

# Broadcaster

Asia-Pacific Institute  
for Broadcasting  
Development,  
Kuala Lumpur,  
Malaysia



Volume 21, Edition 2, 2022

ISSN: 1675-4751

## 17<sup>th</sup> Virtual ASIA MEDIA SUMMIT 2022

*Pacific Extravaganza* | 25<sup>th</sup> - 26<sup>th</sup> May 2022

Future Forward > Reimagining Media

Organised By:



Virtual Host:





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# Foreword

## From the Director's Desk

Warmest greetings from the Asia-Pacific Institute for Broadcasting Development. This is the second edition of our Broadcaster magazine for 2022. As we are heading to the end of the year 2022, I would like to take this opportunity to wish all our members and partners of AIBD a safe holiday time and a happy new year. AIBD is looking forward to continued member support in the year 2023, to build a more resilient, inclusive and safer society through effective, efficient and trusted communications.

AIBD conducted its Asia Media Summit (online) and several other important events and broadcasting activities while taking action to have in-person events hopefully reaching the end of the COVID-19 pandemic.

The future will be hybrid activities and AIBD will be exploring in-person (face-to-face) events when possible. While complying with health hygiene, AIBD wishes to assure our continued services to AIBD members and look at ways in expanding its engagements beyond virtual platforms.

The AIBD Virtual Asia Media Summit (ASM-2022) proved to be another great success following the General Conference-2021 as reported in edition 1 of 2022. It enabled us to share content, have virtual excursions and learned how AIBD members wish to navigate their media organisations and broadcasting activities while recovering from COVID-19. For the first time, AIBD hosted an online content showcase event.

Many valuable and interesting discussions were held among members and experts attending the meeting. AIBD pledges to serve all members in the pursuit of effective content and technological advancement. This is being done with several engagements with the United-



Nations agencies, governments and partners.

AIBD is planning to conduct a face-to-face General Conference for 2022 and we will bring more information on this soon in the next edition of the broadcaster.

AIBD also continues to support regional and global events as it has been doing for many years. Though many events are mainly virtual (online) so far, AIBD provides its inputs in the formulation of broadcast and media policy and human capacity building. This has helped brand and position AIBD, and we are proud that AIBD sits in important positions in UN agency meetings. AIBD is an ITU-D sector member. AIBD attended the World Telecommunication Development Conference (WTDC) 2022 held in Kigali. AIBD conducted training for journalists during WTDC2022 in collaboration with ITU and USAID.

Once again, I wish all the best for the coming new year, I hope our esteemed members could navigate the year 2023 better as the situations allow us to facilitate some 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 always. Please accept our sincere appreciation and gratitude to all of you.

Take care and stay safe.

**Philomena Gnanapragasam**  
**Director, AIBD**



### BROADCASTER

Edition 1, 2022  
VOL. 21 Edition 1 2022  
ISSN: 1675-4751

### PUBLISHER

Published by the Asia-Pacific Institute for Broadcasting Development

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# Meetings

## Director AIBD Meets Lao Vice Minister

Contributed by : Mr Nabeel Tirmazi,  
Programme Manager, AIBD

On July 19, 2022, Mr Phosy Keomanivong, Vice Minister of Information, Culture, and Tourism, welcomed the AIBD delegation at the Ministerial office in Vientiane. Ms Philomena Gnanapragasam, Director of the Asia-Pacific Institute for Broadcasting Development (AIBD), led the delegation.

AIBD activities in collaboration with Lao PDR and other potential conferences were discussed at meetings held at the Ministry of Information, Culture, and Tourism. Prior to the COVID-19 pandemic, the Lao PDR government had planned to host the AIBD General Conference in 2020 and 2022.

H.E. Phosy Keomanivong stated that AIBD has been a fantastic partner to Lao public broadcasting organisations and has always supported the Lao media journalists by providing them with useful training workshops and opportunities to network with international media. He emphasised that highlighting the efforts made by the government and the media during the pandemic through events like AMS and GC would be a great idea.

In addition, the Vice Minister, H.E. Phosy, suggested that AIBD travel to the ancient-



city of Luang Prabang and meet with local authorities to discuss the logistics of a potential excursion site and to do recce (preliminary surveying or research) for the conference venue.

## The Director & a Team of AIBD Meets with Lao National Radio Official

Contributed by : Mr Nabeel Tirmazi,  
Programme Manager, AIBD

Ms. Philomena Gnanapragasam, AIBD Director, and the AIBD team met with the Director General of Lao National Radio (LNR), Mr Suvan Vilayseng, and other officials of Lao National Radio (LNR) in Vientiane, Laos, on July 19, 2022, in Vientiane, Laos. The discussion was intended to discuss the possible capacity-building activities with the public broadcaster of Lao PDR.

Mr Suvan greeted the AIBD Director and her team in Vientiane and informed them about recent advancements in Lao National Radio as well as how they are partnering with other organisations to improve their operations. Mr. Vorasack

Pravong, Deputy Director of LNR, briefed the newly appointed DG on AIBD-LNR connections and how AIBD supported different media training in the recent past for local media practitioners.

Ms Philomena discussed the recent initiatives in collaboration with several international partners, especially related to cybersecurity reporting, dispelling disinformation, and health journalism. She proposed to the DG that AIBD can support in devising media literacy campaigns for Laotian media practitioners apart from organising other training activities.

The UNICEF Representative in Laos praised the AIBD group for their visit, and they shared ideas. Dr Pia guaranteed that her organisation looks forward to partnering with AIBD on training initiatives in Laos, as well as being a key partner in one of AIBD's signature events hosted by the Lao PDR Ministry of Information, Culture, and Tourism.





# Meetings

## The Director AIBD Meets with UNICEF Lao PDR Officials

Contributed by : Mr Nabeel Tirmazi, Programme Manager, AIBD

On July 22 2022, in Vientiane, Laos, Ms Philomena Gnanapragasam, AIBD Director, and the AIBD team met with Dr Pia Rubello Britto, UNICEF Representative in Laos. The meeting was held as part of the engagement of Laotian partners for upcoming activities in the country, and exploring the possibility of hosting AIBD's flagship events in the country.

Ms Philomena discussed AIBD's recent initiatives, particularly the Health Communication Manual, the ITU Digital Literacy Pledge, and activities related to cybersecurity reporting training for

regional female journalists.

According to Dr Pia, UNICEF in Lao PDR has worked extensively with local digital influencers to disseminate various humane projects such as child abuse, education, and gender equality.

They have successfully run youth awareness campaigns in collaboration with the Ministries of Information, Culture, and Tourism, as well as various Child Service Outcome (CSO) evaluations. She did say, though, that there is a lot of room for Laotian media workers, both old and new, to improve



their skills so that they can make compelling, humane content that explains the details of Agenda 2030.

The AIBD delegation was thanked for their visit by the UNICEF Representative in Laos, which was an idea sharing opportunity for both parties. Dr Pia assured that her organisation will look forward to collaborating with AIBD for its training activities in Laos, as well as becoming a strategic partner in one of AIBD's flagship events organised by the Lao PDR Ministry of Information, Culture, and Tourism.





# Meetings

## AIBD Director Calls on Australian Ambassador to Malaysia

Contributed by : Mr Nabeel Tirmazi, Programme Manager, AIBD

The Director of AIBD, Mrs Philomena Gnanapragasam, met with His Excellency Dr Justin Lee, the Australian Ambassador to Malaysia, on the 14th of July, 2022, in Kuala Lumpur. The conversation at the meeting, which was one of many courtesy calls the Director is making to rebuild AIBD's networks and partnerships, centred on potential plans for enhancing ties between AIBD and Australia.

The Director highlighted Australia's long membership in AIBD and commended Australian Broadcasting Corporation, ABC Australia, for its efforts in assisting AIBD in its endeavours. She also mentioned that for the benefit of its member countries and organisations,

AIBD is launching new initiatives, activities, and opportunities.

The Ambassador was briefed by Ms Gnanapragasam on some of AIBD's most important initiatives, such as the Asia Media Summit 2023, the Asia-Pacific content exchange during AMS 2022, cybersecurity training for regional female journalists, and media literacy initiatives.

Australia would continue to be an active member and partner of AIBD, according to Dr Justin Lee. Additionally, His Excellency said that his team would identify ways that Australia could benefit the other members.





# Meetings

## The Director and a Team of AIBD attended WTDC in Kigali, Rwanda

Contributed by : Mr Nabeel Tirmazi, Programme Manager, AIBD

World Telecommunication Development Conference 2022 was held in Kigali, Rwanda, from 6 to 16 June 2022. Under the theme "Connecting the unconnected to achieve sustainable development", WTDC2022 was a unique opportunity to develop innovative approaches and new models of collaboration for connectivity and digital solutions in this final Decade of Action to achieve the Sustainable Development Goals (SDGs).

WTDC featured the Partner2Connect Digital Development Roundtable from 7

to 9 June and it was preceded by the Generation Connect Global Youth Summit from 2 to 4 June.

The Director of AIBD, Ms Philomena Gnanapragasam presented during the Partner2Connect event highlighting how AIBD could contribute to the Partner2Connect initiative.

The Director of the ITU Telecommunication Development Bureau, Ms Doreen Bogdan - Martin said "At a time when access to digital

technologies has never mattered more, our next WTDC represents an unmissable opportunity to unleash the power of digital partnership to deliver on our 2030 sustainable development pledges. Partner2Connect mobilises leaders from government, the global tech sector and beyond to bring digital inclusion to even the hardest-to-connect communities so that when it comes to digital opportunities, no-one is left behind."





# Asia Media Summit 2022

## Executive Summary of the Asia Media Summit 2022 *Future Forward - Reimagining Media*

Contributed by Dr Amal Punchihewa, Technical Advisor and Consultant of AIBD

The 17th Asia Media Summit AMS organised by Asia-Pacific Institute for Broadcasting Development (AIBD) was held from 23rd to 26th May 2022 in a hybrid form, the event was hosted by Fiji and supported by AIBD in Kuala Lumpur, Malaysia. The AMS provides a meeting point for AIBD members and broadcast and media stakeholders to come together and discuss topical issues relating to the broadcast and media policy, capacity development and knowledge sharing across the Asia-Pacific region (APAC) and beyond. Over 100 delegates attended the event in person while over 500 joined online. The event was supported by the Ministry of Information, the Republic of Fiji, and Walesi Fiji, the common network provider in Fiji and several other media and broadcast stakeholders.

Every decade seems to require the reimagining of information broadcasting in order for media organisations to endure technological, sociocultural, and industry trends. Despite the fact that technologically advanced countries respond to these challenges differently, they share the same context to remain relevant in the era of new media.

News, radio, television, and social media platforms are all evolving into new formats, and with the audience transitioning from traditional to digital, it is necessary for media practitioners to expand into those areas where media consumers are tilting based on their available resources.

While there may be significant disparities and a digital divide between geographical areas, strategies and assessments must be devised continuously and exercised to close the technological gap between developed and developing countries, ensuring that the benefits of this new era are distributed equally.

During the first-ever virtual Asia Media Summit 2022, key industry players, policymakers, new media titans, and government officials joined this event to reimagine media as a future-forward.

AIBD Asia Media Summit's inaugural ceremony commenced with opening remarks by the Director of AIBD, Ms Philomena Gnanapragasam, followed by welcome remarks by the AIBD GC President Mr Mayank Agrawal. Speeches



from the Minister of the Republic of Fiji, the Media Minister of India, and other special dignitaries were presented. All those speeches are reported here in this edition of the Broadcaster magazine.

There were five pre-summit workshops and they were held prior to the seven summit sessions. Those workshops are listed below, and details are presented in each article in this edition of the broadcaster.

1. AIBD/HBF Regional Workshop on Training for Health Journalism
2. AIBD Online Knowledge Sharing Session: Terrestrial Infrastructure in the Era of 5G
3. AIBD/WHO Webinar on A Decade of Road Safety Global Plan: Reporting for Media - Journalists & experts share their expertise to improve reporting on road safety
4. AIBD/ITU/USAID Pre-Summit Webinar on Cybersecurity for Journalists
5. AIBD/ILO Hybrid Workshop on Inclusive & Gender Reporting on Women Migrant Workers - Must lead the way to ensure decent work for both citizens & non-citizens

While you can read the detailed reports of each of the Summit and pre-summit sessions, the following provides an outline of the rationale and the broader goals of each session.











## Opening of Asia Media Summit 2022

Video Message

# H.E. Anurag Singh Thakur

## Minister

## Ministry of Information & Broadcasting (MIB)

## 25th May 2022

Dignitaries on the dais delegates connected virtually from across the world. Namashkar, Hello everyone, I am delighted to speak to you on behalf of my fellow citizens at the 17th Asia Media Summit 2022.

At the outset, I would like to extend my gratitude to Asia Pacific Institute for Broadcasting Development for organising the Summit at a time when the world is still grappling with the challenges of the COVID-19 pandemic. In this backdrop, an authentic and timely flow of information becomes very critical. While the world was in the middle of the COVID-19 pandemic, unverified claims and fake content circulating in media had created an atmosphere of extreme fear among the people. In India, we fought regularly against this menace of misinformation. The Indian Government led from the front with its media arm, Press Information Bureau forming a Fact Check Unit which burst fake news on real-time basis.

Our Honourable Prime Minister Shri Narendra Modi ji, as always, took the centre-stage in the fight against Covid. The Indian media ensured that the Covid awareness messages, important government guidelines and free consultations with doctors reach everyone in the country. This was driven by India's Public Service Broadcasters Doordarshan and All India Radio as they are very significantly delivered on their mandate of public service and stood strong with the people during the testing times of the pandemic. They set the trend through prompt coverage, ground reports and organising programmes on public health.

Vaccinating a huge population of more than 1.3 billion people was indeed challenging but because of the combined efforts of the Government, COVID warriors, civil society, India has successfully vaccinated a majority chunk of her population. The cumulative Covid 19 vaccination coverage in India has exceeded 1.9 billion which is a huge success and speaks of the Government's concerns for its people. In this endeavor, the Indian media played a very important role in educating the people about the benefit of being vaccinated against coronavirus. We faced many roadblocks.

One of the foremost challenges was vaccine hesitancy. That was broken by media through right messages and education. Our Prime Minister Modi address the citizens through All India Radio programmes or through TV channels to reach out and clear this to give clear message about the vaccine.

If we talk about this year's theme of the Asia Media Summit, it highlights the future of media and how we can re-imagine media to provide first-hand authentic information. Media today, is highly technologically driven and is witnessing a rapid pace of innovation. Growth of internet through affordable mobile devices has re-ignited the media industry. Literally, anyone who owns a mobile handset is the media creator today. The transition to 5G technology will further enhance the user experience, with the increase in the speed of delivery and improvement in the quality of the media content. However, I underline that the authenticity of content would always remain at the core, whatever be the technological progress. We can talk about the right to free flow of information, we also need to talk about the need for dissemination of correct information.

Dear delegates, Indian media and entertainment industry is one of the fastest-growing media industries in the world and is projected to reach about 100 billion US\$ in 2030. This industry is currently valued at 28 billion \$. India has the talent and creative skills required for the growth of the industry.

Indian cinema is our country's soft power which rules the hearts of millions across the world. Indian cinema has created an identity for us in the world. We are truly proud of the fact that the highest number of films in the world are made in India. We make more than 3000 films every year. I am happy to share with you that India has been chosen as the first Country of Honour at the ongoing Cannes Film Festival. India's films got tremendous applause from film lovers in the festival.

We invite foreign filmmakers to invest in India and invest in joint ventures. I recently at Cannes announced several incentives to promote film shooting in India. This is an apt platform to repeat that.

These include cash reimbursement to the Indian co-producer of an international film and incentives in terms of bonus to foreign films shooting in India and employing 15 per cent or more of manpower locally.

The Indian Government has also announced the World's largest film restoration project under National Film Heritage Mission. As part of this drive, more than 2200 movies across languages and genres will be restored to their former glory. It is the vision of our Prime Minister Narendra Modi ji to prioritise the preservation and promotion of India's rich cultural heritage, and films constitute an important part of this heritage. Preservation connects the generations. The new generations should know, acknowledge and imbibe the values that our forefathers cherished.

Keeping with this spirit, the Government of India is celebrating 75 years of the country's Independence from British rule. Under the leadership of Prime Minister Modi, we are re-living our historic morals, traditional values cultural ethos. Our young generation is becoming more aware of the sacrifices that our freedom fighters made for Independence.

I truly believe that Media, in all its forms has an immense ability to shape the right public perceptions and perspectives as an effective tool of empowerment.

I would request the participants from different countries to come and present their ideas and thoughts at the Summit and disseminate the same to everyone across the globe for everyone's benefit.

I once again congratulate Asia-Pacific Institute for Broadcasting Development for organising the Asia Media Summit 2022. I am sure that the deliberations during the Summit will be useful for the media industry bringing in more insights, adoption of better technologies and better coordination among media houses the world over.

Thank you, once again for giving me the opportunity and listening to me patiently. Thank you, Jai Hind, Jai Bharat!





## Opening of Asia Media Summit 2022

### Welcome Remarks

## Shri Mayank Agrawal President AIBD CC 25th May 2022

His Excellency, Hon'ble Minister for Communications, Republic of Fiji, Aiyaz Sayed-Khaiyum, His Excellency, Hon'ble Minister of Communications and Information Technology, Samoa, Teolupe Onesemo, His Excellency, Hon'ble Minister of Information, Kingdom of Cambodia, Dr Khieu Kanharit, His Excellency, Hon'ble Deputy Minister of Information, Culture & Tourism (ICT), Lao PDR, Ounethouang Khaophanh, Esteemed Ambassadors, AIBD Director Ms. Philomena Gnanapragasam, Delegates from the global media and technology industry and academia. Namaste. Good morning, good afternoon and good evening.

A hearty welcome to all our valued speakers and participants of the 17th Asia Media Summit, organised by the Asia Pacific Institute for Broadcasting Development and hosted by the Republic of Fiji.

First and foremost, I would like to thank the Republic of Fiji for hosting the Summit, even though it is virtual, it will be no less impactful and important an event for the development of media. Indeed, with the current pandemic situation, which is thankfully subsiding, I believe that virtual and hybrid methods are the future of such conferences.

However, I do hope that we will be able to visit the beautiful and sunny Pacific Island Nations soon.

It is my pleasure to deliver this welcome remarks. I am exceedingly obliged to be in such an extraordinary company of honourable ministers, top management from various organisations, my peers from across the globe, and the distinguished members and participants from over 40 countries who have joined us for the event.

Your Excellencies and esteemed delegates, In the past, Newspaper, Radio and Television have informed public opinion, with mainly one-way communication. The agenda was set by the media. However, advances in technology have placed the power of public discourse firmly in the hands of the public.

As the Canadian philosopher of communication, Marshall McLuhan said, and I quote 'We shape our tools and afterwards our tools shape us'

It is, indeed, an interesting loop. The technology that allows the audience to create and curate their own content is driven by the demands of the audience. And we the media, must seek opportunities to tell our industry's story and reach all stakeholders.

Your Excellencies, distinguished guests, today, I am inspired by the media organisations represented here, because we all believe in the mandates of this institute and the purpose of the Asia Media Summit. To bring us all together and give us a platform to engage with each other, discuss relevant issues, and seek opportunities and solutions.

Throughout the 2-day summit, we will bring to you an array of success stories from across the globe. We are privileged to offer you a massive line-up that encompasses a holistic approach to everything media. From media policies, content creation, delivery, audience feedback, and trends in technology.

We have a much-anticipated premiere first session with Ministers from 5 countries, deliberating on the key changes to traditional media and policy matters and strategies to strengthen media development.

Session 2 on Content Consumption: What Audience Wants and What Data is Telling Us will focus on behavioural changes and explore the methodologies for audience retention.

Session 3 is absolutely on the evolution of The Media and Web 3.0: A Shifting Landscape in The Digital Age.

The second day underlines the importance of storytelling through Session 4: Broadcasting Humane Stories in line with Agenda 2030.

And then we move to Session 5, which will explore insights into Narrowing the Technological Gap in the Asia-Pacific Broadcasting industry.

Session 6 will focus on the Strategies for Diversifying Revenue Streams and the last session of the summit will be our signature event CEO's Roundtable. A discussion on the main topic of the summit - Reimagining Media, which will feature 5

CEOs from AIBD member organisations.

In addition to the 2-day event we are pleased to announce that AIBD and partners have been conducting 5 Pre-summit activities these past 2 days, that tackle a myriad of topics.

AIBD has worked extensively on health communication activities for the past 2-years and to continue in this vein, we have partnered with Huso Bunka Foundation to train 15 journalists from 8 countries.

AIBD has partnered with WHO and ILO for Webinar on Global Road Safety Plan and Female Migrant Journalism respectively.

And not neglecting the technical side of the media, AIBD and ITU has conducted a pre-summit webinar on Cybersecurity for Journalists, and industry experts have been sharing their experience in the Pre-Summit Knowledge Sharing Session on Terrestrial Infrastructure in the Age of 5G.

And so, it is my pleasure to let you know AIBD has trained 290 media practitioners in just the past 2-day.

Your Excellencies, distinguished guests, before I wrap up my short remarks, I would like to take this opportunity to thank our members for participating in the content-sharing event. I hope that all here will avail the opportunity to scope out the available programmes.

And our heartfelt thanks to our generous sponsors, Walesi Fiji, Government Republic of Fiji, W.H.O, Kacific Broadband Satellite Ltd, BECIL, India, Prasar Bharati, Benchmark Broadcast System, Rohde & Schwarz, Ideal Systems, BAC education group, Tourism Fiji & last but not the least, I thank you, the honoured guests and delegates for joining us on this 2-day journey of exploration.

I hope you have an enlightening and fruitful discussions.

Welcome to AMS 2022.

Thank you very much.





## Opening of Asia Media Summit 2022

### Opening Remarks

## Philomena Gnanapragasam Director, AIBD 25th May 2022

His Excellency, Hon'ble Minister for Communications, Republic of Fiji, Aiyaz Sayed-Khaiyum, His Excellency, Hon'ble Minister of Communications and Information Technology, Samoa, Teolupe Onesemo, His Excellency, Hon'ble Minister of Information, Kingdom of Cambodia, Dr Khieu Kanharith, His Excellency, Hon'ble Deputy Minister of Information, Culture & Tourism (ICT), Lao PDR, Ounethouang Khaophanh, Esteemed Ambassadors, President AIBD GC, Shri Mayank Agarwal, Delegates from the global media and technology industry and academia.

Your Excellencies and esteemed delegates.

The past 2 years have tested us. A small invisible, unalive particle had brought everything to a standstill. The COVID-19 pandemic swept the world into uncertainty, creating chaos in its wake. The chaos was both physical and mental.

While COVID-19 was playing havoc with our health, misinformation and miscommunication were sowing discord.

Indeed, Media is at a threshold. And at this precipice [a very steep side of a mountain or cliff], we, the media practitioners are asked over and over again. What is the next step? Do we step back, or do we jump into the unknown?

Today we are all gathered here in this virtual space, to understand the best path forward. Therefore, Your Excellencies and esteemed delegates, we had formulated Asia Media Summit 2022 to be an exploration of ideas.

After consulting with many media organisations, we have curated the AMS sessions to hold the most pertinent information on the most relevant topics.

We have an incredible line-up of sessions for these 2-days. From the first session, with our esteemed panel of honourable Ministers from 5 countries to the 7th session at the end of the summit. We have selected topics such as audience behaviour and content consumption, the Evolution of media, Humane Storytelling, Technological trends, revenue generation, and media development.

We have also curated special programmes on cultural productions from our

incredible hosts in the Pacific islands, and not forgetting the content-sharing sessions by our members.

Your Excellencies and esteemed delegates.

Content has become both a boon and a bane [benefit and a cause of pain or harm] for our industry. Due to the COVID restrictions in these past couple of years, the media industry has seen a shortage of content.

While everyone on social media was quick to churn out, share and repost unauthenticated information, governments, along with traditional media had to deal with both the pandemic and the unprecedented Informedics that followed.

Sorting out the real from the fake, while struggling to get material for quality productions, had become the norm for many media organisations.

Traditional media practitioners are accountable for the information that we produced. And we, take this responsibility very seriously. While someone untrained in ethics, may publish material designed to mislead, broadcasters are held to a higher standard!

Because we are answerable to the public!

Your Excellencies, esteemed delegates.

As media practitioners, we must be united in the face of our challenges! However big or small a broadcaster, we belong to the same community!

We are a tribe!

Our training, ethics, and practices are the same. I am proud to say that I have personally witnessed many instances of cooperation within this community. Broadcasters come to the assistance of each other with their content, equipment, and human resources and I am glad to say that AIBD has facilitated many such cooperation amongst our members.

And so, I invite you, Your Excellencies, esteemed delegates, to partake in these 2-day deliberations and discussions. May it be fruitful and successful with greater outcomes for the future. Thank you.







## Opening of Asia Media Summit 2022

### Keynote Address

# Honourable Voreqe Bainimarama Honourable Prime Minister, Republic of Fiji 25th May 2022

Ms. Philomena Gnanapragasam, the Director Asia-Pacific Institute for Broadcasting Development. Mr Mayank Agrawal, AIBD President of the General Conference, government representatives, media professionals, ladies and gentlemen, Bula Vinaka from Fiji.

It is a great pleasure to be able to speak with you today, at the opening of the 17th Asia Media Summit.

Before I begin, I want to take a moment to remember the journalists who have been killed in the line of duty this year, from Ukraine to Palestine. Just this month Al Jazeera's Shireen Abu Akleh, was gunned down while simply doing her job, reporting from a refugee camp. We must never let these atrocities go unmentioned. No journalist should be a target ever, whether within or outside a war zone.

Ladies and gentlemen, Fiji has been a member of the AIBD since 1978 and is of course the current vice-chair of the AIBD Executive Board. The world today is almost unrecognisable from that of 1978, not least in the world of media.

The Reuters Institute's latest reports provide some useful context for us. Through the COVID-19 crisis, lockdowns and other restrictions accelerated a shift to a mostly digital future. Among historic unemployment figures across economies, many jobs in the media industry were either lost or changed profoundly. In some countries, it was noticed that young people especially young women and minorities were being represented less fairly through media, prompting a global call for more, inclusive and diverse newsrooms, and yet this crisis has also shown the value of accurate and reliable information at a time when lives are at stake.

A global spread of misinformation and conspiracy theories about the coronavirus has further focused minds on where people are getting their news. The data tells us that 4.62 billion people, now use social media. This is just under 60 per cent of the planet's population. It is almost hard to wrap one's head around that figure. I read once that more people in the world have access to mobile connectivity now than they do safe toilets, which tells you everything you need to know about the

pace of this digital migration.

I think it's a powerful fact to illustrate just how much value the human species plays on communicating, and on wanting to know what is happening around them. The number of people who remain unconnected to the Internet has now dropped below 3 billion for the first time ever. This marks a significant milestone in the world's journey towards equal digital access. Connected devices are now more of a lifeline than a luxury, especially since the arrival of the COVID-19 pandemic.

In Fiji, we have sought to close the digital divide across our over 100 populated islands by ensuring that all Fijians have access to digital TV. Hence in 2016, Walesi was born. Fiji's first digital free-to-air television service, which serves our most rural and maritime areas by satellite. I am proud to reveal that Fiji now has 100% digital TV coverage, with the government covering the installation costs for all low-income households so that no one is left behind.

There have also been over 700,000 downloads of the Walesi OTT app to date and one of our eight national channels is completely dedicated to educational and public service broadcasting in order to give our Fijians, especially youth, the same access to learning opportunities as those living in urban areas.

Now unlike traditional media, which always relied on a clear-cut publisher audience model, every person online is now both creator and consumer. The barriers to information sharing have never been so low for most of the world's population as they are today, for better and for worse.

Nowhere is this more evident than in the rise of digital influenza. Mainstream news brands and journalists are completely eclipsed by influencers and alternative sources on platforms such as TikTok, Snapchat and Instagram. The explosion of access to news, media content and content creation has led to significantly positive developments for humankind, like a widening of the debate in politics, in economics and in social sciences. This has resulted in calls for greater freedom and better standards of living, which has manifested in the way people across the

world use media to voice their concerns.

At the same time though, we are living through a tumultuous moment in history. All of us have been horrified by Russia's invasion of Ukraine. Climate scientists have warned, it's now a 50-50 chance that the world will warm by more than 1.5 degrees Celsius over the next five years. The world is still battling the impacts of a once-in-a-century pandemic, that claimed millions of lives and decimated entire economies.

We have seen a dangerous rise in nationalist propaganda, where chaos mongers manipulate racial, ethnic, religious and national sentiments to fend off the flames of fear, and foster an "us versus them" mentality. And unfortunately, we have all learned by now that paddling controversy, conspiracies, outrage, even hate, often gives you an edge online.

The inherent nature of social media platforms and engagement-optimised websites, can even make it difficult to spot the difference between factual information being published by a minister of health for example, and a supposed medical cure being promoted by a con artist.

Factual information, selfies, cat videos and games, fill our content feeds, intermingled with lies, conspiracy theories and junk science. And with the sheer proliferation of content and the splintering [break or cause to break into small sharp fragments] of information and audiences, we lose our ability to differentiate between fact, opinion and mass fiction.

The danger here is that when we no longer know what to believe, people can end up dead. When we no longer know what to believe, entire democracies can be weakened. When we don't know what to believe, wars can break out.

It has been well documented that hate speech shared on Facebook and other social media platforms, has played their role in modern-day murder campaigns, ethnic violence and extremism. Whether it's against women, ethnic minorities, LGBTQ communities, journalists, or political opponents, the digital world has become the frontier of the war on peace.

Now many of you here, have the power to



help turn some things around and begin moving things in the right direction. You can advocate for change. You can be part of a system redesign. As governments and as private citizens, we need your expertise to reframe our collective thinking about digital media. We need to reimagine new media models, where traditional media companies, big tech companies and governments are committed to some important accountability frameworks. We need journalists, not-for-profit communicators, and civil society to help us tell better stories about ourselves and how we can live together, despite our differences. This includes creative human-centred content, with a distinct Asia-Pacific flavour that our people can relate to. We need media practitioners to bring the 2030 agenda, to life for their audiences, to inspire government-level policy changes in regard to the climate crisis and related social and economic issues. We need strong civic education around identifying and curbing misinformation wherever possible, including education around the more, sinister and covert side of artificial intelligence technology,

involving deep fake videos for example. I understand these are big issues, but I do have a lot of faith in you.

I want to humbly challenge all of you, over the next two days, to focus on pushing each other, and to rethink your roles within the world of media. Challenge some of your preconceived

notions about your jobs, and reframe your purpose in a hyper, digitalised world.

Thank you once again for having me, and I wish you all, a very successful summit.

Vinaka vakalevu.

Thank you



Hello, alii and hello.

My name is Gustav Aitaro. I am the Minister of State, of the Ministry of state of the Republic of Palau.

Well, the future of the media, in the Pacific, in particular Palau, will look like it is an exciting moment for media. Accessibility, the increase of our bandwidth and our new cable that's coming on board. It is an exciting time for the media, particularly for Palau.

You will have either ready access for the community in Palau as well as partnerships and connectivity outside of Palau with other media partners. That is how I see the media, particularly for Palau in the Pacific.

So, the challenge for Palau I look at it is, where can we have the media in the context of Palau is how we are where we

## Opening of Asia Media Summit 2022

### Video Message

## Honourable Gustav Aitaro Honourable Minister of State Ministry of State Republic of Palau 25th May 2022

can get a modem or a system where we can have a filtering system of information and news. And that requires or requires the collaboration between the media service and the government, and also the established institutions in the Republic of Palau.

You know we have local news outlets here that have been here for years, and you know have gained the trust of their own constituents and customers. So, with collaboration between the private and the public sector will be a challenge in itself. But the more challenging part is the accountability of where you get your news from, and who's accountable for it.

On behalf of the Ministry of State of the Republic of Palau, I would like to wish AIBD all the best in the 17th Asia Media Summit and further invite all of you to come to Palau to hold your summit next time. Thank you.







## Asia Media Summit 2022 - Ministerial Session

Speech

**Hon. Aiyaz Sayed-Khaiyum**

Attorney General and Minister for Communications

Ministry of Communications

Government of the Republic of Fiji

25th May 2022

Thank you, and thank you very much for the invitation to speak and I'd like to of course afford all salutations to the honourable ministers who are present with us, and also the other esteemed ambassadors, the President of AIBD of course, and the other delegates from the various media organisations. And I would like to keep this informal as opposed to making a very formal statement.

And you're absolutely right, I mean we have over 300 islands, 110 of which are inhabited. And it is a challenge, although about 65% of the population lives on the one island which is on Viti Levu. But I think fundamentally sort of taking it back a few years, the way the manner in which for example frequencies were allocated was very haphazard, and we worked with a number of entities, partners like ITU and others to ensure that we had, there was an essence and understanding that frequency is limited real estate, that we need to have the maximum usage of it. And of course, we had various, what we call exclusivities in the telecommunications sector. We had Vodafone that had exclusivity as far as mobile phones were concerned. We had the Telecom Fiji which had exclusivity. We had FINTEL that had partnered with Cable and Wireless had exclusivity. So, we worked with various organizations including the World Bank. We managed to then remove those exclusivities, having an open market approach to it. Of course, one of the challenges that many small island states will tell you this is that, because you don't necessarily have the economies of scale to attract large companies. You have a limited choice of companies to choose from as far as mobile telephones are concerned. So apart from opening up the market, which is Digicel for example came into that space, and as you know that Digicel is currently being in the process of being acquired by Telstra from Australia. But that allowed us to be able to, for [inaudible] better word, democratise mobile telephony in Fiji.

So today, we have over 600,000 smartphones. We have more SIM cards in operation than actual number of people. The total population is about 890,000 people. Of course, people now have two SIM cards, and they have a choice of two mobile phone companies. And we have over 600,000 individual Facebook accounts, authentic Facebook accounts I

should say.

So, a number of changes have taken place and we have of course in the meantime started with what we call the Walesi platform. The Walesi platform actually is a 100% government-owned entity with the view of ensuring that free-to-air television is given a lot of latitude in terms of providing services, without necessarily having all the upfront costs. As you quite correctly highlighted that, because Fiji has strewn [untidily scattered] across about 110 islands, the cost of actually transmitting to these islands is exorbitant and of course, it does not necessarily make sense to invest for example in a million-dollar tower, and when you have only 50 people, they'll get covered by this million-dollar tower so from a commercial sense will dictate that you don't do that. But we have of course universal service funds, that we take a small percentage of mobile telephone companies. That of course helps in infrastructure sharing but for television, there is no such mechanism. So Walesi of course now provides a mechanism where you have a platform, the infrastructure costs are met by Walesi, and then all the free-to-air television stations are able to broadcast through the Walesi platform. We have just recently brought about digital television in the main sort of centres in Fiji and Viti Levu. Very soon we hope to have entirely gone digital on TV.

There are numerous challenges in a small market like this and I'm sure the other large markets also have challenges in terms of advertising revenue, in particular for the free-to-air television because they now have to compete with them on social media. They have to compete with people who actually are now advertising and find better traction on advertising on Facebook and other social media platforms. So, there is a revenue implication. Similarly, one can argue with radio too.

The Walesi platform again will be offering services on the FM frequency. AM frequency as many of you would know, travels better over water. And when you have far flung islands, radio is very important in terms of communication. We are very grateful to the Japanese Government that partnered with the Fijian Broadcasting Corporation, invested I think,

close to about 12 to 14 million dollars in upgrading the AM frequency capacity. And so, we are able to get that frequency and the AM stations through FBC, to far-flung reaches of Fiji.

It is critically important for a country like Fiji, that is most vulnerable to climate change. We have had 14 cyclones since 2016, and therefore you know getting the messaging out, warning people, and also with the Walesi platform, we eventually hope to be able to get feedback information through the TV screens that are that have been set up. So, AM is critically important, the Walesi platform is critically important.

We have also in respect of communications, for example, set up what we call telecentres, predominantly through schools where a lot of remote schools we provide them with PCs, we provide them with, in some cases laptops, we provide them with webcams etc. and free of charge. We actually pay for the telecommunications cost, the Internet costs on the condition of course the students use it during the day, and then in the evening in the afternoon's members living in that community around the school, can actually come and access those facilities. So, we have you know that being set up. We recently also had what we call the connecting the unconnected, which means there are a lot of schools for example do not have access to internet at all. We have identified a number of places so what we do go there is you know through satellite. We give them internet connectivity, we give them PCs and also sometimes we give IP phones and if there is a village or a community living nearby the school within wi-fi, the school compound area, so members of the public can actually come to the schoolyard and connect themselves. This of course is a quick solution whilst we set up more towers through the universal service funds that we have got.

So quite a lot of work actually has been done in this respect of course we need to continue to do that, and I think there are quite a number of challenges as we have seen overall talking about media through the advent of Facebook of course we have seen a lot of misinformation that is spread through for example, Facebook. In Fiji, we also have set up in the meantime an



Online Safety Commission. We saw a number of abuses taking place online essentially you know with the cause of revenge videos being put out by jilted lovers etc or also in terms of targeting children. So, we have got a mechanism through which complaints can be launched. A lot of times we find that families with disputes, they put up videos of each other and how we can actually ensure that that does not happen.

So, all in all I mean I think there will be a very quick snapshot in respect of what we have done.

What we are doing is we are ensuring we invest in quite a lot of funds as I said through the Walesi platform. We have recently partnered with the Samoans. The Samoans recently laid a cable from Samoa to connect to the Southern Cross Cable which lands in Suva in our capital city. So, they brought the cable between two of the major islands, and so we were able to build a pipe off that and to get to submarine cable landing in the second largest island, Vanua Levu which means that there is a lot of connectivity opportunities, a lot more

stable.

We have recently seen a lot of appetite by the BPO [Business Process Outsourcing] sector set up in Fiji. So that also helps in diversifying our economy, because just about two weeks a3,000 jobs in the next two years. So, all of that is happening.

Also we have had to deal with, we have recently signed up to the Budapest convention in terms of cyber security and

various standards to obviously give people confidence and of course our commitment to cyber security and those are some the challenges and issues that we have to do and I think that it's critically important to ensure that we have that level of collaboration and partnership not just within the Pacific itself, but also with our other member countries in AIBD.

Thank you.







## Asia Media Summit 2022 - Ministerial Session

Speech

## H.E. Dr Khieu Kanharith

### Honorable Minister of Information, Kingdom of Cambodia

25th May 2022

His Excellency, Aiyaz Sayed-Khaiyum, Minister of Information, Fiji  
His Excellency, Shri Anurag Singh Thakur, India  
His Excellency, Teolupe Onesemo, Samoa  
Mr. Mayank Agarwal, President AIBD CC,  
Ms. Philomena Gnanapragasam, AIBD Director  
Our esteemed host from the Pacific Region, the Republic of Fiji.

Esteemed guests, delegates and fellow media practitioners joining us from across the globe.

Good morning and good afternoon.

Please allow me to begin with my special note of appreciation to the AIBD Secretariat and the Republic of Fiji for hosting and organising the 17th Asia Media Summit virtually. The Asia Media Summit is a bookmarked event for all broadcasters in our region. It is a highly anticipated summit that offers broadcasters a marvellous platform to discuss relevant issues that require special highlights.

The topic for this session 'Strengthening Media in a Changing World' could not have been more apt, considering how the media is evolving and progressing at a rapid pace. Given that this transformation is also driven by the change in media consumer behaviour, where new technologies are allowing consumers to produce and curate their own content. This is also compelling media providers to seek methods on how to retain the audience.

Indeed, all cases are relative to the country and individual organisation, there is no one-size-fits-all situation!

We must work together to remain in this landscape. It is up to all media practitioners to find out ways on how each and every one of us can survive.

And not only survive - but we also need to thrive! There is also a dire need to highlight the critical roles played by the broadcast media.

All across the globe, particularly in the more developed nations, we are seeing a massive shift of audience from traditional to online media. This is also true for underdeveloped nations; however, we

cannot forget the part of the population that is dependent on traditional media.

In Cambodia, we have; 220 radio stations in the city and provinces, 19 analogue Television channels and 8 Digital TV channels, 447 newspapers, 706 homepages, 81 online TV, 7 OTT, 210 cable TV and 2 satellite stations

As we can see many Cambodian families are still dependent on traditional media for not only their news but also for education, awareness and entertainment. However, many young Cambodians are using the Internet as their primary source of information.

Now, the impacts created by the COVID-19 pandemic in its initial stages minimised the role of digital media - for a short time! The audiences were tuned into more traditional channels to gather the latest information from official sources. This however also created some danger for the media themselves, as they were challenged on several fronts such as the mass panic and overflowing of misinformation, contradicting and confusing the public perceptions, and creating global infodemics.

Now that the COVID-19 pandemic is subsiding, we are taking lessons from this difficult time, and so Cambodia will provide favourable conditions for all media operating in Cambodia via an amended media law which is drafted by the Ministry of Information.

Media development efforts must be the responsibility of all. While capacity development requires a country-led approach, it must be driven by the public who are willing and informed of changes. Therefore, media information and literacy can be important components of creating an informed public.

For instance, as an effort to further enhance public literacy on misinformation and 'fake news', the Ministry of Information of Cambodia had conducted seminars and workshops, as well as media talk to promote their critical skills on fake news for media people and the public. Meanwhile, the Ministry of Information of Cambodia also established an Anti-Fake News Committee. The primary tasks of the committee are to reduce the

dissemination of fake news by verifying the sources and providing technical measures. A telegram group with 6,200 people from of government offices, journalists, NGOs, youths and public sectors was created to serve as a fact-checking centre.

And going back to the lessons learned during the COVID-19 pandemic, we can conclude that to avoid public panic and frustrations, media outlets must collaborate, innovate, and stand with each other, to develop and progress collectively. Cambodia proudly announces that under the brilliant leadership of Samdach Techo Hun Sen, Prime Minister of the Kingdom of Cambodia, Cambodia has successfully contained the widespread of COVID-19. Almost all Cambodian people from 3 years old among 16 million received the third dose of COVID-19 vaccines.

May I wish all people in our region as well as the people around the globe are healthy and stay safe from COVID-19.

Thank you for your kind attention.







## Asia Media Summit 2022 - Ministerial Session

Video Message

**H.E. Anucha Nakasai**

**Minister Attached to the Prime Minister's Office  
Kingdom of Thailand  
25th May 2022**

Dear AIBD Executives, AIBD Member Countries, and distinguished participants in the 17th Asia Media Summit.

My name is Anucha Nakasai, Minister Attached to the Prime Minister's Office, and the minister responsible for media and public relations tasks of the Royal Thai Government.

It is my great honour to attend the prestigious 17th Asia Media Summit of the Asia-Pacific Institute for Broadcasting Development (AIBD), which this year is organised for the first time as a virtual event.

This could demonstrate the readiness of AIBD to respond to the changes in the global situation and still maintain the quality and standards of its work.

Similarly, the Public Relations Department of Thailand, as a state media outlet, is also working to achieve higher working standards, in accordance with the changing global media landscape.

Thailand has established the 2022 National Action Plan for Public Relations, which sets the direction of the state media to work as a key pillar of the policy sector to provide effective and timely communication.

This action plan underlines important communication developments, specifically establishing intelligent information archives and upgrading skills for personnel in the digital age.

Another key communication issue addressed in the action plan is promoting understanding among Thai people about the "new normal" way of living with COVID-19 in the long term.

Meanwhile, we are committed to our vision to enhance inclusiveness for all groups through effective information and communication management, in response to the needs of information access and the different levels of target audiences.

This year, Thailand marks an important national agenda for media and public relations, which is "APEC Host Economy 2022". Under the APEC theme "Open. Connect. Balance", our Prime Minister has emphasised the importance of communicating to all groups of people, at

both the domestic and international levels, in order to raise people's awareness. The goal is to "Inform-Inspire-Integrate-Involve" them with APEC.

Thailand, as the Host Economy, is making its best efforts to be open, connected, and balanced in all dimensions - from trade to agriculture, public health, MSMEs, seamless travel, and regenerative tourism - with the promise to leave no one behind.

By highlighting current environmental challenges, APEC will address the BCG, or Bio- Circular-Green Economy, concept to integrate sustainability with economic goals.

Thailand, as the host of APEC 2022, also intends to promote recovery in the Asia-Pacific region after the COVID-19 era with a building-back-better plan in every aspect.

At the same time, Thailand stands ready to be the host of an on-site APEC Leaders' Meeting and to welcome all media

members from around the world who wish to provide media coverage.

I look forward to welcoming and working closely with all media colleagues during the APEC Economic Leader's Meeting in November this year in Bangkok.

I would like to thank AIBD for the opportunity to come together and exchange experiences in communication and public relations at the 17th Asia Media Summit Meeting today.

I'm delighted to see the efforts of all communication and public relations partners from both the policy and industry sectors in the Asia-Pacific region to further develop our deeper cooperation. See you in Thailand.

Thank you.







## Asia Media Summit 2022 - Ministerial Session

Video Message

**Mr. Kim Eui Chul**  
**President & CEO**  
**Korea Broadcasting Services (KBS)**  
**25th May 2022**

Hello. I am Kim Eui-chul, President and CEO of KBS.

Mr. Mayank Agrawal, AIBD President,

Ms Philomena AIBD Director

Excellencies, distinguished guests, and ladies and gentlemen

My sincere congratulations to you all on the opening of the 17th Asia Media Summit. This is a very special occasion as it is the first summit in two years due to the COVID-19 pandemic.

Asia Media Summit is a forum where

media experts and decision-makers gather together to examine and discuss future strategies. For this year, the theme is Future Forward - Reimagining Media.

In the age of the evolution of digital technology and the change of the viewing patterns that constitute the transformation of the media landscape, it is our duty to examine the media in the future.

I wish you have lively debates and discussions for creative and innovative future strategies through this summit.

KBS is Korea's leading public service

media. Even in times of sensational content and disinformation, we are strengthening our positioning as a trusted media organisation that produces the best quality content, based on the three principles: Public Responsibility, Trust, and Independence.

Public service media of Korea, KBS, wishes you great success at the 17th Asia Media Summit. Once again, the most profound congratulations to you all.

Thank you.

## Asia Media Summit 2022 - Ministerial Session

Speech

**H.E. Ounethouang Khaophanh**  
**Deputy Minister**  
**Ministry of Information, Culture & Tourism (ICT)**  
**Lao, PDR**  
**25th May 2022**



Excellencies Ministers, Head of Delegations of 17th Asia Media Summit, Distinguished delegates, Ladies and gentlemen.

At the outset, I would like to commend the Asia-Pacific Institute for Broadcasting Development (AIBD) for the excellent arrangements made for this meaningful 17th Virtual Asia Media Summit 2022 convened today under the theme 'Future Forward-Reimagining Media'.

As we are all aware, the digital age in our world of today causes impacts to all aspects of society including politics, economics and the socio-cultural development of all countries.

In Lao PDR, to strengthen Media in a changing world, the Lao Government, in particular the Ministry of Information, Culture and Tourism has informed all state and private media outlets to transform their traditional methods of providing

news via various platforms to reach all target audiences, both in urban and rural areas. This will ensure that every citizen has the fundamental right to get access to information, especially in the midst of the rapid growth of information technology.

But on the other side, we also have to face a lot of problems that emerged from fake news, misinformation and disinformation which creates misunderstandings and disorder in society affecting development and social security. Consequently, it is now very important to be more than cautious and conscious with regard to the consumption of information.

Excellencies, Ladies and gentlemen,

Therefore, I would like to reiterate that we, Information and Media Ministers, should stay committed to enhancing cooperation so that we can maintain peace and security as well as establish concrete

collaboration and greater resilience against all forms of cyber and information threats and terrorism that may arise in the region.

To conclude, I firmly believe that through constructive and cordial discussions during this significant meeting, any future possible directions and cooperation frameworks, including expanding cooperation in new media development and actively carrying out training for professional lines, shall be progressively implemented. This is aimed to narrow the gaps among nations in our region in the area of media development.

Lastly, may I wish the 17th Virtual Asia Media Summit to be crowned with great success, and may I wish our esteemed Ministers and all distinguished delegates good health, happiness, and success in your noble task. Thank you!





## Asia Media Summit 2022 - Ministerial Session

Video Message

**Mr. Matthieu Peyraud**

Director for Culture, Education Research &  
Network Coordination,  
Ministry for Europe and Foreign Affairs,  
France  
25th May 2022

Your excellency,  
Prime Minister of the Republic of Fiji,

Ministers,

President of the AIBD General Conference,

Director of the AIBD,

Ladies and gentlemen,

I am very pleased and honoured to participate in this opening ceremony of the Asia Media Summit.

As you know, the Asia-Pacific Institute for Broadcasting Development has been supported by France, since its creation in 1977. Our country is the only founding European Member State. France has been a member of the Advisory Board since 2021. Its constant involvement in the Institute overall shows the importance it attaches to the media as vehicles of stability and development. Free, pluralist and quality media outlets are powerful

drivers of progress. They contribute to social cohesion and provide spaces for debate.

On the contrary, we have seen the danger of media outlets which are under the power of certain States. In this case, it becomes a weapon against democracy in a global news war.

These issues are at the heart of France and the European Union's engagement in the Indo-Pacific region. We defend a multi-dimensional and non-confrontational approach for the Indo-Pacific. This is based on respect for the sovereignty of each State, multilateralism and refusal of any form of hegemony.

France is a fully-fledged Indo-Pacific nation in terms of its presence, as nearly 1.6 million of our citizens live in French overseas territories. But especially in terms of its ability to meet our partners' expectations for initiating new cooperation.

Through CFI, the French Media Development Agency, France has implemented the Mekong Info Durable project to promote journalism that contributes to sustainable development. CFI has also contributed to the creation of the Myanmar Journalism Institute as well as the launch of the online media VTV24 in Vietnam.

By helping to improve the professional skills of people working in the media, the Asia-Pacific Institute for Broadcasting Development has helped to consolidate a quality space for the media. A space in which fake news and misinformation have no place.

I would like to commend the Institute's vitality. I hope your discussions and work will be productive and will help build a more open and creative civil society.

Thank you.

## Asia Media Summit 2022 - Ministerial Session

Closing Remarks

**Ms. Tupoutua'h Baravilala**

Acting Permanent Secretary  
Ministry of Communications  
Government of the Republic of Fiji  
25th May 2022



Miss Philomena Gnanapragasam, the Director of the Asia Pacific Institute of Broadcasting Development, Mr Mayank Agrawal, the President of the General Conference of the AIBD, Government representatives, delegates from the global media and technology industry, and academia, ladies and gentlemen.

Bula Vinaka and it gives me great pleasure to deliver the closing address. The Honourable Minister for Communications would like to convey his sincere apologies for not being able to attend and deliver his closing remarks for the 17th Asia Media

Summit this afternoon, as he has been called away on urgent matters.

As we conclude the first of its kind, the 17th Virtual Asia Media Summit, I would like to thank you for your productive engagement during these four days of deliberations. On behalf of the Honourable Prime Minister and the Fijian Government, I would like to extend my appreciation to all our participants for making this event a success. I guess we can all agree never before have we been presented with so much information. The appetite at and the rate at which our audiences consume

One way in which we countered misinformation and fake news, was to have the official social media accounts verified, to carry the blue tick. Now verified pages are shown higher in search results, making it easier for social media users to obtain factual and timely information regarding key initiatives and the news. As the Honourable Prime Minister highlighted in his keynote address, there are about 4.6 billion social media users. At no point in history, has the media ever been able to exert as much influence over their audiences, as online platforms now allow them to do so near instantaneously.



Therefore, as responsible media professionals, we have a critical role in informing our communities with accurate, fact-checked information presented in the correct context and to create content that is engaging.

With the emergence of OTT and streaming platforms like Netflix and Amazon Prime, traditional broadcasters need to reposition themselves to stay relevant. Producing more local content and news, together with the use of streaming technologies, we can broadcast directly and near real time onto social media platforms and websites.

Moreover, for Fiji, the availability and affordability of digital technology has given us an unmatched opportunity to improve Government services and engagement with Government. It has also enabled us to overcome a mammoth physical challenge, that we are a country of about 110 populated islands and that some of our people live in isolated and far-flung areas. They require access to services and timely information just as the city dwellers.

Connectivity has been a core tenant of the Fijian Government's commitment to create a more equitable society and to bridge the gaps that exist. The Fijian government has invested significantly in the Walesi digital television platform, ensuring 100% coverage, through terrestrial and satellite means. All free to air broadcasters now have a level playing field in terms of coverage. Broadcasters can now compete on content. The Walesi platform is also available on a mobile phone app.

Today, 95% of Fijians have access to the Internet, and we are committed to connecting the remaining five percent of

Fijians. Our government has also invested in school connectivity projects, delivering internet connectivity to students and communities in remote and maritime islands. Now through this, we will ensure that students in remote parts of Fiji have the same benefits as urban students do.

With these few words I would like to wish all participants the very best and thank you once again for making this event a success.

We hope to see you in Fiji in person for the next AIBD event.

Vinaka.



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# Virtual ASIA MEDIA SUMMIT 2022

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# Virtual Content Showcase

## First-ever Virtual Content Showcase

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

AIBD's Content Sharing initiative was first mooted during the COVID Response Online Sessions with the Heads of Organisations and started in May 2020. Member countries in the Pacific, Southeast Asia, East Asia, Australia and Latin America contributed towards this good cause which benefitted many of the broadcasters impacted by the COVID pandemic during the 2020-2021 period.

To fortify the ongoing Content-Sharing initiative and support content creators during this difficult time, AIBD organised the first ever Virtual Content Showcase on 25th May 2022, 3.30 pm MYT (GMT+8) on the Asia Media Summit live zoom platform. The aim was to enable the institute's members to pitch, sell and buy regional content, creating a great opportunity to diversify member organisations' income streams.

A preliminary briefing on the guidelines for the making of the showreel was pitched to the members and eventually only five organisations – KBS, EBS, RTM, Mediacorp and FBC- were shortlisted for their quality content and debuted their showreel.

Korea Broadcasting Systems (KBS), Korea showcased several genres- five (5) dramas, four (4) documentaries and three (3) entertainment programs. Amongst some of the interesting K-dramas pitched were :

1. Bravo, my life
2. It's Beautiful Now
3. The King's Affection
4. The King of Tears: Lee Bangwon
5. Love Twist;

For the documentary category, KBS showcased

- 1.23.5
- 2.Kiss the Universe
- 3.Isolated Paradise
- 4.The Enchanting Silk Road; and



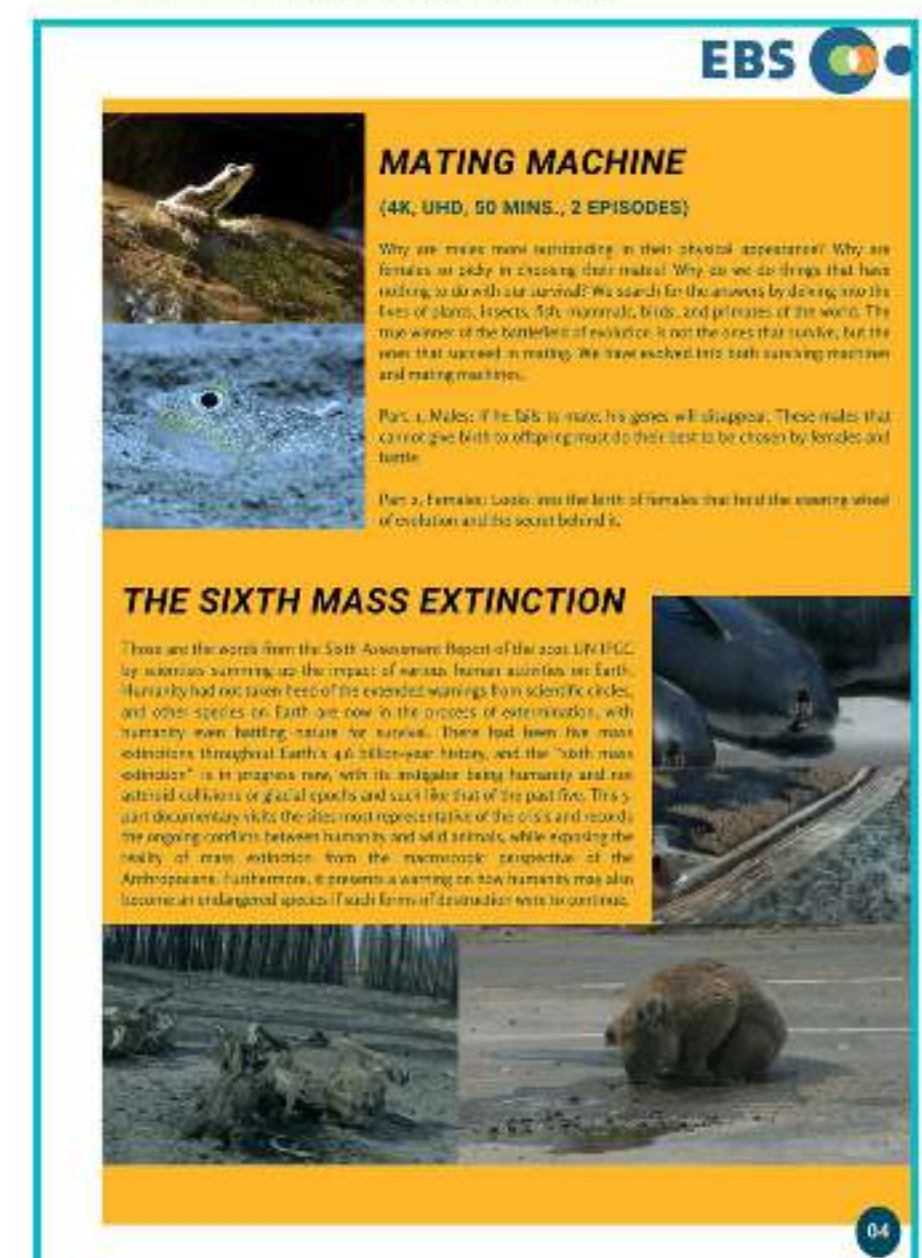
For the entertainment programmes,

- Fan Fest: To My Star
- Comedy Survival Stage Turn
- No Impact Day



Also from Korea, the Educational Broadcasting system (EBS) showcased two (2) magnificent educational documentaries on Nature-

- Love machine &
- The 6th Mass Extinction



From the land of Malaysia, Radio Television Malaysia (RTM), also proudly showcased several categories of content. Amongst some of the most popularly sought-after were:

1. Islamic programme - Syahadah
2. Documentary - Siformi Alam
3. Magazine- Panorama
4. Children programme - Chiki Boom
5. Entertainment programme - Apartment Putra & Concert Orchestra RTM.





Media services across the first medium to provide the nation's heritage and development, keeping them mind, we have put together a list of our Documentary, Drama, Entertainment and Information programs for your reference.

**CHIKI BOOM: (30 minutes/30 episodes)**

- Children's program based on education and activities on general knowledge, science and leisure entertainment.

**PANORAMA: (30 minutes/30 episodes)**

- This magazine program feature unique human interest topics trending in Malaysia as well as global events and happenings.

**SIMFONI ALAM: (30minutes/13 Episode)**

- A documentary revolves around the diversity in natural and human ecosystems by looking at the impact and efforts made in restoration, conservation, research and technology in an effort to control and reduce the impact on development. Broadcasts weekly and often used as a scholarly reference by local universities and the Malaysian community.

**KONSERT ORANG KITA: (2 hour)**

- 'Konsert Orang Kita' is a special musical program to celebrate the existence of indigenous people (Orang Asli) in Malaysia. An initiative to broadcast the heritage and culture of the Orang Asli in Malaysia so that it is always preserved. Not just entertainment but also contributing to education and development. Also included modern Malay songs and cultural performances from the Orang Asli tribes.

**SYAHADAH (30 minutes/30 episodes)**

- A Documentary program that takes the audience in a journey to explore the beauty of Islam in the context of Hijrah and share the way of life, success stories, and Culture of muslim community in Malaysia and around the world.

**APARTMENT PUTRA: (30 minutes/30 episodes)**

- This 13-episode sitcom drama brings a variety of characters and community stories set against the backdrop of an apartment in the heart of Kuala Lumpur. It includes recent issues including public information related to the Covid-19 case and quarantine.

Feel free to get in touch with RTM Marketing and Promotion Division for more information.



DELIVERING AWARD-WINNING CONTENT TO THE WORLD  
与世界分享优质内容

Uniquely Singaporean, Uniquely US

**SUNNY SIDE UP**

SCRIPTED  
FAMILY

mediacorp



**Extra Tasty**

Host: Lalaine Burnes

Thirteen local cooks from around Fiji demonstrate preparation of some of their favorite recipes using high quality local and international ingredients available at Extra Supermarket in Fiji. This program gives them an opportunity to share secret ingredients, tips and tricks, while getting exposure on national television.

13 24 MINUTE ENGLISH COOKING

G

From the island of Singapore, Mediacorp showcased its award-winning homegrown programmes.

1. Melodrama - Sisters Stand Tall and Unbreakable Bond;
2. Social drama -Sunny Side Up
3. Documentary- Inside Maximum Security; and
4. Lifestyle -Old Taste Detective 3, Tender Loving Food.

From the shores of the Republic of Fiji, Fiji Broadcast Corporation( FBC), showcased their cooking shows that explore ways to introduce to the Fijian the cuisines of the world using local ingredients and cooking methods

1. Exotic Delights
2. Extra Tasty
3. Kana in 60s



DELIVERING AWARD-WINNING CONTENT TO THE WORLD  
与世界分享优质内容

Old Taste Detective 3

LIFESTYLE  
FOOD



EPISODES 235 & COUNTING  
DURATION 1 MIN  
LANGUAGE ENGLISH  
GENRE COOKING

KANA IN 60s

FBC TV  
YOU'RE NO. 1 WITH US

G

FBC TV  
DELIVERING AWARD-WINNING CONTENT TO THE WORLD



**EXOTIC DELIGHTS**  
WITH LAST SEETO

Our beautiful Fiji Islands are blessed with an abundance of fresh and nutritious foods. But with huge influence from the media, importation of international products and our changing lifestyle, processed foods have taken over our diets. In every season of Exotic Delights, Chef Last Seeto explores various ways of introducing Fijians to the cuisines of the world by localizing it using local ingredients and cooking methods.

FBC TV  
YOU'RE NO. 1 WITH US

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24 MINS  
GENRE NARRATIVE NON-FICTION

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寄生  
PARASITE

SCRIPTED  
MELODRAMA

mediacorp

The E-brochure was distributed to participating countries and the rest of the AIBD members as post-event delivery. Besides, interested members could watch the showreel on the AIBD AMS website -Content Showcase. Members were encouraged to contact the AIBD Secretariat should they be interested to buy, sell or share their content.



**CONTENTS**

**FILIPIN BROADCASTING CORPORATION (FBC)**

- 01... Exotic Delights
- 02... Extra Tasty
- 03... Kana in 60s

**EDUCATIONAL BROADCASTING SYSTEMS (EBS)**

- 04... Mating Machine
- The Sixth Mass Extinction

**KOREAN BROADCASTING SYSTEM (KBS)**

- 05... Bravo, My Life
- It's Beautiful Now
- The King's Affection
- The King of Tears, Lee Bangwon
- Love Twist
- Kiss The Universe

- 06... 23.5
- Isolated Paradise
- The Enchanting Silk Road
- FanFest : To My Star
- Comedy Survival Stage Turn
- No Impact Day

**MEDIACORP**

- 07... Inside Maximum Security
- 09... Old Taste Detectives 3
- 11... Sisters Stand Tall
- 13... Sunny Side Up
- 15... Tender Loving Food
- 17... The Unbreakable Bond

**RADIO TELEVISYEN MALAYSIA (RTM)**

- 19... Chiki Boom
- Panorama
- Simfoni Alam
- Syahadah
- Konsert Orang Kita
- Apartment Putra



# AMS 2022 Session

## Ministerial Session Strengthening Media in a Changing World

Contributed by Mr Rohan Beg (written) and Ms Monica Phang (edited)



The Ministerial Session witnessed five Honourable Ministers sharing their respective countries' perspectives on Strengthening Media in a Changing World was moderated by Mr Tomas Lamanauskas, Managing Partner of Envision Associates, a public policy, regulatory and strategy advisory firm based in the United Kingdom. It started with a strong conversation with the Attorney-General and Minister of Communications, Republic of Fiji, H.E Aiyaz Sayed-Khaiyum, on how the island nations have adapted to the changing digital media landscape.

Honourable Minister emphasised the challenges of ensuring adequate media access in a country consisting of 300 islands of which only 110 are inhabited. Initially, network and Telco development were haphazard and inefficient due to monopolies in the local industry, but after opting for an open market approach, local access to media communications grew dramatically.

While the exorbitant costs of Telco

development in sparsely populated areas are subsidized by the Fijian government, television access is also distributed by Walesi; a Fijian Government owned - digital TV company, responsible for providing free access to all Fijians.

The Fiji government also provides "Telecentres" in select schools. Devices such as PCs and laptops are provided free for school use and members of the community can also partake of those devices after hours. This is an excellent example of a public sector effort to provide substantial media access to its citizens.



On the issue of how to combat misinformation in the media, the Minister of Information & Broadcasting (MIB) India, H.E Anurag Singh Thakur related his country's experience. At the height of the COVID-19 pandemic, fake news had created an atmosphere of "extreme fear".



India's "Press Information Bureau" formed a fact-checking unit that tackled fake news on a daily basis. State messaging by Doordarshan and All India Radio ensured that all relevant medical information and consultations were easily available to concerned citizens, which reduced vaccine hesitancy. Active collaboration between medical frontliners, NGOs and civil society was an essential part of the strategy.

The Honourable MIB Minister also made note of how the dissemination of correct information and cultural authenticity can be aided by "soft power". Referring to the growth of India's film industry as one such way that could be achieved in shaping public perception.



Similarly, Minister of Information (MOI), Cambodia, H.E Dr Khieu Kanharith remarked how there is no "one-size-fits-all" solution to the question of adapting to new digital landscapes. Communities in less developed countries such as Cambodia and Laos do not have access to digital infrastructure and rely on traditional media for awareness and entertainment.



However, that didn't mean online misinformation wasn't still having a severe effect on the country. The Cambodian Ministry of Information is in the midst of drafting an amended media law to help contain the "info-medics" and is conducting seminars and workshops to promote critical media literacy.

The Ministry also boasts its own "Anti-Fake News Committee". Tasked to reduce the dissemination of fake news by verifying sources. A telegram group with 6,200 people from government offices, journalists, NGOs, youths and public sectors was created to serve as a fact-checking centre.

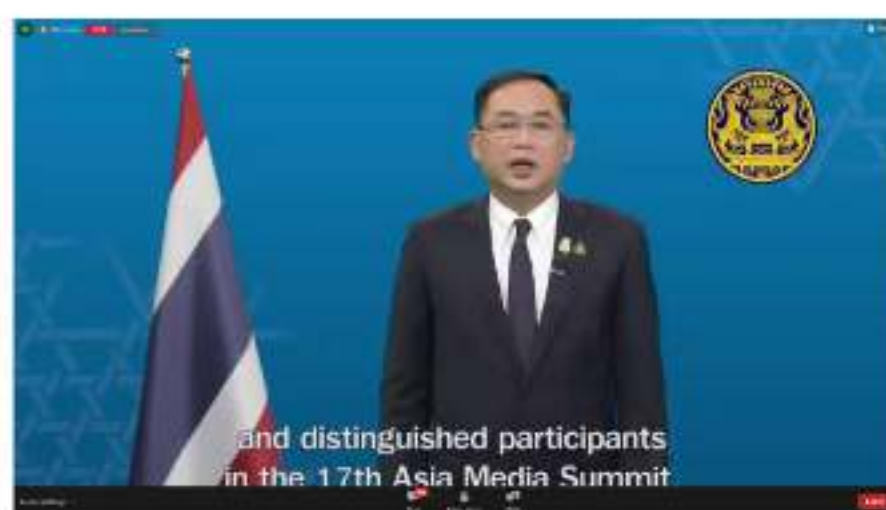


Deputy Minister of Information, Culture & Tourism, Lao PDR, H.E. Ounethouang KHAOPHANH, stated that the Laotian Government has informed public and private media outlets to expand efforts to reach both urban and rural

audiences equally in order to ensure access to accurate information.

In terms of amplifying broadcasting media's authority over "alternative facts" go, the more comprehensive the plans, the better.

Minister attached to the Prime Minister's Office, Thailand, H.E. Anucha Nakasai mentioned how his country had established the 2022 National Action Plan for Public Relations. A grand vision to set the direction of Thai state media to function as a key pillar of public communication policy. One that promotes the inclusion of all groups for more comprehensive data.



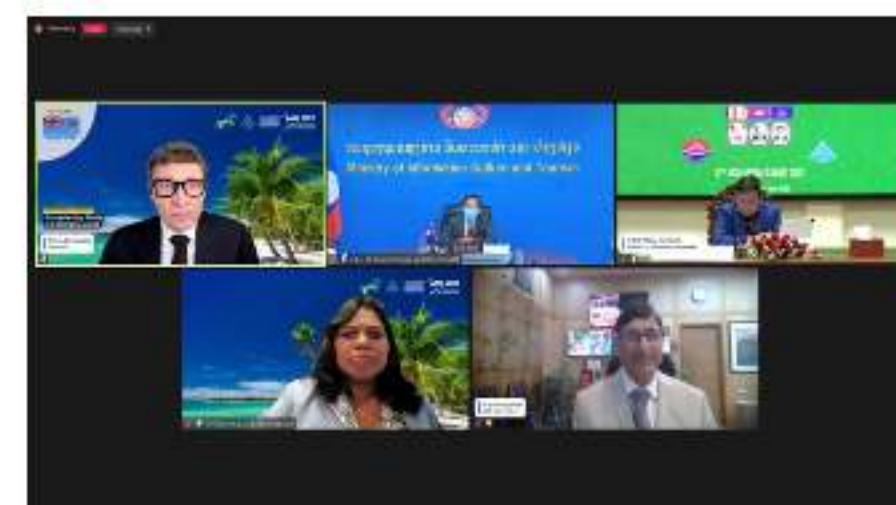
In accordance with Thailand being "APEC Host Economy 2022", the Thai Prime Minister has emphasized the importance of communication and connection to all groups of people. In keeping with the theme of "Inform-

Inspire-Integrate-Involve".

For broadcasting to rediscover its potential in 2022, more than brute force will be required against misinformation.

Rather the keywords are COLLABORATION and COMMUNICATION.

The session ended with a message of support from Matthieu Peyraud, Director of Culture, Education, Research and Network Coordination, in France.



**17<sup>th</sup> AMS 2022**  
Pacific Extravaganza  
25<sup>th</sup> - 26<sup>th</sup> May 2022



AIBD

**MODERATOR**  
**TOMAS LAMANAUSKAS**  
Partner of Envision Associates, a  
Public Policy, Regulatory and  
Strategy Advisory Firm

## MINISTERIAL SESSION



**H.E. AIYAZ SAYED-KHAIYUM**  
Minister for Economy, Civil Service,  
Communications, Housing &  
Community Development



**H.E. ANURAG SINGH THAKUR**  
Minister of Information &  
Broadcasting and Youth Affairs &  
Sports, Government of India



**HON. TOELUPE  
POUMULINUKU ONESEMO**  
Minister of Communications and  
Information Technology  
(MCIT) Samoa



**H.E. DR. KHIEU KANHARITH**  
Minister of Information  
Kingdom of Cambodia



**H.E. OUNETHOUANG  
KHAOPHANH**  
Deputy Minister of Information,  
Culture & Tourism (ICT), Lao PDR



**H.E. ANUCHA NAKASAI**  
Minister attached to the Prime  
Minister's office, Thailand



# AMS 2022 Session

## Narrowing the Technological Gap in The Asia-Pacific Broadcasting Industry

Rapporteur - Dr Amal Punchihewa, Broadcast Engineering Consultant, Edited by: Lee Lai Mee, CCO & Programme Manager

As a result of the digital transformation in recent years, the broadcast and media industries have become intensely competitive. With the evolving markets in terms of adapting to new technological possibilities, media intelligentsia and industrial players were invited to the Virtual 17th Asia Media Summit (AMS) 2022, Future Forward- Reimagining Media, to share their insights and case studies on how emerging technologies can help to narrow the gap within the region and what resources and solutions can be shared if to embrace these challenges of transformation.

This session on **Narrowing the technological gap in the Asia-Pacific Broadcasting industry** was held on 26 May 2022, sponsored by Benchmark Broadcast Systems (S) Pte Ltd, and Rohde & Schwarz and moderated by Mr Aale Raza, Founder & CEO of Whiteways Systems Pte Ltd, Singapore.

The speakers comprised of Mr Brandon Seir, Chief Commercial Officer, Kacific Broadband Satellites Group; Mr Chetan Sharma, CEO, Chetan Sharma Consulting, USA; Mr Fintan Mc Kiernan, CEO, Ideal Systems (S) Pte Ltd and Mr Vishu Ram OV, Independent Research Consultant, Vice-Chair, ITU-T Focus Group on Autonomous Networks, India. Over 95 participants, ranging from Broadcast Technicians and Engineers, Chief Technical Officers, Senior Information Officer, Reporter, IT personnel and senior management attended the session.

Mr Brandon Seir spoke on 'Affordable Broadband Access for Effective Rural Coverage of News, Events and Disaster Incidents'. He informed the delegates that Kacific, founded in Australia with the head office in Singapore and subsidiary offices in Vanuatu, Timor Leste and Nepal, has been in the industry since 2015. In most of these countries, he said, about 45% to 50% of people are not connected as they cannot afford to have access to some fibre which is quite expensive when it is not reached, nor afford to buy broadband from the traditional satellite operators which have been there before the Ku band and C bands of the world. Thus, Kacific has innovated on some affordable broadband network technology (Satelit Internet) as a solution for affordable and effective rural coverage.

Mr Chetan Sharma, a leading strategist in

the mobile industry, spoke on 5G and the Broadcast Industry. He elaborated on what is happening in the 5G space and what it means for the broadcast industry. He reminded the delegates that 5G is currently undergoing tremendous deployment efforts that many of us might have heard or seen in the news as well as from partners. He said 5G started three years ago and is going three times faster than that cycle, which has significant implications for the rest of the ecosystem as to how connections are made, how data is transferred from point A to point B, and how new applications and services are created. And as such, broadcasters, who were thinking about additional capabilities, or getting into areas where they are currently not present could consider 5G as a way to broadcast.

In his presentation, NDI, Game-Changing Technology for Broadcaster, Fintan briefly explained the narrowing of the gap in the Asia-Pacific broadcast industry by having a technology known as Network Device Interface (NDI), an IP Technology. He said that across the Asia-Pacific region, there are lots of small broadcasters with limited budgets who are trying to do professional work, to buy young and quite expensive technology, and NDI had narrowed the technology gap by reducing the cost of entry to high-quality productions while maintaining the quality of output.

"It is a cool new technology that has reduced the costs for broadcasters to produce professional results", he added.

The poster for Session 5 features a dark blue background with a grid pattern. At the top right, it displays logos for AIBD, the Republic of Fiji, and the 17th AMS 2022 Pacific Extravaganza. The session title is prominently displayed in large, bold, yellow and white text. Below the title, the date and time are listed. On the left side, a white box contains the 'Sponsored By' information, featuring logos for Rohde & Schwarz and Benchmark Broadcast Systems.

**SESSION 5**

**Narrowing the Technological Gap in the Asia-Pacific Broadcasting industry**

**26<sup>th</sup> May 2022 12:00PM (GMT +8)**

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BROADCAST SYSTEMS



He explained that this network interface technology is a royalty-free software specification that enables video-compatible products to communicate, deliver, and receive the high-definition video of a standard computer network. It is a high-quality, low latency, frame-accurate, and super-fast switching live production environment.

hands-on experience in the field of the Mr Vishu Ram Ov, with decades of telecom industry, spoke on Disruptive Autonomy in 5G networks for Broadcast. He talked about the analytics, some amount of customisable content which is generated by the creator and that is somehow customised based on user

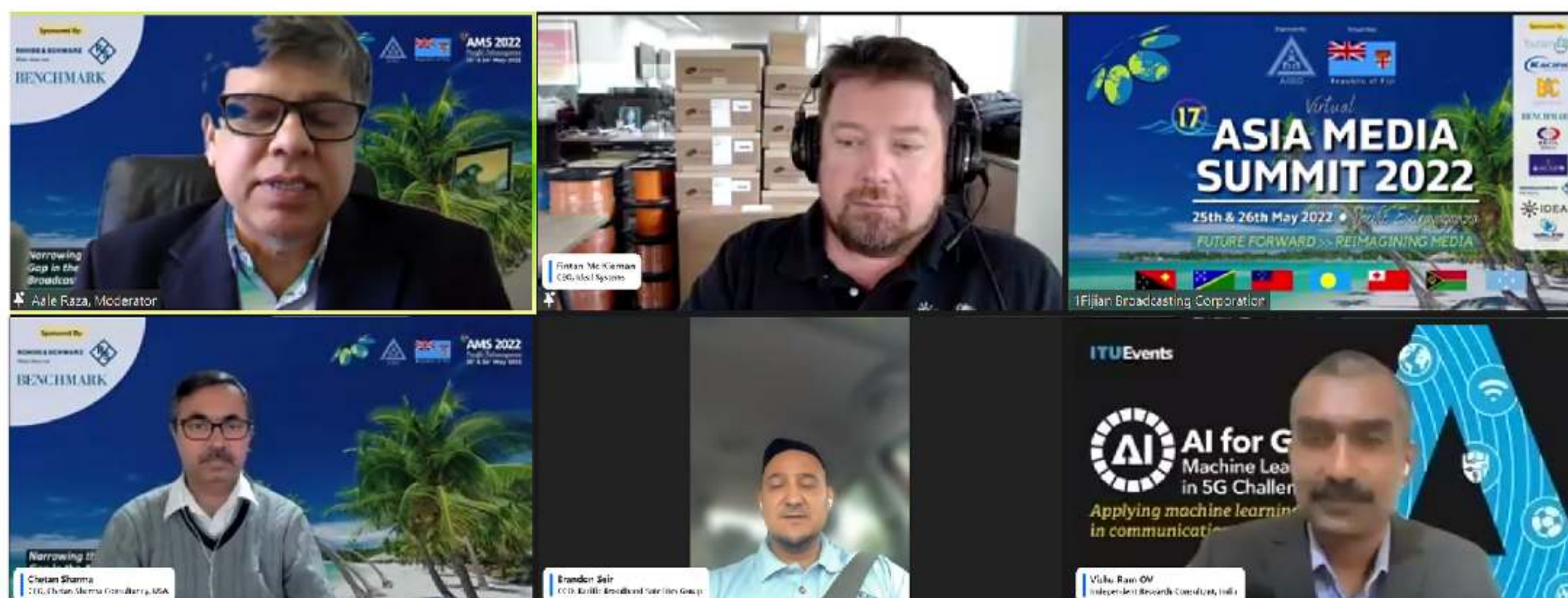
preferences.

He further explained "How do you get the details of the user preferences because you have some privacy-preserving analytics, etc, which is built

into the network? The network provides you with enough bells and whistles to host such techniques. That is the role of the network. You have this federated learning mechanism to classify and predict user preferences and those user preferences, analysed while preserving the privacy aspects".

The session ended with some Q & A. In the final remarks, Mr Chetan Sharma

mentioned how fast 5G is evolving and so even though we might not consider 5G as a natural ally (to unite or form a connection), he thinks that entertainment is going to go drastic change in the next decade or so. Therefore, he recommended we at least keep an eye on partnering with some players in the value chain to start experimenting with what is coming down the pipe. Fintan mentioned that speaking about the technology, NDI was very interesting while Brandon said that the demand for data is growing. Kacific is available and very flexible to help anybody and address the connectivity part of the solution.



**17<sup>th</sup> AMS 2022**  
Pacific Extravaganza  
25<sup>th</sup> - 26<sup>th</sup> May 2022

**NARROWING THE TECHNOLOGICAL GAP IN THE ASIA-PACIFIC BROADCASTING INDUSTRY**



**MODERATOR**  
**SYED AALE RAZA**  
Founder & Managing Director  
Whiteways Systems Pte Ltd,  
Singapore



**CHETAN SHARMA**  
Chief Executive Officer,  
Chetan Sharma Consultancy,  
USA



**BRANDON SEIR**  
Chief Commercial Officer,  
Kacific Broadband  
Satellites Group



**FINTAN MC KIERNAN**  
Chief Executive Officer,  
Ideal Systems Pte Ltd,  
Singapore



**VISHNU RAM OV**  
Independent Research Consultant,  
Vice Chair, ITU-T Focus Group on  
Autonomous Networks, India



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all sorts of peculiarities. With a product-agnostic approach, we take into account the latest available technology, be it hardware or IT-based, within the context of our clients' broader vision as well as immediate concerns. Our team of consultants uses its rich experience not to tell clients what has already worked but to explore strategies that will work even better.





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**Satellite Telecom Company  
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**CEO of the Year  
Christian Patouraux**  
*Asian Telecom Awards '2022*

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Bandwidth





# AMS 2022 Session

## Strategies for Diversifying Revenue Streams

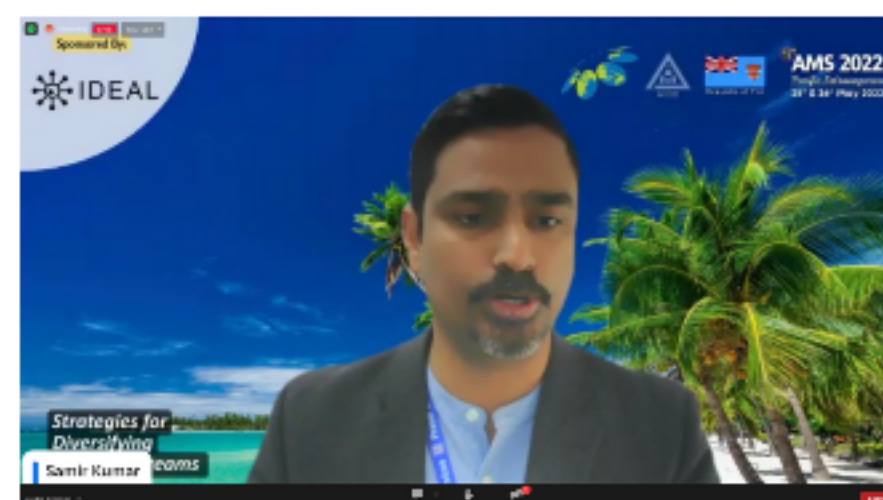
Written by Mr Mohammad Abu Saddique Deputy Director, National Institute of Mass Communication (NIMC), Bangladesh (NIMC) and Edited by Ms Lee Lai Mee, CCO



**Session 6** of Asia Media Summit 2022 on Strategies for Diversifying Revenue Streams, held on 26th May 2022, the second day of the AMS, was sponsored by IDEAL Systems(S) Pte Ltd. The issues discussed included technological advancements and changes in media consumption habits and the battle between traditional broadcasting and new media. The key question was, are traditional broadcasters adjusting to the changing media landscape?

Five speakers comprising Mr Bala Murali Subramaney, Chief Technical Officer, Astro, Malaysia; Mr Sandeep Marwah, Founder-President Asian Academy of Film & Television and Noida Film City, India; Mr Mohd Syaufiq Bin Abdul Latif, Assistant Director, Copyright Division, MYIPO; Mr Alan James, Founder, JW Media, UK; and Mr Lee Hung Sheng, Lead, Business Planning & Content Management (Digital Group), Mediacorp, Singapore shared their thoughts on the

issue. The session was moderated by Mr Samir Kumar, Head of Prasar Bharati New Services & Digital Platform, Prasar Bharati, India.



**Mr Sandeep Marwah** said the Noida Film City, which was established in 1986, is today the fastest-growing film city in the world. It serves both the film, television and broadcast sectors. Noida Film City has diversified into other areas and as a result has established the International Film and Television Club, International Film and Television Research Centre, International Women's Film Forum, International Children's Film Forum, and ,

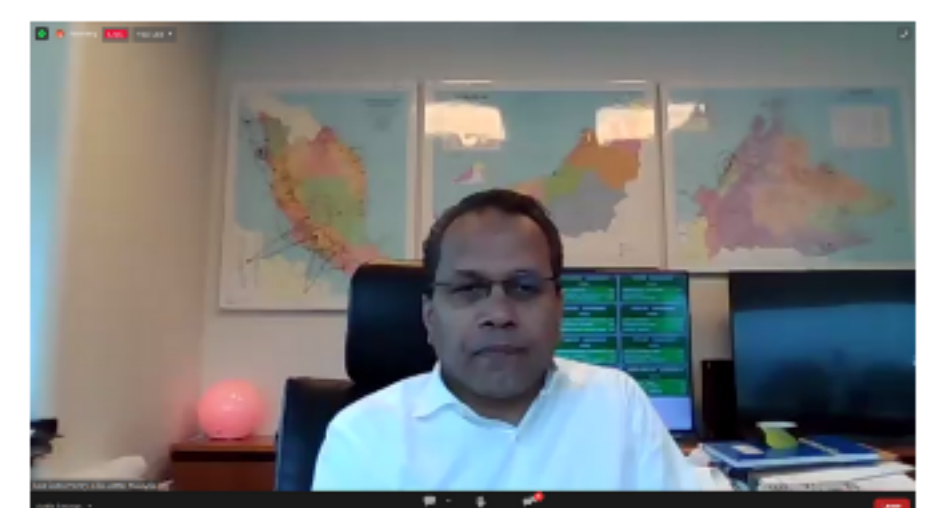
International Public Broadcasting Forum. In 1993 the Asian Academy of Film and Television was created. It becomes the fourth film school in the country, the first in the private sector.

Today, there are three radio stations, a television station online and anything and everything related to film, television media, art and culture.



Mr Sandeep Marwah also created the concept and coined the term 'film tourism'. Through film tourism, about 3 million people have visited Noida Film City. This underscores the new generation of businesses brought about through films, television, and media.

**Mr Bala Murali Subramaney** spoke of his thoughts on how to leverage programmatic buying and selecting a reliable partner. He explained that today, about 20% of digital advertisements are sold by one machine talking to another machine and this trend is expanding very rapidly.



He said programmatic buying is automated media buying using computers, data and algorithms. The buyer can either buy through an actual client or a media agency. So, most of the time, the buyer uses the DSP - the demand side platform, to buy the coverage and the seller on the other side, uses the SSP to sell the media coverage. These two platforms normally interact with each other, thereby making buying possible for both parties.

He added that programmatic buying



allows for ads to be targeted better across multiple platforms and has helped sellers sell inventory as well as low-value placements. It also enables campaign optimization and changes without the need for any contact between the seller and the buyer. Programmatic buying and other related technologies drive additional revenue by enabling ad targeting and ad insertions so that different ads can be played in different territories or to different platforms at the same time, from the same FM station.

**Mr Lee Hung Sheng**, shared Mediacorp's whole network and Digital first Strategy: Optimizing Audience Reach and Monetisation Opportunities, Key concepts and how to implement them. He said, Mediacorp is Singapore's largest national media network but not without its challenges.



**Mohd Syaufiq Bin Abdul Latif** spoke on the opportunities and challenges for income diversification through Copyright work.

Among some of the challenges he stressed:

- Digitisation - Allowing copyright (physical) goods: to be converted into a 'file' and disseminated seamlessly on the worldwide web.
- Dematerialization - Copyright goods are now accessible electronically and are traded much less as physical commodities.
- Increased Consumption - users' appetite for enjoyment-free entertainment.
- Perception of Free access.
- Competition - Copyright's exclusive rights are undermined, and exclusivity has become a mere remuneration.
- Digital Piracy - Legal services simply cannot compete with free illegal services that do not pay owners (who invest in the making of the CR works).
- Examples - Unlicensed streaming, peer-to-peer (P2P) file-sharing networks, Cyberlockers, aggregators,

forum sites, stream ripping and mobile applications.

- Transformation of consumption
  - Traditional gaming - selling CDs for PC and consoles.
  - Platform PC Gaming - Steam, Garena, QQ (like iTunes, Netflix)
  - Platform Mobile Gaming - Free to play, Freemium.



**Mr Alan James** spoke on promotional space and the opportunity to market new platforms, services and revenue.

**TOO OFTEN BROADCASTERS BUILD A VENUE BUT FORGET BOTH THE BRANDING & THE SIGNPOSTING**





# AMS 2022 Session

## CEOs Roundtable: Reimagining Media

Contributed by Ms Monica Phang, Programme Manager, AIBD

Diversifying revenue streams, adopting a 'digital first' approach, training the workforce of the future, staying relevant and of course, the pandemic was among the key themes discussed at the 17th Asia Media Summit's CEO Roundtable. With the theme 'Reimagining Media', the CEO Roundtable was the signature session at the end of the two-day virtual summit.

Moderated by the Director of the Asia-Pacific Institute for Broadcasting Development (AIBD), Ms Philomena Gnanapragasam, the panel comprised of five CEOs from 5 different countries, all of whom were posed with the central question of 'how are you reimagining the media of the future?'.

Speaking live from Fiji, the CEO of the Fijian Broadcasting Corporation (FBC), Mr Riyaz Sayed-Khaiyum shared how the public broadcaster had to reduce expenditure while diversifying its revenue streams, to survive the coronavirus pandemic. He stated that the pandemic had a huge impact on the Fijian economy, so they had to take 'drastic measures' without taking away

the 'enthusiasm to innovate'.

During a period of 'working from home', the Fijian broadcaster was able to update their website, build an app (FBC App) and manage the social media accounts of their clients – a new service offering. The broadcaster also launched other media services such as event management, digital billboard advertising as well as cinema advertising. "In a nutshell, some of the things that we have done, (has been done) because we want to create ad space, we want to create revenue, because without making drastic changes overnight, we will not be able to survive", says Sayed-Khaiyum.

From India, the CEO of Prasar Bharati (PB), the largest broadcaster in the Asia-Pacific region, focused his remarks on the convergence between traditional broadcasting and emerging technologies. Prasar Bharati CEO Mr Shashi Shekhar Vempati shared some key trends that are happening across the industry.

Firstly, broadcasters including PB are adopting a 'digital first' approach.



Secondly, a lot of content is now premiering on OTT (Over-The-Top) first. "OTT platforms are actively bidding for live sports" and "there's a huge shift where broadcast content is now available by default on OTT", says Vempati. Vempati calls it a 'phenomenon' that peaked during the lockdown and the pandemic. One of the biggest live events in India is the Republic Day Parade on the 26th of January every year. According to Vempati, the 2022 parade was the first time that the digital viewership of the parade overtook linear viewership.

5G also presents opportunities for broadcasters to deliver broadcast content directly through smart devices that are 5G compatible i.e. direct to mobile broadcasting. This shift will reduce broadcast-related internet traffic as well as reduce data cost from a consumer's point of view.

However, Mr Vempati claims that the move towards a digital-first approach presents its own challenges. Cloud-based media operations, managing content delivery networks and cyber-security are new skills and new areas that need to be built upon by the industry. Across the





border, these are also the same set of challenges that the National Institute for Mass Communication (NIMC) aims to address in Bangladesh.

NIMC Director Ms Shahin Islam stated that the NIMC is tasked to train and develop Bangladesh's future media workers so that they are agile and well-positioned for future technologies. "We are adapting to the new demands, introducing new subjects for training to upskill and update media workers in new technologies, and we are examining what channels content creators and streaming services need to use, to hold on to their audiences", says Shahin.

In the Philippines, the Philippines Broadcasting Service (PBS) had to resort to many ways to stay relevant during the pandemic, particularly for radio. One of these ways was for the public broadcaster to improve their online presence while making use of available channels like Facebook and YouTube to stream 'visual radio'.

"We also had to make aesthetic adjustments to ourselves when we were to be broadcasted not just through audio, but also through video. We had to boost our new media team so it could complement our online broadcasts", says Mr Rizal Giovanni Aportadera, the Director General of PBS. The public broadcaster managed to increase their reach and engagement with the target audience.

The last of the five panellists were Mr Raja Singham, the Managing Director of BAC Education of Malaysia. As a panellist that is not from the broadcast industry but from academia, Mr Singham posed the key question of relevance. "How is broadcasting as an industry going to stay relevant, moving ahead?" asks Singham, and suggests that the broadcasting industry must build competencies like scenario planning and look at what could come next in terms of innovation. He further stresses the need for broadcasters to remain relevant especially to millennials and Gen Zs "because the gap is getting greater and greater".





# WTDC 2022

## AIBD Participated in the WTDC 2022 event with six South-East Asian Journalists

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

Kigali's Intare Conference Arena welcomed more than 500 young people aged 15 to 29 from around the world on 2nd June 2022, for the first-ever Generation Connect Global Youth Summit to debate "tech for development."

The ITU and Rwanda organised a three-day (from 2nd to 4th June 2022) conference to promote the involvement, discussion, collaboration, and participation of young people in the development of digital policies. This event brings together young leaders, entrepreneurs, social change-makers, engineers, policy specialists, and students in the lead-up to the ITU's World Telecommunication Development Conference (WTDC).

"The amount to which our economies may flourish will depend on our ability to ensure equal access to technology and upskill and reskill our populations, especially the youth," Rwandan Prime Minister Rt. Hon. Dr Édouard Ngirente said at Intare Arena today. This necessitates global collaboration. The Generation Connect Global Youth Summit is being conducted with the aim of connecting the unconnected around the world.

"The amount to which our economies may flourish will depend on our ability to ensure equal access to technology and upskill and reskill our populations, especially the youth," Rwandan Prime Minister Rt. Hon. Dr Édouard Ngirente said at Intare Arena today. This necessitates global collaboration. The Generation Connect Global Youth Summit is being conducted with the aim of connecting the unconnected around the world.



According to Rosemary Mbabazi, Zimbabwe's Minister of Youth and Culture, "the growth of technology in today's society is a 'continuous force'. Youth have the power to alter the world if given the opportunity.

AIBD participated in this event with six South-East Asian journalists from Cambodia, Indonesia, Mongolia, and Thailand. This participation was under the collaborative programme with ITU and USAID on training female journalists on cybersecurity.





# Surveillance Audit

## AIBD 1<sup>st</sup> Surveillance Audit 2022: Report & Results

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

The AIBD External Audit 2022 was conducted by SGS (M) Sdn Bhd on 1 September 2022. This was the first surveillance audit after obtaining the recertification of UKAS ISO 9001:2015 last year. The audit focused on Handling of Training, Consultancy, Conference and Workshops Organisation; Publication and Content Production; documentation of Internal Audit and Management Review; Purchasing and Leadership.

The SGS auditor, Mr Raymond Wong conducted a process-based audit focusing on significant aspects/ risks/ objectives required by the standard(s). The audit methods used were interviews, observation of activities and review of documentation and records. The structure of the audit was in accordance with the external audit plan and audit planning matrix.

The AIBD Secretariat returned to the office to resume full operations from late June onwards, and the AIBD Audit team upheld the trust of the Management and worked diligently to complete the Internal Audit as scheduled in the months July-August 2022. All supporting documents were migrated to OneDrive cloud storage (paperless). No non-conformity was found for 16 procedures during the Internal Audit. No Audit was conducted for ISO-P-PROD-02 Co-Production and ISO-P-PROD-03 Awards as there were no Co-Production and Awards activities carried out during the year 2022. Praise to the commitments and hard work of the AIBD Audit team, the external Audit was successfully conducted as scheduled and full scale on-site.

### External Audit Findings:

The management system documentation demonstrated conformity with the requirements of the audit standard and provided sufficient structure to support the implementation and maintenance of the management system.

The organisation has demonstrated effective implementation and maintenance/improvement of its management system and was capable of achieving its policy objectives, as well as the intended results of the respective management system(s).

1. The organisation has demonstrated the establishment and tracking of appropriate key performance objectives and targets and monitored progress towards their achievement.
2. The internal audit program has been fully implemented and demonstrated effectiveness as a tool for maintaining and improving the management system.
3. The management review process demonstrated the capability to ensure

the continuing suitability, adequacy and effectiveness of the management system.

4. Throughout the audit process, the management system demonstrated overall conformance with the requirements of the audit standard.





# News Packages

AIBD/RT Regional Online Workshop on

## Producing News Packaging Content & Technology must be “married” for online content creation.

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

Newsroom Operation is the nerve or core centre of all media organisations, all over the world. Traditionally, news coverage is carried out physically. But due to the onset of the COVID pandemic which poses health hazards in close proximity.

Therefore, acquiring new knowledge and skill sets to produce News Packages online for all journalists has become inevitable under such circumstances for media organisations in order to remain relevant.

With this noble objective, AIBD conducted a two-day regional News Coverage online workshop on 23-24 February 2022, for its member organisations. Four distinguished speakers from Russia, Malaysia and India shared their respective insights on topics related to Online Journalism and the relevant available tools for online verification of video content.

Deputy Director of Creative and Innovation, RT Creative Lab, Mr Ivor Crotty said that verification is a very simple methodology which is built on three elements, i.e. the source, date and location. He also shared the toolbox for verifying open sources and online tools to help verify video content.

Senior Lecturer, Department of Media and Communication Studies, Universiti Malaya, Dr Mumtaz Aini Alivi shared her insights on the Issues of Journalism practice in Malaysia.



Ivor Crotty cited verification factors as follows:

- **Accuracy** – Fundamental to the relationship of trust
- **Speed** – come with accuracy – mistakes=reputation damage
- **Consistency** – Choose your battles & stay there
- **Exclusively** – harder to corroborate/verification challenge

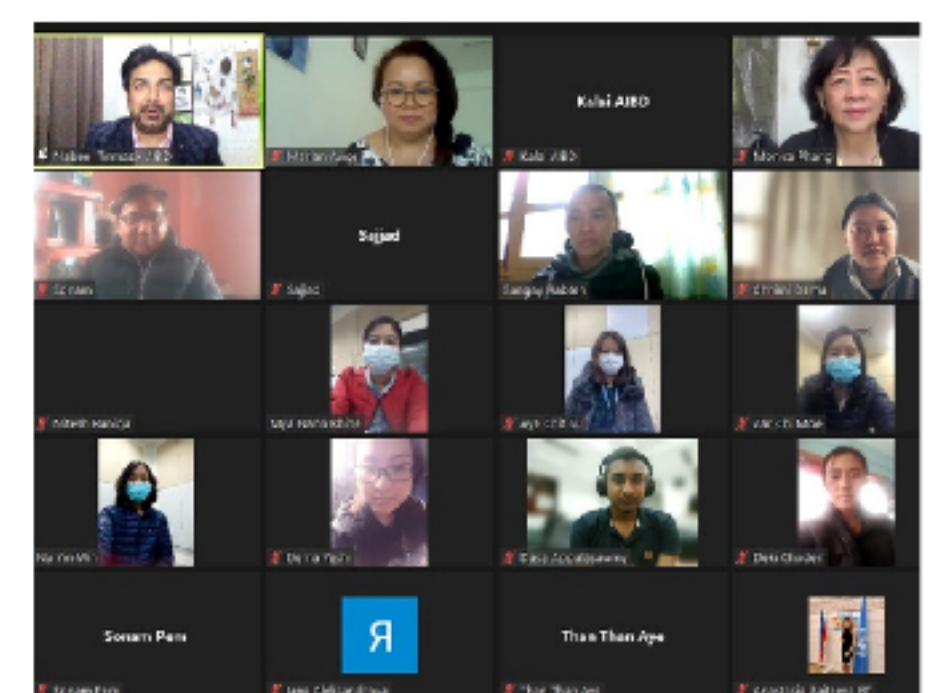
Head of Prasar Bharati News Service (PBNS) and Digital Platform of India, Mr Samir Kumar shared that content production needs to take into consideration three very important aspects – Production, Presentation & Packaging for the online world. “Content is King. But Content and Technology need to be married together for online content creation”, he stressed.

“Digital is Democratic, Digital is Rewarding, Digital is Brutal and Digital is Instant Reaching” said Mr Samir. Hence, producers also need to have some digital technological knowledge of the ecosystem of content creation for the online world such as media mode and proper treatment are the key factors.

AIBD’s Head of Programme, Mr Nabeel Tirmazi also shared with the participants with impactful information on how to

translate the UN-Led 17 SDGs Agenda into the local context while producing programme content.

Some 30 News Editors, News presenters, News Anchors, journalists and programme producers from the Asia-Pacific region attended the first-ever regional News Packages online workshop.





# Health Journalism

AIBD/HBF Regional Workshop on

## Training for Health Journalism

Contributed by Fathimath Leeza (Writer),  
Programme Manager and Ms Lee Lai Mee  
(Editor), CCO, AIBD

Health Journalism has become a significant genre for regional media organizations in recent years. The ongoing pandemic of COVID-19 and the threat of the emergence of other epidemics have highlighted the need for strengthening the capacity of broadcasters to cope with such public health issues to broadcast relevant stories.

The regional workshop on health journalism was a pre-Asia Media Summit event jointly organised by Asia-Pacific Institute for Broadcasting Development (AIBD) and Huso Bunka Foundation (HBF), Japan. Held from 23 to 26 May 2022 in the Hilton, Kuala Lumpur, Malaysia, this event was attended by fifteen participants representing Bangladesh, Bhutan, Cambodia, Malaysia, Indonesia, Philippines and Vietnam.

### Objectives of this workshop included:

- To train content producers to use health data for evidence-based reporting.
- To work effectively with medical/health experts to mitigate or circumvent issues.
- To explore the best approaches/genres that are appropriate for dealing with various types of medical issues.
- To sensitise the top management to the need for time and slot allocation for health communication.

The workshop had two main consultants: the award-winning journalist and Deputy Editor-in-Charge, of Start Health, Malaysia, Ms Tan Shiew Chin, and a science writing & broadcasting consultant at Current Science scientific journal, India, Mr K.P Madhu.

Ms Tan guided the participants through the principles of health journalism and working on health stories. And Mr Madhu took the participants through theories of health communication, genres, target groups and communication strategies and focus on "Your partners Health Journalism". The award-winning Indian journalist, media entrepreneur, founder and CEO of the award-winning digital media organisation, DataLEADS, Mr Syed Nazakat was the guest expert. He presented on how to utilize tools and approaches to combat health misinformation. While Mr Anthony Rajoo, an independent media consultant in Malaysia, directed the participants on how to create short content such as public service announcements (PSA) for maximum effect.

The workshop also had three separate experts sharing sessions by Dr Atul Kumar Tiwary, Director General, News Services Division, All India Radio, New Broadcasting, Mr Mohammad Abu Sadique, Deputy Director, National Institute of Mass Communication (NIMC), Bangladesh and Mr Ashok Tirwa, Chief Editor, Bhutan Broadcasting Service Corporation (BBSC).

This workshop was specifically designed for content producers, journalists, news editors, anchors, and health communicators. It was also one of the two pre-summit events that were held physically during the AIBD flagship conference of the Asia Media Summit.





# Terrestrial Infrastructure (5G)

AIBD Online Knowledge Sharing Session

## Terrestrial Infrastructure in the Era of 5G

Contributed by Dr Amal Punchihewa (Writer), Session Moderator and Ms Lee Lai Mee (Editor), CCO cum Session Manager

5G is a buzzword that people utter and hear extensively these days. The broadcast and media industry has been working with the developers of 5G mobile technologies. Currently, 5G is predominantly a terrestrial network like predecessors of 5G, radio and television broadcasting networks using ground stations. As revealed by several market research organisations, more than 70% to 80% of all Internet traffic constitutes streaming real-time multimedia in an era of IP-driven services. This includes both live broadcast events and over-the-top (OTT) linear and on-demand streaming media content. Although the popularity of on-demand viewing is increasing rapidly, the potential audience for live and linear content is still huge.

When we study and analyse radio listening and television watching, more than ever before, we are watching TV everywhere, listening to the radio - on iPads, smartphones, laptops and, of course, large-screen televisions and radio devices. We are consuming increasing amounts of on-demand content; however, linear radio and television are still huge and will be for many years to come.

This online pre-summit of AMS-2022, hosted from Kuala Lumpur, Malaysia on 23 May 2022 aimed to explore the potential of a wide range of terrestrial infrastructures that can be used for broadcasting and media services.

Some of the key objectives of this pre-summit workshop were:

1. Create awareness of emerging terrestrial distribution technologies.
2. Share knowledge among regional broadcasters and media on how to utilise available and emerging terrestrial infrastructures.
3. What are the potential terrestrial

distribution technologies?

4. What opportunities 5G could offer as a terrestrial infrastructure?
5. Emphasising and exploring the need to optimise built infrastructures.

From 19 APAC countries and beyond, over 90 registrants from 18 countries attended the pre-summit. They were from the public sector and private industry players and comprise Director level (Top and Senior Management), Producers, Technical support (Technologist) staff, Broadcasting engineers, Telecommunication engineers, Spectrum experts, Regulators, Regional Broadcasters from Television, Radio, and New Media, Editors and Content Creators.

This online presummit was sponsored by Walesi from Fiji whose representative speaker could not be present at the last minute to share his knowledge and experience due to heavy work engagement and moderated by Dr Amal Punchihewa, a leading Technologist and Expert in the Broadcast and ICT industry.

Dr Amal welcomed all the delegates and participants. He started the session by saying that the early developments were very slow and revolutionary, for example, the monochrome-to-colour transition commenced two to three decades later. Today, there are rapid advancements and evolution.

Three speakers presented at the pre-summit.



**Mr Tengku Razman Othman**, Customer Solution Manager, Caton Technology Asia (S) Pte Ltd presented 5G and its features, capabilities and use cases, Potential of 5G for Broadcast, media, and entertainment industries and How 5G could improve the quality of experience for media audiences.

Evolving Media Landscape

Increasing demand for multi-perspective and real-time content anytime, anywhere

Live content were 27% more minutes of watch time per viewing week 6 more minutes, at 24x8 minutes on average. Live video is expected to grow 15 fold by 2022 and reach a 15% share of all internet traffic.

Live content report visualization



Ah-hao On-site Reporting



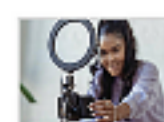
Multi-Camera Stream



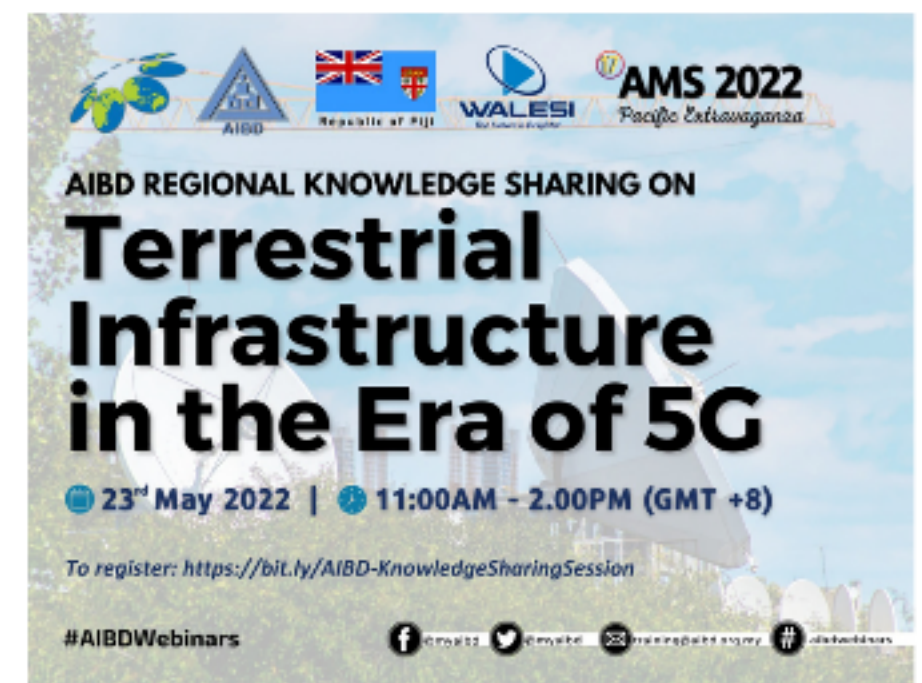
Live Virtual Concert



Virtual Learning



Social Content Broadcast



The second speaker **Mr Matt Ashe**, Regional Manager, Benchmark Broadcast Systems (S) Pte Ltd presented Direct-to-Home Satellite (DTH) & Digital Terrestrial TV,

5G Broadcast and 5G for Contribution and DVB-NIP (Native IP).

### Emerging Terrestrial Distribution Technologies: 5G Broadcast

- 5G Broadcast is an emerging technology that will provide the ability to cover an area with reliable broadcast services to mobile as well as stationary users.
- Uses a separate UHF channel allocation to broadcast data to equipped devices such as cell phones, tablets and televisions.
- Utilization of unoccupied UHF TV channels allows 5G Broadcast to enjoy a truly long range without requiring a series of transmitters.
- 5G Broadcast enables an unlimited number of users to be reached with a single data stream with no loss of quality through the use of Multicast.
- Based on a service defined by the standards organization, 3GPP (3rd Generation Partnership Project) called the further evolved Multimedia Broadcast Multicast Service (FMBS).



The third speaker **Mr Nils Ahrens**, Regional Manager APAC, Broadcast & Media, Rohde & Schwarz Australia Pty Ltd presented 3GPP Standards currently

available and upcoming, Spectrum availability for both MNO (5,10,20 MHz) and BNO (6,7,8MHz), 5G Broadcast Infrastructure / Networks, Commercially and Prototypes Receivers, and Business cases (Multicast as a Service - MaaS), Applications, further trials, and tests.



The presentations were followed by a moderated discussion and a question-and-answer session. We are in an exciting time with many new advances in the technologies that deliver content -



whether it is linear or nonlinear content. Both 5G Broadcast and DVB-NIP rely on it. There are many ways to deliver that content and they are all coming together to form a single ecosystem known as DVB-NIP (Native IP). 5G plays an important role in the future of content delivery and as 5G Broadcast and DVB-NIP mature side by side, eventually, they will join the same ecosystem. Linear TV's role in delivering content is evolving, but it is unlikely to go away any time soon.

"I must admit that even I was on the linear TV death watch for a few years," said Dr Amal, the moderator.

Mr Padabinda Das, India asked 'what spectrum bands are identified for 5G broadcasts? Will it be from 5G bands already identified, or additional bands are required? Or if at all, have they identified any spectrum band for the 5G broadcast?'

Nils replied that we are looking at the UHF at the moment because 5G broadcast is a broadcast technology and typically you are then pretty much depending on building amplifier technology for transmission devices. Besides, manufacturers are unlikely to develop a new high-power transmission device that goes into a larger geographic area. Possibly, the broadcast industry could reuse what has already been

allocated as they are good for transmission.

The moderator asked the panel speakers "As an expert in the industry, based on your experience in the industry, in the past and now, what you hear and what you have experienced, do you think 5G broadcast will replace the current or the traditional Broadcasting Services in the coming 10 years?" All three speakers agreed that traditional broadcasting will be there for many more years to come, which could be more than two decades.

In conclusion, several points were made for broadcasters to follow up and work on. Among the notable ones are Linear and traditional broadcasting, both television and radio, which will be operational at least for another 2 or more decades. There are many ways to deliver the content and they are all coming together to form a single ecosystem known as DVB-NIP (Native IP). Collaborations from 5G-MAG and other organisations representing the broadcasting industry with 3GPP made 5G broadcasting a technical possibility.

5G broadcasting could be a part of the broadcasting mix in the future, provided that all the stakeholders work together to build the wider 5G broadcasting ecosystem including consumer devices and business models.

The pre-summit ended with several outcomes:

- The audience was educated on what 5G could offer in future for the broadcasting industry.
- Broadcasters were asked to work with national spectrum regulators, Mobile Network Operators (MNOs) and other industry stakeholders to protect adequate UHF spectrum for 5G broadcasting in future.
- Broadcasters were educated that 5G broadcasting can be a practical reality if broadcast stakeholders closely work with the mobile industry. Hence, it was requested to collaborate with organisations such as 5G-MAG, a not-for-profit organisation to make 5G broadcasting a commercial success.





# Road Safety Global Plan

AIBD/WHO Webinar on

## A Decade of Road Safety Global Plan: Reporting for Media - Journalists & experts share their expertise to improve reporting on road safety

Contributed by Monica Phang, Programme Manager, AIBD



Journalists have a crucial role to play in holding power to account, speaking up for the vulnerable, and courageously exposing issues in society that need attention and solutions.

World Health Organisation (WHO) Representative to Malaysia, Brunei Darussalam and Singapore, Dr Rabindra Abeyasinghe said by shining a light on road safety - moving beyond reporting on crashes, to look at the systems and deeper causes - journalists can help save lives and to shine a light on an under-reported crisis.

He delivered his opening remarks at the regional webinar, titled 'Road Safety Reporting: Case Studies and Actions to Save Lives,' co-hosted by the World Health Organization and the Asia-Pacific Institute for Broadcasting Development, (AIBD). The pre-summit webinar is part of the first-ever 17th virtual Asia Media Summit (AMS) 2022 jointly organised by the Government Republic of Fiji.

More than 50 journalists and broadcasters from 10 countries across Asia and the Pacific came together to share their stories, experiences and challenges in reporting on road safety in low-and-middle-income countries.

Head of Safety and Mobility at WHO, Dr Nhan Tran gave an overview of the Global Plan of Action for the United

Nations Decade of Road Safety, and the need for countries to adopt a Safe Systems approach to road safety.

"The Safe Systems approach is about looking not just at individuals and individual risk factors, but looking at the system as a whole, and recognising that how we behave and how we interact with the system is significantly influenced by the design of the system itself. In other words, if you improve the system, you can improve behaviours and ultimately reduce deaths from crashes," said Dr Tran.

He envisaged that the Global Plan for the Decade of Action for Road Safety 2021-2030 is to reduce road traffic deaths and injuries by 50%.

### Purpose

At least 50% reduction in deaths and injuries by 2030

- Calls for all countries to act, highlighting urgency and emphasizing that action is possible
- Inspire and guide countries to develop and implement plans that are adapted to local contexts



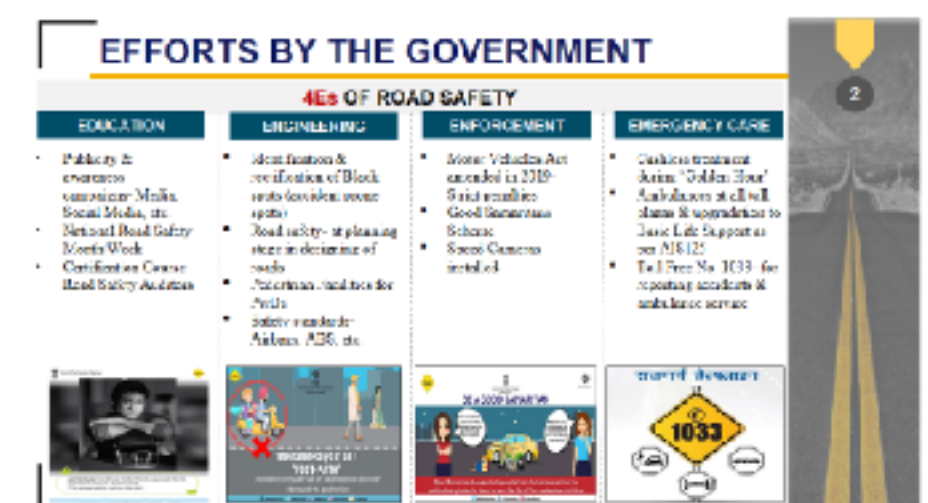
Speakers from Doordarshan News, India's National Broadcaster, Astro AWANI news in Malaysia, which has been consistently recognized as Malaysia's most trusted news source by the Reuters Digital News Report, and Bangladesh Betar, Bangladesh's National Public

Radio, shared experiences in covering and promoting road safety.

### Key Principles

- Safe system designs should not only be forgiving of human error but also equitable and responsive to the needs of the users/population.
- Road safety as a shared responsibility, recognizing the role of government as well as a range of non-state actors.
- Mobility and transport are constantly evolving and improving safety is not a one-time event but an on-going process.

"We need to make the public active participants in road safety, organising inter-personal events with young people like rallies, in schools and colleges, as well our work with journalists," said Mr Vikas Narain, Assistant Director of DD News, India's National Broadcaster. He also shared the Indian Government's efforts to tackle the problem under the concept of the 4Es of Road Safety.



Senior Associate, Junior Editor for Breaking News & Special Events of Astro AWANI, Mr Muhammad Harits Asyraf Bin Hasnan shared the case study of Malaysia through the following three aspects:

1. Dashcam - Police Investigation & Court Proceeding.
2. Regulation of Child Restraint System (CRS): Safety or Cheap?
3. Op Selamat: Punitive Over Education

Deputy Director of Traffic Broadcasting Service, Bangladesh Betar, Mr Dewan Mohammad Ahsan Habib said his station broadcast various types of programmes to create awareness among the community on traffic issues. "These



programmes include Celebrity Shows by engaging renowned artists to share their experiences on road accidents", said Mr Ahsan Habib.

Breakout groups for TV, radio and print journalists sought to identify the challenges and dilemmas they face in reporting on road safety, how to overcome them, and how the WHO and other partners can help in this effort and discussed different story angles.

Discussions were held on the use of dashcam footage for social media, and the legal, ethical and law enforcement concerns around the use of dashcam footage.

Broadcasters called for more engagement with young people, especially given the high fatality rates among young men, and called for a more solutions-orientated and educational approach in reporting, rather than emphasising punitive angles.

Calls for WHO and other partners came for more training in investigative journalism and briefings for journalists to explain the complexities of a safe systems approach to road safety, and to partner with celebrities and influencers in campaign work.

The webinar was organised as part of the Bloomberg Initiative for Global Road Safety. The legislative development and media engagement aspects of the initiative are led by WHO. A series of regional training for journalists covering the 15 countries covered in the 2022-2023 BIGRS phase of work is planned for the coming year. To help stimulate quality reporting on road safety, the WHO creates regular newsletters and a Twitter feed.



## Regulation of Child Restraint System (CRS): Safety or Cheap?

- Rebate (MyCRS)
- Education
- Options that available
- Initiatives



No summons until end-2020 for vehicles without child safety seats, says transport minister



Parents can still use old child car seats, action against manufacturers only



## Dashcam - Police Investigation & Court Proceeding



'Silent witness:' Growing number of personal dash cameras helping police investigate, solve crimes



Caught driving like an idiot on dashcam? The police could be knocking at your door soon.



## Promotional Activities to Promote NRSD 2022

- Target Platform
- Radio: Traffic Broadcasting Service
  - Website: [trafficfm.org](http://trafficfm.org) | [betar.gov.bd](http://betar.gov.bd)
  - Facebook: [fb.com/trafficfm88.8](https://fb.com/trafficfm88.8)
  - Youtube: [yt.com/TrafficBroadcastService](https://yt.com/TrafficBroadcastService)



Promotional song on covid19

FB view: 156k, launch: August 2020

Source: <https://www.facebook.com/trafficfm88.8/videos/893688867>



# Cybersecurity for Journalists

AIBD/ITU/USAID Pre-Summit Webinar on

## Cybersecurity for Journalists

Contributed by Mr Nabeel Tirmazi,  
Programme Manager, AIBD

In recent years, one of the major drivers of global development has been the rapid advancement of information technology. These advancements, however, have created new challenges for the increasingly connected world.

Unfortunately, cyber threats and risks are increasing, and media organisations are not immune. Many media organisations in the Asia-Pacific region, including broadcasting organisations, are struggling to ensure efficient cyber risk assessments. Aside from financial losses, such vulnerabilities jeopardise these organisations' credibility.

There is also a need to improve technical knowledge and awareness of how to better report cybersecurity incidents in the Asia-Pacific region.

As a result, the goal of this webinar is to increase media professionals' and broadcasters' awareness of recent cybersecurity issues, the threat landscape, and how to effectively foster a cybersecurity culture. Experts will also go over case studies involving remote business operations.

AIBD collaborated with ITU and USAID on a pre-summit AMS webinar on Cybersecurity and Journalism in the Asia-Pacific on May 24, 2022. Renowned regional cybersecurity consultants and cybersecurity journalists attended the event.

ITU Regional Director for Asia and the Pacific **Ms Atsuko Okuda** gave opening remarks. She mentioned that according to a recent ITU report, 800 million people joined the internet during the pandemic by 2021, but 2.9 billion are still offline. ITU aims to connect the unconnected and help governments improve their IT infrastructure and policies.

Ms Atsuko stated that the ITU is concerned about the lack of digital literacy among the general public, which



is why they are collaborating with various stakeholders to improve the situation. She also mentioned the ITU's collaboration with AIBD and USAID, where AIBD is organising various training programmes for female journalists to prepare them for cybersecurity reporting. She praised AIBD's role in the region in implementing such activities that benefit not only the general public but also policymakers in becoming more aware of cybersecurity issues in their respective countries.

**Mr Philip Victor**, a Senior Cybersecurity Consultant at ITU, gave the keynote address. Mr Philip stated that as more people connect to the internet, there will be more cybercriminals. People are concerned about their cyber safety during the pandemic because many of them work digitally and do the majority of their work online. While people are digitising their data and putting

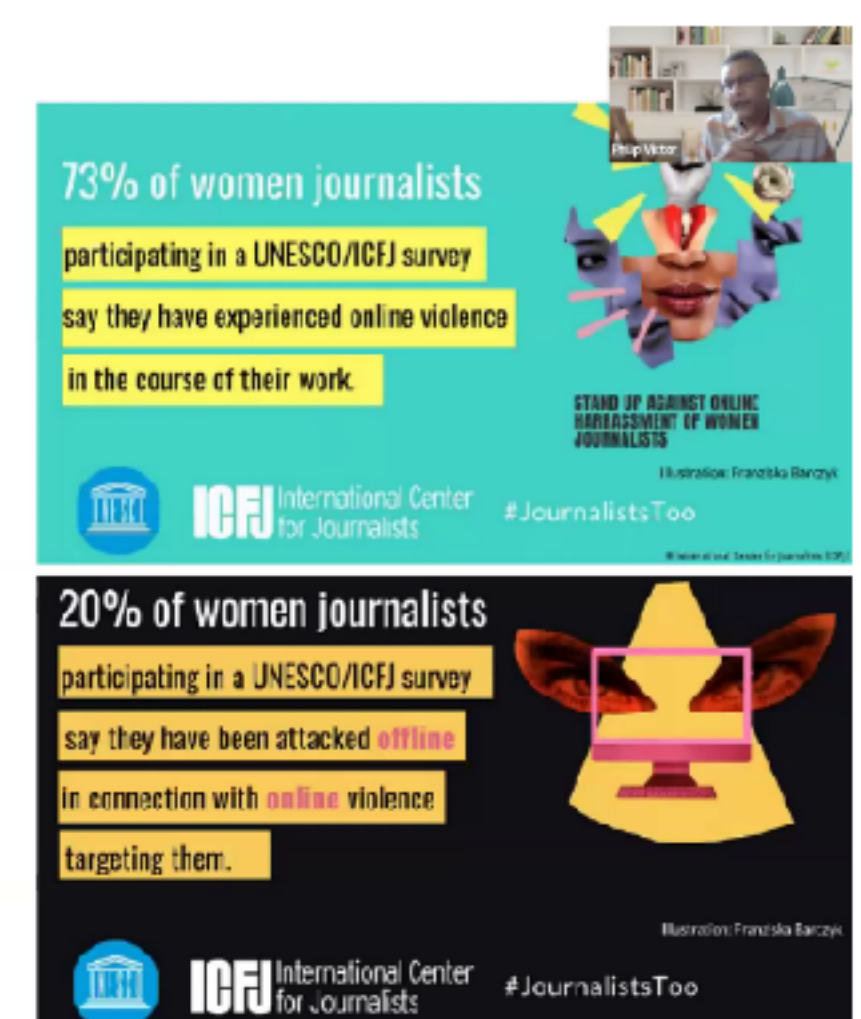
everything online, there is a significant risk that their information will be compromised by hackers.

COVID-19 has paved the way for cybercriminals over the last two years. They were aware that people working from home did not have the same level of protection. As a result, their systems are vulnerable, and we have seen numerous cyberattacks on research facilities and even food chain suppliers' data centres. These criminals may use sophisticated hacking tools or simple malware to launch their attacks. There have been a lot of mobile-focused cybercrimes recently because people are using portable devices for everything because of their accessibility and portability. Many people, however, are still unconcerned about having strong passwords. That is why social engineering takes advantage of people's vulnerabilities.

ITU-AIBD-USAID Collaboration

### Online Threats to Journalism

- **Digital surveillance**, cheap storage capabilities, digital attack technology – cheap and more prevalent
- **Hacking** sophistication – social media accounts, emails
  - Phishing
  - Social Engineering
- Digital **location tracking** technologies to track journalist and their sources
- Data mining – **privacy**, intellectual property
- Denial of service attacks
- Online **harassment**



www.itu.int



Mr Philip warned the audience that cybercrime will only grow, but that we can reduce it through education. Because the IoT industry will continue to grow, which means that most of our devices, including televisions and refrigerators, will be connected to the internet, it is critical to have digital safety awareness programmes at all levels.

**Mr Anthony Cave**, 2021-2022 Craig Newmark Journalist Scholar from Global Cyber Alliance shared the cybersecurity toolkit with the participants. He mentioned that journalists need to be very vigilant when working online, even an email from their office authorities might be malware. Mr Anthony shared different case studies that show different broadcasting organisations faced ransomware attacks and were unable to access their servers. He further mentioned that not only awareness is important in protecting an organisation but also investing in the right tools and equipment is necessary to safeguard themselves. As Cybercriminals seek vulnerabilities, and the impact may be huge which can destroy the credibility and reputation of the media organisation. He also mentioned that installing antiviruses is not enough, sometimes some software is unable to detect advance level cyber-attacks, which is why constant updating of knowledge is necessary for journalists. He also suggested that working media practitioners should follow the encryption rules, and have various authenticators for online accounts, he also suggested using VPNs to access network files.

In her presentation, **Ms Sonya De Masi**, Journalist at Australian Broadcasting Corporation focused on how online abuse and trolling are used to silence reporting, especially for women journalists. Social media is the most gendered cyber risk for journalists because a planned attack or even a solo attack can make it appear like there's enormous support for a specific narrative. She mentioned that policymakers in Australia are deeply concerned about the cyber safety of vulnerable and indigenous communities. If any hate content is uploaded that is based on political ideologies, cultural identity, religion, ethics, or sexual nature, strict action is taken.

Ms Sonya stated that effective guidelines, resources, and policymaker support are required to combat digital threats.

## Cyber Risk: What is it and how they attack



- Loopholes, 'open doors', unguarded ways in
- A phishing email
- A flaw in a piece of software or operating system (vulnerability)
- Use of common malware
- User complacency ... it will never happen to me/I'll do that tomorrow...

'No degree necessary' for the attackers - anyone can have access to advanced tools which are available to buy or rent online (as are the services of more sophisticated 'black hats')

Workers at the Australian Broadcasting Corporation can use social media standards and techniques such as personal platform policies and measures to limit and restrict connections or protect themselves. The authorities are extremely concerned about cyber safety, health, and well-being as a media organisation. Even if some organisations lack empathy, it is critical for individuals such as journalists to be aware of the hazards that can be encountered while on the job, as a lack of awareness may have an impact on their work.

She also mentioned that ABC monitors whether the reporting is influenced by cyber pressures. To avoid trolling and harassment, journalists should be skilled enough to keep their digital ID clean, tidy up their social platforms, and ensure that their identity is under control. As journalists, they should be concerned about their sources' privacy. To protect the privacy and rights of their sources while they work, they can encrypt their data, use strong passwords, and use different types of authentication.

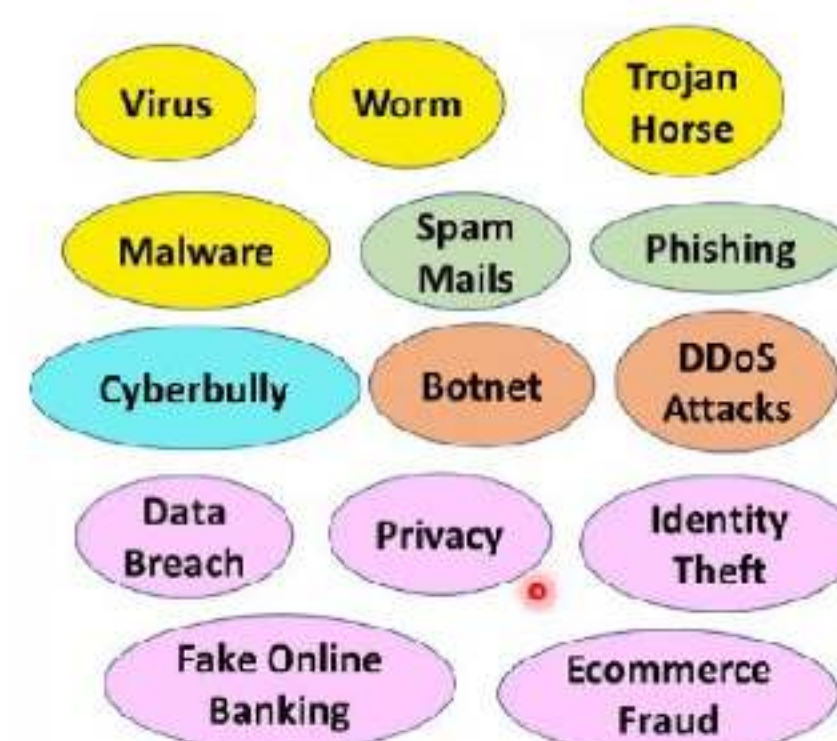
Cybersecurity for journalists: Risks and mitigation strategies

### Cybersafety risks for journalists

- Multi-platform and many forms
- Safe sharing of personal information – protection of sources
- Safe and responsible use of communication devices
- Online interactions
- How to respond to
  - a security incident,
  - inappropriate content,
  - online bullying, harassment and trolling behaviours

**Dr Sudsanguan Ngamsuriyaroj**, Associate Professor at Mahidol University's Faculty of Information and Communication Technology, stressed that everyone should be aware of cyber threats because hackers can hack bank accounts, commit e-commerce fraud, send phishing emails, and do a variety of other things. Everyone, she said, should be aware of cyber threats. False claims and spam emails have put a large number of people out of work. Everyone should participate in security awareness training programmes. She told journalists that they should be very careful when choosing a password for their online accounts because their identities could be stolen and their accounts could be hacked.

### Internet Threats & Fraud



Faculty of ICT Mahidol University





During his presentation, **Mr Qishin Tariq**, a Malaysian journalist, stated that Southeast Asia is one of the world's major hotspots for cybercrime and that it is critical for the media to educate not only themselves but also their audiences about the potential threats. Although the region's threats may differ and vary due to regional cybersecurity policies, however, countries are becoming increasingly concerned about these challenges; for example, Singapore's minister of communication recently emphasised the importance of regional cybersecurity cooperation. ASEAN recently established a Cybersecurity Center of Excellence to train member governments on how to investigate cyber threats, share expertise, and respond to them.



He went on to say that the media must warn its viewers about potential dangers. Journalists should keep up to date on cyber security issues and protection techniques regularly. Many journalists do not delve into the specifics of cybersecurity challenges; they can tell their audience about the most recent WhatsApp issue, but they will be unable to report a multimillion-dollar scam in its entirety. Journalists should be aware of case studies from other countries, and if they have contacts in other countries, they can organise knowledge-sharing sessions to learn about emerging threats

in their own country. We need to do more to educate ourselves and our audience.

**Mr Prinya Hom-anek**, a well-known cybersecurity specialist in Thailand, explained that awareness regarding cybersecurity is essential for everyone, not just for specialists or generalists, because, in the 21st century, everyone is working digitally. He pointed out that just like getting a new haircut, we need to update our knowledge consistently. After land, sea, air, and space, the fifth and newest combat domain is cyberspace, also known as cybersecurity. Since the majority of our portable devices are connected to the internet, he emphasised the significance of protecting our privacy as the most pressing issue. If our data is compromised, it can have a significant negative impact not only on our professional lives but also on our personal lives. When utilising the various online platforms available, everyone should be able to recognise the potential hazards as well as the benefits.

**Mr Nils Mueller**, Director, General Development Office, USAID Regional Development Mission for Asia, expressed appreciation to the organisers for educating attendees on cybersecurity. He stated that the event effectively highlighted the role of journalists in providing credible, accurate, and timely information to the public, which is critical when some try to conceal information and spread misinformation. Understanding cybersecurity, as stated repeatedly during the event, can help independent journalists and newsrooms protect sources and reputations, personal safety and mental health, and build trust. Understanding the threat

landscape and cybersecurity challenges is critical because cybercrime affects everyone. He advised participants to think about the impact of their reporting on readers, viewers, and listeners, from social media users who may have been hacked to small businesses that may have lost everything in a cyberattack to large corporations or key infrastructure providers. He asked media outlets to foster a cybersecurity culture in order to ensure that citizens receive accurate and timely information.



He also mentioned AIBD's recent collaborations with the International Telecommunications Union and USAID to train regional female journalists in cybersecurity reporting, demonstrating the US government's commitment to cybersecurity and inclusive digital development. Since 2018, the State Department and USAID have pledged \$26.5 million to promote an open, interoperable, dependable, and secure Indo-Pacific internet. He suggested that all journalists use the Global Cyber Alliance's cybersecurity toolkit to learn about cybersecurity, make connections in the field, and spread the word.



## Knowns vs. Unknowns

Knowns	<b>Known Knowns</b> Things we are aware of and understand.	<b>Known Unknowns</b> Things we are aware of but don't understand.
	<b>Unknown Knowns</b> Things we understand but are not aware of.	<b>Unknown Unknowns</b> Things we are neither aware of nor understand.
Unknowns	Knowns	Unknowns





# Inclusive & Gender Reporting

AIBD/ILO Hybrid Workshop on

## Inclusive & Gender Reporting on Women Migrant Workers Must lead the way to ensure decent work for both citizens & non-citizens

Contributed by Monica Phang, Programme Manager, AIBD



Malaysia, as one of the key players in ASEAN and a current member of the United Nations Human Rights Council, should lead the way in ensuring decent work for both citizens and non-citizens who contribute to the economy of Malaysia.

Deputy Regional Director of the International Labour Organisation (ILO) of the Regional Office for Asia & the Pacific, Ms Panudda Boonpala made the call when opening the 4-day Safe & Fair pre-summit hybrid national workshop on Inclusive & Gender-Sensitive Reporting on issues related to Women Migrant Workers hosted from Kuala Lumpur on 23rd -26th May 2022.

She added that ILO's Member States, employers and workers have adopted the global call to action for a human-centred recovery that is inclusive, sustainable and resilient.

This is because decent work is imperative and not a choice if countries intend to seize the opportunities and address the challenges to shape a fair, inclusive and secure future of work with full, productive and freely chosen employment for all. And such a future of work is fundamental for sustainable

development that puts an end to poverty and leaves no one behind as spelt out under Agenda 2030 of Sustainable Development Goals (SDGs). Mass media, specifically news reports and social media, remains the most prominent source of information about migrant workers in most countries.

As such, positive representation of women migrant workers in the media can significantly contribute to better understanding and perceptions surrounding women migrant workers within our societies. These perceptions might also influence the policies and provision of rights, protections and services to women migrant workers. In this age of misinformation and disinformation, media practitioners need to ensure that the most vulnerable and marginalised are also given voices and spaces to make their stories heard by the majority. Ms Boonpala hopes to see the results of this engagement through more use of the rights of gender-inclusive language in media reporting, especially when covering labour migration issues.

33 participants including 17 physical and 16 online attendees from 9 countries joined the four-day workshops fully with commitment and interactive

participation. The participants were also required to do a practical exercise to write Public Service Announcements (PSAs) on Women Migrant Workers during the workshop.

1. "Excellent job in networking and building up AIBD's profile to be a lead agency for media reforms in Malaysia and the region. The facilitation was very bold and addressed critical issues faced by the media towards the migrant community in Malaysia and region"....**Adrian Pereira of North-South Initiative.**

2. It is great that organisations such as AIBD not only recognised the importance of the media's critical role in shaping society's perception regarding migrants and refugees but also provide training for media practitioners to make sure they get sensitised to the topic and avoid misrepresenting this particularly vulnerable group. In this way, AIBD makes the full circle of the 'stand where you sit' principle"....**Dr Milica Pesic, Executive Director, Media Diversity Institute, United Kingdom**

3. "It was a very enriching experience as the issue was a very relevant one and is a pertinent demand of the present times. I was delighted that towards the end of the Interactive Session, the Expectation of the RESULTS of the ONLINE POLLING on the subject discussed is 100 %.".....**Dr.Dipendra Kumar Mazumder, Media Trainer, Faculty from the National Academy of Broadcasting & Multimedia, the Apex Training Institution of India's Public Service Broadcaster - PRASAR BHARATI, India.**

Based on our evaluation of the participants gave 63.6% as "excellent" and 36.4% as "good" for the followings:

1. Usefulness of the topics in a context related to Women Migrant Workers;
2. Disinformation and migrant journalism;
3. creating compelling PSAs on the issue of Women Migrant Workers;
4. Gained in terms of knowledge relevant to their job;
5. Gained in terms of skills for performing the job; and
6. Gained in terms of Attitude towards job issues.



# Girls in ICT

Commemorating ITU's Girls in ICT

## ICT Girls in Thailand

### Thailand helps in narrowing the gender gap in Southeast Asia

Contributed by Monica Phang, Programme Manager, AIBD

Thailand has been contributing to the narrowing gender gap in Southeast Asia. This enables the country to record impressive growth in women's adoption and use of mobile technologies.

Regional Director of ITU Regional Office for Asia and the Pacific, Dr Atsuko Okuda disclosed this when delivering her opening address at the 2-day online training session on Media Literacy & Disinformation to commemorate ITU's Girls in ICT Day 2022 Thailand on 22-23 June 2022.

As part of the concerted efforts, ITU has been celebrating International Girls in ICT Day since 2011 and the global theme of the celebration this year is Access and Safety.

Nevertheless, the gender digital divide continues to persist in employment, entrepreneurship and leadership opportunities. Therefore, there is a need to raise awareness of the cause and impact of the gender digital divide across society.

"Therefore, I'm delighted to share with you that we worked with AIBD and USAID's Digital Asia Accelerator programme to support female journalists from Thailand, Mongolia, Indonesia, and Cambodia to attend ITU's Generation Connect Youth Summit and World Telecommunication Development Conference which was just concluded in Kigali Rwanda on 10th June 2022. These journalists will also attend capacity-building sessions in October 2022 to create a dedicated cohort of female cybersecurity reporters throughout Asia-Pacific", said Dr Okuda.

She hoped that the two-day training would enhance the participants' new knowledge and skills on media literacy

and disinformation and to pursue academic and professional careers in STEM, in particularly ICTs. This will help to develop the digital workforce of tomorrow and ensure that girls and young women are active members of the workforce, equipped with diverse digital skills.

In her welcoming remarks, Director AIBD, Ms Philomena Gnanapragasam said the constant exposure of populations to media presents an educational challenge, which has increased in the current electronic and digital age. Hence, evaluating information sources requires skills and critical thinking.

Ms Philomena said, "Separating fact from opinion, evaluating text and image for bias, and constructing and deconstructing a text based on principles of logic are teachable skills."

Hence, AIBD is taking the challenges to help address these rampant issues and aims to create awareness on the issues and impact of Media Literacy and

disinformation among the younger generations who are IT savvy and mostly consume information online via social media platforms. Hopefully, with such training sessions, it could inculcate among the younger generations to identify "fake news" from "fact news."





# Girls in ICT

Commemorating ITU's Girls in ICT

## ICT Girls in Thailand

### Thai government passed the Computer-Crime Act & Personal Data Protection Act to protect Individual Rights

Contributed by Monica Phang, Programme Manager, AIBD

Media Literacy and Disinformation are timely global issues for most nations including Thailand which has 55 million social media netizens.

Deputy Director-General of NBT, Mrs Sudruetai Lertkasem says with the widespread usage of social media demand, the things that come along with it are fake news and disinformation.

"About 94.7 per cent of these social media users have experienced spotting fake news on the Internet. Hence, media literacy and prevention of disinformation are important issues that must be strongly highlighted", she reiterated.

Mrs Sudruetai Lertkasem was delivering her special remarks at the 2-day Media Literacy and Disinformation online training session for university and high-school students of Thailand on 22nd June 2022.

She disclosed that her government also passed new laws, the Computer-Crime Act and the Personal Data Protection Act to support data protection, including individual rights. It marks progress for privacy protection and data security in Thailand.

Another important approach is promoting a sense of responsibility and creating a safe online environment. NBT conducted many activities for public awareness on-air, online, and on-ground to all groups of people, especially the young generation.

For the benefit of university students in Thailand, this first-ever online workshop on Media Literacy & Disinformation is

conducted in the Thai language by three speakers.

Dr Mary Pimrapat Dusadeeisariyakul, Project Manager of the German-based Friedrich Naumann Foundation told the students to have critical thinking and-



"As for NBT, we push forward media literacy and promoting awareness of disinformation with 2 main mechanisms:  
1. An online fact-checking platform named, [www.realnewsthailand.net](http://www.realnewsthailand.net), operated by the National News  
2. Bureau of Thailand and The Anti-Fake News Center of the Ministry of Digital Economy and Society"



### WHY DID WE DEVELOP MEDIA AND INFORMATION LITERACY CARD GAME

- Tackle the increasing problem of mis/disinformation
- Raise awareness about the role of media in democracy and its influence
- Promote Critical thinking through analyzing the dissemination of specific information to the public



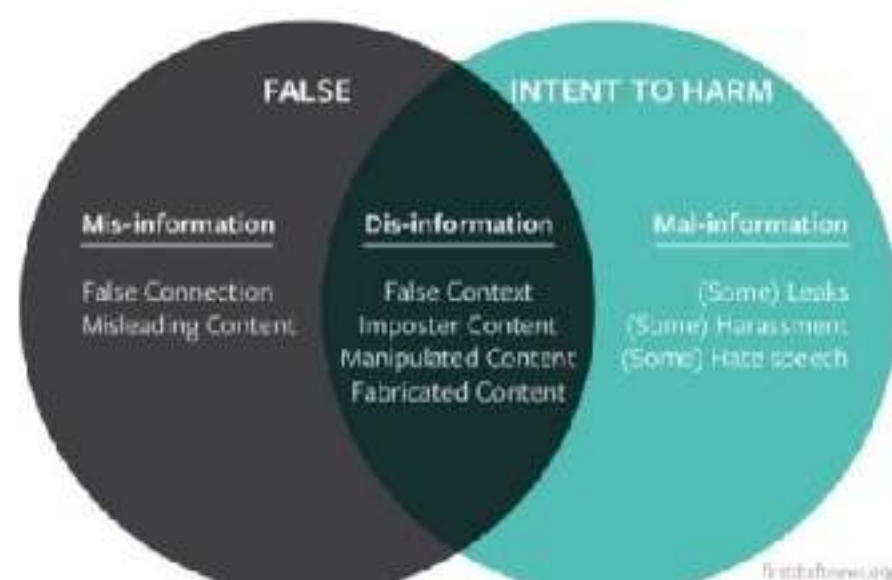


-investigative mindsets when they are bombarded with lots of information especially information from social media.

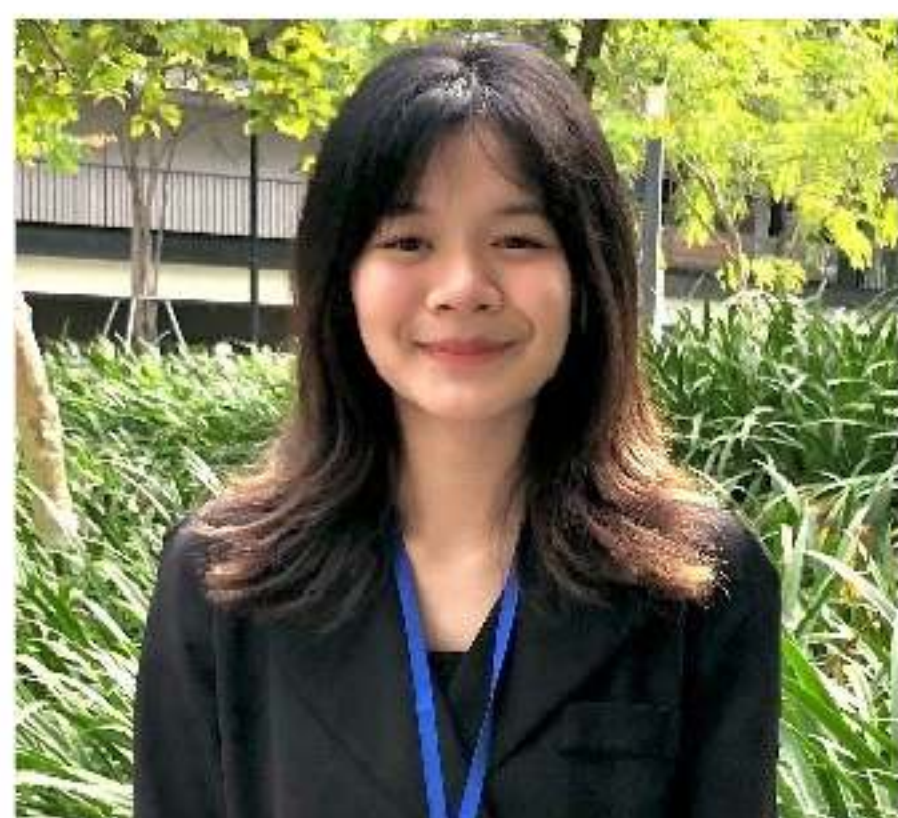
She also shared with the students the Media & Disinformation Literacy Card Game developed by the Foundation.

Ms Silada Rojratanakiat, Communication Officer, Information Operation and Management Division, NNT under the supervision of NBT shared her insights on Mis-information, Dis-information and Mal-information with False and Intent To Harm.

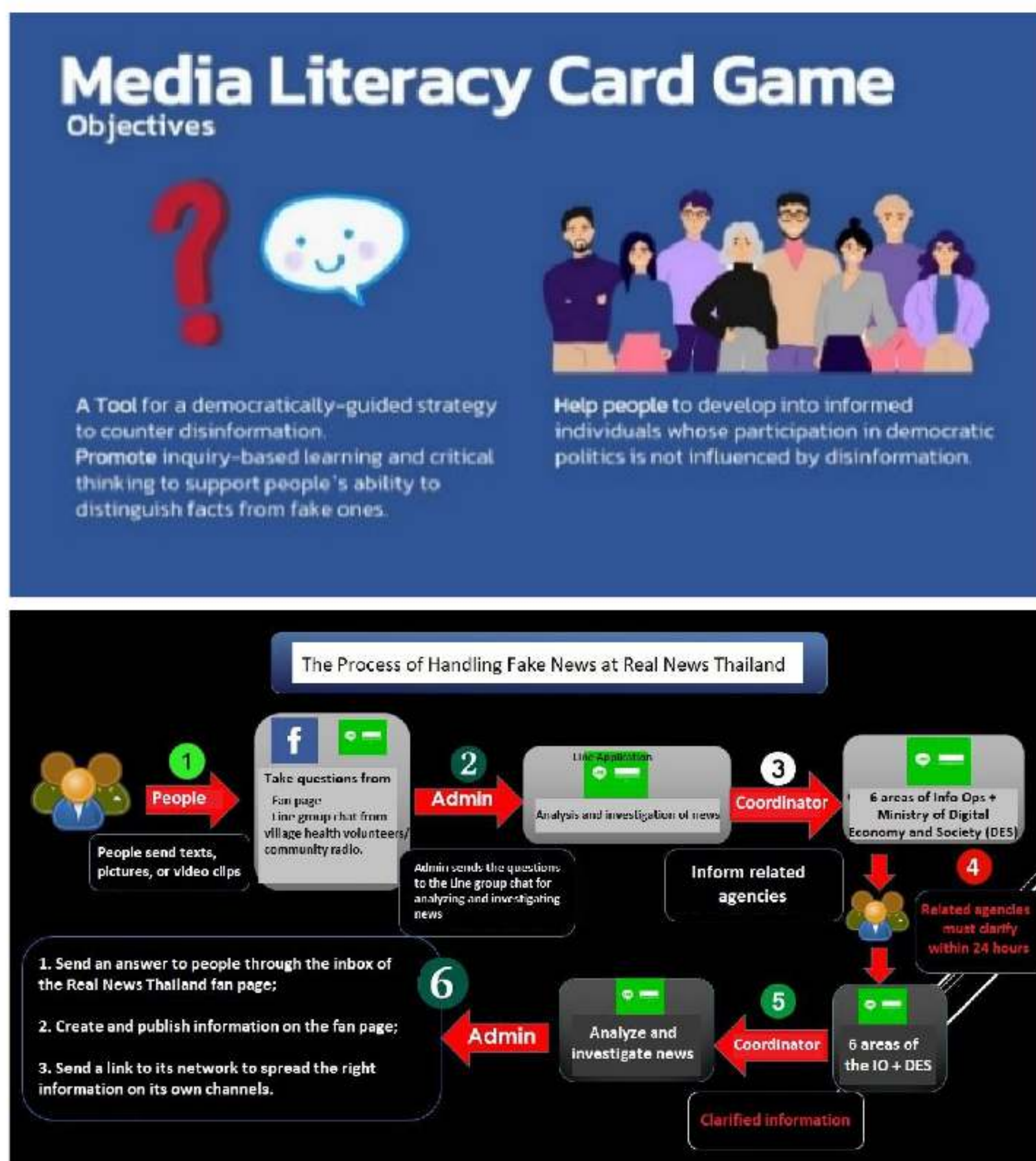
Ms Phennapa Khenthong, Director of News and Information Production and Broadcast Division, NNT under the supervision of NBT shared what are the Strategies to address 'Fake News'; ways & tools in tackling & verifying Disinformation and case studies by NNT.



A 3rd-year student majoring in Business English at Bangkok University International, Miss Chetsuphar Manoch described the training session as a rare opportunity to gain insightful new knowledge from the distinguished speakers.



She was nominated to share her experience on the AIBD/ITU/NBT Media Literacy and Disinformation training session during the ITU's Girl in ICT 2022 Thailand closing ceremony on 6th July 2022 in Bangkok.



One size does not fit all.

### Classification of Information Disorder



"I learned valuable information, knowledge and tips about media literacy and disinformation and I will continue to be mindful when I read the news or use information from social media. The best part is that the participants can share their thoughts and opinions freely during the 2-days' training session",  
- Ms Manoch.



# Mobile Journalism (MOJO)

## AIBD/TVRI In-Country Workshop on Mobile Journalism (MOJO) TVRI Aspires to be a World Class Broadcaster

Contributed by Monica Phang, Programme Manager, AIBD

The Public Broadcasting Board (LPP) aspires to make TVRI a World Class Broadcasting Institution. This requires the workforce to be adaptable, flexible, agile and speedy to execute their tasks apart from innovation and creativity.

President Director TVRI, Mr Iman Brotoseno said, "in the era of the 4.0 Industrial Revolution which is driven by advances in digital technology including the Internet of Things (IoT), having this Digital Technology which facilitates information delivery and experiences in Real-Time which is happening not only in Indonesia but globally, making everything borderless and timeless".

He was delivering his keynote address at the opening of the 4-day AIBD/TVRI In-Country workshop on Mobile Journalism (Advance-MOJO) from 26 to 29 July 2022 in Bali for 37 participants who are mostly news personnel of TVRI from different provinces of Indonesia.

"On-field reporting has undergone a racial shift due to accessibility and portability of cameras of mobile phone or "smartphone" which is handy to carry around and everybody can become a reporter, announcer or uncertified journalist, as long as there is the Internet", cited Mr Iman Brotoseno.

Hence, newsrooms need to undergo new organisational structures and the ability to handle new information flow in

tandem with MOJO. The speed at which journalism occurs is sped up as a result of this immediacy which also presents new challenges to editorial leaders.

"The quality of the footage, collaborating with online teams, and coordination with newsrooms are some of the challenges that have to deal with. These are necessities that all MOJO journalists need to prepare themselves by learning new things and developing new knowledge and skills to enhance their capacities to be ready in dealing with the emerging challenges", he stressed.

## AIBD/TVRI In-Country Workshop on Mobile Journalism (MOJO) TVRI should operate the newsroom 24 hours in tandem with its aspiration to go international

Contributed by Mr William Joseph, MOJO Consultant

It was a great pleasure to work with prestige's organisations such as Televisi Republik of Indonesia (TVRI), which takes great initiative to train its young journalists to face emerging challenges in News Reporting using mobile phones. Even though the participants were bored with the theoretical approach, but it is necessary to prepare and armed these journalists on how to approach the future challenges in mobile journalism. With the subject in mind, for example, identifying fake news and the consequence of using the story or news without fact-checking with relevant authorities will have a great impact on countries sovereignty, state level or district level to chaos, distraction, civil riot etc. Comprehensive knowledge of

social media etiquette will lead these young journalists to face the ever-evolving and changing in mobile journalism as a whole. A standard journalist checklist will provide TVRI and its journalists with unnecessary hindrances from the country's law as well as from the public's legal suit.

Numerous benefits of mobile journalism can be derived as journalists have the liberty to gather the news from start to end without relying on bureaucracy or hierarchy like the traditional journalist. In addition, it also maintains the original message without being distorted or misinterpreted by going through a lot of channels or administration before broadcasting and printing. It has also reduced the news workflow directly to the editor or the producer. Thus, reducing the cost of manpower and mobility of heavy broadcast equipment such as outside broadcast (OB) van and satellite transmission in a crisis situation or breaking news.

TVRI needs to invest in or enhance the professional audio equipment which was lacking based on the output of the practical project of the journalists' special report for the AIBD/TVRI In-Country workshop on Mobile Journalism (MOJO-Advance) held from 26-29 July 2022 in Bali, Indonesia. All the effort in reporting will wane if the audio cannot be heard or disturbances of the surrounding sound during an interview or the host's presentation. With the present audio equipment which the journalist is using, the audio output has extreme limitations and it is not at par with broadcasting standards.

It is recommended to have 24 hours newsroom operations for English and Bahasa Indonesia in tandem with TVRI's aspiration to go international. Indonesia has 37 provinces, it can cater for the news and resources with less cost, investment and effective delivery to the public as well as to the international arena by attracting foreign investments to the country. The news channel can be a double edge sword for a young nation like Indonesia to unite its people through culture, local dialects, religious belief and faith besides promoting the country to the world as an attractive tourist destination.





# Image Building & Presentation Techniques

AIBD/RTB In-country Workshop on

## Image Building & Presentation Techniques

Contributed by Monica Phang, Programme Manager, AIBD

This four-day workshop was designed for Radio TV Brunei RTB by AIBD together with the consultants, focusing on Image Building and Presentation Techniques. The Consultants included Mr Chacko Vadaketh, Trainer/Facilitator, Actor, Host, Moderator, and Voice Over Artist; Ms Sandra Sodhy, Trainer, Writer, Actor, and Voice Over Artist and Ms Wenddi Teng Personal Image and Branding Trainer

About 21 participants signed up for this program from RTB, almost all being TV Hosts, both in-studio and on-location presenters, with a broad range in terms of seniority and experience, some having only recently started and others being veterans. There were one or two producers, and one person representing Radio presenters.

Attendance varied a lot. It could be due to the clashes with work obligations and probably also because it was during the holy month of Ramadan and all participants were Muslim and presumably fasting.

Those who did attend were very enthusiastic and responsive and enjoyed themselves it would appear. We were touched by the lengths some of them went to, to participate, from their cars or while on duty but not actively working, and even from beside the hospital bed of the participant's ailing father.

The Workshop was divided into four parts over four days as follows:

1. Day One: Introduction and the importance of image for a presenter with Voice Workshop and Body Language.
2. Day Two: 6 Traits of a Good Presenter
3. Day Three: Personal Image and Branding – Make-up and Wardrobe for television
4. Day Four: Storytelling with The River of Life

**Day One : Introduction and the-**

### - importance of image for a presenter with Voice Workshop and Body Language.

*Led by Sandra Sodhy & Chacko Vadaketh*

The Workshop kicked off with a warm welcome by Ms Philomena Gnanapragasam, Director of AIBD and the introduction of the two Consultants for the day who have a wide range of experiences in both the acting, presenting, training and voice-over worlds as well as in the corporate world. Chacko was a litigation lawyer previously and Sandra was an economics lecturer.

The participants were asked to introduce themselves and share what challenges they faced in their work that they could work on during this program. They were frank about having issues with improvising on the spot, keeping focused, dealing with nervousness and the mind going blank, dealing with tiredness, mumbling, stuttering, finding interesting angles on a topic, or finding new topics to discuss on their shows and dealing with sudden changes in the situation while on air.

They were then led on a warm-up of the body, followed by that of the face and breath. After the break they were led on focused voice warm-up, working on consonants, vowels, projection and using

tongue twisters. The participants had a lot of fun with these exercises often used by actors before they go on stage or set.

After a break, they were invited to explore body language and to show what one's body is saying just from the way it is positioned. Is the person engaged, bored, angry, indifferent, confused, or horrified?

Then there was a discussion of the importance of branding and one's image. Some iconic presenters looked at, their photographs and or video clips to see what kind of distinct branding they embodied. This included Trevor Noah, Anderson Cooper, Oprah Winfrey, Ellen DeGeneres, Aznil Nawawi, Mahadzir Lokman, and Melissa Idris.

Some case studies were explored on professional images of icons like Will Smith, Gordon Ramsay and Simon Cowell. One's personal life and behaviours can impact one's professional image and branding.

Three learning outcomes were aimed for on Day One:

1. Speak with stronger, clearer, supported, and more expressive voices.
2. Recognize the importance of body language in communication.
3. Understand the need for a good Professional Image.

### Day Two: 6 Traits of a Good Presenter

*Led by Sandra Sodhy*

Day Two began again with warm-ups. This is to instill warming up as a habit for the participants and to get them ready

AIBD PRESENTS

RTB

BRAND AMBASSADOR

ONLINE WORKSHOP ON  
IMAGE BUILDING &  
PRESENTATION TECHNIQUES

20-21 & 25-26 APRIL  
2022  
11:00AM-3:00 PM MYT

@myAibd | @MYAIBD



to be their best selves for the day in the workshop.

The six traits focus on the effective use of:

1. Eye Contact
2. Smiling
3. Stance
4. Voice
5. Gestures
6. Feet

Participants were invited to use these traits, two at a time, and were given simple topics to speak on for 30 seconds at a time. Topics given could be things like favourite food, best friend, hobby, why I love my job and so on. They thus learnt the importance of these traits experientially.

The day ended with participants sharing what they learnt and what they could use in their work and it was gratifying to see that participants found it very helpful to enhance their performance as presenters.

### Day Three: Personal Image and Branding - Make-up and Wardrobe for television.

Led by Wenddi Teng

This practical and informative day-long session explored the importance of colour for make-up and wardrobe for a tv presenter. The sets also are important.

Participants were told after assessment by the trainer, what colour palette suited them best, what colours were appropriate for different types of shows and what type of clothes were appropriate in different circumstances.

### Day Four: Storytelling with The River of Life.

Led by Chacko Vadaketh

This day the aim was to find stories from one's life and use them in your work. It started with a quick warm-up of the voice and the body.

The concept of the River of Life was introduced and the trainer demonstrated his personal River of Life and took the participants on a quick tour of it. Participants, who had been asked to bring coloured marker pens and two A4 sheets joined together to make a bigger sheet, were then invited to spend some time looking back on their life and to draw their own River of Life. Thereafter they were invited to share their rivers with a partner in a breakout room.

The workshop then went on to find stories from these rivers and to hone them into, vivid, succinct 90-second-long stories with a teachable point to them, which participants could use in their working life, be it when presenting or in meetings with guests or with staff. And to incorporate the 6 traits of a good presenter as well.

Participants would give constructive-

-feedback each time someone presented their story. They then explored how and where they could use their stories in their work.

The Day ended with a joint debrief of the whole four-day workshop with Sandra Sodhy joining Chacko Vadaketh for this final segment with an overview of the past four days.





# Women Migrant Workers

AIBD/ILO Hybrid National Seminar on

## Sensitising Media on Women Migrant Workers

EU always regarded Malaysia as an ally in the fight against discrimination

Contributed by Monica Phang, Programme Manager, AIBD

The European Union (EU) has always regarded Malaysia as an ally in the fight against discrimination. It further encouraged that Malaysia's position on the United Nations Human Rights Council from 2022-2024, reflects its continued commitment towards protecting and promoting human rights both domestically and internationally.

Ambassador & Head of EU Delegation to Malaysia, His Excellency Michalis Rokas made this special address when opening the one-day AIBD/Safe & Fair hybrid national seminar on Inclusive & Gender-Sensitive Reporting on Issues related to Women Migrant Workers in Kuala Lumpur on 14th April 2022.

The Ambassador pointed out that increased coverage of migrant workers is also instrumental in shaping public perceptions about labour migration, which can in turn influence policy and practice. We can see this first-hand with the recent amendments to the Employment Act, which among other things, expanded social security coverage to domestic workers.

His Excellency Michalis Rokas congratulated the Ministry of Human Resources for driving these amendments, and in doing so, moving Malaysia closer towards compliance with all its international human rights obligations for the protection of workers' rights.

"For the EU, such a vision requires collaboration from all sectors. The seminar is a stellar example of the importance of cross-sectoral collaboration, demonstrating Malaysia's commitment to ensuring continuous improvement in safe and fair labour migration for all women in the ASEAN region through gender-sensitive media reporting", cited the Ambassador.

The EU in particular is ensuring these commitments through the EU Gender action plan III, to contribute to the achievement of Sustainable development goal number 5 for gender equality. "Safe and Fair is a transformative action that is contributing to the well-being of many women while at the same time it allows the EU to hold a dialogue with ASEAN and its different commissions both at the regional level and with the ASEAN member states", stressed His Excellency Michalis Rokas.

Meanwhile in her welcoming remarks via zoom from Bangkok, Chief Technical Advisor for Safe & Fair: Realising Women Migrant Workers' Rights & Opportunities in ASEAN Regional Project of ILO Regional Office for Asia & the Pacific, Ms Deepa Bharati shared that through the Safe and Fair programme, a glossary of terms for media persons which has been developed and translated into major ASEAN languages. This glossary is meant to generate discussions and to help media persons use rights-based terms.

Some 50 participants representing 9 countries from the Asia Pacific region and Africa including 20 physical participants from Malaysia are attending the hybrid national seminar.





# Media Leadership (IR 4.0)

AIBD/INB/MOINF-Hybrid Workshop on

## Media Leadership in the 4th Industrial Revolution Cambodia to create a Media Model to support its small media sector.

Contributed by Monica Phang, Programme Manager, AIBD

A workshop on "Media Leadership in the 4th Industrial Revolution 4.0", held on 17th July 2022 in Cambodia, envisages creating a Media Model to support and facilitate the small media industry sector for their media digitalization implementation.

The workshop is also to enable the Information and Broadcasting Department (INB) of the Ministry of Information (MOINF), the Royal Kingdom of Cambodia to understand the experienced and difficulties faced by local media. It is also to gather inputs from expert speakers for the related Directive and Legal Document.

This is in particular aimed at gauging how media generate the IR4.0 technology to provide quality news and content in all possible ways and forms to the general public apart from using the tech to fight fake news and disinformation.

This was disclosed by the Royal Government Delegates of Cambodia and

Director General of Information and Broadcasting (INB) of the Cambodian Information Ministry (MOINF), His Excellency Mr PHOS SOVANN in his opening remarks at the 1-day hybrid workshop held from the Siam Reap Convention Centre.

Presiding over the workshop, H.E Mr Phos Sovann hoped that attendees could deeply understand the following factors:

- What is IR.4.0 has to do with Media Sector?
- How does it affect the media fraternity including journalists, officials responsible for information, the institution responsible for the information sector (MOINF), and related private sector serving the media sector?
- How do they embrace technology to advance the Media Sector and survive in the Technological Trends and Competition of Market Globalisation?



Distinguished speakers from BECIL India and local Cambodians are sharing their expertise on the following topics:

Impact of Industrial Revolution IR 4.0 on the Media Sector;

- Media Business Model in the Age of Digital;
- Characteristics and Leadership of Media: Experiences of Thmey Thmey News;
- Characteristics and Leadership of Media: Experiences of CC-Times News".

About 70 attendees comprising officials responsible for Information of MOINF, Officials of the Cambodian Municipal and Provincial Departments of Information, and prominent Journalists in Cambodia and MLC Member Countries (Cambodia, Laos, Myanmar, Thailand & Vietnam) joined the hybrid workshop jointly organised by AIBD and the Ministry of Information (MOI) Cambodia.





# Broadcast Technology Trends

## Broadcast Technology Trends noted towards the end of the year 2022

Contributed by Dr Amal Punchihewa, Technical Advisor and Consultant of AIBD

In the last three articles, I presented to you the technology trends that are emerging despite the COVID-19 pandemic. The last article in the second edition of 2021 presented what broadcast technologies have been standardised through various sectors and study groups of the International Telecommunication Union (ITU). The first edition of 2021 covered a wide range of technologies discussed at various fora all over the world as we are emerging out of previous waves of the COVID-19 pandemic. This article will highlight what is happening to the streaming that has seen growth, especially during the lockdown periods. The first edition of 2023 will focus on World Television Day (21st of November) and measurement and certification for sustainability in the broadcast and media sector.

We can still observe the broadcast and media sector faces many challenges while they are navigating into the future. However, broadcast serves a large portion of the global population without any barriers as inclusive and accessible communication with relevance and trust. I believe that the future is already here for broadcasting as many broadcaster leaders and media recognised. Both radio and television reach the audience using a wide range of distribution mechanisms. Broadcasters have addressed well the need to offer both short-form and long-form content, make available content on a range of platforms, enable the ability for audience to access content on any device and be free from gatekeeping in the converged broadcast and media landscape.

### How the broadcast industry recovering after the pandemic

While the broadcast industry, organisations and staff are trying to adapt to the emerging post-pandemic period, they face various challenges in working conditions and capabilities. During the pandemic period, the ecosystem of human resources in many

sectors got affected. Due to social distancing, restrictions on travel and limited close contacts made compromises in human resource developments as well as introduced remote working. In the broadcasting sector too, we observe a scarcity of the right personnel for functions that are emerging within the converged media landscape. This leads to a challenging situation where talent demands increased salaries. Increasing salaries lead to further inflation and will not address the shortage of talent. Rapidly increasing salaries and pay will not be helpful for the sustenance of broadcasting and media operations at a time both audiences and stations struggling to manage rapidly increasing cost including energy cost.



We can see some broadcasting and media providers taking different strategies to mitigate churn and attract more subscribers or audiences. The disruption in the supply caused by the pandemic over the last two years introduced longer delays for delivery of physical goods, increased prices dramatically and shortage of components. While all of us are yet adapting and innovating to mitigate such impact, those will take time and less probability of reduction of prices or cost. Manufacturers and service providers may start passing those cost to their clients making the maintenance of the market share and profitability much harder for broadcast and media operators.

Digital consumption in form of online or

over-the-top (OTT) increased notably during the last two years as COVID-19 forced us to maintain a high level of social restrictions. As countries are relaxing COVID-19 restrictions and increased travel has impacted online consumption. Currently, we can observe a downward trend that is also contributed by the reduction of the discretionary spending of audiences with increasing inflation.

As we noted in the viewing habits over the years, consumption patterns vary among different demographics. We could observe increased consumption of User-Generated (UG) content and involvement with some form of gaming. In the past, the broadcast and media industry was segmented, and efforts were to serve discretely. Currently, we could see the break of these

silos and more convergence driven by the manner in which technology is used to provide more seamless access and experience. Technology associations are consciously working to reduce further fragmentation of the broadcast and media consumers with more collaborations and identifying market conditions or commercial needs.

### Current market conditions of Streaming

Before the pandemic, we have been discussing the growing streaming market. As mentioned earlier, limited social mobility helped to sustain at least an upward trend if not growth. However, we could observe that there are some discussions in the broadcast and media industry about streaming maturity.





This could be the first time that the industry started talking about reaching maturity in the streaming industry. When you analyse the streaming industry carefully, the streaming business probably had its best experience during 2020 and 2021 which was definitely driven by the pandemic and conditions that emerged from the pandemic management regimes. While emerging out of the pandemic period, people may not have the time and money they had during that time to continue such habits. This had aggravated by the global situation with rising inflation. We will not see the growth that we observed in 2020 and 2021 and also it is not possible to go on growth forever.

While consumers reducing their discretionary spending, major streaming businesses such as Disney and Netflix announced and launched Ad (Advertising) supported offerings. This is a notable change in pure OTT providers who provided services only as sVOD (subscription-based video on demand) are now embarking on AVOD (Advertising supported Video on Demand) services. This may have a notable impact on national and regional advertising markets.

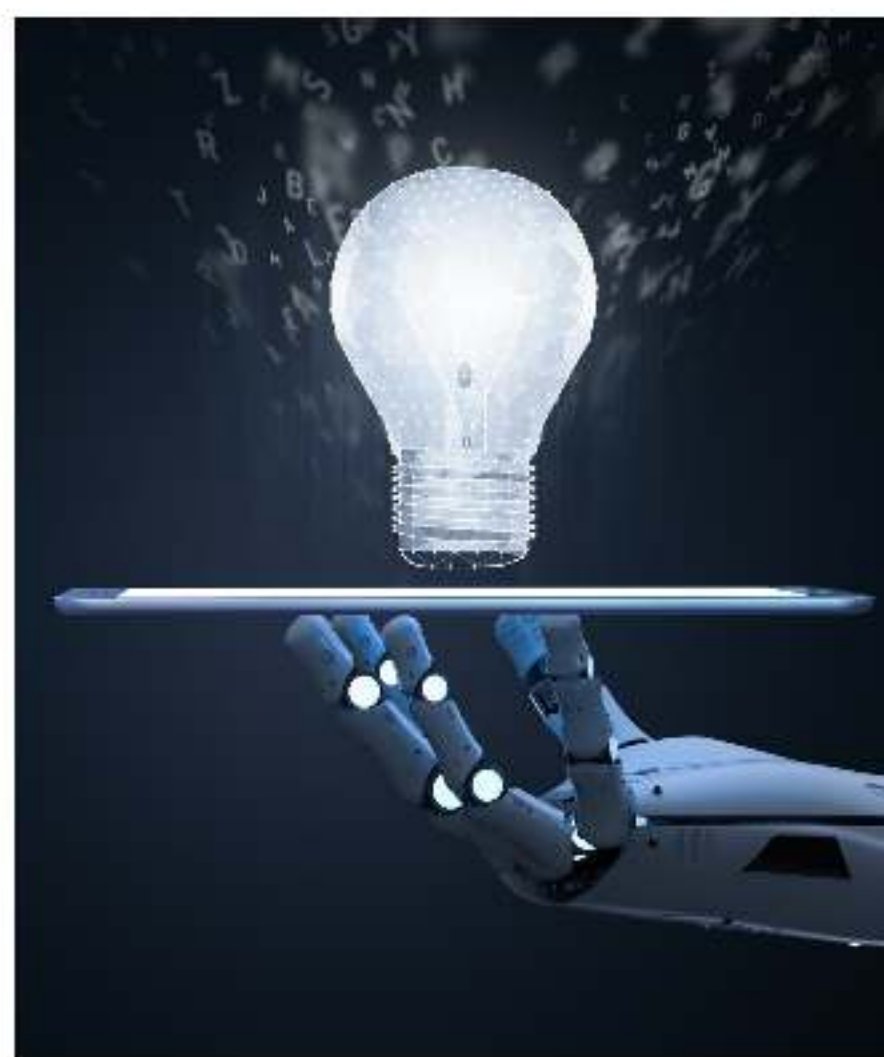
People in various countries and regulatory mechanisms are compelling OTT providers to produce local content and to offer them in their portals. This requirement is equally applicable to all broadcast and media operators whether they are public service media (PSM), commercial or international large operators. Content production requires substantial investments. We could observe PSM operators live-streaming most of their content as well as make available on-demand through their OTT services, mostly integrated with an engine such as Hybrid Broadcast-Broadband TV also known as HbbTV. This integration will be further enhanced once service lists can be made available for ubiquitous delivery, i.e., terrestrial, satellite, cable or online (via the Internet). This enables true convergence of services using an electronic programme guide (EPG) like service discovery for any form of distribution.

Based on the research information shared by the IABM during the IBC2022 conference, when we analyse the revenue for major operators, linear content has produced the best financial results against the Direct-to-Consumer (D2C) and Content sales. Hence, for large

operators, linear (content delivered at a prescribed time) will be sustained to produce more revenue. However, still margins are negative. Growing negative margins in the Direct-to-Consumer is an area that we should observe as it will tell the efficacy of D2C for a larger operator.

### Capacity Building

Hence, investments in broadcast and media technologies should be able to address the sustainability needs of the broadcast and media sector and to align with the needs of the audience and operators. AIBD has taken a major step to address this issue by working with Prasar Bharathi (PB), the public broadcaster in India, to train regional broadcasters on how and what needs to be done. During AIBD General Conference (GC) held in Delhi in 2022, PB pledged to facilitate this training by inviting regional broadcasters to India to educate and up-skill through five training programmes addressing ways to measure, mitigate and best practices.



### Social responsibility of all broadcast and media stakeholders

As one of my previous papers (Our Society, Our Communication and Our Responsibilities, [1]) explained, our societies are increasingly divided. COVID has shown this, and the war is deepening it. There is a widening gap between different opinions and more people take a radical stance on highly controversial topics. In media plurality, broadcasters have to show different points of view and foster an informed debate. Multiple perspectives could mitigate the gap and would be ready for dialogue. The audience today consumes news online or through social media, which means it

is filtered through algorithms. Non-transparent and algorithmic bias means that people mainly read what they like and what reinforces their own opinions. Broadcasters, especially, public service media have a big role to play in fostering democratic dialogue between people with different opinions as described in the quoted article [1] in addition to the audience and tech companies. It is more important now than ever before that broadcasting should promote cohesion, seeking out the points that unite people rather than divide them.



Broadcasters, especially public service media, cannot focus on limited areas or issues. Broadcasters' focus should be not on specific content, but on providing quality across all topics they address including quality news, information, entertainment, and education. There are no objective metrics to measure the quality of the essence of content, but the trust could be a better proxy. The trust of the audiences will drive and navigate the broadcaster on the right track.

By actively engaging with their listeners and soliciting feedback through as many different channels as possible, the broadcasters can ensure that their content is relevant. In addition to the traditional audience measurement, broadcasters can also engage through social media and through their website, where they have much more direct contact with the audience. Broadcasters could also have programmes that enable direct audience participation and engagement.

### Changing Audience

Broadcasters need to provide content that young people want in the ways that are the most accessible to them. For example, a radio broadcaster may offer popular radio shows as podcasts or provide news both in audio and text so that younger audiences can select their preferred format. Though fewer young people listen to linear radio, the broadcaster should take every effort to



attract them to linear radio while reaching them via every possible platform without compromising the broadcaster's content. Short-form videos may appeal to the young generation as their concentration span is short.



We see broadcasters are branding their broadcast services as radio plus or TV plus. The future of broadcasting is Broadcasting plus. For example, in New Zealand, public TV broadcaster branded their services as TVNZ+ with the introduction of simultaneous streaming services of its linear television services. The plus stands for additional media services that supplement current services. Broadcasting services have to be close to the audience wherever the audience is, hence need to use different platforms and technology to better serve this audience. The content can be distributed to the audience via linear channels, social platforms, and VOD (video on demand) services. Broadcasters need to facilitate partnerships and collaborate with other broadcasters in possible areas to serve their audiences better.

### Summary and Conclusions

The future is already here for broadcasting. Broadcasters operate in a converged media and broadcasting landscape. The digital transformation that was accelerated by the pandemic made some progress for some broadcasters but not for all due to various factors. Broadcasters can learn from other organisations what works well for them to take their organisation a step forward.

The AIBD has been and will continue to help broadcasters in many areas, including broadcast and media policy formulation, lobbying and knowledge-sharing. One of the most important things is facilitating discussions among Asia-Pacific broadcasters and beyond. We have already talked about how important it is to keep a close connection with peers in the media during AIBD's Asia Media Summit (AMS) in 2022. The AMS is an excellent forum for discussions to take place. It provides the opportunity for media and broadcast leaders and policymakers from different countries and regions to exchange experiences and share best practices in a trusted environment.

AIBD provides broadcast and media stakeholders in APAC and beyond to address some critical issues, challenges, and threats collectively. Working on the strengths of broadcasters can create opportunities and mitigate negative environmental impacts to maintain-

-sustainability.

AIBD has been advocating the need for relevance, and best practices, to develop suitable human resources and to adopt appropriate technology at right time to gain productivity, efficiency, and effectiveness for all broadcasters.

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1. <https://www.srilankanz.co.nz/general/our-society-our-communication-and-our-responsibilities> Our Society, Our Communication and Our Responsibilities, Dr Amal Punchihewa, Palmerston North, New Zealand.
2. UN, ITU, IBC2022, DVB, ATSC, SMPTE, IET, IEEE-BTS, WorldDAB and IABM websites.
3. Author wishes to acknowledge all the images used in this article.





# New CEOs'

## SHRI. GAURAV DWIVEDI

CHIEF EXECUTIVE OFFICER, PRASAR BHARATI

Gaurav Dwivedi is a 1995 batch IAS Officer of the Chhattisgarh Cadre. He started his administrative career as an Assistant Collector in Kerala before joining Chhattisgarh Government. He has worked in various capacities in Kerala, Madhya Pradesh and Chhattisgarh. He has also been a faculty member at the Lal Bahadur Shastri National Academy of Administration, Mussoorie. He is a recipient of the Prime Minister's Award for Excellence in Administration for his work on food security & computerizing paddy procurement and PDS distribution. He was the first CEO of MyGovIndia under Ministry of Electronics & Information Technology and managed the Govt's citizen engagement platform launched by the Hon'ble Prime Minister Shri Narendra Modi in 2014. As CEO MyGovIndia, organized the 'MyGov Town Hall' in 2016.

Hailing from Uttar Pradesh he did his schooling from Apeejay School, Noida and graduated in Zoology from the Hindu College of Delhi University. He is a Trium MBA, with Joint Degrees from London School of Economics, New York University's Stern Business School & HEC Paris. He is currently CEO Prasara Bharati.

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