social Media Era," should AIBD also transform itself and become more relevant?

Under the current scenario of the development of new media, the relevance of a media institution is indeed challengeable if it is still of a pure 'broadcasting' nature. But don't forget that back in 1999, our predecessors in the 25th Governing Council Meeting in Islamabad had amended the Agreement Establishing the AIBD in such a way that throughout its text 'broadcasting' is completely replaced by 'electronic media'. I was taken with admiration when I studied the document and found that more than one and a half decades later our agenda is still covered by their vision.

The positioning of the Institute has been well relevant to the fast development of the media landscape, in which new media is taking increasingly larger shares from broadcasting, but the virtual operation of the Institute over the last 16 years has been to a large extent confined to broadcasting. New media, if any, has been regarded an outsider, newcomer, competitor or invader, and never as within our own circles. Among our membership to date there's not a single new media company. Very few, if any, government organisations related to new media are represented. It's high time that we take new media into our agenda, and welcome organisations related to new media into our Institute.

The Arab satellite broadcasting industry has seen robust growth through the years. From about 30 channels in the 90s, the total number of Arab satellite channels has reached 1,300, extending their reach to all points of the globe, including Australia, New Zealand and the Americas.

The current boom in Arab satellite channels is attributed to the growing role and participation of the private sector. Other factors contributed to this growth such as the technological developments and digital satellite broadcasting that offered unlimited opportunities, low cost access and wide prospects for development in the region.

The number of Arab corporations broadcasting or re-broadcasting satellite channels stands at 758, including 29 publicly owned ones and 729 owned by the private sector. They all broadcast or re-broadcast 1,294 television channels (165 public and 1,129 private channels) in multiple languages and a variety of specialties.

The rise in the number of public channels is mostly attributed to the return of Libyan television channels to broadcast after having disappeared with the revolution, as well as to the creation of more public specialised channels, especially sports ones.

The High Committee for Coordination among Arab Satellite Channels (HC-CASC), and the Arab States Broadcasting Union (ASBU), recently issued the "2014 Annual Report on Arab Satellite Broadcasting", which provides the updated statistical data on the satellite broadcasting industry in the Arab region, classifies channel categories according to their programming, language of broadcasting, geographic coverage, specialisation and public, group or private ownership.

The 2014 Annual Report shows that sports leads the number of specialised channels with 170 broadcasters, drama (series and movies) channels come second (152), followed by music and variety shows (124), religious channels (95), and news (68).

The Report also notices an expansion in the geographical coverage of Arab satellite broadcasting, bringing the signal globally, including to Australia, New Zealand and the Americas.

ASBU Publications

Arab States Broadcasting Union
League of Arab States

HIGH COMMITTEE
FOR COORDINATION BETWEEN
ARAB SATELLITE CHANNELS

ARAB SATELLITE BROADCASTING
Annual Report
2014

www.asbu.net
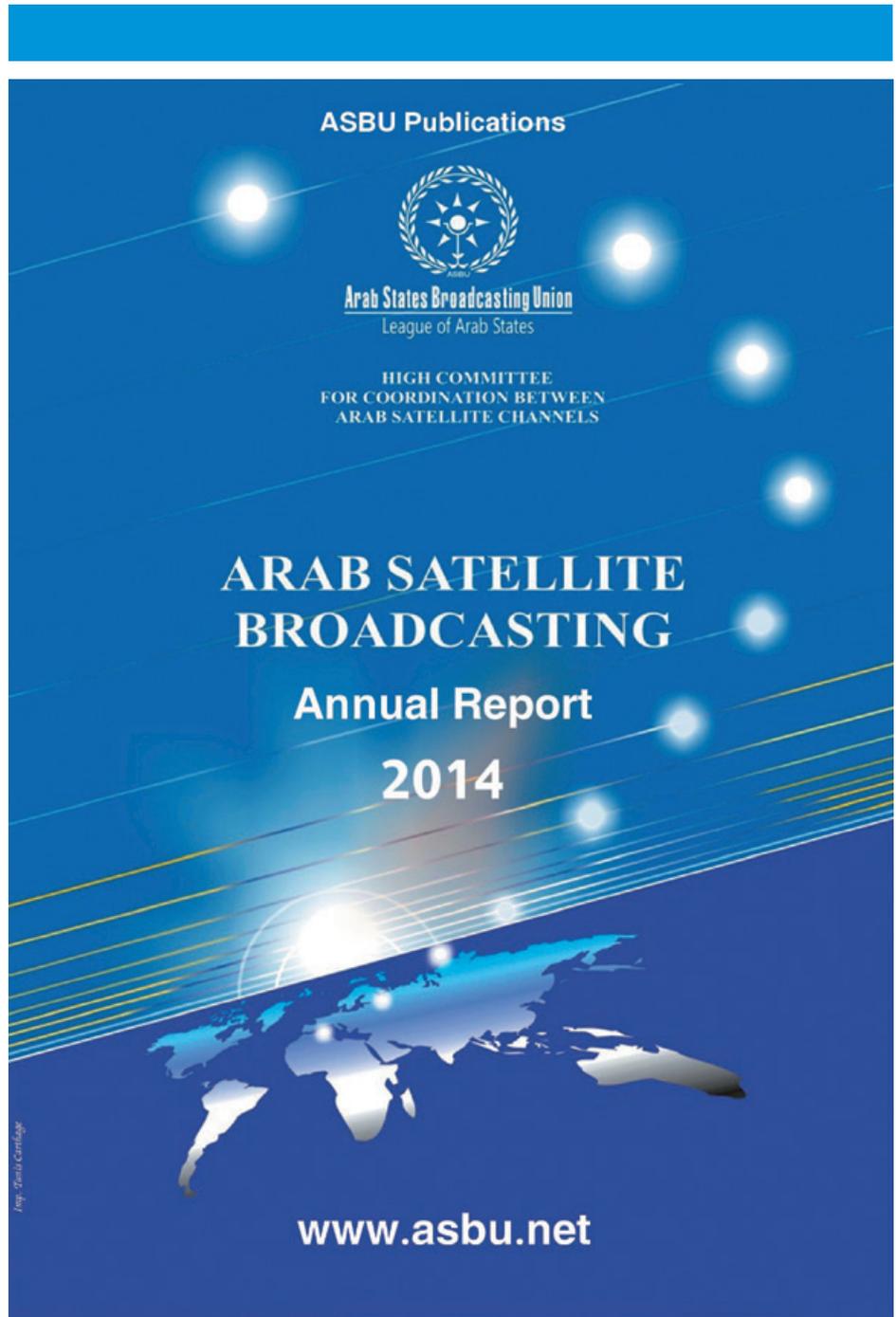
BOOM
in Arab Satellite TV Channels

The Arabic language and dialects used in the broadcast take the lead, while English is at the forefront of foreign language broadcasts, followed by the French language in addition to Farsi, Hebrew, Hindi, Spanish and Turkish. Amazeegh, Urdu, Hassani, and Berber are also used to reach minority target audiences.

In addition, the Arab region can monitor and watch international channels targeting its population and mostly using the Arabic language and Arab satellites. They include BBC Arabic, France 24, Germany's Deutsche Welle, the Arabic-speaking channel RAI, Russia Today, as well as Turkish, Korean, Chadian and other channels.

In-country Workshop

Learning More about DVB-T2 Transmission

Engineers and technicians of Radio Television Malaysia (RTM) gathered recently for an in-country workshop to learn more about planning, implementation, operation and maintenance of digital television broadcasting as well as various techniques and parameters of DVB-T2.

The in-country workshop, organised by AIBD with support from RTM, was held in Kuala Lumpur, Malaysia from 11 to 15 May 2015.

Most of the participants were experienced in the field of transmission. The workshop consultants included Mr MS Duhan, Deputy Director General (Engineering), Doordarshan, India; Mr Surender Singh, Director (Engineering) from National Academy for Broadcasting and Multimedia from India and Mr Yin Loong Choa, Technology Manager and Mr Mani Ganapathy from Rohde & Schwarz, an independent manufacturer of transmitter and test & measurement equipment for mobile radio and radio communications from Malaysia.

The one-week workshop was divided into two parts. The first part covered basic theory on digital transmission starting from symbol, relationship between data rate and bandwidth, and different digital modulation schemes and their bandwidth requirements.

The session also included modulation pattern, CFDM, COFDM, FEC, DVB-T2 frame structure, spectral and power efficiency in DVB-T2, frequency and network coverage planning for SFN and MFN, video compression and finally DTT challenges and opportunities.

The second part of the workshop was focused on practical demonstration, where the participants were taken to the Rohde & Schwarz office near Kuala Lumpur. The session started with the presentation of Mr Chao Yin Loong about the DVB-T2 transmission.

After the session, participants were divided into two groups. The team was led by Mr Ganapathy from Rohde & Schwarz. A practical demonstration was done on the DVB-T2 transmitter. All the parameters discussed during the class were demonstrated onsite. As part of their hands-on training, the participants visually tested the TV receivers with test transmitters.

About Core Stories and Channels – Developing Cross Media Strategies

By **Mr Björn Stockleben**
Innovation Project Group at Radio & Television Berlin-Brandenburg and
Coordinator of Cross Media program at UAS Magdeburg-Stendal

Every day we tell stories, to entertain, to illustrate or to convince. We do this intuitively and from a very young age. But as journalists we have to master storytelling as an art, so we can tell engaging stories consistently.

AIBD invited me to hold an In-Country workshop on 'Developing Cross Media Story-based Strategies for Journalism and Marketing' soon after the Asia Media Summit 2015. The workshop took place with the kind support of Goethe-Institut (Malaysia) and Nottingham University (Malaysia campus) on 29 May 2015 in Kuala Lumpur, Malaysia.

As a co-initiator of the Cross Media Journalism program at the German Magdeburg-Stendal University of Applied Sciences, I was especially keen on working with an engaged group of Malaysian media practitioners and students at Nottingham University Malaysia Campus. I was not disappointed by the splendid interdisciplinary mix from journalism and media to physics and psychology. We started creating so-called core-stories, outlining the basic building blocks of a story, namely hero, goal and conflict. It is needed to ensure consistency once the story gets extended to work over intertwined channels. Discussions over lunch break revealed that not only journalism, but also science sees a heavy need for storytelling. With ever-more complicated and specific matters researched, a need for introductory and explanatory stories arises in scientific publication.

From the core stories, we started ideating on how to translate certain aspects of their stories to different channels in order to create a cross media orchestration that intensifies the story experience and audience engagement. I introduced a cross media story canvas as an indispensable planning tool. On this canvas, the characteristics of cross media channels are sorted along two axes: Consummation vs. participation and social vs. individual. Coming from the core story, the canvas supports ideation along questions like: "What if we told this story in a social participatory way? In which way could users have a similar experience as our hero?"

Following these methods, the participants drafted a reality TV concept on how to uncover and make a living out of odd individual talents based on the story of the 'dog whisperer' Cesar Millan. Another group sketched a traffic safety campaign around a news story of a bus driver who saved his passengers by driving into a flyover to stop his bus when the brakes failed. With four hours easily passed, the participants parted with a renewed passion for storytelling and we took the opportunity to invite them to a follow up online course on 'Concepting Reality TV'.

Ultimately, trans-media storytelling comes down to two things: Craft a great core story and know the specific potential of each media channel available to you. Then your trans-media story-streams will practically come by themselves.

UN-APCICT Expert Group Meeting on
Social Media and Disaster Risk Management

By **Mr Saqib Sheikh**
Programme Manager, AIBD

What is the true potential of social media to assist stakeholders during disaster situations? This was the key question participants tackled during the Expert Group Meeting on Social Media and Disaster Risk Management which took place from 7-8 April 2015 in Incheon, South Korea. The workshop was organised by the Asian and Pacific Training Centre for Information and Communication Technology for Development (APCICT), dedicated to the promotion of ICT among governments within the Asia-Pacific region.

The Expert Meeting was attended by 22 government officials, communication and media experts, ICTD and social media experts and DRR (disaster risk reduction) practitioners in Asia and the Pacific. It featured an array of speakers in sessions discussing the broader social effects of social media, the risk profile of Asia-Pacific and how it is especially disaster-prone, and case studies of sound practices on social media in disaster risk management.

Experts also discussed how to enhance APCICT's existing training content – *Academy Module 9 on ICT for Disaster Risk Management.* The module is part of the organisation's *Academy of ICT Essentials for Government Leaders* series already rolled out in over 20 countries in the Asia-Pacific region. It covers different types of disaster situations, the critical need for information during such times, and the applications of ICT for disaster mitigation, preparedness, response, recovery and reconstruction.

APCICT also presented their member survey on existing disaster risk management practices in government agencies for review to the group. APCICT currently has 62 Members and Associate Member countries in the region. The participants gave their critical feedback on the documents and offered their additions and revisions.

During the workshop, I took part in an interactive Panel Discussion on Social Media Policy for Disaster Risk Management. I shared my views on the use of social media by broadcasters during such situations. In particular, I discussed how information is no longer the key reserve of broadcasters, and broadcasters must now be able to establish a balanced approach to harness the positive benefits of social media in emergencies.

Other members on the panel included: Ms Maria Ressa, CEO and Executive Editor, Rappler, Dr Ajith Perakum Madurapperuma, Director, Information and Communication Technology Agency of Sri Lanka; Ms Dinah T. Libunao, Head, New Media, PTV-4, Philippines; Ms Kate Roux, Regional Communications and Advocacy Manager, International Federation of Red Cross; Mr Andrew Mc Elroy, Communications Specialist, UNISDR and Ms Sara Page, Public Information Specialist, GeoNet, GNS Science.

AIBD at BroadcastAsia 2015

By **A. Ravi Shankar**
Programme Manager, AIBD

To keep up with the technological trends and innovations, and market the Institute's membership and services, AIBD once again took part in BroadcastAsia 2015, which was held between 2 to 5 June in Singapore. The 20th edition of the conference cum exhibition gathered leading broadcast players from nearly 70 countries and over 16,000 visitors, speakers and exhibitors.

AIBD set up a booth that displayed posters and buntings to attract visitors. The Institute's newsletter Broadcaster and AIBD brochures were made available to visitors. I spoke to the visitors at the booth and explained what the organisation does.

I also attended some sessions and panel discussions and met with the speakers and experts, among them were Ms Daina Middleton from Twitter, Mr Rahul Thapa from Astro and Mr Alan Soon, former Managing editor of Yahoo in South East Asia.

The exhibition at BroadcastAsia 2015 gave a glimpse of the current technological innovations. Companies involved in creating drones, virtual studios and cloud technology for broadcasting vied for attention along with traditional companies such as crane makers and lighting experts. LED lights are now replacing the compact cool lights, saving energy and space. Such new technologies and creative ways to tackle current broadcasting requirements were displayed at the exhibition.

AIBD's visit to BroadcastAsia was useful as the organisers of the event expressed their desire to continue this relationship with the Institute in the future.

ABU RadioAsia Conference

Harnessing the Creative Power of Radio

By **Mr Thida Aye Mya Kyi**
International Relation Team, Myanmar Radio and Television (MRTV), Ministry of Information, Myanmar

Over 90 media practitioners from 26 countries recently participated in the ABU RadioAsia Conference and Radio Song Festival 2015 in Myanmar, which focused on exploring the creative power of radio and effective approaches to grow the radio industry. The event also served as a platform to exchange knowledge and experience about radio technologies and broadcast programmes.

U Ye Htut, Minister for the Ministry of Information of the Republic of the Union of Myanmar, welcomed the participants to the conference held successfully in Yangon from 28-30 May 2015.

The event featured the main conference with the theme "The Creative Power of Radio", and two workshops focused on the key topics dealing with "Unlocking your Creativity" and "Developing your on and off air Talent".

Another highlight was the ABU Radio Song Festival 2015 that was held at the National Theater on 29 May 2015. Musicians from Myanmar, South Korea, Malaysia, Brunei, Maldives, India, Indonesia, Vietnam, Thailand and Singapore shared the stage with local singers including Zaw Paing, Ni Ni Khin Zaw and Ah Moon.

Radio industry leaders including 28 speakers from the Asia-Pacific and around the world shared their perspectives at the ABU RadioAsia

Two-day Workshop in Fiji

Aiming for Higher Standards of Performance and Leadership

By **Mr Riyaz Sayed-Khaiyum**
CEO, Fiji Broadcasting Corp.

For the first time in its history, the Fiji Broadcasting Corporation organised a two-day workshop on Leadership and Change for all our team leaders. The training, held over two Saturday's on the 23rd and 30th May 2015, was conducted by Mr Balbeer Singh of Prime Vision who shared his years of experience in leadership training.

The workshop was aimed at helping our team leaders learn how to take greater personal accountability for achieving key organisational results, in spite of difficult circumstances and challenges. The participants also gained useful insight from the training and explored their own personality strengths to help them grow and develop individually. Training for us is about developing people. We are confident that our team leaders can perform to higher standards if given the right guidance and training.

The team here at the FBC is made up of 19 team leaders who are now being

groomed into becoming the company's future leaders and will continue to receive ongoing training to further develop their leadership capacity. We believe that developing successful leaders is critical to achieving the higher levels of productivity needed in modern organisations.

In early June, we have already seen positive results from this training from all participants. We believe that this training is one of the best things that we have done to improve not only the participants' outputs and aspirations, but also the company's future goals.

2015 Conference that featured six sessions with interesting topics and presentations for three days.

The ABU Radio Asia 2015 Conference was hosted by the Myanmar Radio and Television (MRTV), and the Ministry of Information of the Republic of the Union of Myanmar.

The Asia-Pacific Broadcasting Union (ABU) organised the Conference. Sponsors included Commercial Radio Australia, World DMB, Forever Group Co. Ltd, Shwe Than Lwin Media Co. Ltd, Cherry FM, Padamyar FM, FM Bagan and Asia Radio Today.

Workshop on Unlocking your Creativity

The workshop on 'Unlocking your Creativity' discussed ways to turn journalistic operations into a hot-house of ideas built around "live" brainstorming

sessions and a tight process that would generate ideas from the group and turn them into output plans. The facilitators were Neil Curry and Mick Slatter, Directors of Beyond Broadcasting, UK.

Workshop on Developing your on and off air Talent

The workshop on 'Developing your on and off air Talent' focused on the needs of on and off air talent to deliver new and engaging content and how managers can get the best out of their presenters. Mr Steve Ahern, CEO, International Media & Broadcasting Academy (IMBA), Australia, served as the facilitator.

Since 2012, the Asia-Pacific Broadcasting Union (ABU) has organised the Radio Asia Conference and ABU Radio Song Festival. Myanmar is the third host country after South Korea and Colombo.

Digital Transition in IRAN:
85% of Iranian Families watch Digital TV programmes

Dr Mohammad Sarafraz, the President of IRIB (Islamic Republic of Iran Broadcasting) expressed satisfaction regarding the switchover to digital process in Iran and said that 85% of Iranian households are covered by Digital Broadcasting and this figure will be expanded in the near future.

He also emphasised self-sufficiency in production of media and technical equipment by relying on capabilities of Iranian specialists and experts and mentioned that at present they are able to produce technical equipment for transmitters inside the country.

In-country Workshop

Developing Quality Children TV Programmes

By **Mr Kalle Fürst**
Consultant for NRK and Director of Fürst & Far Film and Fjernsyn

From 8 to 12 June 2015, I chaired a workshop on Children's TV Programmes with 17 participants from BTV – Bangladesh Television in Dhaka.

For me this was a very interesting experience primarily because I met a group of talented, enthusiastic and hard working TV people with a lot of talent, humour and great actors. I also had the opportunity to learn some more about Bangladesh, a country that we in Europe seldom hear anything about in the news, except if there is some accident or political scandal.

My visit gave me new information on Bangladesh and new insights into the nation's proud history, the challenges they face in the future, and the opportunities they have to participate in the Asian recovery.

The workshop participants came from all parts of BTV: production staff, designers, camera, editing and staff members from children's programmes.

My workshops are usually aimed at producers of children programmes but this time we worked more generally with dramaturgy, brainstorming, project development and pitch of new projects.

The entire BTV showed interest in the work we did, and we received great attention and support from the whole management in BTV, a nice gesture from the management in BTV and a nice experience for me!

As part of the workshop we spent half a day on screening the participants' programmes. For me this was always the most interesting part for they showed quality programmes both in the documentary and drama programme. We also had some interesting professional discussions on the production methods.

In my workshops I try to focus on creativity, besides dramaturgy, screening of international programmes, and on a lot of exercises with drama and improvisations to give ideas on how to work with new project.

The staff in BTV, as in many Asian countries, work alone most of the time, or with a small production team.

Taking part in the workshop gave them an opportunity to work in groups with creative processes based on the theory that four brains have more idea than one, and that the combination of ideas gives a better result than only one idea.

At the end of the workshop, the groups gave a presentation of their ideas in a pitch. They all worked a lot on giving an attractive presentation.

All possible ways to present a pitch was used – from power points to the production of a new animation, and a drama manuscript performed as a play in a very creative way.

From my experience, BTV has a talented staff that can manage everything if they get enough resources.

An interesting uniqueness was the cultural activity that is taking place in Dhaka. Many members of the staff in BTV also worked with other cultural expressions – as writers, painters, as participants in the theatre groups, besides their professional work in BTV.

The culture activities in Dhaka had a much higher level of activity than what I had expected.

I would like to return to Bangladesh. I was well taken care of by my host and I hope to come back in order to make some reportage from the country and know more about what goes on in this country.

Diversity in Asian Culture

A fitting end to the Asia Media Summit 2015 in Malaysia was the tour to Malacca (Melaka) and Putrajaya, organised by the host for some 160 delegates from more than 20 countries.

The tour took them to Malacca, located in the southern region of the Malay Peninsula. Known for its historical uniqueness, it is the third smallest Malaysian state after Perlis and Penang.

On board four coaches, participants traveled a distance of about 130 km from Kuala Lumpur and took delight in several sites in the area, including Jonker Street, the central street of Chinatown, which is renowned for its antique shops and traditional houses.

Lunch featuring a mix of Malay and Chinese food was served at the Seroni Baba Nyonya Restoran in Malacca. Micheal Sequerah, a tour guide, told participants that Malaysia's cuisine reflects a culturally diverse country where people with different origins, religions and traditions live together and interact.

This diversity in culture, in fact, extends to the whole Asian region. In casual conversations with AMS delegates, Mr Chang Jin, AIBD Director, elicited information from Ms Basudha Benerji from India, that her country has 22 official languages and more than 150 dialects.

To know more of Indian languages, Mr Chang Jin requested Ms Benerji to write the words 'I am Hungry' in the Indian languages she knew, namely Bangla, Assami, and Hindi. While the delegates were waiting for lunch, Chang Jin asked the participants seated with him at the tables to write the same sentence in their own languages.

As a result, altogether 23 scripts used by AIBD members/partners were collected (see attached table; ref. back cover page)

Country	Language
Bangladesh	Bengali
Cambodia	Khmer
China	Chinese
Fiji	Fijian
France	French
India	Hindi
India	Tamil
Indonesia	Bahasa
Indonesia	Jawa
Japan	Japanese
Korea	Korean
Myanmar	Burmese
Nepal	Nepali
Netherland	Dutch
Pakistan	Urdu
Papua New Guinea	Tok Pisin
Saudi Arabia	Arabic
Sri Lanka	Sinhala
Thailand	Thai
Timor-Leste	Tetun
Tonga	Tongan
Uzbekistan	Uzbek
Vietnam	Vietnamese

The last leg of their trip was Putrajaya, a planned city 25 km south of Kuala Lumpur that serves as the federal administrative centre of Malaysia.

Overall the delegates enjoyed the day-long trip that provided them not only a break following the three-day Summit, but also memories of varied cultures

Global insights for local heroes

DW Puts the World's
'Local Heroes' into Focus

With the launch of its new global news channel, Deutsche Welle (DW) is sending a message, that 'they provide global insights for local heroes'. For DW's journalists, the main task is to look behind the headlines and to provide viewers around the world with information which enables them to form their own opinion. The objective is to create a platform that offers a balanced view of the world – a critical view, while remaining impartial.

With television, computers, tablets, mobiles and radios, there are limitless options of staying informed on news and current events. For DW, Asia is one of the most important target regions and the organisation is working to provide viewers in this region with relevant news and information about their respective countries as well as timely updates on world affairs.

The new DW English-language television channel provides viewers across Asia with a comprehensive package of news and analysis with increased coverage of all the stories that are shaping the world. DW News is an integral component of DW's new flagship channel.

DW's network of reporters across Asia will contribute local insights to enhance the impact of the regional issues of DW News, produced in DW's newsroom in Berlin and delivered to audiences in prime time in Asia.

DW will continue to deliver everything that audiences have come to expect from Germany's international broadcaster – clarity, precision and reliability. But the new DW will be even more modern and interactive, with an increased focus on social media. DW's team of trusted journalists will be reporting from a remodeled news studio, with a sleek, modern design and state-of-the-art technology allowing for new ways of presenting news with graphics and virtual elements.

The New DW App

The new DW app offers users a unique experience while providing access to all of the online content from Germany's international broadcaster. The app creates a platform for interaction with users worldwide, with more interactive features and user-generated content (UGC) functionality. It is available for free in app stores for iOS (dw.com/app/ios) and Android devices (dw.com/app/android).

The logical, modern layout of the app makes access and usage as intuitive as possible. The app was optimized for usage on smartphones and tablets and provides access to streaming media, including DW's four linear television channels, online articles and the entire DW Media Center.

The offline mode lets users access content without an Internet connection and the text mode is optimized for low bandwidths. "The app is fundamental to DW's new strategy," says DW Director General Peter Limbourg. "We are convinced that mobile usage will continue to increase. Our concept covers a variety of different usage scenarios: From highly-developed media markets where ex-pectations include images, streaming and on-demand content, to regions with lower bandwidths, which makes offline and text modes extremely important."

The DW app offers more than just access to DW's online content. It also makes users part of the global dialogue. The new commentary function makes it possible to take part in the debates surrounding the most pressing issues. And there is also an upload tool that lets users submit their own pictures and videos of breaking news and events that are happening around them.

Global Insights for 'Local Heroes'

Coinciding with the launch of the new channel, DW introduced a campaign to highlight and discover the world's 'local heroes'. DW defines them as people who rely on global insights. People who think, reflect, reconsider and innovate. People who make the rules, instead of playing by them and motivate instead of standing in the way.

DW is featuring 'local heroes' in its programming and is also asking viewers and users to contribute their own stories about the people in their communities who are making a difference. DW had invited entries from participants asking them to send images and videos. The discussion can be followed on Facebook in English as well as thirteen other languages.

DW sees this campaign as a direct connection to its new claim: "Made for minds." The claim stirs curiosity, and aims to assure target audiences that DW is the right address for what they're seeking.

AIBD Members and Partners

Permanent Secretary, Ministry of Information, Myanmar

U Tint Swe

U Tint Swe has been appointed as the Permanent Secretary of the Ministry of Information of the Republic of the Union of Myanmar. This is the first time the ministry has instituted such a position in its 5-decades of its existence. U Tint Swe is playing a leading role in Myanmar's media reform process in his capacity as the Permanent Secretary. Prior to this, he was the Director General of Myanmar Radio and Television (MRTV) a position he took up in 2013. Under his leadership, MRTV transformed from state owned Broadcaster to a public service broadcasting station. Between 2005 and 2013, he served under two departments of Ministry of Information. He was Director, Deputy Director General of Printing and Publishing Enterprise and then the DG of Information and Public Relations Department.

Thanks to his good writing skills, U Tint Swe served as a columnist, editor and chief editor of Military Science journal for 6 years and published over 300 articles on military science and political affairs.

New RNK Director

Mr Tuan Sarath

Mr Tuan Sarath has been appointed as the Director General of National Radio of Cambodia (RNK). Prior to this, he served as senior broadcasting advisor to the country's Ministry of Information.

Mr Tuan Sarath who started as Radio Reporter for RNK (National Radio of Kampuchea at that time) in 1983 also served as senior administrative and financial officer. He is respected for his stint as a radio reporter because he risked his life gathering news and covering major events taking place in a country ravaged by civil war.

As a radio reporter, he traveled to remote parts of the country interviewing people from all walks of life including villagers and local authority officials. Mr Tuan Sarath holds a master's degree in public administration and has also undergone a course in accounting.

New NIMC Director General

Mr A K M Shameem Chowdhuri

Mr A K M Shameem Chowdhuri joined as the Director General of the National Institute of Mass Communication (NIMC), a leading training Institute of Bangladesh. In order to ensure access to information for the citizenry, he joined the Bangladesh Civil Service Information cadre in 1982. With a glorious career, he acted as Principal Information Officer (PIO) to the Government of Bangladesh, Director General of Press Institute of Bangladesh, Director General of Bangladesh Betar, Director General of Bangladesh Film Archive, and Director General of Department of Films & Publications. Throughout his long career of more than 33 years, he has worked in many positions under the Ministry of Information, including in NIMC.

Before obtaining the position of Director General of NIMC, Mr Chowdhuri contributed actively as Press Secretary to the Honourable Prime Minister of the People's Republic of Bangladesh. The Government of Bangladesh has ensured freedom of press by allowing many public and private radio and TV channels in the recent years. It requires a lot of skilled human resources to fulfill this demand. Mr Chowdhuri wishes to contribute in human resource development by leading NIMC accordingly.

AIBD Sympathies with Nepal

The Nepal earthquake killed thousands and left millions affected. The house of our own Nepali colleague, Rabi KC also developed massive cracks. The entire team at AIBD wishes to convey their sympathies to everyone affected by the tragedy. In this hour of need, the team took off a few minutes to comfort Rabi and conveyed our support to his family and others affected. All of us in AIBD wish that Nepal overcomes this massive disaster sooner than expected.

J'ai faim. (FRENCH)

Basudha Banerji   officer on special duty
Au Sa via Kona - FIJI, ────→ (ITALICEI)-
PROGRAMME EXECUTIVE / OSD TO DG

DELHI

ALL INDIA RADIO,
اردو (URDU)

おなかがすいた (Japanese)

SERONI BABA NYONYA RESTORAN MÉLAKA. தமிழ்

A candid survey of scripts used by AIBD member/partner countries (ref. story p 29)

ខ្ញុំឃ្លានហើយ! (Cambodian)

أنا جائع (ARABIC)

আমার খিদে পেয়েছে। (BANGLA)

'OKU OU FIEKAIA (TONGAN)

मुझे भूक लगी है ! (HINDI)

Twenty-three ways to say "I am hungry"

ဆာလောင်မွတ်သိပ်နေပြီ (ศรีลัง) Myanmar
(සාගින්නේ) Sinhala.

மலா போக் லாग्या । (Nepali)

我饿了。(CHINESE)   배고파요! (Korean)

ik heb honger! (DUTCH)   หิวข้าว! (THAI)

HAU HAMLAHA (TIMOR-LESTE)

SAYA LAPAR ! (INDONESIA)   Tôi đói quá Vietnam

AKU NGELIH (JAWA)   Mening qornim och
MI HANGERE (TOKPISIN-PNG)   (Uzbek)