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Storytelling on the Way

Sustainable Development Goals – Ensuring Future of our Planet

This issue of the Broadcaster contains several articles on the United Nations-initiated Sustainable Development Goals (SDGs), a vision “to end poverty, protect the planet and ensure prosperity for all” by year 2030.

This set of 17 goals is daunting, requiring the support and collaboration of many sectors, in particular, both old and new media.

In Pakistan, a workshop among reporters and producers was held in Islamabad to highlight ways by which media and the development sector can pursue stronger collaboration to meet the challenges of the SDGs.

In Bangladesh, some UN officials met with broadcasters to discuss the complex and interconnected nature of the SDGs through a coherent systemic approach and substantive engagement based on UN norms, standards, principles and values. That approach should jibe with the national priorities of the country which is pursuing SDGs.

In Singapore, some 900 participants from 40 countries, including officials from the UN, business community, NGOs and academics participated in the sixth Responsible Business Forum on Sustainable Development. The mission was to share ideas and provide tangible solutions for accelerating action to achieve the Sustainable Development Goals by 2030.

Aside from the role of businesses in helping attain the SDGs, a topic of much concern in the forum was the need for money to push this vision. The United Nations Development Programme (UNDP) has calculated it could reach a staggering 37.5 trillion US dollars to achieve the SDGs by 2030. Many participants agree that there must be a massive pivot towards the private sector.

Broadcasters from Asia-Pacific will have more opportunities to discuss the SDGs in AIBD’s Asia Media Summit 2018 (AMS) in New Delhi, India, its theme being “Telling our Stories- Asia and More”. The AMS is one of several platforms AIBD is tapping to pursue SDGs in the region.

Best practices in how countries, organisations and individuals can help achieve SDGs, highlighting opportunities to be maximised and mistakes to be avoided, can be a source of discussion in the AMS between experts and media practitioners.

Media practitioners, especially producers can use best practices, for instance, on climate change, as a source of content for broadcast programmes that can elicit public interest, engagement and good rating.

As a prerequisite, media must first understand the complexities and demands of SDGs before they can start writing and packaging an SDG story or producing programmes including documentaries.

That calls for back to basics learning of SDGs, which are not easy to cover. Media practitioners must ensure SDGs are de-jargonised. They must also localise issues, translated into simple and actionable goals. These goals should be digestible. Doing so will increase the chances of people owning the story and making it more real. Bringing in other journalists to understand and report SDGs will be useful.

The many elements of a news report or programme on SDGs must not only be informative and accurate, these must also be compelling to make viewers’ screening experience worth their time.

Framing SDGs in a way that a news story highlights the ultimate vision for Planet Earth “to end poverty, protect the planet and ensure prosperity for all” can be an approach in the right direction.

“The SDGs-it’s the future of our planet. We need not even mention or use the SDG label which people may not understand”, says Ms. Alison Smale, UN Under-Secretary-General for Global Communications, during a recent interview with international media practitioners in New York.

“We have a lot of work to do”, Ms Smale emphasised. It’s a statement we cannot agree more for everyone needs to do their part – government, private sector, civil society and media – for a better way of life for all and future of our Planet Earth.

Storytelling on the Way

The beginning of a year is always the time for us to look forward to the new. So what new services shall we provide to our members?

Addressing Members' Needs

Based on our members' needs raised during the 16th General Conference, AIBD should strengthen its efforts in the following aspects:

- 1) Organise more in-country workshops.
- 2) With regard to topics of all regional, sub-regional and in-country workshops, management should be a priority, focused not only on general management, but also on managing human resources, including those in charge of producing content. Other topics may include: legal implications of emerging media, changing journalism, and pursuit of editorially acceptable and commercially viable news documentaries. Disaster broadcasting, election reporting, human rights journalism, community radio, instructional design in making educational programmes and infographics. Digitalisation and archiving strategies, as well as hybrid radio and other technological initiatives to make radio receivers more affordable to people in poor and developing countries. Mobile journalism, investigative journalism, documentary production, and training of trainers.
- 3) Members also requested the Secretariat to look into offering online courses as a way to reach out to more members and reduce cost of training.

In the meantime, we should also look into the trends in the broadcast media industry in our region.

Industry Trends in our Region

Digitalisation

Many of our member countries are trying to complete their digitalisation process, with an aim to complete the process by the end of this decade. This is an area we will continue to address.

AI

In the meantime, some members are up to the top level of media development in the world. Artificial Intelligence (AI) is already a hot topic. As far as AI is concerned, there are already precautions on the social risks of the application of AI for human society, such as life, health, dignity, privacy, freedom and security, and the related legal, ethical, social and regulatory issues. Within this broad framework, there's plenty AI can contribute to the media industry, such as data (including image) searching, which can lead to unimaginable greater efficiency in production, archiving, and distribution of content. Automatic computation of individually-based needs of the audience will soon become a reality with the intervention of AI.

Storytelling and more

However dazzling the progress in technology, content is forever the king. That's also why we will be focusing on 'Telling our Stories' for the 15th Asia Media Summit, 10-12 May in New Delhi, hosted by the Ministry of Information and Broadcasting and Prasar Bharati of India – the land that is famous for its rich tradition and talent in storytelling.



Our members and partners are already showing high hopes for the event.

Not to forget that when content or story is concerned, we will continue to highlight SDGs to be a part of our stories.

Balance Between Content and Technology

As Mr Louis Hernandez Jr. points out in his book *The Storyteller's Dilemma*, "The extraordinary difficulty of competing in the current environment has driven media companies in directions that they never anticipated. They must produce more content than ever before and support distribution choices in addition to their existing infrastructure and business models, but their budgets aren't growing fast enough because revenues can't keep up with new business requirements." Based on his observations and analysis, "the proliferation of choice", in the forever upgrading of technology and in the produce of content itself, "is paradoxically eroding the rich diversity of high-quality content that should exist".

Here lies perhaps the most central theme for the electronic, now digital media industry, of which broadcasting are some key players: how to strike the balance between endeavours in content and technology, in the course of and after much ado with both, and hopefully get nearer to an optimal symbiosis between the two.



Vision for ASBU in 2018

by **Abdelrahim Suleiman**
ASBU Director General

The Arab States Broadcasting Union's (ASBU) priority in 2018 is to fulfill the missions bestowed on its general management by the last General Assembly session (Dec. 11-13, 2017).

It will continue to provide its member broadcasters with services, which best meet their needs and aspirations in various fields, such as engineering and consulting services, radio and television news, programmes and sports exchanges, as well as radio, TV, new media training and strengthening regional and international partnerships.

Some particular missions are expected to stand out, among them, consolidating and building on the success achieved by its Media Training Academy during the first months of its launch.

In fact, the ASBU 2018 training programme has been developed in synergy with national and international partners and with the valuable contribution of leading experts in the audiovisual field.



Moreover, ASBU will continue its efforts to perfect the existing exchange system, both in technical and content terms; thanks to the upgrade of MENOS Exchange Network and the development of ASBU Cloud Network.

One of ASBU challenges in 2018 is to better protect Arab audience rights from the monopolisation of major tournaments and sporting events by private channels. In fact, our Union will continue to raise the awareness of Arab Media and people about this issue and undertake concerted efforts to ensure the right of the Arab citizens to watch national, Arab and international sports events, in which national teams, clubs or national



players participate through an open and an unencrypted signal.

It will also keep urging Arab countries to enact legislation at the national level so as to enable viewers and listeners in the region to follow the list of events set by the Council of Arab Information Ministers.





Opportunities and Challenges of Digital Broadcasting

By **Utpal Kanti Mandal**
Programme Manager, AIBD

The International Telecommunication Union (ITU) Regional Office for the Asia and Pacific in Bangkok and the National Broadcasting and Telecommunications Commission of Thailand (NBTC) jointly organised a seminar on Digital Broadcasting on 12 December 2017 in Bangkok, Thailand. More than 150 participants from various organisations attended the seminar.

The seminar was aimed at sharing knowledge and experience of the works jointly done by ITU and NBTC on digital broadcasting including digital terrestrial television broadcasting, digital radio broadcasting, and community TV broadcasting. It also served as a platform for broadcasting practitioners and policy makers from ASEAN Member States to discuss digital broadcasting deployment.

It also featured a panel discussion on international cooperation.

Mr Utpal Kanti Mandal, Programme Manager-Broadcast Engineer, AIBD, was a panelist on this topic. Others in the panel were Ms Ramita Sharma, Project Development Coordinator, Telecom Development Bureau ITU, Dr. Amal Punchihewa, Director Technology and Innovation, Asia-Pacific Broadcasting Union (ABU), Ms Ito Misako, Adviser in Communication and Information, UNESCO Asia-Pacific Regional Bureau, and Mr Pasu Srihirun, Executive Director of Broadcasting Policy and Research Bureau, Office of NBTC. Mr Wisit Atipayacoon, Programme Officer, ITU Regional Office for Asia and the Pacific, moderated the session.

Ms Ramita Sharma, Project Develop-



ment Coordinator ITU and Col. Dr. Natee Sukonrat, Vice-Chairman of the National Broadcasting and Telecommunications Commission (NBTC) delivered the welcome remarks in the seminar.

In the first session Mr Peter Walop, ITU Consultant, and Dr. Amal Punchihewa gave participants a global update on digital television, as well as technologies and development issues. Since 2012, ITU and NBTC jointly implemented several projects in digital television broadcasting, digital radio and FM Radio and community TV in Thailand. Mr Walop presented summaries of these ITU/NBTC works done in Thailand.

Ms Orasri Srirasa, Division Director of Digital Broadcasting Bureau, NBTC, provided the DTTB implementation sta-

tus and lessons learnt in Thailand, radio broadcasting trends and developments. She briefed participants on NBTC works done on digital radio (broadcasting indicators, user survey and cost base analysis) and community TV trial and development in Thailand. Mr Suchai Charoenmukayananta from community TV “TvChumchonubon” and Mr Prasarn Sathansathit from Community TV Prototype “Securedandamancommunitytv” also discussed about community TV development in Thailand.

Mr Uttachai Manmontri, Acting Division Director of Broadcasting Technology and Engineering Bureau, NBTC, in his presentation discussed frequency planning issues on radio broadcasting (digital radio & FM radio) in Thailand.

Panelists in the session on applicable experience in ASEAN included Ms Sep-tizar Triastika, Regulation and Legal Analyst, Ministry of Communication and Information Technology, Indonesia, Mr Faisal Hamdi Mohammed Ghouth, Digital Creation and Distribution Platform Department, Malaysian Communications

and Multimedia Commission (MCMC) Malaysia, and Mrs Thanh Huong Ngo, Official of Authority of Radio Frequency Management, Ministry of Information and Telecommunications, Vietnam. The panel discussion was moderated by Mr Wisit Atipayakoon, Programme Officer, ITU Regional Office for Asia and the Pacific. Each panelist provided the developments and latest status of digital broadcasting in their respective countries.

The last session of the day, a panel discussion on international cooperation, had participants from ITU, ABU, AIBD, UNESCO

and NBTC. Mr Utpal Kanti Mandal briefly discussed about the AIBD vision, mission and objectives and its collaboration with ITU. All the AIBD/ITU joint activities since 2005 to date were presented with special emphasis on AMS pre-summit workshops. Dr Amal Punchihewa also mentioned about ABU’s collaboration with ITU and AIBD on this topic.

The overall satisfaction level of participants, speakers and organisers was very high and the conference ended with the closing remarks by Mr Wisit Atipayakoon of ITU and Mr Sombat Leelapatra, Executive Director of NBTC.



Time for Intergovernmental Cooperation of the Viewer, by the Viewer, for the Viewer

by **Lee Hyo-Seong**
Chairman, Korea Communications Commission



Humankind is now entering an era of intelligent information that far exceeds the benefits and limitations of the Gutenberg printing press from the 15th century. In the past, printed materials such as books were the central means of receiving and delivering information. Now, the Internet and smartphones, which have tremendous impact on our lives, are rapidly taking over this role. Furthermore, the fourth industrial revolution, represented by the Internet of Things, Artificial Intelligence, and Big Data, is accelerating this change.

The convergence of broadcasting and communications and growth of personal media is promoting and expanding communication around the world through the use of media. Considering how much influence the use of media and its critical perspective exerts over political, economic, and social opportunity, it is now more important than ever that universal access to media is guaranteed.

Broadcasting, too, is no longer just for professionals, but rather is evolving into a platform for everyone's participation and communication.

In response to these trends, the Korean government has been establishing Community Media Centers (CMC) around the country since 2005. The CMC promotes viewers' rights through projects such as: providing media education and hands-on experiences for all ages; supporting programmes made by viewers themselves; supporting universal broadcasting access by the underprivileged; and improving a viewer-friendly media environment. The first CMC was founded in Busan, followed by a second center in Gwangju in 2007. As of 2017, there are seven CMCs, and the latest center is expected to open in 2018. Additionally, the Community Media Foundation (CMF) was launched in 2015 to support and operate the CMCs in a more systematic and efficient manner.

Around 80,000 users visit each center every year. Users can participate in various government-supported media education classes free of charge. Broadcasting equipment rental and hands-on experiences of Virtual Reality devices are

the most popular programmes, and the number of users is gradually increasing.

At CMC facilities, visitors are able to realise their creative ideas into broadcasting programmes. The CMC offers equipment, facilities and educational classes for participants and supports approximately 1,200 annual TV and radio shows created directly by viewers. Through these opportunities, viewers can be both consumers and producers of broadcasting.

In the rapidly changing media age, "digital literacy", which helps interpret



Supporting citizen-made radio programmes



Securing Viewers Right & Public Interests of Broadcasts

Media Education Support

Public Access Support

Management of Local Community Centers

Media Sharing Bus



media information and create content, has become a critical ability. Accordingly, the CMC offers universal media education to increase digital literacy for all citizens. Since 2006, approximately 700,000 people have benefitted from the CMC's classes tailored for society, schools, and communities. The CMC has also assisted those who live in rural areas where it is difficult to access CMCs. The 'Media Sharing Bus' is a mobile broadcasting facility with a radio studio, TV, and cameras that the CMC launched last year to target these populations.



Guided by the motto, "Where the users are, the CMC will be", the CMC cooperates with various regional organisations to deliver media support and services to the Korean people, regardless of their geographical location.

Recently, the Korea Communications Commission (KCC) invited Mr Chang Jin, AIBD Director to visit the Incheon Community Media Center. Mr Chang observed media education courses offered at the center, on subjects such as personal

media production and drone footage production. After seeing the classes and the broadcasting production facilities and equipment at the center, Mr Chang showed great interest in the media support given to Korean viewers. He shared his hope that Korea's innovative case, where broadcasting and content production is expanding from a professional-only field to include viewers, can be applied to develop an intergovernmental cooperation system for sharing experiences among Asian countries.

Since the late 1980s, European Union member countries have shared their media literacy policies, educator training knowledge and research findings through forums and seminars, fostering the media education systems of the respective countries. These gatherings have helped assimilate media education into general

public education. In Asia, on the other hand, there has been little exchange between countries on media education and public access.

This year, the KCC will host Asia-focused media education seminars and invite high-level representatives from the broadcasting industry from the Asia-Pacific region, AIBD officials, and ambassadors stationed in Korea to participate. International campaign activities to share and implement relevant policies and practices for the people of Asia and the Pacific will be on the agenda.

In today's rapidly changing media environment, this type of effort to share media education experiences is not only meaningful, but will also support policy and lawmaking on media education in the Asia-Pacific region.



It is now time for intergovernmental cooperation between Asian countries, of the viewer, by the viewer, for the viewer.

Ensuring Safety of Journalists in Hostile Scenarios

by **Nabeel Tirmazi**
AIBD Programme Manager

Safety for journalists and media workers is an imperative to ensure freedom of expression for all, i.e. the right to seek, receive and impart information. With the technological revolution in the media industry during the last three decades, the canvas of journalism has expanded, but so has its challenges.

According to a United Nations report, every five days, a journalist dies on the field while bringing information to the public. Working in natural disaster-prone areas, war zones, and many other non-conflict situations created by organised crime groups, militia, security personnel and even police at times, makes local journalists vulnerable. The 2017 report by World Freedom Index revealed that countries of Asia Pacific region are more vulnerable for journalists as compared to other parts of the world.

Safety of journalists was the focus of the regional workshop organised by AIBD and Hosu Bunka Foundation (HBF) at the AIBD headquarters in Kuala Lumpur, Malaysia from 27-30 November 2017.

The four-day workshop was aimed at training reporters working in hostile situations in the Asia-Pacific region on necessary skills of preparedness and overcoming belligerent scenarios while reporting. The course was divided into two parts; mitigation of physical threats while reporting and overcoming psychological traumas.



During the workshop, Mr Alistair Hollington, Consultant from Zero Risk, addressed the issues of physical threats for journalists in war zones, pre-deployment considerations, hands-on training for first aid, risk assessment, reporting under natural hazards as well as the protection of equipment/data and crew. He said there are many conflict zones within the Asia-Pacific region and journalists need to be trained in this subject, because preparedness can save them or their crew, and report effectively in such kind of hostile scenarios.

Managing Director of DART Asia Pacific Dr Cait McMahan also spoke at the workshop, discussing traumas and stress,

self-care strategies for psychological safety during field reporting and avoiding harassments. During her session, Dr Cait mentioned that due to the intense and fast-paced nature of the job, journalists have to work under various pressures, deadlines, confrontations and conflicts. Media organisations should have more activities to build the capacity of their workers especially reporters to overcome such psychological issues, manage traumas, sexual harassments and deal with traumatised victims on the field while reporting.

Broadcasters from Bangladesh, Fiji, Kazakhstan, Malaysia, Philippines and Sri Lanka participated in this workshop.

This workshop was funded through a grant cycle provided by HBF for 2017/2018.



ePOP: Serving the Pacific Island People in Dealing with Climate Change

By **John Maguire**
 Director of International Relations and Cooperation, France Médias Monde group

RFI Planète Radio (a France Médias Monde Group division) and the French National Research Institute for Sustainable Development (IRD) have launched “ePOP”, the first development-aid programme to build a network of islanders sharing observations and information. It conveys high-quality, collaboratively-sourced information based on observations by ePOPers, meaning responsible young Pacific Island dwellers gathering and on-lining information pro-bono.

Young ePOPers from several countries and territories in the Pacific (New Caledonia, Fiji, Vanuatu, and New Zealand) exchange information and produce video reports in English and French. They convey testimonials, observations and questions from local populations to document the direct consequences of global warming on their surroundings.

The short videos they post on the collaborative website (epop.network) and social networks are their way of reaching out to scientists and experts around the world. This website encompasses an area providing dynamic information about the topics that ePOPers clubs are addressing, a forum where website users can interact with ePOPers and a compendium of documentation from the IRD’s digital library.

The France Médias Monde Group’s channels and their digital environments also provide worldwide sounding boards. With a view to consolidating its network, ePOP is setting up workshops in various countries to enable the exchange of skills



between young ePOPers. What’s more, ePOP is setting up an annual travelling “ePOP Camp Festival” bringing together ePOPers from around the globe. This will be grounded, cultural, and artistic.

ePOP conveys the issues raised in the videos to experts. The experts in turn share their knowledge and show viewers the role that research is playing in analysing and answering environmental questions. This network of experts covers a wide variety of topics spanning coastal erosion, the development of invasive species, freshwater manage-

ment, seismological monitoring, food safety, health problems, poverty and others.

ePOP was developed in partnership with the TARA Expéditions foundation and with the support of Fondation de France, Pacific Island Development Forum, Organisation Internationale de la Francophonie (OIF), University of the South Pacific and Fondation Alliance Française. The project is backed by Elisabeth Holland, Director of the Pacific Centre for the Environment and Sustainable Development and 2007 Nobel Peace Prize co-recipient.

COP23

ePOP was at the center of the 23rd Conference of the Parties to the UN Framework Convention on Climate Change (COP23) organised by Fiji Islands, which took place in Bonn, Germany, from November 6 to 17, 2017.

ePOP organised the event “Pacific Youth Dialogue on Climate Change: Live Questions”, at the Fijian Pavilion. On this occasion, young ePOPers from New Caledonia, Fiji and Vanuatu called on representatives of states, international institutions and scientific bodies and relayed the testimonies and questions collected by members of the islanders network.



“When people, scientific circles and the media decide to pull together in the same direction, and synch up to defend humanity’s values, they redefine our cooperation work. These initiatives are participatory and shared; they usher us into a new universe where they foster development and enjoy contemporary exposure”, says Max Bale, Head of RFI Planète Radio.

AIBD's Initiatives to Support Sustainable Development Goals

AIBD Director Chang Jin visited Bangladesh during the 3rd week of December 2017 and joined the Sub-Regional SDG Workshop on Ending Poverty for Broadcasters held at Bangladesh Television premises. During his visit, Dr. S M Morshed, Communication and Media Specialist, interviewed him on behalf of Bangladesh NGOs Network for Radio and Communication (BNNRC).



Morshed: Globally, pattern of media is changing. Millions of people are using social media and new media is faster than traditional media. Under this context how are you addressing this changed situation?

Chang Jin: You are right that new media is faster than traditional media and many people are into new media. Yet a culture of responsibility and accountability is not institutionalised for social media, especially in user-generated content, while traditional media are much more accountable. What's more noteworthy is much of traditional media is now using the platform of new media to present and distribute their products. Therefore traditional media and new media are really converging. AIBD has been addressing this trend in its conferences and workshops in the last few years.

Morshed: How can media play a

proactive role in achieving SDGs and what is your work on this?

Chang Jin: Any media organisation being an advocate of the UN-inspired SDGs can help in calling for a better world for the global community through reporting of development related matters. Taking cognizance of the influential role of media as a vital stakeholder in advocating the objectives of SDGs, AIBD invited 13 journalists of its member broadcasters to join the ASEAN-China-UNDP symposium on Financing the Implementation of SDGs in Thailand, and two other similar events in the Philippines and Singapore.

Media can strengthen information service on SDG implementation, sharing of reports and stories on SDG related issues. Media's role in poverty eradication, good health, climate action, gender equality and other development issues is widely acknowledged. Media help bring positive changes in the livelihood of people. AIBD is supporting media workshops on SDGs for our member organisations.

Morshed: AIBD co-organised the recently-concluded Sub-Regional Workshop on Media Role for SDGs in Dhaka. What is the output and impact of this programme?

Chang Jin: AIBD invited media professionals from SAARC countries to join this workshop. 29 representatives from seven

member states including Bangladesh took part. This programme contributed towards better understanding of SDGs and to enhancing professional capacity of the media practitioners through knowledge sharing on the issue. I hope the participants will be able to produce better stories, quality report and programmes on different aspects of SDGs.

Morshed: Have you any plan to continue similar sessions in the future for greater participation of media persons?

Chang Jin: Yes, we wish to organise a few more events on SDGs that will engage media professionals. This will depend on our resources in the next two years. In addition, we will include the issue in the next Asia Media Summit, to be held in India in May 2018.

Morshed: In Bangladesh, 17 community radios are on air and they are playing a significant role in community empowerment and knowledge-based society. Does AIBD have any plan to work with community media on SDGs?

Chang Jin: Yes, I appreciate community media's role in Bangladesh, and we wish to work with community media. In some countries of Asia, community media is not so prominent and in fact we have no research findings on the status of community media in Asian countries yet. However, it may be one of our work areas in the future.

Morshed: As you are a Chinese citizen, can you please share with us about the media outreach in rural areas in China?

Chang Jin: At least 95% of Chinese population has access to media covering both television and radio. In my country all radio and television stations are government-owned, but at the same time they are also very much sustained by commercial resources. The government plays a guiding role. China National Radio has coverage in all areas of the country. Listening to radio in a car is very common. To the best of my knowledge, there is no

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Engaging Broadcasters to Help End Poverty

By **Monica Phang**
Programme Manager, AIBD



Information Minister Hasanul Haq Inu of Bangladesh urges broadcasters to engage the 10-point agenda in their content production in order to complement the government's effort of ending poverty.

He said poverty is entwined and associated with issues like gender and economy imbalances, climate change, disasters and others that media practitioners can report on.

He delivered the keynote address at the two-day Sub-Regional SDG Workshop on Ending Poverty for Broadcasters jointly organised by AIBD and Bangladesh Television (BTV) in Dhaka, Bangladesh.

In his speech, Information Minister Hasanul Haq Inu identified the 10-point agenda that support the vision to end poverty by 2030.

Broadcasters are to:

1. Sensitize society on poverty, reaching wider audience and amplifying coverage on poverty;
2. Promote social economy to uplift the poor;
3. Advocate politics of zero-poverty;
4. Stress gender balance in education and work;
5. Address climate change and disaster risk factors causing poverty;
6. Open public forum and let the poor to express their views utilising social media;
7. Treat poverty reduction stories with glory;
8. Train the journalists on addressing poverty and on information communication technology;

9. Engage media specialists to find new avenues for broadcaster's role for 'No Poverty'
10. Shed light on works of state and non-state actors on poverty eradication.

Some 30 participants from Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal and Sri Lanka attended the workshop held on 13th & 14th December 2017 at BTV's premises.

Mr Hasanul Haq Inu envisaged that South-Asian nations should observe 2020 as the 'South Asian Year Against Poverty' similar to the European Union observing 2010 as 'European Year Against Poverty'.

He called on all South-Asian nations to work together by involving their respective media in coming up with specific road maps by 2020 in a concerted effort to uproot poverty ahead of the SDG timeline of 2030.

Meanwhile, Mr Martuza Ahmed, the Ministry of Information's Secretary, disclosed that Bangladesh has taken appropriate measures to implement the SDG targets.

He said out of 17 SDGs, about 14 SDGs are found to be thematically fully aligned with the Bangladesh 7th Five Year Plan (FYP) and other three SDGs – SDG 14 – life below water, SDG 16 – peace, justice and strong

institution & SDG 17 – partnerships for the goals are partially aligned. This means that a 100% implementation of the 7th FYP will secure achievement of 90% of SDG targets set to be achieved by 2020.

He also said Bangladesh will have two more FYPs up to 2030 with which the government hopes they could achieve 100% of 100% SDG targets.

- In addition, the Government has set up a separate office by creating a post of Chief Coordinator under the Prime Minister's Office for smooth implementation of SDGs in Bangladesh.
- The Government has adopted a holistic approach for implementation and attainment of the SDGs while a series of dialogues have been organised with the NGOs, CSOs, private sector, DPs and media.
- A Data Gap Analysis (DGA) for monitoring SDGs has already been published by the Bangladesh Planning Commission. It is found that data on 70 indicators are available (out of 231) in the existing data generating system of Bangladesh. The other 108 can be generated by modifying existing census (from aggregation to disaggregation), survey, MIS etc.

Media and Broadcasting in Bangladesh

Bangladesh is on the track of enacting a comprehensive Broadcasting Act, a first in the subcontinent as it has got one

of the most vibrant media in the South Asian and South East Asian region.

Presently, there are 28 private TV channels, 3 public sector TV channels, 22 FM radio and 17 community radio are currently on air. There are 17 more approved private TV channels, 6 FM radio and 15 community radio channels are in the process of going to be on air.

To help media practice, Bangladesh has enacted the Right to Information Act (2009), National Broadcasting Policy (2014), Journalist Welfare Fund and Community Radio Policy.

Mr Ahmed stressed that media has to play a vital role in creating awareness about the SDG goals, targets and activities and involving the people in implementing these goals. Government or development agencies cannot achieve the targets without taking the people at large on board.

This is because media can bridge the planners, policy makers, implementing authorities on one side and the general people on the other side. He cited some proposals for media's involvement in SDGs:

- Inclusive media activity is necessary for inclusive implementation of SDGs.
- Sustainable media activity is needed for sustainable implementation of SDGs.
- Eyes of the states, lenses of the media societies and minds of the civil society organisations should focus all together on the 'left behind' that exists in the



cracks of different social, economic and political disparities.

- Broadcasters have access to the millions living in the dark pockets of society who are left behind and who are not seen and not heard. The broadcasters and the media masters can identify them and give them voices.
- AIBD should come forward to enhance the capacity of the broadcasters.

Speakers from the World Bank, Bangladesh and the United National Development Assistance Framework (UNDAF) 2017-2020 shared their respective organisation's effort in alleviating poverty while the General Economic Division, Planning Commission spelt out the strategies of the Bangladesh government in its untiring effort to bring socio-economic well-being to her community.

The workshop participants were also taken to a field trip of a village in Munshiganj District to learn how micro-financing is being implemented by the Ambala Foundation to uplift the socio-economic status and empower the rural women community. They also visited the community radio popularly known as *"Bikrampur"*.

Role of Ambala Foundation – An Innovative Microfinance Institute for Social Change in Dhaka

Mission:

Poverty elimination through establishing social unity and integrated development.

Vision:

Reducing poverty through eliminating inequality, promotion of education, socio-economic development, strengthens environment and climate change adaptability.

Major Objectives:

1. Eradicate inequality through establishing human rights and social harmony;
2. Ensure women empowerment and child rights;
3. Create scope to education for poor and disadvantage community;
4. Strengthen adaptability to climate change and environmental risk;
5. Ensure good governance, transparency and social accountability;
6. Ensure Improvement of public health and making awareness;
7. Ensure accessibility to financial institution and to generate income for better livelihood;
8. Social development through proper use of media and information technology; and
9. Socio-economic development through research and publication.

An overview of Microfinance Programme

Microfinance is considered as one of the most effective and flexible strategies against global poverty. It provides basic financial services such as loans, savings, money transfer services and micro insur-

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 AIBD's Initiatives to Support Sustainable Development Goals

community radio in China, but campus radio is in operation in some universities. China Radio International has different programmes in 65 languages serving listeners in the world.

Morshed: Have you any plan to establish a Media Development Fund?

Chang Jin: Some of our well-wishers suggested to do this but in fact we have not started the process till now.

Morshed: What is the role of AIBD in digitalisation of broadcasting?

Chang Jin: We are not in a position to provide financial support for digitalisation of broadcasting, but we promote this and provide knowledge in the area.

Morshed: What is your initiative to expand data driven journalism?

Chang Jin: Yes, we are promoting data driven journalism and have already organised two training courses for broadcast journalists to enhance capacity on this.

Morshed: What is your impression of Bangladesh and its people?

Chang Jin: I noticed that you have some achievements in infrastructure building, and it's still going on. I am also impressed with the natural beauty of the country and cordiality and elegance of the Bangladesh people. I like your local food. This is my second visit to Bangladesh and I wish to come again.

Morshed: Thank you very much Jin for your time and friendly conversation.

Chang Jin: Thank you Morshed for a good interaction.

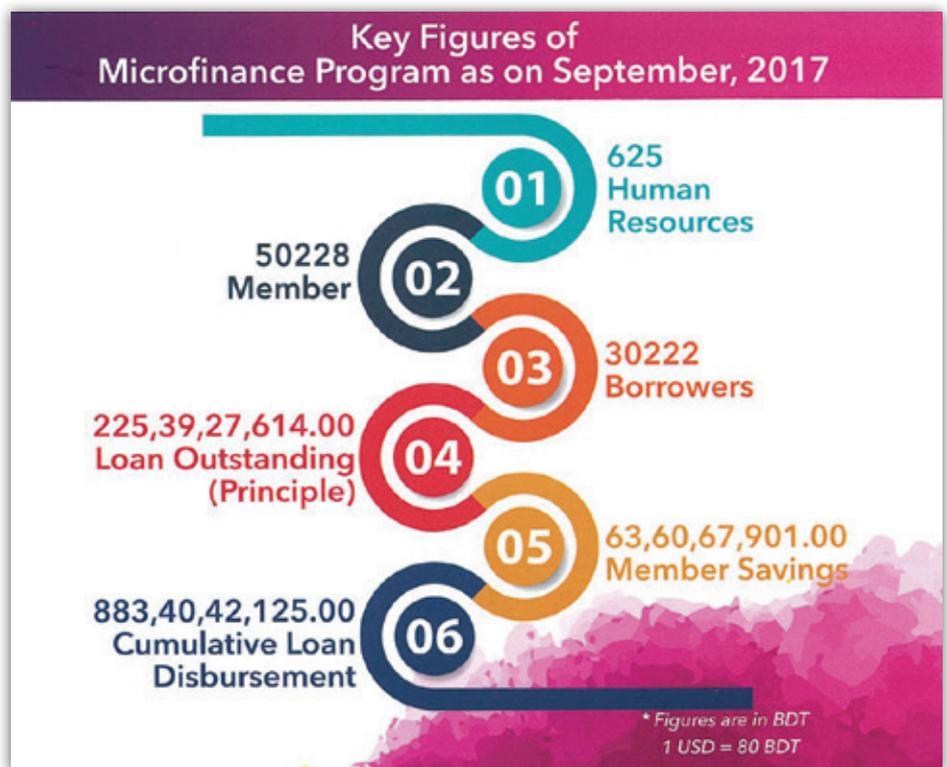
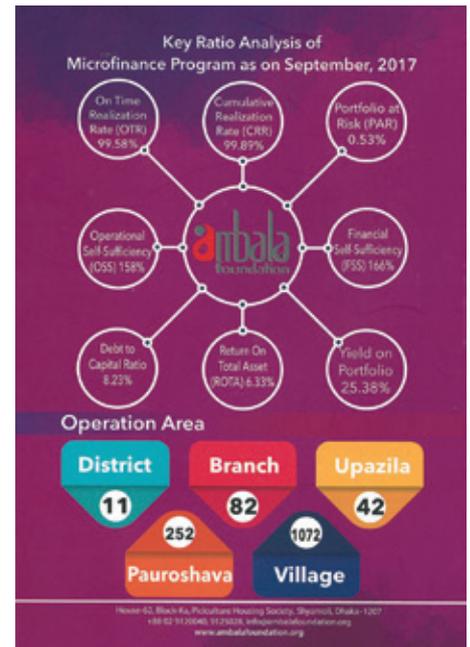
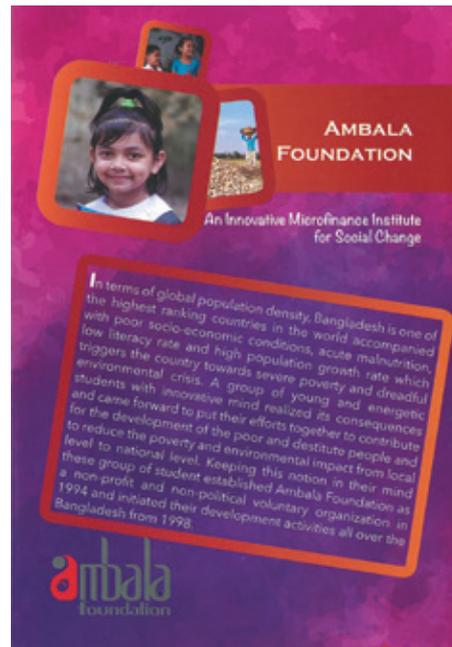
[continued from page 13]
 Engaging Broadcasters to Help End Poverty

ance to the clients that have been previously ignored by traditional financial service providers.

Considering those limitations of the traditional financial services to serve the poor and landless, the Microfinance Institute Ambala Foundation launched Micro Finance Programme on July 2002. It partnered with the Palli Kerma Sahayak

Foundation (PKSF) in 2004 in order to sustain and acquire high managerial capacity for the organisation.

Ambala Foundation provides microfinance facilities especially to women entrepreneurs to grow their business revenue and enhance their productivity. Thus, it contributes towards the economic transformation of their households.



Intervention Strategy for Ending Poverty in Bangladesh

by **Monica Phang**
Programme Manager, AIBD

The World Bank (WB) has implemented an intervention strategy to end poverty in Bangladesh by adopting two-pronged goals in priority areas of action for policy makers.

Dr Zahid Hassan, Lead Economist at the World Bank, Bangladesh, disclosed that the twin goals for Bangladesh, the world's 8th most populous country of 170 million people, are transformational priorities and foundational priorities.

Transformational priorities focus on key public policy areas where concerted action over the next 3-5 years could impact on progress toward ending poverty and boosting shared prosperity.

Foundational priorities are pre-requisites for faster job creation and growth areas where Bangladesh has done generally well and must sustain that progress.

Speaking at a two-day sub-regional SDG workshop on Ending Poverty in Dhaka, Dr Hassan explained that more and better jobs are needed for faster progress which tops the development agenda in Bangladesh. Effective public policy is also needed, he said, to help create jobs with higher added-value to the nation's economy.

More and Better Jobs needed for Faster Progress on Twin Goals

Jobs top the development agenda in Bangladesh

- Labour force growing by 1.5 percent per year
- Output per worker nearly four times higher in industry, services vs agriculture
 - 42.7% of workforce in agriculture (which contributes 14.2% of GDP)
 - 36.9% in services (contributes 56.5% of GDP)

Transformational Priorities for Bangladesh

ENERGY	INLAND CONNECTIVITY & LOGISTICS	REGIONAL & GLOBAL INTEGRATION
<ul style="list-style-type: none"> • Increase supply of electricity and natural gas. • Diversify sources of power supply. • Retire polluting and expensive emergency diesel generators. • Eliminate energy subsidies (and resulting fiscal burden). • Eliminate distorted market signals. 	<ul style="list-style-type: none"> • Upgrade and integrate key transport corridors (esp. Dhaka-Chittagong highway). • Improve management of Chittagong port. • Revive inland water transport. • Improve maintenance of existing assets. 	<ul style="list-style-type: none"> • Tap considerable potential to capture higher share of manufacturing jobs moving out of higher-income countries by reviving stalled trade reform agenda. • Move up to higher value added manufacturing. • Make migration more remunerative, affordable, inclusive, and safe.
<ul style="list-style-type: none"> • Improve urban competitiveness and livability, especially for the poor (e.g. connectivity, efficient land use, public services). • Reduce environmental externalities (air & water pollution). 		<ul style="list-style-type: none"> • Promote agricultural productivity and diversification. • Enhance long-term planning for better land and water use and natural resource management. • Revitalize and strengthen key infrastructure to protect the population, reduce vulnerability, and secure growth

Foundational Priorities for Bangladesh

MACROECONOMIC STABILITY & RELATED CROSS-CUTTING CHALLENGES	HUMAN DEVELOPMENT	INSTITUTIONAL & BUSINESS ENVIRONMENT
<ul style="list-style-type: none"> • Achieve higher revenue mobilization through tax policy & tax administration reforms. • Better implementation of Annual Development Program. • Improve health of financial sector and enhance financial intermediation. 	<ul style="list-style-type: none"> • Reduce malnutrition • Improve quality of public service delivery (including workforce skills). • Increase public funding for health and moving towards universal health coverage. • Extend coverage of social protection to urban poor. 	<ul style="list-style-type: none"> • Stronger institutions needed to: • Manage larger and more complex economy, • Meet aspirations of more diverse and heterogeneous population • Ensure business environment is conducive to higher investment and growth.



- 20.5% in industry (contributes 29.3% of GDP)
- 10m people projected to enter work force 2017-2027

Effective public policy needed to help

create jobs with higher value addition in the economy by:

- Removing binding constraints to growth
- Promoting conditions for strong private sector-led job creation

Connecting Bangladesh Government's Priorities with Sustainable Development Goals

By **Monica Phang**
AIBD Programme Manager



The United Nations Development Assistance Framework (UNDAF) 2017-2020 responds to the imperatives of the 2030 Agenda for Sustainable Development particularly in Bangladesh.

Mr Steve Needham, Senior Communications Officer, International Labour Organisation, Bangladesh-cum-Chairperson, the UN Communications and Advocacy Group (UNCAG), says they have to address the complex and interconnected nature of the Sustainable Development Goals (SDGs) through a coherent systemic approach and substantive engagement based on UN norms, standards, principles and values.

This is also in line with the national priorities presented in the 7th Five Year Plan of the Government of Bangladesh and the SDGs.

He explains the overarching goals of the UNDAF as follows:

- Provides a system-wide overview of the key UN activities and functions at country level to align them with national development strategies;
- Supports national policies, priorities and plans while ensuring UN coherence, relevance, effectiveness and efficiency of the joint support to achieve greater impact.

Speaking at a two-day Sub-Regional Workshop on Ending Poverty for broadcasters from SAARC nations in Dhaka, Mr Needham adds that the 3Ps of the UNDAF Strategic outcome are People, Planet and Prosperity.

People: All people have equal rights, access and opportunities to education, health, water and sanitation, food security

and nutrition, social expenditure, social justice and rights.

Planet: Sustainable and resilient environment, ensuring renewable energy, protection and conservation of coastal, marine and forest areas; forest cover; POPs reduction. Disaster management and resilience requires local disaster risk reduction strategies in line with internationally agreed instruments and people living in temporary housing in urban areas.

Prosperity: Inclusive and shared economic growth through joint outreach efforts as the following:

- Communication around the UN's joint efforts for reducing poverty will be implemented by the UN Communication and Advocacy Group (UNCAG);

- The UNCAG will develop consistent and coherent messaging, and a succinct strategic communications vision for the UNDAF 2018-2020;
- The UNCAG will develop annual action plans, engaging various partners, including journalists and media representatives, to promote the SDGs and initiate dialogue with the Government and partners on the prioritised thematic areas and targets to ensure enhanced engagement and effective coordination among all stakeholders.

People:

All people have equal rights, access and opportunities

By 2020, relevant state institutions, together with their respective partners, develop and implement improved social policies and programmes that focus on good governance, reduction of structural inequalities, and advancement of vulnerable individuals and groups



Outcome Statements:

Outcome 1: By 2020, relevant State institutions together with their respective partners develop and implement improved social policies and programmes that focus on good governance, reduction of structural inequalities and advancement of vulnerable individuals and groups.

Outcome 2: By 2020, relevant State institutions together with their respective partners enhance effective management of the natural and man-made environment, focusing on improved sustainability and increased resilience of the vulnerable individuals and groups.

Outcome 3: By 2020, relevant State institutions together with their respective

Planet:

Sustainable and resilient environment

By 2020, relevant state institutions, together with their respective partners, enhance effective management of the natural and man-made environment focusing on improved sustainability and increased resilience of vulnerable individuals and groups



partners increase opportunities especially contribute to and benefit from economic progress for women and disadvantaged groups to

Prosperity:

Inclusive and shared economic growth

By 2020, relevant state institutions, together with their respective partners, increase opportunities, especially for women and disadvantaged groups to contribute to and benefit from economic progress



Accelerating Action to Achieve the Sustainable Development Goals

by **Diana Holmes**
 Director English News, News 1st, Sri Lanka

Maharaja on Responsible Business Forum, Singapore.

*Hot money, sloppy matrix. Human synergistic.
 Exponential technologies,
 Block chain, value vectors, and gamification.
 Convergence of mega trends.*

*Linear and circular economies.
 Uncommon collaborations. Triple bottom line.
 Corporate responsibility, a force for good and good for business.*

Culture eats strategy for breakfast.

change people's behaviour patterns, it requires trust acquired through transparency. To quote Masagos Zulkifli – Minister for Environment and Water Resources, Singapore, in his opening address, being transparent is the first step. Government, business and civil community must work together.

A number of corporations at the Forum demonstrated how the co-dependent communities and supply chains to their businesses are part of the solution not the problem. Corporate responsibility is a force for good and good for business.

In realising that support for the impoverished, small cocoa farmer through the Cocoa Doctor scheme, MARS not only lifts the farmer out of poverty, providing a sustainable livelihood for the farmer and his family for generations to come, but also ensures increased sustainable productivity for MARS. Ehab Abouoaf, MARS President Africa, Asia and Middle East, spoke of the founder's belief that all stakeholders in the supply chain must succeed for MARS to succeed.

To achieve this Abouoaf spoke of uncommon collaborations. These would include not only the smallholders, others in the value chain, but also competitors within the industry with a shared desire to improve food safety and increase yield. He remarked that success is not just about making money, rather it is an equation made up of a healthy planet + thriving people + capital = a healthy triple bottom line, a beautifully simple way forward.

So how to achieve this when it is commonly believed that culture eats strategy for breakfast, a good line delivered by the moderator Malcolm Preston, Global Leader Sustainability, Price Waterhouse



That is a tiny, condensed verbal mash-up taken from the sixth Responsible Business Forum on Sustainable Development, which took place from 21-23 November in Singapore.

Some 900 participants from 40 countries, including officials from the UN, business community, NGOs and academics attended the forum. The mission was to share ideas and provide tangible solutions for accelerating action to achieve the Sustainable Development Goals by 2030. The icons representing the 17 goals were to be seen everywhere in the impressive Marina Bay Sands Expo and convention centre. News 1st joined the event as a part of Asia-Pacific Institute for Broadcasting Development.

Simple goals! Well yes, and no, as the language, often intangible concepts and seemingly intractable obstacles discussed, demonstrated. It would appear the beautiful, simple 17 goal symbols disguise the complexity of the path towards 2030.

Businesses need to move from linear to circular economies – recover and regenerate products and materials. Simple. Now, this is where it gets complicated. The governments need to provide the infrastructure to facilitate that process in a transparent way, this will inspire consumers to play their part in the cycle.

It doesn't require human synergistic to



Coopers. In response one panellist, Adoracion Navarro, Under Secretary for Regional Development, National Economic Development Authority (NEDA) Philippines, suggested one solution, business recalibrate strategy with culture to arrive at a win-win situation. The increase in the Islamic financing business in the Philippines was a case in point.

The 'Life on Land' session focused on how conservationists work with the local communities in and around delicate eco systems. The conservation strategy can only succeed if there is dialogue with the local community to understand their needs and include that into the solution, be it logging, mining or wildlife tourism.

Vinayagan Dharmarajah, Regional Director for Asia Birdlife International, spoke of a project in Sumatra, which combines conservation and community needs for sustainable land management. The team engages with communities, including them into the process, providing jobs, identifying common problems thereby making the communities the solution not the problem.

Brad Sanders, Head of Conservation for APRIL Group, a pulp and paper manufacturer, not an industry one would automatically equate with forest restoration, spoke of exactly that. The production / protection model in Riau Province Sumatra, Indonesia, required APRIL

to gain the trust and acceptance of the communities. In this way, the production finances the protection of the forest area, ensuring a sustainable future for the communities, the delicate eco system and the business. Simple!

It was no surprise that money was at the heart of discussions. UNDP has calculated that a staggering 37.5 trillion US dollars will be required to achieve the SDGs by 2030. It is not money that can be funded by the UN, individual businesses; Banks, NGOs or governments alone, so all speakers in all discussions reiterated there must be a massive pivot towards the private sector.

However, there are numerous pitfalls. Quoting the Chief Executive of a major multinational corporation, Karl H Richter, Head of Research and Knowledge UN Social Impact Fund, said there is hot money chasing some very sloppy matrix and there is a big risk of free riders. The long-term asset owners, pension funds, multinational banks, have the money. What is required is solid data to support the case for major infrastructure projects, making them highly bankable.

The data to work the matrix is there too. We learned the staggering fact that more data has been created in the past two years than in the entire previous history of human race. Talk of exponential technologies, block chains, use of value

vectors, gamification just added into the mix. It is to be hoped all this should straighten up sloppy matrix and allow the hot money to flow in the right direction.

A frequently voiced plea heard in the various sessions, was aimed at all governments. For this pivot towards to the private sector to happen, businesses need assurances from governments that short and long term policies are aligned with the SDGs. There must be equality, peace, justice and strong institutions, quality of life, sustainable cities and communities, and so it goes through all 17 goals.

In an interview with News 1st, Hoaliang Xu, Assistant Secretary General of the United Nations, and Director of the Regional Bureau for Asia and Pacific, re-iterated that private capital will make or break a country's effort to achieve the goals but there needs to be a political consensus to focus on the issues. That is proving to be the single most complicated factor in what is the simple framework provided by the SDGs.

At which point I conclude with the role media has to play in all of this. At the end of the forum News 1st spoke to the facilitator of the 6th Responsible Business Form On Sustainable Development, Malcolm Preston of PWC. He emphasized that it is our responsibility to tell the truth and tell it straight and if we don't, we the media are culpable.

(Diana Holmes was one of the participants from AIBD at the Responsible Business Forum in Singapore)

Pakistan Media and the Development Sector Join Hands for SDGs

By **Syed Muhammad Ali Bin Aziz**
 Producer, International Relations Division,
 Pakistan Television Corporation



course. If we all work together, we have a chance of meeting citizens' aspirations for peace, prosperity, and wellbeing, and to preserve our planet".

Ms Sahzia Sikandar, IRD Director, who chaired the meeting, said "if the environment of intra-departmental activities for common goals is created, the awareness as well as the meaningful achievements at the grass root level is likely to be achieved shortly".

Mr Irfan Chattha, SDPI representative, explained that the emphasis on climate change will result in a trickle-down effect on four more development goals. He said that "Goal 13 specifically calls for 'urgent actions to combat climate change and its impacts. About 45 of the 169 targets related to this goal highlight the need to tackle climate change and avert impacts, particularly on food, water, energy and economic development. The challenges of climate change and its adverse impact undermine the ability to achieve Vision 2025 – Pakistan's development blueprint".

He also said that we are seeing adverse climate impacts through increased floods, prolonged droughts, changing temperatures and extreme weather events – heat-waves, glacial melting, changing monsoons and cropping cycles. "By focusing upon the issue of climate change, we can also help the society in achieving other SDGs targets such as Good Health and Well-being, Clean Water and Sanitation, Industry, Innovation and Infrastructure and Sustainable Cities and Communities", he added.

PTV is planning to arrange workshops to raise awareness and promote SDGs in the country.

Media and the development sector need stronger collaboration to help Pakistan meet the challenges of achieving the Sustainable Development Goals (SDGs) 2015-2030, particularly climate change in the country.

Working together for the SDGs was part of the agenda of a recent meeting between producers and news reporters of Pakistan Television Corporation (PTV) and officials of the Sustainable Development Policy Institute (SDPI), a well-known NGO in Pakistan. The meeting held at PTV headquarters in Islamabad in November was organised by the PTV's International Relations Division.

Participants recognised the key role major

organisations in Pakistan must play in attaining the SDGs, which can improve the lives of people without compromising the resources of future generations. Development is not sustainable when we spend or use all our resources now, leaving future generations with nothing. Sustainable development requires that we grow together, improve the thinking of others and respect the environment. However, we need to enlighten the masses with the same.

A participant highlighted the importance of the UN-led initiative on SDGs by quoting former UNDP Administrator Helen Clark who said: "This agreement marks an important milestone in putting our world on an inclusive and sustainable

A Flair for the Radio Mic

by **Abdulwarees Solanke**

Assistant Director, Strategic Planning & Corporate Development
Voice of Nigeria, Ikoyi Lagos

Of all forms of communication, the spoken word has an unusual power that is both constructive and destructive. It is the most pervading method of communication, which other forms only complement. With the spoken word, you can easily gauge mood, strength and character.

The advent of radio has taken the power of the spoken word to an extremely unique level, giving it the ability to convey the same thing at the same time to large and diverse audience spread over different climes and territories.

Here lies the challenge, in radio, you don't have to see the people you're talking to, you don't need to have met them personally or one-on-one. Yet you must relate with them on air as if you're part of them. Indeed, you should be part of them, because you've got to understand them intimately: their yearning, their strengths, their weaknesses, their potentials with other radio.

Radio, like other media of mass communication, has as its functions –information, education, entertainment, cultural transmission. A radio man, whether he is working in public or private system, cannot successfully undertake these functions without understanding the values of his audience, even if his purpose is to correct or change the values.

There is no doubt that there's a lot of glamour and fun behind the microphone, at least to the listener who gets hooked to what he listens to on his favourite radio. The man or the station that he gets hooked to therefore becomes his idol who he loves to see, meet and relate with at the slightest opportunity.

There's tendency to think that the

radio talent is a natural thing, with little effort from the idol. So, those who admire the man or woman behind the mic want to be like him. There are quite a lot of young people who are only thrilled by radio, but lack the training and discipline of the profession. They soon end up making a mess of not only themselves, but also the station.

What Makes a Good Radio Person

A good radio person does not force himself to the mic. He is first a raw gemstone that must be mined, discovered and polished before being presented. Even then, the presentation is not automatic, as audience response to his presentation will still need to be monitored before he becomes a regular feature behind the mic.

Oh! That's a wonderful voice! Who's that guy that presented that programme? And such other compliments are what superiors would wait for in a potentially good radio person, before they make him a permanent feature behind the mic. In essence, while a good radio person would not force himself behind the mic, a good radio station or a good radio manager will also not force a potentially good person on the audience. It is like a courtship in which the audience is the suitor. There are usually so many suitors, whereas beautiful brides are rare.

To become a radio bride, elegant and acceptable to all takes more than having a good voice. A good voice is necessary no doubt. But more important is who owns that voice? What is his make up? There's a saying that what you don't have you can't give" So what is the wealth that the owner of the voice has to share.

Radio Personality

Personality refers to the totality of a person's make up, influenced by heredity,



education, training, and upbringing, peer relationships the environment and other factors psychologists sociologists have identified.

A person projects his personality consciously and unconsciously. For a radio personality however, it has to be a conscious effort because he at all times must play the role of a model. He is first not supposed to project his own interest but the interest of a diverse audience. He is to speak to a diverse audience without offending them. He has to let them see reason without telling them they are foolish or ignorant. His relationship is not like I and you, but we.

Because the demand of the radio audience does not allow for experimentation, a radio personality must be well made before he gets behind the mic. Let's get some characteristics of the radio audience clear:

- He is discerning, and has choices.
- He is knowledgeable at least to some degrees.
- He is subjective because he has his own view point.
- He is impatient because he has a lot to do.
- His interest is diverse

Given these characteristics, the task of the radio personality is to aggregate the

various demands, giving voice to them in such a way that the diverse audience have something to benefit even if they do not share all the radio personality is offering.

To be able to do all these successfully, therefore, the radio personality must embody a high degree of maturity.

Maturity comes with education, training and interaction. Of course the challenge of radio today requires that anybody coming into it must be sufficiently educated because the audience today is not longer an ignorant audience, as they too are exposed and educated. The difference is that the radio personality is only trying to call their attention in a different way to what they already know. The radio personality therefore cannot afford to be ignorant. He must be continuously updating his knowledge of events and issues as they unfold around.

Intelligence and creativity are hallmarks of good radio personalities. Since most of what a radio personality will be doing will be based on initiatives, he must have an unusual capacity to think swifly, because he had no time to rest in meeting the

audience demands. He must also be creative to the audience to an extent that he must be able to innovate in order to sustain the interest of the audience. Radio cannot be interesting if there is no passion for it or in it. And if radio is not interesting, it will not command audience listenership and participation. The passion that a radio personality brings to his presentation defines how personally he is in touch with listeners. Incidentally listeners love radio personalities who can connect with them, even without seeing or knowing them physically.

Despite the intimacy that a radio personality ought to cultivate behind the microphone, he still has the burden of being both objective and critical. Since, his audience is diverse, he has an onus to ensure that all the segments are carried along and their interest sustained. A radio personality should never give room for a tune off or move the dial”.

One single factor that guarantees this even if the radio personality has the necessary skills and knowledge and education is his mind. The mental balance and emotional, stability of the

man behind the mic will reflect on his delivery of a programme. The man behind the mic cannot afford to be down or dead for a moment. As long as he is behind the mic, he must be, alive and kicking. He must exude life and happiness – Never a dull moment, because his duty primarily is not to himself but his audience who are waiting for him to spice up their lives. His happiness must primarily come from how well or how much he is able to serve his audience and not how well life is treating him. If this is the case, he must demystify his own vicissitudes, and be able to share them with others while behind the mic so that they can mutually benefit from their experiences.

In summary, the man behind the mic must possess a catholic interest that is his interest should be diverse, more so that he will be speaking to a diverse audience. The more general or universal his interest, the more he will be inspired to tackle or present any issue behind the mic effortlessly. And the more he will be able to attract and sustain listenership and loyalty for his radio. What this invariably translates into is credibility for his station.





WORLD RADIO DAY

13 FEBRUARY 2018

RADIO AND SPORTS

This World Radio Day we are asking radio stations around the world to showcase the beauty of sports in all of its diversity.



RADIO

1. Diversity

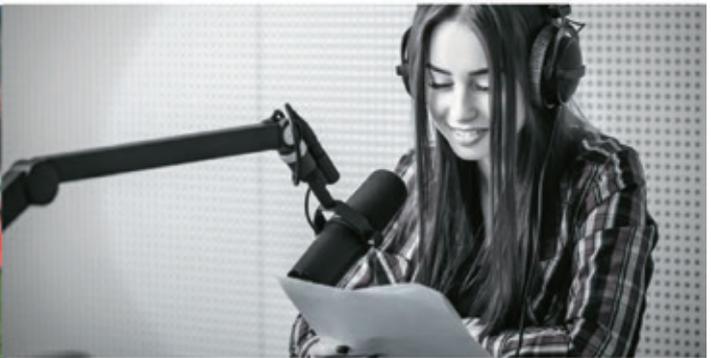
Cover traditional and grassroots games, and reconnect people with their cultural heritage, promoting freedom of expression and diversity through cultural expression.

2. Gender Equality

Challenge gender norms and stereotypes in sports coverage. Promote a balanced coverage of men's and women's sports, and a fair portrayal of sportspeople irrespective of gender.



SPORTS



3. Peace & Development

Report on sports for peace and development initiatives, and the universal values of non-violence, solidarity and tolerance will be recognized and celebrated.

CONTACT

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[#WorldRadioDay](https://twitter.com/WorldRadioDay)



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ASIA MEDIA SUMMIT 2018

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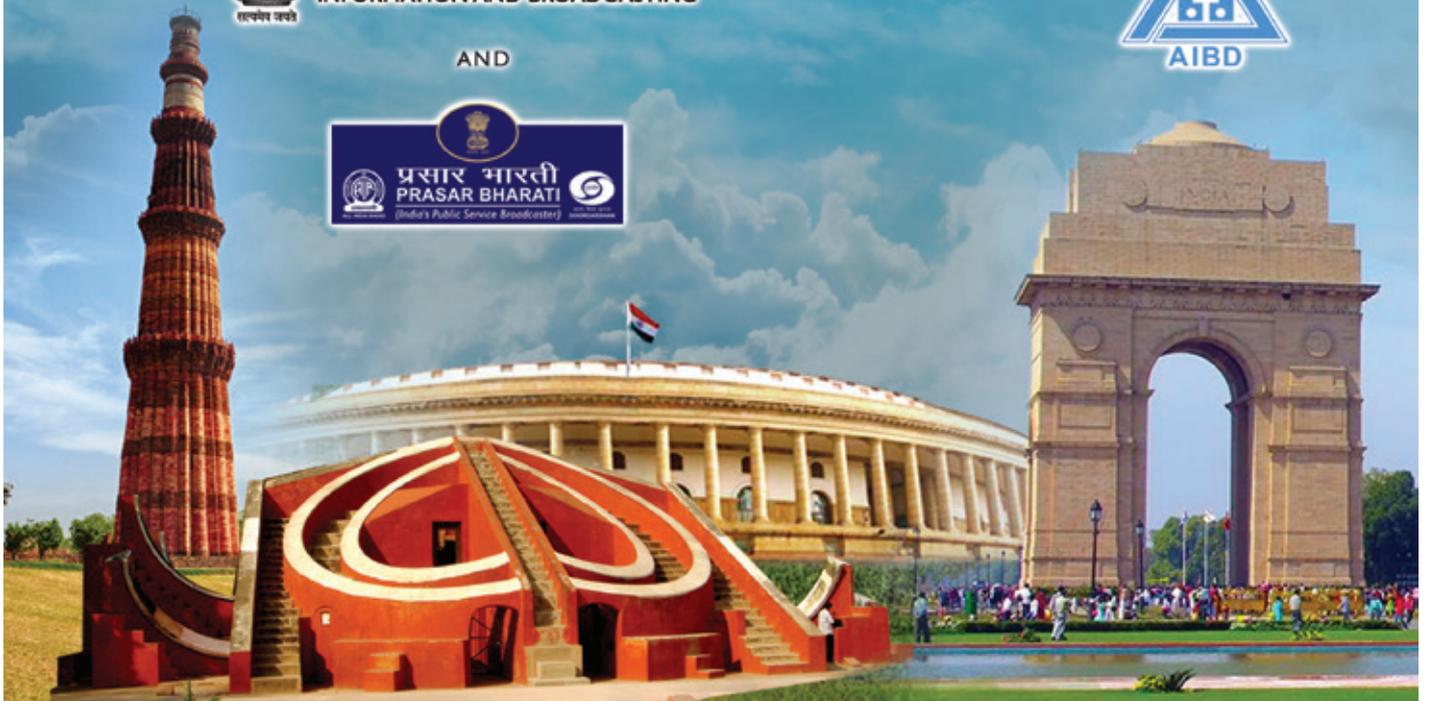


सूचना एवं प्रसारण मंत्रालय
MINISTRY OF
INFORMATION AND BROADCASTING

ORGANISED BY:



AND



The Screen Evolution

By **Fraser Thompson**, Director, AlphaBeta Company, Singapore
By **Nicolo' Andreula**, Principal, AlphaBeta Company, Singapore

A host of new video streaming platforms have sprung up in Asia. They include DooNee, Hotstar Premium, iflix and HOOQ (among others) and tap into the growing consumer desire to watch movies, TV shows or series on demand whenever and wherever they like. Demand for the new services is strong as household incomes across Asia are rising and more people have internet access.

As a result, the video-on-demand (VOD) market is poised for strong growth in Asia Pacific. Analysts forecast online video revenues to reach US\$35 billion over the next five years – an increase of 22 percent annually, or about three times the average global rate.¹

But the rapid evolution of video on demand services, which use so-called over-the-top technology (OTT) to stream their content, has begun to catch the eye of regulators and raised a crucial question: what rules are needed to achieve the best outcomes from the development of this sector? While some Asian regulators are advocating for greater legal control over OTT services, others are proposing a more light-touch approach to preserve the innovative strength of this new internet-based tech industry. Yet other Asian regulators have decided to treat VOD platforms similar to other traditional communication and media distribution companies, and oblige them to adhere to similar regulatory frameworks.

The flurry of regulatory initiatives comes at a time where OTT services are not yet widely understood in Asia. This carries the risk that new regulations may inadvertently jeopardise the innovation potential of a nascent growth industry

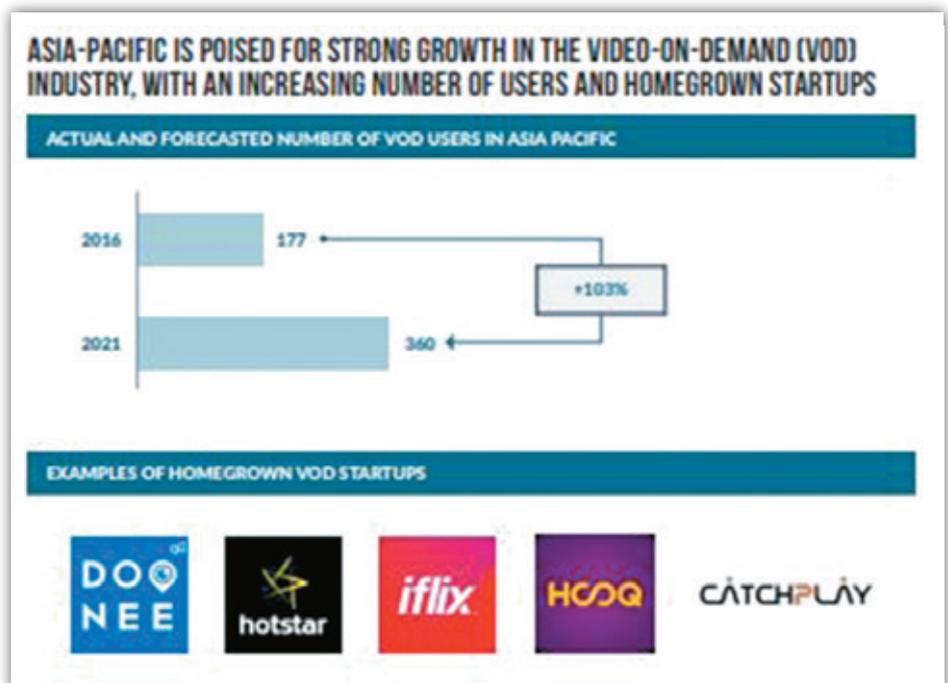
– one with significant benefits for consumers, actors and filmmakers, and society at large.

New research by AlphaBeta seeks to enlighten the current regulatory debate. Its key argument is the following: without a robust, fact-based understanding of the OTT market, good policy intentions can lead to unintended negative outcomes. In other words: any country-specific regulation must remain in sync with global precedents, as well as the industry's economic strengths and its benefits to societies in Asia. Drawing on a survey of over 1,300 VOD users in Thailand, Taiwan and India, as well as case studies and interviews with industry experts, AlphaBeta's report "The Screen Evolution" uses a strong analytical framework to describe these benefits. It also offers guidance to regulators, based on a global overview of best practices, on how to design potential policy reforms

for the VOD market. These are our main points and insights:

Good Policy Intentions Can Lead to Unintended Outcomes

It is a common regulatory objective to fight internet piracy, to ensure children only have access to age-appropriate video content, to incentivise contributions from international companies to local economies, and to promote fair competition between traditional media companies and newcomers. However, some recent regulatory proposals in Asia risk missing their intended impact and could even be counterproductive. For example, lengthy approval processes for new film releases run the risk of driving people to illegally downloaded movies and other content. Complicated licensing regimes can also hurt legitimate content providers, limit the diversity of downloadable video content and drive viewers to online piracy sites. Requirements on foreign companies to establish local business partnerships or a large physical presence may deter foreign investors, reduce the



¹ The global VOD market is forecast to grow on average 7.5 percent annually between 2017 and 2021. See data tables on video-on-demand worldwide growth at: <https://www.statista.com/outlook/201/100/video-on-demand/worldwide>

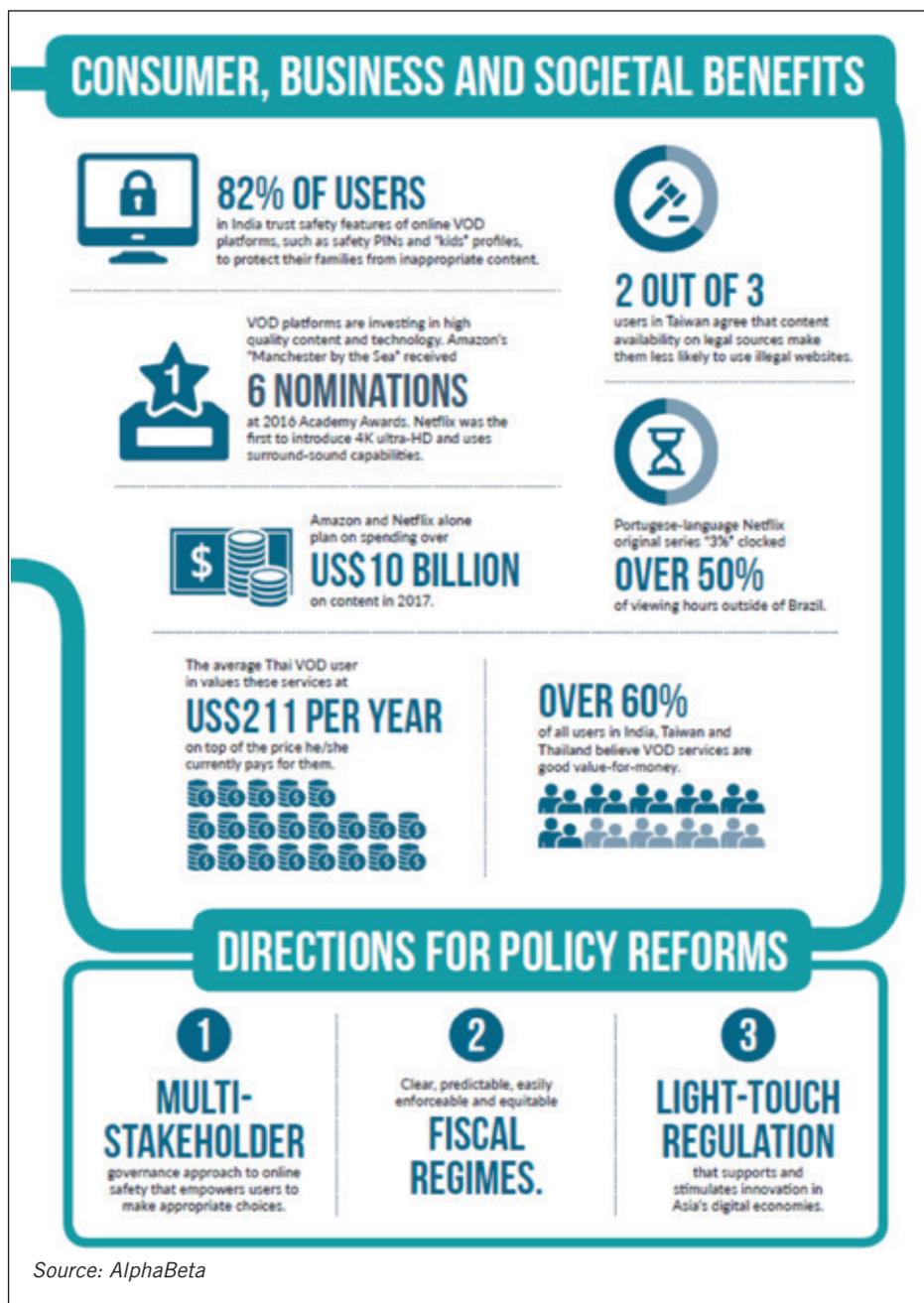
value of OTT services to consumers and businesses, and narrow opportunities for growth and innovation in the local business community.

VOD Benefits Asian Consumers, Businesses, and Societies

VOD services provide significant value for consumers. The average Asian VOD user values these new services at up to US\$223 per year on top of existing subscription rates. This is the result of an AlphaBeta consumer survey in India, Taiwan and Thailand. The survey shows that the novel viewing experience – being able to watch an infinite variety of ad-free, curated content whenever and wherever people want – drives most (61 percent) of the value Asian consumers attach to VOD services. Having *full control* and being able to use *safety features* such as PINs to prevent children from watching inappropriate content drives another 29 percent of the service value for surveyed users. Most users are aware of such safety features and find them helpful in choosing appropriate content for their families.

Video-on-demand benefits businesses in the TV and film industry. For one, VOD offers smaller and independent producers with low budgets an effective way to attract large audiences at *little marketing cost*. Secondly, working with VOD platforms can give small production companies scale and access to *larger* production budgets. The added competition in the marketplace for high-quality TV and film content can further boost investment in film production and create new jobs. Thirdly, it can boost the broader TV and film industry, including firms and freelancers in post-production, dubbing and subbing services.²

VOD services can help lower internet piracy rates, promote cultural diversity, and



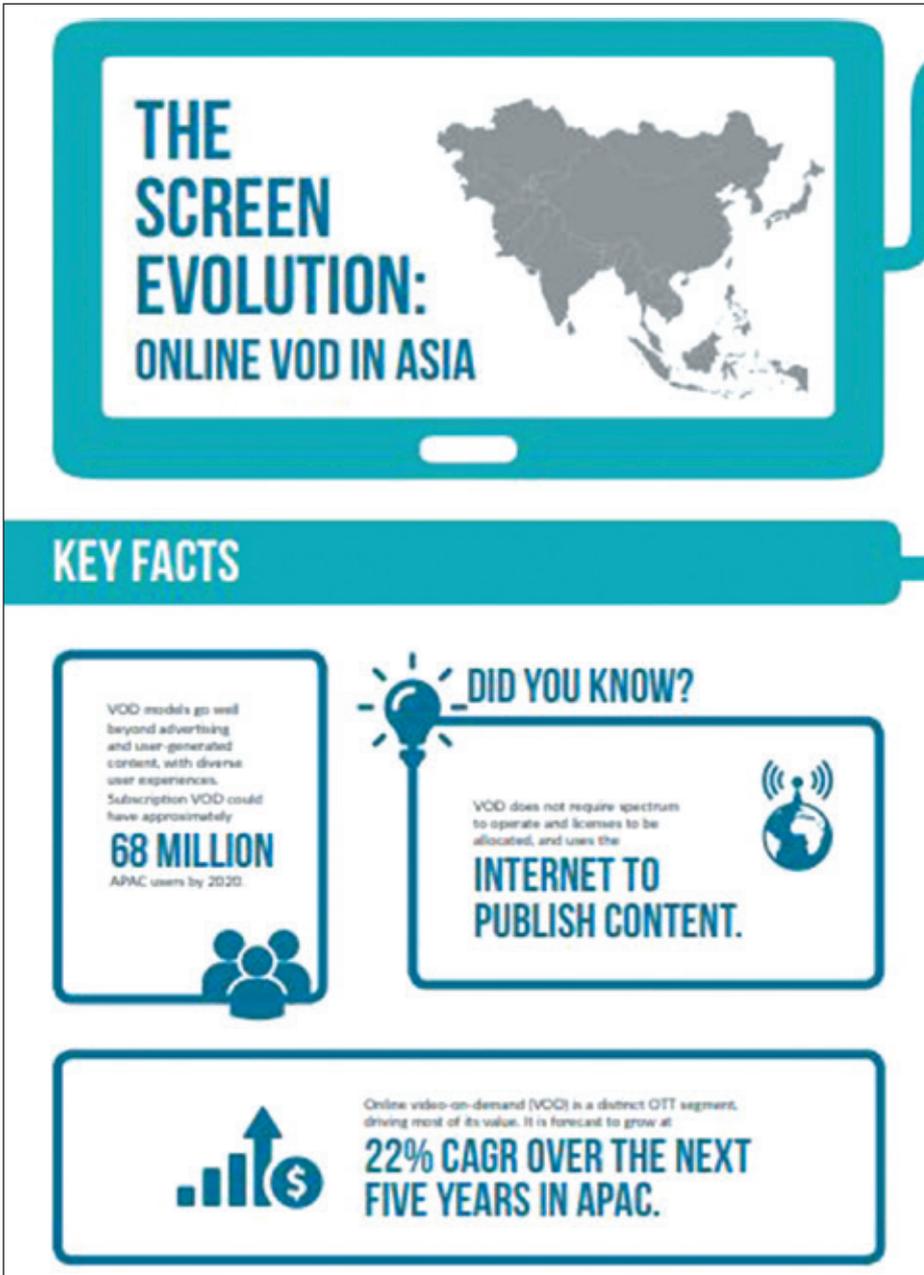
drive digital adoption. There is evidence that people download less pirated content when they have access to legal VOD streaming services.³ The exclusive survey undertaken for this report confirms that over half of the VOD users surveyed in India, Taiwan and Thailand agreed that being able to download videos legally (for example, through services such as Netflix or Amazon Prime) makes them less likely to use illegal websites. Streaming services also contribute to the cultural

diversity of available video content by playing an active role in promoting and investing in foreign-language films, TV series and documentaries. Research shows that internet penetration rates tend to increase with online content availability and diversification. Digital adoption brings with it a host of knock-on benefits, such as improving education, enabling access to public services and of digital financial services.⁴

² Netflix (2017), "Why are Netflix's standards for Subtitles and Closed Captions so high?" Available at: <https://backlothelp.netflix.com/hc/en-us/articles/214969868-Why-are-Netflix-s-standards-for-Subtitles-and-Closed-Captions-so-high>

³ Sandvine's Global Internet Phenomena Report revealed that over 70 percent of all North American traffic now is video and audio streaming (with Netflix, YouTube and Amazon Video the top three sources of traffic), with file sharing sites such as BitTorrent taking up 5 percent traffic share. See Sandvine (2015), "Over 70% of North American traffic is now streaming and audio" Available at: <https://www.sandvine.com/pr/2015/12/7/sandvine-over-70-of-north-american-traffic-is-now-streaming-video-and-audio.html>

⁴ World Economic Forum (2015), "Understanding digital content and services ecosystems: the role of content and services in boosting internet adoption", Global Information Technology Report 2015. Available at: <http://reports.weforum.org/global-information-technology-report-2015/1-3-understanding-digital-content-and-services-ecosystems-the-role-of-content-and-services-in-boosting-internet-adoption/>



in 2017, Netflix organised the Digital Citizenship Dialogue in Malaysia as a part of Safer Internet Day, with speakers from the Family Online Safety Institute, Malaysian Communications and Multimedia Commission, Cyber Security Malaysia and UNICEF Malaysia.

Clear, predictable, easily-enforceable, and equitable fiscal regimes that promote fair competition between incumbents and new players, provide sustainable fiscal revenues for governments, and are conducive for foreign investments. Transparent public consultation processes are key to regulatory reforms (as seen in New Zealand). They help develop trust between regulators and the industry, and create a public source of information on regulatory updates which can reliably inform business decisions.

Light-touch regulation that supports and stimulates innovation in Asia's digital economies. This does not mean removing regulatory safeguards for the industry (which are clearly important), but rather implementing them in a simple and cost-effective way that is conducive to innovation by removing high compliance costs and lengthy regulatory processes. This facilitates partnerships and collaboration between international and local players, generally leading to greater choice for consumers, new business opportunities, and local services growth. Taiwan, Singapore, South Korea, and Hong Kong are all interesting examples of effective regulatory approaches for this sector.

Innovative Directions for Policy Reforms in Asia

To ensure the VOD industry remains a driver of economic growth and consumer satisfaction in the region, international best practice reveals that successful regulation typically rests on three pillars:

A multi-stakeholder governance approach to online safety to ensure safe and appropriate content is freely and promptly available on legal sources. In this model, industry and regulators work together to provide viewing guide-

lines and safety technology, to empower consumers to make appropriate viewing choices for their families. For instance,



Further information and details on these findings on how video-on-demand boosts Asia's economies and generates value for viewers, business and society are available in the new research paper by strategic and economic consultancy AlphaBeta. For the full report please visit: <http://www.alphabeta.com/the-screen-evolution/>



Maximising Broadcast, Social Media in Dealing with Disasters

by **Anthony Frangi**
 Managing Director, Pop Up Radio, Australia

Participants from nine countries attended an AIBD/IPDC-UNESCO regional workshop in Kuala Lumpur in November 2017 focusing on radio, social media and natural disasters. The four-day workshop designed for radio managers, new editors and journalists, on-line producers and presenters covered how radio and social continue to play a critical role in disseminating information to the masses during a crisis, to developing and implementing a disaster broadcast plan.

Topics covered included:

- Why radio remains critical before, during and after disasters;
- The challenges for reporters when covering disasters;
- The rise of social media and its effects on radio;
- Learning from each other in times of crisis.

Guest speakers shared valuable insights into our changing weather patterns and the impact of climate change, working with volunteer groups and emergency services to how technology is shaping traditional media.

Speakers included Mr Anthony Tan, Centre for Environment & Technological Development in Malaysia; Dr Husnina Binti Ibrahim, Pakar Perubatan Kesihatan Awam; Irene Jay Liu from Google Inc; Ir. Hanafi Ramli, Mercy Malaysia and K. Balssupramniam, Director of Code Red Survival Academy.

Speaking at the workshop were Mr An-





Every participant was invited to share his/her own experiences and knowledge of covering emergencies in a ten-minute presentation recorded for IPDC & UNESCO.

Workshop consultant, Anthony Frangi (visiting from Brisbane, Australia) said although television is the medium of choice, radio's portability and convenient power supply makes it unmatched during and after disasters strike, especially local radio. "During a crisis, the portability of smart phones has changed the playing field that was previously not possible or

available to individual journalists", Mr Frangi said. "This workshop is designed not only to train broadcasters and on-line developers in covering natural disasters, but to become aware of the dangers when out in the field".

Presenters, content makers and journalists are expected to know what's going on, what to do in an emergency and how to demonstrate leadership in the community.

Day three of the workshop concentrated on developing and activating an

emergency disaster plan. Based on their own region, participants were required to create an emergency broadcast plan for their radio station; include back-up plans for temporary studios and transmission; training schedules for staff; on air announcements as well as preparing journalists for on location reporting.

Social media sites such as Facebook and Twitter can reach a broader audience and attract listeners during emergencies. Station websites have also become popular with listeners for receiving and contributing information. Two of the sessions were dedicated to exploring the rise of social media and how people use social media during a crisis. Recent natural disasters from the USA and Nepal were used to illustrate how social media has taught radio about how to communicate differently and more effectively while remaining reliable and trust-worthy.

'Connecting in a Crisis' was held at AIBD from November 6 to 9 with participants from Bangladesh, Bhutan, Brunei, India, Indonesia, Malaysia, Maldives, Thailand and Vietnam. Each person also received a copy of Anthony Frangi's book "Radio Toolbox" published by AIBD.





AIBD in collaboration with the Asia-Pacific Broadcasting Union (ABU) organised the regional workshop on Engineering Fundamentals for Broadcasters in Kuala Lumpur, Malaysia from 04 to 08 December 2017.

The workshop was designed for broadcast engineers and technologists who are at the beginning of their careers and working in the broadcasting organisations. Twenty-nine participants from ten AIBD and ABU member countries attended the workshop.

On the first day of the workshop, Mr Ahmed Nadeem, Head of Production Technologies, ABU, took three sessions in succession and provided details on the evolution of audio and video, a brief histo-

Engineering Fundamentals for Broadcasters

By **Utpal Kanti Mandal**
Programme Manager, AIBD

ry of radio and television, audio and video distribution system and fundamental of analogue and digital signals. The sessions set the tone of the workshop with the very basics of radio and television broadcasting. He utilised quite a number of audio visual clips for clear understanding on the subjects like audio basics, camera, microphones etc. on which participants showed special interest.

Dr. Amal Punchihewa, Director of Technology & Innovation, ABU, gave a number of lecture sessions in all five days. Starting from concepts of analogue to digital conversion, he covered various topics like principles of media compression technologies and standards, evolving media and delivery platforms, converged media-IT broadcast landscape and others. He provided the latest developments and advancements in media technology, including evolving technologies like Artificial intelligence (AI), Machine Learning (ML), Augmented Reality (AR) and Virtual Reality (VR). The participants have benefited immensely with vast knowledge and effective teaching techniques of Dr Amal.

Mr. Utpal Kanti Mandal from AIBD discussed spectrum management and network planning for broadcasting services. He provided the basics of spectrum management and frequency allocation for





various services based on the ITU allocation. He explained the structural details of the International Telecommunication Union (ITU) and the National Spectrum Management Authority. He also talked about network planning for television broadcasting and touched upon radio wave propagation phenomenon in different layers of ionosphere.

Mr Eric Li, Regional Manager of Rohde & Schwarz Broadcasting Solutions, discussed various topics to include file-based workflows, post production, distribution and High Dynamic Range (HDR). He also gave an overview of broadcast workflow, broadcast file-based workflows, and broadcast studio ecosystem. He explained about Rohde & Schwarz HDR Solutions: Clipster and End to End HDR & SDR Broadcast Solutions. He also covered developments in IPTV and “Over The Top” (OTT) Networks, OTT Codecs and Streaming Formats and MPEG-DASH Dynamic Adaptive Streaming over HTTP.

Mr Bala Murali Subramaney, Chief Technology Officer, Astro Radio, Malaysia, talked about radio studio and system design for the future. He elaborated on radio studio console, radio studio automation system, central router, social media workflow and others. He also briefed participants about the radio studio construction including typical electricity requirement.

Ms Imaliana Muzni, Broadcast System Engineer, Media Prima, Malaysia, provided insights on IBB (HbbTV) service setup and provision for Digital Television (DTV) to broadcasters. She discussed analog transmission, digital transmission, simulcast transmission and DVB signalling of multiplexing service and DTV. She deliberated on the fundamentals of Hbb TV and then the Media Prima HbbTV development internal setup.

In his lecture session, Mr Noel Teng, Technology Specialist of Microsoft, discussed the Azure Inspired Software Defined with Windows Server and Hyper-V. Azure and Windows Server have been sharing deep capabilities for a number of years now. In the latest Windows Server 2016 and more recently, Windows Server 1709 even

more Azure inspired Software Defined capabilities have been downloaded from Azure. Mr Noel shared the latest and key capabilities of Azure with demos and videos. His session was highly interactive and participants were very keen to know more about the cloud service.

Mr Jerry Gui of Dolby Laboratories in his session discussed Dolby Atmos: The next generation 3D audio experience. He explained general aspects of 3D productions, setting up microphones for 3D, producing sports broadcasts in 3D, producing live music recordings in 3D, mixing immersive sound formats, content creation tools for immersive audio, up mixing from Stereo to 3D, monitoring immersive sound formats and also Dolby Atmos content creation process.

Participants also visited the radio and television studios of Radio Television Malaysia (RTM) including their HD studio, Master Control Room, and Satellite Earth Station set up. The RTM engineers gave a briefing about their systems. The participants were very enthusiastic and were able to gather substantial knowledge and information from the technical facilities of RTM.

This was the fourth regional workshop designed specially to enhance capacity of newly employed engineers / technologists working in the broadcasting organisations. The 5th Regional workshop in this series will be held at Kuala Lumpur, Malaysia from 03 to 07 December 2018.





Tapping OTT & Hbb Technologies for New Businesses

By **Utpal Kanti Mandal**
Programme Manager, AIBD

In a media scenario where convergent TV receivers are able to handle not only the broadcast signal, but also applications delivered by broadband IP telecommunication services, a range of new services can be made available. A system which can offer such services is called Integrated broadcast-broadband (IBB) system. In connected TV, the consumer has access to all IP services via a standard IP interface. HbbTV as a more broadcast-centric type of connected TV allows seamless interlinking of broadcast and IP services making use of the architecture of connected TV. HbbTV also supports services not linked to broadcasting, thus making it applicable for platforms, portals, and Over the Top (OTT) services.

The Hybrid Broadcast Broadband TV (HbbTV) is an international standard that is supported by a range of new television sets and can be used by broadcasters and distributors to offer innovative services and provide a direct link between the linear programme and online content.

AIBD and the National Academy of Broadcasting and Multimedia (NABM), the training institute of India's Public Service Broadcaster All India Radio (AIR) and Doordarshan India (DDI), conducted an in-country workshop on Over The Top (OTT) & Hybrid Broadcast Broadband (Hbb) Technologies from 22 to 24 November 2017. The workshop was designed for engineers and technologists working in broadcasting organisations in India. NABM hosted the workshop at New Delhi, India. Prof Zhang Wei & Dr. Yin Yaguang of Academy of Broadcasting Science (ABS) of State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) China, and Mr Ian Chin and Mr Chen Haoyuan of BesTV China were the workshop consultants.

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Improving AIBD's Performance through the Quality Management System

by **Utpal Kanti Mandal**
Quality Manager, AIBD



The adoption of a quality management system is a strategic decision for an organisation to continually maintain and improve its overall performance. Convinced of the relevance of quality, AIBD decided to obtain ISAS BCP 9001 International Certification. Through its efforts, the Institute got awarded the ISO 9001 and ISAS BCP 9001 certification in June 2009 for its core activities in training, consultancy, publication, content production and workshop organisation. AIBD was re-certified for this standard in October 2012 and again in August 2015 with validity until October 2018. The retention of the certification was based on the successful completion of the annual surveillance audits by external auditor every year.

AIBD organised a two-day training on Quality Management System from 5 to 8 January 2018 for the new staff members who have not attended any audit training. This was also intended for the transition from ISO 9001:2008/ISAS BCP 9001:2010 certification to new standard ISO 9001:2015. All other staff members

were provided with the opportunity to participate in the training aimed at developing AIBD's own human resources on a regular manner.

Ms See Lee Leing, a Registered Lead Auditor with the International Register of Certificated Auditor (IRCA) UK and Senior Lead Tutor of SGS Systems and Certification in Malaysia, served as the trainer. She is an expert in quality management system and internal auditing process. A total of 16 staff members of the Institute from the directorate, administration, programme, finance and IT departments participated. The training activity was led by Mr Utpal Kanti Mandal, Quality Manager AIBD.

The training course covered the foundation of ISO 9001:2015 to familiarise the staff with the techniques and skills of internal auditing and enable the staff members to function as auditors in carrying-out internal auditing. This activity will help the organisation comply with the requirements of ISO 9001 Quality Management standards.

On the first day of the training course, AIBD Director Chang Jin delivered the opening remarks and stressed the value of the training programme in professionalising the organisation. The trainer gave an overview of Quality Management Standards, including the terms and conditions of ISO 9001, ISO 9001:2008 and ISO 9001:2015. She also discussed additional clauses in the new standards and quality management system requirements pertaining to the context of the organisation, leadership, planning, support, operation, performance evaluation and Improvement. There was emphasis on PDCA (Plan, Do, Check, Act) cycle for Quality Management System to better understand the network of interrelated or interacting processes in the ISO 9001:2015 standard.

Under the new standard, what is emphasized is the process-based analysis rather than procedures. The scope of the risk and opportunity matrix, she said, is much greater than the earlier version.

Day two was focused mainly on the internal auditing process covering the audit cycle from preparation to performing an internal audit including techniques and styles of questioning to reporting on non-conformances and writing of effective reports. Practical auditing was performed by groups using the normative documents and procedures of AIBD. The techniques and styles of questioning for internal audit were explained to the trainees in a simple conducive manner.

During the practical exercises the trainer moved from one audit group to another giving guidance to those functioning as auditors. The staff members carried out this brief but practical exercise actively, enabling them to identify areas of non-conformities and necessary corrective actions. The activity helped especially those who will function as auditors to understand the internal audit process. The repeated identification of relevant clauses for particular business process as well as the quizzes and questionnaires were effective in the learning process.

Mr Chang Jin expressed his sincere thanks to Ms See Lee Leing for providing effective training and all staff members for their active participation.

PTV Celebrates 53 Years of Meaningful Public Service Broadcasting

By **Syed Muhammad Ali Bin Aziz**

Producer, International Relations Division, Pakistan Television Corporation



PTV became 53 years old on 24 November 2017. Pakistan's Federal Minister of State for Information, Broadcasting and National Heritage, Ms Maryam Aurengezeb inaugurated the celebration at PTV Home, Sector H-9, in Islamabad, site for the production, post production and transmission of three channels i.e. PTV Home, PTV Global and PTV Sports, and for the trainings arranged at PTV Academy. The Minister of State then visited PTV News in Agha Khan, also in Islamabad.

To celebrate the historical occasion, the PTV family also invited the pioneers and legends of the organisation. A special show entitled "The Classics Show (PTV's 53rd Anniversary)" was aired.

Pakistan entered the television broadcasting age in 1964, with a pilot television station established at Lahore. The Rawalpindi Center was added in 1967 and Peshawar & Quetta Centers in 1974. The national broadcaster flourished since then, and today has centers in Islamabad, Lahore, Karachi, Peshawar, Quetta, Muzafarabad, AJK and Multan and PTV Headquarters in Islamabad. It introduced Urdu and English news bulletins on 26 November 1964 that provided people the latest information and

updates. The Channel comprehensively covered the 1965 war despite the lack of modern equipment. Colour transmission began at PTV in 1976 to generate more interest among viewers. In 2002, a dedicated channel for news and current affairs was launched to keep Pakistani viewers abreast of national and global affairs.

When PTV came into existence in 1964, it employed a staff of only 30 employees. It now has more than 6,000 personnel at all units of the corporation. As an autonomous public sector organisation, it is now the biggest media organisation of Pakistan. It offers public service broadcasting within and outside Pakistan. It makes programmes such as drama, documentaries, current affairs programmes, news bulletins, sports and much more for all its viewers. The

family has expanded with its eight fully grown up channels namely PTV Home, PTV News, PTV Sports, PTV World, PTV Bolan, PTV National and AJK TV.

The Minister of State said the objective of providing a homely atmosphere to family viewers has been well achieved and the audience-driven programmes have given PTV a new look, dramatically changing the views about PTV.

The Minister was told that emphasis is now being given to on-camera reporting of subjects of popular interest, special news reports, and Sustainable Development Goals. She was also briefed that PTV productions are being praised globally and recently one of PTV's documentaries "The Survivor" produced by its International Relations Division won five awards.



AIBD New Appointments New Leaders

New State Minister for Ministry of Information, Bangladesh Begum Tarana Halim



State Minister Advocate **Begum Tarana Halim**, MP has assumed her new portfolio as the State Minister for the Ministry of Information, Government of the People's Republic of Bangladesh on 7th January 2018.

"Time is limited but challenges are many... I will work with utmost sincerity and honesty with Information Minister Hasanul Haq Inu", she told a news briefing after her new appointment.

Tarana is a politician, lawyer, television and film actress, and playwright. Since 2014, she served as the State Minister of the Post and Telecommunications Division under the Ministry of Posts, Telecommunications and Information Technology.

New Secretary in Charge of Bangladesh Information Ministry Nasiruddin Ahmed

Mr Nasiruddin Ahmed has been appointed as the Secretary in Charge of the Ministry of Information, Government of the People's Republic of Bangladesh on 2nd January 2018.



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Tapping OTT & Hbb Technologies for New Business

On the first day of the workshop, Dr. Yin Yaguang introduced the technology architecture and business implementation of IPTV and OTT system. Prof. Zhang Wei introduced the technical architecture and business development of the Hbb system, focusing on the technical standards of the HbbTV and its application in the current technology ecosystem. The participants were very keen and eager in discussing the issues with the lecturing experts.

On the second day, Mr Chen Haoyuan, the former COO from BesTV, introduced BesTV's IPTV and OTT businesses in

China. He described the operational distinction and income hotspots of these two businesses, which aroused wide interest among the participants. The workshop featured exciting discussions and knowledge exchange exercise. Subsequently, Prof. Zhang Wei introduced the technology architecture and application scenarios of Content Distribution Network (CDN) and cloud computing, and discussed the application of these new technologies in the development of radio and television in India.

The third day was focused on communication technology outlook and

experience, Mr Chen summarised the development trend of China's IPTV and OTT business, emphasized the new technology's driving force for new businesses, and pointed out that the development of radio and television should rely on new technologies to enhance user stickiness and seek breakthroughs in revenue. Dr. Yin Yaguang introduced the development trends of IPTV and OTT technology.

More than twenty experienced engineering personnel of AIR and DDI from all over the country participated in the workshop. They expressed high satisfaction over the workshop's content and format as well as contribution of the participants and resource persons.

Goodbye 2017



WELCOME
2018

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