

Broadcaster

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MEDIA TRAINING IN A CONSTRAINED ENVIRONMENT



CONNECT WITH AIBD

THE LAUNCH OF TVAIBD

AIBD IS WORKING WITH ITS MEMBERS,
BOTH REGIONAL AND GLOBAL
PARTNERS TO SERVE
BROADCASTING AND MEDIA



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FROM THE DIRECTOR'S DESK



Warmest greetings from the Asia-Pacific Institute for Broadcasting Development. This is the second edition of our quarterly Broadcaster magazine for 2021. I would like to take this opportunity to thank all our members and partners for their great continued support during these challenging times. AIBD conducted several events including the Leaders Web Summit: Redefining the Role of Media in the New Norm. Leaders web summit enabled us to share and learn how AIBD members are navigating their media and broadcasting activities amid the COVID-19. As we already noted the COVID-19 has changed the manner we interact, work and socialise. I am extremely concerned about the well-being of AIBD staff and our members. Together with AIBD staff, I want to assure our services to AIBD members, currently limited to virtual engagements while complying with health hygiene. To uphold the interest of our members the Secretariat has endeavoured to manage the operations cost-effectively without affecting the welfare and the interest of the employees.

AIBD achieved a key milestone by introducing TVAIBD. We have already presented several valuable and interesting discussions with well-known experts and personalities in different areas. This platform gives AIBD to engage its partners and share their knowledge. AIBD also continued to support the BroadcastAsia event as it has been doing for many years. Though the event was mainly virtual (online), AIBD provided the Welcome Address on the second day of the conference.

AIBD also showcased '5G and its impact on broadcasting'. Our events revealed and confirmed that the COVID-19 has opened many doors of opportunities for the broadcasters and the Institute. New partnerships have been fostered with global organisations.

The value of free-to-air, over-the-air and direct-to-home television broadcasting services, especially as public media was recognised during many activities.

We have conducted over 12 events since our last broadcaster publication and continued to adapt to the online environment by adopting various platforms, engagements and interaction mechanisms.

Though it is quite hard to operate under these constrained conditions, we have limited choices. AIBD is trying its level best to offer all possible assistance to its members. The member response has been positive and AIBD continued to work with its partners in the region and beyond. Once again, I wish for our esteemed members to continue to work with us virtually until situations improve to facilitate face-to-face events. We, the Secretariat, are with you as always for your media and broadcast needs. Please do not hesitate to contact us and we are at your service. Please accept our appreciation and gratitude to all of you. Take care and stay safe.

Philomena Gnanapragasam

Director

AIBD MILESTONES

LAUNCH OF TVAIBD

Contributed by:

Ms Fathimath Leeza, Programme Manager
Ms Monica Phang, Programme Manager
Ms Angelyn Tan, Head of Media

Launching of AIBD's Digital Channel - TVAIBD was the highlight of the inaugural Leaders' Web-Summit, whereby the Minister of Communications and Multimedia, His Excellency Dato' Saifuddin Abdullah performed the official launch ceremony by holding up the logo of TVAIBD.

Hailed as an important content sharing platform, the launching of the TV AIBD with the tagline of 'Connecting the World' was indeed timely particularly during this unprecedented period which hampered content production physically.

As the brand-new digital channel, TVAIBD is the latest initiative by AIBD to provide the means for the regional broadcasting intelligentsia to deliberate and share their insights. The platform will feature interviews with prominent personalities across the globe on a variety of topics. It will also showcase award winning programmes and others content.

As AIBD is an inter-governmental organisation founded by UN bodies, it will also focus on UN inspired initiatives such as the on-going Agenda 2030 of the Sustainable Development Goals (SDGs). TVAIBD will also give a voice to the upcoming regions by featuring their stories.



Minister of Communications and Multimedia, His Excellency Dato' Saifuddin Abdullah (Middle row, left) launched the AIBD's digital channel.

AIBD MILESTONES

LEADERS WEB SUMMIT: REDEFINING THE ROLE OF MEDIA IN THE NEW NORM - MINISTERIAL TALKS

Contributed by Ms Fathimath Leeza & Ms Monica Phang of AIBD

Media is all about creating awareness, disseminating information, and creating communities. Its role becomes all the more significant in times of disaster in mitigating crisis. The inaugural AIBD Leaders' Web-Summit, held on 2nd and 3rd June 2021, featured leaders and experts from all over the world, who highlighted the accomplishments of the media and discussed the challenges ahead.



The summit began with the premier session, the Ministerial Talk on the topic - Media's role in Dissemination of Information on the Pandemic. This session featured H.E. Dato' Saifuddin Abdullah, Minister of Communications & Multimedia, Malaysia; H.E. Alhaji Lai Mohammed, Minister of Information & Culture (MIC), Nigeria; H.E. Dr. Hasan Mahmud, Minister of Information and Broadcasting (MIB), Bangladesh; H.E. Dr. Sok Prasith, Deputy Minister of Information, Cambodia; and H. E. Jose Ruperto Martin Andanan, Minister of Information, Philippines.

All the panellists highlighted the media's big role during this COVID 19 pandemic. Various steps that were taken immediately after the outbreak of the pandemic by various governments were elaborated including lockdown, travel ban, banning of mass gathering, setting up a task force and other precautionary measures. The information on the pandemic and preventive measures were

Minister of Communications & Multimedia, Malaysia H.E. Dato' Saifuddin Abdullah referred to a study conducted by the Medical Internet Research Journal which reveals their findings that Malaysians used TV as their main source of information. Malaysia's official COVID-19 channel (TV1) regularly broadcasts programmes related to COVID including daily press conferences to update on the statistics of COVID cases, talk shows and PSAs. It was found that during the lockdown, there was an increase of 27% in audience viewership. The Ministry also launched Berita RTM or RTM News on 26 June 2020 to provide factual and verified news on the pandemic besides introducing COVID -19 standard operating procedures (SOP) for the media industry. Information regarding the COVID-19 vaccine relating to the National COVID-19 Immunisation Programme was mobilised through all government and private media organisations.

Daily press briefing and live discussion programmes and public service announcements (PSAs) were aired on radio, TV and social platforms in almost all the countries. Fake news becomes rampant during the pandemic, hence fact-checking of information and countering false narratives became an absolute necessity to counter fake news being spread like 'wildfire' on social media.

Minister of Communications & Multimedia, Malaysia H.E. Dato' Saifuddin Abdullah referred to a study conducted by the Medical Internet Research Journal which reveals their findings that Malaysians used TV as their main source of information. Malaysia's official COVID-19 channel (TV1) regularly broadcasts programmes related to COVID including daily press conferences to update on the statistics of COVID cases, talk shows and PSAs. It was found that during the lockdown, there was an increase of 27% in audience viewership. The Ministry also launched Berita RTM or RTM News on 26 June 2020 to provide factual and verified news on the pandemic besides introducing COVID -19 standard operating procedures (SOP) for the media industry. Information regarding the COVID-19 vaccine relating to the National COVID-19 Immunisation Programme was broadcast through various media platforms.



Minister of Information & Culture (MIC) Nigeria, H.E. Alhaji Lai Mohammed shared that in Nigeria, a special Presidential Task Force on COVID-19 was formed. His Excellency further highlighted debt relief packages to be given to media organisations to support sustainability.

Minister of information and Broadcasting (MIB) Bangladesh, H.E. Dr Hasan Mahmud mentioned that Media can provide a unified platform for all public health communications, and robust social distancing strategies while still maintaining social connections. His Excellency further stressed the importance of combatting disinformation and shared that according to the World Health Organisation (WHO), Bangladesh ranks first in South Asia and 20th in the world in combating COVID-19.

Deputy Minister of Information Cambodia, H.E. Dr Sok Prasith remarked that the Ministry conducted a series of national and international seminars, workshops and training for media officials and journalists, in an effort to create a sustainable content industry. He also underlined the research and studies done by institutes like AIBD, which can be a piece of useful information in developing a framework to combat misinformation.

Minister of Information Philippines, H. E. Jose Ruperto Martin Andanar highlighted as an example case study from his own country - A national Vaccination Programme series called 'VAXplainer' in providing factual information on the different actions of the government regarding community vaccinations and different types of vaccines. It also provided updated information on the pandemic to ensure the impact was minimal.

Their Excellencies also expressed concern about the flood of fake news during the pandemic and stressed the importance of fact-checking information to counter false narratives. They underlined the indispensable role of media and how they must offer hope, not fear.

All the eminent panellists gave very useful recommendations which stressed the fact that media should be used in an effective way to disseminate the right information and that it should be supported by the governments; journalists and content creators need government support to create content during these difficult times; the importance of right information to be communicated in English, national and regional languages; designated people in the government should disseminate information; media organisation should use virtual platforms to disseminate information; create 24-hour broadcast transmission and include PSAs and short videos to inform the public.

The session was moderated by the Managing Partner, Envision Associates of United Kingdom, Mr Tomas Lamanauskas and observed by two rapporteurs representing the ITU Area Representative for Southeast Asia, Dr S. Ismail Shah and the Chief Operating Officer, Triad Asia Nepal, Mr Rabi K.C.

Thirty-one speakers representing seventeen countries from across the globe delivered expert presentations, and more than 400 participants on different platforms followed the inaugural event 'live' on AIBD's Facebook.

DEVISING SAFETY GUIDELINES FOR MEDIA PRACTITIONERS DURING PANDEMIC

Contributed by Ms Monica Phang, Programme Manager, AIBD

Media organisations from different parts of the globe shared their respective health precautionary measures on safety guidelines for their personnel during the COVID-19 pandemic.

Special Broadcasting Service (SBS) Australia's COVID-19 responses included organising a wellness session for its staff as part of the Safety Operations Procedures (SOP) and treating complacency as an enemy. Its Director for Audio and Language Content, Mr David Hua said at the same time, SBS also produced an enormous amount of content across different platforms and in multiple languages for its audiences.

He was among the four panellists who participated in Session 1 on Devising Safety Guidelines for media practitioners during the pandemic of AIBD's Leaders' Web-summit hosted from Kuala Lumpur on June 2, 2021.

Additional Director General (News), Doordarshan (DD) India, Mr Senthil Rajan gave the India Perspective on Public Service Broadcasting during Pandemic. He said DDI re-adjusted its programming by developing special programmes and health campaigns dedicated to Health Shows with Doctors Speak on daily live phone-in interactive sessions.

Other measures include News Anchors wear masks while reading news - propelling Behaviour change communication; Promos on Vaccination & COVID appropriate behaviour are being run across the DD Networks; Special Creative on COVID appropriate behaviour have also been designed for social media.

DDI introduced new SOPs and administrative, Technological and Programming Changes in Newsroom operations, field reporting, Content Generation and Production.

Online connection of reporters from home; Online production to reduce manpower; Connection of anchors from home via an online link and use of e-office files with staggered timing for staff were some of the measures taken. Journalists by adopting Work-From-Home (WFH) to keep them safe with proper and periodic sanitisation of the newsrooms, sanitisers and social distances went a long way.

Executive Producer, Production Department (News) of Broadcasting Technology & Production Centre, Phoenix Satellite Television Hong Kong, Mr Winson Lai spoke on the Phoenix TV Contingency Plan under COVID-19.

He shared that during the COVID-19 pandemic, a large number of overseas people returned to Hong Kong which led to the confirmed cases increased significantly. As the global challenge is still ongoing, they are facing a high risk of manpower arrangement if an employee is diagnosed with infection (or suspected infection), it will seriously affect its daily operation, both live news programs and pre-recording programs.

Some key measures adopted at workplaces like body temperatures being taken, minimizing the number of visitors, provisions of face masks, cutting down on overseas travel, conducting COVID-19 tests, assigning staff in teams to minimize physical contact, broadcasting pre-recorded programmes with selective low timelines, programming with two hosts changed to a single host and introduction of online interviews.

Director of Policy & Programmes, Free Press Unlimited FPU) the Netherlands, Mr Leon Willems shared his insights on Trends in access to reliable information in the UN Development Agenda's framework - globally & in Asia.

He proposed that the governments should assist media houses and ensure that media workers who are often on the frontline are provided with the safety measures such as vaccinations and protective equipment as well as the cost of treatment for those infected by COVID-19.

In addition, the Governments should reconsider legal inhibitions on freedom of expression regarding fake news related to COVID-19 and start Civil Society consultation on how to withdraw such regulation.

On Voluntary National Review (VNR) process, Leon suggested that Government must provide more clarity on legislation regarding social media. Social media rules developed have repeatedly been criticized by civil society and to ensure that if there is legislation regarding this platform, stakeholders are actively involved in the process.

Besides, more attention is needed to address the increase of digital threats against women journalists online and offline.

Leaders Web Summit: Session 2 - Capitalising on media to create COVID-19 awareness & vaccine acceptability

Contributed by Monica Phang, Programme Manager, AIBD

The second day of the Leaders Web Summit on Redefining the Role of Media in the New Norm began with a session on “Success story on capitalising on media & creating COVID-19 awareness & vaccine acceptability”. This was the second session of the summit with the panellists ranging from medical experts to researchers and media personalities.

The session began with the topic “Role of Media and Digital Space in COVID-19 Pandemic” presented by Dr Randeep Guleria, Director, All India Institute of Medical Sciences (AIIMS), New Delhi.

He informed that the Government of India has been actively taking various steps to contain the pandemic since the first case of COVID-19 was detected in India on the 30th of January 2020.

Dr Randeep Guleria, being the Director of a premier teaching and research medical Institute, took upon an important role in educating the medical professionals including doctors within the country and outside to deal with the new virus and the pathologies it caused in those patients with comorbidities. Besides spearheading the national medical efforts against the pandemic which connected medical and media professionals, the All India Institute of Medical Sciences (AIIMS) took the lead in media outreach with interviews, press releases, videos by the medical faculty of the Institute. He commended the media for an excellent job in providing Information, Education and Communication (IEC).

AIIMS also created its own YouTube Channel and holding webinars besides having video-conference series on COVID-19 with SAARC countries.



Center of Excellence (CoE) programmes were also drawn up to cover the following topics besides establishing the National Helpline:

- Mild COVID: Home isolation
- Mild COVID: Home isolation: medications
 - Convalescent plasma
- Oxygen therapy without invasive ventilation
 - Ventilation and ICU management
- Remdesivir and other antiviral agents
 - Anti IL6 therapy
- Radiology in COVID-19
- Tests for COVID-19 and their interpretation
- Managing diabetes in COVID-19

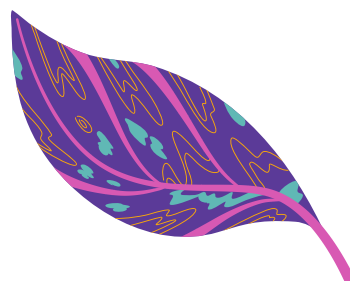


Dr Guleria also said that all vaccines available are effective in reducing the chances of infections and reduce morbidities in case of infection. He also added that there are more vaccines under clinical trials, about to be released to break the cycle of SARS-CoV-2 transmission by December this year.

Addressing the issue of the gap between two doses, he said that all vaccines create antibodies and that the time between the priming dose and booster dose is not written in stone. A few days delay in the booster dose will not impact the antibody production in the body.

Dr Guleria stressed on collaboration between media and medical professionals are required to contain the pandemic. Medical consultation by the public via media may become the norm even after the pandemic is over, at least for the most common medical problems in society.

Continuing in the series, Mr Nasrullah Md Irfan, Deputy Director General (Programme), Bangladesh Betar spoke about the Role of Bangladesh Betar in the COVID-19 situation. Though the Government in Bangladesh acted quickly as soon as the first case of COVID-19 in Bangladesh was detected on the 8th of March 2020, the virus was quicker and a total of about 0.8 million were infected and more than 12,600 have since died.



Bangladesh Betar responded to the pandemic with a variety of programmes in different genres to promote the protocol needed to break the chain of infections, information about testing, vaccines etc. using all communication channels available. Doctors answered questions from audiences on the choices available for treatment based on the intensity of infection and pathologies detected. The mental health issues due to the stress caused by the pandemic were also dealt with.

Mr Nasrullah Md Irfan said that broadcasters have to respond to the public on the information needed urgently, not only using all programming genres via broadcast but also use all social media platforms available. Bangladesh Betar reaches out to people with its 14 regional Medium Wave and FM Frequencies along with their respective websites and apps through the social media platforms as well with doctors providing the main support for correct and timely information.

President of Television America Latina (TAL) Costa Rica, Central America, Mr Boris Ramirez shared the session with the topic - Media New Opportunities: Inoculate people with the proper information. He began his presentation with the thought that this pandemic is a new opportunity for the media to inoculate people with proper information. Keeping the issues of national sovereignty, the union of public and cultural channels of Latin America created a window to the world by collaborating and sharing content.

While respecting the freedom of expression, the focus is to guarantee access to truthful information to the public and to ensure the safety of journalists, especially during the pandemic. While providing quality content via print, radio, television and the internet, the main concerns are the open and digital television services of TAL were access to technology, eliminate inequalities, combat fake news and disinformation.

He concluded by reiterating that the pandemic has changed the world, how we see the world, the way we work and interact with others and it provides an opportunity for the media to collaborate across

national borders. The primary role of media while defending the freedom of expression and providing for the safety of journalists is the assurance of truthful information. Providing access to technology is a crucial factor in assuring digital inclusion as well as access to information.

Dr Claudia Abreu Lopes, Research Fellow, International Institute for Global Health, United Nations University (UNU-IIGH) Malaysia spoke on Vaccine Acceptability among Malaysian youths with special reference to debunking myths using U-Report chatbot. She said that vaccine hesitancy is a continuum between full acceptance and outright refusal of all vaccines. The hesitancy is an interplay between the confidence about the vaccine, the convenience in vaccinating and the complacency that people may feel. Large variations are observed between countries in terms of the rollout of vaccination for COVID-19.

She said that it is primarily due to the availability of vaccines, but hesitancy may become a stumbling block in achieving full coverage.

In a recent poll conducted in Malaysia, it was found that 85% of respondents were keen to have a vaccination against 15% of whose unsure. To address this issue and the misconceptions about vaccines among the youth in Malaysia, UNICEF and UNU-IIGH collaborated in conducting focus group discussions with stakeholders and harvesting the perspectives of youth through U-report polls.

This helped to understand the issues and strategize as well as use chatbot as a tool to address misconceptions. Dr Claudia also apprised that though the hesitancy about vaccines is more among the older generations, the youth in Malaysia is playing a significant role with confidence to overcome complacency and any inconvenience in vaccinating. To counter misinformation and disinformation, there is a need to monitor the viewpoints and needs of the audience by broadcasters and media houses using available digital tools.



Leaders Web Summit: Session 3 - Media's Role in Combating Disinformation in the Era of social media

Contributed by Ms Fathimath Leeza,
Programme Manager, AIBD

In recent years, with the advancement of technology through the Internet and social media, news and information spread with the speed of light alongside fake news.

Recognising the importance of addressing the growing tsunami of infodemics, particularly during the COVID-19 pandemic, AIBD dedicated a one-hour session on the topic with leaders from across the Asia-Pacific region sharing their expertise. This session was held on 3rd June 2021, during the AIBD Leaders' Web-Summit: Redefining the Role of Media in the New Norm and focused on the topic "Media's Role in Combating Disinformation in the Era of Social Media".

This session featured Ms. Atsuko Okuda the Regional Director of International Telecommunication Union Asia Pacific Region, Mr. Zulkarnain Mohd Yasin the Chief Regulatory Officer of Malaysia Communication and Multimedia Commission (MCMC), Ms. Ashwini Natesan a lawyer and lecturer at Asia-Pacific Institute of Information Technology, Ms Shahin Islam Director-General for National Institute of Mass Communication (NIMC) and Mr Samir Kumar Head of Prasar Bharati News Services & Digital Platform.



The speakers gave insightful information and shared their knowledge on how to combat disinformation. Ms. Atsuko spoke about how to tackle disinformation, the traditional and new media must join in and work as a whole. She also mentioned that to redefine the role of media, there must be digital inclusion and empowerment, especially in the Asia and Pacific. Initiatives, ways, and techniques to tackle fake news were shared in the session by Mr. Zulkarnain, who highlighted the media information and literacy for the masses as a panacea to mitigate fake news. Ms. Shahin and Ms. Ashwini stressed the mechanisms and techniques to combat disinformation. Ms. Ashwini further stated that formulation of new regulations to curb fake news and creation of mechanisms for compliance with regulations while honouring freedom of expression is the way to go.

While Ms. Samir, as the last speaker for the session, emphasised that joint initiative from the government, private organisation and media is required for fact-checking and thus curb disinformation.

The session was moderated by Dr Lim Ming Kuok, Advisor, Communication & Information UNESCO Jakarta Office and observed and reported upon by the two rapporteurs; Mr Bazlur Rahman, Chief Executive Officer and Mr. Hiren Pandit, Project Coordinator of Bangladesh Network for Radio and Communication (BNNRC).



Leaders Web Summit: Session 4 Creating Sustainable Content Industry

The content industry was affected tremendously during the pandemic, leading to a void in the broadcasting organisation's airtime and programme line-up. All broadcasters, as well as independent production houses, suffered a significant lack of funding and resources. However, OTT platforms recorded an increased viewership and revenue, thus grabbing the lion's share from traditional media.



CONTRIBUTED BY MS LEE LAI MEE, SESSION MANAGER/CHIEF COMPLIANCE OFFICER/PROGRAMME MANAGER, AIBD

"Current COVID situation is still unpredictable. All broadcasters and creative minds are challenged to adapt to the situation accordingly. We are in dire need to collaborate in hybrid content generation"

- Kenny Kihyung Bae, Moderator



Mr Kenny Bae, Senior Producer and Marketing Manager, KBS, the moderator, was joined by three speakers. In the session, they shared their experiences, perspective, and insight into the scenario of how the content industry was impacted in their region, and most of how to redefine what is sustainable content in the pandemic.

"Content is News-based information, centred around the pandemic. However, no News is objective, we need news from outside the country and alternative sources to get balance news"

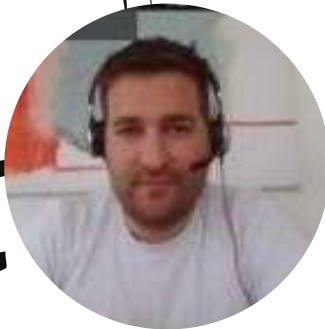


For Mr Alexey Nikolov, the Managing Editor of Russia Today, sustainable content in the pandemic was news-based information but people were not fed with all the right information. In his presentation

- 'The Importance of Access to Balance News and Alternative Information Sources', he emphasised we must provide the correct information as the pandemic challenges human lives. He elaborated actual or impartial reporting is a human responsibility and recommended all to consciously try to bring humanism in reporting. He said people today are turning to social media for information and the content are mal-information. Therefore, to sustain the content industry in this social age and pandemic, he added, journalists in solidarity, needed to protect mainstream media as a reliable source of information.

"Our DNA is to be close to people and now with the virus around, be a platform and continue to be close to people but in different way"

- **Flavio Bundi, Editor-in Chief & Programme Director, Radiotelevision Svizra Rumantscha, RTR, Switzerland**



The second speaker, Mr Flavio Bundi, Editor-in-Chief and Programme Director, RTR spoke of 3Cs - Collaboration/ Cooperation, Community and Change as an Opportunity. Being a small public Service Broadcaster, the 3 Cs was the successful tool for RTR to remain relevant and influence its content production.

He highlighted that closeness to the audience was the key to the success of 3Cs. For him what was important was the story and the need to use all new forms and possibilities to produce sustainable content that made sense to the people. During the COVID, he added, RTR had intensified collaboration and cooperation by bringing art to homes and be a platform for the school to go online and the community to contribute anything artistic.

The digital transformation had created visibility and orientation for RTR and being a platform had promoted culture and provided invaluable service for sustaining content.

"We don't want a 24/7 hours COVID content Channel. Media should know what the audience wants, create alternate content, brings local wisdom, ideas, cultivate good culture and attitude change about the COVID to the people"

- **Bhagavad Prompen, Mass Communication Officer, NNT, Thailand**



Hailing from the public broadcasting field in Thailand, Mr Bhagavad with his experience as a field reporter, TV host, creative, and producer for NBT World's English Programmes, wished not to have a 24 hours COVID Channel in Thailand. He said Media needs to create alternative or new content for the people to be aware and be educated by them. He spoke on - Seeking Sustainable Topics for the Media Sector.

He highlighted the media need to know about the audience's demands to create a framework for sustainable media production to take action and then to project the ideas to the people at the grass-root level. He cited a few examples of national programmes that had been executed to help the locals recover from the pandemic.

Media, therefore, needed to be in constant communication with the audience to know their issues, create and integrate media strategy, and disseminate information till media become a trusted source of information.



Summary of rapporteur

The rapporteur, Sayed Muhammad Ali, Senior Producer/Liaison Officer from Pakistan Television Corporation (PTV), in his summary remarked that sustainable content in the pandemic had taken

a new perspective. He quoted Mr Alexey as one defining content as news-based information and over the year had centred around the pandemic. He cited Mr. Alexey had a philosophical approach who highlighted the importance of keeping a human angle as the focus with the sense of equality when producing sustainable news content.

Sustainable content, for Mr Flavio, was all about the story and the importance of closeness to the audience in the pandemic had led to digital transformation in RTR. Besides the key success of 3Cs, he believed traditional media must master the digital tools to get a leading role in sustaining the content industry.

Whereas for Mr Bhagavad, seeking sustainable topics/content for the media was a continuous effort to achieve the well-defined goals in overcoming COVID-19 hard times. In doing so, the demand of the audience should always be a priority. He recommended the digital tools may be integrated as means of the traditional media as well to reach out to the masses.



Above

In session of Leader's Web Summit Session 5 - Moderated by Director of AIBD Ms Philomena Gnanapragasam, with Mr Shohrab Hossain, Shashi Mr Shekhar Vempati, Dr. Mahendra Bista, Dr Fintan McKiernan and Mr Raja Singham.

COVID-19 has changed the world, and will continue to shape many aspects of human lives for years to come. Currently, the traditional media is going through a revival and re-gaining its past-glorified recognition during this pandemic. The public are turning to them for credible news, especially on governmental plans regarding the pandemic and treatment strategies that include providing vaccination for the community.

Session V of the Leaders' Web-Summit featured CEO INSIGHTS: Revitalising the Role of Traditional Media which was moderated by the Director of AIBD Ms Philomena Gnanapragasam with CEO around the world.

The session began with the Director-General of Bangladesh TV (BTV), Mr Shohrab Hossain, who shared his thoughts regarding Role of State Broadcasting Media in Tackling COVID-19 Pandemic: Bangladesh Perspective. He disclosed that soon after the first COVID detection on March 08, 2020, the Government immediately steps up concerted efforts to combat the pandemic. As of May 26th, 2021, there were 12,441 deaths out of the total 792,196 people infected.

COVID-19: BANGLADESH SITUATION

First Case detected- March 8, 2020

Since then, (26 May 2021)

Infected 792,196

Deaths 12,441

Leaders Web Summit: Session 5 - CEO Insights reveals crisis creates an opportunity for Traditional Media

Contributed by Ms Monica Phang, Programme Manager, AIBD



BTV becomes the credible sources of information for audience during the pandemic and fact-checking channel as people sometimes get frustrated due to disinformation in the social media.

As a state public broadcaster, BTV served as a gatekeeper in crisis situation, transmitting official information on the only terrestrial TV having greater audience reach. Some of the programmes include creating awareness from the related updates from the Institute of Epidemiology, Disease Control and Research, (IEDCR) as well as non-therapeutic preventive measures, broadcasting PSAs, 'live' streaming, interviews with health expert, engaging celebrities, more family friendly contents, aired My School at My Home-television lessons for students.

BTV has also created its own App: Television in mobile made it more user friendly. Trust is at the centre of the relationship with the audience to ensure most credible, diverse and creative media.



New Forms of Education and Learning

TVRI is the only national media that broadcasts learning activities from home for around 45 million students across the country from various levels. Elementary schools, High schools, and Vocational Schools throughout the country. Learning from home through television is an important moment for students and teachers to try new things in the teaching and learning process.



President Director, Televisi Republik Indonesia (TVRI), Mr Iman Brotoseno shared that they are the first to start broadcasting learning activities through TV. In April 2020, TVRI launched a home learning programme initiative known as Learn From Home (BELAJAR DARI RUMAH, BDR). TVRI broadcasts learning activities from home for around 45 million students.

Another programme titled "PATEN" was about telling stories of the small business owners, local traders, starts-up and expert advises on how to market their products on social media. This giving a chance to chase everyone's dream and potentially secure business deals with buyers, venture capital or banks.

TVRI took up a role by doing digital literacy - to fight false information not only in traditional media but in social media also. He spoke about the period of crisis creating opportunities to rethink our daily lives. Must keep our creativity and innovation, to produce quality contents while finding new ways to maintain socially useful digital technology applications. We can prove our capacity in such crises to serve the mass.

Chief Executive Officer of Prasar Bharati India, Mr Shashi Shekhar Vempati spoke about how broadcast media rose to the challenge during the tough times of the pandemic. He said, "It was the time where the people look forward and watch the news."

Catering to the world's largest and most complex language diversity and different communities, different languages, different curriculum was a challenge. Popular programmes of yesteryears were re-telecast on Doordarshan (TV Channel) 50 dedicated education channels, 21 general public channels were disseminating messages on wearing mask, issue of oxygen demand, what drugs not to take, mental support, doctors speak and awareness programmes on keeping social distance etc.

Old media in new normal is a life saver as many things were possible due to technology. Office operations and establishments everything become paperless due to IT and which helped to cope up with the challenges during the epidemic. Free to Air and Direct to Home (DTH) has nationwide reach.

Executive Chairman, Nepal TV, Dr Mahendra Bista talked about Challenges, Opportunities & Way Forward in Post COVID era. He mentioned revitalization is the key survival of traditional media in this digital era which enabler media convergence by adopting technology and putting up a cross platform technical setup to explore Remote Broadcasting.

COVID 19 has given the wake-up call and it is time to bring about a change in public policy. Revitalization of Revenue, Human Resource and Work Culture is Key to Survival. Revising Revenue model to more digital and virtual engagement while creating New Revenue Streams. Training of human resource to fit in changing media landscape and technology adoption being the key.

The Way Forward

Revitalization is Key to Survival

Technology

- ▶ On the way to media convergence
- ▶ Cross platform technical setup
- ▶ Covid 19 gives the wake up call
- ▶ Adopt technology for convergence at the earliest



consumption dynamics versus cost effectiveness, he quoted that businesses spent \$104.32 billion on traditional marketing techniques in 2021 while experts estimated that businesses spent \$172 billion on digital advertising in 2021.

Revenue generation hit record low for many broadcasters. NTV survived the first year but market expansion was stopped, content was severely affected, especially Mega Reality shows as production had to be curtailed. But there were many opportunities that arose during COVID 19 times. There was an increase of 10% in the time spent in front of the television with Content Recycling (Live/Archive/Public Health contents) were consumed.

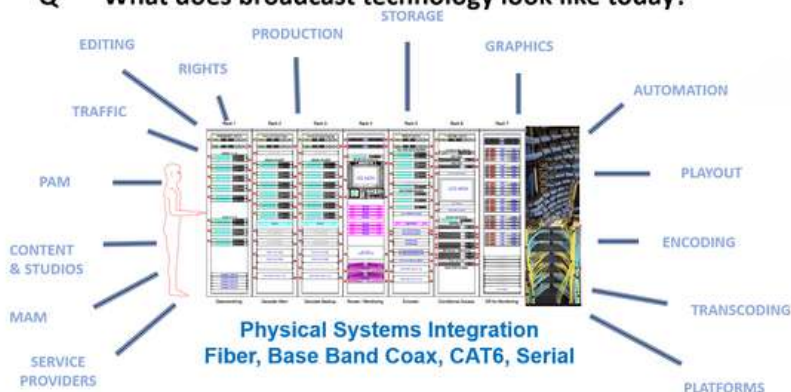
In conclusion, Dr Mahendra Bista, emphasized that traditional media is not becoming extinct as it is transforming itself constantly for survival. And the COVID19 pandemic gives perfect transformation opportunity for development in technology, content, revenue generation, and human resource which in turn can revitalize traditional media houses.

Chief Executive Officer of Ideal Systems Singapore, Dr Fintan McKiernan spoke on 'Managing Broadcast Systems - The Cloud'.



Over The Top (OTT) is not just about the delivery, but enable OTT operators Leverage Cloud Technologies at the back end as well. The way forward is Total Media control in the Cloud Operation, Orchestration, Business Process Management, Cloud Native Platform for Broadcaster, Alice Broadcast Solutions which integrates key business systems and automates broadcast operations.

Q What does broadcast technology look like today?



Managing Director Brickfields Asia College (BAC) Group, Malaysia, Mr Raja Singham stressed on leveraging media for social good. Collaboration to leverage each other with local content and international content. Free job and educational platform in the Cloud.

The COVID19 is a wake-up call for the traditional broadcaster with a task to set the plan for next generation. The Next Generation are very much concerned about protecting the planet, very much in a different mind-set, and they find a lot of this content online which resonates with them.

Traditional media needs to change at the new normal. There will be kids without devices, or net access, hence media should raise the voice. Media should stress on possible solutions of the 17 goals of the UN-led SDGs rather than just highlighting the problems. Transforming lives of people by giving them information that are value based and true to certain core values. Media should stay relevant for generational change and making the world a better place.



UNICEF-AIBD MOU VIRTUAL SIGNING CEREMONY



&

unicef 
for every child



The UNICEF - AIBD MOU was a timely milestone towards the initiative to Reimagine A Better Future For Every Child. Both parties agreed the COVID situation has made things be done differently and thus the scope of partnership has expanded to include Brunei Darussalam and the media.

Amongst some areas of collaboration include exploring advocacy to protect Child Rights Issues, having training programmes for journalists and media practitioners to report on children's issues in the media and content creators to enhance children programming in

areas such as ethics, children rights and child online protection, and advocating media literacy campaign for children.

As a kick start, UNICEF in collaboration with AIBD plans a Virtual Panel Discussion on Representation of Children in the Malaysian Media, a way forward on 23 September 2021.

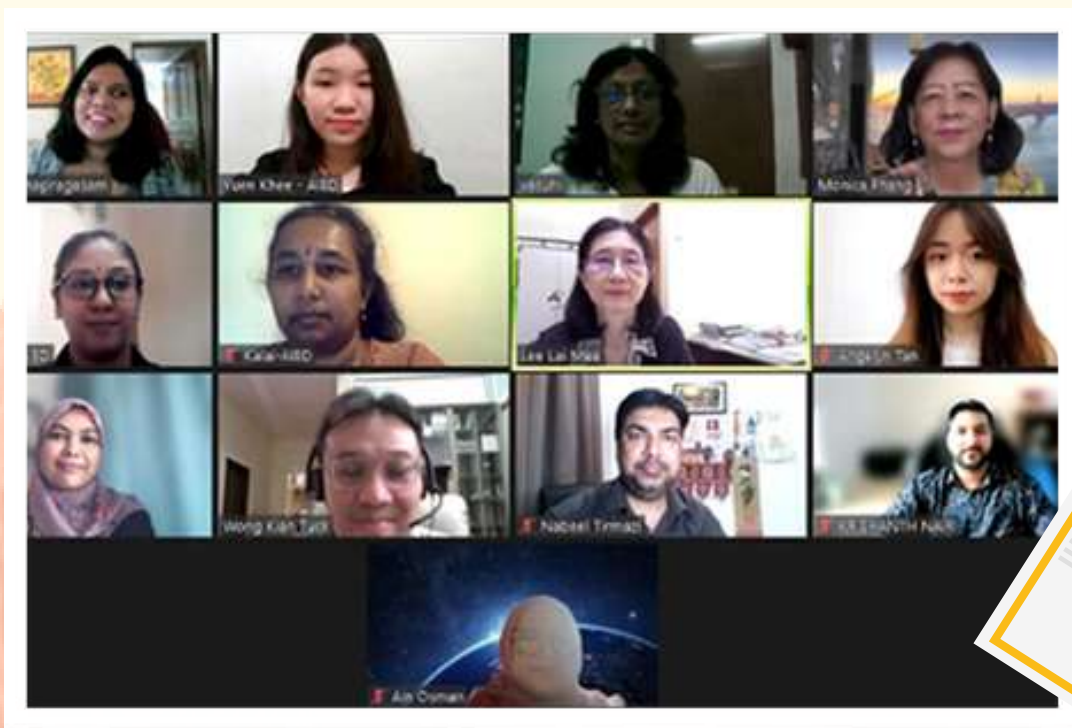
The gracious moment was witnessed by the staff of UNICEF and AIBD over the zoom platform.



Above

A virtual MOU signing ceremony between UNICEF and AIBD was held on 24 August 2021. Dr Rashed Mustafa Sarwar, UNICEF Representative to Malaysia and Special Representative to Brunei Darussalam signed the MOU with Ms Philomena Gnanapragasam, Director AIBD.





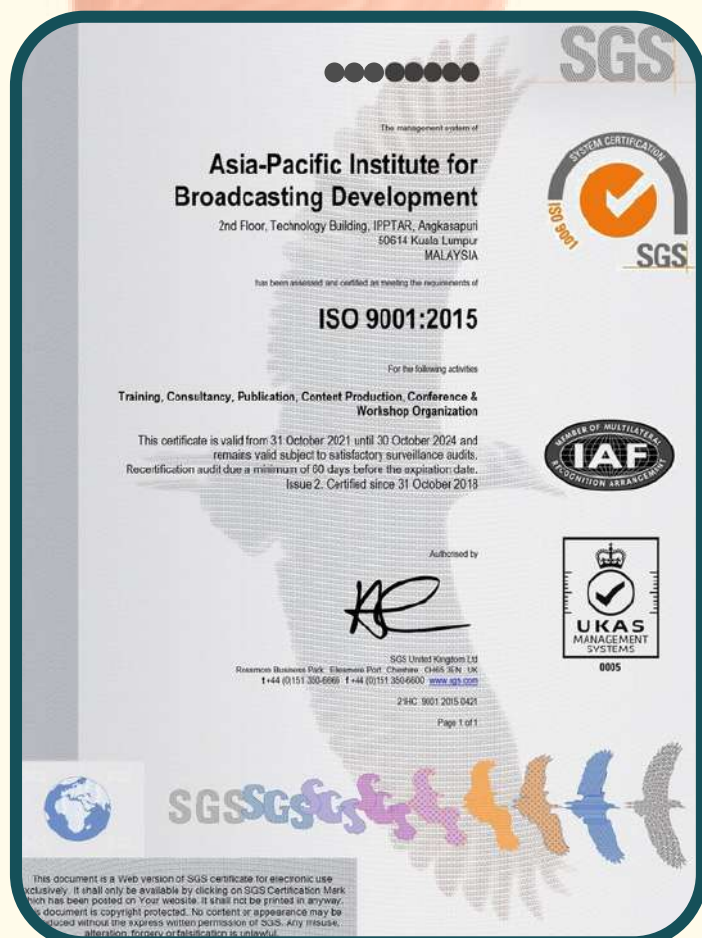
Contributed Ms Lee Lai Mee, Chief Compliance Officer & Programme Managers, AIBD

UKAS MANAGEMENT SYSTEM RECERTIFICATION 2021 - REMOTE AUDIT SUCCESS FOR AIBD

The AIBD staff had their first experience in remote auditing after a seamless session and a half-day virtual audit on 2nd and 3rd September 2021 in preparation for UKAS Management System Recertification. Certification for ISO 9001:2015 was received in 2018 and AIBD has successfully gone through 2 years of Surveillance Audit to maintain her ISO standards in her Management System.

This Recertification Audit visit was conducted virtually via remote zoom platform due to Movement Control Order (FMCO/EMCO/RMCO) from 1/06/2021 until further notice in response to the COVID-19 pandemic.

It was an exciting and new experience despite all the lockdown constraints. The preliminary methods of the remote audit included video calls with the auditor, documents shared through email and/or WhatsApp by the client and review of documentation and records. The use of ICT in remote auditing activities contributed to the effectiveness of the audit in achieving desired objectives. The structure of the remote audit was in accordance with the audit plan.



The remote audit covered AIBD's Quality Management systems and its core activities in Training, Consultancy, Publication, Content Production, Conference and Workshop organisations. AIBD, as an inter-governmental organisation and an international institute for capacity building, the twelve staff of AIBD have continuously worked very hard to comply with ISO 9001:2015 when hosting all the virtual activities and working from home remotely. The AIBD staff had to endure a few tireless months to complete the Internal Audit as a prerequisite for the recertification audit to be conducted on due time.

The ISO 9001:2015 Internal Audit 2021 was delayed due to the MCO, work from home constraints and the restricted access to the office due to the temporary closure of the building after the fire in 2020. Despite it all, the virtual Internal Audit 2021 was successfully conducted and completed on track, thanks to the support of AIBD staff in solidarity. The Internal Audit demonstrated effectiveness as a tool for maintaining and improving the management system. The 2 minor non-conformities (NCs) raised during Surveillance Audit 2020 were identified and fast appropriate actions were taken accordingly.

In this year's Recertification Audit-Operation Control 1 & 2, the programme department was audited in-depth on all matters related to Training, Consultancy, Publication, Conference and Workshops Organisations.

A few AIBD workshops and webinars were sampled; whereas for the administration and IT department, it was on purchasing, HR recruitment and training. As for the management, it was about challenges faced in the pandemic and the strategic plans on recovering the financial health of the Institute besides facing intense competition with interested parties and in keeping the members and traditional media to stay relevant. Top Management was able to demonstrate leadership and commitment to the integration of the quality management system requirements into the organisation's business processes. The methods used during the full remote audit included remote interviews, observation of activities and review of physical documentation and records. No minor or major non-conformity was found.

The auditor from SGS (M) Sdn Bhd, Mr Raymond Wong, concluded that the organization has established and maintained its

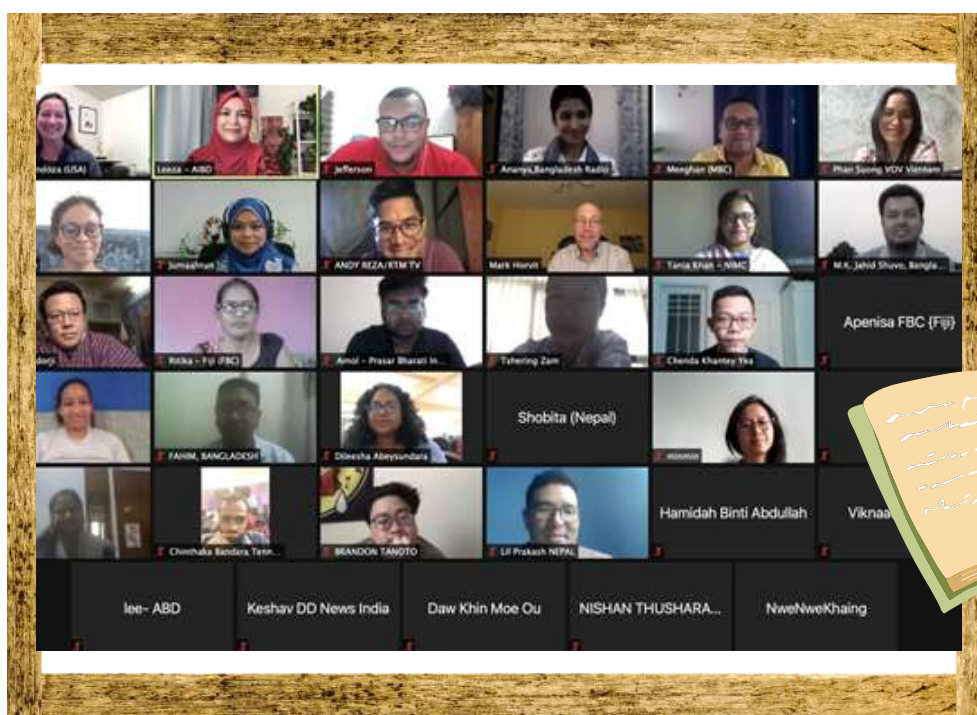
management system in line with the requirements of the standard and demonstrated the ability of the system to systematically achieve agreed requirements for products or services within the scope and the organization's policy and objectives. Based on the result, thus recommended the UKAS Management System Recertification be granted. A huge round of applause was awarded to all the staff who had contributed to the success of obtaining this recertification status and is valid for three years but subject to the annual Surveillance Audit from 2022 onwards.





Thirty journalists from more than a dozen countries in Africa, Asia and the South Pacific gathered to learn the tools of investigative and data journalism.

The goal of phase 1 of the workshop was to highlight the power of investigative reporting to inform citizens and battle the perception that there is an alternative to the news.



Attendees discussed investigative projects done throughout the world, took part in hands-on data journalism training and learned from some of the top journalists in Asia and the Americas.

The event was held from 5th to 9th April 2021, with the theme 'Investigative Journalism: Going Beyond the Headlines' was the first phase of a 3-phase online training project organised and run by the Asia Pacific Institute for Broadcast Development, and United Nations Educational, Scientific and Cultural Organisation (UNESCO) & International Programme for the Development

of Communication (IPDC).

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Martha Mendoza, a U.S. journalist with The Associated Press, shared the inside story of her Pulitzer Prize-winning investigation that freed enslaved seafood workers. Mendoza talked about the team work it took to complete the project and showed attendees some of the details about how the Associated Press (AP) team dug up information. The AP project involved a team of reporters from several countries; such cross-border teamwork is becoming more common in journalism.

Arun Karki, an investigative and data journalist from Nepal, introduced the group to the cutting-edge techniques used in visual investigations. Karki explained how videos, photos and social media can be pieced together to recreate an event or create a timeline that reveals important clues about why something happened and what went wrong.

Jaimi Dowdell, a data journalist for Reuters who has trained reporters worldwide, took attendees behind her award-winning investigation of flaws in the way the U.S. agency that registers planes keeps records that allow criminals to hide in plain sight. Dowdell showed how the work was done and explained how elements of her work could be incorporated by attendees.



Kuek Ser Kuang Keng, a renowned data journalist and trainer from Malaysia, gave examples of award-winning data journalism done throughout the globe and helped participants examine how journalists did the work and why it was effective.

Carla Minet, executive director of the Centre for Investigative Reporting in Puerto Rico, discussed her organisation's investigative work done in the aftermath of Hurricane Maria. The organisation's reporting proved that the death toll from the storm was much higher than official government statistics showed. Minet's centre is one example of the growing trend in independent investigative centres that are organized as not-for-profit ventures.

The goal of the programme is to give the journalists in attendance additional skills and to introduce them to methods used by investigative reporters. At a time when the news industry is coming under fire in many parts of the world and bad actors use claims of "fake news" to hide their misdeeds, arming these journalists with additional skills is vitally important. A key to restoring public trust in journalism is to produce better journalism and to do so in a way that is transparent to the audience.

Attendees of the AIBD/UNESCO-IPDC Investigative Journalism workshop will have a new perspective and new skills to continue serving the audiences that rely on them to inform them about their society.

AIBD Regional Workshop on Documentary Production-Convincing Audience, held on 17-19 August had about 124 participants from 16 countries joining the workshop- Bangladesh, Bhutan, Brunei, Fiji, India, Korea, Mauritius, Mozambique, Nigeria, Pakistan, Papua New Guinea, Philippines, Singapore, Sri Lanka, Thailand, and Vietnam.

It was a very challenging three-day workshop. With a time-zone difference from the east to the west, most of them logged in from individual face cam/devices, while some were placed in training rooms, five to ten people per room facing projected video on the big screen.

“

Regional Workshop on Documentary Production- Convincing Audience

Contributed by Mr Syed Zulkilfi Syed Masir, Consultant and Ms Lee Lai Mee, Chief Compliance Officer, Programme Manager, AIBD

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The participants were mostly producers and directors from both TV and Radio, ranging from highly experienced to those who were just starting in the field of documentary production, editors, reporters and Heads of training, and everyone had a similar understanding of documentary production.



Opened by Ms Philomena Gnanapragasam, the Director of AIBD, manned by one main coordinator and consultant, Mr Syed Zulkifli Syed Masir, a communication consultant from Malaysia, and joined by Ms. Xiao XiaoWai, an award-winning documentary director from CCTV, China and a well experienced executive producer Ms. Yanina Barry from the United Kingdom with her remote filming experience.

Syed Zul combined the discipline of advertising, storytelling, and academics in his approach for documentary writing, shared with participants the aesthetics of documentary with a skew to a specific audience and added film storytelling elements to it.

To prove his finding, he made the participants break down the storytelling structure of two recent Oscar-winning documentaries, Icarus and My Octopus Teacher.

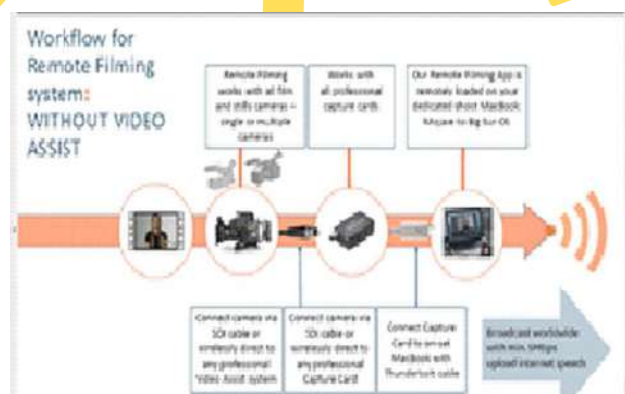
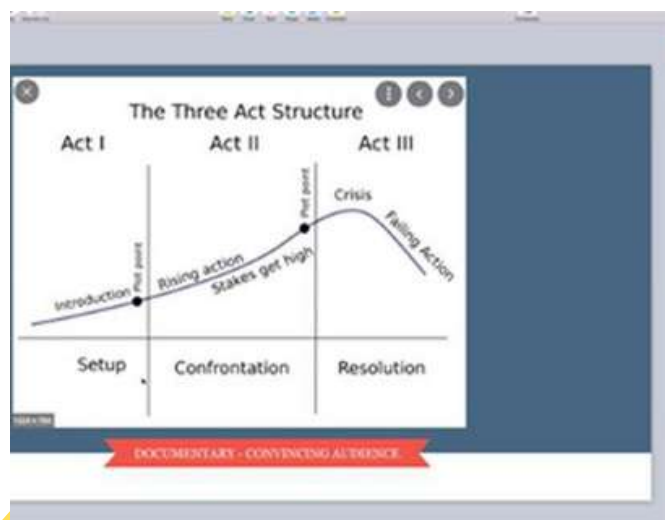
The participants later applied the same theory to their chosen subjects which they presented at the end of the workshop.

The first day was on the Fundamentals, Most Difficult Audience and Arrangement. The class was about triggering mental processes before deciding on the research, approach, and scripting, emphasizing the process 'how to think before writing'.

It is a systematic work plan seeking the best method to convince the most difficult audience. If you can convince the person who does not want to be convinced, chances are you can convince the majority of your general target audience.

The second day was on Three Act Structure, a storytelling technique that is normally applied to fiction films. The session was later joined by Ms Yanina Barry of Remote Filming from the United Kingdom. She provided a one-hour briefing on Workflow for Remote Filming in a Remote Production Live Stream. This production approach may become a necessity especially due to Covid19 restrictions. Travel has become very challenging and unpredictable too. They were a lot of questions by participants, especially on security and encryption.

On the third day, Ms Xiao XiaoWai, shared her experience in her presentation titled 'A Step Closer to Produce Cinematic-Style Documentary'. As a trendsetter, she is the only one in her big CGTN channel that employed cinematic documentaries that needed lots of groundwork with meticulous planning and execution. She showed some samples of her award-winning documentaries both in the USA and China. From her video samples, participants could see the context of some topics learned in the workshop, i.e., single-minded point of view, documentary modes, invention and 3Cs (Credibility, Convincing & Compelling). Ms Xiao left the workshop with many participants who felt inspired.



Group presentations were held on the last day. The participants were grouped into seven different teams with interesting names - Equality Voice, Real Life, Life Savers, Jupiter, Reel Makers, Covid Warriors and Agent of Change. Most teams talked about COVID19 but none of the teams had a similar proposition. One group proposed the topic - Gender Issues at Olympics. By the work done and presented by the participants at the end of the workshop, many have learned/ enlightened the subject matters taught to them. One participant went on to say that the very first topic had changed his perspective on a documentary.



The event was closed by Ms Philomena. While congratulating participants and consultants, she commended that though it was difficult to handle such a big group for a workshop, but the fact that the participants were so vocal and animated during a three-day course, marked the level of success, and impact the workshop had been.

The following are some comments from participants:

"The best workshop I have attended so far. I have learnt a lot, really useful techniques to take back my workplace. The delivery was very good, and the approach was excellent. The exercises were beneficial, my group 'Real life, my friends were great. I really look forward to working with you again. Thank you to AIBD Team."

-Clara Bianca Mootoosamy, MBC, Mauritius

"The workshop was truly enriching, and our group was awesome. We functioned like we worked in one country, one city and one station. One of the best groups I have had in workshops."

-Ugoma Cokey, VON, Nigeria.

"It's (the) best workshop I have ever attended in recent years. The consultant, Mr Zul said documentaries must have structure and (a) convincing audience. It has very interesting participants, the course well-structured and appealing."

-Dr Kim Youngyill, Project Manager, KBS, Korea

"It was a great opportunity for me to participate in such an international event. I learnt so many things from the workshop. The management was excellent, and the consultants were very knowledgeable people in their fields. This workshop gives me confidence in my working area, and I think I could apply these lessons in (the) future production of documentaries."

-Md. Abdul Hannan, Assistant Director, Bangladesh Betar

"It is (a) very interesting experience and quite a challenge to stay online for 3 days and for 80 over of us to interact directly. It is interesting to hear stories from many countries around the region."

-Murni Mohd Yossof, Editor, Mediacorp Pte Ltd, Singapore.



Writing Children's Scripts



Build Resilience in Children

Contributed by Ms Lee Lai Mee, Chief Compliance Officer & Programme Manager, AIBD

Nineteen participants from 10 countries attended the 2- days Script Writing Workshop for Children's Content Creators workshop on 7 & 8 April 2021, 2-7 pm MYT. The participants were from Bangladesh, Brunei, India, Mauritius, Nepal, Nigeria, Pakistan, Philippines, Taiwan & Germany. They were mostly programme producers from Radio &TV while some are TV presenters for children programmes who had successfully completed the two-day certificate course.

To help children and young people to become aware of their own competencies in dealing with those challenges, the PRIX JEUNESSE Foundation and the IZI have developed a virtual Storytelling Club that promotes resilience, creativity and mental health of children and makes them aware of their own strength in times of the pandemic. Ms. Kirsten stressed that the Story Telling Club (STC) is suitable for children from eight to twelve years. They can connect with each other through virtual meetings, and they could write, draw, and tell their own strong stories which helps them to become aware of their own strengths and capabilities.

This workshop was the post-webinar activity on 'The Day I Became Strong in The Pandemic', held on 11 March 2021, jointly organized with Prix Jeunesse Foundation, specifically to help children content creators develop real stories of children in the pandemic. The prerequisite to join was the participants must bring a story of the children in the pandemic to develop the script step by step in the workshop. AIBD was so privileged to be able to engage Dr Maya Gotz, Head of Prix Jeunesse Foundation and the International Central Institute for Youth & Educational Television, (IZI) Germany, as the consultant. She was assisted by Ms Kirsten Schneid, Project Coordinator, Prix Jeunesse Foundation.

The participants were then introduced to the way of collecting real children's stories via Story Telling Club. But due to the pandemic, the participants were encouraged to run a Virtual storytelling club or to collect stories by the personal network, community, or friends.



How to write stories that children will love and that foster resilience

- **See the strength** in what children are doing
- **See the basic needs** children are looking for in the media to be seen and loved, to make a difference, to do it on their own, to be successful, to be respected, to give orientation and security
- **Know how to foster resilience** with stories name emotions; show and stress what children can achieve; name/show strategies to deal with strong emotions; name/show how to overcome obstacles; name/show problem solving strategies; name/show helpful strategies in difficult situations like danger/ loss / failure / etc.
- **Find a story that is based on a real experience** and write the journey of the hero(in) by stressing the resilient moment in it and add elements to foster resilience
- **develop a dramaturgy** children can use to get stronger

The Day I Became Strong - dramaturgy



3 GOLDEN RULES

for creating a meaningful character

Children are want to grow!

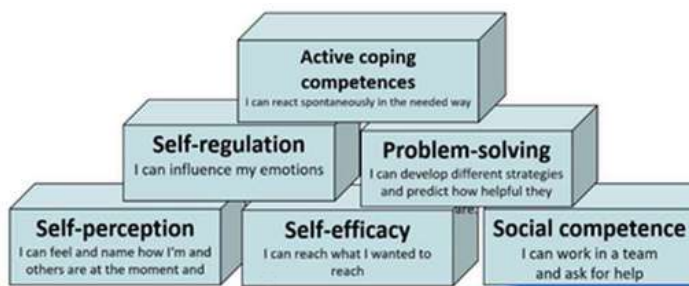
=> start with strength

Children are want to connect!

=> offer reliable relationship and a great experience

Children want to develop!

=> tackle their identity themes



THE FIRST DAY OF THE WORKSHOP WAS SPENT ON FINDING STORIES AND WRITING FOR CHILDREN, DISCUSSING FORMATS AND TREATMENT STORY CIRCLES.

TELLING OR SHARING A STORY, SOMETIMES WITH IMPROVISATION, THEATRICS OR EMBELLISHMENT NEEDS TO DEVELOP A SCRIPT. IT IS A DRAMATURGY CONSISTING OF EIGHT BASIC PARTS AS DEPICTED IN THE FIGURE.

THE SECOND DAY WAS FOCUSED ON WRITING SCRIPTS STEP-BY-STEP. DR. MAYA ENCOURAGED THE PARTICIPANTS TO GO BACK TO THEIR CHILDHOOD DAYS TO SEE THE CHILDREN'S PERSPECTIVES WHEN WRITING THEIR STORIES. BESIDES SHOWING SHORT CAPTIVATING FILMS TO TRIGGER THE CREATIVE MINDS, SHE ALSO HIGHLIGHTED THE THREE GOLDEN RULES WHEN DEVELOPING THE STORIES AND WAYS TO FOSTER RESILIENCE WITH CHILDREN.

Figure: How to foster resilience with Children The expected outcomes of the workshop for the participants were:

- I. HAVE LEARNED THE SKILLSETS TO KNOW HOW TO FOSTER THE RESILIENCE OF CHILDREN BETWEEN AGES 7-12 YEARS OLD WITH STORIES.
- II. ABLE TO TELL THE STORY FROM POINT OF VIEW OF CHILDREN WITH RIGHTFUL SCRIPT& MUSIC.
- III. GUIDED HOW TO SET UP A STORYTELLING CLUB TO GET REAL STORIES.
- IV. LEARNED STEP BY STEP HOW TO WRITE SCRIPTS & PRODUCE SHORT STORIES WITH THE REAL STORIES COLLECTED FROM CHILDREN ON THE GROUND/VIRTUALLY.



“

Nadeem Ahmed Malik, Programme Producer, PTV

"I feel proud to be part of the workshop which focused on thematic areas for finding a story and writing children scripts. Every representative gave his suggestion on the issue/topic, we discussed it in detail and step by step we developed the script. I was immensely inspired and felt such oppo

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“

Minhazul Islam, Radio Boral, Bangladesh

"This workshop reminded us of our childhood, and we got a great idea of how we can encourage kids in the days of Covid-19. Thanks to Dr Maya and the AIBD Team for showing us some short stories that reminded us of our childhood as well as how nature can develop a child's mind and giving us the opportunity to share our experiences with our comrades in several countries."

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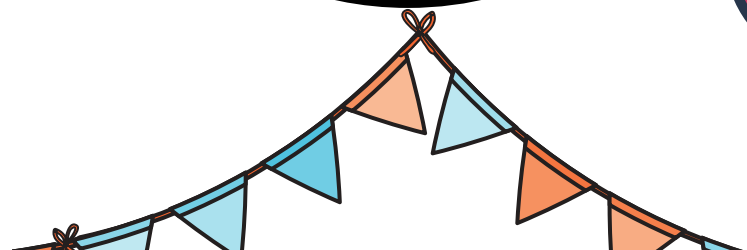


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Kalpana Parida, NABM, India

"Amidst the feeling of isolation during the second surge of COVID, this workshop teleported us to the colorful land of our childhood days. A big thanks to Dr. Maya and AIBD team for showing us some meaningful and captivating small children's films which provoked us to write something innovative."

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**Md. Nasim Uddin, Radio Borai,
Bangladesh**

“A lot of things happen to the little ones, but they don't come to our notice for some reasons. From this training, I learned something new that will help me create programs for young children on the Radio.”

”



“

Ugonma Cokey, Voice of Nigeria

“The scriptwriting workshop is one of the best workshops I have attended and the best on producing content for children because, in spite of the fact that it was virtual, it was facilitated in a way that technical things were explained in simple terms and practical ways for participants to understand it easily. The practical sessions and feedbacks also gave insight (in)to what is expected for children content producers. I will definitely utilize the skills gained.”

”



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**Carine Kistoo Jean, Mauritius Broadcasting
Corporation, Mauritius.**

“The 2-day workshop benefitted me a lot. It allowed me to relive my childhood, then help me to see other perspectives in the way of working on my TV shows with children, especially in projecting children's image on TV. I have learned Resilience, a big word with superhero powers. Thank you Dr Maya & Team AIBD.”

”



REGIONAL WORKSHOP ON Trauma Management, Digital Safety & Risk Assessment & Preparedness

Contributed by Nabeel Tirmazi, Programme Manager, AIBD

A series of training workshops on different subjects related to Safety for Journalists organised by AIBD in collaboration with UNESCO IPDC were hosted remotely from Kuala Lumpur, Malaysia from 19 April to 5 May 2021.

The workshops were designed specifically for the media practitioners associated with reporting and on-field production. Over 35 participants from Afghanistan, Bangladesh, Bhutan, Cambodia, Hong Kong, India, Malaysia, Myanmar, Pakistan, Seychelles, Singapore, Sri Lanka, and Thailand attended the workshops.

The first workshop from 19 to 21 April covered the subject of trauma management. The workshop aimed to look at various work-related mental pressures on the journalists and on-field reporters especially working in hostile areas and how to cope with them. Dr Abeer Saady from Egypt facilitated the participants to understand the various psychological risks related to on-field reporting and preparedness before covering traumatic stories. Dr Kasi Sekar from India delivered sessions on organisational guidelines for mental health and trauma management.

The second workshop organised from 28 to 29 April 2021 was aimed at digital security. There

has been increasing challenge observed by the journalists to secure their communications in the digital world. Leakage of credential sources, anonymity, online threats, fake ids are one of the few threats faced by today's media practitioners.

Renowned cybersecurity consultants Mr. Philip Victor and Ms. Thavaselvi Manusamy from Malaysia discussed various strategies to safeguard online identities, password management, data protection and other security policies.

The third workshop of this series was related to Risk Assessment and Preparedness. The workshop highlighted the essential tools for evaluating threats and hostile situations.

The third workshop of this series was related to Risk Assessment

and Preparedness. The workshop highlighted the essential tools for evaluating threats and hostile situations.

Mr. Alistair Hollington from the United Kingdom and Ms. Sabin Agha from Pakistan were the consultants of this training activity. Important topics like designing communication plans prior to assignments, dealing with the crowds, basics of first aid training etc. Special case studies were presented by Mr. Senthil Ranjan from India and Ms. Dewi Suspaningrum from Indonesia



Regional workshop on TRAINING OF TRAINERS

Contributed by Y. K. Sharma, Consultant-TOT, Advisor (Training & HRD),
BECIL, India & Monica Phang, Programme Manager, AIBD

COVID pandemic has changed the world, impacting populations, businesses and organizations all over the world. Media organizations in particular have felt the impact more severely and have been looking for ways and means to meet the emerging challenges. The organizations are adopting multipronged approach to remain relevant, viable and to continue serving their mandate.

Recognizing the need to develop human resources and capacity building in the member media organizations, AIBD has been organizing various activities and has not let up its endeavors in this regard in spite of constraints posed by the pandemic. As the need to continue training and development of human resources of the Media organizations, following due safety measures, assumes importance, here, solutions like virtual/online trainings are becoming the new norm for training delivery.

AIBD has also initiated many of its activities in virtual mode. For the online instructor led trainings, the Training-of-Trainers first, to enable them to deliver trainings remotely or on-line, as per new norms is felt necessary. To cater to this need, AIBD scheduled two Training of Trainers (ToT) on-line workshops, of one-week duration each from 23-27 August (Group I) and from 6-10 September (Group II). AIBD received around 130 nominations for these workshops from fifteen countries and only those

staff engaged in direct training activities in their respective organizations were selected.

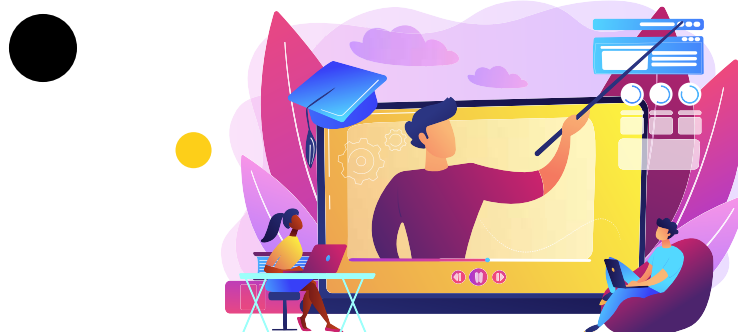
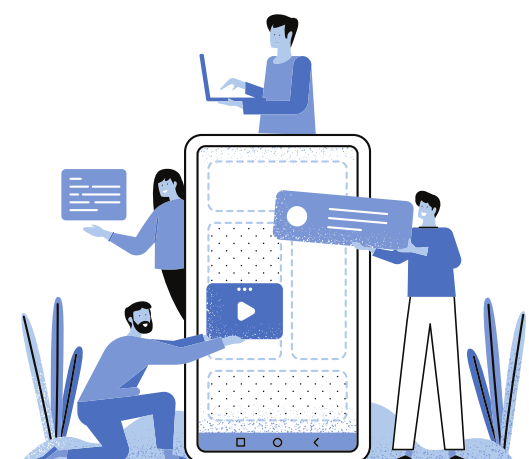
AIBD's ToT programme for Trainer/Instructor development aims at providing the professional staff with the knowledge and skills they need to plan and carry out effective training (formal and on-the-job) and implement core competency development programmes in their organizations. These specialised ToT workshops focused on adopting a Systematic approach to training covering Training needs analysis, Formulation of Training Objectives, Instructional Design, Principles of Adult Learning and their Applications and assessment/evaluation of the training programmes. It was about how to plan, deliver and evaluate structured training programmes, but does not focus on specific skills or job practices in media organizations.

The original two-week standardized structure and curriculum of the ToT workshop was compressed and aligned to make it suitable for on-line delivery in one-week duration.

The salient features of the workshop were experiential learning and learning by doing, interactive lecture sessions, group exercises and project work, individually as well as in groups' presentations, all done on-line.

There was lot of interest and active participation by the participants in all the activities of the workshop in spite limitations of on-line mode of the activity. This helped in meeting the objectives of the workshop and demonstrated the assimilation of learning by the participants.

Based on the evaluation by the participants indicated that all of them found the inputs provided in the workshop were very useful and they gained a lot in terms of knowledge and skills to enable them to be effective potential trainers. The participants have rated the workshops as Excellent/Good. However, most of them felt that the duration of the workshop should have been longer to devote more time to practical exercise and probably a few days face-to-face follow up session later may help them to make good the shortcomings on account of on-line version.



Contributed by Y. K. Sharma, Consultant-TOT, Advisor (Training & HRD), BECIL, India & Monica Phang, Programme Manager, AIBD



Picture: In session of Training Of Trainers held on 23rd -27th August (Group I)

Some excerpts of the comments by the participants about the training workshop....

"I would like to express my gratitude and appreciation to AIBD for organizing this Training of Trainers course. I had learned new techniques as well as gained new knowledge during these 5 days. This course is really great and awesome! Well Done!....." **Nor Hana Mohd Nordin, IPPTAR Malaysia**

"Whenever I get an invite to participate in any AIBD webinar or training, I feel so honoured but this particular training on 'Train the trainer' made me feel special because my sessions with the Consultant, Mr. Sharma was an eye opener to a new world of training.. I'm sincerely grateful to AIBD for providing this quality opportunity..." **Folashade Olatunbosun, Voice Of Nigeria**

"I wish to commend AIBD profoundly for a job well done. I have indeed gained a lot from the training which will further help me in the discharge of my training responsibilities in Voice of Nigeria more efficiently. I make bold to say that AIBD is one of the global leaders in knowledge sharing and transfer of Broadcasting education, experiences and emerging trends in the industry across the world. I recommend the institute for international broadcast stations in Africa as their broadcast resource centre." **TIMOTHY S. OYELEKE, Asst Chief Instructor, Voice of Nigeria**

"I had an enriching experience with the Asia-Pacific Institute for Broadcasting Development for sharing with us the best practice in terms of training standards. The challenge for us henceforth is to strengthen the knowledge that we have gained by applying it to others in our working environment in a SMART WAY!....." **Selvina Sungeelee, Mauritius Broadcasting Corporations**

"It's great that there's an opportunities for different experts in different aspects in the media industry can participate together in the same "room" for workshop under the pandemic condition. I really admire that some delegates were joining the workshop during midnight or before dawn. Thank you very much AIBD for the arrangement....." **Archie Wong, Radio Television Hong Kong**

"It has been a wonderful workshop. I have learned so many new things, the way of communication and presentation that will be helpful for me to apply in the real world. Thank you AIBD as the workshop was fruitful for me..." **Sanjida Akter Safa, Pathshala, Bangladesh**

This has been an absolutely amazing and enlightening workshop. Highly recommend the workshop to everyone who is open-minded to different views and to giving it a go. Thanks so very much AIBD with Mr Y K Sharma as a wonderful facilitator who made all participants feel very comfortable and for the entire experience..." **Debasish Das,**

Pathshala Bangladesh.

"The training of trainers is my new experience. I have never been a trainer before. This training has given me a great methodology, thought process, planning and step-by-step design of being a trainer. This training is a great experience in covid-19 situation because online training is difficult, but AIBD does it well..." **Phattamapohn Bunchoo (PONY), NBT-Thailand**

"Coming from an academic and teaching background, this training workshop has helped me to gain more confidence in designing effective training programmes, at all steps. The trainer of the workshop was able to demonstrate what he has taught us well in the given time with patience, open-mindedness, in a polite and non-judgmental manner. I appreciate all efforts AIBD has put into making this training happened as the way it was. Thank you very much" **Naowarat Keawseangtham (Nina), NBT-Thailand**

"On behalf of our Organization I would like thank to AIBD that arrange this programme to give me an opportunity to learn more about this topic.. Thank you so much..." **Veasna CHHON, MOI RNK-Cambodia**

Thanks for all the effort from AIBD to meet participants' demand. See you when defeating Covid-19 for a face-to-face meeting....." **Hoàng Thị Hải Hạnh, Voice Of Vietnam**

Overall it was observed that in spite of limitations of on-line mode, these workshops have been very fruitful due to the strong commitment and efforts by the participants, Consultant and coordination by the Programme Manager, AIBD.



SUB-REGIONAL WORKSHOP ON ENGAGING AUDIENCES FOR TELLING STORIES

Contributed by Nabeel Tirmazi, Programme Manager, AIBD



Broadcasting Industry has entered Fourth Industrial Revolution. New media has challenged the norms of the traditional broadcasting industry and is proving itself more relevant for the audience. User-generated content (UGC) is now being consumed more than that of the programmes produced by traditional mediums. However, the credibility of UGC is a big question mark, thus one of the best strategies for overcoming both challenges is to integrate both mediums for the audience.

AIBD organised two online workshops from 14 to 18 June in Kuala Lumpur for SAARC and Africa region and then from 21 to 25 June for its ASEAN and Pacific members. These workshops were part of a series of activities done with the collaboration of the Hosobunka Foundation (HBF). HBF funded the workshop through a grant cycle for 2019/2020.

The workshops looked into various methodologies for creating an efficient and effective network of communication between the traditional content creators and the communities. Both activities aimed to explore various case studies of storytelling on media which have been produced historically through user-generated content, visual archives and how to media democratisation has enhanced the scope of the storytelling.

Mr. Jun Ogawa, a renowned broadcaster from Japan discussed the ethics and responsibilities of media practitioners in the age of information.

He also highlighted the role of an independent media watchdog to observe whether the stories

disseminated through media is aligned with societal values and giving appropriate voice to the common man.

Multiple BAFTA award-winner, Mr. Adrian Wood took the participants for a historical journey of user-generated content and how mainstream media integrated such stories in their programming and especially documentaries. He also talked about crafting stories from visual archives and why content creators need to be concerned about the facts, ethical dilemmas while talking about the history and avoiding any kind of fabrication that can distort the context of the footage

Dr. Ujjawal Chowdhry, Pro vice Chancellor of Adamas University India talked about media convergence and why mainstream medias should expand its content canvas to the new media. He displayed those statistics related to the penetration of social media and showcased various case studies of trans-media.

For the second workshop, he also discussed various storytelling tools and strategies to integrate both the worlds of traditional and new

media.

The workshop also had sessions on what traditional broadcasters can learn from community media, which is directly connected to the grassroots level. Ms. Archana Kapoor from India talked about creating compelling programmes on human development issues and why content creators should be concerned about SDGs. For the second workshop, Ms. Usha Bhasin, another renowned broadcaster from India showcased her famous programme 'Kalyani' which was the longest- running show in India on human developmental stories. She described the breakdown of the entire project on how stories were identified, crafted, and picturized. Ms. Bhasin also gave tips to the participants on how to make their content more 'humane'.



For AIBD's SAARC & African Members
14-18 June 2021

Contributed by Nabeel Tirmazi, Programme Manager, AIBD



Sub-Regional Workshop on Engaging Audience For Telling Stories



For AIBD's ASEAN & Pacific Members 21-25 June 2021

Apart from the main sessions, there were side sessions on media democratisation by Dr Sunayn Bhattacharjee from India, SDG storytelling by Nabeel Tirmazi, Senior Citizen Journalism by Dr Sreedhar Ramamurthy, Community Radio in Bangladesh by Mr Abu Sadique, House-wife journalism by Dr R.C Lamachanne.

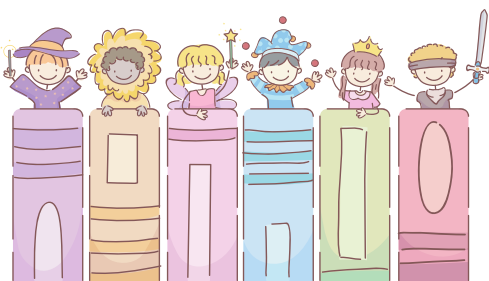
There were plenty of interactive sessions for the participants where they were split into different breakout rooms and discussed their ideas and presented their outcomes. They also showcased their programmes and told the thought process behind the stories shown. The audience took a lot of interesting watching universal

human themes told in different cultural setups, one participant quoted that despite human society is divided into many cultures, religions, ideologies but human emotions remain universal. Any humane story told compellingly appeals to everyone, even if it's told in a foreign language.

Thirty-two participants from Bhutan, India, Mauritius, Nigeria, Pakistan, Seychelles, and Sri Lanka joined the first workshop while Twenty-five participants from Brunei Darussalam, Indonesia, Malaysia, Myanmar, Papua New Guinea, Timor-Leste and Vietnam attended the second workshop.

There will be one more activity

which will be organised in Kuala Lumpur under the grant of HBF which will be set in physical format.



BROADCAST ASIA: REDEFINING TECHNOLOGY FOR A BETTER FUTURE

Contributed by Nabeel Tirmazi, Programme Manager, AIBD
& Dr Amal Punchihewa, Consultant and Advisor, AIBD

Asia-Pacific Institute for Broadcasting Development (AIBD) collaborated and supported the BroadcastAsia, and its related events held in Singapore that it has been doing for many years. Asia Tech x Singapore (ATxSG) Virtual Event, comprising of BroadcastAsia, CommunicAsia, SatelliteAsia, TechXLR8 Asia, InnovFest x Elevating FoundersAsia, and accelerateHER. The Virtual Event took place from July 14-16, 2021. This event was organised in conjunction with two other closely related events to the work of AIBD, viz. SatelliteAsia and CommunicAsia. AIBD showcased a webinar it has offered to its members recently addressing 5G and its impact on media and broadcasting. The theme of this fully virtual event showcased was “A Decade of Innovation and Disruption: Impact on Broadcasters”. It was held as a virtual event.

Though the event was mainly virtual (online), AIBD also provided the welcome address on the second day of the BroadcastAsia conference in addition to AIBD showcasing 5G and its impact on broadcasting using a pre-recorded AIBD webinar.

The showcase event aimed to educate and inform the Asia-Pacific broadcast and media community including AIBD members on the potential of 5G for their media and broadcast operations, opportunities, and challenges that 5G will offer the Broadcasters. It discussed Innovation in 5G, Disruptions and Opportunities that 5G would offer to broadcasters.

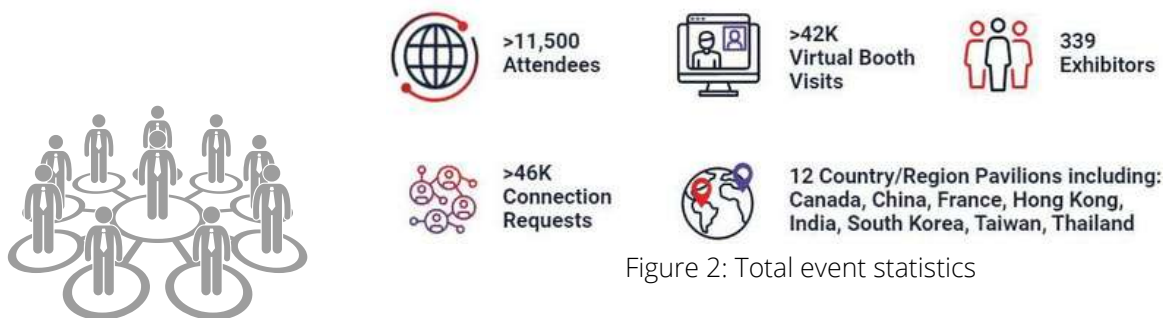


Figure 2: Total event statistics

The comprehensive showcase presentation addressed technology innovation, their adoption and disruptions observed by analysing several concepts. 5G and related innovations have been happening for over a decade now. To understand innovation and disruption, it is important to understand other technology cycles, which is not a new phenomenon that is happening at the same time. Long waves are generally 30 to 40 years cycles that happen all the time, and that has been true for the last 250 years mainly used by economists. There are three key elements viz. Connected Intelligence, synchronous S-curves, and the Fourth Wave that help understand and explain possible scenarios. 5G can also be seen as a platform for innovation in various industries and media is one of the dominant industries. The intelligence means the software and sensors that shape the global landscape and connectivity could come either from LTE or 5G.

The concept of synchronous S-curve is a cycle of any product early adoption, growth, then they taper off, and then move on to a new cycle. This has been true for the last 100 years in one way or another. When looking at these s-curve cycles for the last 100 years, it can be seen how telephone, automobile, radio, dishwashers, microwave, and the computer came into being. As it can be observed, the cycle has accelerated tremendously with each decade. It used to take 30 to 40 years for something to settle. In recent times, it is taking only a few years. It is well known that cell phones really started shaping the global economy 30 years ago but now they are everywhere. While looking forward it is required to understand that is it just the S-curve or is it something else going on at this time for 5G innovation.



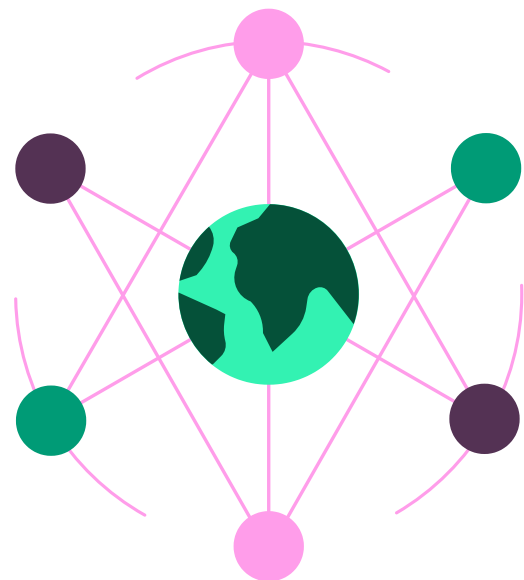
Figure 3: BroadcastAsia event statistics

The presenter Mr Chetan Sharma proposed that there is this phenomenon of synchronous S-curve that is shaping various ecosystems, especially the technology-ecosystem. That is the simultaneous S-curves that influence each other's growth patterns, which is important to understand. When it is observed some of the patterns that took place in the Internet era, it is evident that the Internet and computer grew simultaneously. Each S-curve for the Internet and Computer followed the other S-curve.

The disruption pieces are for any cycle is that when there are new digital tools that are introduced, namely LTE, smartphones, and cloud. Now there are new technology tools from 5G, AI, robotics, and blockchain. These new digital tools that come into play, which also have their new business models as to how these digital tools need to be introduced to the ecosystem, and into the economy. It is the combination of the synchronous S-curves and Connected-Intelligence shapes and transforms various industries, possibly media and broadcast. For example, Uber and Airbnb emerged out of nowhere and transformed their respective industries can be noted.

You can listen to the session via link <https://youtu.be/456ToV7sW6w> and access BroadcastAsia-2021 via the URL: <https://virtual-event.asiatechxsg.com/event/asia-tech-x-singapore>

Next year, the BroadcastAsia event will be held from 8 - 10 June 2022. AIBD will continue to collaborate with the BroadcastAsia event closely as they are preparing for next year event.



Contributed by Angelyn Tan, Head of Media, AIBD

CONNECT WITH AIBD EPISODE 1 – BEHIND PAVING SHARMA



In the first episode of Connect with Philo, we have invited Maya Sharma to talk about herself and introduce us to the world of PAVING. Maya Sharma is an 11th-grade student at East side Preparatory School in Washington State. She has won several prizes in science, math, essay writing, and arts at school, state, and national competitions. Maya loves to travel globally, read books, play the piano, and spend time with her friends. Maya has been writing for her school newsletter since 4th grade. She has tackled the topics of technology, automation, diversity, politics, and gender equality in her columns.

<https://www.youtube.com/watch?v=tNISqkp66ZY&t=2s>

Contributed by Angelyn Tan, Head of Media, AIBD

CONNECT WITH AIBD EPISODE 2 - BEHIND FREE PRESS UNLIMITED MR. LEON WILLEMS



In today's episode of Connect with AIBD, we spoke with Mr. Leon Willems who is the Director of Policy and Programmes of Free Press Unlimited since May 2011. He leads Free Press Unlimited jointly with Ruth Kronenburg, Director of Operations of the organisation. Under their leadership, Free Press Unlimited has grown from a Dutch-based media development organisation into a broad-based internationally renowned media development actor, working in over 40 countries of Africa, Asia, Europe, Latin America, and the MENA region, carrying out projects in cooperation with 150 partners on an annual basis.

<https://www.youtube.com/watch?v=ryJkp452ikI&t=10s>

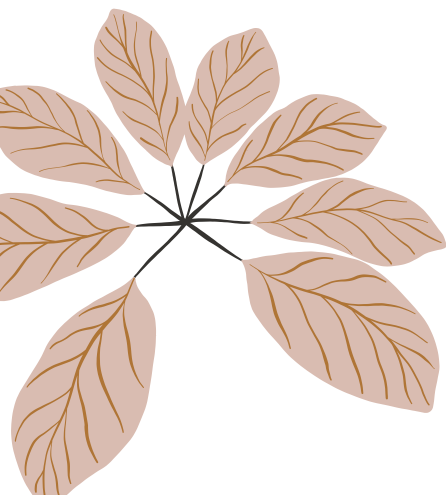
Contributed by Angelyn Tan, Head of Media, AIBD

CONNECT WITH AIBD EPISODE 3 - DEBUNKING COVID-19 MYTHS AND RUMOURS WITH DR RANDEEP GULERIA FROM AIMS



In today's episode of Connect with AIBD, Ms Philomena had a chat with Dr Randeep Guleria. He is the Director of All India Institute of Medical Sciences, New Delhi. Dr Randeep is also a member of the National Task Force for the Government of India for COVID-19. We are pleased to invite him to answer questions regarding the current COVID-19 pandemic that has impacted the whole world.

<https://www.youtube.com/watch?v=SQB2ABoKvfw&t=13s>



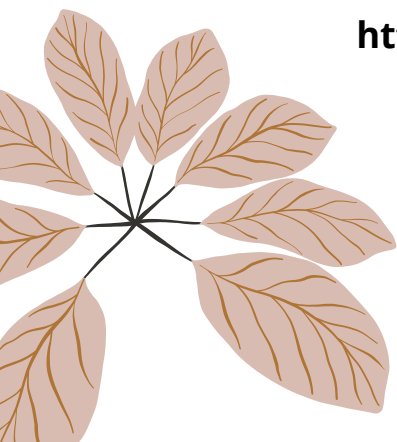
Contributed by Angelyn Tan, Head of Media, AIBD

CONNECT WITH AIBD EPISODE 4 - INTO THE FUTURE, UNDERSTANDING 5G WITH MR. CHETAN SHARMA



In today's episode of Connect with AIBD, Ms. Philomena had a chat with the renowned Mr Chetan Sharma, Founder and CEO of Chetan Sharma Consulting and is one of the leading strategists in the mobile industry. He has served as an advisor to senior executive management of several Fortune 100 companies in the wireless space and is probably the only industry strategist who has advised each of the top 9 global mobile operators. Chetan has worked with major industry players on all continents and is considered a leading authority on mobile data technologies and consumer trends.

https://www.youtube.com/watch?v=aylg_7P09xs



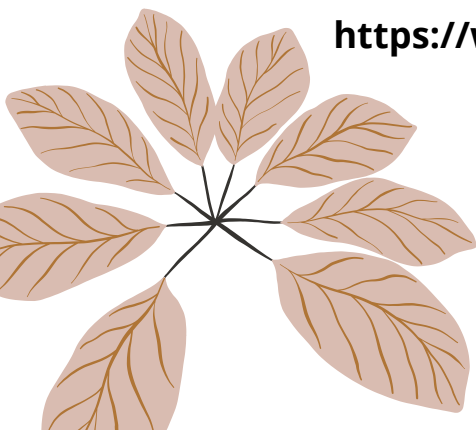
Contributed by Angelyn Tan, Head of Media, AIBD

CONNECT WITH AIBD EPISODE 5 - BEHIND FATHER OF GOD, AJAY MISHRA NOVELIST AND ENGINEER



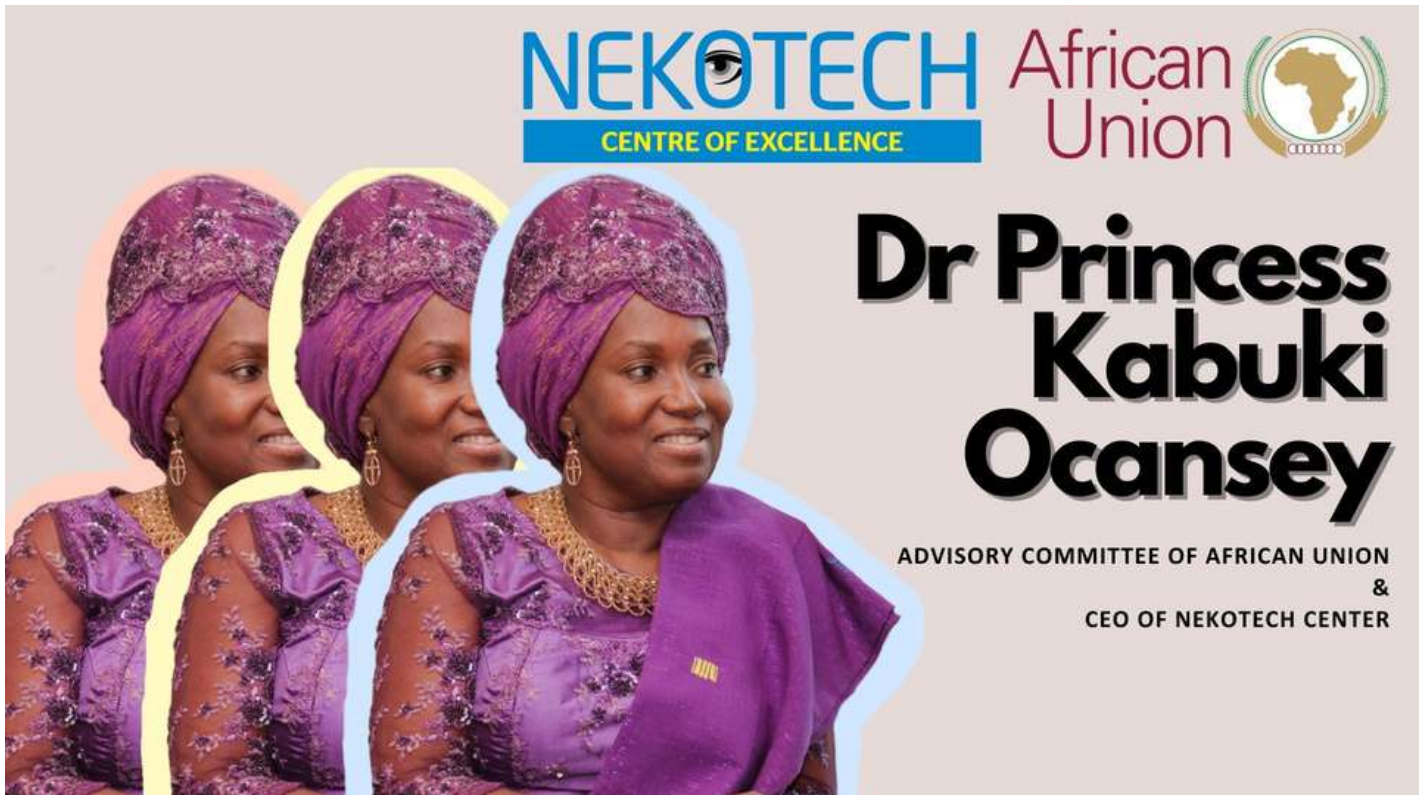
In today's episode of Connect with AIBD, Ms Philomena had a fun conversation with Ajay Mishra, Novelist and Engineer. Mr Ajay a poet by passion and an engineer by profession, Ajay Mishra is a well-travelled engineering executive who has authored many books in the area of mobile technology. He is the former chairman of the Innovations Group at ITU, United Nations. He was also a Visiting Fellow at, University of Cambridge, UK, and INSEAD, France.

<https://www.youtube.com/watch?v=v5Z5qi8AyWA>



Contributed by Angelyn Tan, Head of Media, AIBD

CONNECT WITH AIBD EPISODE 6 - THE LIGHT OF MIGRANTS, DR PRINCESS KABUKI OCANSEY



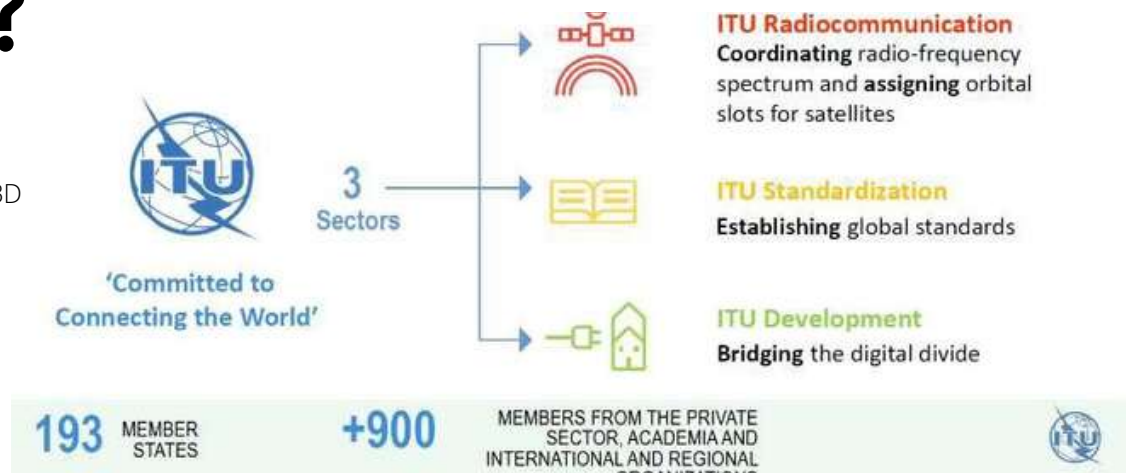
In today's episode of Connect with AIBD, we have two very intelligent women with us. Ms Philomena had a deep conversation with Dr Princess Kabuki Ocansey, that brought us deep into the world of migration workers. Dr Princess Kabuki Ocansey with over 30 years of experience as a labour migration expert currently is a member of African Union Labour and Migration Advisory Committee which advises African Governments on migration matters.

Dr Princess Kabuki Ocansey is also the bestselling author of the Deadly Work or Decent Work is an Engineering Graduate of Rutgers University, NJ-USA.

<https://www.youtube.com/watch?v=WdTRZOgP83o>

WHAT IS THE BROADCASTING STANDARDIZATION PROCESS OF THE ITU TELL US?

Contributed by
Dr Amal Punchihewa,
Advisor and Consultant of AIBD



This article aims to provide a concise and broader overview of trends in broadcasting. Despite pandemic, COVID-19, studies, and advances in broadcasting technologies have been taken place though some were slow down due to health protocols. The best way for readers and broadcast stakeholders to understand the broadcast technological development is to review the work by an international standardisation and harmonization organisation like International Telecommunication Union (ITU).

The ITU has been leading the international standardisation of broadcasting technologies from the production of programmes to the delivery of content to the audience. There are different technological areas in the broadcasting value chain while addressing end-to-end.

The complete end-to-end broadcasting value chain includes programme production, transmission, reception, and presentation, as well as quality and the measurement, production operations and access media. Studies are investigating emerging programme making techniques and technologies, terrestrial broadcasting delivery for sound, television, and multimedia.

The delivery technologies may include channel coding and modulation; antennas, transmitter, and receiver; spectrum utilisation and sharing; protection of broadcasting from interference; evaluation methods of service areas and emergency broadcasting.

Broadcast service assembly and access cover programme production and emission including interfaces in the production, file format, metadata, source coding, multiplexing and transport, access control, middleware and service information, multimedia and interactivity, integrated broadcast-broadband (IBB) systems and requirements for delivery and distribution.

The presentation layer or baseband layer for sound and television broadcasting includes the acquisition of video and sound and signal representation, recording and archiving and international programme exchange, methods to evaluate sound and picture quality. It is also important to guarantee the quality of service (QoS). Moreover, there are advances in improving accessibility to Audio Visual Services and personalisation.

Contributed by Dr Amal Punchihewa, Advisor and Consultant of AIBD

The first terrestrial television broadcasting system was standardised in 1997 i.e., 25 years ago. Currently, there are several digital terrestrial television broadcasting (DTTB) systems that have been standardised by the ITU. The latest news is that during the ITU meeting in March 2021, a 5G broadcast system was newly proposed.

Multimedia broadcasting systems are known by reception specified based on the digital sound broadcasting or digital television broadcasting systems in the evolution of television and video systems. New parameters and paradigms are continually developed and adapted to the existing systems. Advanced video systems have evolved from analogue television, through the Standard Definition (SD) to High Definition (HD) and ultra-high definition (UHD) television, and then High Dynamic Range (HDR) television. Study groups at the ITU are now studying advanced immersive sensory media that aims to allow a user to have immersive experiences with an unprecedented degree of presence.

Advanced sound systems that go beyond monophonic to channel stereo and even 5.1 Surround Sound, have been developed to provide audiences with a significantly improved immersive audio experience. The current studies aim at forecasting object-based sound that can provide not only the immersive experience but also

personalised services and access services. Broadcasters are responding to changing the ICT environment, viewers now enjoy audio-visual content delivered through a growing number of different complementary platforms. Most importantly, it is also required to recognise the changing role of broadcasting, to deliver information, education, culture, and entertainment to large audiences in the most effective and trusted way.


ITU study group has developed a concept known as a global platform for broadcasting. The global platform utilises any distribution platforms such as conventional over-the-air (OTA) broadcasting channels and broadband (over-the-broadband - OTB) networks for distribution or broadcast content, and users, which broadcast content on any type of user device using any type of delivery platform. They can access using either or both broadcasting and broadband technologies seamlessly.

As reported by ITU a study group, ITU has standardised a recommendation on the second generation DTTB systems to include ATSC 3.0 and the DTMB. In addition, DVB developed a discovery mechanism for broadband delivered programmes and incorporate them in the electronic programme guide.



Contributed by Dr Amal Punchihewa, Advisor and Consultant of AIBD

The ITU has developed a recommendation on 360-degree video. An ITU report describes various usage scenarios including not only audio-visual based virtual reality and augmented reality, but also haptic applications were also developed. The report describes various use cases, artificial intelligence technologies to improve television production.



There are many other areas where AI technology may allow the modernisation of content acquisition. AI also offer the potential to improve accessibility for persons with disabilities. Several ITU reports inform broadcasters and content creators about Accessibility studies which are in line with the United Nations Convention on the Rights of Persons with Disabilities. The broadcasting should adapt to the changing ICT environment and adopt emerging technologies. The ITU study groups are tackling the protection of spectrum and quality of service for broadcasting and are targeting emerging technologies for innovative new services to be launched at the same time. All broadcasters must strive for fully accessible media for all seek to ensure that new processes and technologies are sustainable.

As a sector member of ITU, AIBD take the pride in its collaborations and contributions to the work of ITU. Since the work of ITU is continuing contribution to every citizen of this world, all broadcasters must participate in the ITU work and make contributions to achieve these goals together.

RELEVANCE OF TRADITIONAL BROADCASTING AMONG AIBD MEMBER COUNTRIES (ASIA- PACIFIC COUNTRIES) DURING COVID-19 PANDEMIC

Contributed by Adjunct Professor Dr Ramachandran Ponnann, Taylor's University, School of
Media and Communication

Introduction & background

This paper will address the relevance of traditional broadcasting or mainstream broadcasting in the Asia-Pacific countries, in the context of the spread of disinformation during the COVID-19 pandemic.

The COVID-19 pandemic has opened all doors to the spread of disinformation. In an atmosphere of uncertainty, social media is successful at creating much confusion among the public under the guise of providing immediate information. On the contrary, it has only added to the deluge of disinformation congesting the minds of the public. To remain relevant and plausible, traditional media or mainstream radio and television have now, to claw uphill to first debunk such confusions, verify all sources of information including those from social media and disseminate them quickly before more damage is done.

AIBD's past researches, its continuous surveys, and ongoing discussions in response to the COVID-19 pandemic bear crucial evidence that mainstream media are relentlessly engaging in combative initiatives to provide official and accurate information, much need for the public to be safe from the pandemic. In this respect, mainstream radio and television broadcasting has proven to be the growing, primary source of critical information to the public.

In response to the Angkor Initiative (2019) signed at the 18th AIBD General Conference held in Paro, Bhutan on August 23, 2019, the regional research report, by the Asia-Pacific Institute for Broadcasting Development (AIBD, 2019), was endorsed by UNESCO and AIBD member countries. This was a research to help combat the menace of disinformation among broadcasters.

The findings, among others, discussed the need for action and provided a framework for the reform of public broadcasts' practices. The study provided recommendations on the management of disinformation in the context of rights to expression and the rule of law in broadcasters' respective countries. It specifically addresses the role of increasingly popular online or social media broadcasting. While it has become important to include social media generated content into mainstream media, it is equally important to be extra cautious and wary of its impact on mainstream content.

Algorithm-ranked search results and social media news feeds have contributed to the creation of 'echo chambers' and 'filter bubbles', where people reinforce their beliefs rather than dialogue across differences have narrowed choices. The accessibility of media content has dramatically increased, largely through sharing and user-generated content on social media, made necessary due to an increase in media channels operating round-the-clock.



Media environment & media freedom



A timely reminder is Robert Lox's (2006) criteria for production and broadcast inclusion, 'Gatekeeping and the environmental Bent'. It meant that broadcasters need not be overly concerned with just media political economy or criteria for newsworthiness. During this period of crisis, broadcasters should also broadcast environmental stories of the pandemic irrespective of dramatic events to carry the story. Though there is a noticeable representation of environmental news in the prime-time news broadcast of local television channels, more can be done by reducing commercial airtime. The critical analysis of content and style of narratives indicate that radio and television news broadcasts increasingly relied on government sources.

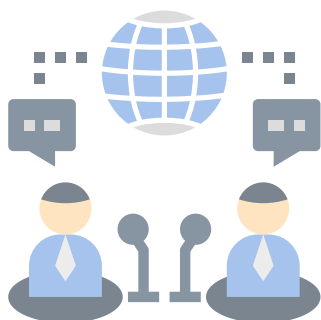
At the same time, there is growing evidence that broadcasters are losing their independence and their professional standards of journalism are being eroded by political and economic forces. There is a growing disrespect for truth and good broadcasting work by political actors, as evidenced in the case of, "... an unreasonable person claiming that the Dominion Voting System in the recent United States Presidential elections was fraudulent", reported by CNN Special Report by Fareed Zakaria on 28th March 2021. The relevance for truth was lost in the face of blatant lies under the guise of championing media freedom when actually broadcasters were selectively peddling disinformation.

Media and Internet providers are being subjected to increasing censorship and self-regulation. As measures to inhibit mainstream media becomes apparent, online or internet broadcasting too becomes a victim to digital censorship and shutdowns have been rampant. One of the main drivers of disinformation and propaganda among service-oriented broadcasters is in their political and economic model at the same time. This policy has to change before self-regulation can deliver effective results. A Google Transparency Report says numerous governments have requested to remove selected content; Twitter transparency report also has experienced such removal requests. This increase in requests received by Google and Twitter can be partially attributed to a large spike in the number of removal requests for reasons of national security (freedominfo.org, 2016). Out of the consensus list of 115 countries, only 22 had some semblance of freedom of information laws or the equivalent.



Telecommunication & Internet

Telecommunication and the Internet have again elevated broadcasting's accessibility to a larger audience. Internet connectivity has played an important role in expanding broadcasting reach to almost 95% in some countries, especially in the Asia-Pacific region and Africa. Also, mobile cellular subscriptions increased from 3.89 billion in 2012 to two-thirds of the world's population, with more than half of subscriptions located in Asia and the Pacific. The ITU has predicted this to rise to 5.69 billion users in 2020. Mitrov (2020) also attributes social distancing and quarantine measures for the two-fold increase in TV stations' ratings.



APEC economic leaders and ministers for telecommunications and information have set specific targets for universal access to ICT infrastructures and services. For example, the Brunei Economic Leaders Declaration (2000) of TEL ministers and the Bangkok Declaration (2008) and the Okinawa Declaration (2010) of TEL Ministers. In addition, China as the host economy of APEC 2014, emphasized economic reform and growth, as well as strengthening connectivity and infra development in priorities of member countries. More specifically, China proposed developing an internet economy through enhanced ICT cooperation in the Asia-Pacific region. High speed 5G connectivity has provided a much-needed tool for 'work from home' facilitation for the employment and education sectors.

Gatekeeping & fact-checking

There are valid reasons for the loss of confidence in mainstream media among the audience. Broadcasters have for some reason been disseminating conflicting reports despite the passage through gatekeeping. Government fact-checkers cannot justify their selection criteria, their systematic due process, which makes them vulnerable to criticism. Broadcasters' own misinformation has turned into disinformation, coupled with a low level of critical thinking and a lack of news literacy, make it confusing for the audience to discern the truth. A shift in media business models, the adoption of social media style reporting without efficient fact-checking, an unavoidable necessity during crisis period; malicious media actors and stakeholders are the roots for the generation of disinformation that feed into the growing forest of 'fakenews'.

Gatekeeping and fact-checking start with a 'fake news' risk assessment. The spread of fake news can be extremely damaging to the broadcaster and the nation. In particular, China has full control over their mainstream media (except in two regions). On the contrary, India has no absolute control over their mainstream media (except One government station). Both countries have stringent gatekeeping and fact-checking mechanisms. Yet, positive engagement with the audience is never an easy process to accomplish with the spread of falsehood. Falsehood is 70% more likely to be retweeted. According to Vosoughi et al. (2018), the emotions of drama inspired by fake news are the key reasons behind broadcasters' failure to engage their audience.



In this case, government gatekeeping has to resort to blocking Twitter accounts of local people to enable the broadcast of 'true' information. But opposing voices from within and overseas IPs addresses prove to be a stumbling block, with the help of fake and video clips available widely on social media.

Audiences are more likely to accept information that conforms to their world view, leading to the creation of echo chambers where closed groups of virtual friends reinforce a pre-existing perception of the world, no matter how flawed that is." (Editorial, Times of India, dated 18.12.2016).

Empirical Observations

False news is inherent in all societies. It is particularly pervasive in societies that lack general and critical public knowledge. The larger problem is the need to provide a wholesome, rounded education, in particular media literacy education that will address the woes of this and the coming generations. Only then the spread of disinformation will be inconsequential or bear no effect.

Disinformation is a multi-faceted problem that encompasses economic, political, and cultural aspects. Technology alone cannot provide an effective solution as in installing trained fact-checkers or relying on algorithm-driven solutions.

Social media platforms, for example, Google, Facebook, Twitter, and other social media platforms owners have answered before high level televised interrogations. They were all crafty at evading direct questions and admitted to some accountability. The plea of 'being neutral platforms' does not hold water anymore.

An ITU survey during the early period of the pandemic: March 16 to 20, 2020, reported watching more news coverage, watching more TV on broadcasting channels, watching more shows/films on streaming services and listening to more radio, were among the top 20 ways the public retrieved information and spent their 'locked-in' time (Jinane Karam, 2020). During this period, ITU also reported an average 21% rise in linear TV viewing time among audiences.

These findings were somewhat evident in Malaysia and elsewhere in the Asia-Pacific countries. Audiences were kept up-to-date through daily updates and special reports, live reports cross-overs from various hospitals and COVID-19 isolation and quarantine camps, breaking news coverage during news hour, Health Director-Generals and security Ministers authenticating daily official statements from the government. Regular reminders, promos and capsules to educate the public on the new norms and SOPs consistently to date.

Broadcasters quickly adapted to the new situation by changing their modus operandi to distract the audience from what is keeping them indoors. New shows without a studio audience, but with virtual experts from among the public and the audience appealing to their sensibilities creating more user-generated content (Túñez-López et al., 2020), have now become popular. Celebrities were roped in to raise funds for those affected by the pandemic. Frontline workers were recognized and celebrated for their immense sacrifices. Broadcasters made huge changes to their programming, forsaking their advertising revenue, just to fit in 'war-like' national campaigns.

Education of school and college-going children were most affected, especially in countries with poor access to quality internet. The Asia-Pacific and African countries were the most impacted who needed immediate help (UNICEF COVID-19 Educational Response Survey). National TV stations became the new learning platforms. In Malaysia and Punjab, India, satellite stations added ETV content to mainstream broadcasts in response to educational needs.

The paper has addressed the relevance of traditional broadcasting in the context of disinformation during the COVID-19 pandemic.

Conclusion

There is perhaps, limited research conducted among broadcasters in the Asian-Pacific region. Nevertheless, there is no reason to assume that the trends reported by global agencies, ITU, UNICEF and UNESCO, cannot be extrapolated to the Asian-Pacific region as well.

The broadcasters from AIBD member countries have certainly performed to the required standard operating procedures of the pandemic period having priority to national well-being at the top while achieving higher ratings and improved audience reach

During this COVID-19 pandemic period, the regular audience of broadcasting has been on the rise by about 21%. They accessed broadcast content through a variety of multimedia, made available by high-speed internet. Audience's appetite for more and variety of content-led them to scroll across platforms, thus also giving rise to social media and alternative entertainment content providers. With these changes, new listening and viewing patterns became apparent. Social distancing and quarantine measures during this period, have caused TV channel ratings to double after a long time.

The relevance of traditional or mainstream broadcasters can be further explained by the fact that audiences are returning to the radio and TV environment as it was before the emergence of social media in the 90s. The increase in ratings and reach can be partly attributed to the credibility of broadcasters from the widely used COVID-19 information, especially by government-managed stations. They have gained a higher level of trust and reliability for their news broadcast. The trust in mainstream media is now considerably higher than social media networks. The adoption of a new programming genre by broadcasters giving more space for the audience's live engagement and expression that appeals to "audience by audience" provided a kind of core audience endorsement.

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Contributed by Ms Wishwasara Priyadarshani
Gnanasena, Director- Foreign Relations,
SLBC, Sri Lanka in discussion with the Editor-
Dr Amal Punchihewa

SLBC: A CENTURY OF SERVICE IN RADIO BROADCASTING

Sri Lanka has the oldest radio station in Asia (the world's second oldest). It developed into one of the finest broadcasting institutions in the world. Sri Lanka created broadcasting history in Asia when broadcasting was started in Ceylon by the Telegraph Department in 1923 on an experimental footing, just three years after the inauguration of broadcasting in Europe.

Gramophone music was broadcast from a tiny room in the Central Telegraph Office with the aid of a small transmitter built by the Telegraph Department engineers from the radio equipment of a captured German submarine. This broadcasting experiment was successful; barely three years later, on December 16, 1925, a regular broadcasting service came to be instituted. Edward Harper who came to Ceylon as Chief Engineer of the Telegraph Office in 1921, was the first person to actively promote broadcasting in Ceylon.

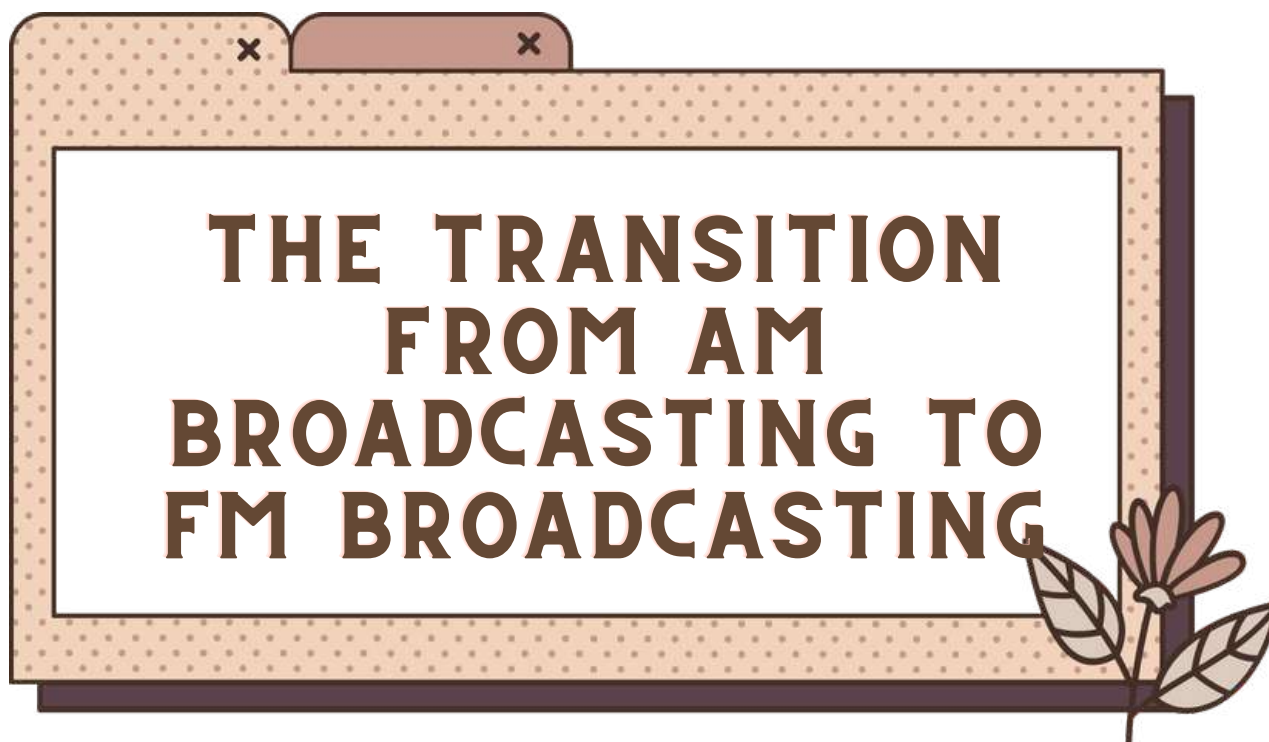
Sri Lanka occupies an important place in the history of broadcasting with broadcasting services inaugurated just three years after the launch of the BBC in the United Kingdom. Edward Harper launched the first experimental broadcast as well as founding the Ceylon Wireless Club, together with British and Ceylonese radio enthusiasts on the island. Edward Harper has been dubbed 'the Father of Broadcasting in Ceylon,' because of his pioneering efforts, his skill, and his determination to succeed. Edward Harper and his fellow Ceylonese radio enthusiasts made it happen.

Sri Lanka Broadcasting Corporation - SLBC is the public service radio broadcaster in Sri Lanka that was known as Radio Ceylon decades ago. This short article outlines the legacy of SLBC, its evolution as the first Asian radio station and second in the world, as per available records. The previous Broadcaster edition presented SLBC heritage linked to its radio content. This article also presents the challenges it has been facing as the global radio systems and technologies continue to evolve.

As Wikipedia reports, the history of Sri Lanka Broadcasting Corporation (SLBC) dates back to 1925, when its first precursor, Colombo Radio, was launched on 16 December 1925 using a mediumwave radio transmitter of one kilowatt of output power from Welikada, Colombo. Commenced just 3 years after the launch of BBC, Colombo radio was the first radio station in Asia and the second oldest radio station in the world.

Broadcasting was introduced in Europe around 1920. From that point, broadcasting was started on an exploratory premise by the pioneer Telegraphy Department in 1923 soon after three years it is started in Europe.

THE TRANSITION FROM AM BROADCASTING TO FM BROADCASTING



This new mode of mass communication not just turned out to be progressively famous in the years that followed, yet additionally immediately advanced into a mode of a public character, which prompted the "Radio Service" being coordinated as a different branch of the public authority of Ceylon (Sri Lanka) in 1949. In this way, in 1967, the Department of Broadcasting was changed into its present legal type of a state enterprise by the Ceylon broadcasting partnership Act. No 37 of 1966 of the parliament of Ceylon, consequently guaranteeing expanded self-sufficiency and adaptability in the tasks of the new association.

The organisation was named 'Sri Lanka Broadcasting Corporation', with the progress of the state into the status of Republic of Sri Lanka on 22 May 1972. SLBC has since proceeded in a similar lawful status as a state organisation and is right now recorded under the extent of the service of Information and Media of the Government of Sri Lanka.

SLBC's main form of delivery was mediumwave (MW) until the 1990s as its availability of nationwide MW network. Some FM broadcasting services were carried out from Colombo and a few other stations. Later FM transmission network was grown with repeater stations to be nationwide by the last part of the 1980s.

The 'Island FM Development Project' was launched in the year 1995. The targets of the project were to build up an Island wide multi-channel FM sound system broadcast transmission network. It was expensive to operate AM broadcasting services due to its poor power efficiency.

By 1999, over 95% nation's population could access SLBC's FM transmissions with almost 90% of them accepting each of the seven national channels covering Island wide. Recently, SLBC started an education channel " VISION FM ".

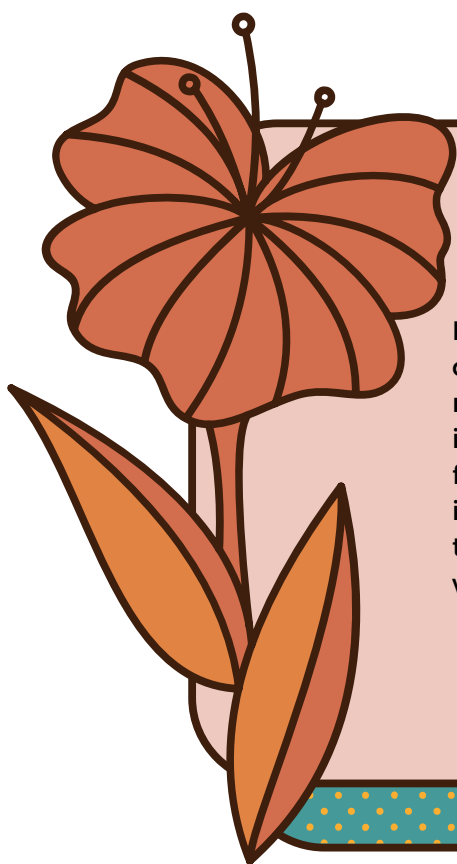


SLBC's roots go back to the 1930s. Sri Lanka, then known as Ceylon, has been ruled by the British as one of the colonies. Even after the independence in 1948, Sri Lanka has been enjoying as a strategic location to broadcast to the Asia-Pacific region using short-wave broadcasts. Several world radio services, viz. BBC of the UK, Deutsche Welle (DW) of Germany, NHK of Japan and many other AM broadcasters operated their short-wave broadcasting (SW) world services from Sri Lanka.

SLBC still operates AWR – Adventist World Radio from Trincomalee and TWR Trans World Radio from Puttalam both are US-based Charity Radio Services. Nearly for a century, radio has been operating on AM. However, with the adoption of FM as a superior radio broadcasting method, countries started deploying FM as a robust and high-quality sound broadcasting method for radio complemented by online delivery.



Later FM was improved to carry stereo sound in a compatible manner. In the 1970s and 80s, increasing numbers of FM deployments were noticed in Asia-Pacific including Sri Lanka. While making technological transitions from AM to FM, SLBC played a key role within Sri Lanka to introduce FM. As most of the broadcast stakeholders know, the introduction of a new technological platform is hard work.



CATEGORY: CONTENT SHARING

Contributed by Ms Lee Lai Mee,
Session Manager/Chief Compliance
Officer/Programme Managers, AIBD

At those times, most countries lacked knowledge of conducive policy frameworks to introduce new media technologies while protecting existing and incumbent operators and services. If Sri Lanka had a policy like one that was implemented by Australia while introducing DAB+, that would have given some time for SLBC to combined FM with its legacy AM broadcast services more effectively.

In continuation to the content sharing initiative for members, AIBD was pleased to inform that Prasar Bharati (PB) has offered to share with all member broadcasters a copyright-free video on Yoga Anthem in conjunction with the 7th International Day of Yoga, observed worldwide on 21st June 2021.

Yoga is an ancient physical, mental, and spiritual practice that originated in India. On 11 December 2014, the United Nations proclaimed 21st June as the International Day of Yoga by resolution 69/131.

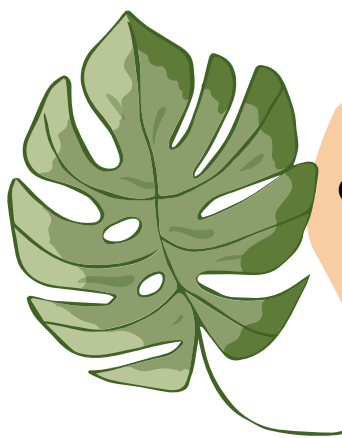
The International Day of Yoga aims to raise awareness worldwide of the many benefits of practising yoga. The draft resolution establishing the International Day of Yoga was proposed by India and endorsed by a record 175 member states.



URL:

https://drive.google.com/file/d/13iopEoYB6TNhygRPIlnl_JuschKn20iG/view?usp=sharing

The example policy from recent time from Australia is a good lesson while introducing new media technologies if the country wants to allow a reasonable time for incumbent operators to adapt. No new DAB+ licenses were issued for five years until incumbent Australian radio operators establish their digital market.



Prasar Bharati Free
Copyright Video Sharing
on Yoga Anthem

The proposal was introduced by Hon'ble Prime Minister of India Shri Narendra Modi in his address during the opening of the 69th session of the General Assembly. The resolution notes "the importance of individuals and populations making healthier choices and following lifestyle patterns that foster good health." In this regard, the World Health Organisation has also urged its member states to help their citizens reduce physical inactivity, which is among the top ten leading causes of death worldwide, and a key risk factor for non-communicable diseases, such as cardiovascular diseases, cancer, and diabetes.

PB has thus produced the programme "Yoga Anthem" with the aim to increase awareness in people across the globe towards Yoga as it is the vital key source of good health, well-being, and peace of human beings. This video is PB own production and PB owns the copyright

GOVERNANCE FOR GROWTH AND TRANSPARENCY IN BROADCASTING & MEDIA

In every edition of Broadcaster Magazine, we bring you an up-close, candid one-on-one interview, with a head of a broadcast organisation. In this edition, we bring you the President Director of Indonesian National Public Broadcaster Televisi Republik Indonesia (LPP TVRI) Mr Iman Brotoseno.

Broadcaster: Having served as the President Director of LPP TVRI for just over a year, can you tell us, briefly, how your previous media affiliation helped to steer TVRI at these challenging times.

Mr. Brotoseno: The television of the Republic of Indonesia on August 24, 2021, is 59 years old. Until now, TVRI still has the largest broadcast coverage compared to private television currently available. Even TVRI's broadcast coverage can be received up to the border areas of Indonesia and neighbouring countries. It is an extensive network capital that TVRI can use during the COVID-19 pandemic and is very helpful for the community during the pandemic. A new awakening and enthusiasm for TVRI. The whole world had been struggling to deal with the global pandemic and the world community faces much uncertainty regarding the new situation. Due to the surging increase of COVID-19 cases in the country, Indonesia resorted to boosting the vaccination program against the lingering coronavirus disease.



Broadcaster: Before we dive deep into the functioning of TVRI, can you share a little bit about yourself and your career?

Mr. Brotoseno: I graduated from the University of Indonesia Faculty of Law, Graduated with Bachelor Degree in 1989. And in 1990, I finished my study at National Film & Television School, United Kingdom for Film Production. In 2013, I completed the International Leadership Visitor Program – USA (New Media).

I took office as President Director of Indonesian National Public Broadcaster Televisi Republik Indonesia (LPP TVRI) in May 2020. I was known as a film director and started my journey in the industry in 1998, and to date. I have directed more than 1500 creative pieces covering TV commercials, documentaries, and music videos. And I also direct feature and produce movies.

When not directing, I have a passion for diving and was established as an underwater videographer. I was one of the prominent bloggers in Indonesia. I am also one of the key opinion leaders in the Indonesian digital community, helping clients to utilize social media and digital communication to achieve their desired objectives.

Broadcaster: You assumed office at a critical time for TVRI, Indonesia and the rest of the world due to COVID-19. How did you govern the activities of TVRI as the public broadcaster?

Mr Brotoseno: TVRI made a policy for its employees to partially work from home-WFH. TVRI programmes are produced by implementing health protocols, for example, there is no audience in the studios, doing an antigen swab test. Most importantly, TVRI runs a government programme to disseminate COVID-19 to all viewers.

Until this day, TVRI, as a public service works hard to deliver educational information so that it can assist in handling COVID-19 as well as the vaccinations programme initiated by the Indonesian government.

During the pandemic, the Indonesian government wants to ensure everyone has access to accurate information about COVID-19 and removing harmful content from all media platforms.

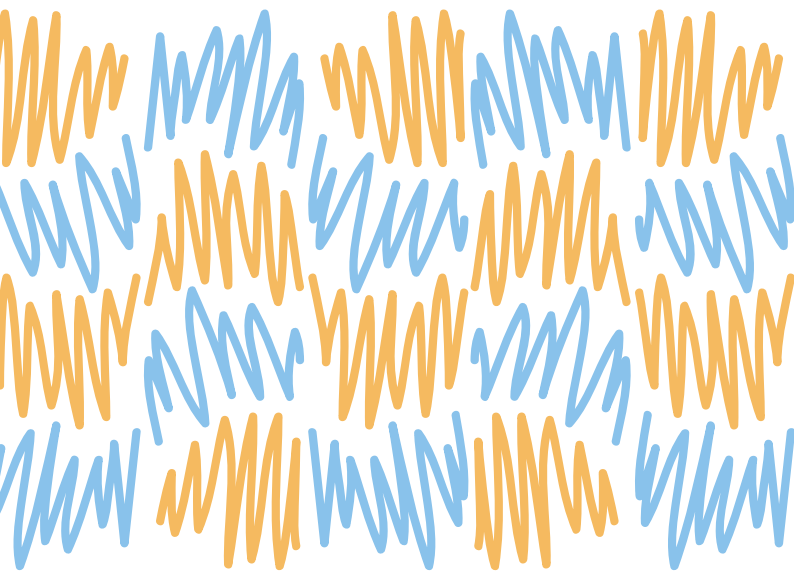
The government wants the people to keep connected so that it makes it easier for people to request or offer help in their communities

TVRI realises its duties as a Public Broadcasting Institution in providing information services, education, healthy entertainment, social control, and adhesives, as well as preserving the nation's culture for the benefit of all levels of society through the implementation of television broadcasting that reaches the entire territory of the Republic of Indonesia.

TVRI maximises its programmes and news to fight COVID-19. The implementation of the PSBB policy or the large-scale restriction due to the COVID-19 pandemic initiated by the government has made people carry out more activities at home.

In addition to the Internet, television is one of the entertainment and information media that is accessed by most of the population who must stay at home. We created a 'Learning from Home-BDR' programme in collaboration with the Ministry of Education and Culture.





Broadcaster: what are your plans for the coming year or two to sustain TVRI public function while keeping TVRI staff safe and to manage the COVID-19 pandemic situation in Indonesia?

Mr Brotoseno: In entering the new normal era, TVRI has strategies such as socialising, educating the public about COVID-19 prevention health, and playing a role in education such as learning from home programmes as well as giving some entertainment programmes, information, socialization programme also by the government.

TVRI is expected to become a trusted public TV for the nation and with the COVID-19 situation like this, TVRI will be at the forefront of educating socialisation information about the health and prevention of COVID-19.

Besides that, TVRI as an institution also applies limited working hours by implementing the 'Work from Home' and 'Zoom Meeting programme' since the outbreak. This has become the New Normal for TVRI since last year. Various activities outside the office have been eliminated, as well as the number of assignments outside the city or abroad. The downturn in the world economy due to COVID-19 must have hit Indonesia hard like every nation, bringing hardship in many sectors of society.

Broadcaster: What have you been doing within the TVRI to improve its resilience, reach and public duty as the mass communicator?

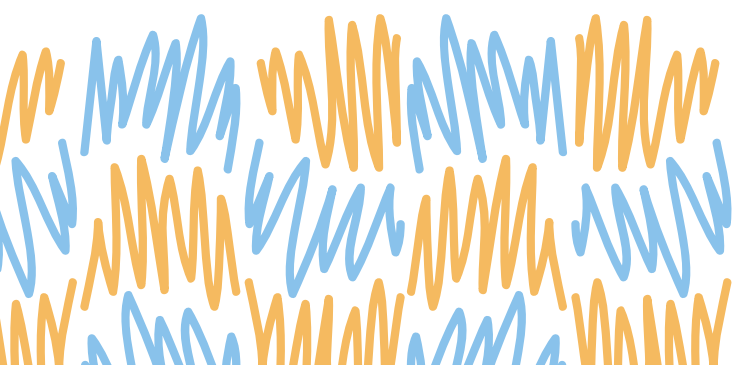
Mr Brotoseno: TVRI as a public broadcasting institution is expected to be able to act as a balancing media for news programmes at the regional and national levels.

It is undeniable that every general election event has increased political tension. Often each winning team uses various elements to attract sympathy in seeking support for the victory of the candidate pair that is carried. TVRI as a public broadcasting institution is expected to be able to play an optimal role in creating a balance of news and be able to become a balancing media and at the same time conditioning in the community.

Broadcaster: Indonesia is a country spread over large geography having a large population. Indonesia is also highly vulnerable to natural disasters. Can you share the resilience that TVRI has shown under your leadership to maintain operations and to expand?

Mr Brotoseno: It is undeniable that geographically Indonesia is an archipelagic country that has a row of mountains, located in the Ring of Fire or Earthquake Path. Based on this background, Indonesia can be considered a country that is prone to disasters, such as earthquakes. Even recently, the potential for earthquakes has often occurred, for example in Lombok, Palu, and the last one in Halmahera and Bali.

TVRI as a Public Broadcasting Institution should be the first Television Media to report on disaster events in Indonesia. Being the first and foremost media in providing information, both the occurrence of disasters and the disaster management process. For this reason, as an initial step in realising the process, TVRI has held several workshops or Disaster Management training in collaboration with institutional elements that handle disasters, namely Basarnas, BNPB, BMKG, and the Ministry of Communications and Informatics

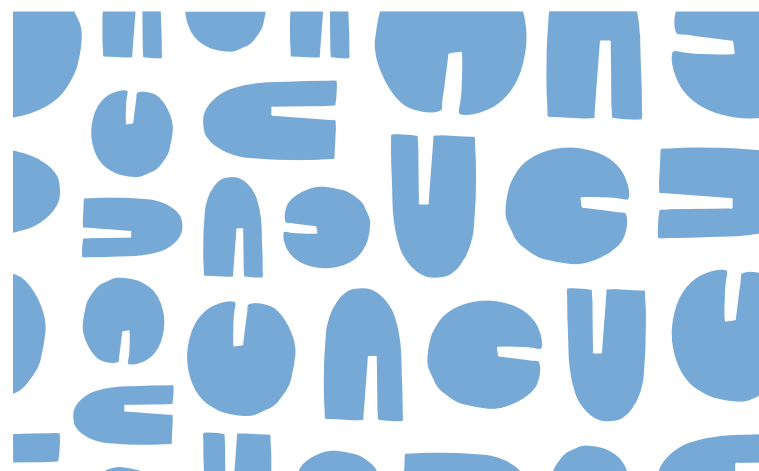


Broadcaster: How are you improving the television and radio networks of TVRI to reach the majority of Indonesian people?

Mr Brotoseno: The Reuters Institute for the Study of Journalism in collaboration with YouGov (and partners) distributed online questionnaires from late January to early February 2021. The organisers took 2,007 samples from Indonesia to understand how news patterns are consumed in several countries. One of the reporting styles in the country studied by the Reuters Institute in Indonesia.

Some of the key findings from the report stated that the majority of Indonesian people use many media to consume news (source of news). More than half of 89% of respondents use online media, which is dominated by social media, to get the latest information. Furthermore, as many as 58% of respondents said watching television to update their knowledge about the latest news. Printed media, such as newspapers and magazines, are in the last position with only 20% of respondents using them as news references.

From the results of the report, it is proven that the Public Broadcasting Institution (LPP) TVRI is able to gain public trust which is very good in the eyes of the public so that it is included in the ranks of the top three national media companies. This achievement is not only due to the news programme (information) that is presented, but also because of the variety of broadcasts that are presented, both in terms of education (education) and entertainment (entertainment) that are relevant for public consumption in general to rural areas.



Broadcaster: How about the digital television broadcasting situation in Indonesia? When will TVRI switch off analogue TV having done the complete transition to digital terrestrial television (DTT) broadcasting?

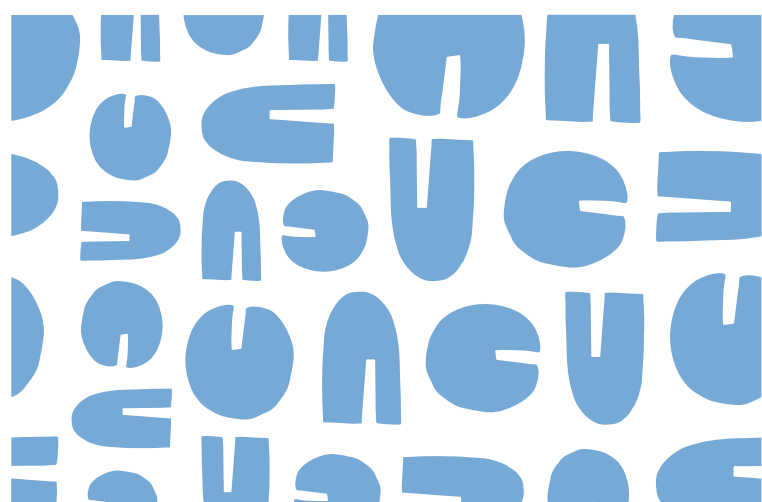
Mr Brotoseno: TVRI is committed to supporting the government in diverting analogue to digital (ASO) broadcasts, especially regarding the implementation of multiplexing. TVRI is ready to welcome digital broadcasts.

Currently, TVRI has 361 Transmission Unit Locations (Analog + Digital) spread over 206 Service Areas and 125 Digital Transmission Unit Locations covering 107 Service Areas.

Even now, almost all TVRI regional broadcasting stations have dual cast analogue and digital broadcasts. Technically we are ready, including setting up a digital transmitter. This is very remarkable for TVRI to focus on improving the quality of broadcasting system technology.

The government through the Indonesian Ministry of Communication and Information will build more TVRI Digital TV transmitter stations in several regencies. This is done as an effort by the Central Government to prepare the infrastructure for the implementation of analogue television migration to digital television or Analogue Switch Off (ASO) to local governments.

Digital TV broadcasting is one of the national priority programmes that is planned to be implemented in November 2022.



Broadcaster: Do you have any plans for TVRI to improve the creative side of its content and delivery?

Mr Brotoseno: TVRI will change its audience share to 17-36years old, the category of young people or millennials so that entertainment content, travelling, movies, sports, and music will be added in addition to maintaining public content. As I said to President Joko Widodo, TVRI is a creative institution, not a bureaucratic institution. This means the content is key.

Especially with the current media convergence where TVRI viewers are also used to digital shows such as YouTube and other OTTs.



Broadcaster: What are the new areas that you think AIBD and TVRI could further collaborate?

Mr Brotoseno: In the future, the collaboration between AIBD and TVRI for new areas can be carried out such as joint production which can be tried for new media such as YouTube channels. New media is the future for the TV industry when TV is no longer seen as it was in the past through the TV medium. Now TV will be watched through gadgets to attract viewers again.



Broadcaster: How do you plan to improve the access to broadcast content digitally, beyond over the broadband?

Mr Brotoseno: TVRI has prepared 125 digital transmitters to support the migration of analogue to digital broadcasts (analogue switch off / ASO) in November 2022. TVRI is ready to welcome the migration of analogue to digital broadcasts. Since 2016, TVRI has even been assigned by the government to conduct digital broadcast trials.

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NEW PRESIDENTS, CHAIR, DIRECTOR- GENERALS AND CEOs



Mr. Do Tien Si
*President of
Voice of Vietnam (VOV)*

Vietnam's Prime Minister Pham Minh Chinh on June 9 signed a decision to appoint Mr. Do Tien Si, a member of the Communist Party of Vietnam Central Committee, as President of Voice of Vietnam (VOV).

"Mr. Do Tien Sy, member of the Party Central Committee, Secretary of the Hung Yen provincial Party Committee for the 2020-2025 tenure and Head of the Hung Yen delegation of the National Assembly deputies, will hold the position of President of the Voice of Vietnam (VOV), starting from June 9," reads the decision.

Mr. Do Tien Sy was born in 1965 in Dinh Du commune of Van Lam District. Hung Yen province. He was elected to the Party Central Committee for the 12th and 13th tenures, and the National Assembly for the 2021-2026 tenure.

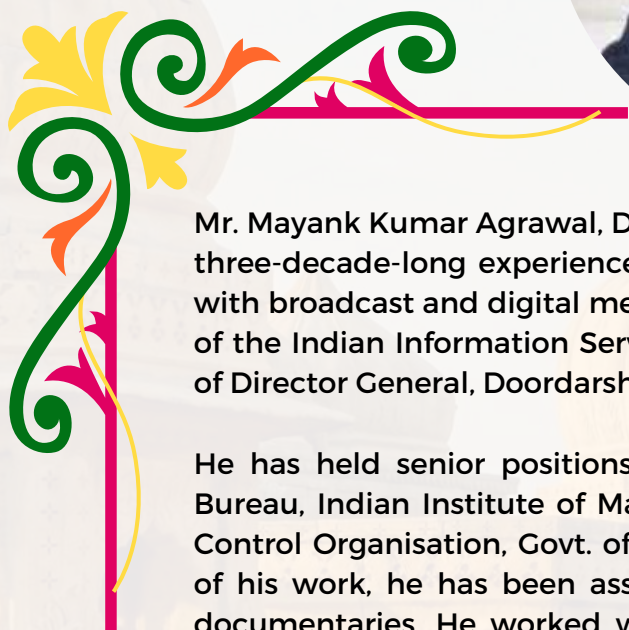
He holds a Bachelor's degree in Political Theory, a Master's degree in Business Administration, and a Bachelor's degree in Mathematics Pedagogy.

Before taking the helm at VOV, Mr. Do Tien Sy has held many key positions, including the Deputy Secretary, Standing Deputy Secretary, and Secretary of the Hung Yen Provincial Party Committee, and the Chairman of the Hung Yen Provincial People's Council.

Previously, under Decision 858/QĐ-TTg the Prime Minister decided that Mr. Nguyen The Ky, a member of the 12th Party Central Committee, would no longer work as VOV President from June 1, 2021.

Shri Mayank Agrawal

*President of
AIBD General Conference*



Mr. Mayank Kumar Agrawal, Director General, Doordarshan has over a three-decade-long experience in the field of public communication with broadcast and digital media being his forte. He is a senior officer of the Indian Information Service and concurrently holds the charge of Director General, Doordarshan News.

He has held senior positions in All India Radio, Press Information Bureau, Indian Institute of Mass Communication and National AIDS Control Organisation, Govt. of India. With Broadcast Journalism core of his work, he has been associated with several news shows and documentaries. He worked with UNICEF for the production of the popular health television serial “Kyunki Jeena Isi Kaa Naam Hai”.

His work in the field of AIDS awareness has been widely recognised. He has made presentations in the International AIDS Conferences at Toronto, Mexico City, Vienna and ICAAP, Bali. He has been widely appreciated for the Red Ribbon Express project in India in 2007 and 2009 for spreading awareness about HIV/ AIDS. He also headed the NACO- UNDP project on HIV/ AIDS Mainstreaming.

As a major task in hand, he is presently working in close coordination with the CEO, Prasar Bharati on re-launching DD India as an international news channel and revamping the programmes of DD and its network.

Mr. Iman Brotoseno

*President Director of
TVRI*

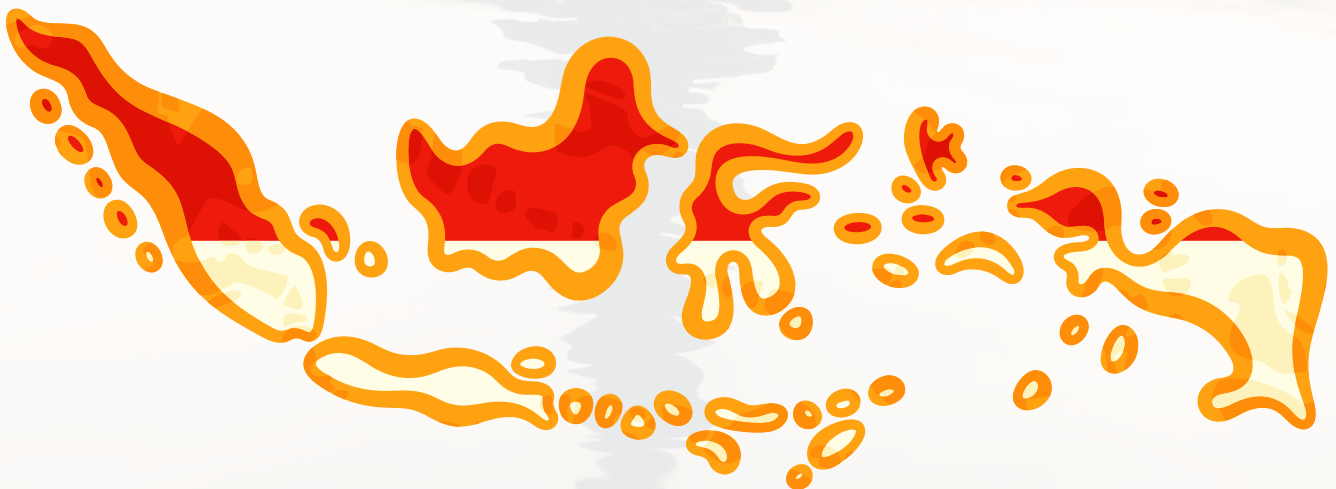
Iman Brotoseno took office as President Director of Indonesian National Public Broadcaster Televisi Republik Indonesia (LPP TVRI) in May 2020. Iman is well known as a film director, he started his journey in the industry in 1998, and to date, he has directed more than 1000 creative pieces covering TV commercials, documentaries, and music videos.



When he is not directing, Iman is a passionate diver and established underwater photographer. He was one of the prominent bloggers in Indonesia. He is also one of the key opinion leaders in the Indonesian digital community, helping clients to utilize social media and digital communication to achieve their desired objectives.

His work can be viewed at <https://www.youtube.com/user/brotoseno>.

Iman directed a film about the true story of the Indonesian women's archery team that won the country's first medal in the 1988 Summer Olympic Games in Seoul.



Mr. Arjun Giri

*President of
ACORAB*



Arjun Giri has been elected as the President of Association of Community Radio Broadcasters, Nepal (ACORAB). He won the recently concluded seventh general convention of ACORAB with 90.45 percent of the vote.

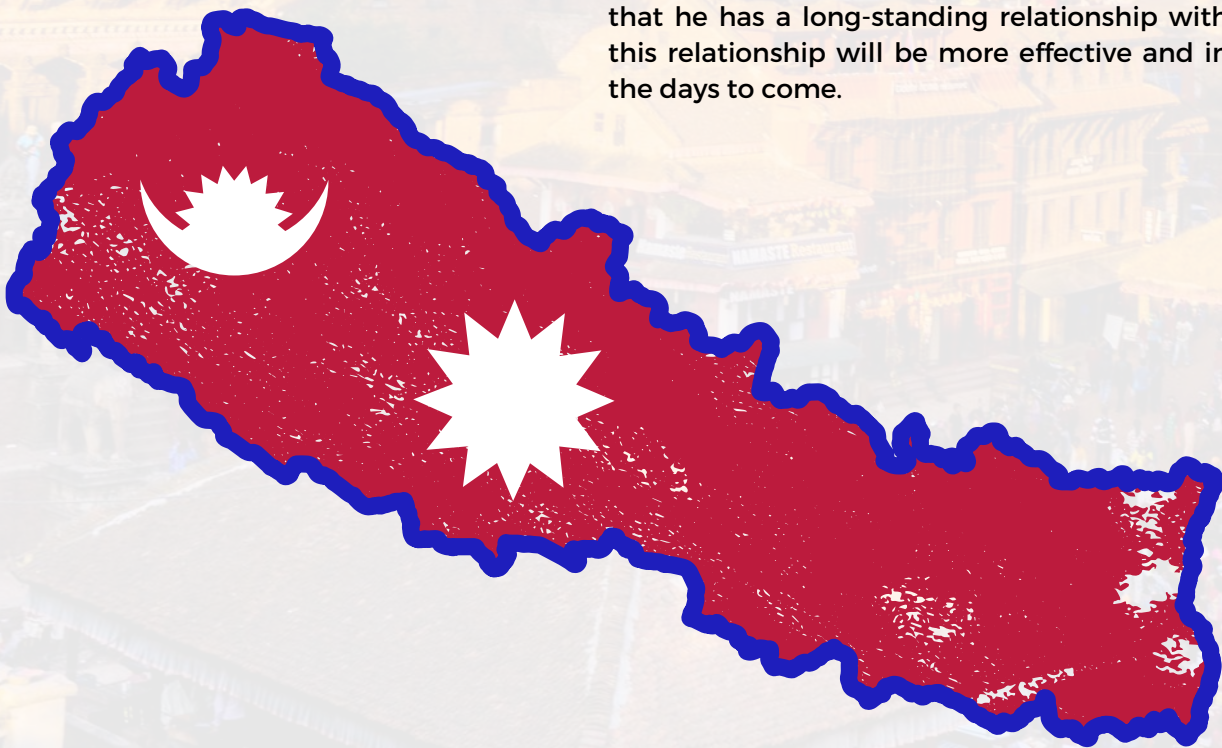
New 29-member executive committee and three-member audit committee have been elected under Giri's leadership.

Newly elected president Giri, who has a master's degree in mass communication and journalism, has 20 years of experience in community radio campaigns.

Giri, who has been fighting for community radio policy in Nepal, has previously held various positions in ACORAB, Nepal.

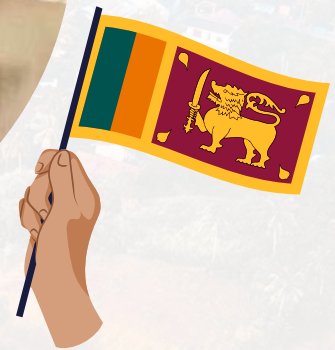
ACORAB is the umbrella organisation of more than 360 community radios. ACORAB, an 18-year history of radio broadcasting in Nepal, has established itself as a powerful, well-organized organisation. ACORAB is also a member of AIBD.

Giri said that in the coming days, there would be policy advocacy with AIBD, capacity building of community radios and partnership in institutional interests. He said that he has a long-standing relationship with AIBD, and this relationship will be more effective and important in the days to come.



Mr. Hudson Samarasinghe

Chairman of SLBC



Mr Samarasinghe, was born in Kandy's picturesque hill capital city of Sri Lanka in 1943. He completed a Bachelor of Arts degree at the University of Vidyalankara (now University of Kelaniya) in 1966, Sri Lanka. He joined the Ceylon Broadcasting Corporation in 1969 as Producer and later over 36 years of continuous service in the public media sector.

Mr. Samarasinghe is also a Post Graduate Diploma holder in Broadcasting Deutsche Welle, Koln-Germany. He is also one of the living legends of broadcasting in Sri Lanka. He is a bilingual veteran Radio Journalist and a mission-driven media leader.

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100 MILLION PEOPLE in **47 COUNTRIES** watch RT channels weekly (PSOS)*

11 mln

in the US

43 mln

in 15 EUROPEAN COUNTRIES

14 mln

in the MIDDLE EAST
and AFRICA

→ news consumers were
polled in 17 countries

12 mln

in INDIA

→ among English-speaking population
(10% of the overall population)

18 mln

in LATIN AMERICA



Connecting the World...



Connect With AIBD Episode 1 – Behind PAVING Maya Sharma
In the first episode of Connect with Philo, we have invited Maya Sharma to talk about herself and introduce us the world of PAVING. Maya Sharma is a 11th grade student at Eastside Preparatory School in



Connect with AIBD Episode 2 – Behind Free Press Unlimited ...
In today's episode of Connect with AIBD, we spoke with Mr Leon Willems who is the Director of Policy and Programmes of Free Press Unlimited since May 2011. He leads Free Press Unlimited jointly with Ruth



Connect with AIBD Episode 3 – Debunking Covid-19 myths a...
In today's episode of Connect with AIBD, Ms Philomena had a chat with Dr Randeep Guleria. He is the Director of All India Institute of Medical Sciences, New Delhi. Dr Randeep is also a member of the National Task



Connect with AIBD Episode 4 – Into the future, understandin...
In today's episode of Connect with AIBD, Ms Philomena had a chat with the renowned Mr Chetan Sharma, Founder and CEO of Chetan Sharma Consulting and is one of the leading strategists in the mobile industry.



Connect with AIBD Episode 5 – Behind Father of God, Ajay Mi...
In today's episode of Connect with AIBD, Ms Philomena had a fun conversation with Ajay Mishra, Novelist and Engineer. Mr Ajay a poet by passion and an engineer by profession. Ajay Mishra is a well-travelled



Connect with AIBD Episode 6 – The Light of Migrants, Dr Prin...
In today's episode of Connect with AIBD, we have two very intelligent women with us. Ms Philomena had a deep conversation with Dr Princess Kabuki Ocansey, that brought us deep into the world of



Connect with AIBD Episode 7- Learning in AR with PlayCurio ...
In today's episode of Connect with AIBD, Ms Philomena had a conversation with the man that started AR learning. Mr Lee Sang Jun the CEO and founder of PlayCurio, he has been working in the Kids



Connect with AIBD – Episode 8, International Telecommuni...
In today's episode of Connect with AIBD, we have invited Tomas Lamanauskas, Candidate for Deputy Secretary-General of the International Telecommunications Union, the United Nations



Connect with AIBD Episode 9 – The voice provider, CEO & C...
Today on Connect with AIBD, we spoke to the Co-Founder and CEO of KOO App India. Koo is an alternative app to Twitter, built for Indians in order to be able to share their views using Indian languages. Koo the



Connect with AIBD Episode 10 – The Father of Modernisation...
Today on Connect with AIBD Episode 10, we are honoured to be able to share a fireside chat with the two-time prime minister of Malaysia, statesman, author, doctor and father of modern Malaysia, Tun Dr



Connect with AIBD Episode 11 – H.E Ms. Armida Salsiah Alisja...
Today on Connect with AIBD Episode 11, we have invited Ms Armida Salsiah Alisjahbana the Under-Secretary-General of the United Nations & Executive Secretary of ESCAP.



Connect with AIBD Episode 12 – Man with many hats, H.E Jos...
Today on Connect with AIBD Episode 12, we have invited H.E Jose Ruperto Martin Andanan, he completed his Bachelor of Social and Political Studies and Film and Media Studies at the Federation



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