

Broadcaster

Asia-Pacific Institute
for Broadcasting Development
Kuala Lumpur, Malaysia

January 2017
VOLUME 16 NO.1
ISSN: 1675 - 4751



Exploring New Initiatives in Training and Collaboration with Members



Development and Change – Media Can Do It



“Media on the Frontline of Global Development”, the theme of the forthcoming 14th Asia Media Summit 2017 in China, offers us opportunities to examine the role of media in pursuing and sustaining development, particularly in a world that confronts war, violence, poverty, hunger, inequality, illiteracy and environmental degradation.

Countries have recognised media as a potent force to drive development and change. But for media to be effective, it has to generate real interest by internalising or owning development issues. It must accept, for instance, that the war on poverty is of overarching significance that media must join this fight. If media is indifferent, it will not be able to generate enthusiasm and action. Through its reporting and corporate social responsibility initiatives, it can take extra efforts or even lead in dealing with poverty.

Media must also understand the multidimensional aspects of development as exemplified by the United Nations’ global initiative to transform the world through the 17 Sustainable Development Goals (SDGs) and 169 targets by 2030. This is a complex agenda that tackles issues in an effort to eradicate poverty, protect the planet, and ensure prosperity for all as part of a new sustainable development. Media must understand and make sense of the myriad dimensions of poverty, quality education, responsible consumption and production, gender equality, sustainable cities, climate change, industry innovation, peace, justice and strong institutions, among others. Media practitioners need to do their own study and seek diversity of views to enhance their reporting.

There is a goldmine of stories on development in the Asia-Pacific region waiting to be explored, and media must ensure a lot of these stories find print and broadcast. Media can source data from statistical agencies and perspectives from development specialists that can offer rich content for deep understanding of development. But it must commit to

keep these stories high on its agenda on a regular basis in order to sustain public interest. What stories can media report and examine? Media can examine if economic growth is enough to reduce poverty and inequality. Or are there other factors? It can also delve into the association between gender inequality and poverty, and gaps in local government response to address disaster reduction programmes.

Making media more inclusive to disadvantaged communities is another area where media organisations can contribute to development. A step in the right direction is to reach out to those who have less in life. Support for community radio is vital in this regard. Media needs to allocate more of its time and space in highlighting development priorities and problem areas confronting marginalised communities. A bias for people stories can attract more viewers. After all, development is about people, and how to enhance their well-being and widen their choices.

New technologies, internet and social media are integral to the achievement of the SDGs. Harnessing them can accelerate understanding of development issues and efforts to attract stakeholders to support developmental efforts. For example, media must join the conversations taking place in social media, and make sense of these to identify not only people’s programme preferences, but also the needs of the communities and society at large. Media organisations can encourage responsible user-generated journalism to diversify content and source information vital to citizens’ well-being and good health. They can collaborate with non-governmental agencies to teach people how to use media for this purpose.

For media to play a meaningful role in development, it must also pursue media development. That means, among others, growing its capacity, particularly its human resource. This requires setting aside more resources for training of media practitioners.

With highly skilled media workers, media companies are better placed to find new and creative ways to deliver quality programmes on development, engage productively with audiences, and strengthen its public service mandate.

Practising responsible journalism can also foster meaningful media participation in sustainable development. Media practitioners must exercise the highest standards of ethics that demand accuracy, honesty and fairness. They must report a range of issues like corruption that block development. A regulatory environment that is conducive to the pursuit of responsible journalism can also support media’s role in development.

Media, however, can become an enemy of development if it fails to guard against abuses, and fans hatred towards race, religion, and gender. Media must promote a culture of peace and non-violence, which are essential elements of sustainable development.

This edition of the Broadcaster gives us a glimpse of some of the evolving roles of media in development amidst global developments and the fast changing media landscape. Various articles feature initiatives dealing with new technologies and changing media consumption behaviour, power of social media, media freedom, cybercrime, children’s programmes, climate change and disasters. That role demands, among others, more collaboration between and among media organisations and their stakeholders.

Achieving development or the SDGs in particular is a gargantuan task, and media is well- positioned to support this global agenda given its advantage to reach and influence a wide audience. But it will need a lot of political will to sustain it.

Note:

1. Sustainable Development Knowledge Platform. *Sustainable Development Goal 17*. Retrieved on January 10, 2017 from: <https://sustainabledevelopment.un.org/sdg17>
2. Sustainable Development Knowledge Platform. *Sustainable Development Goal 17*. Retrieved on January 10, 2017 from: <https://sustainabledevelopment.un.org/sdg17>
3. Sustainable Development Knowledge Platform. *Sustainable Goal 16*. Retrieved on January 10, 2017 from: <https://sustainabledevelopment.un.org/sdg16>

Exploring Initiatives in Training with Member's Collaboration



The *Broadcaster* interviews Dr. Abbas Naseri Taheri, Advisor to IRIB President and Director General for International Affairs, IRIB (Islamic Republic of Iran Broadcasting), following the election of Iran as the new President of the AIBD General Conference. The election was held during the 42nd Annual Gathering/15th AIBD General Conference and Associated Meetings in Tehran, Iran on 26 August 2016.

What are your recommendations for improving AIBD's training programmes and activities?

Bearing in mind the educational approach pursued by AIBD and its laudable role in promoting the level of training among the member states, the establishment of a technical committee for training as well as designating representatives from member states aimed at having regular contacts with the head of the said committee and presenting reports to the relevant officials can bring about better planning and enhance the quality of training and education.

It is proposed to hold joint workshops in collaboration with the member states on a periodical basis so as to enable the member states to better benefit from their capabilities.

In the meantime, preparing an up-to-date list of the educational requirements of member states can better indicate the role and functions of AIBD in meeting the educational demands of the audiences.

In line with this, the holding of technical training courses in collaboration with ABU and EBU as well as organising joint courses with accredited international institutions is of great significance.

Therefore, the publication of articles in *Broadcaster* magazine by AIBD is suggested in order to benefit from the outstanding capabilities of IRIB University in holding technical training courses in the field of media with the pivotal role of IRIB Department for International Affairs and informing the members about the said capabilities.

Inviting experienced lecturers in the field of media and sending their CVs to all members can be quite helpful for promoting the quality of education.

With regard to the spread of distant learning methods and the use of cyberspace for learning purposes, the holding of training courses by AIBD in cyberspace can be considered as a major breakthrough.

What sort of cooperation can IRIB offer with regard to AIBD's training programmes?

The use of IRIB University's educational capabilities for organising training courses is of great significance. IRIB is now prepared to designate its university as the regional hub for AIBD training courses in West Asia.

Meanwhile, IRIB Department for International Affairs can organise at least one technical training course in the field of media at IRIB University for every season (four courses in a year) in collaboration with AIBD.

What are the key opportunities and challenges of broadcasting in the region for 2017? And how can AIBD respond to these?

The use of cyberspace for dissemination of information and the audiences' tendency turning towards broadband media from the traditional broadcast media is a major media challenge at the current juncture.

Meanwhile, the rapid dissemination of information in cyberspace which puts to question the credibility of the said information is another major issue to be addressed.

The transition from analogue to digital system, the use of Internet-based radio and television systems as well as cyberspace is among other major issues in the domain of media faced by countries that have an active presence in the field of media.

On this basis, the use of cyberspace facilities by AIBD, organising training courses in cyberspace, introducing cyberspace capabilities to other members, holding joint workshops for better making use of internet capacities for providing media coverage and the pathology of technical difficulties and issues related to content in the Internet can be considered as major steps to be taken in this regard.

What are the new activities by IRIB including digital activities?

The completion of transition from analogue to digital system, making use of IPTV, improving the use of cyberspace for programme coverage and attracting greater number of audiences are among IRIB's major activities.

IRIB Department for Technical Affairs has carried out major activities in this regard and plays a crucial role in implementing technical projects, completion of the process of digitalisation of networks as well as promotion of the technical quality of equipment.

What are IRIB's future plans?

Speaking of IRIB's major executive plans, one can refer to measures for increasing the number of radio and television channels, enhancing the technical and content quality of programmes produced by IRIB, completing the process of digitalisation of networks, making nationwide use of IPTV, using cyberspace for boosting the number of audiences, launching visual radios throughout the country, adjusting IRIB's media and organisational structure to the new atmosphere created by social networks as well as designing and making operational the local social network.





From left to right: Mr Chang's speech at Bangladesh Betar, HUM TV kitchen studio, NABM equipment room

Director Chang Jin visits India, Pakistan and Bangladesh

At the invitation of Prasar Bharati of India, Ministry of Information, Broadcasting and National Heritage of Pakistan and Bangladesh Television, Mr Chang Jin, Director of AIBD paid a visit to the three countries from 16 to 26 November 2016.

During the visit to the subcontinent, Mr Chang met with Honourable Minister Hasanul Haq Inu, Ministry of Information of Bangladesh, Ms Saba Mohsin Raza, Secretary of the Ministry of Information, Broadcasting and National Heritage of Pakistan, and Mr Suresh Chandra Panda, CEO Prasar Bharati of India. Chang Jin discussed with the respective officials issues like hosting the Asia Media Summit 2018, co-organising Sustainable Development Goals workshops, and cooperation in conducting workshops/seminars of other topics in radio, television and new media.

Mr Chang visited the facilities at Prasar Bharati, NABM, Hum TV, PBC, PTV, PEMRA, Bangladesh Betar, Bangladesh Television, and NIMC, which all warmly welcomed the delegation from AIBD. All leaders renewed their commitment of close cooperation, and hoped AIBD could continue to support their respective endeavours in the capacity building of their broadcasting organisations, especially in the new digital development era of the media industries in our region. Many senior-level officers found time too short for them to voice out their creative ideas in the human resources development for radio and television.

Specific topics suggested for workshops include DVBT2-LITE, the Effective Use of Digital Transmitters, Reporting

Extremism, Mike-to-Transmission Workshop for Operation of DRM and so on.

During his visit to India, Mr Chang also participated in the International Conference on Cyberlaw, Cybercrime & Cybersecurity on 17-18 November in New Delhi and gave a presentation entitled 'Broadcasting and the Data Economy' during the session Data Economy – Challenges for Stakeholders.

The Conference was organised by Cyberlaws.Net and Pavan Duggal Associates, Advocates (www.cyberlawcybercrime.com). It had more than 150 speakers coming from 39 different nations. 600 delegates and attendees from the corporate and government sector participated in this conference. It was supported by the Ministry of Electronics & Information Technology & Ministry of Law & Justice, Government of India and many international organisations.

The conference approved the distinctive Conference Outcome Document, which called upon national governments and nation states to take various steps for promoting the cause of Cyberlaw, Cybercrime and Cybersecurity (see Page 26).

Photos on the cover page:

Center photo:

Mr Chang and delegates at a meeting with NIMC Faculty Members (National Institute of Mass Communication)

Photos on the bottom (from left to right)

- Mr Chang visits NABM studio lab
- Visit to the audio studio of National Institute of Mass Communication (NIMC)
- Press conference with Mr Absar Alam, Chairman, Pakistan Electronic Media Regulatory Authority (PEMRA)



ASIA MEDIA SUMMIT 2017

6-8 June • Qingdao • China

HOSTED BY:

**State Administration of Press,
Publication, Radio, Film and Television**

CO-HOSTED BY:

Qingdao Municipal People's Government

ORGANISED BY:





ASIA MEDIA SUMMIT 2017

6-8 June • Qingdao • China



Media on the Frontline of Global Development

As humankind stands at the threshold of the third decade of the 21st century, we find ourselves in a world that is rather new and different. Economy continues to struggle and develop. Technology is changing our lives in many ways. Environmental problems are not getting better. Natural disasters continue to frequent us. Manmade tragedies in new forms and magnitudes are challenging traditional governance and norms.

In the meantime media is assuming unprecedented and ubiquitous relevance to human lives, largely due to the ever-faster development of digital technology. What can media do for the new world? With a lot of nations geared up for Sustainable Development Goals set by the United Nations, what roles should media play in this new age of human society, in particular for the development goals of our time?

Day One

Tuesday, 6th June 2017

Inaugural Session and Keynote Address

Plenary Session 1

How Media can Shape the Development Agenda

A tremendous amount of development work on the field is going on that affects the lives of millions of people, yet much of the public are unaware or uninformed of the work that is being done and the dynamics of these issues. How should the media step up and make sure that this information can be pertinent and engaging to all? How can these important issues be made a matter of public priority?

Coffee Break

Plenary Session 2

Trending Technology

Latest technologies hold the potential to further transform the operations of broadcasters and enrich the experience for the audience. What can broadcasters learn from technological trends, including the recent advances in OTT, hybrid broadcasting, cloud computing and new social media platforms, to more effectively deliver content and improve revenue?

Lunch

Plenary Session 3

Climate Change, Disaster Risk and Media Coverage: From Facts to Action

Coverage of climate change remains an ongoing test for broadcasters to ensure this crucial topic is given due justice. How can the data of climate change and disasters be transmitted in an understandable and impactful way to positively change public opinion, and save lives in time of emergency? This session will feature exclusive case studies of coverage that not only cover this important topic well but have led directly to policies and actions on the ground for positive change.

Coffee Break

Moderated Debate

Media Responsibility and Global Issues: Activism or Neutrality?

The media is often held responsible for sensationalising news content or failing to properly cover its full context. Should media responsibility though extend to the level of impact of its news coverage in the country? Concerning the Sustainable Development Goals (SDGs) launched by the United Nations, should the goal of broadcasters be to merely supply information about societal and national events in a neutral fashion, or must they be active in ensuring the progress and execution of these goals in their different country contexts?

Gala Dinner and Cultural Show

Day Two

Wednesday, 7th June 2017

Plenary Session 4

Strategies for High-Quality Programming: Concepts, Content and Formats

Today's programmes, be they educational or entertainment, need specific techniques and knowledge to ensure the content is factually-grounded, well-researched and captivating to the audience, especially concerning development issues. What are the best practices among broadcasters to plan such programmes from the level of concept to its format for distribution?

Coffee Break

Plenary Session 5

Reporting on Conflict and Terrorism: Have the rules changed?

- Media and Conflict: Instigator, mediator, ...
- Dealing with terrorism as a global phenomenon
- Seeking new reporting guidelines on high risk issues

Lunch

Showcasing of Selected World TV Awards Entries

AIBD organises annually the World TV Awards competition with the aim of recognising the crucial role played by media in promoting the awareness of the audience on major issues such as cultural diversity, religious understanding, tolerance and peace. This special session will play a selection of high-quality entries for the World TV Awards 2017.

Coffee Break

CEO Roundtable

Road to 2030: Partnerships and Opportunities

The 17 Sustainable Development Goals of the United Nations come with 169 specific targets and with an aim of achieving them by the year 2030. To achieve this task would require the collaboration of the media with various development stakeholders, including governments, UN bodies, international donor agencies and NGOs working in the field. This special session brings some top representative from those organisations and key media industry figures to discuss a joint media strategy for accomplishing the SDG agenda with an eye to future collaboration.

Presentation of the World Television Awards 2017

Invitation to the Asia Media Summit 2018

Closing Ceremony

Day Three

Thursday, 8th June 2017

Cultural Visit

A New Charter for BBC

The new Charter of the British Broadcasting Corporation (BBC) takes effect on 1 January 2017, with a mandate to institute reforms necessary to better serve the British people.

The Royal Charter, the constitutional basis for the BBC, recognises the need for BBC to be independent in fulfilling its mission, particularly in editorial matters.

That mission is to “act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services which inform, educate and entertain”.

Under the Charter, the BBC is mandated to fulfil five public purposes: (1) to provide impartial news and information to help people understand and engage with the world around them; (2) to support

learning for people of all ages; (3) to show the most creative, highest quality and distinctive output and services; (4) to reflect, represent and serve the diverse communities of all of the United Kingdom’s nations and regions, and (5) to reflect the United Kingdom, its culture and values to the world.

Another key element of the Charter is its call for the BBC to “observe high standards of openness and seek to maximise transparency and accountability”.

It must also ensure the financial stability of the BBC, making sure it exercises rigorous stewardship of public money. “The management of all of the BBC’s resources must meet high standards of public conduct, robust governance”, the Charter points out.

The BBC, UK’s public service broadcaster, will be run by a Board that will manage all functions of the corporation. The Board is composed of a total of 14 members that include non-executive members (including the Chair) and executive members. The Order of Council appoints the Board Chair, whose appointment would be subject to a fair and open competition.

The Charter mandates Board members “to at all times uphold and protect the independence of the BBC”. They must act in the public interest, exercising independent judgement and neither seeking nor taking instructions from Government Ministers or any other person”.

The other tasks of the BBC cover efforts to collaborate with partners, promote technological innovation and maintain a leading role in research and development that supports its mission.

Copy of Royal Charter for the continuance of the British Broadcasting Corporation is available online: www.gov.uk/government/uploads/system/uploads/attachment_data/file/577829/57964_CM_9365_Charter_Accessible.pdf

(courtesy of PBI)





JOURNALISM: Transparency and Democracy

By **Ms Philomena Gnanapragasam**
Senior Programme Manager, AIBD

Hola from Chile, South America. On 23 November 2016, Chile welcomed journalists from all over the world for the third time to analyse and find new ways to face the new challenges arising from digital revolution and innovation, more so in a scenario where transparency and democracy are being strongly questioned at a global level. The ceremony was presided over by the President of the Republic of Chile, Michelle Bachelet.

AMMPE CHILE (Worldwide Association of Women Journalists and Writers) and the ANMP (National Association of Women Journalists), along with a team of

renowned Chilean journalists organised the XII World Congress of AMMPE which featured some of the best international and national speakers from various fields of expertise in media.

Among the topics covered in the four-day conference was 'On the War front: Covering big political and social conflicts'. Panelists included those who had covered war torn areas, some of whom were also political prisoners and victims who survived kidnapping by terrorists. This was an emotionally wrecking session and highlighted the true story behind real journalism.

The conference being a gathering of women journalists also focused on an interesting session on Media and Female Stereotypes and explored the visibility of women not just in a traditional role but that of a professional.

The influence of new technology and new possibilities for journalism saw a heated discourse between digital journalists and academicians in the panel. The link between political power and the media was well discussed in a session that focused on Corruption, Politics and Democracy and role of Journalism.

AMMPE was created in May 1969 by Mexican writer and journalist Gloria Salas de Calderon, with the participation of 37 countries. Every two years, a World Meeting takes place in one of the participating countries to address issues related to contingency, global issues and demands of present day journalism.

The World Congress in Santiago de Chile 2016 was held in Pontificia Universidad Católica de Chile, one of the oldest universities in the country. The President of the Worldwide Association of Women Journalists and writers for the last two years was Dr. Julia Martinez from Chile. Sarah Gibson from the BBC in London has been elected as the new President of AMMPE and the 23rd congress will be hosted for the first time by the United Kingdom in 2018.

All in all, this was an amazing conference featuring some of the best journalists in the region. This was also a call for journalists worldwide to take note of their role in reporting the truth and realising the real role of media.



Regional Workshop

Transforming Local News with a Global Focus

By **Ms Poonam Sharma**
 Director, MediaGuru, Singapore

A three-day workshop on local to global news coverage was organised in Kuala Lumpur, Malaysia from 5-7 December 2016.

AIBD, ABU along with MediaGuru, a global media services company, designed and conducted this workshop.

Nine news editors, producers and reporters from Malaysia, Bangladesh, Sri Lanka, Myanmar and Maldives participated in this programme which was focused on how to create and distribute local content which has a global appeal and reach.

The training examined content creation in multi formats for global audience and distribution of this content on various digital platforms.

Special focus was given to selection of stories and writing local stories which cater to the palate of an international audience. The participants did various



news writing exercises which were reviewed and discussed in detail during the workshop.

Sessions on the use of social media for local news to the global audience were useful for the journalists. Special presentations and examples were shared by the trainer on how the new media



is and can be used for garnering new audiences by broadcasters world over. Participants shared examples from their countries which were used as exercise material. This session was very engaging and was thoroughly enjoyed by the journalists.

The trainer showed various stories highlighting news writing, social media reach and multi format treatment. Writing for social media was also one of the key sessions. The journalists also showcased their own works which were reviewed and discussed.

The training programme was held at the AIBD headquarters. Ms Poonam Sharma, Director, MediaGuru, served as its trainer. With 21 years of experience, Poonam has been part of the India Today Group as a Channel Head/Anchor at ESPNSTAR Sports and their main presenter/producer for South East Asia.



Communication Channel between CCTV and MTRK Established



By **Ms Monica Phang**
Programme Manager, AIBD

(Outside-Broadcasting) Vans, and post-production systems.

Various CCTV programmes and production methods were demonstrated at the workshop through watching episodes of entertainments, live shows and documentaries. This served as an eye opener for the participants on different innovative programme content production.

A communication channel between China Central Television (CCTV) and the National Television and Radio Company (Uzbekistan MTRK) has been established to promote the development of the TV industry through technology exchange and learning opportunities.

- from HDTV technology principles to real-world applications;
- from video shooting/recording to editing;
- from image creation to signal inspection; and
- from process of recording/producing to broadcasting.

The workshop also renewed the historical friendship between the people of China and Uzbekistan, of the Great Silk Road, connecting economic activities and cultural exchange between the two countries. The long established relationship will continue to flourish under the current One Belt, One Road initiatives.

This is one of the positive outcomes of the AIBD/Uzbekistan MTRK training workshop on HDTV production. Two consultants from CCTV, Ms Wang Pei and Mr Cui Wei, conducted the five-day workshop held at the Media Center of MTRK in Tashkent, Uzbekistan.

The workshop also provided a comprehensive illustration of how to create a good HDTV programme, evaluate programme quality, how to realise technical control during production and camera configuration parameters that helped to resolve the issues at video shooting.

The workshop was aimed at enhancing the technical know-how and professional skills of 21 participants. These participants are programme directors, cameramen, production engineers and supervisors from central and 12 regional stations of NTRC Uzbekistan. They are involved in HDTV production.

In addition, technical knowledge on how to build HD studios, how to measure digital system, Electronic News Gathering (ENG) and post-production systems to meet both international standards and their needs were also highlighted.

Meanwhile, MTRK Media Center is the first HD programme production based in Tashkent, Uzbekistan. It has 4 HD studios, 20 HD ENG systems, and 30 sets of HD post-production workstations. MTRK media center provides services for production of TV drama series, talk shows, concerts and various programmes.

The workshop covered a broad range of topics:

CCTV consultants also shared their knowledge on the configuration and design of CCTV's broadcasting studios, OB

Currently, Uzbekistan MTRK has 1 HD channel, 12 SD channels and 4 radio channels. It is in a key stage of transitioning from SD to HD and from analogue to digital.





In-country Workshop

Capitalising on the Benefits of Digital Audio

By **Mr Kumar Jayaram**
Independent Consultant

Digital audio is the next step forward in the world of audio engineering, be it for consumer or professional use. Lots of difficulties arose and questions were thrown when digital first made its waves throughout the region. One of them was how good can the final output be as opposed to analogue. Yes, digital audio did take some time to evolve, had its glitches and issues, but slowly yet swiftly digital audio took the main stand by winning the hearts of millions of audio engineers across the globe till the point where we were immersed in the world of digital, not only audio but all areas. Right from music production up to the point of transmission, digital is the much raved about platform for the future.

Automobile, household, electrical appliances, office apparatus and many more are just a few of many areas that digital has made its mark. And so did the core instrument of any audio production, broadcasting or recording studio, the mixing console or audio mixer. From an audio mixer that looks like a huge old school refrigerator to a tiny, shiny, glossy yet compact looking mixer is how digital has changed the world of audio. Analogue is still considered as the best sounding audio mixer by many professional audio engineers but digital audio mixer have changed and evolved from

the best to become the most sought after audio mixer by far.

So What is a Digital Audio Mixer?

Digital audio mixer is a combination of art and science. What an audio engineer does to create or mix a certain audio content is done flawlessly with the help of science. Put it this way, audio mixers are like cars, the fundamental of driving is still the same. Analogue mixers are like cars with manual transmission and digital mixers are the automatic. That sums it all. The hours spent for mixing and mastering is reduced tremendously with the help of a digital audio mixer. Right from gain structure up to dynamics tweaking and balancing of the final output, energy and time is very much saved. Time is key to everything. Nevertheless, a well experienced engineer will always have an upper hand in the art of mixing (analogue or digital) rather than a newbie. Why? Experience speaks volume.

Radio Television Brunei (RTB) with collaboration of AIBD, recently conducted a week-long Digital Audio Mixer training cum workshop for its in house employees in Brunei, especially to all participants who are related to the field of audio directly or indirectly. All the basics of digital audio mixers and its properties were introduced and deciphered in this training.

This training was specially crafted to meet the needs of the participants. This training was well received by the participants from RTB as it gave them a new dimension in the digital audio and mixers perspective.

Day 1 and day 2 of this training were all about getting the theory right. As much as audio is all about hands-on experience; theory plays an important role as well. Day 3 - 5 onwards was all about getting to know the digital audio mixer and the art of mixing/balancing. This was where things got really exciting and all of the participants were captivated as they learned more and more about the mixer and its perks.

A big kudos to RTB for arranging a six-piece in house band that consists of a full drum set, a keyboard, guitar and bass, violin and a perc unit to make this training very successful and mouth-watering. Some of the participants who were exposed to audio but never in their



[continued on page 13]

Thailand's 'Madam Disaster' Champions Risk Reduction



By **Mr Andy McElroy**

Communications and Government Relations,
United Nations Office for Disaster Risk Reduction (UNISDR), Thailand

usual for journalists” if they want to do more to help save lives and protect livelihoods.

“It is time for the Asian media to take action on DRR communication”, Ms Klong Ugkara said. “If they only report as they used to do we cannot help people adapt to cope with the severe weather and the disasters that will happen more and more throughout our lifetime”.

“Journalists should try to report on the causes and issues of disaster risk before and after a disaster event as it will help people to learn to adapt and be more resilient to disaster”, she said.

Ms Klong Ugkara was addressing 20 senior television and radio journalists working for state broadcasters in a dozen countries – Bangladesh, Brunei, Cambodia, Fiji, Laos, Malaysia, Maldives,

Myanmar, Nepal, Pakistan, Sri Lanka, and Vietnam – at a three-day Disaster Risk Reduction for Journalists training event from 14 – 16 November 2016.

The Thai PBS anchor presents a weekly ‘DRR Show’, which is watched by millions. She is affectionately known as ‘Madam Disaster’ by taxi drivers, street vendors and people across Thailand. The hit show was launched in the wake of the devastating floods in Thailand in 2011.

The Programme Director of the Association of Community Radio Broadcasters of Nepal, Mr Sirjan Adhikari, said that Ms Klong Ugkara had inspired him to revamp his daily ‘Lifeline’ programme, which commands a nationwide audience.

“We started broadcasting Lifeline a week after last year’s earthquake (April 2015) and it developed into a daily slot at 7:30

[continued on page 14]

KUALA LUMPUR, 16 November 2016 – One of Asia’s most prolific disaster risk reduction journalists, has urged media colleagues from 12 other countries to move beyond simply describing events and instead help their audiences better protect themselves from various hazards.

Thai PBS’s news editor for disaster and weather reporting, Ms Darin Klong Ugkara, said “it cannot be business as

[continued from page 12]
Capitalising on the Benefits of Digital Audio

life touched nor operated a full swing audio mixer had the opportunity of mixing a live band from scratch.

The participants were split into 4 groups and were made to do a band mix of their own whilst recording their final output into a CD which was later played to all the attendees during the closing ceremony. The training was concluded with the presentation of the certificate of attendance to the participants. This was graced by Mr Ketua Pengarah, Director of RTB and his management team, in which he conveyed his pleasure and gratitude for the training and the impact it has given to its participants.



This Digital Audio Mixer training was a joint collaboration between RTB and AIBD, which was held from 14 to 19 No-

vember 2016. Twenty participants from the engineering department attended the workshop.



[continued from page 13]
Thailand's 'Madam Disaster' Champions Risk Reduction

a.m. every day that has provided advice on a host of issues and areas in terms of recovering from the disaster”, Mr Adhikari said.

“One part that I think we have missed is covering how government planning and policies relate to the community level. This is something that we will take up much more when I return”.

The Lifeline programme is carried by 200 of Nepal's 293 community radio stations and has developed a loyal following across the country.

Mr Adhikari and the other 19 journalists shared examples of their past work on

reporting disasters for critique from their peers, before drawing up disaster risk reduction media plans, with packages of documentary ideas for future airing.

The media plans explored some of the many opportunities of reporting on the implementation of the Sendai Framework for Disaster Risk Reduction – a 15-year agreement adopted by the international community in 2015, and the world's most ambitious plan to date to substantially reduce disaster risk and losses – in their respective countries and localities.

These included the provision of simple preparedness advice to protect property and food supplies as well as strengthening

links with established local and national early warning systems.

The media in Asia is increasingly active on disaster risk reduction. In May this year, the Asia-Pacific Broadcasting Union (ABU) committed its 280 member broadcasters in 57 countries – with a combined audience reach of three billion – to play their part in building a culture of climate and disaster resilience.

Two weeks ago at the Asian Ministerial Conference on Disaster Risk Reduction in New Delhi, India, the media disaster risk reduction group issued a voluntary action statement as part of the formal outcome of the conference that outlined their “key role and moral and ethical responsibility” to strengthen communication to reduce, prevent and manage disaster risk.

The Director of the Asia-Pacific Institute for Broadcasting Development (AIBD), Mr Chang Jin, opened the workshop. AIBD was established in 1977 as an inter-governmental organisation, hosted by the Government of Malaysia.

The AIBD organised the training event with support from the Hosono-Bunka Foundation (HBF) of Japan, and with supporting partnership from the United Nations Office for Disaster Risk Reduction (UNISDR) and the Asian Disaster Preparedness Center (ADPC).



Regional Workshop



Understanding the Fundamentals of Digital Radio Broadcasting

By Mr Rabi KC
Programme Manager, AIBD

The regional workshop on Digital Radio broadcasting in collaboration with Asia-Pacific Broadcasting Union (ABU), Arab States Broadcasting Union (ASBU) and World DAB was held in Kuala Lumpur, Malaysia from 21 to 25 November 2016. The five-day course covered most of the technical fundamentals used on Digital Radio. Twenty-nine participants from eleven AIBD and ABU member countries attended the workshop which included eleven participants from ASBU.

On the first day of the workshop, Dr. Amal Punchihewa from ABU gave a brief information about the analogue to digital conversion. He further gave insight about compression and audio codecs.



Mr Alex Ng from Gates Air explained what makes DAB+ environmentally friendly, where he discussed about power consumption and efficiency, space and environment, capital and operating cost and comparisons with FM.

Mr Tom Dukrin from Facum-RadioScope shared some of the head-end case studies on Digital Radio.

Participants also learned how to plan, design and implement a digital radio network.

There was a separate session for RF coverage, including from spectrum and regulation overview, coverage planning, propagation, RF network design, single & multi-frequency networks and RF interference.

Participants joined a half-day field visit to RTM studio facilities and master control room. Mr Zulkifli Ab Rahim from RTM gave a brief history of Digital Radio and further explained about their DAB+ studies and their future plans.



There were a number of speakers for the next four days. Dr. Les Sabel from World DAB talked about the DAB+ with its structure, current transmitter technologies and architecture. He further explained about the PAD deliver systems and different types of receivers.





Exploring Techniques for Making Compelling Studio and Entertainment Programmes

By **Mr Jeong Yun Hwan**
 Consultant, Asia-Pacific Broadcasting Union (ABU)

Some 46 participants joined the AIBD/ABU/VTV In-country workshop on Studio and Entertainment Programmes that was held from 28 to 29 November in Hanoi, Vietnam. They were mostly producers, directors, reporters, cameramen and studio staffs from TV production unit and news units at VTV and VOV TV.

Two trainers, Mr Jeong Yun Hwan, Consultant, ABU, and Mr Sangmin, Ahn, Independent Producer, Korea, conducted the workshop according to their specialties which are studio and entertainment programming and effective visual makings.

On the first day, the trainers lectured on studio/entertainment and mobile programme making with limited resources and low budget, taking many programmes relevant to each genre as examples.

The second day was focused on outside shooting, editing and studio-based workshops where trainees were instructed on how to implement studio/entertainment programme production, how to develop mobile production, props

setting for shooting, formatting, scripting, selecting items, writing and more.

A producer from VTV said: “The training was inspirational and eye-opening for a lot of us. We actually got to understand the actual work for more attractive entertainment programmes a producer

needs to do. We were glad that the trainers gave us a lot of suggestions and feedback on how we can improve our existing and future programmes especially the entertainment and variety programmes. Two-day workshop seemed to a bit short but allowed us to gather more ideas and concepts for future works. Mr Sangmin Ahn, the trainer from Korea, taught us how we can use props, shoot and edit properly for creating attractive visual images”.

A cameraman from VTV said: “It was a refresher of all the things we need. We learnt about camera work, lighting and mobile productions. Especially the practice of shooting on the workshop was creative and feasible, I liked that the most as a VTV cameraman. We hope we get to get more such trainings”.



New Media for Broadcasters

By **Mr Steve Ahern**

CEO International Media & Broadcasting Academy (IMBA), Australia

From 21 to 23 November, twenty one participants from across Asia took part in a workshop on New Media for Broadcasters in Kuala Lumpur.

Workshop participants were led by Steve Ahern who updated them on the latest social media techniques and facilitated their knowledge sharing about the latest social media trends and new media technologies.

The workshop aimed to teach participants about the impact of new media on traditional media practices particularly in content creation and audience engagement, as well as giving them ideas of how to help their organisations adapt to new practices and workflows.

Sessions included: Social Media for Broadcasters; Digital storytelling; 360 Degree Content; Repurposing content for transmedia; and Redefining TV/Radio in the Digital Age. The group identified a range of key elements that broadcasters must consider to thrive in the new media environment.

Changing Audience Habits

Technology is becoming smaller, faster, cheaper and social, which has prompted audiences to change in line with the advancement.

"It is clear that the one constant device that is mostly used by people these days

is their smartphone", said one participant in the course evaluation. "The growth of technology has made smartphones a one-stop device to get content from television, radio and Internet through the many applications available".

There is a significant increase of Internet and video usage via mobile phones and a higher reach across all platforms of social media such as Instagram, Twitter and Facebook.

"Forget calling it old or new media... it is all just media now, everything is mainstream. We need to consider how we can push our content out on all the platforms that are now available to us", said Steve Ahern.

With the prevalence of social media and the ease of publishing, audiences can publish their own content on their smartphones rather than relying on traditional media. The group studied the election of Donald Trump as a case study to explore this phenomenon.

The Power of Social Media

What is social media? It is a term used to describe the new generation of digital, computerised or networked information and communication technologies.

These can take many different forms, including the Internet, forums, blogs, wikis, podcasts and picture, music and video-



sharing. What makes social media so special is the four main factors: smaller, faster, cheaper and social. Social media is easy to use, built for cultural and political awareness, has the ability to reach the audience, enhances general knowledge, develops social skills, improves communication, and is a great opportunity for learning and helps us to stay in the know about the day to day events in the world.

But there are also some downsides of social media, which serious broadcasters must think about, such as fake news.

Fake News

In past weeks the problem of fake news has been widely discussed. One of the downsides of the power of social media is that anyone can appear to be a news publisher, however 'publishers' who do not use professional methods are likely to, intentionally or unintentionally publish fake news.

To identify fake news, we must use professional techniques to check and verify content. Broadcasters know how to do this, because they have been doing it for decades in their newsrooms.

If something is published on social media or an unfamiliar news site, approach the 'publisher' through their personal social media account to check them out. If an account is only a few weeks old, it could be fake. If an organisation is mentioned in the posting, contact the organisation to verify what is said. Thirdly, the pictures or videos that are posted must be searched and checked, taking the origin and date into account – maybe the pictures and videos are old or have been edited. Monitor other media and seek information from the authorities to confirm the information.

What the Participants have Learnt

Throughout this three-day course, the participants were very eager to use

[continued on page 18]



OTT and IBB Technologies and Services for Media

By **Mr Rabi KC**
Programme Manager, AIBD

The regional workshop on 'OTT and IBB Technologies and Services for Media' organised by the Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with Asia-Pacific Broadcasting Union (ABU) and International Telecommunication Union (ITU) was held in Kuala Lumpur, Malaysia from 27 to 30 September 2016. This workshop was designed specifically for broadcast engineers/technicians/programme personnel/managerial personnel associated with new media technologies.

This four-day workshop, including a one-day visit to Media Prima, was conducted by experienced broadcast personnel and experts from the industry.

Mr Masaru Takechi from NHK, Japan, gave the brief introduction about the

OTT and IBB for broadcasters. He also highlighted the ITU WP and standardisation summary of work. He also explained about the integrated broadcast broadband system, Hybridcast.

Dr. Ahmad Zaki Mohd Salleh shared his experiences on how Media Prima is facing challenges with society and technology. He also highlighted the DTV and OTT platforms and tonton challenges.

Mr Natarajan Krishnan from Aspera, IBM, spoke about the cloud-based workflows for content ingest, processing, management and distribution. He highlighted the challenges with TCP and alternative technologies and advantages of the FASP transfer.

New media and regulatory aspects of media over the Internet were also discussed during the workshop.

Mr Charles Sevier from Dell EMC showed how media has changed and identified technology trends for next three years. He shared the survey done by IABM on OTT technology and case study of Anevia, a large pay TV provider in France.

The colleagues from Radio Republic Indonesia (RRI) and Sri Lanka Rupavahini Corporation (SLRC) shared how they implemented new media in their respective organisation.

Participants visited the HbbTV, OTT, Radio and Television studios of Media Prima. The representatives from HbbTV and OTT departments explained about their system. The interaction programme was arranged between participants and respective officials-in-charge. Media Prima is broadcasting HbbTV trial transmission from KL tower, whereas tonton is the Media Prima OTT online platform.

Sixty participants from 15 countries and regions joined workshop. The workshop speakers were from ABU, Media Prima, NHK, RRI, ITU, Dolby, Dell Emc, Eurofins Digital Testing, Cisco, Sony, Deutsche Welle and SLRC.



[continued from page 17]
New Media for Broadcasters

social media. Some comments from participants about what they learnt include:

“Social media like Facebook, Twitter, Youtube and a few others play very important roles to spread the news or information”.

“Smartphones are unavoidable tools in this new decade... We also learnt how to use the new media to our media including news reports, live streaming and so on”.

“Even though new media is much more beneficial and easier compared to the traditional media, it still threatens the security of the users. However, new media is still a good partner for the broadcasters”.



Regional Workshop



Basic Engineering Fundamentals for Broadcasters

By **Mr Rabi KC**
Programme Manager, AIBD



Powering Video Solutions through Cloud Media Services & CDN, Virtualisation of IT Services, Evolving Media Platforms and hands-on session with creating and distributing online content.

Participants also visited the radio and television studios of RTM including their HD studio and master control room. The representative from RTM gave a briefing about their system.

The workshop's resource persons who were experts in their subjects were from ABU, Astro, Media Prima, Rohde & Schwarz and Microsoft. This is the third regional workshop designed especially to enhance capacity of newly employed engineers/technicians. A similar training will be held in 2017.

The regional workshop on ‘Basic Engineering Fundamental for Broadcasters’ organised by the Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with Asia-Pacific Broadcasting Union (ABU) was held in Kuala Lumpur, Malaysia from 7 to 11 November 2016.

This workshop was designed specifically for broadcast engineers/technicians who are beginning their careers and who are working with delivery teams. Twenty nine participants from eight AIBD and ABU member countries attended the workshop.

The five-day workshop featured different topics that included Evolution of Audio and Video and the Broadcast Value Chain, Media (TV) Studio and System Design for the Future, Analogue to Digital Conversion, HbbTV Service Setup and Provision for DTV, Radio Studio and System Design for the Future, Operations and Maintenance of Broadcast Facilities, HD OB Van design and implementation, Radio & TV Transmitter, DTV Distribution and Transmission Systems, Modern PaaS for the Enterprise with Cloud App Service,



Promoting Children TV Programmes in Nepal and Bhutan

By **Mr Kalle Fürst**

Consultant for Norwegian Broadcasting Corporation (NRK) and Director of Fürst & Father Film and TV Ltd., Norway



In November 2016, I had my first visit to Nepal and my second to Bhutan, to conduct In-country workshops on Children's TV Programme hosted by Nepal Television (NTV) and by Bhutan Broadcasting Service (BBS). These two workshops were organised by AIBD with the support of the Norwegian Broadcasting Corporation (NRK).



I meet two groups of highly dedicated, creative and active participants, who worked hard for five days on children's television and developing new projects for their own children, based upon their countries' needs and desires.

I would like to kindly remind that if we look into the media-world for children today, there is a 'war' going on: a digital war. They are fighting for the soul and the money – for everyone – but especially for the children's – because they are the future in every country. Thus every country should take care of their own culture and language: If you're not there for your children – others will be there.

In many countries it is difficult to get resources for children's programmes. This is so in Nepal. If they want to produce



children's programmes, as many of the participants really want to, they have to raise the funding for the production from sponsors or other funding. And that is not easy!

In Bhutan, the situation is better. BBS plans to increase the number of children and youth programmes, so that BBS 2 will have 50% of the programmes aimed at these groups. They also have a group of new employees who will be working with programmes for these age groups.

The participants were eager to know what is going on in the children's TV field around the world, and we had good discussions on the content for children both in Nepal and Bhutan, and what is suitable for the culture in these countries.

We also focused on dramaturgy, creative writing – not to mention casting and working with children. We also had drama exercises, including improvisation. I worked with two great groups – a bunch full of humor and ability to recognise themselves and create interesting situations when we worked with improvisation.

We worked with ideas for three projects during the two last days of both workshops. The participants were divided into three groups: one group worked with a drama concept, the second was focused on documentary, and the third one on gameshow. At the end of the workshop the participants gave a presentation, and a pitch of their group work.



[continued on page 21]

Dealing with Climate Change in the Philippines

By **Mr Jose Maria G. Carlos**

Editor, Broadcaster Magazine, Broadcast Journalist and Media Consultant, AIBD

To deal with climate change and its impact, public awareness and understanding is critical. In Asia, the level of awareness of people experiencing effects of climate change is high. Government, NGOs, local communities and media all contribute to raising public awareness. That's according to a 2012 study under Project Climate Asia of BBC Media Action. The study also says that radio and television are the most desired platforms for public awareness and understanding of climate change. But there are gaps in their reporting - content is not always clear and relevant; less than half of those surveyed are less informed on how to respond to changes in the climate.

In the Philippines, described as a climate hotspot, vulnerable to some of the worst manifestations of climate change, dealing with climate change has become more urgent for its people. In fact, the United Nations Office for Disaster Risk Reduction (UNISDR) and the Global Climate Risk Index 2016 have identified the Philippines as one of five countries globally most affected by the biggest number of weather-related calamities.

Remember Haiyan, locally known as Yolanda, one of the more destructive typhoons that hit the Philippines in 8 November 2013. It brought intense rains, strong winds and a storm surge, causing death to more than 6,000 people, destruction to 1.1 million houses and massive damage to agriculture and fisheries sector, costing \$225 million dollars.

The level of public awareness about climate change in the Philippines is also high, that's according to the government's Philippine Commission on Climate Change. But it adds what is extremely lacking is the depth of understanding of climate change issues. Broadcast media is partly responsible for raising public awareness.

Philippine radio and television offers a variety of formats on climate change reporting, for instance, straight news reports that are events driven - the sea water lamp, an alternative energy source for coastal communities, and Earth Hour, a one-hour long simultaneous switch off of lights - to signify we need decisive climate change solutions. We see occasional people

stories focused on the experiences of individuals or families dealing with climate related risks. We have TV documentaries that tackle the global climate issue and how families grapple with the effects of global warming. To attract a bigger audience, these documentaries use celebrities from films and television. But these documentaries are few and far between.

There are also radio and television public service announcements, but mostly dealing with disaster preparedness. Radio offers public affairs programmes, among them, 'Red Alert' that shares information about natural and manmade hazards. It holds an annual exposition that teaches participants practical and proactive ways of dealing with disasters. It also conducts an annual fun run event for the environment. Broadcast media are also online in dealing with climate related risks.

In assessing media reporting of climate change, government, academe, NGOs and journalists offer a mixed verdict. The Philippine Commission on Climate Change gives media reporting on climate change high marks. But content, it says, varies from superficial to in-depth. Coverage has also gone beyond the capital of Manila. It expects media to offer stories of the past (personal narratives, studies) showing there has been indeed something different; showing more good news and victories won and how people are helped and perhaps how we can help. The National Disaster Risk Reduction Management Council cites the need for more ethical reporting. In an interview, its communications manager said some media organisations tend to push government agencies to release disaster statistics even before verification is completed so that they can be first to report ahead of their competitors.

[continued on page 22]

[continued from page 20]

Promoting Children TV Programmes in Nepal and Bhutan



The BBS and NTV staff welcomed me with open arms. In Nepal, the Norwegian Ambassador and the Minister of Communication attended the closing ceremony, and the Minister handed out the certificates to the participants. I do hope to come back to Bhutan and Nepal and follow the development of children and youth programmes there.



Tales of Resilience Scoop Film Awards

By **Mr Andy McElroy**

Communications and Government Relations,
United Nations Office for Disaster Risk Reduction (UNISDR), Thailand

NEW DELHI, 05 November 2016 – Three films of human resilience in an era of increasing disaster risk and a changing climate have scooped the main prizes at a prestigious awards ceremony.

The documentaries – from Vietnam, Indonesia and India – were honoured for their insightful journalism and compelling tales of local innovation at the closing of the Asian Ministerial Conference on Disaster Risk Reduction 2016 (AMCDRR 2016).

The awards ceremony of the DRR Short Film Competition 2016 provided a suitably uplifting note to the closing ceremony of a successful and productive AMCDRR 2016.

'I play, I learn and I am safe' from Vietnam won the best short film on the positive human impact of DRR. In its citation, the competition jury said: "This beautiful film stars schoolchildren who are full of energy and learning. It delivers a powerful message of hope and shows how simple and fun games can save lives and protect our future".

Collecting the prize on behalf of the film producer, Centre of Live and Learn for the Environment and Community, Ms Dang

Thuy Duong told the 1,000-plus strong audience: "Children are losing their lives and future due to rising disaster risks and are not actively engaged in managing this disaster risk. At Live and Learn, we want to change that by making disaster risk education to be lively and engaging for young people to prepare for any natural hazards. Children love fun, and we all learn best when we are active".

'The Resilient Ones from the East of Indonesia' won the best short film on disaster risk reduction for development. The citation from the competition jury said: "This uplifting, well-paced story shows a community coming together in collaboration rather than competition. The resulting improvement in the management of their scarce water supply benefits everyone, increasing harvest yields and strengthening food security". Ms Kartika Juwita, who collected the award on behalf of the film producer CORAID and KARINA, Yogyakarta, said: "This movie is made from the voices of the Nusa Tenggara Timur community; it reflects the community's experiences in the Partners for Resilience programme. By watching this movie people will better understand how disaster risk reduction and climate change adaptation and environmental restoration management

can be integrated into more sustainable livelihood development".

'The Catalysts of Change Adapting to Changing Weather in Ladakh', from India, won the best short film on adapting to climate change. The citation from the competition jury said: "This wonderfully told and stunningly filmed story shows the disruptive impact of climate change and how informed and empowered people will form the adaptive and resilient communities of the future. It is a work of hope, beauty, and inspiration".

Collecting the award on behalf of the producer SEEDS, Ms Meghna Chawla said: "After the devastating 2010 floods, the creeping climate impacts in Leh, Ladakh, gained attention and showed how the local communities are increasingly vulnerable. Their innovative micro-level solutions such as weather schools and artificial glaciers are helping to address this. Attempts are being made to link such solutions into district, state and national planning".

The winners received their trophies and US\$2,000 prize money from the Union Minister of Home Affairs for India, Mr Rajnath Singh. They were watched by several other dignitaries including UNISDR champion and Minister of State for Home Affairs, Mr Kiren Rijiju, the Special Representative of the UN Secretary-General for Disaster Risk Reduction, Mr Robert Glasser, as well as an audience of 1,300.

The competition jury – comprising the Asia-Pacific Broadcasting Union (ABU), Asia-Pacific Institute for Broadcasting Development (AIBD), Asian Disaster Preparedness Center (ADPC) and United Nations Office for Disaster Risk Reduction (UNISDR) – brought a wealth of journalistic and disaster risk knowledge to their task of picking the three winners.

As well as the winners, the jury selected two runners-up in each category for the quality of their work: Best short film on the positive human impact of DRR – Hello Red Crescent, We Listen to You from Bangladesh, and SURGE Stories of Resilience from the Philippines;



[continued on page 24]

The Asia Television Forum and Market (ATF) took centre stage at the iconic Marina Bay Sands from the 6-9 December 2016.

The ATF serves as the quality platform for the entertainment content ecosystem in Asia and brings together international content sellers and Asian buyers.

Asia TV Forum and Market is a proven platform to generate sales, build relationships, seal deals and learn about the evolving Asian entertainment industry. It is where the future of Asian television is shaped.

The ATF also highlighted several sessions via the Conference, one of them being the Junior @ATF-Brand Extension through collaboration. These sessions focused on children's content making, collaboration, research on what children want and market focus on importance of the audience.

AIBD's Senior Programme Manager, Philomena Gnanapragasam, moderated the International Co-Production Panel which saw a gathering of the most significant Asian co-production commissioners

Coproduction Strategies for Children's Programmes

By **Ms Philomena Gnanapragasam**
Senior Programme Manager, AIBD

for children. In the panel were Dr. Hyunsook Chung Senior, Executive Producer, Educational Broadcasting System (EBS), Korea; Mr Yoichiro Takahashi, Senior Program Director from Japan Broadcasting Corporation (NHK), Japan and Mr Zeng Weijing, Deputy General Manager, China Central Television (CCTV) Animation Inc, China.

When collaboration takes place, a new pinnacle is reached and this is what the discourse centred on. The ABU drama co-production led by NHK follows a concept of produce one and take more

back home. Topics centred around things kids are interested about and of course highlights on cultural diversity.

Dr. Hyunsook felt that animation and fantasy should not be the only coproduction basis but real live stories that help children understand situations should be highlighted.

All in all it was a lively session with much input from all the panelists. The one-hour session was attended by more than a hundred content makers and ad buyers from the Asia-Pacific region.



© ATF 2016

[continued from page 23]
Tales of Resilience Scoop Film Awards

Best short film on DRR for development – Documentary of School Safety Programme from India, and PHAILIN, also from India; Best short film on adapting to climate change – Bi's Dream from

Vietnam, and Rains Shape Lives from Bangladesh.

In total the Disaster Risk Reduction Short Film Competition attracted 52

entries from around the Asia region. The AMCDRR 2016 – and its film competition – was hosted by the Government of India, and organised in collaboration with UNISDR.

A Platform for Empowerment

By **Mr Andreas Klempin**

Regional Project Manager, Science & Media, Goethe-Institut, Thailand



It is clear that knowledge infrastructures have changed drastically over the past two decades and has led to a competitive global knowledge society. How access to knowledge is facilitated, plays an increasingly crucial part in the ability of societies to engage in this international dialogue. How media can effectively be utilised to reach out to a young demographic and offer access to knowledge is one of the key issues AIBD and the Goethe-Institut, the cultural institute of the Federal Republic of Germany, engages with in developing countries in Southeast Asia, the Indian Subcontinent, the Middle East and Africa.

Since the turn of the century, broader concerns such as the environment and education have moved into greater focus and a call for collaborative approaches to tackle such issues. One of the pressing issues identified by national governments and international bodies such as UNESCO and the OECD in developing countries, is the need for greater literacy in the field of science and technology. Foremost here, is the topic of science education and strategies to empower a young demographic to be competitive in the global knowledge society. Beyond measures taken within the formal education system and national science curriculum, agencies tasked with the development of the STEM sector (Science, Technology, Engineering and

Mathematics) seek to promote general interest in science and knowledge acquisition amongst the young. It is of course human nature to pursue subjects in which we have a vested personal interest and the nurturing of such an interest in science, is key to a strategy that seeks to win over the enthusiasm of a new generation in choosing to study STEM subjects and to subsequently enter scientific or technology-based careers. Certainly there are other factors, particularly economic ones, which must be addressed to make science and technology careers attractive and which fall outside of the mandate of a cultural institution such as the Goethe-Institut. However, in the area of communicating knowledge content through media such as film, television and new digital platforms, the institute is in a position to be able to offer attractive and innovative

approaches, which may contribute to inspiring enthusiasm for science.

One such approach is the Science Film Festival, which the Goethe-Institut initiated jointly with the Institute for the Promotion of Teaching Science and Technology in Thailand in 2005. It has meanwhile become the largest event of its kind worldwide, taking place in 16 countries in Southeast Asia, North Africa and the Middle East and annually reaching over 750,000 visitors. It makes the event one of the largest film festivals worldwide in terms of audience. The festival presents films on science from around the world, particularly targeting a young audience, which explain scientific, environmental and technological subjects engagingly. The films are translated and synchronised into the national languages of participating host countries and activities such as learning games or hands-on experiments accompany the screenings, which take place free-of-charge in schools, science education centres and universities nationwide.

The Science Film Festival has met with great enthusiasm from local partners, who recognise the appeal of film as an effective medium for science communication. This is not merely a subjective claim either. The festival conducts a comprehensive evaluation of its audience and out of 20,000 visitors questioned last year, 97% stated that they were more interested in science after watching the films and attending the screenings. This presents a convincing indicator that the effort to win hearts and minds for STEM subjects is in part supported by communication outreach initiatives such as the Science

[continued on page 26]



Understanding Cyberlaw, Cybercrime & Cybersecurity

By **Mr Pavan Duggal**

Advocate, Supreme Court of India

The International Conference on Cyberlaw, Cybercrime & Cybersecurity organised by Cyberlaws.Net and Pavan Duggal Associates, Advocates was successfully completed on 17th & 18th November, 2016 at New Delhi, India.

The two-day event witnessed 45 different sessions on varied topics concerning cyberlaw, cybercrime & cybersecurity and saw a lot of very interesting discussions, debates and hectic deliberations.

More than 150 distinguished speakers and participants from 39 different nations addressed the gathering while some 600 delegates from the corporate and government sector attended this conference.

Support for this international conference came from more than 80 international and national organisations. These include UNESCO, UNODC, ITU, Council of Europe, Europol Cybercrime Centre, Interpol, Internet Corporation for Assigned Names & Numbers (ICANN), Internet Society, World Federation of



Scientists, International Association of Prosecutors, Global Prosecutors E-Crime Network, Asia Cloud Computing Association, Ministry of Electronics & Information Technology and Ministry of Law & Justice, Government of India.

Mr Justice Dipak Misra, Judge, Supreme Court of India, inaugurated the conference. Other speakers included Ms Aruna Sundarajan, Secretary, Ministry of Electronics & Information Technology, Government of India, Mr

Suresh Chandra, Secretary, Ministry of Law & Justice, Government of India, Dr. Indrajit Banerjee, Director, UNESCO, and Dr. Henning Wegener of the World Federation of Scientists.

The conference participants approved the distinctive Conference Outcome Document which, among others, called upon national governments and nation states to take various steps to promote the cause of cyberlaw, cybercrime and cybersecurity.

[continued from page 25]

A Platform for Empowerment

Film Festival, which offer alternative yet supplementary pathways to science education efforts.

The exchange of ideas and converging approaches to the world of knowledge and science communication are not only reflected in the numerous films from all corners of the globe presented at the festival, but also through the science educators and mediators who consider new approaches through the discourse enabled by the project. This offers a dialogue between the host countries within each region as well as between the regions themselves about the role of the media and science communication.

AIBD was involved in the recent edition of the festival in 2016 with Programme Manager Ms Geraldine Mouche being part of the International Jury of experts in science communication, education and broadcasting from Asia, Europe, the Middle East and Africa. The jury considered the 62 films in competition from 22 countries to choose the award winners in six categories. The theme of the Science Film Festival in 2016 was "Material Science" and the French-German coproduction "The Origami-Code – Scientists Uncover the Power of Folding" took home the Prize of the Jury as a compelling piece of science filmmaking demonstrating how scientists can develop new technologies and intelligent materials

from the principles of origami structures in nature and how it will change our life in the future.

The theme of the Science Film Festival in 2017 is the Anthropocene, highlighting the human imprint on the planet, which is so deep and pervasive that scientists and policymakers are considering whether human-caused changes are affecting the geological record over the long term. Through selected topics such as urbanisation, mobility, evolution, food, and human-machine interaction, the festival intends to explore the past, present, and future of humanity and our relationship with the planet. The Call for Entries is open from January 20 to March 20.

The online application for submitting entries for consideration can be found on the official festival [website at www.goethe.de/sciencefilmfestival](http://www.goethe.de/sciencefilmfestival) from January 20 onwards

OUTCOME DOCUMENT OF THE INTERNATIONAL CONFERENCE ON CYBERLAW, CYBERCRIME & CYBERSECURITY ADOPTED BY THE PARTICIPANTS OF THE INTERNATIONAL CONFERENCE ON CYBERLAW, CYBERCRIME & CYBERSECURITY AT NEW DELHI ON 17-18TH NOVEMBER, 2016

HAVING IN MIND that Internet and technology is now an integral part of human life, utilizing the same for the benefit of the human race as a whole and devising a model for all the stakeholders in the cyberspace which promotes their interests and also that of the world at large and of the generations to come;

WARMLY THANKING the supporters of this Conference, with whose support, International Conference on Cyberlaw, Cybercrime and Cybersecurity, 2016 could be eventful and prolific;

CONSIDERING THAT the total number of cybercrimes and cyber security incidents detected grows with each passing day;

AFFIRMING that an international legal framework integrating the varied features and nuances of the interconnected fields of Cyberlaw, Cybercrime and Cybersecurity needs to be established which shall promote the development of the Internet and technologies and also aid in the development and peace building amongst the world community;

APPRECIATING the ethics and ethical issues have to play an integral part in cyberspace as the world moves forward.



REAFFIRMING that the International Conference on Cyberlaw, Cybercrime and Cybersecurity will provide a platform for fruitful dialogue amongst various communities in cyberspace endeavoring to devise a legal model for the development of cyberspace and to curb the crimes therein;

APPRECIATING the contribution and role of the Conference Director Mr. Pavan Duggal in being a significant catalyst in the evolving global Cyberlaw jurisprudential landscape;

RECOGNIZING the call for an International Convention on Cyberlaw and Cyber Security made by the Conference Director Mr. Pavan Duggal;

CONVINCED that the International Conference on Cyberlaw, Cybercrime and Cybersecurity addresses a distinctive set of issues being faced by the world community in cyberspace and possible solutions for the same.

KEY DECISIONS

THE PARTICIPANTS OF THE INTERNATIONAL CONFERENCE ON CYBERLAW, CYBERCRIME AND CYBERSECURITY HEREBY CALL UPON

THE INTERNATIONAL CONFERENCE ON CYBERLAW, CYBERCRIME AND CYBERSECURITY

[continued on page 28]

[continued from page 27]

- To take thought leadership in contributing towards evolving Cyberlaw jurisprudence;
- To work and contribute towards evolving cyber security law jurisprudence by coming up with common denominators and principles which are accepted by nations concerning protection and preservation of cyber security;
- To work on collating principles of cyber security law jurisprudence in collaboration with distinct thought leaders and international stakeholders including International Commission on Cyber Security Law;
- To work with the international organizations and stakeholders for the purposes of coming up with legal frameworks on how to deal with the challenges posed by Security, Privacy and Freedom;
- To collate international best practices concerning Cyberlaw by working with all relevant stakeholders for the benefit of the entire community and comity of nations;
- To work towards harmonizing principles on Cyberlaw globally to include ethical values, virtues and balancing conflicting value perceptions in all instruments to strengthen cyber laws, aligned with international cooperation principles;
- To tie-up with international stakeholders and collate international best practices concerning emerging jurisprudence concerning Cyberlaw, Cybercrime and Cybersecurity and further to engage in distinct deliberations with stakeholders to help collate com-

mon universally accepted principles concerning Cyberlaw, Cybercrime and Cybersecurity;

- To work for and contribute towards the respect of International Law enshrining the Freedom of Opinion and Expression;
- To work on issues concerning Darknet jurisprudence as also legal, policy and regulatory issues concerning Darknet;
- To strengthen the Permanent Standing Committee on Cyberlaw, Cybercrime & Cyber Security, recommended by the 2014 conference.

THE PARTICIPANTS OF THE INTERNATIONAL CONFERENCE ON CYBERLAW, CYBERCRIME AND CYBERSECURITY HEREBY ENCOURAGE AND CALL UPON

COUNTRIES AND NATIONAL GOVERNMENTS

- To work together towards evolving international solutions to deal with the legal challenges presented by jurisdiction and attribution on the Internet;
- To mandate provisions for reporting cybercrimes and breaches of cyber security by various stakeholders and further encourage them to come up with appropriate enforcement mechanisms to enforce such reporting;
- To achieve the golden balance between protecting national interests, sovereignty, integrity and security on the one hand and the protection and preservation of individual liberty, rights and obligations on the other hand;
- To have in place robust legal frameworks for protection and preservation of Critical Information Infrastructures and to promote information sharing between public and private sectors

to protect critical assets from cyber security threats;

- To work in close interaction with all stakeholders in the cyber community as also space community at the inter-governmental level for increased global awareness of the need to protect space assets and space systems, including critical infrastructures as well as to encourage enhanced cooperation and coordination for finding and implementing common approaches to the protection of communications and space systems.
- To proactively deal with the issue of detection, investigation and prosecution of cybercrimes on an expeditious basis;
- To work for a universal cyber penal law and internationally binding rules of cooperation in law enforcement, in order to close existing loopholes in the persecution of cyber criminals;
- To participate actively in all international endeavors to extend International Law, and particularly the International Law of Conflict, to the requirements of the digital environment with a view to generate consensus rules of law and behavior limiting conflict and conserve cyber peace;
- To introduce legal, policy, administrative and pragmatic frameworks as a priority towards establishing a safe and secure cyberspace and aid in its further development.

WE URGE that a united effort is necessary to be adopted by all stakeholders to maintain cyberspace that is safer, more resilient, and remains a source of tremendous opportunity and growth for years to come.

WE REITERATE THAT GOING FORWARD IN A NEW ERA OF CYBERSPACE DEVELOPMENTS, WE ALL NEED TO BE SAFE, BE SECURE, BE DILIGENT.

Experience

iM4Ufm FUNtasi: Helicopter Ride with SonaOne

By **Mr Marwan Zaharudin**
Radio Journalist

Mohd Nizam and Zainal Abidin celebrated their iM4Ufm FUNtasi prize with rapper SonaOne at the helipad, Taman Tasik Titawangsa. These good friends were spotted having an amazing time on the helicopter ride with SonaOne. They said they experienced an adrenaline rush during the ride, unable to contain their excitement as the prize offered them a bird's-eye view of city, something that you do not see everyday.

The helicopter ride was handled by KL Sky Tours Titawangsa. This is now one of KL's latest tourist attractions for those wanting something different while visiting Kuala Lumpur. The whole crew in the helicopter then flew around Kuala Lumpur and seemed to enjoy each others company throughout the trip.

According to Nizam and Zainal: "It was fun and nervous at the beginning, but when we got to see the scenery of Kuala Lumpur from above, it was super

nice! We are glad to experience this and definitely a pleasant journey".

"For us, iM4Ufm FUNtasi is a brilliant contest where it offers 'once in a lifetime' experience and hopefully it will continue every year, thank you iM4Ufm!" they both said.

The "Firefly" singer and rapper reportedly

looked really relaxed and amazed during the ride.

"It was an amazing experience cause this is my first time and today I made new friends, Zainal and Nizam, and we got to see Kuala Lumpur from a completely different perspective", SonaOne said.

"Within 15 minutes, we went to Batu Cave, Mont Kiara, KL Bird Park, we went over KLCC, everything in just 15 minutes, it's dope!" he added.

Please explore our Facebook, Instagram and Twitter for videos, images and more of what went down on that day. We have video of the precious moments coming up too on our Youtube channel! Thank you and hopefully you guys had a great time!



** iM4U FUNtasi is a radio contest where we offer once-in-a-lifetime experience to the winners with their favourite artists. The prize list includes football training with Selangor Football Club, futsal session with Bunkface, Baking session with Dr. Fadzly Yaakob and much more!*

History

BTV Opens Television Museum

By **Mr Imam Hossain**
Executive Producer, Bangladesh Television, Bangladesh



Bangladesh Television (BTV), the first TV channel in Bengali language in the world, opens a Television Museum to showcase all its memoirs, production supports and pictures of its achievements of more than half-century in one roof.

Mr Hasanul Haq Inu, Minister for Information, inaugurated the Television

Museum, the first television museum featuring its memoirs in Bengali language in Asia. Mr S M Haroon-Or Rashid, Director General, BTV, presided over the inauguration ceremony.

From the start of BTV's journey in 1964, its musical performances, one-off dramas, magazines, serials, and

documentaries that are still memorable in the public mind, and which are considered historical and famous, will be stored in the museum's archives.

The museum opens between 10am -12am or Noon and 2pm-4.30pm every day except during government holidays. No fee is charged for the visitors.

KBS Honoured at 2016 Asian Television Awards

By **Mr Youngyil Kim**

Communication Officer, Korean Broadcasting System, Korea

Mr Ko Dae-young, President and CEO of Korean Broadcasting System (KBS), received the 'Award for Outstanding Contribution to Asian Television' at the 2016 Asian Television Awards held at Suntec Singapore on 1 December 2016. The award honoured the efforts of KBS to produce excellent TV contents such as *Descendants of the Sun* that contributed to the development of Asian Television.

In his acceptance speech, Mr Ko said it will be a refreshing encouragement for the KBS producers toiling over how to make creative programmes to produce. "We will continue to produce programmes that stand out for their excellence and which the audiences in Asia and beyond can enjoy", he said.

Mr Raymond Won, Chairman of ATA, said Mr Ko made an impact on Asian Television industry with his exceptional business acumen and positive drive. KBS has been leading the Korean-Wave epitomized in such drama series as *Winter Sonata* and most recently *Descendants of the Sun* and *Love Drawn by Moonlight*.



Descendants of the Sun Wins at Asian TV Awards

This year's Asian Television Awards honoured the phenomenally popular romantic drama of KBS, *Descendants of the Sun*, with the Best Drama Series during the awards gala ceremonies held on 2 December at Suntec City, Singapore.

The 16-episode military series is about romance, valor, friendship and camaraderie set in a fictional war-torn country, Uruk. The final episode of *Descendants of the Sun*, aired on the 14th of April this year via KBS 2TV channel, scored the highest rating of the series, 38.3%.

Especially, Song Joong-ki and Song Hye-kyo, who played a special forces captain and an army surgeon, also known as Song-Song couple, have become stars leading the Korean Wave to a further level beyond Asia.

Planned and completed in time before the actual broadcast, the drama was aired simultaneously in Korea through KBS 2TV and China via iQiyi, the Internet platform, taking Asia by storm.

Launched in 1996, the Asian Television Awards is an annual celebration of the Asian TV industry, recognising excellence in programming, production and performance.

A total of 267 nominees across 41 categories and spanning 13 countries made it to the final round at the 21st annual presentation of the region's most prestigious industry awards.

Descendants of the Sun also won Excellent Korean Drama award at this year's Seoul International Drama Awards in September.

AIBD New Appointments New Leaders

NHK SELECTS A NEW PRESIDENT

Mr Ryoichi Ueda

NHK's Board of Governors has decided to appoint Ryoichi Ueda, a former vice president of trading house Mitsubishi Corporation, as the next president of Japan's public broadcaster. Ueda is also one of the current NHK governors.



NHK's top decision-making body unanimously agreed on Tuesday to choose Ueda as the successor to Katsuto Momii, whose 3-year term expires on January 24th. Ueda, 67, joined Mitsubishi Corporation after graduating from Hitotsubashi University. He later became the president of Mitsubishi International Corporation (New York) and also served as Chief Financial Officer and a Senior Executive Vice President of Mitsubishi Corporation.

In June of 2013, Ueda became a full-time board governor of NHK and has served on its audit committee since the following month. Ueda told reporters that as president he wants to play the role of trusted public broadcaster. Ueda's 3-year term starts on January 25th.

NEW DIRECTOR, ACADEMIC INSTITUTE OF PUBLIC MEDIA

**Dr. Sudarat Disayawattaba
Chantrawatanakul**



Dr. Sudarat Disayawattaba Chantrawatanakul is the new Director of Academic Institute of Public Media in Thailand effective January 1st, 2017. A pioneer in the development of communication and journalism education in Thailand, Dr. Sudarat served as Dean of the Communication Arts School in 1994-2004. She also set up a School of Communication Arts at Panyapiwat Institute of Management and served there as Dean of Communication Arts Faculty.

Since 2010, she became an advisor to the Academic Affairs of Thai Journalism Association. She represented the organisation as a jury member in various competitions such as the Gold Television Awards and the Thai Broadcast Journalist Association. With her extensive educational experience for 36 years, Dr. Sudarat has served other organisations, including the Press Council of Thailand since 2015, MCOT as a Board of Director member, and Isra News Agency as the Editor-in-Chief of its Isra Media Review Journal.






FRANCE

MÉDIAS

MONDE

The AIBD with its global partners presents:

THE WORLD TELEVISION AWARDS 2017



Call for Entries

Category Humanity for the Best TV Documentary on:
"Combating Poverty"

Category Science/Environment for the Best TV Programme on:
"Sustainable Energy for All"

"The Winner Prize", per Award category, consists of:
US\$ 5,000.00 cash, a trophy,
a certificate and an invitation to the Asia Media Summit 2017

The deadline for the programme submission is 17th April 2017

Information, Criteria and Entry Forms are available on AIBD website:
www.aibd.org.my/worldtv

**AIBD is Wishing You
A Successful and
Prosperous
2017.**



BROADCASTER VOL. 16 No. 1 – January 2017

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

Publisher
Chang Jin

Editor
Jose Maria G. Carlos

Editorial Assistants
Marcel Gomez
Geraldine Mouche
Saqib Sheikh
Fathimath Leeza

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

Design and layout by:
SP-Muda Printing Services Sdn. Bhd.
Printed by:
Percetakan Sri Raya Sdn. Bhd
No 82 & 83, Jalan KIP 9
Taman Perindustrian KIP Kepong
52200 Kuala Lumpur
Malaysia

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