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47th Annual Gathering /
20th AIBD General Conference &
Associated Meetings 2022

GENERAL CONFERENCE 2022



19TH - 21ST
SEPTEMBER



THE LALIT
NEW DELHI, INDIA



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From the Directors Desk



Many valuable and interesting discussions were held among members and experts attending the meeting. AIBD as part of its mandate pledged 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.

The highlight of the 2022 GC was when Indonesia kindly agreed to host the 2023 AMS in Bali. That is an event we are all looking forward to and we will update you with 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. Gradually more events are conducted in person, while AIBD provides its inputs in the formulation of broadcast and media policy and human capacity building in hybrid mode too. Active participation in regional and global media and broadcast activities has helped brand and position AIBD, and we are proud that AIBD sits in important positions in UN agency meetings. AIBD continues to be an ITU-D sector member and 2023 will see more joint events between the two organisations.

Once again, I wish you all the best for the year 2023, I hope our esteemed members can 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

Warmest greetings from the Asia-Pacific Institute for Broadcasting Development.

This is the first edition of our Broadcaster magazine for 2023. As we are preparing for the Asia Media Summit 2023, I would like to take this opportunity to invite all our members and partners of AIBD to AMS2023 in Bali. AIBD acknowledges and is also 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.

Last year AIBD conducted its General Conference and several other important events and broadcasting activities while taking action to have in-person events gradually.

The AIBD General Conference (GC-2022) proved to be another great success following the online Asia Media Summit in 2022. For the first time after COVID-19, AIBD hosted the physical General Conference with the support of MIB, India in 2022. It enabled us to meet face to face once again and partake of a memorable excursion to the Taj Mahal, one of the universally admired masterpieces of the world's heritage. During GC2022, members learnt how other AIBD members plan to navigate their media organisations and broadcasting activities while recovering from COVID-19.



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AIBD Participates in SBA / ASBU Radio TV Festival - Future of Media Exhibition (FOMEX)

Contributed by Mr. Krishanth Nair, In charge of Member Services, AIBD and Ain Osman, Accountant, AIBD

AIBD was honored to receive an invitation from The Saudi Broadcasting Authority (SBA) and the Arab States Broadcasting Union (ASBU) to the 22nd Edition of the Arab Radio & TV Festival & Convention, held in Riyadh City, Kingdom of Saudi Arabia, from 9-12 November 2022. The Arab Radio & TV Festival is one of the biggest professional events on the Arab broadcasting scene with this year theme "Media in Shaping World". This event had gathered hundreds of media professionals from many Arab countries as well as around the world.

A three-person AIBD delegation, led by the Director, Ms. Philomena Gnanapragasam, participated in the very first Future of Media Exhibition (FOMEX) held in the Arena Riyadh, Riyadh City, Kingdom of Saudi Arabia, from 9th-12th November 2022. The event was hosted and organized by Saudi Broadcasting Authority (SBA) & Arab States Broadcasting Union (ASBU).

This exhibition coincides with the Arab Radio & TV Festival and Convention, had welcomed the representatives of

the members and partners of the ASBU, TV networks, Production companies, new agencies, and stations, with participation of more than 300 companies that associated with the media industry. These representatives had presented their latest experiences related to production and media content.

The objective was to explore the media industry in the country, to engage potential members from within the media exhibitors, as well as exposing the community & exhibitors to knowledge about AIBD and all of its work.

Day 1 – 9th November 2022

The day began with the official launch opening of the Exhibition, followed by a session titled **"Are you Ready for the Cloud"** by Mr. Adam Marshall, Senior Global Pre-Sales Manager, Grass Valley.

Ms. Israa Asiri, CEO of the General Authority for Audiovisual Media carries the audience through the next session which covers the **Future of Legislation in light of the development of the media sector**.

The next session was A panel discussion on **the future of cinema in the Kingdom of Saudi Arabia and how to develop the industry locally**. The session was Moderated by Dr. Saeed-

Al-Zahrani, Editor-in-chief of the Arabic magazine, and assistant professor at the College of Information and Communication at Al-Imam University.

Panelists:

Malik Najjar - Designer, and Film Producer.

Faisal Baltoor - Director, Film and Media.

Hanaa Al-Omair - Writer, Director & President of the Saudi Cinema Society

Purposeful Digital Content, was the following topic of discussion and was moderated by Saad Zuhair, a media consultant and chief broadcaster on Saudi TV in Jeddah, Program Manager & Trainer.

Panelists:

Malik Al-Rouqi - Media Presenter, MBC channel in Saudi Arabia.

Ali Al-Ghafili - Journalist

Faisal Al-Maghlouth - Marketing Specialist

Freelance media work, new opportunities for content makers to apply to documentaries, is an applied workshop on the future of freelance work in the media field. The speakers for this session were Dr. Misfer Al-Mousa who specializes in investigative documentaries, and Dr. Waad Arif, an Academic and Media Professional



Cinema and women's issues, a historical perspective was the final session for the day and it discussed the historical stages in Arab cinema regarding women's issues. This session was moderated by Bossi Shalabi, an Egyptian presenter, Broadcaster, and Media Personality.

Panelists:

Nadia El Gendy - Actress
Elham Shaheen - Actress,
Heba Al-Hussein - Actress
Karim El-Shenawy - Director

Day 2 – 10th November 2022

The first session on day 2 was **Local production in television and radio, the future transformation**. This session was a discussion session on local production issues and the most prominent future challenges for its development in the region. The session was moderated by Mr. Abdullah AL-Shehri, Broadcaster and Media Consultant & Chairman of the Board of Directors of I'lam Association.

Panelists:

Bassem Abdel Amir - Actor & Producer
Dr. Ayman AL-Saeedi - Academic and Media Personality
Hassan Asiri - Actor & Producer

Ammar Taqi, a Kuwaiti broadcaster, media personality, and interviewer gives an introductory lecture on **the podcast and its importance in new media** through his session titled



Podcasts and new media.

Day 3 – 11th November 2022

The event continues on day 3, starting with its first session, Digital Arabic content, which discussed the reality of digital Arabic content and how to create meaningful content.

This session was Moderated by Dr. Riad Najm who is an expert in Media Engineering.

Panelists:

M. Basil AL-Zoubi - ASBU
Caroline Caruelle - Site de Memoire
Daniela Horak - BBC

The evening ended with a ceremony for distributing awards for Radio and Television, as well as to honor the Chairmen and Rapporteurs of the jury committee, fully hosted by the Saudi Broadcasting Authority (SBA). The night was full of grandeur and eye-catching presentations.

Through this mission, AIBD gains more insight on some of the media organizations in the Arab States. Networks were established with some of these organization and they were interested to explore a membership with AIBD.

Since this exhibition was also open to the public and was also attended by professionals from other industries such as educational institutes that send roves of students to attend the exhibition. AIBD has managed to create brand awareness among a vast network of media organisations, broadcasters, service providers & a few educational institutions within the region.

Participation in this FOMEX shall be a steppingstone for AIBD to venture further into the Middle-eastern region.



Picture Gallery



AIBD meets partners in Thailand

Contributed by Ms Monica Phang, Programme Manager, AIBD

AIBD's Secretariat Director/CEO, Ms Philomena Gnanapragasam paid a goodwill courtesy call to the Under-Secretary-General of the United Nations and Executive Secretary ESCAP, Ms Armida Salsiah Alijsahbana at the UN Secretariat Building in Bangkok Thailand.



Image: Meeting with the Under-Secretary-General of the United Nations and Executive Secretary ESCAP

The discussions centred on how AIBD can play a key role in promoting and amplifying UN SDG efforts.

She also extended an invitation to Ms Alijsahbana to deliver Special Remarks at the 18th Asia-Media-Summit (AMS) 2023 from 21st to 25th May in Bali, Indonesia

A brief meeting with the ASEAN Regional ILO Team for Asia and the Pacific in Bangkok, Thailand on AIBD & ILO's future collaboration on Women Migrant Journalism workshop. The picture includes:

1. Ms Deepa Bharathi, Chief Technical Advisor for Safe & Fair
2. Mr Steve Needham, Senior Communication Officer (Left)
3. Mr Pichit Phromkade (Jackie) (Right) Communications Officer, Safe & Fair



Image: Meeting with the ASEAN Regional ILO Team for Asia and the Pacific

A brief discussion with Ms Maria Gomez of USAID and Mr David Stanley of DAI for the March 7-9, 2023 upcoming In-Country Cyber-Security workshop for Female Journalists in Bangkok, Thailand and other future potential collaborations.



Image: Meeting with USAID

Meet-up with AIBD members in Bangkok

Contributed by Ms Monica Phang, Programme Manager, AIBD

The director and AIBD staff met Thailand members in the second week of February 2023.

Inviting Director-General of Thai Public Broadcasting Service (Thai PBS), Dr Wilasinee Phiphitkul (3rd from left) and her team to participate in the 18th Asia-Media-Summit in Bali, Indonesia



Discussion with the Public Relations Department of National Broadcasting Thailand (NBT) team led by its Deputy Director-General, Mrs Sudruetai Lertkasem and the team.

The World Channel of NBT also interviewed Ms Philo on AIBD's flagship event, the 18th Asia-Media Summit (AMS) 2023 which will take place in Bali, Indonesia from 21-25 May.



AIBD Director's Visit to Vietnam VOV Traffic Channel - A "Role Model" for broadcasters in the region

Contributed by Ms Monica Phang, Programme Manager, AIBD

The Traffic Channel of Voice of Vietnam (VOV) can serve as a "Role Model" for other broadcasters in the region to emulate.

AIBD's Secretariat Director/CEO, Ms Philomena Gnanapragasam was impressed by the excellent work of the Traffic Channel which was established in June 2009. VOV Traffic Channel (on 91 MHz) is a traffic channel providing traffic information to help traffic users, especially motorists with useful information and instructions.

She made these remarks while having a meeting with the Deputy President of

VOV, Mr Ngo Minh Hien at the VOV premises at the invitation of VOV to celebrate the 12th edition of World Radio Day, in Hanoi, Vietnam.

Since its first broadcast a decade ago, the VOV traffic channel has proved to be a reliable and useful friend of road users and radio listeners. The channel not only provides up-to-date traffic information but also serves as a forum for authorities and people to discuss pressing social issues.

Broadcasting on FM 91 MHz, the VOV traffic channel has installed modern cameras and established hotlines to



connect with listeners and give around-the-clock news on traffic, current affairs, society and culture. The "Rush Hour" programme - which broadcasts three times a day with traffic instructions, and regulations, as well as driving safety skills - has proved to be the most popular and interactive VOV show, according to the Head of the VOV Traffic Channel, Mr Trang Cong Tien.

"VOV Traffic Channel has attracted the community's participation in solving social issues, especially traffic problems. With the contribution and interaction of millions of listeners together with advanced camera systems, the channel also covers news on different aspects of society," said Tien.

In 2017, VOV Traffic was broadcast in the Mekong Delta with a new format, named Mekong FM 90 MHz. The channel soon became popular with practical programmes featuring not only traffic but also current affairs, news and local music apart from its two other stations in Ho Chi Minh and Hanoi cities.



20th General Conference 2022 Inaugural Ceremony



Contributed by Mr Varughese P.V & Mr G. Subramanian

On September 19 2022, in New Delhi, India, Mr Anurag Singh Thakur, the Honourable Union Minister of Information and Broadcasting, Mr Anurag Singh Thakur inaugurated the AIBD (Asia Pacific Institute of Broadcasting Development) General Conference 2022. The conference lasted for two days.

In his keynote address, H.E. lauded the role of AIBD in creating a platform that gives a vibrant and cohesive environment for the dissemination of news. H.E. mentioned that the AIBD as a regional inter-governmental organization must continue to train and equip media practitioners with the best professional skills to gain broader freedom for our media. India stands ready to support the efforts of AIBD.

H.E Union Minister said that the COVID-19 crisis has not only thrown up challenges but provided an opportunity not just to re-invent journalism, but to redefine the media

as a trusted source of news and information. H.E. said that real journalism is about facing the facts, presenting the truth, and letting all sides the platform to present their views. The biggest threat to mainstream media is not from new-age digital platforms but from the mainstream media channel itself. Thus the country's mainstream media organizations have a great challenge to provide truthful accurate and reliable news faster while preserving media ethics and values.

H.E. Union Minister added that journalists are duty-bound to report news without fabrication, despite temptations to compete with those who propagate false news. The theme of the conference is "Building a Stronger Future for Broadcasting in the post-pandemic era.

In her welcome speech, Director AIBD Miss Philomena said India is the largest broadcasting network with multiple languages. She said India is a unique country and hub of content. The post-pandemic situation in which you are going determines the future of India as the largest broadcaster in the world. It has multiple languages, and a content Industry and India is a hub for content sharing.

In his address, Mr Mayank Agrawal, President AIBD and CEO Prasar Bharati welcomed the delegates and lauded the role of AIBD during these 45 years of capacity building and programme sharing. AIBD conducted 34 training



programmes during the pandemic through virtual mode. AIBD developed programmes on climate change, sustainable goals and children-centric programmes.

The Honourable Minister of State for Information and Broadcasting, Dr L. Murugan, and Secretary I & B, Mr Apurva Chandra were also present to grace the occasion.

About 50 delegates from 16 member countries and 23 organisations from Bangladesh, Brunei, Cambodia, Fiji, France, India, Indonesia, Iran, Korea, Malaysia, Maldives, Nepal, Philippines, Mauritius, Mozambique and Singapore attended the Conference. This is the first physical conference after two years of pandemic lockdown, with last year being a virtual conference due to the COVID-19 impact and restriction of international travel.



Prasar Bharati Sustainability Pledge on Climate Change & Green Technology

Contributed by Dr Amal Punchihewa, AIBD Advisory Board Member

During Asia-Pacific Institute for Broadcasting Development (AIBD) General Conference (GC) that was hosted by Prasar Bharati (PB), India from 19 to 21st October 2022, Mr Mayank Kumar Agrawal, CEO of Prasar Bharati and President, AIBD GC pledged that Prasar Bharati will host a series of events in collaboration with AIBD Sustainability Committee and AIBD partners to explore environmental issues related to broadcast and digital media products and services.

At least 5 training programmes for AIBD member countries from the APAC region will be planned. The events aim to bring the broadcast industry together to discuss key sustainability issues because no one person, organisation or government can make an impact alone. Ms Philomena Gnanapragasam, the Secretariat Director of AIBD appreciated the pledge of Prasar Bharati.

Sustainability in broadcast and connected digital media is not an easy concept to explain briefly as it is a complex subject. Simply it considers the life cycle – origin to consumption, from extracting raw materials to designing and manufacturing products and services that have value. It includes using components/products that do not pollute or damage the environment either in use or at the end of use, and it considers the energy, materials and water used to make the products, as well as waste management.

With sustainability becoming a core element of organisational strategy within every organisation, broadcasters and media service



providers need to consider the carbon footprint associated with their broadcast and media services. They must also optimise processes to reduce the carbon footprint and impact on the environment by implementing best practices.

Sustainability in broadcast and connected digital media is not an easy concept to explain briefly as it is a complex subject. Simply it considers the life cycle – origin to consumption, from extracting raw materials to designing and manufacturing products and services that have value. It includes using components/products that do not pollute or damage the environment either in use or at the end of use, and it considers the energy, materials and water used to make the products, as well as waste management. With sustainability becoming a core element of organisational strategy within every organisation, broadcasters and media service providers need to consider the carbon footprint associated with their broadcast and media services. They must also optimise processes to reduce the carbon footprint and impact on the environment by implementing best practices.

Some of the proposed areas to work on are Sustainable Productions,

Sustainable Supply Chains, Green Heating and Cooling Systems, Using Less Water and Eliminating Single-Use Plastics, Educating Staff about Climate Change, Green Buildings, Renewable Energy, Transport for the Organisation's Staff, Incentives for Using Public Transport and Commuting by Bicycle.

A paper on the AIBD-Prasar Bharati Initiative on Regional Sustainability was presented by Dr Amal Punchihewa, Distinguished Lecturer of IEEE Broadcast Technology Society, and AIBD Technical Advisor/Consultant during the General Conference for the members to have a deeper understanding of the initiative. The broadcasters in APAC can set out plans to reduce carbon emissions by an agreed per cent by 2030, in line with a 1.5-degree science-based emissions scenario. The formation of the AIBD Sustainability Committee will serve as a think-tank to assist members in their mission for sustainability.

The Committee will also come up with ideas and an action plan to involve all broadcasters. Consultancy will also be made available where necessary. The Committee shall be made up of AIBD members and a few advisors.



AIBD Awards 2022

AIBD honours its Patrons & Prominent Members of 2021-2022

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

During the global lockdown, when uncertainty among countries was high, AIBD was one of the few international organisations to embrace the most up-to-date working practices, including the utilisation of virtual meetings. During that, the institute tried its level best to strengthen the bonds between members and to understand and evaluate their challenges related to broadcasting. Following the cessation of physical training due to travel restrictions, the institution launched several regional online capacity-building initiatives with the assistance of its members and partners.

On the occasion of the 20th General Conference, we would like to recognise the members and individuals who have supported us during challenging times.

The institute is honoured to have the unwavering patronage of the

Cambodian Minister of Information, H.E. Kheiu Kanharith, whose affiliation with AIBD extends more than four decades. He was not only the key figure behind the success of the 16th Asia Media Summit, which was held in Siem Reap, Cambodia but also kind enough to help AIBD restrengthen with several Southeast Asian members.

We are especially proud that Mr Mayank Agrawal, the president of the AIBD GC, led us through these difficult times. He not only encouraged AIBD with its initiatives but also provided the institute with sage counsel based on his extensive expertise and exceptional leadership abilities.

During the pandemic, when most broadcasters struggled with their day-

to-day operations, a few institutions invested in their human resources and

engaged AIBD to assist them in organising skill-building workshops for their personnel. AIBD would like to thank Radio Television Brunei for their confidence in the institute. During the pandemic, RTB sponsored the most in-country seminars for their employees, where they not only funded the activities but also optimised their work procedures based on the advice of AIBD's experts.

Lastly, AIBD would like to express its gratitude to the Government of Fiji for hosting the first virtual Asia Media Summit, dispelling the notion that virtual summits of this magnitude cannot be effective.

The regional media witnessed the success of the 17th Asia Media Summit, which not only highlighted the future of the broadcasting industry but also encouraged Pacific nations to exhibit their culture, tourism, and diversity to the rest of the globe.

We are grateful to the Fijian Ministry of Information and Fiji Broadcasting Corporation for this.



AIBD honours its Patrons & Prominent Members of 2021-2022 Recipients of the Awards

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

The AIBD Outstanding Awards were presented in New Delhi on September 19th, 2022 at a glittering opening ceremony of AIBD's 20th Annual General Conference. The awards were presented by Mr Anurag Singh Thakur, the Honourable Union Minister of Information and Broadcasting, Government of India.

Mr Nilesh Kumar, Counsellor, Fiji High Commission Delhi, accepted the two Appreciation Awards 2022 on behalf of the Ministry of Communication Fiji (MOC) and Fiji Broadcasting Corporation (FBC) for hosting the first virtual Asia Media Summit, dispelling the notion that virtual summits of this magnitude cannot be effective. Regional media witnessed the success of the 17th Asia Media Summit, which took place on the 25 & 26 May 2022. The summit looked at the future of the broadcasting industry and encouraged Pacific nations to showcase to the rest of the world their culture, tourism and diversity.

Mr Frankie Chan Kao Siong, Head of International Affairs Section, RTB, Brunei and Mr Muhammad Zulkarnain bin haji Brahim, Acting Head of TV Programme RTB, Brunei received the Appreciation Award 2021 for their organization in recognition of Radio Television Brunei's (RTB) exceptional commitment to being the most active member in the training activities, particularly during the pandemic times to up-skill their human resource. RTB is a dedicated member who has consistently funded several workshops held in the Kingdom, thereby supporting and enhancing AIBD initiatives and training efforts over the years.

H.E Dr Khieu Kanharith, Minister of Information, Kingdom of Cambodia was awarded Life Time Achievement 2021 for his unwavering support, encouragement and patronage of AIBD over the years. His Excellency's association with AIBD spans more than four decades, and he has actively supported all AIBD endeavours, particularly that of the 'Angkor Anti-Fake News Initiative', as well as supported AIBD in strengthening ties with several Southeast Asian members.

H.E. Has Sam Ath Under Secretary of State Ministry of Information, the Kingdom of Cambodia received the award on behalf of H.E Dr Khieu Kanharith.

The President of AIBD and CEO of Prasar Bharti, India was also conferred Life Time Achievement Award for 2022. AIBD is especially proud that Mr Mayank Agrawal is the President of the AIBD GC. He encouraged AIBD with its many initiatives and advised the institute based on his extensive expertise and exceptional leadership ability.



Image: Mr. Mayank Agrawal, receiving the Lifetime Achievement Award for 2022.



Image: Mr. Nilesh Kumar, accepting the two Appreciation Awards 2022 on behalf of the MOC and FBC



Image: Mr. Muhammad Zulkarnain & Mr. Frankie Chan from RTB, receives the Appreciation Award for 2021



Image: H.E. Has Sam Ath, receiving the Lifetime Achievement award for 2021, on behalf of H.E Dr Khieu Kanharith.

AIBD General Conference Delegates visited the Taj Mahal, hosted by Prasar Bharati

Contributed by Dr Amal Punchihewa, AIBD Advisory Board

The cultural aspect of the Asia-Pacific Institute for Broadcasting Development (AIBD) General Conference 2022 hosted by Prasar Bharati (PB) in India organised a visit for its delegates to the Taj Mahal on 21 September 2022.

The Taj Mahal also known as the Crown of the Palace is an ivory-white marble mausoleum on the right bank of the river Yamuna in the Indian city of Agra. It was commissioned in 1631 by the Mughal emperor Shah Jahan (1628–1658) to house the tomb of his favourite wife, Mumtaz Mahal. It also houses the tomb of Shah Jahan himself. The tomb is the centrepiece of a 17-hectare (42-acre) complex.

The Taj Mahal was designated as a UNESCO World Heritage Site in 1983 for

being "the jewel of Muslim art in India and one of the universally admired masterpieces of the world's heritage". It is regarded by many as the best example of Mughal architecture and a symbol of India's rich history. According to various reports, the Taj Mahal attracts more than 6 million visitors a year and in 2007, it was declared a winner of the New 7 Wonders of the World (2000–2007) initiative.

All the delegates admired the visit to Agra and the Taj Mahal. The host Prasar Bharati also hosted a lunch on their way back to Delhi after the visit with delicious food. On the way back to Delhi, the delegates dropped by to catch a glimpse of the Indian Gate lighted by night lights.



Regional Webinar on UNESCO World Heritage Day: Preserving Cultural Heritage through Audio-Visual Archives

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

The global celebration of Audio-visual Heritage Day 2022 marked a significant milestone in the on-going efforts to promote inclusive, just, and peaceful societies through the preservation and accessibility of documentary heritage. The webinar, organised by AIBD, brought together esteemed speakers from various corners of the world to discuss the vital role of audio-visual archives in shaping our understanding of history, culture, and society.

Ms. Philomena Gnanapragasam, the Secretariat Director of AIBD, underscored during her welcoming remarks the indispensable value of historical archives in capturing the stories, experiences, and diversities of people across the globe. She highlighted that in a world where media and documentaries wield the power to influence opinions and shape narratives, the significance of preserving these audio-visual gems becomes even more apparent. Gnanapragasam emphasised that archives should serve as repositories of collective memory, reflecting the tapestry of cultures, languages, and traditions that define societies.

Through historical archives, humanity can evolve, progress, and learn from the past while charting a path towards a more inclusive and just future.



Mr Clodualdo del Mundo, Jr., a distinguished filmmaker from the Philippines, delved into the rich history of Philippine cinema, tracing its roots back to the 19th century. He highlighted how the country's cinema industry has evolved over the years, capturing significant historical events and social milestones. Del Mundo's presentation illuminated the intricate connection between audio-visual heritage and the cultural identity of a nation. He underscored the importance of preserving these cinematic treasures as a means to honour the past and inspire future generations.

Mr Adrian Wood, a filmmaker and

coordinator for Restoration Asia in Japan, emphasised the need to strike a delicate balance between technological advancements and the preservation of historical records. His insightful discussion revolved around the challenges and opportunities presented by digital archiving. Wood's insights highlighted the delicate dance between preserving heritage and harnessing the potential of new technologies. He encouraged a thoughtful approach that ensures accessibility without compromising the integrity of the archived materials.



Mr Jese Tuisinu, a Senior Information Officer from the Ministry of Communication in Fiji, offered a fascinating glimpse into the cultural mosaic of the Pacific island nation. Fiji's diverse blend of ethnicities and traditions is a testament to the richness of human experience. Tuisinu highlighted the role of archives in safeguarding these cultural treasures and ensuring that future generations can access their heritage. He stressed that the preservation of audio-visual heritage not only safeguards traditions but also fosters a sense of identity and belonging among communities.



Mr Mohd Syaufiq, Assistant Director of the Copyright Division of the Malaysian Intellectual Property Corporation, delved into the legal intricacies of audio-visual archiving. He illuminated the crucial role of copyright laws in striking a balance between creators' rights and public access to heritage materials. His presentation underscored the importance of implementing policies that allow for preservation while respecting the rights of content creators. Syaufiq's insights highlighted the complexity of navigating copyright laws in the digital age.

Filmmaker Fidelis Duker from Nigeria delved into the challenges faced by the vibrant Nollywood industry in preserving its cultural legacy. Duker provided a candid overview of the obstacles hindering the archiving of Nollywood content. His insights shed light on the pressing need for investment in training and capacity-building to ensure the preservation of Nigeria's cinematic heritage. Duker's presentation served as a call to action, emphasising the collaborative efforts required to overcome challenges and ensure the longevity of cultural artefacts.

The 2022 Audio-visual Heritage Day webinar provided a panoramic view of the global efforts to safeguard and promote inclusive, just, and peaceful societies through documentary heritage. As technological landscapes evolve, it becomes imperative to strike

Copyright Issues in Audiovisual Archive

Mohd Syaufiq bin Abdul Latif
Assistant Director,
Copyright Division, MyIPO



REGIONAL WEBINAR ON AUDIOVISUAL HERITAGE DAY 2022
"ENLISTING DOCUMENTARY HERITAGE TO PROMOTE INCLUSIVE, JUST AND PEACEFUL SOCIETIES"

 FIDELIS DUKER FILMMAKER, NIGERIA	 MOHD SYAUFIQ ASSISTANT DIRECTOR, MYIPO	 JESE TUISINU DEPUTY DIRECTOR, MINISTRY OF COMMUNICATIONS, FIJI	 CLODUALDO DEL MUNDO, JR. FILMMAKER, PHILIPPINES	 ADRIAN WOOD FILMMAKER, JAPAN
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**27TH OCTOBER 2022
2:00 PM MYT**

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a delicate balance between embracing innovation and preserving historical records. The presentations from distinguished speakers highlighted the critical role that archivists, filmmakers, and policymakers in ensuring that future generations have access to the rich tapestry of our shared human experience. The conclusion reached by the speakers was that by recognising

the significance of audio-visual archives and working collectively to overcome challenges, we can all contribute to a more enriched and harmonious global community where every voice and heritage are celebrated and preserved for generations to come.



AIBD/WHO Regional Workshop on Reporting Global Road Safety Plan in Kuala Lumpur (Day 1)



World Health
Organization

Contributed by Ms Monica Phang, Programme Manager, AIBD

Day 1 - Road Safety Reporting: Workshop for Asian Journalists

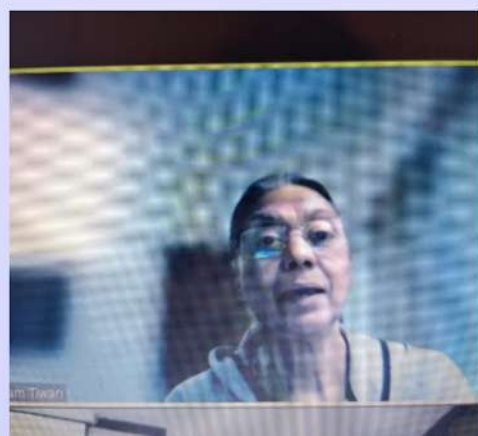
The 3-day AIBD/WHO Road Safety Reporting Workshop for 16 Asian Journalists began in Kuala Lumpur on 6th November 2022. These journalists are from Bangladesh, India, Malaysia and Vietnam.

The workshop is part of the World Health Organisation's "Road Safety Reporting Initiative", which aims to help journalists tell more and better stories that help reduce fatalities from crashes.

The workshop also ties into AIBD's effort to focus on developmental journalism, where journalists should report on complex developmental challenges and other solutions.

Professor of Transport Planning, Department of Civil Engineering, Indian Institute of Technology, **Ms Geetam Tiwari** says new research is required to make cities safer for pedestrians in all countries.

She reiterated that there is a need to revisit current speed limits (presence of elderly pedestrians), lower speed limits and active measures to control speed.



Sharing a session remotely from India on the "safe systems approach", Ms Geetam cites three principles that need to be taken into consideration while designating bus stops for pedestrians to reduce risks for people approaching the bus stop. The 3 principles are safe locations of bus stops; urban areas to designate the bus stop and waiting areas for pedestrians who are fond of taking the shorter path to the bus stop.

Journalist and Media Trainer from the United States of America (USA), **Ms Deborah Potter** shared the topic of Solutions Journalism on Road Safety. She describes Solutions Journalism as features a **response** to a problem; providing insights into how it **works** right now; including **evidence** of results not just intention; discussing **limitations** and avoiding hype.



All new models of motorcycles with 150 cc and 125 cc and above will be installed with the mandatory Anti-Lock System (ABS) by 2025 and 2027, respectively.

Director of Road User Behaviour Research, Malaysian Institute for Road Safety Research (MIROS), **Ir Azhar Hamzah** says the move under the ASEAN New Car Assessment Programme (NCAP) Roadmap 2021-2025, is to increase safety, especially during emergency "braking" for all motorcycle riders.



He discloses that motorcycle manufacturers will be given special incentives such as training programmes for installing the ABS and new technology in their new models of motorcycles.

A journalist and media trainer from Uruguay, South Africa, Ms Mercedes Sayagues says data is power and only with accurate data, accurate solutions and relevant strategies can be formulated.

She was sharing a topic on "finding road safety data" and advised the workshop participants to source all relevant data from reliable sources like WHO, the government and the relevant authorities to harmonise the data collection efforts. Malaysia and Thailand have made impressive efforts in line with WHO's guidelines in order to pool their resources and improve data collection.

Sharing virtually from Thailand is the Director of the Injury Prevention Division, Department of Disease Control, Ministry of Public Health, **Dr Sirirat Suwanrit** who also disclosed that motorcycles are the largest contributor to road fatalities in Thailand, accounting for 74.4 per cent. She also said the Thai government's target is to achieve a 100 percent increase proportion of motor-vehicles occupants using safety belts or standard child restraint systems (CRS) by 2030.

She also said the Thai government's target is to achieve a 100 percent increase proportion of motor-vehicles occupants using safety belts or standard child restraint systems (CRS) by 2030.

Senior Researcher, MIROS, **Ms Sharifah Allyanna**, sharing her talk on Data Issues - The Malaysian Experience disclosed that for the past 10 years, more than 60 per cent of road fatalities are motorcyclists, followed by passenger cars and pedestrians.

She said the government has taken various initiatives by launching the Malaysia Road Safety Plan 2022-2030 with the aim of reducing the number of road fatalities by 50 per cent in 2030.

Executive Director Safe Kids Malaysia, Department of Community Health-

-Facility of Medicine and Health Sciences, University Putra Malaysia (UPM), Professor Dr Kulanthayan K.C. Mani says public transport is the safest compared to any kind of vehicle.

Sharing a session on the topic "Protecting the Most Vulnerable", he said Malaysia passed a new law on Child Restraint System (CRS) in 2020 but has yet to be enforced.

Professor Dr Kulan Mani also touched on Children has six limitations under the age of 8. These limitations are vision, hearing, unable to identify moving vehicles, misunderstanding that vehicles can see them, misunderstanding those vehicles can stop immediately and misunderstanding those vehicles would not harm them.



AIBD/WHO Regional Workshop on Reporting Global Road Safety Plan in Kuala Lumpur Post Crash Response (Day 2)

Contributed by Ms Monica Phang, Programme Manager, AIBD

The AIBD/WHO Road Safety workshop in Kuala Lumpur was told that an Integrated and Comprehensive emergency response system for post-crash management should be established in all countries.

Advisor & EMS Product Inventor at MEXC Program, Kuala Lumpur General Hospital, Dato' Seri Dr Abu Hassan Assari Abdullah said this is to enable the reduction of mortality & morbidity due to motor vehicle crashes.

He explains that the Post-Crash Response is the Emergency Response for managing victims of Road Traffic crashes and will be a very important early intervention to save lives as well as manage any injuries. There are some critical success factors in this response namely:

1. Universal Access Number & Emergency Call Number e.g. in MALAYSIA No 999
2. Rapid Ambulance Response
3. Well trained Paramedic
4. Appropriate Medical Equipment & Skill to handle the emergencies.
5. Coordinated & Integrated Multi-agencies Response e.g. Police, Fire & Rescue & NGOs Responder

Dato' Seri Dr Abu Hassan was sharing a session on post-crash response and

pre-hospital care service with the 16 Asian journalists attending the 3-day AIBD/WHO Road Safety Reporting workshop in Kuala Lumpur.

The workshop also involved the participants taking a short walkabout, to gauge their experience of using public transport in certain segments of Kuala Lumpur. Led by the Professor in Transport, Dato' Dr Ahmad Farhan Mohd. Sadullah, they boarded the monorail at Imbi station and later alighted at the next Bukit Bintang station before proceeding to the entrance of the Bukit Bintang MRT station.

In a group discussion facilitated by Professor Dato' Dr Ahmad Farhan, the participants shared their observations, gave their objective views and rated the public transport system in Greater Kuala Lumpur. The discussion was based on three focus areas, viz. Accessibility, Inclusivity and Connectivity of public transport must meet the expectations of the users.

The participants came out with catchy headlines after the group discussion as follows:

- KL Public Transport: Big Investments, Poor Utilisation;
- Deteriorating Rail System, Needs Improvement



- Lack of Will in Transforming KL Transit (KL's Transit is still inequitable, why?);
- LOKE, I'm Disabled (public transport for all, but the Diff Able)

Prof. Dato' Dr Ahmad Farhan said that media practitioners can play an influential role by prioritising the "outstanding" issues to bring to the attention of the relevant authority and public transport operator.

Day 3 – Group practical exercise and pitching for WHO Grant

The 3rd and last day of the fellowship programme was the practical exercise session facilitated by Deborah Potter and Mercedes Sayagus for the 16 participants who were divided into four groups.

The session is also to gauge and identify potential train-the-trainer from the training event for follow-up in-country workshops to be conducted in Bangladesh, India, Malaysia and Vietnam for next year which WHO has agreed in principle.

This was followed by the pitching session for the participants who are encouraged to apply for the WHO Grant of USD 2,000.00 to execute their Train-the-Trainer workshop on Road Safety in their respective countries within the next six months.

The 3-day event ended with a unique way of certificate presentation from Deborah to the first participant who then continued to pass on the certificate to the next fellow participant, one after another.



This unique way of certificate presentation serves a good rapport among all the participants to know each other better, if they have not done so, for the past three days.



World Health Organization

Up to 10 grants are available for participants of the workshop

- **Max is USD 2000.** Most will be less than that.
- We want to give grants for **reporting and training**
- Not all applications will be successful due to budget constraints

What we are looking for

- **Impactful story ideas** on road safety - ideally including solutions.
- **Training proposals** that will have the biggest impact among reporters.



AIBD/ WHO Health Journalism Workshop on Health Reporting Strategies & Fighting the Infodemic in Kuala Lumpur (Day 1)

Contributed by Ms Monica Phang, Programme Manager, AIBD

The second series of the AIBD/WHO workshop on Health Reporting Strategies And Fighting The Infodemic after the first workshop in Brunei Darussalam, began at a local hotel in Kuala Lumpur today, 21 November 2022.

Jointly organised by AIBD and the WHO, 15 participants including two journalists from the Channel News Asia (CNA) Singapore and different media organisations in Kuala Lumpur are attending the 3-day workshop.

Opening the workshop, WHO Representative for Malaysia, Brunei Darussalam and Singapore, Dr Rabindra Abeyasinghe said WHO considers Infodemic as a serious health threat that causes confusion, and mistrust in health authorities and can ultimately undermine all public health efforts. Misinformation and rumours thrive during a crisis and are typically the result of fear and anxiety.

Hence, WHO views the media as a crucial partner in ensuring the public is well-informed and well-protected by continuing to play an important role in shaping public perceptions by providing facts, insight and balanced information.

He emphasised "COVID-19 is not our only health concern. Media, being the "eye" of the public, have enormous potential to influence health-related behaviours and help WHO tackle issues like the ever-growing silent epidemic of non-communicable diseases, including mental health, that have a detrimental impact on the well-being-

-of the population". Therefore, it is critical to continue emphasizing and elevating health journalism in the public domain as our national health priorities include a broad spectrum of issues that have been overshadowed in recent years and must need our full attention.

Dr Rabindra stressed that ethical journalism is the foundation and a great responsibility of media practitioners. From sharing facts and evidence-based, reliable, and timely information, to reporting without stigma and discrimination, working to reach vulnerable populations, and ensuring that we don't just minimize harm but improve our collective circumstances and health outcomes.

"Hence, we must continue our work together to overcome gaps and inequalities through the development of strong health policies and strengthened health journalism", he reiterated.

In her welcoming remarks, AIBD Director, Ms Philomena Gnanapragasam said AIBD has produced a Health Communication Manual (HCM) out of the impact of COVID-19 as guidelines for media reporting.

Prior to that AIBD initiated with WHO to conduct a workshop on health-related issues before the onset of the COVID-19 pandemic globally. Today, AIBD is honoured to partner with WHO to conduct the workshop.

The first workshop on Health Reporting



Strategies and Fighting the Infodemic for the media practitioners and Ministry of Health (MOH) in Bandar Seri Begawan Brunei Darussalam from 14-17 November 2022, was a success.

Mr K.P Madhu, Media Consultant, Health & Science Writer from India, conducted an interactive session with the participants virtually on Principles of Health Journalism covering a holistic approach towards health issues and challenges faced by health reporters. He also advised the workshop participants to design, select, structure and develop their health-related programme content for the right target audiences besides communicating their reports appropriately.

Health Communication Consultant, Ms Meera Sivasothy also shares her insights and experience as a Radio presenter on Health Journalism for the past 13 years. She advised that is never too late to start a programme on health-related issues. Speaking on creating content for media, she said "Don't worry how complicated healthcare seems to be. Media practitioners are the bridge between professionals and the common person. Eventually, their health-related programmes would build up the interests of your audiences, listeners and readers after sometimes".

Ms Meera also interacted with the participants on the challenges and lessons learned from the Covid-19 Pandemic.



AIBD/ WHO Health Journalism Workshop on Health Reporting Strategies & Fighting the Infodemic in Kuala Lumpur (Day 2)

Contributed by Ms Monica Phang, Programme Manager, AIBD

Media are the "watchdog" for being the 'eyes' and 'ears' for other agencies. Hence, media have an influential role in conveying messages through various platforms and methods. This is particularly so in times of crisis, disaster and emergency.

Head of Zoonoses Sector, Disease Control Division, Ministry of Health Malaysia, **Dr Rohani Jahis** said media plays a crucial role in disseminating messages of the Ministry timely to reach both the "affected" and "non-affected" communities through targeting risk communication; sharing and exchange information and questions; create and maintain a dialogue in order to empower people and to take action; to reduce anxiety and fear.

She stressed that "Health" is the main issue of the Ministry. Hence, the Ministry needs to continuously collaborate with the media and other strategic partners to share information and ensure community empowerment.

Dr Rohani Jahis was sharing on Strategic Relationship with Media and Meeting the National Health Challenges and Goals on Day 2 of the AIBD/WHO workshop -Health Reporting Strategies and Fighting the Infodemic in Kuala Lumpur today, 22 November 2022.

WHO Strategic and Risk Communication Specialist, Mr Djordje Novakovic, echoed that collaboration with the media is one of the most important aspects of health promotion and public health. This is because WHO sees the media as a key partner in communicating health-related issues and promoting health-seeking behaviours among the population.

Therefore, media plays a key role in delivering knowledge and information, helping organisations like WHO to reach broader audiences to help protect their health. "WHO and the media foster open, transparent and timely communication that enables the public to make informed and better decisions about their health", stressed Mr Djordje.



Ethical journalism in health based on fact makes a difference. Hence, the media should seek the truth and report it, act independently, to minimize harm, be accountable and be transparent. He also shared that data collection especially multisource data collection is crucial to public health communications.



This is to facilitate analysing the most pressing issues communities' face that may impact behaviours and perceptions; understand and include different voices, particularly vulnerable and marginalized groups;

support management of the infodemic; map and fill in existing information voids.

Principal of UK-based Marble Global, Ms. Amy Wright shared on the new globalised and digitized information eco-system and its impact on health systems.

He added that in a nutshell, comparing and synthesizing multiple data inputs across several topics increases the validity and reliability of the information while the overarching goal is to produce actionable insights that are grounded in evidence to guide reporting.

She said technology has changed the way information is produced, distributed and consumed, citing that infodemic thrives online and offline which requires a whole-of-society and whole-information ecosystem approach. Hence managing the infodemic has become more challenging with more rapid spread of mis and disinformation through digital media and infodemic management will help us better manage the pandemic and more quickly tackle new and resurgent health threats.

"We also need to adapt to the new individual reality by challenging our assumptions on what people want and how people experience public health prevention activities and interactions with the health system besides adapting public health preparedness and response activities accordingly", reiterated Amy.

She also talked about social listening for Infodemic Management which is to improve public health outcomes. She also shared the tools and technologies to do data analysis. She also advised the media to do fact-checking; debunking fake news and viral hoaxes and verifying their stories before publishing.

MOH's Consultant of Public Health Physician and Chairperson of the



Covid-19 Strategic Communication Committee, Disease Control Division, Dr Rosnah Ramly says systematic use of risk and evidence-based analysis and approaches is one of the methods of infodemic management.

She said shift actions were taken by the MOH Malaysia by establishing the Strategic Communication Committee at the Headquarters and State levels besides forming the viral media response team during the COVID-19 Pandemic.

Officers from the Health Minister's and Director General's Offices act as advisors to sit in the Committee to regularly share and clarify information based on issues besides meeting with the respective State Health Departments for the latest updates.

Dr Rosnah said all individuals need to adapt to the new norm by living with the COVID-19 virus while the nation is moving towards endemic. Those suspected to be infected with COVID must follow six procedures of "TRIIS" to contain the spread of the virus. TRIIS stands for Self-Test, Report test results status, Isolate oneself, Inform all close contacts, Seek medical attention and update status reports onto MySejahtera if the test result is positive.

She also disclosed that there is hesitation for 2nd booster from the communities based on the reflection of the low per cent reports received.



AIBD/ WHO Health Journalism Workshop on Health Reporting Strategies & Fighting the Infodemic in Kuala Lumpur (Day 3)

Contributed by Ms Monica Phang, Programme Manager, AIBD

The Communications and Multimedia Content Forum of Malaysia (Content Forum) held a nationwide public consultation exercise last year as part of the Content Code revamp exercise. The Content Code 2022 went into effect on May 30 this year.

The revised Content Code 2022 sets self-regulatory standards for Malaysia's content ecosystem. These standards encourage creativity, innovation, and the healthy growth of a dynamic industry that is always changing in a way that respects Malaysian values and traditions.

According to Ms Mawar Abdul Latiff, Senior Manager of Codes Management and Public Education at the Communications and Multimedia Content Forum of Malaysia (Content Forum), the Content Code 2022 includes eight key enhancements to address policy gaps in content regulation and to empower consumers to better practice self-regulation.

These enhancements are Children in Advertising; Accessibility for Persons with Disabilities; Suicide Prevention Awareness; Use of Religion in Advertising; Online Abuse and Gender-based Violence; Influencers and Online Marketplaces; False Content; and Disclosing Advertisements.

She presented her insights to 15 professionals from the electronic and print media at the Health Reporting Strategies and Fighting the Infodemic workshop hosted by the Asia-Pacific Institute of Broadcasting Development (AIBD) and the World Health Organisation (WHO) on November 23, 2022.

The Guidelines for Media Reporting on Suicide 2011, published by Malaysia's Ministry of Health, are also highlighted in the Content Code. The Content Forum aims to spread awareness about how the media should report suicide cases responsibly.

Content Forum is also working with local Institutes of Higher Learning (IHLs) and plans to incorporate the Content Code 2022 into the educational syllabus and curricula as part of the forum's public education efforts.

The National Institutes of Health (NIH) Malaysia is a leading health research organisation towards enhancing the health and well-being of the nation.

Its Principal Assistant Director, Ms Khairulnissa Abdul Kadir says the primary role of NIH is to conduct effective and high-impact research that will improve the quality of life of Malaysians. Spearheaded by six (6) initiatives under NIH, the research covers Artificial Intelligence and Big Data Analysis; Epidemiology & Public Health; Clinical; Social and Behavioural as well as Application Development.

There are six institutes under the NIH with respective core functions to meet the desire of the nation to serve the health-related issues of the Malaysian community.



She cited that during the COVID-19 pandemic, findings on social and behavioural research were used as one of the sources of information to advise the government on the actions needed to be taken to control the spread of the virus through timely strategic communication to fight the infodemic.

When the COVID-19 pandemic halted the world, the public broadcaster of India – Doordarshan (DD), Air India Radio (AIR) under Prasar Bharati with its 470 broadcasting centres across the country remained 'On AIR' with 24/7 News services, educational and entertainment programmes for the Citizens.

Joint Secretary, Ministry of Information & Broadcasting (MIB) India, Mr Senthil Rajan said top-notch medical doctors were engaged daily to share their knowledge through "live phone in" to create awareness on coronavirus.

In addition, All India Radio and Doordarshan Channels across the country aired virtual classes for students missing out on Schools and Colleges in collaboration with State and Central government departments.

He said Prasar Bharati's programmes matched the WHO's advice on four ways to counter infodemic during COVID-19. There are:

1. Listening to community concerns and questions;
2. Promoting understanding of risk and health expert advice;
3. Building resilience to misinformation; and
4. Engaging and empowering communities to take positive action.

Social Media was also extensively utilized to post messages on Mobile Messages encouraging adherence to COVID-appropriate behaviour/safety protocols, encouraging eligible beneficiaries to get vaccinated and addressing vaccine hesitancy for Behaviour Change Communication.

Stories on patient recoveries and positive developments to dispelling fears on the safety and efficacy of vaccines, allaying doubts related to Coronavirus & busting Fake News were also aired regularly. These included advisories to empower citizens with the right information on precautionary measures against Coronavirus and more than 219 crore doses of vaccination have been administered.

Head of Prasar Bharathi News Service & Digital Platform, Mr Samir Kumar also from India, shared on the topic – utilizing the power of new media for content creation on social media. "Content has its own rules and has different context with different formats", he said.

Hence, various factors need to be taken into consideration when producing content for the online platform in order to create an immersive experience for users who have the ultimate choice to watch the event, either via mobile phone, tablet or TV.

He also outlined 10 things that are important when producing Content. There are relevant, platform appropriate, authentic info-based, original & researched, properly treated according to the media mode, unique & value-added, from the right sources, reflection of the organisation, worth spending time on, educate, inform and entertain.

Health Communication Consultant, Ms Meera Sivasothy who coordinated the 3-day workshop also shared her insights on pressing health challenges in Malaysia and SDG3.

She advised the participants to report-

health-related issues based on evidence. "When gathering information, approach all studies and research findings with a critical eye, ensure crossing disciplinary connection, check with multiple independent sources and don't sensationalise", Ms Meera pointed out.

In addition, they can also use other reliable sources like Health Reports, Clinical Trials and Prominent Health Journals as references for their health reporting stories.

PB NS Different SM platforms help reach desired audience.
Surprisingly, Every group of SEEKERS today has one platform where they form the majority.

WHERE?

So do you know, who are YOU targeting?

• Influencers • Opinion-Makers	• Trend-setters • Young minds • Modern Entrepreneurs	• Entertainment • Leisure
• Information-seekers • Scholars	• Professionals • Job seekers • Employers & Corporates	• Interest-based users • Personal utility seekers
• Leisure seeker • Socialising & Networking souls	• Social Media enthusiasts	• Education/Information • Buyer/Customer/Consumer • B2B, B2C people

PB NS **10 Things to keep in mind**
How the Content should be




1. Relevant
2. Platform Appropriate
3. Authentic info-based
4. Original & Researched
5. Properly treated acc. to the media mode

Success Lies In

- Disseminating Positive Content
- Addressing queries & fears of common people
- Using Digital media to reach max. audience
- Regular Fact-Check
- Direct from Expert-based coverage
- Data-based dissemination & awareness
- Increasing Health awareness programs
- Reducing stress via good news coverage
- Real-time Mobile alerts
- Always mentioning source for public

We Can **PB NS**




AIBD/ IPPTAR In country Investigative Journalism

Contributed by Ms Lee Lai Mee and Mr Nabeel Tirmazi, Programme Manager AIBD

AIBD collaborated with IPPTAR Malaysia to host an investigative journalism workshop on 12 October 2022. The In-country workshop drew twenty participants from Radio Television Malaysia (RTM) and various Regional TV stations. Mr Shafiq Ahmad, Editor, Asia Pacific Desk, Anadolu Agency, Turkiye, was engaged by AIBD to deliver his presentation on the subject.

Mr Shafiq discussed the elements of an investigative report as well as the essential characteristics of an investigative journalist. He shared several case studies from his career as an investigative journalist that were life-threatening and how he dealt with them while adhering to his journalistic ethics.

The workshop participants liked the workshop content and asked AIBD to collaborate on this topic again in the near future.

The other joint consultants included Tan Sri Musa Hassan, former Inspector-General of Malaysia and Mr Khaidir Ahmad, former Chief Editor of TV 3 who shared their huge experience in their life careers upholding the virtues of true investigative reporting.



AIBD/RTB In-country Workshop on Director of Photography

Contributed by Mr William Joseph, DOP Consultant & Ms Monica Phang, Programme Manager, AIBD

It was a great pleasure to work with a prestigious organization such as Radio Television Brunei (RTB), which takes great initiative to train its Cameraman to become Director of Photography (DOP) to meet the increasing needs and enhance the station's production value.

The production team including the cameraman or DOP should be stationed in the TV station for doing production. TV production is a creative field where constant practice and practical exposure are needed to be creative and innovative. Meanwhile, DOP should be a stand-alone field that cannot be mixed and matched with any other fields or transferred to another department. The longer the year they serve, the more flexible and creative the staff can be. Moving or promoting staff to an entirely new department that is irrelevant to the field, will be a waste of human capital resources and money. The promotion should be in-line with the relevant fields, so the progress can be seen in the production of TV programmes.

The training should have included the director and the production team so that everyone would know their respective job's scope. It will help to reduce the downtime in production since all the artistes of RTB are part-time and the entire production team has to rely on their availability. To produce a 25-minute drama or any genre, the maximum production time should be 1½ to 2 days. Anything more than 2 days will be costly and a waste of precious time.

RTB needs to identify the staff based on their specific area of skills and train them only in one particular field that they are interested in, which in return would improve the production value. RTB's staff and outside production participants were very creative, even though there was limited equipment available for them to execute their work.



Fake News has become a “Real Problem” globally

Contribution by Ms Monica Phang, Programme Manager, AIBD

The so-called “Fake News” has now become a real problem everywhere around the world.

Acting Director of Radio Television Brunei (RTB), Haji Azman bin Abdul Rahim said fake news can be put simply put as fabricated information that mimics news media content but lacks the news media editorial norms and processes for ensuring the accuracy and credibility of information. “Fake news overlaps with misinformation (false or misleading information) and disinformation (false information purposely spread to mislead people)”, he pointed out.

Haji Azman was delivering his opening remarks at the AIBD/WHO workshop on health reporting strategies and combatting the infodemic for 18 participants representing the Ministry of Health (MOH) Brunei, RTB and local media organisations in Bandar Seri Begawan, Brunei Darussalam. The 3-day workshop is from 15-17 November 2022.

He hoped that participants of the workshop could utilize the power of traditional media and new media comprising visual, audio, and graphics and would be able to ask the right questions to the authorities concerned with the knowledge acquired from the training course.

AIBD has been actively advocating for reporters to learn about the existing challenges of health journalism since 2019.

In her welcoming remarks, Director Ms Philomena Gnanapragasam said “we witnessed in the early days of the pandemic that journalists didn't know how to report on such severe subjects, correct myths and misinformation, and protect themselves from dangerous infections while on the ground”. Her text of the speech was delivered by AIBD Chief Compliance Officer/Programme Manager, Ms Lee Lai Mee.

After the World Health Organization proclaimed the COVID pandemic, AIBD launched phase one of the AIBD Health Communication campaign to bridge the knowledge gap in health and-

-science reporting.

AIBD is developing the first-ever comprehensive manual on health communication for the media and health specialists in collaboration with medical doctors, crisis communication experts, and crisis management specialists. At the same time, AIBD is working with members and partners to build the abilities of health communicators in both the media and the health sector.

India's Media Consultant, Health & Science Writer, Mr K.P. Madhu was sharing the Principles of Health Journalism covering details on a holistic approach towards health issues and challenges faced by health reporters in the field, remotely. He also shared his expertise on techniques for writing content for health journalism and creating content for traditional media with the participants.

The 3-day hybrid workshop was coordinated by a Malaysian media consultant, Ms Meera Sivasothy.



AIBD/RTB Radio Production for Podcasting *Unleashing the Power of Podcasting*



Contributed by Bavani Veeriah, Expert, Malaysia

Radio TV Brunei (RTB) recently hosted a four-day workshop in collaboration with AIBD, led by podcasting expert Bavani Veeriah from Malaysia from 12 to 15 December 2022. The primary goal of this specially designed training was to equip participants with the essential knowledge, skills, and tools needed to create, produce, and promote successful podcasts, while also focusing on effective marketing strategies.

The workshop saw a diverse group of participants, including production personnel (presenters and producers), sound engineers, and training personnel, who showed great enthusiasm and engagement throughout the program.

The workshop covered a range of aspects crucial for mastering the art of podcasting. From role-playing exercises and theoretical insights to hands-on training, various assignments, and individual presentations, the workshop was carefully crafted to provide a comprehensive learning experience.

Participants began by delving into the basics of podcasting, understanding the significance of clear topics, and niches, and maintaining high production values. They explored different podcast formats, such as interviews, monologues, and panel discussions, and their respective strengths and weaknesses.

As the workshop progressed, participants focused on crafting engaging content. Bavani emphasized the importance of storytelling in creating captivating podcast episodes.

Successful podcasts from seasoned podcasters like Jay Shetty, Chris Klements, and Jay Alderton were examined to showcase the power of narratives and audience engagement.

Marketing and promotion took centre stage on the third day. Participants learned about innovative marketing software programs, including Headliner and Wavve, and put them to use in designing compelling audio marketing posts using platforms like Canva.

Various marketing strategies were shared, such as using attractive guest images as cover art, crafting eye-catching fact cards and audio posts, leveraging intriguing interview quotes to pique listener curiosity, and making the most of different social media platforms. Participants also explored

popular podcast hosting platforms like Anchor by Spotify, Buzzsprout, podcast.co, and Podbean.

The final day of the workshop focused on a recap of the concepts, techniques, and strategies covered throughout the program. Participants had the opportunity to deliver individual presentations, showcasing their newfound knowledge and applying it to their own podcast concepts and episode assignments. Bavani provided valuable feedback to help them refine their presentation skills.

In conclusion, the four-day workshop proved to be a resounding success, leaving participants equipped with the knowledge and skills required to create and promote thriving podcasts. RTB's commitment to fostering excellence in broadcasting and podcasting was evident in the enriching and empowering experience provided to all participants. With the guidance of experts like Bavani Veeriah, the future of podcasting in Brunei looks promising, as participants unleash the power of this dynamic medium to connect with audiences far and wide.



AIBD-KOREA Seminar on The Future of Media

Contribution by Ms. Monica Phang, Programme Manager, AIBD



The Asia-Pacific Institute for Broadcasting Development (AIBD) in partnership with the Korea Communications Commission (KCC) and the Korea Information Society Development Institute (KISDI) hosted a day-long seminar on "The Future of Media", on Thursday 1st December 2022. The Seminar was attended by more than 100 participants on-site and remotely.

Present on behalf of KCC Director General, Mr Bae Jung Seob was Mr Sungwong Kim, Associate Research Fellow KISDI and KCC Director Ms Young Joo Kim who joined AIBD Director Ms Philomena Gnanapragasam to welcome all who attended.

New media in this digital age and cyber and digital security along with how old media or mainstream media can continue to stay relevant were highlighted by a number of highly esteemed experts who attended the event at the Hilton Kuala Lumpur Hotel and virtually.

The seminar highlighted both the ever-evolving new media and the transitions

old media in the likes of broadcast are embarking on to keep up with the times.

Mr Philip Victor, the Managing Director, Welchman Keen, Malaysia shared on the cyber and digital security of the media and how to manage cyber and digital presence, including managing disinformation and misinformation.

The important thing is that we are aware that the risks are there and we minimize those risks,' said Victor.

The key message Mr Victor emphasised was to be smart, be cautious and know the risks. "The less you share the better".

This was later complimented by Mr Lawrence Chan, the Chief Marketing Officer of BAC Education Group, who brought into focus another demography who are at an impressionable age and are exposed to online content, especially on social media, the youths. He stated that new media is pervasive and gives the power to like or dislike.

Mr Chan stated that parents need to educate themselves and their children on the incredible amount of information at a user's disposal on social media and the stringent measures that should be observed to ensure limited risks. Cyber bullying and paedophilia are some of the potential threats to youths.

Senior Lecturer from University Technology, Mara Malaysia, Dr. Suffian Hadi Ayub also echoed this sentiment saying there is a need to create an ecosystem and strike a balance for a holistic society to apply and consume media while ensuring ethical use of the information accessed. He went on to break it further saying the media is shaping society by creating social intervention mechanisms and finding out where we go from here.

In the Broadcast space, Principal Consultant, Radio Broadcasting BMS Technology Consultant Malaysia's Mr Bala Murali Subramaney presented an interesting take on the "Future of the Faderless".

His presentation exhibited what the transitioning of traditional mixers and physical faders in radio studios to fader-less operations would look like. Mr Subramaney highlighted that this would make on-air delivery more efficient and arguably more cost-effective.

Engineering Consultant from New Zealand, Dr. Amal Punchihewa reemphasised this by saying new developments are complementing existing tools as broadcasting is constantly evolving. He also acknowledged broadcasting for the future will always be challenging and it needs to be sustainable, address consumer needs, assure access to credible information and be affordable for entertainment while easily accessible for education.

Mr Ravi Ratan Arora, CEO of Decisioncraft Incorporated USA,

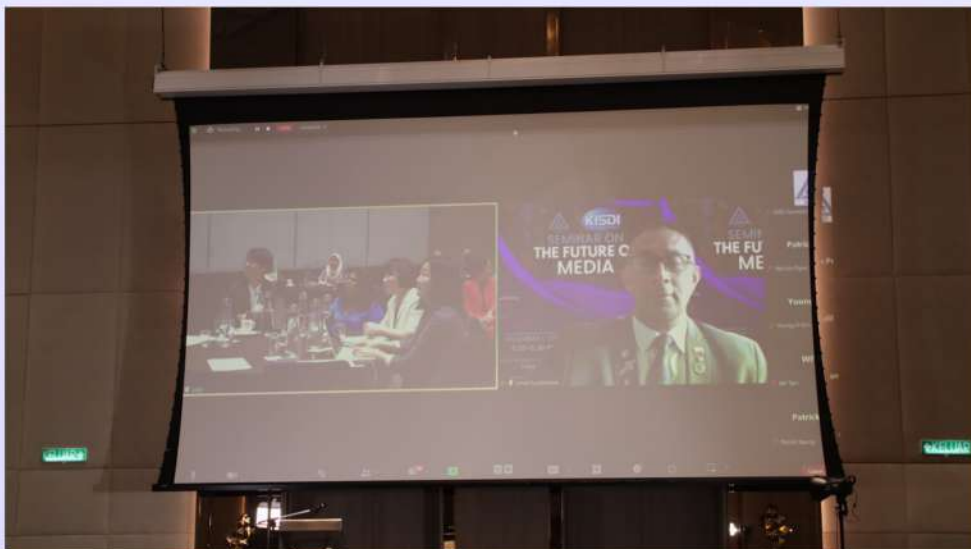
brought into discussion broadcast ratings, a vast topic on its own. Mr Arora outlined three fundamentals on how audience research determines media future; Advertising revenue will remain the backbone of the TV business, a measurement system is required to quantify the number of people that view an individual TV advert and a transparent research and analytical system is required to monitor content screening at any given time and the viewership.

The AIBD GC President and Director General Doordarshan, Mr Mayank Agrawal shared another perspective on this, saying they are not in the race for television ratings but are reaching out to people in their dialects.

Mr Agrawal reaffirmed that the role of Prasar Bharati as the Public Broadcaster for India is to reach out to people with relevant and accurate information.

All perspectives shared throughout the seminar showed the way forward for media in the near future.

The day came to a close with a Q & A session that prompted more questions that only went to show how this subject is ever evolving and is prompting a lot more curiosity as reflected by the Secretariat Director /CEO AIBD, Ms Philomena Gnanapragasam in her closing remarks at the Seminar.



Trends in Technology

Sustainability Broadcast and Media sector: Time to walk the talk in APAC

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

In this article, I present and discuss the challenges that the broadcast and media industry needs to tackle to comply with national and global sustainability issues. Both media technology companies and operators need to work together to achieve sustainability goals set by international organisations such as the International Telecommunication Union (ITU) and the United Nations (UN).

Hence, investments in media technologies should be able to address the sustainability needs of the broadcast and media sector and align with the needs of audiences and operators.

In November 2022, COP27 (the annual United Nations climate summit) discussed the implementation of climate mitigation, adaptation, and net zero actions. In some countries, all business sectors are now legislated to address sustainability, making this a critical topic for the broadcast and media sector.

The 2030 Agenda for Sustainable Development adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and

spur economic growth - all while tackling climate change and working to preserve our oceans and forests.

The UN announced that 93% of the top 250 global companies are now reporting on sustainability. Consumer Action report from 2020 said that over 50% of consumers in the UK stated that the green credentials of their suppliers were really important. Hence, sustainability is more than just a social kind of awareness and has a much higher business priority.

Like all industries, the broadcasting sector has a responsibility to improve its environmental performance. Many have shied away from tackling the topic due to a lack of expertise and resources but being more sustainable often leads to lower costs; and by sharing knowledge with others, we can all benefit.

Sustainability in broadcast and connected digital media is not an easy concept to explain as it is a complex subject. Simplistically, it considers the life cycle from origin to consumption, from extracting raw materials to designing and manufacturing products and services that have value. It includes using components/products that do not pollute or damage the environment either in use or at the end of use, and it considers the energy, materials and water used to make the products, as well as waste management.

In addition, human factors cannot be ignored, such as whether child labour was used in production and whether any landfill waste has contaminated

water supplies that may in turn affect humans and our food chain.

For the rest of this article, I will focus on the importance of what Asia-Pacific's broadcast and media industry is doing when it comes to sustainability, compared to other regions.

With the environment sitting at the top of everyone's agenda, the broadcast and media industry has a part to play in protecting it. The industry has looked at sustainable production models and discussed what more can be done to achieve more sustainability. One of the critical issues, I believe, is how organisations really measure sustainability against differing standards.



The United Nations recently announced that 93% of the top 250 global companies are now reporting on sustainability. The 2020 Consumer Action report said that over 50% of consumers in the UK rated the green credentials of their suppliers as being "really important". Hence, sustainability is more than just a kind of social awareness and has a much higher business priority.

Some organisations set sustainability as a priority and recruit specialised staff for full-time positions to make sure that corporate strategies are driven into production, both from a production operation and editorial perspective. Recently, New Zealand public TV broadcaster TVNZ advertised for the position of Head of Sustainability and many European and American broadcasters and media organisations have been for some time, employing dedicated staff to manage their sustainability strategies.

The supply chain constitutes a large portion of emissions in the media and entertainment (media and entertainment) industry, and there must be a concerted effort to ensure that the supply chain is robust and sustainable. Net zero is now written into legislations of various countries, including the UK, where the Net Zero Strategy: Build Back Greener strategy sets out policies and proposals for decarbonising all sectors (including media and entertainment) of the UK economy to meet their net-zero targets by 2050.

There are reporting requirements that will compel organisations and people to provide evidence for their sustainability claims and to ensure that sustainability is at the core of business continuity planning. With mandatory sustainability reporting in financial statements currently only required for large organisations, smaller entities can make the most of exemptions from carbon reporting at present. However, they should be mindful that they are not sheltered from the changes in

stakeholder choice and the questions that may be asked by those with whom they wish to work. The training is becoming mandatory for many broadcasters, at least in the UK, for sustainable production and a legislative environment around sustainability.

UK public broadcaster BBC researched and developed a measurement scheme and metrics to keep track of the impact and mitigations of broadcast and media. Known as "Albert," the project's sustainability activities are now carried out by the British Academy of Film and Television Arts (BAFTA).

Albert started life within the BBC as a tool to calculate a media programme's carbon footprint, which BAFTA then adopted in 2011. This is widely used in the UK and many other countries. The understanding of carbon footprint is a good first step and Albert can work with productions to do that. The next step is to qualify for the certification scheme, where organisations get the Albert footprint logo to use on their banners. This highlights that the organisation has done what it can to reduce its carbon footprint and is offsetting any remaining emissions so that productions are carbon neutral.

Albert's most significant development, however, is a certification system introduced in 2012. Productions can tout their sustainability credentials with an end board logo and a one-to-three star rating. This depends on

percentage of sustainable actions taken, which Albert checks by requesting evidence for a random set of those actions. Every single media programme made in the UK by the BBC, ITV, Netflix, and Sky now goes through Albert's certification process.

In Singapore, public broadcaster Mediacorp designed and commissioned its studio and main office complex in December 2015 around green environmental principles, which have since improved energy efficiency. One of the main areas that impacts carbon footprint is energy usage. While the broadcast and media industry is trying to use green or renewable energy for production and distribution, it is important to minimise the usage by smart design of buildings and infrastructures.

With sustainability becoming a core element of organisational strategy within every organisation, broadcasters and media service providers need to consider the carbon footprint associated with their broadcast and media services. They must also optimise processes to reduce the carbon footprint and impact on the environment by implementing best practices.

The media and broadcast industry has to plan its operations and future with sustainability at its core, which will influence the business or operations of the industry.



Reducing operating costs is a primary challenge for network operators, and rising energy and personnel costs make it one step harder. Future distribution and transmission solutions are being designed with sustainability and the environment in mind, and they keep operating costs to a minimum.

Some points arising from the deep discussions to understand the challenges confronting broadcasters when embarking on streaming services included views from various speakers on opportunities and threats that AI presents, the need for green technologies for sustainability and technologies supporting accessibility services.

The digital revolution has the potential to transform our economic and social model far more intensely than any previous technological revolution. One

of the differentiating aspects of this transformation is the adoption of a new paradigm based on decarbonisation, sustainability and the circular economy.

Digital and green transitions go hand-in-hand. Digitalisation is a key enabler for the broadcast and media sector on its way to a green transition. They have a key role to play in keeping emissions reflected in climate targets. The combination of new digital applications that facilitate the achievement of sustainability and decarbonisation objectives, based on a high-capacity and energy-efficient network architecture, can contribute decisively to limiting the effects of climate change.

APAC has embarked on a digital-first strategy, it is important to combine the digital transformation of media and

broadcast operations with a sustainability journey. Digitisation and digitalisation stages of digital evolution have little value today and we need a new mind-set to start a digital transformation journey that keeps sustainability at its core. The next article will address spectrum issues, online-only delivery and digital-first strategy.

In ending this article, I urge all broadcast and media players, as well as consumers, to play their roles in achieving sustainability goals.



Cultivating Relevance and Excellence:

RTM's Journey to Engage Audiences"

In every edition of Broadcaster Magazine, we bring you an up-close, candid one-on-one interview, with the head of a broadcast organisation. In this edition, we bring you the Director General of Malaysian Public Broadcaster Radio Television Malaysia (RTM) Datuk Suhaimi Sulaiman.

Broadcaster: Can you tell us, briefly, how your previous media affiliation helped you to steer RTM at these challenging times?

Datuk Sulaiman: I've had the privilege of working with incredibly resourceful colleagues at RTM, and my past experience has been a major asset. My previous role as a reporter helped me build connections within the industry and among the people at RTM. The fact that the industry in Malaysia is relatively small means that many faces are familiar, making my work much smoother. I feel lucky to have this advantage.

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

Datuk Sulaiman: I am really lucky because I've spent a long time in this industry - a total of 32 years. I have worked as a journalist, producer, manager, CEO, and editor-in-chief in different media companies. This experience has been a big help for me. I have been involved in starting a 24/7 news channel and running a general entertainment channel, and these experiences have been especially useful in my current role at RTM.

Broadcaster: You assumed office at a critical time for RTM, Malaysia and the rest of the world when we are experiencing many challenges due to increasing inflation and competition. How do you govern the activities of RTM as a public broadcaster?

Datuk Sulaiman: As a public broadcaster, RTM needs to stay relevant, regardless of the changes or challenges around us.

Another thing, you must be relatable. People should feel a connection to what you're showing or reporting. And thirdly, people must love your brand. So, I always remind my colleagues at RTM of these three important things to keep in mind as a public broadcaster. **Broadcaster:** What have you been doing within the RTM to improve its resilience, reach and public duty as the DG of RTM?

Broadcaster: What have you been doing within the RTM to improve its resilience, reach and public duty as the DG of RTM?

Datuk Sulaiman: Another important aspect is ensuring sustainability. This means we need to find ways to keep going without relying heavily on government funds. We should work on making our programs appealing so that they attract advertisements. This way, we can generate revenue and not burden the government too much. It's important to have high-quality productions to make our programs attractive to advertisers. This is how we can make sure we're sustainable.

Broadcaster: What are your plans for the coming year or two to sustain RTM's public function while keeping staff committed and motivated while managing the challenges from media organisations in Malaysia and beyond?



Image: Director General of Malaysian Public Broadcaster Radio Television Malaysia (RTM) Datuk Suhaimi Sulaiman.

Datuk Sulaiman: I am confident in the ability of the staff at RTM. They're not only hardworking but also smart, resilient, and resourceful. What I usually do is share the desired outcome, and then we collaborate to figure out the path to get there. We have a mix of ages and experiences—some are young, some are as old as me, and some are in between. With this diverse experience, we work together to plan the way forward. So far, everything's been going well without any issues.

I have been at RTM for eight months now, and during this time, we have seen considerable progress in our news, current affairs, and entertainment programs. My role mainly involves outlining the desired outcomes, while my colleagues handle the creative process. They are highly resourceful and motivated by the success of their ideas. As a leader, I believe it's crucial to foster creativity and encourage them to share their thoughts. When they contribute their own ideas, it often leads to the best results. I am pleased to say that things have turned out really well, and I am quite happy with the outcomes so far.

Broadcaster: Malaysia is a country having a large geography and population. Can you share the efforts that RTM has shown under your leadership to maintain services to the population?

Datuk Sulaiman: While we may not be as large as some other countries, Malaysia has its own unique characteristics. For instance, when you drive from the northern to the southern part of the country, you can notice differences in lifestyles and cultures. This diversity also translates to how people talk and perceive things. At RTM, we have adopted a strategic approach. First, we aim to focus on content that everyone can relate to. Secondly, we have a hyper-local strategy, meaning we pay attention to what people in specific regions are talking about. This way, we ensure our content resonates with a wide audience and remains relevant to their conversations.

Broadcaster: How are you improving the television and radio networks of RTM with MYTV to reach the majority of Malaysian people through DTT?

Datuk Sulaiman: Back when I began as a journalist, they used to ask if I was from print or electronic media. But nowadays, that distinction isn't so clear. It is all about the content. Content should seamlessly move between TV, radio, and digital platforms. It might even go from digital back to TV. So, you need to approach content with flexibility. Your content should be adaptable to different platforms. This is the challenge of storytelling today. And I'm happy to say that the people at RTM are doing really well.

Broadcaster: How about the digital television broadcasting DTT situation in Malaysia? What does any research say about the over-the-air audience?

Datuk Sulaiman: To me, it is important that we celebrate all types of platforms. We need to understand that in storytelling, one size doesn't fit all anymore. Whether someone is watching on a TV or a mobile phone, the approach should vary. The platform doesn't matter as much as understanding how many people are watching and the kind of experience

they are seeking. Ultimately, it is about the experience of consuming content. Nowadays, the people at RTM are really considering the experience. They are thinking about whether the colours are appealing if the language is engaging, and if the overall feeling is positive. These are the aspects we need to truly focus on.

Broadcaster: Do you have any plans for RTM to improve the News and creative side of its content and delivery using Ultra High Definition (UHD) TV?

Datuk Sulaiman: Our news team is incredibly creative. We have recognized that people's attention spans are getting shorter, so they're adapting. In just fifteen minutes, they managed to deliver 40 stories. This is quite ingenious because they understand that people don't want to wait for a long time. They want to get everything they need within a 15-minute timeframe.

Understanding the market is crucial, and based on that understanding, you shape your content to be accessible across various markets. It all comes down to the intelligence of the leaders in the organization. Their ability to ensure a positive experience is the key. The technology and platforms matter less as long as we deeply comprehend the segment details and cater to their needs and desires. Providing the best experience is the pathway to success.

Broadcaster: How would you lead RTM to improve the access to content including broadcast content digitally and over broadband?

Datuk Sulaiman: I personally watch my content over broadband most of the time due to my frequent travel. Ultimately, content is all about the experience. So, it is essential that whenever anyone watches a product from RTM, they are left with a sense of amazement.

We recently held our inaugural concert in our new building at Media City. The

event was in our new auditorium and it was called "Ini Baru Bintang". It's a singing show where we invited past winners of our talent competition, Bintang RTM. The feedback we received was excellent. People who tuned in appreciated the concert's high-quality acoustics, audio, camera work, and lighting. The experience was truly enjoyable for all the content consumers. That's what it is all about—delivering a great experience.

At the end of the day, the question often arises: "Who are you competing with?" For me and my colleagues at RTM, it is not about competing with others. It is about competing with ourselves. We set a certain standard and then continuously improve.

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

Datuk Sulaiman: We are now using AI in our work, but it's not just about robots presenting news. AI can do more. For example, as a reporter, after recording an interview, you can ask the robot to transcribe it. This helps you write the script easily. You send the audio and video while heading back to the office and the script is ready when you arrive. The robot does this, but you still need to review it since we can't depend solely on AI.

Another thing we're working on is using robots for presentations on television. This way, our talent – the anchors and reporters – can focus on higher-level thinking tasks. This approach adds more quality to our content and what we aim to achieve.

Using artificial intelligence will not lead to job cuts or a reduction in the number of employees. Instead, it allows us to expand into new areas with our talented team. Tasks that are time-consuming and involve manual work, like transcribing everything, can be handled by robots. This frees up our smart and skilled people to focus on more meaningful tasks.

There is an important aspect I'd like to collaborate with AIBD—data utilization. Having abundant data is crucial for informed decision-making. If we could have access to real-time data, it would greatly benefit us. While some digital platforms provide real-time data on the number of views, we're interested in more detailed insights.

For instance, we want to know how many people are watching in the capital, urban areas, and rural regions, and their demographics. This information not only helps us tailor our content to their preferences but also allows potential advertisers to connect their brands with our content more effectively.

In every meeting I lead, which is our weekly leadership meeting, data is always at the forefront. Any suggestion put forward needs to be supported by data. That's the direction we're heading. We should collaborate with external parties that can provide us with the necessary data to complement our internal efforts.

New appointments



Dr Prasad Samarasinghe

Chairman and Director General of Sri Lanka Rupavahini Corporation (SLRC)

Dr. Prasad Samarasinghe has been appointed as the Chairman and Director General, of national television broadcaster Sri Lanka Rupavahini Corporation (SLRC) with effect from July 2023.

Dr. Samarasinghe served on the Board of Hatton National Bank (HNB PLC) as a Non-Executive/Non-Independent Director. He also held positions in Hayleys Fibre PLC and DCSL Brewery Ltd as a Director. His journey in the corporate world began as a Systems Engineer (Data Communications) at Electroteks Ltd. in September 1996, marking the foundation of his successful career.

Dr. Samarasinghe has held various management positions in prestigious organizations, showcasing his expertise in the fields of communications and information technology during his career. He served as Manager/Communications Engineer at Commercial Bank of Ceylon until January 2001, where he later took on the role of Chief Manager IT until May 2002. Subsequently, he assumed the position of Head of IT until September 2003. From 2003 to July 2005, Dr. Samarasinghe also held the position of Deputy General Manager (ICT) at Sri Lanka Insurance.

Dr. Samarasinghe holds a postgraduate in Telecommunications from the Australian National University of Canberra, Australia. He achieved a Master of Engineering and Bachelor of Science in Electronics and Telecommunications with a First Class from the University of Moratuwa, Sri Lanka. In addition, Dr Samarasinghe is a Licentiate of Part I and Part II of the Institute of Chartered Accountants of Sri Lanka and the recipient of best achiever status from the Institute in Financial Accounting, Business Mathematics Statistics and Data Processing in the year 1991.



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