

broadcaster

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The AIBD successfully held its 36th Annual Gathering / 9th AIBD General Conference and Associated Meetings in Macau, China on 26-29 July 2010, highlighted by a performance report on its continuing capacity building initiatives for broadcasters in the region, the increasing number of memberships and the participation of Mr Yang Binyuan as the new AIBD Director.

AIBD's Performance in 2009-2010

Mr Freddy Tulung, Chairman of the AIBD Executive Board, told members that the Institute conducted some 85 training courses and workshops from 1 July 2009 to 30 June 2010 benefiting close to 1,800 broadcasters.

36TH ANNUAL GATHERING / 9TH AIBD
GENERAL CONFERENCE & ASSOCIATED MEETINGS
26-29 JULY 2010 MACAO-CHINA



Mr Freddy Tulung addresses AIBD members



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Repositioning Broadcasting



(Standing): Mr Vu Van Hien, VOV President, addresses the French-speaking Radio and Television International Council (CIRTEF) General Assembly in Hanoi in April 2009.

The need to reposition broadcasting in maximising opportunities offered by digital technology and new media and responding to the demands of changing media consumption, stiff competition and convergence will serve as the main theme of the 8th Asia Media Summit (AMS) to be held in Hanoi, Vietnam from 24-25 May 2011.

AIBD and The Voice of Vietnam, the AMS host, are in the thick of preparations to ensure participants benefit as much from the two-day event and cherish the hospitality of the Vietnamese people.

Mr Vu Van Hien, President of the Voice of Vietnam, which is hosting AMS 2011, is inviting broadcasters, media experts and other media stakeholders to attend the two-day Summit in Hanoi.

With the theme "Digital Media Everywhere: Repositioning Broadcasting," the AMS 2011 will examine technology innovations and ways for broadcasters to produce and deliver innovative content



relevant to general audiences and local communities, including those in the multi-platform, on-demand world. The task becomes daunting as audiences are becoming more discriminating, watching content only that offers best value for their time and money. The conference will also discuss ways to tap social media and community broadcasting to address audience expectations and the needs of development.

Another critical area for discussion will cover change management concerns in the digital media landscape that will involve creative thinking, leadership and stakeholder engagement. The AMS will feature eight plenary sessions and several presummit seminars and workshops to be held on 23 May 2011.

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Promoting *IDEA*, Fulfilling Mission at AIBD

By Mr Yang Binyuan, AIBD Director



Mr. Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and Culture of Maldives, AIBD President, congratulates the new AIBD Director



Director Binyuan pays a visit to ABU Secretary General Javad Mottaghi at the ABU office in Angkasapuri, Kuala Lumpur

institute, but also as a platform where broadcasters from Asia-Pacific could exchange ideas and share experiences in promoting the profile and capacity building of the region.

To operationalize this mission, I with support from the AIBD members, staff and partners will pursue "IDEA".

"I" stands for interests. We will serve the best interests of our members and expand our common interests and make the areas of our cooperation larger to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region.

"D" stands for dialogue. We have to step up dialogues at all levels, especially

In my years at the Beijing Olympic Organising Committee, I've strongly felt that with the dawn of the new millennium, there is room to enhance capacity and competence of Asia-Pacific broadcasters to address business and industry concerns as well as the needs

of development through cooperation and partnership under the principle of creativity, vitality and diversity.

As the new head of AIBD, my mission is to strengthen the role of AIBD through policy and human resources development, not only as a training

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AIBD's Performance in 2009-2010

He also said that during the same period affiliate members have risen to 99. "There is more room for promoting AIBD membership in the region," he said, citing the potential in Indonesia with 2,000 radio broadcasting organisations. Mr Tulung is the Chairman of the Public Information Agency, Ministry of Communication and Information Technology, Republic of Indonesia.

At the inauguration ceremony, Mr Cheong U, Secretary for Social Affairs and Culture of the Macau SAR Government, acknowledged the strong role of media in improving the quality of life for people around the world. He said that in Macau, the government has set up a task force to examine current broadcast operations within the end in view of proposing a new development model. Also under review are the Press Law and Broadcasting Law to ensure they address the realities of new media.



(From left:) Mr Binyuan, Mr Cao Yin and Mr Javad Mottaghi

Mr Javad Mottaghi, outgoing AIBD Director, reported on the continuing attachment and secondment program of the Institute, citing the decision of the Korean Communications Commission to release one of its experts to join AIBD from 2011 for a period of two years.

Mr Tulung said that the Institute's financial standing remains strong, citing that subscription arrears have been reduced. He urged members to pay their annual subscriptions on time.



Mr Cheong U, Secretary for Social Affairs and Culture of Macau SAR Government

Mr. Cao Yin, Chairman of the AIBD Strategic Plan Team (SPT), reported on the outcome of the SPT meeting on 26 July 2010, which urged the Institute to seek more collaboration with ITU in addressing digital issues and focused more on ICT training workshops. He also said that the SPT endorsed the appointment of Mrs Manil Cooray as AIBD Deputy Director.

The SPT thanked Teledifusao de Macau for hosting the GC.

through the Asia Media Summit, and by using mechanisms such as the Asia-Pacific and Europe Media Dialogue, ASBU-AIBD Partnership Committee and the SABA-AIBD Partnership Committee Meetings, among others.

"E" stands for exploration. We need to explore new areas of cooperation, not least by identifying projects in new media areas such as digital

broadcasting and network technology.

"A" stands for accommodation. We need to enhance mutual understanding and respect for each other's concerns and culture. It is important for us to listen to and respect each other, to ensure we appreciate and accommodate the other's concerns.



AIBD, GMCD and FES staff welcome the new AIBD Director



(Left:) Mr Tulung Freddy hands over Lifetime Achievement Award to Mr. Javad Mottaghi, outgoing AIBD Director, witnessed by Mr. Cheong U



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Stronger Ties with KCC and KBS

AIBD Director Yang Binyuan recently visited South Korea to forge closer partnerships with the Korean Communications Commission (KCC) and the Korean Broadcasting System (KBS), particularly in capacity building initiatives for broadcasters in the region.

With KCC, the AIBD has proposed joint training workshops on media and content regulation, IPTV technology & content development, and mobile TV and convergence technology.

Mr Binyuan met Dr Yung Man Jun, Director of the KCC International Organisation Division, on 9 November 2010, and thanked the Commission for supporting two training programmes for AIBD members; they were on Digital Switchover and Convergence Policy from 6-14 July 2010, and Broadband & Broadcasting Technologies from 14-22 October 2010, both at KISA, Seoul.



Participants at the Digital Switchover Workshop

Both officials also discussed progress of KCC's effort to consider Tonga's request to replace its AM Radio Mast in the main islands and put another MW radio repeater in Vava'u islands. The 8th Asia Media Summit in Vietnam and the AIBD General Conference in Mongolia in 2011 were also taken up as well as KCC's decision to send its expert as secondment to AIBD by 2011.

24 May 2011

Morning Session – Technology Updates

0900 - 1000 Inaugural Ceremony

1030 - 1230 Plenary Session 1: *Technology Innovations: Driving Broadcasting to New Horizons*

As the broadcast industry migrates to digital, it is seeing technology shifts and innovations that impact audience reach, content production, and business models. Multiple delivery platforms are offering broadcasters new ways to interact and engage with audiences. How prepared are broadcasters in tapping technology innovations such as IPTV, open Internet television, HDTV, 3DTV, and mobile television? Is TV going to be the web or vice versa? Which one is appropriate and cost effective? Which one delivers maximum outputs?

24 May 2011

Afternoon Session – Content Innovations

1400 - 1500 Plenary Session 2: *Creative and Innovative Ways to Create & Use Content*

The changing media consumer behavior poses challenges to broadcasters to create and use content in new and increasingly innovative ways. Audiences want programmes that surprise and delight, and a mix of genres that will enhance their viewing experience. Local content is a key source for creative programmes. With multiple delivery platforms, viewers and listeners also expect interaction, conversation and engagement. What are some techniques and best practices to produce better content for large and targeted markets and for non-traditional platforms? What compelling content strategy is needed to create a global brand?

1530 - 1630 Plenary Session 3: *Embracing Social Media: Impact on Television*

With stiff competition and demanding audiences, broadcasters are using social media to generate content and create excitement that will attract and retain viewership. Twitter, Blippy, You Tube, Flickr, Blogs, MySpace and Facebook are changing how viewers are developing their own personal broadcast and getting engaged with media and the community. Are TV programmes, particularly in news and public affairs, adapting well to social media? What are some winning strategies to engage viewers who can now create their own content, read information and watch programmes on their own time? What are their implications?

1630 - 1800 Plenary Session 4: *Optimizing Broadcast and New Media for Development*

Achieving the deliverables for the Millennium Development Goals has remained unsatisfactory. Efforts to address disasters and national emergencies, and the ill effects of climate change and forest denudation particularly in local communities have also been wanting. How can development stakeholders take full advantage of broadcasting and new media for development initiatives? What policies and strategies are critical to strengthen public service broadcasting, community broadcasting and multimedia centers in offering content more adequate to specific audiences? Are there success stories? How can broadcast and new media players make life a little better for billions of poor and marginalised people and victims of natural calamities?

25 May 2011

Morning Session – Growth Opportunities

0900 - 1030 Plenary Session 5: *Approaches for Growth and Sustainability*

In the radically changing market, the broadcast industry is identifying new and better ways to ensure growth, viability and sustainability. The presence of personal video recorders, fixed and mobile broadband as well as multiple media platforms are impacting TV advertising revenues. So are the economic uncertainties and consumer behaviors that are favoring time-shifted and on-demand content. As the digital transformation continues to expand and escalate, can traditional revenue streams be depended upon significantly? Will hybrid combinations of advertising and subscription approaches be viable? Is there a 'one-size-fits-all' strategy for the broadcast industry to grow and ensure sustainability?

AIBD-ABU Partnership

The AIBD stands committed to forge a closer relationship with ABU, particularly in the area of news, technology and programmes. AIBD Director Yang Binyuan made this commitment as he met delegates to the ABU General Assembly in Tokyo, Japan from 14-21 October 2010. At the ABU Programme Committee meeting on 15 October 2010, he presented the Institute's programmes in 2009, which was well received.

The ABU gathering served as an occasion for the newly-appointed AIBD Director to meet with the Institute's officials to discuss its forthcoming events, in particular the Asia Media Summit. Among them were Mr. Thoyyib Mohamed Waheed, President of the AIBD General Conference and Minister of State for Tourism, Arts and Culture of Maldives, Mr. Cao Yin from SARFT, China, who is the Chairman of the AIBD Strategic Plan Team, Dao Duy Hua, Vice President of The Voice of Vietnam, and Cho Dae-Hyun, Vice President of Korean Broadcasting System.



25 May 2011

Afternoon Session – Capacity Building Initiatives

1100 - 1230 Plenary Session 6: *Towards a Culture of Digital Sharing in Asia-Pacific and Beyond*

Digital technology is paving the way for bigger storage, and better utilization and distribution of audio-visual materials in the broadcasters' archives. Maximising their value through various digital sharing mechanisms can generate additional revenues and impact. Such sharing exposes broadcasters to a wide array of content across the globe, thereby contributing towards enhancing quality standards in content, production and fostering strategic partnership. Broadcasters can also tap social media that have led to a 'sharing culture,' the broadcast of audience' thoughts and activities. Where and how should broadcasters start pursuing digital sharing? What are some best practices?

1400 - 1530 Plenary Session 7: *Winning Strategies to Manage Change*

Change is inevitable and unsettling as the broadcast industry manages diverse needs change will require in the digital world. Managing change calls for a new strategic mindset, right vision, leadership, and effective stakeholder engagement. Thoughtful planning and sensitive implementation are critical in determining failure or success. Are CEOs and managers ready and prepared for change? What do they want to achieve with change? How can broadcasters empower their people to understand change and engage them in accelerating and implementing it with minor disruption?

1600 - 1730 Plenary Session 8: *Creating a High Performance Culture*

As broadcasting companies reposition themselves to meet the demands of the digital world, it is imperative that they adopt a continuous learning and talent approach, one that creates and builds a high performance culture. This requires examining capacity building initiatives for employees, defining current and future requirements, and initiating interventions critical to keep up and stay ahead of change. How can these organisations best manage its talent development programmes, succession plans and people engagement initiatives to retain top performers, foster a performance driven culture and drive business results? What are some best practices to allow the industry to benchmark their own practices?

Biggest Asia Media Summit in Beijing



stressing the need for every media stakeholder to continue nurturing and protecting freedom of expression and media freedom for peace, human development and a better world. He said that amidst the growing impact of the media revolution on societies, these rights remain elusive in some countries.



Mr. Kiyotaka Akasaka delivers UN Sec-Gen's message

Mr Wang Taihua

The 2010 Asia Media Summit (AMS) gathered in Beijing some 800 top ranking broadcasters from within and outside Asia Pacific, examining complex media issues dealing with public trust in media, content access, culture and creativity in broadcasting, self regulation, and journalistic ethics, among others.

China served as a fitting venue for the 8th AMS as the country is giving more emphasis to media development, particularly in expanding its radio and TV network to serve more citizens.

More media access

In his inaugural message, Mr Liu Yunshan, Member of the Political Bureau, Secretary of the Secretariat and Director of the Publicity Department, of the Central Committee of the Communist Party of China, said the country is expanding its media infrastructure to provide media access to more Chinese *"irrespective of their geographical situation and economic status."* He cited the implementation of the 'Village by Village Project,' that delivers radio and television services to remote and

mountainous countryside areas to ensure the basic cultural rights of the people.

He said that *"the Chinese government places in a more prominent position the development of culture and cultural industry, giving more emphasis to culture building and growth of the media industry."*



Mr Liu Yunshan addresses the AMS

"On the basis of equality, mutual benefit and success," Mr Liu called on media from across the globe to strengthen cooperation in news communication, human resources, information technology and business operations.

Nurture free expression

UN Secretary General Ban Ki-moon sent a written message to the AMS delegates,



The killings of media practitioners, which in 2009 reached 77, reflects a denial of basic human rights and an obstacle to social and economic development, he said. His speech was delivered by Mr. Kiyotaka Akasaka, UN Under-Secretary General for Communications and Public Information.

Another AMS inaugural speaker was Mr Wang Taihua, Minister of the State Administration of Radio, Film and Television of China (SARFT), which served as the conference host.

More engagement

In his speech, Mr Wang acknowledged that the AMS *"is a great conference for exchanging thoughts, sharing experience, developing friendship and promoting among the media of Asian*

Broadcasters Can Do More and Do Better

The Global Media Centre for Development (GMCD) recently showcased to broadcasters migrating to digital some applications and solutions that can deliver content that is adequate, accessible and affordable, and add value to their audio visual assets to maximise distribution revenues and address social development demands.

Mr. Otto Evjenth, GMCD Executive Director, said the Center can assist broadcasters do more and do better to meet expectations of various audiences, particularly in meeting the needs of society in health, education and cross cultural communication.



Mr. Otto Evjenth

Mr. Otto spoke at the Asia Media Summit on 25 May 2010 and the GMCD pre-Summit seminar on “Focusing on Ancillary Services for Migration to Digital” on 24 May 2010, both events held in Beijing. Close to 100 broadcasters and senior representatives from academic, health and development institutions and 15 plenary speakers participated in the pre-Summit seminar.

Some speakers presented a diversity of ancillary services their TV networks

deploy on digital TV. In Singapore, broadcasters feature programmes associated with data service that while on-air, users can access more information about these programmes; digital TV also provides TV shopping through the electronic programme guide, interactive services, distance learning, and channels dealing specifically on food, lifestyle, news and weather, among others.



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countries and between those of Asian and other countries.” He called on Chinese media to use every opportunity to deepen exchanges and strengthen cooperation with their counterparts within and outside Asia Pacific.

Attracting more AIBD members

AIBD President of the General Conference Mr. Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and Culture of Maldives, said that while the AMS had achieved a lot, more was to be done in terms of attracting other industry shakers and movers who could offer new paradigms and insights

for a dynamic industry. “The need to explore new ways of engaging with members and partners to become more relevant to them and to exploit opportunities that are before us and to work together” should also be addressed, he said.

Some 50 speakers across the globe presented their insights on the various plenary topics lined up for broadcasters and other high ranking officials from the academic and development institutions representing more than 50 countries and regions.



Mr Thoyyib Mohamed Waheed



Other highlights of the AMS included eight pre-summit events covering a wide array of topics held on 24 May 2010, and the announcement of the winner for the World Television Awards. Participants were also treated to a banquet and mini-concert by the Beijing Symphony Orchestra at the National Center for the Performing Arts.

Ozone Protection and Climate Benefits Media are the keystone

By Juliette Vivier, AIBD Programme Manager

1st January 2010 was a major milestone in the history of global environmental accords. On this day, the new production of chlorofluorocarbons (CFCs), Halons and some of the other Ozone Depleting Substances (ODSs) was halted in accordance with the Montreal Protocol on Substances that Deplete the Ozone Layer, perhaps the single most successful multilateral agreement to date.

The production and consumption of CFCs has dropped to negligible levels. However, other ODSs are still being produced and consumed. The Asia-Pacific region is the world's main producer of Hydrochlorofluorocarbons (HCFCs), which are used in refrigeration, including air-conditioning units, refrigerators and a wide variety of manufacturing processes. HCFCs not only destroy the stratospheric ozone layer, which is essential to life on earth, but also contribute to climate change. In 2007, the international community took an important step for an accelerated phase-out of HCFCs. Media play a key role in enhancing awareness and understanding about ozone depletion and the Montreal

Protocol. They can effectively communicate the ozone story to the public and is therefore considered a strategic "multiplier" of messages and information related to this Protocol. Public awareness is essential if government policies and private sector investments related to the Montreal Protocol are to be successful. To engage media more on these concerns, AIBD, UNEP and UNESCO organised a seminar in Beijing on 24 May 2010, bringing together 61 participants

from 24 different countries, mostly from the Asia-Pacific region. Participants were media practitioners, scientists, and climate experts. The seminar aimed to provide knowledge and competence in dealing with and covering the key aspects of the HCFC phase out and its multifaceted impacts on people's life, and increase understanding among the media about the linkages of ozone layer depletion and climate change.

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Stronger Ties with KCC and KBS



Mr Binyuan visits the KBS facility

Upon KCC's invitation, Mr Binyuan participated in the 6th Korea Communications Conference on the 'Digital Future of Smart Society' in Seoul from 8 – 10 November 2010, and chaired the opening session, titled 'Promotion Policies for Broadcasting and Telecommunications at Home and Abroad.' During the conference, the AIBD Director had the opportunity to observe conference practices such as the registration, programme and agenda schedule, hospitality and floor planning, which could be useful for the Asia Media Summit.

On 9 November, Mr Binyuan held fruitful discussions with KBS following a visit to its office and facilities. He met Ms Kim Kyung Hee, Head & Executive Director of KBS International Relations, who expressed interest to continue cooperating with the Institute in 2011.

KBS and MBC are hosting the INPUT (International Public Television) next May, which Ms Kim said could provide an opportunity for joint cooperation with AIBD.



INPUT 2011 SEOUL

Dare the Future!

May 9 (Mon) - 12 (Thu), 2011 Seoul, Korea




Conference Information

Date | May 9 (Mon) - 12 (Thu), 2011

Venue | 63 Convention Centre, Seoul, Korea

Theme | Dare the Future!

Hosted by |  

Website | Conference Website : www.input2011.org

INPUT Website : www.input-tv.org

Asaad Sameer Bagharib, Senior Vice President of Media Corp Technologies, Media Corp Pte, Ltd, Singapore, listed these ancillary services in his presentation at the pre-summit. He said that Singapore is launching the Next Generation National Broadband Network that will transform television with interactive IPTV, thereby increasing the flexibility of TV viewing with exciting and enhanced features, such as interactivity and on-demand viewing.

South Korea also has similar ancillary services and more. In his presentation, Mr. Kim Jeong Deok, Senior Engineer of the Korean Broadcasting Services, said KBS provides DTV on-air upgrade service and DTV closed caption that supports availability of multi-set of languages (Korea, Japanese, Chinese, English, etc).

As to the future of television, Mr Kim said that we would see the introduction of DoTV, which converges DTV, online and mobile, enabling contents to be seen on three screens, and shared with social network such as Twitter, Facebook and Blogs.

Media and education

On education, Ms. Wang Ping of the China Women's Development Fund of the All China Women's Federation spoke of initiatives in China to tap media in college education for the elderly, a sector of the population that has reached over 167 million in 2009.

Among the advantages of using media in education for the elderly, she said, included the "demand for adaptation of college education for the elderly to the development of the era. Media technology's superiority increases visibility of teaching, reduces the work load of teachers, contributes to improved teaching quality and stimulates learning interest and creativity of elder trainees, she said.



(From left): Mr. Kim Jeong Deok, ABU's Sharad Sadhu and Asaad Sameer Bagharib



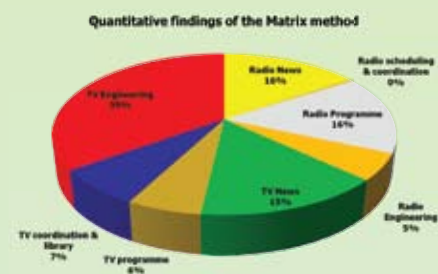
Mrs. Jameyah Sheriff, Project Manager of Edu Monde, Malaysia, highlighted the pedagogical standards in early childhood development that can enhance teaching and learning. These standards can be built into the personal video recorders. Mr Werner Christie, MD, and board member of Edu Monde presented what media can do to promote preventive health measures. Mr. Hilmey Ahmed, Ahamed, CEO of YA TV, Sri Lanka, highlighted some cross-cultural communication videos in showcasing the functionalities of GMCD's Repository using the IP-based service.

Mr Laurent Pellegrin, SVP for Logiways, presented their push VOD services while Mr Jorgen Schibsted, CEO of Online Media Group, spoke of the interface design for TV users, saying that design is not only about colours and fonts, but also about logic and function.



AIBD recently conducted a study of the training needs of three Arab broadcasting organisations in Yemen, Sudan and Syria, results of which showed a diversity of capacity building priorities in radio and television engineering, news and public affairs, and programme production, as well as in overseas exposure, computer skills and English language learning.

The objective of the Training Needs Analysis (TNA) was to determine deficiencies and identify performance gaps in order to propose suitable measures to improve performance and professionalism through an up-to-date needs oriented realistic training scheme. The TNA provides crucial data on which to base the quantitative and a qualitative training plan. Nearly 750 employees from various departments in radio and television participated in this exercise.



Participants at the Yemen General Corporation Radio & TV pointed to the need for greater exposure through training in technical requirements and specifications covering operation, maintenance and production. Another area that was critical was training in modern archive technologies to include policy for utilisation and management of archived materials, compression formats, metadata, standardisation with centralised database system, storage, and the selection and conversion process of

Training Needs in Yemen, Sudan and Syria

By Ms Manil Cooray, AIBD Deputy Director

various digital formats. Another felt need was training in internet broadcasting, particularly in hardware and software specification and configuration and extending adequate internet access facilities.

Sudan Radio & TV Corporation participated in the TNA study that took place in Khartoum. As an aid to the study, the consultants conducted a SWOT analysis which elicited issues that affect

more attention to internet broadcasting with audio video streaming. The proposed quantitative findings showed that the priority needs of TV personnel focused on TV news and current affairs, TV programme production, operations and engineering, particularly studio and transmission issues and IT. A similar result was reflected in the training needs of radio personnel.

advanced production and direction techniques. For journalists, training focus was on editing techniques and technology, programme development and better news coverage. Capacity building in promotions and English language learning were on top of the list for marketing personnel. And for the staff at the administration department, training was critical in developing team building, computer and administrative skills. A similar TNA was conducted for the private radio and TV stations at the ASBU Training Center, results of which indicated that marketing, advanced and specialised training in various disciplines and on emerging trends, field production skills and programming strategies were their priorities.



TNA Study at Yemen General Corporation Radio & TV

both staff and management. Some critical observations were the need for a comprehensive training policy, including proper selection of staff for training, effective maintenance of equipment and procurement of spare parts, improvement in quality programme content and the digitisation of archive materials, various storage systems and

The most recent TNA study was conducted at Syrian Radio and TV, which mandated participants to identify a prioritized list of training needs reflecting on their experience as a member of their organisation. This list will lead to a set of recommendations for training of the organisation's staff. Participants were from the technical and engineering group, programming, news, and marketing and administration departments.

Results showed a variety of priority needs for each function group. The technical and engineering group focused more on the need for overseas and specialised academic training and computer skills, particularly operating systems and application. Programme producers and production managers wanted more consultancies, overseas training and English language training while programming personnel saw a higher need for dealing with on air problems, intellectual development, and

Marcel Gomez and Parabinda Das were the AIBD consultants who carried out the TNA in Yemen and Sudan while Prof Drew McDaniel, honorary AIBD consultant, carried out the TNA in Syria.

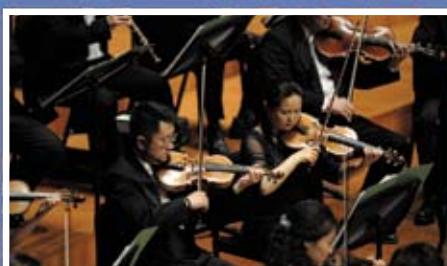


Sudan Radio & TV Corporation



Syrian Radio and TV –Damascus

AMS 2010 Photo Highlights





TV Content Format Development Inspiration — Creativity — Innovation

By Juliette Vivier, AIBD Programme Manager

The AIBD, the French Ministry of Foreign Affairs and the French Embassy's Regional Audiovisual Attaché Office in Singapore are on track in implementing a three-year plan on TV content development in Asia-Pacific. The plan started in 2009 and in the following year, they organised four regional workshops to pursue this initiative. Participants were broadcast professionals from VTV (Vietnam), MCOT (Thailand), GMA (Philippines), SCTV (Indonesia) and Media Prima (Malaysia). They explored ways to design and produce short TV programmes, youth and entertainment programmes as well as variety shows.

Each activity was organised in two parts; the first focused on capacity building skills and the second on business meetings and TV programmes showcasing. The main objectives of each activity were to enhance broadcasters' skills based on their own strategy of development, improve the level of expertise at par with the international standards, offer a privileged platform of exchanges among participants and French companies, and encourage business opportunities between Southeast Asian broadcasters & French production houses.



Variety Shows

A strategic role for capturing the most global audience

Variety shows have been an integral part of TV programming since the dawn of television. They play a strategic role in capturing a big size of the global audience.

We are clearly in a "bad news" cycle, and people need to turn off from the bad news they see on news shows everyday. They need to enjoy themselves, to laugh, and to dream. Variety Shows offer them the perfect solution to do just that. They allow/encourage the viewers to relax and to enjoy themselves, whatever the programmes' genre, be they musical, comedy, talk or reality TV.

Variety shows are relatively costly to produce. However, they are popular in all territories, and offer a perfect captive audience for advertisers. The more captive audiences you can guarantee, the more advertising investment a TV channel will receive.

While reality TV variety concepts are often designed by foreign productions and adapted for the local markets, there is a lot of original creation as variety shows offer the perfect platform to promote a nation's cultural identity. The content is a direct reflection of a country's cultural identity. It enables artists to sell themselves and their new releases to the widest audience in a convivial & fun manner. It enables the audience to develop a more intimate relationship with their favorite celebrities.

The first workshop held in GMA 7, Manila, Philippines on 8 to 11 March 2010 focused on inspiring participants to create local variety shows concepts made for the Southeast Asian market. Participants and resource persons

examined the main trends, production steps, bible conception, pitching techniques and the directing treatment. Among the experts who shared their expertise was TV Director Massimo Manganaro, who directed films such as Secret Story, Wheel of fortune, Nice People, Simple Life, and Stars at Home.



Other resource persons came from Canal France International, CFI, and the leading French production house, TF1 Production, which has produced many successful programmes such as Taxi 4, La Vie en Rose, Nice People, NRJ Music Award, Dance floor, Wheel of Fortune, Strange Evenings, The Farm of celebrities, and Temptation Island.



Shelley Mc Morrow and Benoit De Lorme, designer and producer of various programmes for international consumption, conducted the workshop. In their programmes, they have adopted many concepts such as Britain's Got

Talent, Strictly Ballroom, Stars Duels, and Saturday Night Live.

Short TV Programmes Generating more incomes while reducing production costs

What is the key to generating more revenues for TV channels? If France is to serve as a case study, it has to do with the production of short TV programmes.



In the mid 80s, production of short informative programmes became the fad, 100% sponsored. Very quickly, these programmes became a meeting point for the audience. In ten years, short programmes production in France increased to 40% representing approximately 20% of the total revenue of the programmes.

In the 90s the production of short fictions gained popularity in France, resulting in a 10% growth rate in viewership. The strengths of this specific format are huge. For instance, it can apply to a large range of content (e.g.: environment, security, health, architecture, way of life, sports, news, economy, fiction, entertainment... and so on). It can serve as an alternative to the commercial breaks which are generally long and invite viewers to shift to another channel. It creates a meeting point for the audience, thereby resulting in higher viewership.

In the new digital era, short programmes are suited for various distribution platforms be they the Internet or mobile. Thus this format can reach out to

audiences using various devices.

It also allows a brand to communicate differently, to be associated with a chosen content programme, which is not commercial, to promote its values and to increase its popularity. This new TV content format meets an incredible success, thereby addressing the expectations of the broadcaster, viewer and advertiser.



For the 2nd workshop that took place at Media Prima, Kuala Lumpur, Malaysia from 5 to 8 April 2010, participants designed a short programme suitable for the local audience. Later, they pitched their respective work in front of a jury board.

At the end of the workshop, we welcomed three companies, EuroAsia – Calt production, a leading French production house specializing in short programmes (*Camera Café, You women, Kaamelott...etc.*), Only Lifestyle, European leader in lifestyle programming (*Speed Deco, Home Sweet Homes, Green Touch, Home Makeovers, Arts of Craft...etc.*) and Logiways Digital Technologies, a leading provider of set-up-boxes and other software/hardware solutions.



Two experts conducted the workshop: Benoit De Lorme, Producer, Director and Concept Developer of short programmes, entertainment and comedy programmes, and Alex Berger, Founder, Chairman & CEO of ENTJOY, an original content digital distribution company, Founder of MM&I, an international media strategy and growth consultancy, former Head of Strategy of Group Canal+ (payTV) and former CEO of Vivendi Universal Net (TV/film/web/mobile/games).



Youth TV Programmes How to meet youth audience's expectations

Television offers us a communication tool through which we can pass on our values to our children. It is an effective way to emphasize our cultural identity and specificities essential to the preservation of the collective memory. It also helps underline the value of our national heritage, literature, history, and culture. However, in the digital era offering plenty of new media platforms, it is challenging to reach out to the youth audience. A viable alternative is to create youth programmes that are attractive, entertaining and funny enough which can be adapted to other media platforms such as the Internet and mobile.

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Designing youth programmes requires a 360° strategy allowing our young audience to combine several activities such as social media, gaming and content creation and sharing.



During the 3rd workshop held at SCTV, Jakarta, Indonesia from 14 to 17 June 2010, participants were assembled in groups and were asked to create TV youth programmes suitable for both the local and international markets. In front of a board of judges, they pitched their concepts, which were followed by an appraisal session.

Resource persons included Herve Michel, Deputy Director of International Relations at France Televisions, who conducted two sessions on the international market and the new opportunities for Asian broadcasters as well as youth programmes for new media, and Nathalie Bobineau, Head of France Television Distribution, who showcased an impressive catalogue of youth programmes and TV formats and explained the steps of production, the business model and the market of few specific youth programmes.



Two experts, Shelley Mc Morrow, TV producer and co-creator of Disney Channel France and Samuel Germain, TV director and Director of photography, conducted the workshop.



Entertainment TV Programmes **Local ideas development to reach** **lucrative media markets**

Entertainment shows are one of the most successful formats that capture up to 35% of the audience viewership and gather all the TV viewers' types. The incomes generated are colossal and many concepts designed are sold all over the globe.



The 4th workshop explored ways to develop local concepts or adopt some existing ones highlighting the cultural specificities, generating new incomes and fitting with the local audience's expectations. The main idea was to offer adopted skills and know-how in order to be able to "jump" into that fruitful and lucrative market.

All participants were put in situations to develop an original TV concept suitable for a local audience from the idea to the programmes' trailer production. Working in small groups, the five participating countries came up with an idea that catered to the Southeast Asian

market. The exercise enabled them to work with other people and integrate new approaches and cultural specificities, resulting in an impressive production of TV concepts attractive to the regional market.



After producing trailers for their concepts, each group pitched their ideas before a board of judges. Present were the French Cooperation & Cultural Counselor and the Vice President of MCOT Television, who commented on the TV concepts.

Held at MCOT, Bangkok, Thailand from 4 to 7 October 2010, the workshop was conducted by two experts, Keverne MAPP, Artistic Director and Set Designer, who has been working for many international companies such as Nickelodeon TV (Britain), Medialab (France), Endemol (Holland), The Walt Disney Television Company, MTV (France), Lagardère Europe or CANAL+ (France), and Bernard Prins, CEP, Producer, Executive Producer, Line Producer, who has adopted various international formats such as "So you Think you can Dance," "Outback Jack," "Wipe out," and "Desert Forges," among others.



User-generated Content, Audience Needs, Fairness and Accountability

By Ms Manil Cooray, AIBD Deputy Director

Three professional discussions served as a major highlight of the 36th Annual Gathering/9th AIBD General Conference & Associated Meetings in Macau, China. The first focused on the opportunities and challenges of user-generated content (UGC). Mr Anothai Udomsilp, Director of the Academic Institute of Public Media, Thai Public Broadcasting Service (TPBS), Thailand, said that TPBS has given UGC importance

through its existing programmes such as 'Citizen Journalist' and 'Shot Films by Amateurs.'

Dr. Sung-Hee Joo, Senior Researcher, Broadcasting & Spectrum Policy Research Division of Korea Information Society Development Institute (KISDI), Korea, spoke of the technological advancement and convergence in Korea, citing several platforms for UGC



(From left): Hajah Salamah Tengah and Mr Anothai Udomsilp

with live streaming video from an on-location cell phone to air. For her part, Hajah Salamah Tengah, acting. Asst. Head of Training, Centre for Broadcasting Development, Radio Television Brunei (RTB), Brunei Darussalam, highlighted some of the challenges related to stepping up advertisement revenues, opening up news sources, speed in delivery as well as the opportunities from social networking. Mr Ghulam Murtaza Solangi, Director-General, Pakistan Broadcasting Corporation, called on broadcast media to ensure that UGC serve the public interest in terms of wisdom, ethical, democratic, social, cultural, and educational values in an era of globalisation.

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Ozone Protection and Climate Benefits
Media are the keystone



During the one-day seminar, participants examined issues and responded to these questions:

- Why ozone layer and linkages with climate change is a good story?
- Can media coverage on climate change and ozone hole create positive or negative images?
- What is the key information media need to know in order to create compelling stories?
- Social Media: is it a tool to get the messages on ozone and climate linkages out?
- Where are the great stories on the road to COP16 in Mexico City?
- How should media work with international agencies so as to build new partnerships for reporting ozone and climate change for impact?

This seminar, the first collaboration between AIBD, UNEP and UNESCO, proved useful as media practitioners found difficulty in clearly reporting ozone and climate issues. Participants encouraged more of these exchanges between scientists and reporters and other similar collaborative initiatives in the future. The seminar featured 16 speakers from across the globe many of them high-ranking officials from environmental NGOs, UN and media organisations.

To facilitate understanding and learning, the organisers set up a dedicated website to allow participants to get useful information prior to the seminar. Outputs from the seminar were also posted on www.aibd.org.my/ozone.



Dr. Sung-Hee Joo



(Right): Mr Ghulam Murtaza Solangi



Delegates from Mongolia

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(From left): Mr Ali Erdem Kok, Ms Clare Arthurs, Mr Tapanath Shukla, Mrs Dra Immas Sunarya, Mr Vorasack Pravongviengkham, Mrs Ladavan Bua-Aim and Mr Kazi Abu Zafar Siddiqui

centered on how media can strengthen accountability and fairness. *“Under no circumstances, the media can lie to the public. The trust of the people is vital. Therefore, a strong, credible, fair and accountable media is a pre requisite for democracy,”* said Mr Tapanath Shukla, Executive Director, Nepal Radio.

Ms Clare Arthurs, a representative of The Thomson Foundation, Australia, was of the view that biased, inaccurate and incendiary reporting not only do a disservice to readers, they can also be a primary cause of reactive attacks on reporters. She observed that there is a link between strong, accountable, professional practice in journalism, and safety.

The 2nd professional discussion examined audience needs amidst media convergence and multimedia. One of the speakers was Dr Eun-Ju Kim, Regional Director, ITU Regional Office for Asia and the Pacific, Thailand, who focused on the impact, implications and the benefits of convergence and on the need to address legislative issues on cyber security. Prof. Hu Zhengrong, Professor of Communication / Vice President, Communication University of China, stressed the need to adopt new technology at an early stage and ensure to get content faster with diversity using niche casting and powerful mobile devices.

Mr Dong Manh Hung, Deputy Director, The Voice of Vietnam, said that radio would continue to grow as the most



(Center): Prof. Hu Zhengrong

fruitful and economical medium for the masses. For the future of Vietnam, he said that the challenge was to have a compound system of integrated digital broadcasting technology and telecommunications technology for interactive services from mobile phone to computer with multi-dimensional and information. For his part, Mr. Mutasem Fadul Abdelgader, Director General for Radio, Sudan Radio and Television Corporation, SRTC, said that electronic media should encourage and produce interactive programmes where people who have access to computers can participate in enriching their programmes with new ideas and formats.

The final professional discussion



Dr Dong Manh Hung



Mr Mutasem Fadul Abdelgader

Mrs Ladavan Bua-Aim, Deputy Director-General, National Broadcasting Services of Thailand, stressed that amidst great competition and the political conflicts in Thailand media found it difficult to retain their professional ideals and integrity in order



Dr Eun-Ju Kim

Digital Migration: Case Study Approach

The Global Media Center for Development (GMCD) is launching soon training workshops to assist broadcasters effectively migrate to digital, using the case study approach that will facilitate learning and understanding.

The case study approach will empower broadcasters to form an alliance for cost efficient support during their preparations for and implementation of digital migration, and enable them to reposition their products in markets, which are changing fast when it comes to consumption, competition and convergence. This will also help management identify indicators of importance necessary in pinpointing and understanding positions and opportunities in their respective markets.

The GMCD team led by its Executive Director, Mr Otto Evjenth, is working with the Open University Malaysia (OUM) and the Malaysia Case Study Writers Association to work out the development of case studies and finalize the workshop structure and format for the training programme. Established in 2008, GMCD is a joint initiative between AIBD and Worldview Global Media Inc.

Mr Otto said that the migration to digital is leaving broadcasters with new opportunities to meet specific demands in the increasingly segmented markets, and enhance their competitive position by making adequate information accessible in an affordable manner.

Case study content

The proposed case studies will cover the following areas:

- Media trends and consumer behaviour
- Market analysis to understand the specific demands for and value of information in a specific market
- Competition analysis to understand the impact of new entrants on markets and consumer behaviour
- Digital technologies and its implications for service levels and value propositions to specific user groups
- Convergence on consumer, supplier and technology levels
- Identification of prioritised actions to make deployment of digital technologies meet with specific objectives in respective markets.

Mr Otto is currently working with media and academic organisations in China to initiate the digital migration case study approach for broadcasters in the country. He said this approach will be promoted to other countries that are moving towards digital in the near future.



Mr Otto talks about the implications of digital migration to broadcasters at the GMCD pre-summit event during the AMS 2010 in Beijing.

to bring the truth to the public in a fair and constructive manner, and without fear of threats. The government, she said, must stimulate and prompt them to uphold journalistic ideals, and call the attention of those who violate ethics, truth, and fairness, while not acting like a censor or “Big Brother.” Mr Vorasack Pravongviengkham, Director, Foreign Desk & Deputy Head of the External Relations Service, Lao National Radio, Laos, said that the new media law in Laos PDR has encouraged domestic and foreign investors to own and operate media outlets. He said arguments still abound on the role of media as either a government watchdog

or a platform to disseminate necessary information imbued with public interest, balance and fairness.

Two other speakers were Mr Ali Erdem Kok, Director-General, International Islamic News Agency –IINA, Turkey, who cited some cases of how media in his country promoted accountability and fairness, and Mr Kazi Abu Zafar Siddiqui, Director-General, Bangladesh TV, who said that media should become the voice of the voiceless, the oppressed and marginalised people, and ensure that media technology should serve the common people.



Photo Highlights of GC in Macau



Enhancing Arab Media Message

By Ms Manil Cooray, AIBD Deputy Director

Dr. Mohsen Bilal, Information Minister of the Syrian Arab Republic, has called on Arab media practitioners to continue improving their professional performance through regular training and learning, and harnessing different tools of media work. The end objective of all of these efforts, he said, would empower them to create an *'Arab media message with content comprising of correct information, benefit and entertainment capable of attracting their target audiences.'*

Dr. Mohsen Bilal made the call before a seminar the Arab States Broadcasting Union (ASBU) Training Center organised in Damascus from 27 to 29 September 2010. 'The International Radio & TV Training Forum: Reality and Prospects' featured international speakers who shared perspectives on training realities and challenges in light of technological developments and media convergence.



Dr. Mohsen Bilal, Minister of Information,
Syrian Arab Republic



Mr. Slaheddine Maaoui, ASBU Director General, also spoke at the seminar, highlighting the organisation's initiative to draft a comprehensive Arab Master Plan for radio and TV training as part of an Arab training strategy.

Other speakers included AIBD Director Yang Binyuan, who cited training challenges amidst technological developments, among them, the speed, variety, convergence and complexity of technology, prevalence of a wide variety of web-related communication technologies, and shorter product life cycle. Ms Barbara Skerath, honorary AIBD consultant, spoke on her international training experiences while Ms Manil Cooray, AIBD Deputy Director, presented the results of the study of the training needs analysis carried out by AIBD in Yemen, Sudan and Syria.



Director General Slaheddine Maaoui, ASBU



(Second from left): AIBD Director Yang Binyuan



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(Center): Ms Barbara Skerath

Those who participated were representatives of Arab radio and TV organisations, members of ASBU and of the Strategic Committee for Training, Arab training centers of Egypt, Tunisia, Jordan and Qatar (Aljazeera) and other international organisations such as EBU, AIBD, DW, IBU, CFI, CMCA, Thomson Foundation, ITU, INA, BBC, Islamic Development Bank, ITU, Fredrick Naumann, Goethe Institute (Damascus), French Cultural Center (Damascus), UNESCO, Islamic Bank, Arab private broadcasters, the Higher Coordination Committee of Arab Satellite Channels, and international experts.



China National Radio Officials Visit AIBD

The China National Radio (CNR) will pursue more initiatives with AIBD and ABU, actively engaging with broadcasters in the region to address the challenges of rapidly developing communication technologies and competition from new media platforms. A six-member CNR delegation made known this commitment during a visit to the AIBD headquarters in Kuala Lumpur on 8 October 2010. The meeting focused on strengthening the existing relationship and identifying areas of cooperation. CNR has been actively involved in AIBD and ABU activities for the past three decades.

The group, led by CNR Deputy Director-General Zhao Tieqi met AIBD Director Yang Binyuan and ABU Secretary-General Javad Mottaghi.

(Right): CNR Deputy
Director-General
Zhao Tieqi with
AIBD Director Binyuan



The CNR delegation with
AIBD Director Binyuan
and Deputy Director
Manil Cooray



Learning from the **Korean** Experience

By Padarabinda Das, AIBD Programme Manager

The Korea Communications Commission (KCC) and AIBD recently signed an agreement of cooperation on capacity building initiatives in ICTs benefiting Asia-Pacific broadcasters. As part of this cooperation, KCC organised two training courses – (i) Digital Switchover and Convergence Policy from 6-14 July 2010 and (ii) Broadband and Broadcasting Technologies from 14-22 October 2010, both held in Seoul.

(i) Digital Switchover and Convergence Policy from 6-14 July 2010

This course focused on core transition issues from analogue to digital broadcasting, the subject of extensive discussions among broadcasters in the region. Participants were introduced to Korean policies related to the country's digital switchover, issues on digital TV technology, digital content in the media convergence era, and strategy and vision of IPTV. They learned how these policies have helped Korean broadcasters/ service providers prepare themselves for the smooth transition.

They were exposed to various digital TV technologies like HDTV, 3D TV and Mobile IPTV, and innovative services that are coexisting, competing and supplementing each other to address the needs of different market segments. The success of Triple Play Services in Korea using innovative business models is another convergence experience that has generated a lot of interest among the participants.



The course also provided the broadcasters field tours to the Korean Broadcasting System, the Exhibition on DTV Korea and the Digital Pavilion. Some 23 broadcasting professionals from 15 different countries took part in the course that helped clarify and resolve some of their doubts concerning the digital television roll out.



(ii) Broadband and Broadcasting Technologies from 14-22 October 2010 in Seoul.

The second training course covered mobile communications, broadband technologies, their applications in broadcasting and the need to create a secure and reliable nationwide broadband network.

Korea is a leader in the mobile communication technology, particularly in CDMA technology and broadband applications. Among the mobile TV services it offers are the T-DMB as free service and S-DMB as paid service. As a DTTV service it uses the ATSC system.

Technical issues in the mobile TV growth were discussed; among them, wireless communication network capacity; standards and compatibility; battery life / spectrum; quality of multimedia content. On the business concerns, the course examined availability and price of the device, business plan / cost of network maintenance, building the customer base, contents' rights; competition from alternative technologies, service availability and marketing support.



It was stressed that among technologies, "easy to use multi-standard receivers and terminal equipment are the key to success".

The prospects of digital broadcasting technologies in Korea are enormous.

While most of the countries in this region are struggling to introduce DTV, HDTV & normal IPTV services, Korea has been eyeing 3DTV without glasses, multi-angle 3DTV without glasses, mobile IPTV, S-DMB (with interactivity), UHDTV, etc.

In the future Korea's broadband network infrastructure will migrate to All-IP, All-Optic network that will converge voice with data, fixed phone with mobile phone and Internet with real time TV.

The training provided the participants opportunities to know more about telecom technologies including the concept of Smart TV, Google TV, 3 Screen, Apple TV, Internet TV, Connected TV, etc. useful in the convergence landscape.

1st Pacific Media Partnership

By Joe Marcel Gomez, AIBD Programme Manager

The 1st Pacific Media Partnership Forum was held successfully in Tonga on 20-27 August 2010. The event offered media practitioners in the region concepts and tools that will enhance capacity in various aspects of broadcasting critical in responding to the rapidly changing media landscape.

More than 50 media practitioners from 13 countries participated in six seminars and workshops covering convergent journalism, marketing and financial management, media's role in natural disasters, public service broadcasting, media regulations and initiatives to build a vibrant broadcast industry in the region. The Tonga Broadcasting Commission hosted these activities in Nuku'alofa.

The Forum was a joint undertaking between AIBD and the Pacific Media Partnership Committee (PMPC) set up in July 2009 during the latter's Annual General Conference in Fiji.



Convergent journalism

The convergent journalism workshop turned out to be very useful as the participants learned how to write online articles and use effectively multimedia in generating articles.

Their online articles were uploaded to the workshop-blog "Tonga Today." By gaining experience in dealing with blog software, they saw their own works published on the Internet, which greatly increased their sense of achievement and motivation. The URL of the blog is <http://tongatoday.tumblr.com>, the password is: dwdwdw. An accompanying technical support blog (<http://tongatodaytech.tumblr.com>) was created for the participants. Mr Thorsten Karg, Project Manager from DW-AKADEMIE, who served as trainer also made available in this blog how-to articles and further reading materials.

Maximising income

Mr Mano Wikramanayake, Group Director of The Maharaja Organisation Limited, Sri Lanka, conducted the workshop on maximising income & controlling costs, which covered issues on generating various income streams other than the traditional advertising revenue and factors that influence income.



Participants learned how to develop a broadcast schedule for a whole year using a line-by-line method that incorporated costs and expected revenues and ratings. Defining vision, mission and objectives and key areas of planning were also discussed as well as ways to control costs through detailed budgeting of cash flows. One of the workshop's outputs was the development of a business plan the participants prepared for a year.

Disaster broadcasting

Some 19 broadcasters participated in the workshop on harnessing radio to help citizens manage natural disasters. Covered in the two-day workshop were topics on the role of radio in an emergency management plan, skills necessary to cover natural disasters, how to avoid burnouts, and tips for interviewing victims and children.



Participants developed a natural disaster plan before, during and after a natural disaster and identified the obstacles their radio stations might face. Mr Anthony Frangi, Program Director, School of Journalism and Communication, The University of Queensland, Australia, served as the workshop consultant.

Public service broadcasting

The mix of participants from the Pacific Islands, New Zealand and the United Kingdom at the PSB seminar served to provide better perspectives on the merits of public service broadcasting (PSB) and generated a highly interactive discussion on what makes PSB successful.



Several resource persons made presentations on the various dimensions of PSB including media regulations and

Producing Good Educational Programmes

By Mark Lin, AIBD Programme Manager

Making educational television more accessible, engaging and entertaining serves as key to its relevance in Asia-Pacific where the disparity in educational access continues to exist between the rural and urban sectors. It has also to reinvent itself amidst the rapidly changing media landscape.

In Bangladesh, educational television remains important though in other countries it has not received much attention and has remained in the periphery. To reinforce its role in assisting educational TV, the National Institute of Mass Communication, Ministry of Information, and AIBD with

support from the CBA organised a workshop in Dhaka from 21 – 25 March 2010 for some 14 media practitioners and producers from the Institute and other broadcast organisations. It was designed to sharpen their skills in producing good educational programmes for television and enhance their sensibilities and sense of responsibility towards their countrymen.

George Ponodath S.J. former Producer and Director of the Educational Media Research Centre (EMRC), Calcutta, India, who served as consultant discussed the differences between educational programmes and other

genres, providing examples and demonstrations that make them relevant and entertaining.



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regulatory mechanisms, and examples of how they operate in various countries with such a model.

Many participants showed a lot of interest in the topics and suggested that such activity should be held more often in the region. Dr Venkat Iyer, Barrister and Law Academic at the School of Law University of Ulster at Jordanstown served as the lead consultant for this workshop.

Building a vibrant Pacific media

A highlight of the Forum was the regional seminar on building a vibrant Pacific media, which was attended by 53 decision makers and media professionals from 13 countries.

Sixteen speakers from the Pacific Islands, UK, Germany, Sri Lanka and



Australia covered topics on media ethics and media freedom, content access for the Pacific audience, challenges and opportunities for media in the Pacific and journalism in the social media age.

Ms 'Eseta Fulivai Fusitu'a, Minister for Information and Communication, Kingdom of Tonga, spoke at the

opening session, stressing that the Forum provided a special voice for the Pacific media. She thanked the Pacific Media Partnership Committee as well as partners and supporters for implementing this collaborative effort in the region.

Support for the Forum came from the Commonwealth Broadcasting Association, UNESCO Apia Office, International Telecommunication Union, Friedrich Ebert Stiftung, AIBD, ABU, Duetsche Welle Akademie and the host Tonga Broadcasting Commission.

The 2nd Pacific Media Partnership Forum hosted by EMTV will be held in Port Moresby, Papua New Guinea in August 2011.

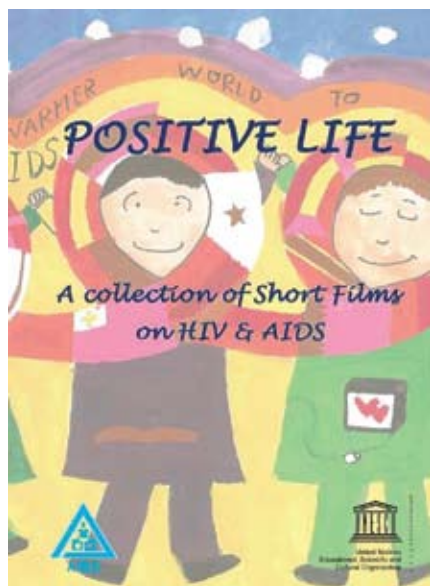


Information & Communication Minister
'Eseta Fulivai Fusitu'a



Short Films Co-production on HIV “Positive Life”

By Juliette Vivier, AIBD Programme Manager



For more than five years now, UNESCO and AIBD have trained 231 young journalists/producers as part of the young producers network on HIV & AIDS. A total of nine activities (seminars, workshops and co-productions) were organised for this purpose from 2005 to 2010 that produced five HIV/AIDS co-productions. One co-production project is on going.

Their latest initiative was a regional workshop for co-production on HIV held in Beijing from 18 to 22 May 2010. Some 14 producers/journalists who were trained previously participated in the week-long activity. Two HIV experts from UNAIDS and Red Cross Mongolia joined the workshop and shared additional information useful in improving the participants' skills in production.

Mr. Savyasaachi Jain, a media consultant, conducted the workshop. He examined approaches to reporting HIV and provided critical appraisal of programmes earlier produced by the participants to enhance learning. He

also discussed some methods in video production and worked out with the participants programme ideas for the mini-series on HIV they would produce later on.

Three months after the workshop, eight participants produced a collection of short stories put together as a short film entitled “Positive Life.” This was broadcast in their respective countries to coincide with the celebration of the International Day on HIV on 1 December 2010. A DVD has been created and promoted on the UNESCO website:

<http://www.unesco.org/new/en/unesco/>



Maximising Income and Controlling Costs

By Mr Mano Wikramanayake, Group Director, Capital Maharaja Organisation Ltd., Sri Lanka

AIBD together with the CBA ran a successful workshop for Nigerian broadcasters in Abuja, Nigeria hosted by the Voice of Nigeria (VON) for members of The Broadcasters of Nigeria (BON) on 7-9 July 2010.

Mr. Abubaka Jijiwa, Director General of The Voice of Nigeria and former President of the CBA, inaugurated the workshop, which was attended by 18 CEOs and senior managers of various Nigerian broadcasters, both state and private.



Mr. Mano Wikramanayake

The workshop consisted of several interactive sessions, covering topics such as sources of income, marketing, cost control, corporate planning and budgeting, monitoring etc., with case studies. It culminated with a corporate planning exercise for which the participants were split into three groups and based on a balance sheet, profit and loss account and cash flow supplied to them produced an annual plan for a fictitious broadcaster. Many other topics such as HR development, digital migration, brand building and promotion as well as financial management in both the return on investment driven private sector and the non-commercial state sector were dealt with in the discussion.

Participation in each session was vigorous and relevant, and in particular the exercise, which was designed to

apply the methodology and practice discussed in the previous sessions, was tackled with enthusiasm and determination and yielded some excellent results in terms of strategies and solutions.

Post workshop appraisals were uniformly good across all participants and one comment that was common to most participants was that the examples discussed and case studies presented were practical and relevant to their own particular situations as they were drawn from third world situations which had many parallels to their own situation in Nigeria. They also appreciated course materials that were detailed and comprehensive and that the workshop was conducted in a spirit of sharing and mutual respect.

I facilitated the three-day workshop with assistance from Mr Mark Lin, AIBD Programme Manager.

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Producing Good Educational Programmes

With the immense power of television, broadcasters understood educational TV better vis-a-vis other programme genres and acknowledged that they could do much to help their country in the area of education. They found it manageable to slightly tweak programmes to make them educational and more effective.

Towards the end of the workshop, the participants generated interesting programme ideas and scripts that reflected a larger role for education in the process of social transformation and a diversity of talent among the TV producers. The workshop no doubt reinforced the broadcasters' commitment to produce educational programmes or at least make their programmes a little more educational in the future that would benefit more people.





To be effective, media, especially broadcast media, which boast of the greatest reach and comprise the primary source of information and news for most people in Asia-Pacific, should have the right to free expression and a free flow of information. They should also report and analyse issues free from any form of interferences. Such enabling environment empowers citizens to have access to reliable information necessary to make informed decisions that affect their lives. It can encourage them to participate actively in various phases of development and bring about change in society.



How can media further contribute to development and change through the pursuit of good governance? This was the main theme that 24 media practitioners from 11 countries examined during

Improving Media Coverage of Governance Issues

By Juliette Vivier, AIBD Programme Manager



a regional workshop in Kuala Lumpur from 22 to 24 March 2010. Two media consultants, Mr Savyasaachi Jain and Mr Chu Pui Hing, conducted the workshop, which was supported by the Embassy of Switzerland in Kuala Lumpur.

The workshop covered various topics on the principles of good governance and the importance of and approaches to the media's coverage of governance issues. It provided participants the opportunity to present some case studies that highlighted the challenges and threats of reporting governance issues. The role of new media was another interesting topic of discussion.

Participants also discussed the World Press Freedom Index, 2009, which gave them new perspectives in empowering

media to function freely and enhance coverage of governance issues.

Towards the end of the workshop, they generated a list of approaches and techniques for better coverage of governance, which formed part of the book entitled "Media & Good Governance - A collection of essays." AIBD released this publication in December 2010.



Public Service Broadcasting in Bhutan

By Dr Venkat Iyer, Barrister and Law Academic, University of Ulster

The media landscape in Bhutan offers many opportunities as well as challenges for those involved in reform. For a country which introduced television as recently as 1999, and which until a couple of years ago had only one (state-owned) newspaper, the spurt in media-related activity, especially since the advent of popular democracy in 2008, has been striking. It is not surprising, therefore, that attention has now turned to strengthening public service broadcasting in this Himalayan idyll.

Towards this end, an influential group of legislators, policy-makers, technocrats and media practitioners came together, under the auspices of the state-owned broadcaster, Bhutan Broadcasting Service, and a prominent local civil society organisation, the Bhutan Centre for Media and Democracy, to discuss public service broadcasting at a two-day seminar in Thimphu, Bhutan from 8-9 November 2011. Supported by AIBD and the Friedrich Ebert Stiftung, the seminar involved four external consultants – from Thailand, the Philippines, the United Kingdom and Germany – as resource persons, including this writer who spoke on the legal and regulatory aspects of PSB.



(Front row:) Members of Bhutan Parliament



(From right:) Dr. Venkat Iyer discusses legal issues with Ms. Pema Choden, BBS Managing Director, and Joe Marcel Gomez, AIBD Programme Manager

Clearly, the success of any PSB system would depend, to a large extent, on the presence of an adequate legal and regulatory framework that took account of both local conditions and best practices from other countries. A key part of the discussions at this seminar, therefore, focused on underlying principles and concepts which needed to be understood before any policy choices were made. Of particular interest to participants was the issue of whether a state-owned broadcaster could still be relied upon to serve as a public service broadcaster: the experience in a number of developing countries was, alas, not very promising in this regard given the tendency of many state-owned broadcasters to become mere mouthpieces of the government in power.

The seminar also examined the legal obligations of public service broadcasters and possible regulatory models for PSB. Much concern was expressed over funding, editorial independence, corporate governance, and accountability, all of which issues were debated extensively both at plenary sessions and in small group discussions. Attention was also paid to the importance of ethical conduct by public service broadcasters, and the pros and cons of statutory versus voluntary regulation.

If the feedback from the participants was anything to go by, the seminar appears to have aided in increasing the participants' understanding and awareness of the multi-faceted nature of PSB. A tangible outcome of the event was the emergence of a set of well-thought out and highly practical recommendations which, it is hoped, will form the basis of future legislative and other measures that may be put in place to advance the cause of public service broadcasting in Bhutan.



PSB's Relevance and its Future

Public service broadcasting (PSB) will be relevant and sustainable as long as it continues to adhere to its fundamental principles, particularly of diversity, independence and financial autonomy, and distinctiveness, and respond effectively to changes generated by digital technology, new media, and emerging consumer cultural practices. It must also generate and sustain strong public support that allows people to feel that PSB is theirs, and that they have a new sense of shared ownership.

Mr Jose Ma. G. Carlos, CEO of the Global Media Center for Development (GMCD), stressed these points in his presentation at the two-day workshop on the 'Challenges of Public Service Broadcasting,' in Bhutan on 8-9 November 2011.



(From left): Dr. Venkat Iyer, Mr Jose Ma. G. Carlos, Ms. Gerda Meuer, and Mr. Thepchai Yong



Ms Gerda Meuer



Mr Thepchai Yong

"No one PSB model fits all," Mr Carlos emphasized, saying that the pace of its implementation must depend on the political and socio-economic realities in a country. He also called for the development of a media literate audience, adoption of a training policy and of an internal culture change within the state broadcasting organisation that demands professionalism, and inculcates a strong sense of accountability and service to the public.

Ms. Gerda Meuer, Managing Director, Deutsche Welle, also spoke at the workshop, providing a case study of how the German PSB system operates. To guarantee political independence integrating all segments of the German population, she cited the three decision-making bodies in the PSB system, namely the Broadcasting Board whose members are supposed to represent various religious organisations, political parties, employees, labour organisations and cultural and sports institutions; the Administrative Board which monitors the administration or the management and the Director General, elected by the Administrative Board, who is responsible for planning the overall programmes and for running the entire organisation.

Thepchai Yong, Managing Director, Thai Public Broadcasting Service, also shared the Thai experience on PSB. He said that in countries like Thailand where the systems of checks and balances are still ineffective, public broadcasters have a crucial role to play in protecting public interest. He stressed that public broadcasters can play the watchdog role with little or no political or commercial constraints faced by their commercial counterparts. *"In this respect, Thai PBS shares the mission of public broadcasting service in promoting good governance in both the public and private sectors,"* he said.



AIBD People

Mr. Slaheddine MAAOUI re-elected Director General of the Arab States Broadcasting Union



The Arab States Broadcasting Union (ASBU) has re-elected Mr. Slaheddine MAAOUI, as its Director General at the 30th

ordinary session of the ASBU General Assembly, held December 14-16, 2010 in Khartoum, Sudan. The new Director General will hold office for an additional four-year term, beginning January 2011.

ASBU leadership renewed



In addition to re-electing Mr. Slaheddine Maaoui as Director General for a second, four-year period, ASBU General Assembly

in Khartoum also elected a new president, two vice presidents and members of the Executive Council for 2011-2012.

Sudan's head of the national TV Corporation, Mr. Mohamed Hatem Suliman, was elected as the new ASBU president, while Dr. Riadh Kemal Najm, from Saudi Arabia, was chosen as first vice-President and Syria's Ma'an Hayder as second vice-President.

CBA leadership change

Sally-Ann Wilson has been appointed as the new Secretary-General and succeeded Elizabeth Smith in October 2010. She joined the CBA in 2001 to set up the CBA-DFID Broadcast Media Scheme and was Project Director for 9 years, before becoming CBA Secretary General.

Elizabeth Smith, who was Controllor of English Programmes for BBC World Service, had served as CBA Secretary-General for 16 years before leaving her post in October.



New SARFT Vice Minister



The State Administration of Radio, Film and Television (SARFT) of the People's Republic of China has a new Vice

Minister in charge of international cooperation. He's Li Wei, who was appointed in August 2010. Graduated from Nanjing University, China in 1982, he had worked at the Publicity Department of the Central Committee of the Communist Party of China for nearly 30 years before joining SARFT.

Indonesia's RRI and TVRI Get New Women Head

Rosarita Niken Widiastuti has been appointed President Director of Indonesia's national radio broadcaster, Radio Republik Indonesia (RRI).

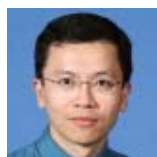


Ms Widiastuti will serve a five-year term as head of RRI's new board of directors. She succeeds Parni Hadi, who has retired. She was formerly Administration and Finance Director.



Meanwhile, Indonesia's national television broadcaster, Televisi Republik Indonesia (TVRI), also had a new President Director, Mrs. Immas Sunarya.

Singapore's MDA Gets New Chief Executive



Singapore's media regulatory body, the Media Development Authority (MDA), has a new Chief Executive. The Deputy Secretary at the Ministry of Manpower, Aubeck Kam, became the MDA's Chief Executive from 1 November 2010, succeeding Christopher Chia, who will head to the private sector after completing his tenure at the MDA.

New Radio Australia Head



Dr. Mike McCluskey is the new Chief Executive Officer of Radio Australia, ABC's international radio

service. He succeeded Hanh Tran, who takes up a senior editorial role within ABC.

Mr. McCluskey has been with Radio Australia's parent organisation, the ABC, for 25 years, most recently as State Director New South Wales.



Mr. Janis Karklins of Latvia replaces Mr. Abdul Waheed Khan as Assistant Director General for UNESCO's Communication and Information Sector. He took office on 1 July 2010.



Mr. Yusof Baig Misra is the new CEO of Pakistan Television Corporation.

New FES Regional Director



Henning Horst Effner is the new Project Director of Friedrich Ebert Stiftung's Malaysia office. He has been based in Kuala Lumpur since February 2010. Born in Northeim, Germany, Mr. Effner was the Resident Representative of the Friedrich Ebert Stiftung in Islamabad, Pakistan from 2007 to Jan 2010.



Mr. M. Zarin Anzor is the new Director General of National Radio and Television of Afghanistan (RTA).

Mr. A K M Shameem Chowdhuri is the new Director General of Bangladesh Betar.

Mr. Tito G. Cruz is the new Director-General of Philippine Broadcasting Service (PBS), succeeding Mr. John S. Manalili.



(Right): Mr. Tito G. Cruz

Russian Entry Wins World TV Award 2010

By Juliette Vivier, AIBD Programme Manager

"After 2 winters...and 20 years," a Russian documentary produced by Ms. Venera Yumagulova and broadcast by Russia's State TV and Radio Broadcasting, bagged the 7th World TV Award in 2010 for best documentary promoting religious tolerance and understanding.



Ms. Venera Yumagulova



Ms. Moneeza Hashmi announces the winner at the AMS.

AIBD announced the winner during the Asia Media Summit in Beijing on 26 May 2010. Judges who screened some 26 entries from 12 countries said that the winning entry showed outstanding production and content values. The lady producer traveled from Moscow to attend the event, oblivious of the judges' decision to award her documentary the top prize of US\$5,000 and a trophy.

The winning documentary centers on the story of Yuri, a Russian electrician who served the Russian army in the 80's in Afghanistan. He was supposed to come back after two years, but instead returned 20 years later. Life was difficult

for Yuri who was imprisoned in Afghanistan for five years and scheduled for execution after the Russian troops left Afghanistan. His skills as an electrician served him well as Afghans decided to use him in helping rebuild the war-battered country. He then worked as a shopkeeper and fell in love with an Afghan woman whom she subsequently married. That marriage ended up with Yuri converting to Islam.

After 20 years, he came back to Russia with his wife and their son, and lived with his orthodox mother. The difference in religion did not matter as they had lived harmoniously, praying together and seeking for peace and tolerance. A video clip of the film is available on www.aibd.org.my/awards.

The awards jury was chaired by Ms. Moneeza Hashmi, General Manager, HUM TV Pakistan. Other members included Mr. Faith Isiakpere, Film-maker, South Africa, Ms Firdoze Bulbulia, Documentary Director, Producer and Writer from South Africa, Mr Kim Kyu-Hyo, Executive Producer from KBS, Korea, Mr. Dimitri Mendjisky, Regional Audiovisual Attache and TV Producer from Singapore, Ms Hyunsook, Head of International Relations and TV producer from EBS, Korea, Mr Mohsen Mohamad, Manager of Artistic Committee Lebanese Communication Group from MANAR TV, Lebanon, Dr Rohmad Fakeh, Deputy Director of Strategic Planning from RTM, Malaysia, and Mr Mahgoub Ellattawi, Director of Musical Production from Sudanese National TV Corporation, Sudan.

The 7th World TV Award has been supported by the AIBD, Arab States Broadcasting Union (ASBU), Commonwealth Broadcasting Association (CBA), Radio Television Malaysia (RTM) and the Islamic Broadcasting Union (IBU).



New AIBD Website in January 2011

AIBD will launch its new website in January 2011, featuring more content and attractive design, interactive and user-friendly services that will benefit its members and other media stakeholders across the globe.



The AIBD website will contain a full website search, online publications that are fully searchable and downloadable, and lots of photo and video galleries of the Institute's events such as the AMS. The AIBD activities will get their own space, with news, reports, blogs and images from ongoing trainings, serving as a showcase of the outcomes and achievements of the training programmes.

An added feature will be the website's integration with social media such as Facebook, Bookmark Services, and e-learning platforms for online courses.

AIBD IT Manager Mr Holger Banko and Programme Manager Mark Lin are collaborating in enhancing the AIBD website.

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