AIBD
BROADCASTER
ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

Volume 22, Edition 2, 2023
ISSN: 1675-4751

18TH ASIA MEDIA SUMMIT 2023

MEDIA ENHANCING ECONOMIC SUSTAINABILITY

AIBD - Amplifying Media



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BROADCASTER
Edition 2, 2023
VOL. 22 No. 2 2023
ISSN: 1675-4751
Published by the Asia-Pacific Institute for Broadcasting Development

PUBLISHER
AIBD

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



FROM THE DIRECTOR'S DESK

Greetings from the Asia-Pacific Institute for Broadcasting Development. This is the second edition of our Broadcaster magazine for 2023. As we are preparing for the General Conference 2023, I would like to take this opportunity to invite all our members and partners of AIBD to GC2023 in Mauritius. This will be our first conference in Mauritius and we are looking at deliberating on the many new changes that are taking place in the industry. This year AIBD conducted its Asia Media Summit and several other important events and broadcasting activities while taking action to have in- person events gradually.

The AIBD Asia Media Summit (AMS-2023) proved to be another great success following the online Asia Media Summit in 2022. For the first time after COVID 19, we hosted the physical Asia Media Summit with the support of TVRI, Indonesia in 2023. It enabled us to meet face to face once again and partake in a memorable excursion to Bali's hidden gems. During AMS 2023, members learnt how other AIBD members plan to navigate their media organisations and work on broadcasting activities while recovering from COVID-19.

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 AMS2023 was the Ministerial Session and High-level meetings that culminated in the Bali MOU. The Bali MOU reflects the region's commitment to overcome Disinformation and advocating responsible social media consumption. This September we have launched a Campaign on Transcending Disinformation and as part of this several webinars, seminars and workshops will be conducted. Of mention is also our partnership with the EU and the ITU to create greater awareness on Media Literacy and Disinformation. AIBD also continues to support regional and global events as it has been doing for many years. AIBD is making an important contribution to the media industry at ITU's - Regional Development Forum (RDF) in Bangkok.

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 work with ITU and 2023 will see more joint events between the two organisations, including AIBD-ITU's joint campaign against disinformation.

Together we are also promoting Women in STEM, particularly Cybersecurity and ICT. We have participated in a regional ITU activity in Bangkok on Cybersecurity, working hand in hand with US AID and DAI Bangkok.

Once again, I wish you all the best for the rest of the year 2023, I hope our esteemed members can navigate towards a great start in 2024 permitting us to facilitate some face-to-face events in your country. We, the Secretariat, are with you as always for your media and broadcast needs. Looking forward to meeting you in Mauritius. Merci Beaucoup!

Philomena Gnanapragasam
Secretariat Director/ CEO AIBD

AIBD

VOV in Vietnam

Radio proves its value by delivering trust & worthy content

Contributed by Ms Monica Phang, Programme Manager, AIBD and Ms Le Phuong, VOV5 Channel, Vietnam

Radio with its distinctive features of quick response, easy access and wide coverage, remains an important role in promoting social cohesion and information exchange in the constantly changing context of media.

Voice of Vietnam (VOV)'s President/Member of the Party Central Committee, Mr Do Tien Sy said "Today, media organizations have utilized the great innovation of new media platforms to intensify the effectiveness of radio to align with the world media development".

He was opening the 12th edition of the World Radio Day (WRD) celebration, observed on 13th February 2023, at the Voice of Vietnam (VOV) premises in Hanoi, Vietnam.

This year's WRD theme: "Radio and Peace", comes timely when the media industry has to face up with misinformation and disinformation all over social media. "More than ever, radio proves its value by delivering trustworthy content, assisting to reduce tensions, preventing conflicts and fostering peace by acting as a tool for humanitarian communication", said Mr Sy.

He emphasised that over the past decades, radio has always proved to be a convenient means of communication, mass communication, and information about events and issues in the country besides contributing to raising people's knowledge and promoting the development of society. Mr Sy added that VOV is always proud to be the voice of conscience and peace.

He emphasised that over the past decades, radio has always proved to be a convenient means of communication, mass communication, and information about events and issues in the country besides contributing to raising people's knowledge and promoting the development of society.

Mr Sy added that VOV is always proud to be the voice of conscience and peace. Today, as the national radio broadcaster and a pioneering press agency, VOV has always been a pioneer in innovating and modernizing the media in order to best meet the needs of the public in the era of booming new media. "VOV's radio channels prioritize interesting and highly interactive programs with open content in order to encourage audiences' engagement. This approach is instrumental in improving the quality of radio programs, laying the foundation for radio to be a faithful companion of the public in all circumstances", reiterated Mr Sy.

"During the past 77 years, National Radio has always accompanied and developed with the country. The Voice of Vietnam has always been proud to be the voice of conscience fighting for the aspiration of freedom and independence, joining hands to build peace in the world."



That is also what World Radio Day 2023 wants to talk about so that each broadcaster is more proud and fully aware of their responsibility to spread the humanistic values of this type of journalism. This traditional thickness thereby promotes cohesion and sharing, fighting against social injustice, and resolving conflicts and disputes towards a peaceful and compassionate society.

According to him, the theme of World Radio Day 2023, "Radio and Peace," is very meaningful in the context that we are facing the problem of fake news and overflowing misinformation that are spread on social networks.

UNESCO Representative to Vietnam, Mr Christian Manhart shared that Radio is the most popular medium in the world, and one of the reasons is that its programmes are inexpensive to produce and receive, and available in the many areas worldwide that are not covered by the Internet, television or newspapers.



Therefore, Radio must continue providing verifiable information that is in the interest of the public, make the people in power accountable, and help society build a better future for all.

He added that UNESCO underlines the importance of supporting radio through capacity-building for increased professionalism, adequate legislation and regulations, assistance towards the digital transition, financial viability, and respect for editorial independence.

He highly appreciated VOV's continued initiative to celebrate World Radio Day and expressed UNESCO's respect for this and over many years, VOV has always been a reliable partner of UNESCO.

"This anniversary aims to honour radio as a core medium and strengthen international cooperation among radio stations. Radio Day also encourages broadcasters to provide inclusive and diverse content and access to information for all," said Christian Manhart.



AIBD's Secretariat Director/CEO, Ms Philomena Gnanapragasam who was among the panellists of Media experts shared that Radio enhances our listening skills.

She added that a lot of conflict can be resolved if we only listen. And Radio programmes should also try to focus on positive humane stories which can inspire others as the human voice has the power to move mountains!

At the talk show, Ms Philomena said that the theme - 'Radio and Peace' of this year's World Radio Day, is very special. She emphasised the role radio plays in shaping public opinion to prevent conflict while promoting cohesion and sharing. Let's join hands to build a peaceful and compassionate society", reiterated Ms. Philomena Gnanapragasam.

> "This year's global theme "Radio and peace" reminds us that radio is a powerful means of communication for conflict prevention and peace building when it is independent. It shall be used as a defence against misinformation and fake news which divide and foster conflicts and wars".



Image: Mr Christian Manhart

VOV Deputy General Director and Chairman of the Vietnam Youth Union Journalists Association, Mr Pham Manh Hung noted that in recent years, the press has faced unprecedented changes in history with the development of science and technology, especially the cross-border platform.

According to him, there is "not a single medium" including television, electronics, social networks, and radio that is considered the "King" and has the ability to completely dominate the public. "Therefore, in this context, if we consider it a challenge, we will lose our spirit. If we consider it an opportunity to change, we will optimise and seize the advantages of new media, digital platforms, and social networking platforms to conquer the public, creating momentum to promote the development of the Internet,", shared Mr Pham.

According to him, the biggest problem for broadcasters is to capture the public, speak the voice of the public, and really say what the public cares about. World Radio Day, abbreviated as WRD (World Radio Day), on February 13, first announced at the 36th UNESCO General Conference (November 3, 2011), to honour and promote the role of radio in modern life. The reason for choosing February 13 is because this is the birth date of Radio under the United Nations in 1946 when this organisation appeared after World War II intending to maintain sustainable peace.

The visit of the TVRI team to AIBD, RTM & IPPTAR

Contributed by Ms Lee Lai Mee, CCO & Session Manager, AIBD

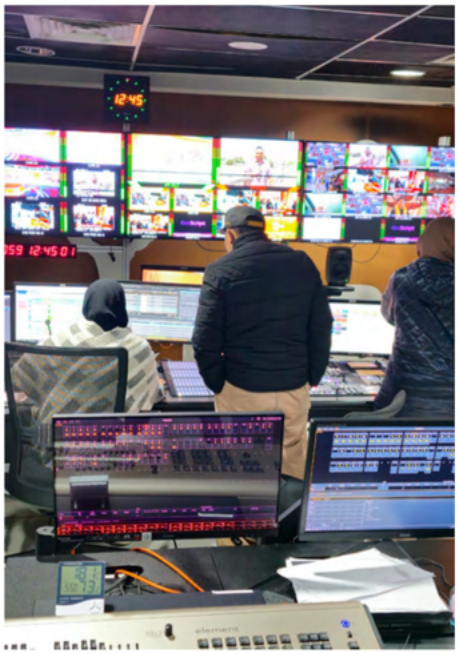
On 22nd February 2023, the TVRI AMS 2023 protem working team arrived at the AIBD Secretariat office, in Kuala Lumpur to have a meeting with the AMS Secretariat to fine-tune the logistic preparation for the 18th Asia Media Summit in Bali, Indonesia.

The TVRI pro tem working team comprised of Mr Kabul Boediono, Supervisory TVRI Board Member, Mr Pipiet Irianto, Director for TVRI Programs & News, Mr Tri Widiarto, Head of TVRI Training Centre, Ms Ade Wandina, Head of Training Management, TVRI Training Centre, Ms Revida Dalimi, Head of TVRI Finance Plan, Finance Department, Ms Chaerini, TVRI Public Relations Manager, and Ms Nazli Zakaria, Assistant of TVRI President Director.

The TVRI protem working team also made a courtesy call to RTM and was met by Ms Nurain binti Haji Bakir, Acting Deputy Director General (Strategic Broadcasting), RTM. Later the team had the honour to tour the state-of-the-art RTM News studio in Wisma Berita, Angkasapuri, Kuala Lumpur.

The meeting focussed on the AMS logistic check, in particular the hotel and flight bookings, transport management, immigration clearance procedure, confirmation of Ministerial attendance and details of the event flow; and successfully ended with a Memorandum of Understanding (MOU) readied for signing between the host (TVRI) and the organiser (AIBD).

The Protem working team ended their working trip with a tour to the IPPTAR Training studios, led by Ms Sumaty Vadiappan, Head of Creative Industry Cluster at IPPTAR. The team was briefed on the state-of-the-art virtual studio and the radio recording studio.







Executive Summary

of the 18th Asia Media Summit - Media Enhancing Economic Sustainability in Bali, Indonesia

Contributed by Ms Monica Phang and Dinnierose Raiko, Programme Managers, AIBD



The Asia Pacific Institute for Broadcasting Development (AIBD) and Televisi Republik Indonesia (TVRI) jointly organized the region's most prestigious media event -The Asia Media Summit from the 21st to the 25th of May 2023.

This is the first physical summit since 2019 after the global COVID-19 pandemic. The theme of the Summit was "Media Enhancing Economic Sustainability", taking the cue from the G20 summit which was also held in Bali, Indonesia in November 2022.

Media has the capacity to raise public awareness on issues pertaining to the economy, which can aid in the development of a thriving and sustainable economy in the post-pandemic era.

Televisi Republik Indonesia (TVRI) has indeed done a commendable job of organizing this mega event. The venue of the 18th AMS was in Nusa Dua on the Island of Bali. The setting of the AMS was at The Grand Hyatt a beautiful resort overlooking the Indian Ocean. Bali dubbed the Island of Gods lived up to its name by blessing the many events that took place during this Summit.

Attended by more than 400 delegates from over 41 countries, the Island came alive with the presence of great minds from across the globe.

The pre-summit events leading up to the main summit consisted of five distinct activities. These included a series of seven plenary sessions, which served as platforms for high-level discussions and exchanges of ideas.

Additionally, there was a special debut event dedicated to highlighting the contributions and perspectives of youth participants. Furthermore, a showcase session took place during the two-day summit, providing an opportunity for participants to present and demonstrate innovative solutions and initiatives.



Inaugural Ceremony

The Vice-President of the Republic of Indonesia, H.E K.H Ma'ruf Amin officiated at the inaugural ceremony of the flagship event of AIBD. Earlier in his inauguration speech, H.E K.H Ma'ruf Amin called for the media industry to adapt to the digital era in order to achieve sustainability and inclusive economic growth.

The summit was also graced by the United Nation's Under-Secretary-General and Executive Secretary, ESCAP, H.E Ms Armida Salsiah Alijsabhana, and the ASEAN Secretary-General, H.E Dr Kao Kim Hourn besides five Ministers from the Asia-Pacific Regions.

The summit also witnessed a positive and important outcome of the Bali Memorandum of Understanding (MOU) through the collective efforts of the Ministers. The Bali MOU was the conclusion of the Minister's Side-line Meeting where these Ministers want to ensure that other social media-related issues were addressed while strengthening the governance of the digital media landscape in the Asia-Pacific region and beyond.

Plenary Session and Other Activities

Media experts also shared their respective insights on a wide range of interesting topics related to the current emerging issues in the broadcasting and media industry. This summit was a unique amalgamation of high-quality seven-panel sessions discussing current issues.

The seven plenary sessions were:

1. Ministerial Session: Role of Media in Economic Recovery
2. Traditional Media in the Age of OTT & UGC- Strategies to Remain Relevant
3. Media Towards Green Technology
4. Creating a Sustainable Media Ecosystem
5. Media Amplifying Global Economic Recovery Efforts
6. Talking about AI: Future of Media
7. CEO Table Talk: The Next Step Forward

Besides the plenary session, a premiere showcase debuted with Quantum Verse with Mr. Chetan Sharma Consultancy USA. The content was showcased with five member countries while the special presentation on inclusive broadcasting was demonstrated by the Okayama Broadcasting Corporation (OHK) Japan.

The Youth Special Session with the title "Getting Media Active" is to discuss how the younger generation consumes media. It was participated by five college students from the London School of Public Relations Bali and Universitas Pendidikan Nasional Bali.







There were also five pre-summit regional workshops held as a prelude activity as follows:

- AIBD / KISDI/KCC Workshop Media Literacy-Creating a more informed society.
- AIBD/ITU Masterclass on the Future of TV.
- AIBD/ITU Regional Pre-Summit Workshop on Technologies Defining New Broadcast Media Approaches (Girls in ICT).
- AIBD/IPPTAR/EBU/DW Regional Pre-Summit Workshop on Leaders for Digital Revolution
- AIBD/BECIL/PB Regional Pre-Summit Workshop on Engineering Fundamentals in the Automation Era

Gala Dinner and AIBD International Award

The Gala Dinner on the beach incorporated with the AIBD International Media Awards ceremony, is another highlight of the summit.

The AIBD International Media Awards 2023, sponsored by the Arab States Broadcasting Union (ASBU) and Phoenix TV China, acknowledged outstanding program s and leadership from AIBD.

member organizations that promote excellence and creativity in broadcasting. The awards were open to all AIBD members and recognized Programme executed between 2021 and 2022. The award categories included Best Radio Programme, Best TV Programme, Green Tech and Sustainability, Outstanding Leadership, Exceptional Merit, and Strategic Partner Award, along with the Jury Awards for TV and Radio.

The Closing

The closing ceremony culminated with the signing of the Bali Memorandum of Understanding by five Ministers from the Asia Pacific regions. The President Director of TVRI, Mr. Iman Brotoseno delivered his concluding remarks with a vote of thanks.





An Awesome 18th Asia Media Summit (AMS) 2023 in Bali

Contributed by Ms Monica Phang, Programme Manager, AIBD

The 18th Asia Media Summit (AMS) 2023, was the first physical event after the 2019 global pandemic is an “awesome summit” that concluded in Bali, Indonesia on 25 May 2023.

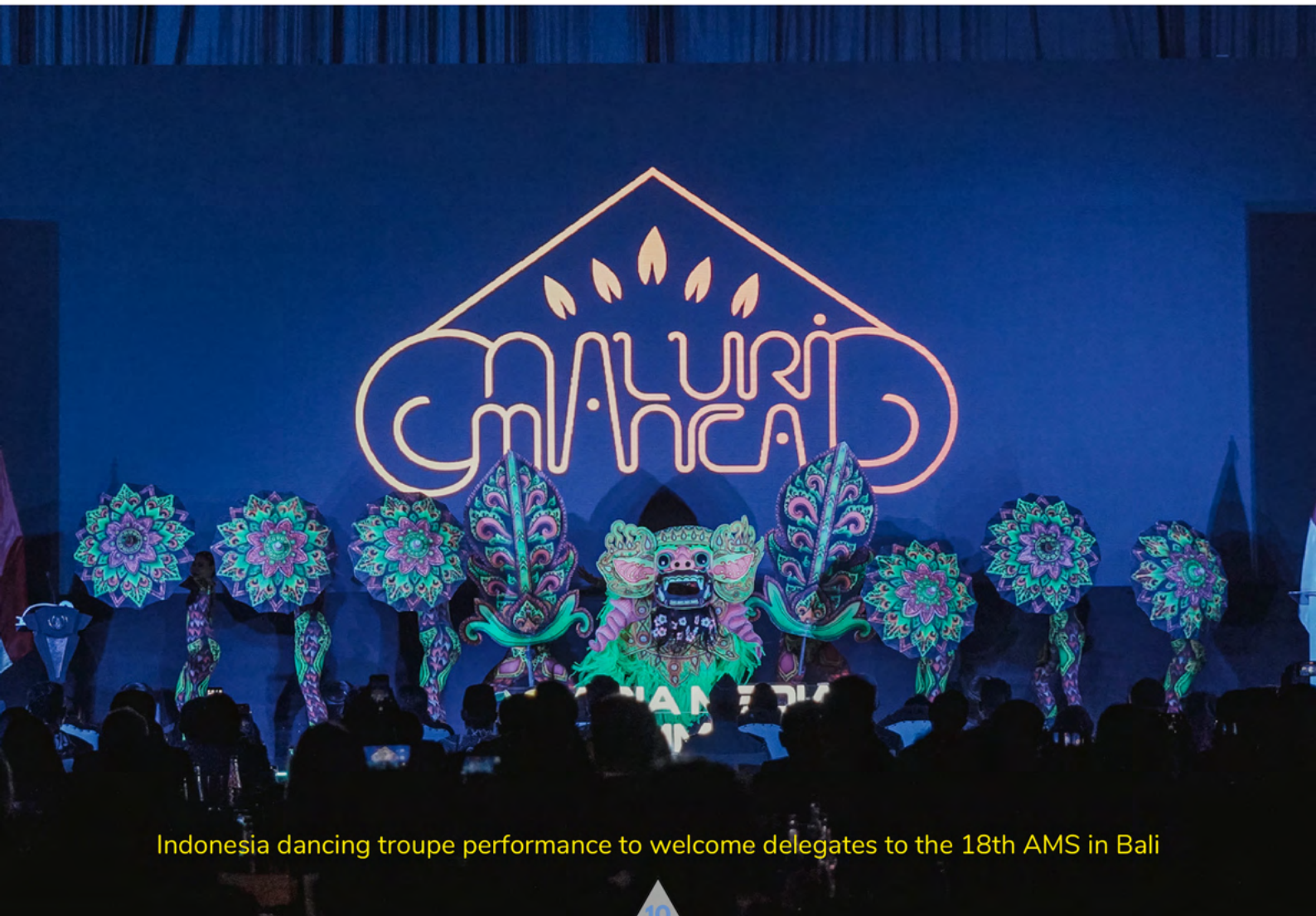
Hosted by AIBD member, Televisi Republik Indonesia (TVRI), the summit started with a colourful beat and splendour by the Indonesian traditional dance troupe to the applaud of audiences who packed the ballroom of Grand Hyatt Nusa Dua Hotel.

The theme of the summit - "Media Enhancing Economic Sustainability", is taking the cue from the G20 summit which was also held in Bali, Indonesia in November 2022.

It is envisaged that the media can help to raise public awareness and participation in economic issues, which can aid in the development of a thriving and sustainable post-pandemic economy.

The Vice-President of the Republic of Indonesia, **H.E K.H Ma’ruf Amin** officiated at the inaugural ceremony of this flagship event of the AIBD.

In his inaugural speech, **H.E K.H Ma’ruf Amin** calls for the media industry to adapt to the digital era in order to achieve sustainability and inclusive economic growth.



Indonesia dancing troupe performance to welcome delegates to the 18th AMS in Bali



H.E K.H Ma'ruf Amin pressing the button at the inaugural ceremony to launch the 18th AMS 2023



H.E K.H Ma'ruf Amin emphasizes the prominent roles of media in the following four pertinent points as below:

1. As a source of mass information, ideas, education and entertainment;
2. Enhance the literacy of individual, community and state institutions;
3. Report, scrutinize public policy; and
4. As a "watchdog" of public policy in order to keep it abreast with fairness and the will of the public



Ms Armida Alijsabhana

The summit was also graced by the United Nation's Under-Secretary-General and Executive Secretary, ESCAP, H.E Ms Armida Salsiah Alijsabhana and the ASEAN Secretary-General, **H.E Dr Kao Kim Hourn** besides five Ministers from the Asia-Pacific Regions.

In her Special Address at the inauguration, **Ms Armida Alijsabhana** expressed her view that broadcast media, in particular, serve a crucial function in the public debate over how countries can best recharge their economies and finance their development agendas.

"Broadcast media give a voice to experts who can provide analysis of ideas such as the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) and make them more widely understood by the public", she stressed.

Broadcast media also provide a forum for government officials to share and explain their policies and proposals – and be held accountable for them.

"The airwaves can provide a great 'marketplace of ideas,' enhanced by the gatekeeping of conscientious editors to ensure vigorous and honest exchanges", reiterated Ms Armida Alijsabhana.

ASEAN's digital economy is expected to reach USD 600 Million by 2020

Contributed by Ms Monica Phang, Programme Manager, AIBD



ASEAN Secretary-General, **H.E Dr Kao Kim Hourn** envisages that ASEAN's digital economy is on track to reach 600 million US dollars by 2030 despite the pandemic. "As the region has now reopened, we expect to see increased demand for creative goods and services from ASEAN. The media in this regard should optimize their outreach in bringing ASEAN commodities to the wider global market", he said.

The Secretary-General stressed that the media industry could play an enabling role in empowering vulnerable groups in societies with greater access to information to improve their living standards. As more people turn to digital platforms for news, information and entertainment, the media industry could help address the challenge of inequality and affordability of digital access beyond urban areas and work with governments to close the digital and information gap.

In recognising this, ASEAN is continuing its efforts to implement the Framework for Promoting Accessibility for All in ASEAN Digital Broadcasting and enjoin the media industry in this important endeavour to make information connectivity inclusive and sustainable to all.

ASEAN offers an ideal setting for media hubs and creative production bases for media development as a region rich with storytelling, cultural diversity and a youthful demographic who are digitally savvy", reiterated Dr Kao.

He categorised the 6 P's, namely, Peace, Prosperity, Planet, People, Partnership and Potentials for ASEAN. As such, the media are urged to support and work with the ASEAN Secretariat in telling more ASEAN stories and news based on these principles to promote ASEAN as a 'Community of Opportunities for All'.

Dr Kao Kim Hourn delivered his Special address on this year's theme of ASEAN Matters: "Epicentrum of Growth" under Indonesia's chairmanship at the inaugural ceremony of the 18th AMS in Bali, Indonesia on 23rd May 2023.

He pointed out that social media offers the cover of online anonymity and enables the virality of falsehoods, with new technologies like deepfakes and AI-generated content emerging. This development may have far-reaching consequences if left unchecked.

"The erosion of trust can be mitigated if media plays its part to promote digital and media literacy, and at the same time, continues to sustain efforts in fact-checking and debunking falsehood" he reiterated. As such, minimising the harmful effects of fake news remains an important priority for the cooperation in the information and media sectors in ASEAN. Since the adoption of the Framework and Declaration on Minimising the Harmful Effects of Fake News, ASEAN has been carrying out a multitude of activities to advocate greater media literacy and awareness.

More recently, the ASEAN Secretariat has established the Task Force on Fake News to promote a tripartite partnership, with representatives from the media, governments and anti-fake news agencies coming together to discuss ways to mitigate falsehoods.

The summit also witnessed positive and important outcomes of the Bali Memorandum of Understanding (MOU) through the collective efforts of the Ministers. The Bali MOU was the conclusion of the Minister's Side-line Meeting where these Ministers wanted to ensure that other social media-related issues were addressed while strengthening the governance of the digital media landscape in the Asia-Pacific region and beyond.

Media experts also shared their respective insights on a wide range of interesting topics related to the current emerging issues in the broadcasting and media industry. This summit was a unique amalgamation of high-quality seven-panel sessions discussing current issues, a premiere content showcase besides a Special Youth Session.

The Gala Dinner by the beach incorporated with the AIBD International Media Awards ceremony, is another highlight of the summit while the CEO Table Talk – The Next Step Forward, was an illuminating deliberation on the influential role of media in helping economic recovery. Some 400 delegates from more than 40 countries from across the globe attended the Summit which culminated with the signing of the Bali Memorandum of Understanding (MOU), a positive and important outcome of the Minister's Meeting, another milestone of AIBD's achievement.

ASEAN SEC-GEN Special Audience with AIBD

Contributed by Ms Monica Phang, Programme Manager, AIBD

The ASEAN Secretary-General, His Excellency Dr Kao Kim Hourn granted a Special Audience to AIBD's Secretarial Director/CEO, Ms Philomena Gnanapragasam in Bali, Indonesia on 22nd May 2023.

In reciprocal, The Secretary-General highlighted that, ASEAN is strengthening its media industry through various regional initiatives to nurture more promising content and creative makers. He has foreseen that ASEAN with a population of over 600 million people, is rich in cultural diversity and has the potential for content-sharing and production among the ASEAN citizens.

In echoing, AIBD's Executive Board Chairman, H.E Has Sam Ath proposed to revive some of the projects such as the ASEAN Quiz among secondary students besides the TV News Exchange programme (ATN).

Dr. Kao Kim Hourn went on to deliver a Special Remark at the inaugural ceremony of the 18th Asia Media Summit 2023, marking a momentous occasion for AIBD's flagship event on 23rd May 2023.





The special closed-door meeting began with the Presentation on AIBD activities involving ASEAN Member State countries on training activities, deliberated by Ms Philomena, for the following subject matters:

1. Health Journalism which AIBD has produced the Health Communication Manual (HCM) to train some 1,000 journalists in the Asia-Pacific region to report accurate and impactful stories on health related-issues like the COVID pandemic;
2. Content creation in the era of New Media for online consumption;
3. Cybersecurity Reporting sponsored by ITU for 15 ASEAN female journalists as part of ITU's sideline event in Rwanda, East-Central Africa;
4. Road Safety Reporting to amplify WHO Global Road Safety Plan where In-Country workshops were held in Bangladesh, India, Malaysia and Vietnam; and
5. Safety for Journalists on how to take the necessary precautionary measures while covering investigative and health-hazards stories.



The presence of ASEAN Sec-Gen to the AMS indicates the strong support of His Excellency being rendered to AIBD and potential future collaboration to combat Disinformation in line with ASEAN's Framework and Declaration on Minimising the Harmful Effects of Fake News.

In reciprocal, Ms Philomena expressed AIBD's desire to be part of the ASEAN Committee for Culture and Information (ASEAN COCI) which was set up in October 1978.

ASEAN COCI aims to promote effective cooperation in the fields of culture and information in enhancing mutual understanding and solidarity among the peoples of ASEAN as well as in furthering regional development.

Towards this end, various projects and activities, ranging from an ASEAN Youth Camp to news exchanges among ASEAN media, are conducted each year. These included workshops and other activities to nurture talent and promote interaction among ASEAN scholars, writers, artists and media practitioners.



Media – a significant tool to enhance economic resilience



Contributed by Ms Monica Phang, Programme Manager, AIBD

The rapid development of technology, including in media, provides both challenges and opportunities for the broadcasting industry.

President Director, Televisi Republik Indonesia (TVRI), **Mr Iman Brotoseno** said new converged technology and good basic infrastructure offer countless media opportunities for telecommunication operators to bring forth competition toward past conventional broadcasting models.

Hence, it opened up a path to develop a service that gives new value to the broadcasting world and advantages for the audience who have more choices and opportunities to access content, including premium services offered by the media.

Delivering his opening remarks as the host of the 18th Asia Media Summit (AMS) 2023 in Bali, Indonesia on 23rd May, Mr Iman added that new and planned services such as 4K, allows the opportunity to move and increase economic growth.

"Japan has already implemented 8K and given a significant contribution to add revenue. Hence, the media industry gives life to other related industries such as production houses, shooting and editing studio rentals, shooting equipment, makeup and wardrobe, catering, and creating work opportunities for the corresponding professions. This is the multiplier effect that could propel sustainable economic growth", cited Mr Iman.

In addition, the content that is spreading through media is material that can have a powerful impact - on those who see, hear, or perceive it. Due to this impact, it is realized that media can be used as one of the significant tools to increase economic resilience.

Mr Iman added that the public's media consumption habit has also dramatically changed due to various information transmission devices and platforms which provide more readily available information and choices for the public.

Hence, amid this increasing surge of information, it is the responsibility of broadcasting institutions to provide **quick, reliable, accurate, educational, and safe information** for the public. The quality of the content requires the utmost of our attention. Media users, especially the younger generation, can truly benefit from the content they consume through these various media platforms.

"As such, it is paramount for broadcasting institutions to re-evaluate their business model in services offered on multiple integrated platforms for acquiring new subscribers and creating a higher engagement with the existing subscribers and increasing brand loyalty or advertisement on this developing platform", he reiterated.



Responsibility in changing mind-sets relies on The Power of Media

Contributed by Ms Monica Phang, Programme Manager, AIBD







AIBD's Vice President, **Mr. Rizal Giovanni Aportedera** said sustainability has become a major concern due to a combination of pressing global challenges and increasing public awareness.

In his welcoming remarks, he stressed that media therefore has an important role to play by highlighting initiatives and recommendations to create a more robust global economy. This is because Media shapes societies and the way we think, hence the responsibility in changing mindsets, depends on The power of Media.

his 18th AMS 2023 in Bali will surely discover the Power of Media during these two days as the world sits down with global top-notch speakers to deliberate from diverse expertise in sharing their deliberations and help us to make the theme a reality.

Mr Rizal also paid tribute to the host - TVRI Indonesia for putting together a Wonderful Summit, where The Power of Media will certainly be showcased on this beautiful nature island of Bali.

Ministerial Session - “Role of Media in Economic Recovery”:

APAC Ministers unanimously acknowledged Media’s contribution towards achieving sustainable economic recovery

Contributed by Ms Monica Phang, Programme Manager, AIBD



The Ministerial Session of the Asia Media Summit (AMS) has been a signature event that facilitates the sharing of knowledge and information among AIBD’s member nations from the Asia-Pacific region.

It serves as a valuable platform to gain insights into the vision and strategies of member countries. By exchanging such information, the network among members can be strengthened and foster beneficial interactions with the mandate from the APAC Ministers.

Aligned with this year's AMS theme of "Media Enhancing Economic Sustainability", the Ministers' session focused on policies, campaigns, and real-life cases that shed light on the evolving role of media during these changing times when the media and broadcasting industry must adapt to new technologies and redefine their roles, accordingly.

Five APAC Ministers shared their respective countries’ perspectives at this premier Session at the 18th AMS in Bali, Indonesia on 23rd May 2023.





Cambodia views Media as its globe's partner for socio-economic development

Cambodia views media as a global partner for socio-economic development as the country is making headway in her economic recovery efforts both in consumer goods and services sector, which become more active during post pandemic.

Minister of Information, **H.E Dr Khieu Kanharith** says Cambodia's economic growth is projected to accelerate to 5.2 percent this year due to an increase in hiring supports, rising domestic consumption, and with inflation receding.
He singled out Cambodia's garment industry, travel goods, and footwear exports have been resilient.

"The services sector, especially the tourism industry, has done well since the introduction of the "Living with COVID-19" strategy in late 2021. The total international visitor arrivals have steadily increased, reaching 2.28 million in 2022. Business and consumer confidence have risen and both domestic and foreign investment have increased", disclosed Dr Khieu.

Dr Khieu commended the media for actively contributing to social stability and economic development, and inevitably at this stage of economic recovery after COVID-19.

"In fact, Media is an inevitable partner for social and economic development in every part of the world. The wide ranges of media facilities from old media to new media that we have today in Asia and Pacific, are playing their important parts in the economic recovery for our region after the subside of Covid-19", he reiterated.

Media has the ability and the reach to drive economic growth and development through the dissemination of news and information in its networks beyond borders. "Any dissemination from the media with regards to economic development and growth, has the ability to make or break the economy", stressed Dr Khieu.





A new “Media Development Department” established to salvage collapsed private media in Myanmar

A new Media Development Department under the Ministry of Information, Myanmar has been set up in a move to revive the private media entities that collapsed due to the COVID pandemic.

Myanmar’s Union Minister of Information, **H.E U Maung-Maung Ohn** explained that the Media Development Department has been connecting with media development associations from local and abroad, people and relevant stakeholders for discussions. Loan programmes were established to support sectors like film, music, theatrical, press, and media. In addition, the Myanmar Media Development Group (MMDG) is being formed with relevant industry experts.

“Now the democratic government is taking various plans and initiatives for economic recovery with Myanmar’s GDP growth at 7.3% in its first term”, says the Minister.

Samoa commits to ‘fostering social harmony, safety and freedom for all’ in its visionary Pathway for Development 2021-2026. The visionary Pathway encompasses empowering its people, revitalizing economic potentials, and addressing critical issues such as climate change.

Samoa’s Minister of Communication, Information & Technology (MCIT), H.E. Toelupe Poumulinuku Onesemo says this calls for the critical role of media in supporting socio-economic development and empowering the voice of the people. “The COVID-19 pandemic and climate change have forced Samoa to prioritize community well-being amidst economic recovery efforts”, he stressed.

H.E Toelupe speaking

The Minister highlights the importance of nurturing socio-economic growth, building resilience, diversifying green development, stimulating innovation, and encouraging socialization while minimizing adverse interventions.

As such, he emphasizes the critical role of the media in informing the public and aligning with Samoan traditional values, encouraging journalists to uphold ethical standards and contribute to community development.

The Minister ended his speech by inviting the organizers to bring the Asia-Pacific Media Summit to Samoa, promoting digital transformation and fostering regional collaboration.



Media contributed significantly towards Bangladesh's economic growth

Media outlets in Bangladesh have experienced exponential growth, with hundreds of millions of people using social media platforms.

Bangladesh's Minister of Information and-Broadcasting, H.E. Dr. Hasan Mahmud however, said the country's progress was hindered by the pandemic and the war in Ukraine.

He added that throughout the pandemic, mainstream media played a vital role in disseminating information. The media is closely linked to and responsible for fostering a free society and promoting economic growth.



Dr Hasan Mahmud at the rostrum

"Hence, the value of a free and transparent media is widely recognized, particularly in initiatives like free vaccine distribution where the media has played a significant role", he reiterated.

As such, the media's contribution to economic recovery in Bangladesh cannot be overstated, as its impact and influence are enormous in shaping public opinion and facilitating progress in the country.



Media – a powerful tool for sustainable economic development.

Fiji describes Media as a powerful tool for sustainable economic development as it has a unique ability to provide timely and accurate information to large audiences through various media channels, including television, radio, newspapers, and social media, messages on reviving sustainable economic growth can be disseminated to a broad range of audiences, including policymakers, business leaders, investors, and the general public.

Fijian's Assistant Minister in the Prime Minister's Office, H.E Sakiusa Tubuna disclosed that Fiji has taken a positive step towards promoting freedom of the press and encouraging independent journalism by repealing draconian media laws like the Media Industry Development Act.





"By repealing this Act, the media in Fiji is now able to report without restriction and be empowered to hold governments accountable for their economic policies and decisions", he said.

Through investigative journalism on government spending, corruption, and other economic issues, the media can help ensure that public funds are being used effectively and efficiently.



The AMS 2023 Content Showcase

Contributed by Ms Lee Lai Mee, CCO & Session Manager, AIBD

The AIBD Content Showcase Initiatives marked another milestone with the debut of The Showcase on Quantumverse with Chetan Sharma, on the 23rd of May 2023, the first day of the 18th Asia Media Summit in Bali, Indonesia.

For the first time, private media organizations were invited to join the Content Showcase, creating a great opportunity to diversify member organisations' income streams.

A total of five organisations showcased their content – TVRI (Indonesia), KBS (Korea), MNC (Mongolia), RT Doc (Russia) and Channel A (Korea) and ended with a special showcase on Inclusive Broadcasting from OHK, Japan.









TVRI





Korea Broadcasting Services (KBS), the key public service media in Korea and the powerhouse of Korean-wave content whose history goes back to the early 2000s when such dramas as Winter Sonata and Full House charmed Asian audiences. Since then, KBS continually produces content from dramas to entertainment shows that keep the audience on their toes for the next round of exciting and new content.

Some of them are familiar as KBS's trusted family-oriented shows and some of them are new in their medical thriller and sci-fi inspired strands. Amongst some of the interesting K-dramas pitched were-

- My Perfect Stranger
- Women in Veil
- Brain Works
- Three Bold Siblings
- Apple of my eye

KBS



Next, all the way from Central Asia was content from the Mongolia National Public Radio & TV (MNB), presented by Mr Gombojav Otgonbayar, the Chief Financial Officer.

MNB has produced season 1 of the "Nomad Vision" art media series in 2021-2022. Season 1 consists of 10 episodes with 5 contemporary artists.

The project, "Nomad Vision" is designed to promote national philosophy and heritage internationally, and to become a tool for cultural exchange.

(Facebook: @MNBNational TV)

The purpose of the project was to express the three main topics- "National mentality", "Mongolia heritage" and "Current society" through performance art by 10 contemporary artists. Episodes around the following contemporary artists are currently available.



MONGOLIAN NATIONAL BROADCASTER

RT Doc which joined the RT news family in 2011 and since then has produced and broadcasted more than 500 films, mostly about private struggles and global milestones, the human soul and expanses of nature with tales from the past and events unfolding right before our eyes. RT Doc brings forth the most compelling profiles of people and communities.

A Promo of 3 renowned documentaries was specially selected;

1. Tundra Wonder Mums
2. Dangerous Garbage-Improper recycling increases the spread of COVID-19
3. 2052 See the Future



1. **Ochirbold.A “Consciousness”**
2. **Enkhjargal.G “What win be left for us”**
3. **Bat-Erdene.D “A-206”**
4. **Ganzug.S “Ain khey”-**
5. **Munkhtsetseg.D “Khui darsan chuluu”**

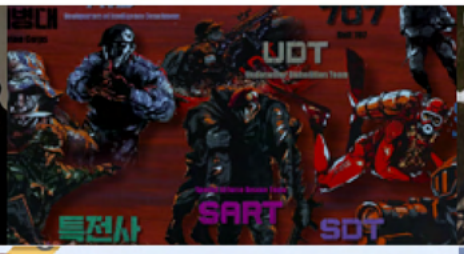
Channel A, a nationwide TV Station from Korea proudly presented content of various genres including news, dramas, entertainment, cultures, and documentaries.

In 2022, it exported its Drama Format to Turkey, which is one of the major content markets in the Middle East and Central Asia- Queen of Masks, Show Window, Lie after Lie.

- Developed the first K-Entertainment Show or K-Real Military Variety Show about the physical competition.
- Developed an Entertainment Show that is related to parenting and counselling. My Golden Kids., Dr Oh`s Golden Clinic, Living Together without Marriage, Youth Star, Heart Signal and documentary- Earth is the Mother, Journey with Mum- Go Dusim.















The Inclusive Broadcasting from Okayama Broadcasting Co. Ltd (OHK), Japan where creativity meets the spotlight was presented by Mr Yoshio Shinoda, the Director of Accessibility team.

OHK is a local broadcasting company in Japan and has aired "Sign Language Talks Welfare", a special TV program with sign language interpretation for about 30 years to realize the society no one is left behind by information.

The production process is unique in that deaf people are in the production team and “interpret” the language on the program. Other initiatives include live sports commentary with sign language, reading sessions by the announcers for blind people and more.







Showcase 2023 participating organisations with TVRI as the host

Table Talk: The Next Step Forward

Contributed by Ms Monica Phang, Programme Manager, AIBD

The session on **Table Talk: The Next Step Forward** is another highlight of the 18th Asia Media Summit in Bali, Indonesia.

As in the past practice, the session was moderated by the Secretariat Director/CEO of AIBD, Ms Philomena Gnanapragasam who posed questions to the panel speakers.

In this session, media heads, broadcasting entrepreneurs and experts discuss the future of traditional media in the age of digital media, a complex and changing issue, as CEOs are likely to have different perspectives on the challenges and opportunities that their companies face.

Six Director-General and Chief Executive Officer shared their respective thoughts and views how the media organisations can move forward in this challenging time of economic recovery after post-pandemic.

The panelists were posed the questions on how the role of media is invigorating economic sustainability.

Director General, Philippines Broadcasting Services (PBS) & Vice President of AIBD, **Mr Rizal Giovanni Aportadera Jr.,** said especially in this point of time now is the starting of economic recovery, the Philippines broadcasting industry is also hit hard by the global pandemic. We also witnessed some private broadcasting network shot down their operations. It was a tough time for those working in the field of media. Two ways of looking at these issues and one of the ways is to collaborate the approach of how we operate and send out our message, considering the rise of social media to compete with the traditional media. Another approach is how to create our creative way of presentation

He emphasized the need to recalibrate media approaches in light of the rise of social media. He stressed the importance of providing not only news but also a sense of hope to people affected by the pandemic. Additionally, he highlighted the significance of responsible journalism and the need to educate citizen journalists on ethical reporting.

On the 18th AMS 2023, he expressed his view as “Congratulations for an excellent AMS this year. One for the books!”.

On CEO Tabel Talk : The Next Step Forward. He described the session was a timely discussion amongst Public Broadcast leaders. “This enabled us to engage in best practices and adaptations while recovering from the Pandemic. Indeed there are many things to learn and many insights that were enlightening”, added Mr Rizal Aportadera.









President of Maldives Broadcasting Commission (MBC), Mrs Maryam Waheeda, acknowledged the challenges faced by media in the Maldives due to fragmentation. She emphasized the importance of supporting media organizations financially to ensure their sustainability. Mrs Waheeda also mentioned the need to explore creative ways to make media stronger and mentioned India as an example of a country with innovative approaches.

On the 18th Asia Media Summit 2023 by AIBD, held in the exotic island of beautiful Bali, Indonesia, was a potential platform for showcasing media personnel's views and expressions from around 40 different countries.

She expressed her gratitude to AIBD to invite MBC's delegation which brought home immense knowledge and the latest details of technology in media representation and more. Grateful to AIBD for making us a part of this vibrant Summit of knowledge. "The CEO Table Talk: The Next Step Forward, led by AIBD Secretariat Director/CEO was an interesting to gather expertise view from the leading personnel of the media industry from across the Asia-Pacific region.



Thank you for the opportunity. Delighted", said Ms Maryam.

President Director, TVRI, Indonesia, Mr Iman Bortoseno recognized the fragmentation of media as a challenge, particularly with the emergence of new media platforms. He emphasized the need to design media strategies to meet viewers' aspirations and suggested incorporating news and information into entertainment formats to maintain audience engagement.

Media in Indonesia plays an important role in the national movement known as **"Gerakan Bangga Buatan Indonesia"** or "proud of what Indonesia has made", he said. Mr Iman explained that the national movement is an action which has been proven to increase the Domestic Product Sales beyond target per December 2022.

"This is because the media has put more attention on government's efforts to help small and medium industries, encourage society to use local products", stressed Mr Iman.

On the 18th AMS 2023 in Bali, it has proven that the traditional media has found its way to secure long-term survival and independence.

Chief Executive Officer, Bhutan Broadcasting Services Corporation (BBSC), **Mr Kaka Tshering**, viewed social media and OTT platforms as both challenges and opportunities. He highlighted the importance of adapting to these developments and capitalizing on the opportunities they present. He also emphasized the need for traditional media to remain relevant by understanding and following the preferences of the shifting viewer base. On the 18th AMS 2023, he said it has set the benchmark for future AMS.

Director-General, Bangladesh Betar, Bangladesh, **Mr Nasrullah Irfan** emphasized the role of Bangladesh Betar in disseminating information through various platforms, including social media. He highlighted the importance of providing accurate and timely information to combat misinformation. Mr Irfan stressed that content should be target-oriented and accessible to listeners whenever they want it.

On 18th AMS 2023 in Bali which brought together leaders and professionals from broadcasting industry, creating a remarkable event centered on the theme of "Media Enhancing Economic Sustainability."
He described "this summit served as an international platform for exchanging views, thoughts, experiences, and perspectives on the crucial role of media in enhancing economic sustainability especially at post-COVID phase. Despite participating number of sessions, I would particularly like to mention "CEO Table Talk: Next Step Forward" for its insightful discussions".

Director-General, Radio Television Malaysia (RTM), Malaysia, Mr Suhaimi Sulaiman discussed the role of media in inspiring and supporting the economy. He mentioned the importance of showcasing success stories to inspire small and medium enterprises. Mr Suhaimi emphasized the need for media organizations to adapt to new platforms and find creative ways to generate revenue while providing inspirational content.





On 18th AMS 2023 successfully concluded in Bali, he added that "it was good to learn from leaders from many different parts of the world on how media organizations are changing to remain relevant and continue to be relatable to their audiences using state-of-the-art technology...".

On the questions of digital fragmentation posing more challenges, is the Role of Media today getting stronger than before besides how media organisations can curate target content for diverse audiences via multi-platforms?

President of the Maldives Broadcasting Commission, Mrs. Maryam Waheeda, acknowledged the rise of civil journalists on platforms like Twitter and emphasized the need to embrace the presence of television, broadcasters, Facebook, YouTube, and other mediums. To regain the lead, the broadcasting industry must tap into creativity and focus on audience engagement through content development and drama besides remain relevant in tandem with the emerging digital era.





President Director of TVRI, Indonesia, **Mr. Iman Brotoseno**, acknowledged the emerging challenges to compete with the new media and highlighted the importance of embracing the digital era and new media to cater to audience preferences. Hence there is a need to design suitable strategies to produce audiences' appealing contents of different genres such as entertainment, movie and news segments to retain them. TVRI had experienced a decrease in viewership of 8 percent for the past 3 years, that necessitating a shift towards digital platforms and new media engagement.

Mr Iman also emphasized the importance of helping small and medium enterprises (SMEs) through programmes like the "proud-of-Indonesia" product initiatives. By promoting local products and highlighting their quality, TVRI aimed to boost domestic product sales and contribute to economic recovery.

Director General of the Philippines Broadcasting Services (PBS), **Mr. Rizal Giovanni Aportadera Jr.,** discussed their approach to addressing the challenges posed by social media and citizen journalism. Media organisations need to re-position itself after the post-COVID for economic recovery. He cited that PBS initiated a 6-year plan programme called the "People's Based Information System" and trained budding communication students as "citizen journalists", to ensue responsible and ethical reporting. By educating and empowering young citizens, they aimed to counter the spread of uncensored and unfiltered dangerous online content.





CEO of Bhutan Broadcasting Services Corporation (BBSC), Bhutan, **Mr. Kaka Tshering** said “we should view threats of new media like OTT, Chat GPT and social media as opportunity as well”. He discussed the importance of creative content and the factors contributing to its development. He emphasized the need for recruitment, mentorship, training, and differentiation in the performance evaluation process to nurture a creative workforce. Investment in facilities, equipment, and competitive salaries was also crucial for producing high-quality content.

Director-General of Bangladesh Betar, Bangladesh, Mr. Nasrullah Irfan highlighted the role of credible sources of information, such as Betar Radio through its 14 regional stations in Bangladesh. These regional radio stations are well connected digitally via satellite to serve the people during natural calamities like the on-set of cyclones and in combating misinformation during the COVID-19 pandemic. By providing reliable information on social media platforms like YouTube, Bangladesh Betar ensured that people could access accurate information from trusted sources at any time while target-oriented content played a crucial role in delivering information effectively.





Director-General of Radio Television Malaysia (RTM), Malaysia Mr. Suhaimi Sulaaiman, said the role of media is also to inspire others by amplifying the success story on how to do its right for example highlighting the achievement of SMEs. This will serve as a band-wagon to inspire others. He cited that RTM has collaborated with new social media partners like TikTok which has also open up new markets for the government media organisation to be financially self-sustainable.

He stressed the importance of making good content accessible to viewers whenever and wherever they want to consume it. Additionally, Mr Suhaimi emphasized the need for media companies to employ data scientists to understand viewer preferences and adapt to the changing media landscape. Media practitioners also need to understand data analytics to curate relevant contents for its target-audience.

The talk concluded with the moderator, Ms. Philomena Gnanapragasam, emphasizing the need for broadcasters to embrace technology and utilize it to enhance radio and television programmes. She reiterated that content remains the “king” and the most critical aspect and highlighted the importance of understanding the target audience and tailoring communication strategies accordingly.

Overall, the session underscored the need for broadcasters to adapt, embrace digital technology, and deliver high-quality content that meets the evolving demands of the audience.



AIBD International Media Awards 2023

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

Nusa Dua, Bali - May 23, 2023 - The prestigious AIBD International Media Awards 2023 took place at the Grand Hyatt Hotel in Nusa Dua, Bali on May 23rd. The event, held during the Asia Media Summit Bali Beach Concert, showcased remarkable talent and outstanding achievements in the media industry.



The evening commenced with a stunning lighting show, followed by an electrifying performance by Indonesia Dance Performers, captivating the audience. Mr Rahmat Idris and Cok Devi, the hosts for the night, welcomed the esteemed guests and expressed their excitement for the upcoming awards presentation.

The event was honoured by the presence of Mr. Iman Brotoseno, President Director of TVRI, and Mr. Tjokorda Oka Artha, the Vice Governor of Bali, who delivered inspiring opening speeches. Their presence highlighted the significance of recognizing excellence in the media industry.











The AIBD International Media Awards 2023, sponsored by the Arab States Broadcasting Union (ASBU) and Phoenix TV China, acknowledged outstanding programs and leadership from AIBD member organizations that promote excellence and creativity in broadcasting. The awards were open to all AIBD members and recognized programs executed between 2021 and 2022.

The award categories included Best Radio Program, Best TV Program, Green Tech and Sustainability, Outstanding Leadership, Exceptional Merit, and Strategic Partner Award, along with the Jury Awards for TV and Radio.

In the category of Best Radio Program for Peace, three nominees stood out for their remarkable contributions to promoting harmony and conflict resolution. The winner of this category was "To Fly Again" by KBS, Korea. The program addressed the poignant story of Han Seongok and her struggle for a better life, shedding light on the psychological rehabilitation of North Korean defectors.







The Jury Awards for Radio Program recognized exceptional content that captivated audiences and pushed the boundaries of creativity. The winning program, "689 - Peak of Aspiration for Peace" by Voice of Vietnam, delved into the history of the bloodiest battlefield in the US resistance struggle and highlighted the importance of peace and unity.

Moving on to the television categories, the Best Television Program for Media Amplifying Economic Sustainability highlighted outstanding programs that showcased the concept of a circular economy. "Thailand Today" from NBT Thailand emerged as the winner, impressing the audience with its portrayal of innovative solutions and sustainable practices.







The Jury Award for Television honoured "Zardozi - Glittering Smile" from Doordarshan, India. This program explored the rich tradition of Zardozi embroidery and its preservation by traditional artisans, shedding light on their employment contentment despite low wages.

In the category of Sustainability & Green Technology, KBS Korea won for their project "Making Gender Equality a Reality." This program emphasized the importance of gender equality and showcased sustainable practices for a more inclusive society.

Strategic Partner Award 2022-23 was awarded to KCC & KISDI MSIT Korea

AIBD International Media Awards also had special awards for those individuals who supported AIBD during the pandemic with their leadership skills and helped the institute elevate its work processes. Outstanding Leadership Award for 2022-23 was awarded to H.E. Mr. HAS SAM ATH, Undersecretary of State, Cambodia.







Outstanding Leadership Award - HE Has Sam Ath

Exceptional Merit Award for 2022-23 was given to Mr Chan Vivath, Director of International Cooperation Department, Ministry of Information Cambodia



Exceptional Merit Award - Mr Chan Vivath



Best Sustainability Green Technology- KBS

The AIBD International Media Awards 2023 celebrated the exceptional talent and creativity within the media industry. Each winner demonstrated a commitment to excellence, innovation, and positive social impact. The event concluded with a sense of pride and appreciation for the remarkable achievements in broadcasting and media.



AMS 2023 Beach Concert







Beach Concert at the 18th Asia Media Summit

Contributed by Mr Praneel Prasad, Programme Manager, AIBD

The 18th Asia Media Summit (AMS) hosted by TVRI (Televisi Republik Indonesia) and AIBD (Asia-Pacific Institute for Broadcasting Development) proved to be an unforgettable event. The dazzling evening of music and entertainment took place at the picturesque Grand Hyatt Bali, where renowned artists and bands from Indonesia and beyond graced the stage to captivate the audience.

The opening day of the Asia Media Summit set the stage for an extraordinary evening with a grand Gala dinner and the prestigious AIBD International awards. As delegates and media professionals from across the Asia-Pacific region gathered, the air was filled with anticipation for the musical extravaganza that awaited them.

The concert lineup featured an eclectic mix of talented performers, showcasing various musical genres and styles. The audience was treated to a rich musical experience, weaving together the best of traditional Indonesian music, contemporary pop, and fusion jazz. Here are the bands that added their magic to the night:

1. Balawan

Hailing from Indonesia, Balawan is a true maestro of fingerstyle guitar. His unique technique and mastery of the instrument have earned him recognition worldwide. At the beach concert, Balawan's nimble fingers danced on the strings, creating a delightful fusion of jazz, rock, and traditional Balinese music, leaving the audience tapping their feet and swaying to the rhythm .

2. ASIA 87 Band

The ASIA 87 Band, a group of seasoned musicians from Indonesia, showcased the diversity of their talents by delivering an electrifying groovy performance with a unique music arrangement. With their blend of various musical influences mostly from 80's era, they united the audience through a shared appreciation for the universal language of music

3. Addie MS Orchestra

Renowned for his captivating orchestrations and memorable compositions, Addie MS led his orchestra to mesmerize the audience with their symphonic prowess. The fusion of classical elements with contemporary sounds provided a refreshing experience for the attendees, leaving everyone in awe of the sheer brilliance of their performance.

4. Raisa

As the night progressed, the anticipation reached its peak for the appearance of the esteemed Indonesian singer, Raisa. A favourite amongst fans, Raisa's soulful voice and engaging stage presence illuminated the beach venue. Her melodious performance resonated with the audience, who sang along to her hit songs with heartfelt enthusiasm. As one of Indonesia's most popular female singers, Raisa has garnered a massive following, and her presence at the concert only solidified her status as a musical icon. The seamless blend of musical styles and the enchanting atmosphere of the beach venue added to the charm of the event.

The 18th Asia Media Summit proved to be more than just a platform for media professionals; it became a celebration of culture, creativity, and unity through music. The success of the beach concert marked a milestone in the history of AMS. It demonstrated the power of music to transcend borders and bring people together in a harmonious celebration of art and talent. The artists' passion and dedication on stage were mirrored by the audience's unwavering enthusiasm and appreciation, making it an evening to remember for all.

With the resounding success of this historic beach concert, one can only imagine the exciting possibilities that lie ahead for future editions of the Asia Media Summit. Until then, the memories of this remarkable night will continue to resonate and inspire, leaving an indelible mark on the hearts of all who were fortunate enough to be part of this extraordinary musical journey.











Exploring Bali's Hidden Gems: An Unforgettable Excursion at the 18th Asia Media Summit

Contributed by Mr Praneel Prasad, Programme manager, AIBD

Bali, Indonesia – Amidst the buzzing energy of the 18th Asia Media Summit, participants were treated to a remarkable excursion that promised to immerse them in the rich cultural tapestry of Bali. Organized by the Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with TVRI, the national public broadcaster of Indonesia, this post-summit adventure took place on the 25th of June, unveiling the island's hidden gems to an eager group of media professionals.

Following two days of captivating discussions during the pre-summit sessions and another two days of engaging discourse at the summit itself, participants were more than ready to embark on an adventure beyond the walls of the luxurious Grand Hyatt hotel, which had served as the epicentre of the summit.

The day began with an air of anticipation as the excursion group gathered in the hotel lobby, eager to explore Bali's cultural wonders. With great attention to detail, TVRI had meticulously planned a journey that would leave a lasting impression on everyone involved.







Departing from the Grand Hyatt, the group's first destination was the enchanting Penglipuran Village, nestled amidst Bali's lush landscapes. This traditional Balinese village provided a window into the island's heritage, showcasing its age-old customs and architectural marvels. Participants were captivated by the sight of beautifully preserved thatched-roof houses, stone-carved entrance gates, and intricately crafted ceremonial temples.

As the morning progressed, appetites were awakened, and the group made its way to the picturesque town of Kintamani, famed for its breathtaking views of Mount Batur and its volcanic caldera. Against this awe-inspiring backdrop, a delightful lunch awaited, featuring a delectable spread of traditional Balinese cuisine. The tantalizing flavours of spicy sambal, succulent satays, and fragrant rice left everyone craving for more.

With satisfied appetites and memories of Kintamani's majestic landscapes, the journey continued to Krisna Oleh, a renowned shopping destination for those seeking authentic Balinese souvenirs. Here, participants had the opportunity to browse an extensive collection of handicrafts, clothing, and unique trinkets, providing them with the perfect mementoes to cherish from their time in Bali.

As the day drew to a close, the excursion group embarked on their return journey to the Grand Hyatt hotel, with hearts filled with awe and gratitude for the experience they had just shared. Notably, participants staying at the Santika and Mercure hotels also had the opportunity to join the excursion, adding to the camaraderie and sense of community fostered throughout the summit.

The excursion organized by AIBD and TVRI showcased the cultural splendours of Bali, underscoring the importance of blending business with leisure, and knowledge with exploration. It was a testament to the commitment of these organizations in providing a holistic experience for media professionals, transcending the boundaries of the conference rooms and creating lasting memories of their time in Bali.









As participants returned to their respective corners of the globe, they carried with them a newfound appreciation for Bali's cultural heritage, fostering a deeper understanding and respect for the diversity within the Asia-Pacific media landscape. The 18th Asia Media Summit not only enriched their professional lives but also offered an unforgettable excursion that would forever be etched in their memories.

The collaboration between AIBD, TVRI, and the island of Bali had proven to be a resounding success, leaving participants yearning for more opportunities to explore the world's cultural treasures. This excursion not only connected media professionals but also served as a reminder of the importance of embracing cultural diversity, fostering unity, and cherishing the experiences that enrich our lives.

As the sun set on Bali's vibrant landscapes, the 18th Asia Media Summit bid farewell to its participants, promising to reunite them in the future for further adventures and the exchange of knowledge. With a renewed sense of purpose and a profound appreciation for the cultural wonders of Bali, the participants returned home, forever transformed by their experience in the Island of the Gods.

Celebrating The Sound of Peace - World Radio Day 2023

Contributed by Amal Punchihewa, Technical Advisor, AIBD and Mr Nabeel, Programme Manager, AIBD

It is important to understand when, why and how we celebrate World Radio Day. Radio has been serving people all over the world for over a century. Radio continues to be the most easily and affordably accessible communication medium. Radio educates, informs, and entertains all segments of society. It can reach the most remote areas or the most marginalised people assuring a high degree of inclusivity and less digital divide.

Purpose, Significance and Celebration of World Radio Day

World Radio Day is significant because it recognises the power of radio as a medium of communication, especially as a source of reliable and trustworthy information, and its continued relevance in the 21st century or the digital era. It is an opportunity to raise awareness about the importance of preserving and promoting radio as a means of reliable and trustworthy communication, and to celebrate its impact on societies around the world. Radio can reach people across diverse communities, regardless of their education or socio-economic status, making it a powerful tool for promoting peace, democracy, and human rights. World Radio Day is also significant because it encourages greater participation in the medium, as previously mentioned.

AIBD celebrated World Radio Day with the AIBD theme a world of sounds and peace from Monday the 13th to Friday the 17th of February 2023 in partnership with UNESCO. This is to mark World Radio Day which falls on the 13th of February annually and for this year, the UN-proposed theme “Radio and Peace”. With this AIBD-UNESCO initiative to mark this important day for the radio broadcasting industry, a closer look is taken at the dissemination of peace initiative information and conflict resolution efforts. Radio being an important medium challenged by the times and an overload of information, continues to strive to be the sound of peace. The activities to mark the event from 13th to 17th February 2023 included the curation of video messages by leaders of the regional Radio industry in addition, members also shared their activities to mark the day and the curation of programmes broadcast on the day by members. This was followed by a web summit conducted on 16th February 2023 with the title, “Celebrating a world of sounds for a peaceful world”.

World Radio Day is a celebration of the importance of radio as a means of communication and a reminder of its ongoing significance in our daily lives. World Radio Day is celebrated in a variety of ways as outlined above, including events, broadcasts, and discussions. Broadcasting organisations can use the day to showcase their programmes and the work they do, and listeners can celebrate by tuning in to their favourite radio stations and programmes. As a premier Broadcasting organisation in the Asia-Pacific region, AIBD celebrated World Radio Day on the 13th of February with UNESCO in Hanoi Vietnam with a face-to-face celebration event and also with a webinar on the 16th of February from Kuala Lumpur where AIBD connected online with its members and partners.

The Asia-Pacific Institute for Broadcasting Development (AIBD) was established in August 1977 under the auspices of the United Nations Educational, Scientific and Cultural Organisation (UNESCO). It is a unique regional inter-governmental organisation servicing countries of the United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP) in the field of electronic media development. Based on the AIBD strategic plans, and actions derived to provide support to AIBD members, by analysing the current trend of broadcasting, AIBD facilitate the formulation of policies and seeks harmonisation and regulations to promote uniformity in the region with cultural and technological diversity.

Radio also plays a fundamental role in counselling, mediation, and reconciliation for harmonious human relations, promoting peace to overcome civil, national, and international conflicts. The theme of World Radio Day changes annually, and the 12th World Radio Day was held on February 13, 2023, with the theme “Radio and Peace.” Past themes have included “Radio and Sports,” “Radio and Emergencies,” “Radio in Times of Peace and Conflict,” and “Dialogue, Tolerance, and Peace.” The theme is chosen to highlight the positive impact of radio on communities and individuals and to encourage greater participation in the medium.

In alignment with this year’s theme, “Radio and Peace”, the Secretariat Director who has had vast experience in the radio broadcast space highlighted that radio programmes should also try to focus on positive humane stories that can inspire others as the human voice has the power to move mountains.

This year’s global theme “Radio and peace” reminds us that radio is a powerful means of communication for conflict prevention and peace building when it is independent. It shall be used as a defence against misinformation and fake news which divide and foster conflicts and wars.
This year‘s World Radio Day theme, “Radio and Peace”, is fitting for a time when the media industry has to face and cope with misinformation and disinformation all over social media. More than ever, radio proves its value by delivering trustworthy content, assisting to reduce tensions, preventing conflicts and fostering peace by acting as a tool for humanitarian communication.

On 16 February 2023, ten speakers from the region and beyond shared their views in three sessions during the three-hour web summit.

The theme of this year's World Radio Day "Radio and Peace" comes at a time when we face growing misinformation and disinformation, polarisation violence, extremism and increased national disasters due to climate change, among many other societal and natural challenges. Let us use radio to alleviate such situations by providing balanced, diverse, and inclusive programmes that promote peaceful and harmonious relationships. Lastly, we should recognise and appreciate all technological innovations that facilitate access to the radio and expand the dissemination of its programmes to spread messages of friendship, hope and peace.

The Asia-Pacific region (APAC) has a long heritage and history of radio broadcasting that dates back to 1925. The summit discussed what needs to be done to ensure the peace-building process. Speakers highlighted various forms of radio that could help avoid conflicts or distress not only from war but any environmental situation.

Mr Giacomo Mazzone, General coordinator of the World Radio Day Committee of UNESCO said "The committee that I have to coordinate embrace a lot of organisation worldwide. AIBD is one of the prominent members of this community. And we gather at least twice a year to decide on the topic. I have to say that this year, there was another important topic in mind that we will celebrate probably next year, and it was the first 100 years of Radio."

Mr Yasser Garrana, Head of Radio, ASBU (Arab State Broadcasting Union) mentioned several formats, in which radio can communicate and then help to promote and build peace.
In his presentation Mr Nasrullah Md. Irfan, Director General of Bangladesh Betar (BB) shared what, why and how Bangladesh celebrated World Radio Day and how radio is in peacebuilding, what activities BB has done.



The moderator and some panellists from the three sessions during Q & A

Dr Surya Prakash of the National Institute of Disaster Management of India said that radio has a wider role than we used to consider only for information, education or entertainment and going beyond in terms of the employment environment and emergency management for the crisis and disaster situations.

Mr Balkrishna Pokhrel, Executive Director of ACORAB (Association of Community Radio Broadcasters in Nepal), Nepal said "The community are playing an important role with community radio. Despite the role, there are too many challenges."

Mr Kamal Roslim, Radio Television Malaysia RTM, Negeri Sembilan, Malaysia shared that Malaysia radio is a medium that is broadcast to a larger audience in different languages and as the function of Radio in Malaysia, RTM focuses on information and education, entertainment, persuasion, providing a platform for debate and discussion, national integration and promotion.

In Session 3: promoting peace education through radio, three speakers shared their country, organisation and professional views. Ms Hoa Thuy Nguyen, Director of International affairs, Voice of Vietnam (VOV), Radio Vietnam said "Having so much suffering and loss caused by war. The Vietnamese people always look and oppose war and violence."

Dr Sreedhar Ramamurthy, Community Media Practitioner in India said "For the overall peace to be maintained, the community and radio have a very big role."

Mr Neubart Ambrose from Voice of Malaysia, Malaysia shared that radio is one of the prime mediums of media because when you are sitting at home, switch on the radio, when you are driving switch on the radio, anywhere you are the radio is one of the prime forms of media and over the years it had so many rich experiences as a broadcaster talking to people, heart-warming stories to share, and they look to the broadcaster as the link person where they can share their own stories.

Media Literacy - Empowering Asian Broadcasters

Contributed by Mr Nabeel Tirmazi, Programme manager, AIBD







Bali, Indonesia from May 21 to 22, 2023, Bali became a hub for over 40 participants from various Asia-Pacific countries as they gathered for a two-day media literacy pre-summit workshop. This event, held as a precursor to the 18th Asia Media Summit, aimed to equip media practitioners with the necessary knowledge and skills to promote media literacy in their respective regions. This activity was a joint collaboration of AIBD with KISDI and KCC Korea hosted by TVRI Indonesia.

Representing countries including Bangladesh, Bhutan, Cambodia, India, Indonesia, Lao PDR, Nepal, the Maldives, Malaysia, Mongolia, Thailand, Pakistan, and Vietnam, the diverse group of media practitioners brought their expertise and experiences to foster collaboration and shared learning.



The workshop commenced with a dynamic agenda on the first day, featuring a warm welcome and opening speech by Ms. Philomena Gnanapragasam , Secretariat Director/ CEO of the Asia-Pacific Institute for Broadcasting Development (AIBD), and Ms. Youngjoo Kim, Director of the Korea Communications Commission (KCC). Attendees then took part in a group photo session to commemorate the start of the event.

Esteemed media professionals and experts led the sessions, covering a wide range of topics crucial to media literacy in the digital age. Mr. Riza Revolusi, Head of News Gathering at CNN Indonesia, facilitated the first session, delving into the definition and importance of media literacy. Participants explored various forms of media and their influence on society, as well as the challenges posed by disinformation and misinformation.

The second session focused on best practices for promoting media literacy, with insights shared by Ms. Young Lan Yun, Deputy Director of the Regional Media Policy Division at KCC, Korea, and Mr. Nasruallah Irfan, Director General of Bangladesh Betar. They emphasized effective strategies and the role of media in promoting media literacy. After a refreshing lunch break, the workshop continued with a session dedicated to understanding and coping with information disorders and cognitive biases. Mr. Riza Revolusi of CNN Indonesia and Mr. Dandy Koswaraputra, Special Project Producer/Writer at BenarNews.org, led the participants in exploring various types of information disorders, the architecture of disinformation, cognitive biases, and the pros and cons of filter bubbles.

The final session of the day focused on the responsible and ethical use of information tools. Mr. Dandy Koswaraputra further emphasized the importance of responsible practices, the best methods for verifying information sources, and ethical considerations when reporting on sensitive topics. The session included a compelling case study from Indonesia, offering practical insights and lessons.

Day two began with a recap of the previous day's discussions and insights, ensuring a seamless transition to new topics. The fifth session, conducted by Mr. Jun Ogawa, International Affairs Representative from BPO Japan, explored the role and responsibility of media in the age of information bombardment. Participants engaged in discussions surrounding the challenges and ethical dilemmas faced by media organizations, drawing inspiration from a compelling case study from Japan. After a coffee break, the workshop continued with a session dedicated to media literacy for vulnerable groups. Ms. Kim Seulk from the Community Media Foundation in Korea, Mr. Buddhi Bahadur, Executive Director, Mr. Khagendra Khatri, Deputy Director of Radio Nepal, and Dr. Sreedhar Ramamurthy, a Community Media Specialist from India, shared insights on building systemic media literacy training for vulnerable groups. They discussed effective training methods and explored ways to support media literacy education initiatives by governments.

The workshop's seventh session, led by Ms. Ana Lomatadze, a program specialist from UNESCO Jakarta, addressed the role of social media in promoting peace.



The participants witnessed case studies from Indonesia, Bosnia and Herzegovina, Colombia, and Kenya, highlighting the significance of responsible citizenship and digital citizenship initiatives in fostering peace-building.

The final session expanded on media literacy for vulnerable groups, focusing on raising awareness and capacity among marginalized communities such as the handicapped, children, and the elderly. Dr Sreedhar Ramamurthy led the session, shedding light on the importance of empowering these groups and exploring the concept of old-age citizen journalism.



The workshop concluded with guest presentations by Ms Maryam Waheeda, President, of Maldives Broadcasting Commission (Maldives), Mr Andy Reza Rohadian Bin Khairul Anwar, News Editor, Radio Televisyen Malaysia (Malaysia), Mr Badral Zayamandakh. Director of Strategy and Cooperation Department, Mongolian National Broadcaster (Mongolia), Mr Kitipat Chuensukjit, Content Creator, Thai Public Broadcasting Service (TPBS) (Thailand), and Mr Imdad Hussain, Producer, Pakistan Television (Pakistan). The presenters delivered their case studies based on their respective countries' policies, challenges, and ways forward.

The event culminated with a certificate distribution ceremony, summarizing the key takeaways and achievements of the workshop. The media literacy pre-summit workshop in Bali served as a vital platform for Asian broadcasters to enhance their understanding of media literacy and develop strategies to promote it within their communities. Mr. Nabeel Tirmazi from AIBD was the programme manager of this workshop. With participants from diverse backgrounds and regions, the workshop fostered networking, collaboration, and a collective commitment to advocating for media literacy in the digital age



AMS 2023 - Youth Getting Media Active

Contributed by Mr Praneel Prasad, Programme Manager & Session Manager, AIBD

Introduction: The Asia Media Summit's Youths Special Session on "Getting Media Active" proved to be a dynamic and insightful gathering, with an aim to promote media engagement among the younger generation. Expertly moderated by Ms. Giselle and Ms. Rini, the session featured exceptional young speakers from esteemed institutions such as the London School of Public Relations Bali and Universitas Pendidikan Nasional Bali. The presence of participants from Politeknik Pariwisata Bali further enriched the discussion. This article aims to delve into the key takeaways from the session and shed light on the significance of empowering youth in the media landscape.

The Evolving Media Landscape and Legacy Media: During the session, participants explored the relevance of legacy media in the face of technological advancements. While new digital channels are gaining prominence, legacy media still holds importance. However, media practitioners need to provide concise and meaningful information, avoiding repetitive content. Understanding the needs of the audience and delivering engaging and relevant content is crucial.

Tackling Misinformation and Ensuring Credibility: The spread of fake news, particularly within chat groups and even from family members, emerged as a concerning issue. Steps must be taken to address this problem and promote accurate information. Media practitioners need to prioritize trustworthiness by providing reliable and accurate information, thus building and maintaining trust with their audience.

Promoting Responsible Social Media Use and Media Literacy: The use of social media by young people and the associated issue of narcissism were highlighted. Media practitioners can play a vital role in encouraging responsible social media use and promoting balanced content consumption. Additionally, promoting media literacy is essential for individuals to critically evaluate the credibility of the information they consume.

Engaging with Young People and Fostering Inclusivity: Bridging the gap between legacy media and new media is crucial. Media practitioners should engage with young people, embrace cross-cultural progress, and create diverse and dynamic content. Collaboration and development between traditional and new media are key to creating an inclusive media environment.

Personalization and Education: Tailoring content to individual interests and preferences can enhance the media experience for young people. Media practitioners can provide educational content and resources to support learning and academic growth. Using media for study purposes can be beneficial, and it is an avenue that should be further explored.

The Importance of Authenticity: Authenticity emerged as a highly valued trait for young people. Media practitioners should strive to deliver authentic content that reflects diverse perspectives and experiences. By doing so, they can foster a sense of trust and

Conclusion: The Youths Special Session at the Asia Media Summit brought together insightful perspectives and knowledge on promoting media engagement among youth. From addressing the spread of misinformation to fostering inclusivity, media practitioners and young people alike must work hand in hand to create an empowering media landscape. By adapting to the evolving media landscape, encouraging responsible social media use, promoting media literacy, engaging with young people, and prioritizing authenticity, we can bridge the generational gap and shape a brighter future for all.





AIBD / IPPTAR / EBU / DW

Workshop on Leaders for Digital Revolution

Contributed by Ms Dinnierose Raiko, Programme Manager, AIBD

In the ever-changing realm of digital transformation, broadcasters, particularly those in public service, face distinct challenges as they adapt to the new environment. The extensive use of digital technology has presented both obstacles and exciting possibilities, sparking lively discussions and debates. With the digital revolution erasing the boundaries of global communication, broadcasters now face an urgent imperative to navigate this uncharted territory and effectively leverage digital tools to foster organizational growth.

To address these pressing concerns, a recent workshop was conducted in Bali, Indonesia, focusing on enhancing media capabilities through innovative managerial and technological approaches. The highly esteemed Leaders for Digital Revolution Workshop attracted over 30 participants from various countries in the Asia-Pacific and Eastern European regions. The event, held in conjunction with the 18th Asia Media Summit last month, was made possible through the collaborative efforts of prominent organizations including the Asia-Pacific Institute for Broadcasting Development (AIBD), the Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR), the European Broadcasting Union (EBU), Deutsche Welle (DW), and hosted by TVRI Indonesia.

challenges faced by the media in the dynamic digital landscape. It had several key objectives:

1. Enabling participants to critically assess their current media management leadership and identify areas for improvement within their organizations.
2. Equipping participants with a valuable skill set that they can apply upon their return, fostering growth and improvement within their respective organizations.
3. Providing participants with fresh ideas and insights on fostering innovation in the realm of digital media.
4. Facilitating the exchange of insights and experiences among participants, leading to practical solutions that can be implemented within their own organizations.

The workshop saw the participation of leaders and professionals from diverse countries, including Bangladesh, Bhutan, Brunei, Indonesia, Fiji, India, Laos PDR, Malaysia, the Maldives, Myanmar, Papua New Guinea, Russia, and Thailand. These individuals held leadership positions within their respective media organizations, bringing a wealth of expertise and experience to the sharing sessions.

Under the guidance of Ms. Debarati Guha, Director of Programs for Asia at Deutsche Welle (DW) and an esteemed consultant trainer with over 20 years of experience in media and leadership roles, the workshop offered interactive sessions. Ms. Guha shared theories and fundamental concepts of leadership in the digital landscape, engaging participants in exercises to identify challenges and corresponding solutions.

This approach provided attendees with the opportunity to learn from their own experiences and exchange knowledge. Ms. Guha's guidance created an interactive and dynamic learning environment for all.

Throughout the workshop, participants and Ms. Guha delved into various topics related to leadership styles, challenges, and problem-solving techniques in the context of the digital revolution. The exchange of ideas was comprehensive and dynamic.

The collaborative environment fostered a think tank atmosphere, where all 34 participants actively shared real-life cases and experiences from their respective countries. The workshop also witnessed the presence of AIBD Secretariat Director, Ms. Philomena Gnanapragasam, and IPPTAR Acting Director, Mr. Kumaran Subramaniam, who welcomed the participants and emphasized the importance of staying innovative in the current digital landscape.

The Leaders for Digital Revolution Workshop served as a valuable platform for broadcasters to explore innovative approaches to media leadership in the digital age. With a diverse group of professionals exchanging insights and experiences, this collaborative effort is expected to contribute to the growth and transformation of media organizations worldwide.

AIBD-ITU Regional Masterclass

Future of Television

Contributed by Dr Amal Punchihewa, Technical Consultant, AIBD

Asia Media Summit (AMS2023) was held from the 21st to the 24th of May in Bali, Indonesia, and brought together innovators and thought leaders to share insights on the trends and developments taking place in the fast-paced television industry. AIBD in collaboration with its partners and international organisations organised AMS2023 hosted by Public Television Broadcaster in Indonesia, TVRI. The summit commenced with several pre-summit workshops. Among them was the AIBD-ITU Regional Pre-Summit Workshop on the Future of TV – Masterclass. Day 1, 21 May 2023 (Sunday) mainly focused on television production, delivery, audience and digital transformation.

Seven sessions addressed the main theme with sub-themes as follows educating the audience on how television is evolving to merge into the rapidly changing television and media landscape. The sessions were conducted by a group of experts from the industry; viz. Mr Andy Quested - Production and AI Consultant EBU/ITU, United Kingdom, Dr Amal Punchihewa - Broadcast Engineering Consultant, Mr Ravi Arora - Founder DecisionCraft Inc, USA and Mr Aamir Raiz, ITU Jakarta Office.

1. Overview of Television and The Future
2. The Next Wave of TV: A Business Perspective
3. Asia-Pacific Region (APAC) Broadcasting Landscape
4. Challenges for Public Service Media (PSM) – from Broadcast to Streaming
5. Case Studies by Participating Countries, Discussion, and Q &A
6. Future of Media Production
7. How to Navigate Television to the Future



During Session 1, Andy provided an overview of Television and The Future. The session presented some insights from the ITU Report ITU-R BT.2522-0, A framework for the future of broadcasting, that looks at the trends influencing the future of television. This Report ITU-R-2522 presents a framework for the future of broadcasting taking into account the expectations of end users and advances in broadcast programme production and delivery technologies. It aims to inform, assist and guide the broadcasting industry, researchers and regulators about future developments of systems, technologies and applications for broadcasting. Andy said, "Media is a commodity." From the supply chain point of view, "knowing the audience is the same as knowing any retail customer. It is required to apply business system design to the end-to-end media chain."

Having the Session 2 topic "The Next Wave of TV: A Business Perspective", Ravi talked about TV audience measurement. "While the talk of TV being distributed mostly on OTT has been with us for quite some time, the advent of AI has made the future of TV more uncertain than ever before", Ravi said. The session looked at how, with more and more TV content being distributed on OTT, ownership and use of data and artificial indulgence, could change the TV industry. It also discussed how the TV audience measurement will change with the changing media landscape.

Amal presented the Asia-Pacific broadcasting landscape in session 3. This session presented some insights from the ITU Reports that look at the trends influencing the future of television.





Globally media landscape is changing. We could observe; changing audience expectations; the merging of gaming, social media, and traditional media; a renewed desire for communal viewing and appointment to view; rapid and accelerating rate of media technology development; Developing nations are still planning for a digital world; some territories can leap-frog the SDI era going from analogue to virtual and IP; the need for standardisation; and competition from many new media services. Amal said, "Asia-Pacific Region (APAC) is DIVERSE in many aspects/dimensions/facets such as Technology, Economy, Political, Social, and Culture." Amal also said that there are many challenges in digital migration for APAC broadcasters.

In session 4 with the topic "Challenges for Public Service Media (PSM) – from Broadcast to Streaming", Amal provided a brief overview of broadcast and media covering both traditional broadcast and streaming formats. The session highlighted the challenges in streaming services, both technological and funding. The session enabled some thinking among broadcasters on collaborations, monetising/funding services and policy and regulatory frameworks for creating a levelled playing field.

During session 5, participating countries were given an opportunity to present a case study from their country followed by a Question & Answer time. Several countries shared their success stories, challenges and how they are addressing them.



Andy presented Session 6 with the sub-theme "Future of Media Production". The session discussed the challenges and opportunities in television production, emphasising the importance of co-production, software-based production, and infrastructure as a service. Cloud-based processing and semantic web technologies are key enablers for virtualised production, and connectivity developments such as wireless video, audio, data, and communication streams will also be discussed. The session also discussed the data-driven object-based componentised virtual production workflows needed for future immersive and interactive productions. Andy stated, "The future of production is flexibility." Further he highlighted, flexibility in planning production processes and systems; production-based standards need to be adaptable; programme makers must have the flexibility to change to match audience trends; remove dedicated process hardware from infrastructure; use software-based processing that can be adapted simply and as often as needed; use strong and stable standards when defining data and data formats; virtual production application removes the need for rigid implementation standards. Andy also reminded the audience that Artificial Intelligence (AI) would play a vital role in future productions. He said, "Using AI such as virtual applications and remote tools does not mean cutting people and job roles but it means making more and better programmes for the audience."

Finally, Amal concluded day 1 of the Future of TV Masterclass with Session 7 by addressing "How to Navigate Television to the Future". The session summarised the first day's discussions and learning allowing participants to be able to establish the future of TV and define the strategies to navigate to a sustainable future.

AIBD-ITU Broadcasting co-exists with A.I. & Machine Learning

Contributed by Ms Monica Phang, Programme Manager, AIBD

Broadcasting media has always played a vital role in disaster communication in Asia and the Pacific which is vulnerable to natural disasters. However, more advanced technology presents more tools to the governments and society at large to identify disaster risks and vulnerabilities and disseminate disaster alerts to all, at a time of disaster.

ITU in partnership with other UN agencies, members, and industry stakeholders is also working on needed technical collaboration in the sector, including the adoption and promotion of the Common Alerting Protocol (CAP).

ITU Regional Director for Asia and the Pacific, Dr Atsuko Okuda said this when opening the 2-day AIBD/ITU Masterclass on Technologies defining New Media Approaches (Future of Television) on 21-22 June 2023 in Bali, Indonesia.



She added that ITU is also part of the UN Global Early Warning Initiative for the Implementation of Climate Adaptation, covering all four components of an early warning system including the adoption of technologies like Cell Broadcast at national and regional levels.

Dr Atsuko hoped that this Masterclass would provide a platform to discuss the role of broadcasting media which co-exists with such technologies as Artificial Intelligence (AI) and Machine Learning (ML).

Over 80 broadcasters and senior officers representing the Ministry of Information and Communications from the Asia-Pacific region are attending the 2-day masterclass as part of the prelude activity to the 18th Asia Media Summit, co-hosted by AIBD's member, Televisi Republik Indonesia (TVRI).

TVRI participants asking questions during Q&A sessions.





Dr Amal Punchihewa & Mr Aamir Raiz are sharing at the last session of the masterclass on How to Navigate Television to the Future.

Group pic with H.E Sakiusa Tubuna who gave away certificates to all participants at the conclusion of the 2-day masterclass on the Future of Television



AIBD / BECIL / Prasar Bharati

Engineering Fundamentals in the Era of Automation

Contributed by Mr Praneel Prasad, Programme Manager, AIBD



The Asia Media Summit (AMS) has become a significant platform for broadcasters across the globe to convene and share their experiences, insights, and best practices in the dynamic realm of broadcasting and media. With the support of regional and international broadcasting unions and associations, the AMS, organized by the Asia-Pacific Institute for Broadcasting Development (AIBD), fosters collaboration and knowledge exchange among decision-makers, media professionals, scholars, and stakeholders from various continents. As part of the pre-summit events, the workshop on "Engineering Fundamentals in the Era of Automation " held on May 22nd, 2023, aimed to shed light on the transformative potential of artificial intelligence (AI) and machine learning (ML) in broadcasting.

Unlocking Efficiency through Automation: In recent years, AI and ML have ushered in a revolution in engineering practices, profoundly impacting the broadcasting landscape. Automation has emerged as a powerful tool for enhancing efficiency in production and broadcasting processes, leading to cost reduction and improved outcomes.

While many broadcasters have successfully embraced AI and ML to elevate their organizations, there remains a substantial gap in the region. Several broadcasters have yet to harness the benefits of digital technologies, including AI, exacerbating the digital divide. Furthermore, a thorough understanding of the fundamental concepts and technologies underpinning this integration is lacking among many broadcasting professionals.

Exploring the Potential of AI in Broadcast Engineering: The workshop on "Engineering Fundamentals in the Automation Era" sought to bring together industry professionals to delve into the significance of automation and the potential of AI in broadcast engineering. Participants were encouraged to envision the inclusion of AI in the operational processes of broadcasting organizations. The workshop aimed to provide insights into steering an evolving media value chain and utilizing AI automation to improve production.

Key Focus Areas: The workshop's agenda centred around comprehending the application of IT in broadcasting, modern digital technologies, and the integration of AI to enhance workflow efficiency and effectiveness. The sessions covered a range of topics, including understanding digital broadcasting, technological advancements in media and broadcasting, engineering fundamentals for file-based workflows in studios, and the implications of AI and blockchain on the media industry. Innovations in IT-based broadcast operations and services, such as remote production and broadcast and broadband convergence, were also explored.



Insights from Industry Experts: Renowned professionals from diverse backgrounds served as speakers during the workshop, sharing their knowledge and expertise. Mr P Das, Advisor to Prasar Bharati/BECIL, Ms Manisha Shete, Director (Engg.) at NABM Prasar Bharati, Mr Ajay Mishra, Global Head of 5G & Enterprises at Accenture India, and Mr Andy Quested, from EBU/ITU in the United Kingdom were among the notable speakers who addressed the participants.

Enhancing Knowledge and Collaboration: The workshop drew participants from esteemed broadcasting organizations across Asia, including Bangladesh, Bhutan, Brunei, Cambodia, Malaysia, Maldives, Mauritius, Mongolia, Nepal, Papua New Guinea, Singapore, and Sri Lanka. This diverse gathering of professionals fostered an environment of knowledge sharing, collaboration, and cross-cultural exchange.

Tackling Technological Challenges: The workshop began by highlighting the technological challenges faced by broadcasters due to rapid advancements. It underscored the importance of adopting digital technologies to bridge the digital divide and derive the benefits of digital dividends. Discussions revolved around emerging trends, such as the transition from conventional terrestrial and satellite broadcasting to new platforms like social media and 5G, and the shift from linear to non-linear content consumption. The workshop on "Engineering Fundamentals in the Automation Era" at the Asia Media Summit proved to be a milestone event, highlighting the significance of automation and artificial intelligence in the broadcasting industry.

By bringing together industry professionals, decision-makers, and stakeholders, the workshop empowered broadcasters to navigate the ever-evolving media landscape, optimize production processes, and leverage AI to achieve efficiency and effectiveness. As broadcasters continue to embrace digital technologies and AI, the divide is narrowing, enabling the realization of a technologically advanced and inclusive broadcasting ecosystem.





AMS-2023 Session 2: Role of Traditional Media in the Age of OTT & UGC

Contributed by Mr Nabeel Tirmazi, Session Manager, AIBD

The 18th Asia Media Summit, held in the picturesque location of Bali, Indonesia, witnessed a captivating session on the role of traditional media in the age of Over-The-Top (OTT) and User-Generated Content (UGC). Prominent industry leaders from across the region gathered to delve into the challenges and responsibilities faced by broadcasting organisations in today's rapidly evolving media landscape.

Moderated by Mr. Aamir Riaz, Programme Management Office from ITU Indonesia, the session kicked off with a thought-provoking question: "How can media outlets maintain credibility while navigating the complexities of the digital age?" The audience was treated to a presentation by Mr. Jun Ogawa, International Officer of BPO Japan, who shed light on the significance of trust in the media industry amidst the digital era. He highlighted the challenges faced by broadcasters and emphasised the importance of maintaining public confidence in a landscape that is constantly changing.

The audience was introduced to the Broadcasting Ethics and Programme Improvement Organisation (BPO) established in Japan as Mr. Ogawa shed light on its operations. This independent organisation works to enhance the quality of broadcasts while upholding freedom of the press and expression. He elaborated on the four pillars of the BPO, which include the Ethics Committee, Human Rights Committee, Youth Committee, and an interface for audience voices. These committees ensure adherence to broadcasting standards, investigate complaints and provide recommendations for improvement.

Mr. Ogawa reiterated the fundamental role of trust in the media industry, a value that has been passed down from past generations and must be nurtured by young media professionals. He emphasised that trust remains the cornerstone of relevance in today's challenging media landscape.

Mr. Riza Revolusi, Head of News Gathering at CNN Indonesia, discussed the latest challenges for news organisations in the changing media landscape and the need for adaptation. He emphasised the impact of technology on media consumption and highlighted the difference between traditional media and digital platforms like OTT and social media, especially those that curate user-generated content (UGC). Mr Revolusi emphasised the importance of embracing digital platforms, integrating citizen journalists, and adhering to ethical standards to maintain high-quality content.

Mr. Jayant Bhagrva, CEO of Accenture Indonesia, addressed the challenges faced by traditional media and shared his views on how they can regain control. He emphasised the importance of applied intelligence in understanding consumer needs and delivering relevant content. Mr. Bhagrva discussed the potential for traditional media to leverage their expertise, experience, and first-party data to enhance content packaging and advertising revenue. He highlighted that traditional media won't face threats in the near future, as most of them are now adapting to the latest distribution strategies and gaining wide acceptance from their audience, which will elevate the credibility of traditional media in the new age.

Mr. Suhaimi Sulaiman, the Director-General of Radio Television Malaysia (RTM), highlighted the evolving media consumption patterns. He acknowledged the shorter attention spans of viewers and their preference for concise and comprehensive content. Mr Suhaimi mentioned the case study of RTM and how the Malaysian public broadcasting organisation adapted to mobile-centric viewership and engaged their audiences on various digital platforms. He also discussed the importance of incorporating reality elements into programming and utilising data analytics for targeted content creation. He also highlighted the newly launched mobile app for RTM.

Mr Kuek Yu-Chuang, an OTT and Streaming Media Expert from Singapore, explored the possibilities of collaboration between traditional broadcasters and digital platforms. He emphasised the enduring trust associated with traditional broadcasters and the potential for content distribution and monetization through collaboration. Mr. Kuek presented case studies that showcased the blurred boundaries between traditional and digital media as well as innovative ideas for interactive and multiscreen viewing experiences.

The 18th Asia Media Summit in Bali provided a platform for industry leaders to engage in meaningful dialogue on media ethics, accountability, and the challenges posed by the digital age. The sessions shed light on the importance of trust, adaptation, and embracing digital platforms to maintain credibility and relevance. As media professionals navigate the ever-changing media landscape, their commitment to responsible journalism, transparency, and audience engagement will be crucial in shaping the future of the industry.

AMS-2023 Session 3: Media Towards Green Technology

Contributed by Mr Praneel Prasad, Session Manager, AIBD



The recent session on "Media Towards Green Technology" highlighted the urgent need for the broadcast industry to embrace sustainability and adopt eco-friendly practices. The panel of distinguished speakers shed light on various aspects of green technology, including energy, building, transportation, and waste management. This article aims to summarize the key presentations and emphasize the importance of collaboration and action in creating a more sustainable future for the media industry.

Digital Terrestrial Television: Mr Colin Prior, VP of Sales-APAC, ENENSYS Technologies, United Kingdom, discussed the challenges and opportunities of digital terrestrial television (DTT) in ASEAN. He emphasized the need for transparency and reduction strategies to address climate change concerns and energy costs. Multicast technology emerged as a feasible solution for reducing energy consumption, as both broadcast and streaming platforms contribute significantly to energy usage.

Connecting the Unconnected: Dr Atsuko Okuda, Regional Director - Asia-Pacific, ITU, Thailand, highlighted the global digital divide and the challenges faced in connecting the unconnected. The ITU focuses on promoting low-cost collaborations in various sectors, such as e-healthcare, e-education, and e-agriculture. The organization also supports the development of e-waste regulations and aims to create a green pathway to digital transformation.

Eco-Measures in Production: Mr. Siddharth Nakai, Sustainability Consultant, Greening Advertising Media Entertainment (G.A.M.E), India, presented initiatives targeting eco-measures in the production cycle. These measures included waste segregation, the use of rechargeable batteries, and promoting crew engagement and awareness. The adoption of technology, such as electric generators and renewable energy sources, was encouraged, taking inspiration from successful practices in the United States.



Sustainability Efforts in the Maldives: Mr Ali Khalid, Managing Director, Public Service Media, Maldives, emphasized the importance of sustainability for the Maldives, which faces challenges due to its dependence on fishing and tourism. The country has implemented various initiatives, including early warning systems, paperless working arrangements, and sustainable tourism practices. Basic training programs focusing on sustainability and environmental awareness were deemed crucial for the new generation.

Broadcasting Industry's Role in Sustainability: Dr Amal Punchihewa, Broadcasting Engineering Consultant, New Zealand, highlighted the significant role of the broadcast and media industry in promoting sustainability. The United Nations Development Goals serve as priorities for the sector, encompassing the environmental, social, and economic dimensions of sustainability. Collaboration among broadcasters, consumers, and stakeholders is essential to share best practices and create action plans for a greener future.





Conclusion: The session on "Media Towards Green Technology" emphasized the need for transparency, reduction of carbon emissions, and adoption of green technologies in the broadcast industry. The speakers' insights underscored the importance of collaboration among stakeholders to address the challenges of the digital divide, environmental impact, and future generations' well-being. By embracing sustainability principles and working together, the industry can pave the way for a greener, more inclusive, and resilient future. Let this session be a call to action for all stakeholders to collectively strive towards a better world through sustainable media practices.

AMS-2023 Session 4: Creating A Sustainable Media Ecosystem

Contributed by Ms Lee Lai Mee, Session Manager, AIBD

The media ecosystem of print, broadcast, digital and social media is constantly evolving and adapting to changes in technology, society and the data-driven media landscape. This has led to an increasing diversity of sources for news and information, as well as new challenges and opportunities for media organisations and consumers alike to sustain their ecosystem. Media organisations have now to adapt to new formats and multiple distribution channels, create new content and market trends, go green production, build connectivity, implement new marketing strategies and so on. Thus, understanding the dynamics of the media ecosystem is crucial for anyone seeking to navigate and sustain in today`s media landscape. Five renowned speakers presented their insights and shared their experiences in the Session Creating a Sustainable Media Ecosystem during the 18th Asia Media Summit on 24 May 2022 in Bali, Indonesia. The session was moderated by Mr Kim Sungwoong, Associate Researcher Fellow, KISDI.

Ms Hemini Mehta, Senior Project Manager EBU, Geneva,

deliberated on the Green Production European Perspective and highlighted the high-level European Public Service Media green production, the importance of using green products and applying relevant policies in regard to sustainable development to reduce carbon emitters in production. She cited the success of UK Broadcasters (BBC & ITV), German Public Media Service and France to have their production Albert certified.



Mr Se Hyung Lee, Director of Policy Planning, Channel A, Korea, shared his company`s vision for Finding New Growth Engine: Success and strategy of K-Contents in the Global Market. He stressed sustainability is equal to survival and to survive, Korean broadcasting companies have to think beyond TV and the Korean market. It is important to change the mindset to win the market, be analytical and look into a new perspective including implementing various forms of overseas sales measures.



With the proliferation of technology in the current digital era, it is important to focus on the development of:

- New creative formats and genres in the content, like; **K-Beauty (K-Health), K-Travel, K-Food.**
- Utilizing the Korean culture's popularity in films, dramas, Songs, and games made in Korea.
- Providing streaming services, video sharing platform s, social media and export storylines and formats.

He said although competition is fierce, major Korean Broadcasting companies continue to find a way out and grow.



Mr Raviratan Arora, Founder Decisioncraft Inc. The US deliberated on Data Fetish- if data is everything then data is nothing. The pace of change has increased the availability of vast amounts of data. It is accessible and available everywhere, anywhere and anytime, leaving everyone breathless. To sustain the media ecosystem, data has to be exploited to its full potential. With data, you can prove almost everything, anything. But experience, however, has shown that even when we have some data available, we don't fully make full use of its potential due to challenges such as lack of familiarity, scepticism or mistrust, no action triggered and fear of change.

"If I am told that I am going to die in the next 15 minutes, and can't or don't do anything about it,
then this information has zero value"



Mr Buddhi Bahadur KC, Executive Director of Radio Nepal, spoke on Radio Nepal's experience in sustaining the media ecosystem. Radio Nepal has moved into a new media platform to stay sustainable. It is to address the new demand of consumers as the number of new media users has grown rapidly in line with the development of technologies. The initiatives include establishing a digital platform and OTT for revenue generation and other efforts such as using terrestrial transmission like FM/AM, making a radio program sponsor, and selling on airtime. He also spoke of the challenges faced by Radio Nepal in the changed media world with internal as well as external factors.





In his presentation, **Prof. Amr Ellissy, President OIC States Broadcasting Union (OSBU)**, spoke on Towards a sustained social media ecosystem in OSBU countries. He highlighted that the technological interconnection and highly sophisticated digital developments have urged the OSBU administration to shift and adapt to this digital era to make full use of the social media platform besides creating a new official website. He added that social media have transformed the Internet from a platform for information to a platform for influence.

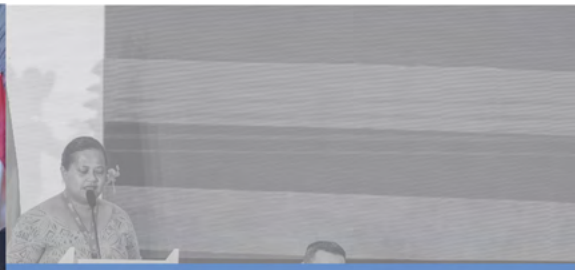
It was an insightful sharing session. Every speaker highlighted the importance of changing behaviour and mindset to come out with new ideas/ perspectives or strategies to sustain the media ecosystem. All media organisations also were advised to adapt to the change in the media landscape. It is to fulfil the change in demand of consumers in the digital era. They need to move into the new media platform s and make full use of their potential. It will help to generate revenue and increase viewership which will lead to a more sustainable media ecosystem.

AMS 2023 Session 5: AMS Highlights - Media's Role in Economic Recovery Efforts

Contributed by Ms Dinnierose Raiko, Session Manager, AIBD

On May 24, 2023, the fifth session of the Asia Media Summit (AMS) turned its spotlight on the significant role of media in amplifying economic recovery efforts, a theme that aligns seamlessly with the overarching motif of the 18th AMS. With distinguished speakers from various sectors, the session delved into the symbiotic relationship between media and economic growth, shedding light on the potential and challenges that lie ahead.





Kicking off the discussion was Mr. Jonathan Tan, who provided insights into the trans versal role of media in economic recovery from an ASEAN perspective. Highlighting the aftermath of the COVID‑19 pandemic, he emphasized the importance of the media's role in aiding post-pandemic economic resurgence. Mr. Tan revealed ASEAN's Comprehensive Recovery Framework (ACRF) which encompasses strategies ranging from health system strengthening to digital transformation. Mr. Tan underscored the pressing need for media to combat fake news and misinformation while promoting information literacy. He also emphasized the media's part in driving the creative economy, which is forecasted to contribute significantly to global GDP by 2030. The session went on to see Ms. YOONG Huey's insightful discourse on Malaysia's journey from a middle-income trap to economic diversification through the effective use of media. She emphasized the importance of media in building a bridge between the government and the private sector, promoting transparency, and fostering economic growth.



Ms. Misa Victoria Lepou from Samoa brought the Pacific perspective to the discussion. She acknowledged the challenges faced by the region, including the rise of technology and the need for 74 ICT solutions. Ms. Lepou underscored the role of media as the voice of the people while advocating for accessible ICT media courses in the Pacific. Ms. Nita Kartikasari from Kaya.I.D spoke fervently about Small and Medium Enterprises (SMEs) as the backbone of economies. She highlighted the need for media's role in SME branding and market penetration, emphasizing the importance of social influencers in shaping consumer preferences. Mr. Sunil from Prasar Bharati outlined India's endeavours in supporting Micro Small and Medium Enterprises (MSMEs) through initiatives like universalizing quality education. He also recognized the power of media in influencing public opinion and supporting economic endeavours. The session concluded with a collective emphasis on the media's pivotal role in amplifying economic recovery, promoting transparency, and fostering meaningful engagement. The discussions reinforced the importance of media as a catalyst for change and growth in the dynamic global landscape. As the AMS session drew to a close, participants were left inspired to harness the media's potential for a more prosperous future

NIMC/AIBD/WHO

Seminar on Road Safety Reporting, Dhaka, Bangladesh

Contributed by Mr Abu Sadique, Deputy Director, National Institute of Mass Communication, Bangladesh

The National Institute of Mass Communication (NIMC) organized an in-country seminar in Dhaka on 20 March 2023 entitled "Road Safety Reporting" jointly with the Asia Pacific Institute for Broadcasting Development (AIBD) and the World Health Organization (WHO). Twenty participants included media professionals from public and private television channels and print media. Academics, Experts, and Media Managers joined the program as panelists. The discussions focused on sensitising the journalists with respect to WHO's Global Road Safety Plan 2030 by presenting the latest developments on road safety issues in Bangladesh.



According to the Keynote paper entitled "The Scenario of Road Safety in Bangladesh", the year 2022 saw the highest number of road accidents in the country. A total of 6,829 road accidents occurred in 2022, leading to 7,713 deaths and 12,615 injuries. As much as 42% of the incidents were caused by brake failure, and 73% of these accidents occurred on highways and regional roads in and around Dhaka. This statistic is very close to that of BRTA data. BRTA says that the number of road accidents in 2022 is 5089, with 4,636 deaths and 4,444 injuries. According to WHO data, the most affected in road accidents are people aged 5-29 years old. Students make up a large portion of the victim s, with 1,237 students killed in road accidents in 2022.

The seminar revealed that income insecurity of the driver, helper and others, inadequate transport system to promote professionalism, unauthorized overtaking, over speed, overloading, violation of traffic law, lack of knowledge about traffic rules, driving without taking proper rest, lack of education and professional knowledge are the major derogatory reasons behind the alarming rise of road accidents.

However, some ways forward to lessen the rate of road accidents were discussed in the seminar. Road traffic safety management system s should be more effective. Public transport like buses should be preferred over private cars, motorcycles and other vehicles as the country is densely populated.

Roads and infrastructure should be made public transport-friendly with sociocultural adaptation. Unregulated increase of vehicles should be brought under strict control.

Experts stressed a long-term Master Plan for infrastructure design with socio-economic cultural adaptation, forecasting from previous data, effective implementation of road safety laws, training of vehicle drivers, strict monitoring of licenses and substantial consideration of the socio-economic damage from road accidents.

The ceremony was presided by Faizul Haque, Director General NIMC and the Keynote speaker was Dr Al Mahbub Uddin Ahmed, Chairman, Road Safety Foundation and Supernumerary Professor, Dhaka University. The panellists included Mr Farid Hossain, Advisory editor of UNB, and Sheikh Mohammad Mahbub E Rabbani, Director - of Road Safety, Bangladesh Road Transport Authority (BRTA). Dr Mohammad Mahbub Alam Talukdar, Accident Research Institute of BUET. Mr Nabeel Tirmazi, Program Manager of AIBD also joined virtually. Mohammad Abu Sadique, a NIMC faculty moderated the program as Seminar Director.





Information & Broadcasting Minister Dr Hasan Mahmud, MP, attended the closing ceremony of the seminar as the Chief Guest. He said, "A road accident not only collapses the person but also crashes the family."

He suggested a comprehensive effort from all stakeholders to decrease the rate of road accidents.

Md. Faruque Ahmed, Additional Secretary, Ministry of Information and Broadcasting - MoIB was the Special Guest. Zafar Wazed, Director General, Press Institute of Bangladesh-PIB, Md. Shahinoor Miah, Principal Information Officer, Press Information Department -PID was also present in this seminar.

AIBD is a unique regional inter-governmental organization servicing countries of the UN-ESCAP in the field of electronic media development. NIMC is one of the leading training Institutes in Bangladesh under the MOIB. AIBD and NIMC have been running 43 years of trusted partnerships to serve the mass people in this region.

Both organisations are working to enlighten the journalists, and media persons and to serve the mass people as a whole. The workshop represented a continuation of the NIMC activities on this topic to prove idea platform for experts and media professionals to share their thoughts and experiences on the topic.

Faizul Haque, the chair focused on ensuring road-related laws and safe vehicular movements alongside.

He urged all the concerned authorities as well as passengers to be aware. Finally, Participants in this seminar explored the magnitude of the problem, various dimensions of reporting and to seek opportunities to focus from the government, citizens, media and the International Organisations to offer assistance that would improve road safety in Bangladesh. Trainees were awarded Certificates from the Chief Guest.



AIBD/WHO/NABM in-country Seminar on Road Safety Reporting - Delhi

Contributed by Dr Dipendra Kumar Mazumder, Faculty, NABM, Delhi

A One-day Seminar on Road Safety was organised by the National Academy of Broadcasting & Multimedia, (NABM) Delhi, Prasar Bharati, in conjunction with Asia-Pacific Institute for Broadcasting Development, Kuala Lumpur, Malaysia, on 24th May 2023, at NABM, Radio Colony, Kingsway Camp, Delhi – 110009.

Road Safety has been acknowledged as a Public Health Concern, by the World Health Organisation and it is also a matter of deep concern in India, taking into account the statistic, that there is a Road Casualty in India, every 4 minutes, in the country.

It had been endeavoured through the Seminar to raise the concern of a cross-section of the Media Persons in India, so that they can deal with the issue of Road Safety better, to bring in the result of Zero-Deaths in Road Accidents, by 2030.

With a view to doing that, Public Service Broadcasters from All India Radio (Akashvani) and Doordarshan (The Public Service Television of India), besides Private Media Correspondents from Delhi, were invited to participate in the One-Day Seminar on Road Safety.

A total of 24 nominees from both the Public Service Broadcaster of India (Prasar Bharati) and the Private Media Houses in Delhi were selected to participate in it and were welcomed.

The Seminar was inaugurated by the Additional Director General (Training) of Prasar Bharati, Srimati Anuradha Aggarwal, with the Welcome Address delivered by Deputy Director Generals of the National Academy of Broadcasting & Multimedia, Delhi - Shri Ravi Kumar Joshi and Shri Prakash Veer. The Seminar was organised under the overall supervision of Dr. Dipendra Kumar Mazumder, Faculty, NABM, Delhi.

Srimati Anuradha Aggarwal, ADG (Training) drew the attention of the house that the efforts that had gone into the planning and organisation of the One-Day Seminar would be amply rewarded if and only if, the participants came out with effective stories in their respective media to make their respective audience aware and responsible of the safety regulations while on the roads.

The First Session was addressed by the Deputy Commissioner of Police (Traffic), Police Headquarters of Delhi Police, Shri Chandra Kumar Singh, Indian Police Service. He was assigned the topic – **Road Safety, A Mission.** He said that the Delhi Police was putting all-out efforts, as far as man and machine deployment is concerned, to enforce the Road Safety Regulations in the National Capital of Delhi and that anybody found violating was penalised according to the Government Rules in place. He also mentioned the efforts of the Delhi Police in raising awareness of the Traffic Regulations by going to the Schools in the National Capital and educating the children studying there, as Traffic Education is yet to be formally introduced as a subject in the Formal Education Curriculum. Shri Singh said that the efforts are showing results.



Deputy Commissioner of Police (Traffic), HQ, Delhi being welcomed by Deputy Director General of NABM, Delhi,Ravi Kumar Josh

The Second Session was addressed by Dr. Rohit Baluja, President of the Institute of Road Traffic Education and the Director of the College of Traffic Management, Faridabad, Haryana. He was invited to talk on – Road Safety Education. He shared his long experience in Road Traffic Education with the participants but stressed the fact that Traffic Management in most of the Cities in India is not satisfactory and that it needs to be improved at the earliest, to bring down the number of Road Accident Casualties. He felt that with effective Traffic Management, much of the woes faced by the Road Safety Implementing Agencies and the Public, in general, could be mitigated.



Dr. Rohit Baluja, President, Institute of Road Traffic Education, being welcomed by Deputy Director General of NABM, Delhi, Shri Prakash Veer

Post Lunch, the First Session was addressed by Mr Matthew Taylor, Road Safety Media 79 Engagement Lead, World Health Organisation (WHO), **Online**, from South Korea. Mr. Taylor was assigned the subject – **Road Safety, a Worldwide Mission**.

Mr Taylor brought into focus the issue of Solution Journalism, to address the issue of Road Safety by the journalists. He said in his lecture that just reporting a Road Safety issue by giving details of a Road Accident and the Casualties does not help in offering a solution to the problem. He said, going a bit further, if the journalist can offer a solution to the problem , that is much more helpful.

The Last Session of the day was addressed by Professor Dr Geetam Tiwari, Transportation Research and Injury Prevention (TRIP) Centre, Indian Institute of Technology, Delhi.

She was invited to deliver her lecture on – Injury Prevention Program. She dwelt on the issue of Road Safety from a very different angle.

According to her since humans were frail and were prone to make mistakes the focus should be on creating a forgiving environment through design. Design of the Vehicles and Design of the Roads.

She came out with the data to support the fact that the most vulnerable vehicles on the roads in India, were the Two-Wheelers and that in many states of India, Two-Wheeler Accidents claimed most of their lives.

The Seminar ended with a vote of thanks by Dr Dipendra Kumar Mazumder, who said that besides all that has been said by the different invited experts in the four sessions, the ultimate remedy for averting casualties on the roads lay in making the public of India self-disciplined while on the roads in addition to making them aware of the Safety Regulations in force and abiding by them religiously.

The rendering of the National Anthem of India, by all present, drew the curtains on the One-day Seminar on Road Safety, organised by NABM, Delhi, in conjunction with AIBD, Kuala Lumpur, Malaysia.



Additional Director General (Training), Srimati Anuradha Aggarwal, Prasar Bharati, presenting AttendanceCredential to a participant of the Seminar



Professor Dr Geetam Tiwari, TRIP Centre, IIT, Delhi, addressing the participants in the Seminar



Group Photo of all the Participants in the Seminar with the Invited Resource Persons

AIBD/RTB in-country Workshop on Camera Control Unit (CCU)

Contributed by Ms Monica Phang, Programme Manager, AIBD

AIBD/RTB In-Country workshop on Camera Control Unit (CCU) for 13 participants comprising cameramen, camera control unit operators and operation assistant of Radio Television Brunei (RTB) was held at RTB's training centre in Bandar Seri Begawan, Brunei Darussalam from 12-15 June 2023.

A Malaysian Broadcast CCU Operator, Mr Victor Ajang Chambers is conducting the 4-day workshop. It is aimed at improving the skills and knowledge in term s of processes and techniques of video/television camera control functions.

In addition, it also provides exposure to how to handle camera control either partially or fully in TV productions, especially multi-camera productions more effectively, efficiently and professionally.

This CCU refers to a range of equipment and operations that are responsible for powering the professional video camera, handling signals sent over the camera cable to and from the camera and can be used to control various camera parameters remotely.

The workshop combines in-class and hands-on activities which have been carefully designed for the benefit of technical personnel to develop and upskill the operators' skills in the CCU operation for OB Truck HDTV production.

Hands-on Practice include familiarising with all CCU Function Buttons, Display Meters and Monitors, and camera Lens characteristic. Perform White / Black balance with standard Light source, Iris, Shutter, Gain, Master Pedestal and all related Buttons. The hands - out and presentation slides are given to the participants for easy reference and discussion during training. Participants are encouraged to ask questions and share their personal experiences in class. The road to High-quality TV production and CCU roles and responsibilities was discussed.

These 4 days' courses have benefited the RTB station in general and in particular the participants who have completed the training which is fully utilized with hands-on demonstration and practical. It was delivered and demonstrated thoroughly with the physical CCU and Camera equipment to give them a personal experience and understanding of the technical requirements for studio HDTV









Leading Mauritius Broadcasting Corporation in the Digital Age

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 Mauritius Public Service Broadcaster, MBC (Mauritius Broadcasting Corporation), Mr Moonendra Nudhi Sharma (Anooj) RAMSURRUN.



Broadcaster: Can you tell us, briefly, about yourself and your career?

Mr Ramsurun: I am a self-made man and a one-man army. I am extremely well-organised, immensely passionate about my work, a very strong communicator, and a natural leader and motivator. I started my career in the broadcasting field as an Assistant Graphics Artist in 1988. As a visionary, I had at that time aspired to become one day the Director General of the Corporation, though this position has always been reserved for persons from a journalist background. Time and hard work have proven me right.

Broadcaster: What have you been doing within the MBC to improve its performance during your tenure so far and what are your plans for the coming years?

Mr Ramsurun: I believe that any organisation revolves around a sound workforce. I have managed to redress a few irregularities in this field, and much is still to be done. Staffs have shown their appreciation for the work being done and are motivated to work harder. As for finance, I have encouraged staff to think towards new strategies to reduce costs and increase revenue. I have also engaged in several partnerships with key organisations in Mauritius for the benefit of MBC. Finally, several technological developments have been undertaken, such as the purchase of state-of-the-art outside broadcast vehicles, the upgrading of Agalega station to renewable energy, the upgrade of Rodrigues station, purchase of up-to-date radio system s, to name a few. Future plans involve increasing MBC's digital presence, DVB-T2 transmission and HD broadcasting.

Broadcaster: Mauritius is a country with rough terrain. Can you share the resilience that MBC has shown under your leadership to improve service availability and expansion of services?

Mr Ramsurun: The main sources of income for MBC are the TV license fee and advertising. During the past years, a lot has been done to increase our market share. As you are also aware, Mauritius is a multicultural country. In that sense MBC broadcasts, on a daily basis, programmes in not less than 14 languages, depicting all the cultural diversity of the island.

Broadcaster: How are you improving the radio network of MBC to reach the majority of Mauritius people? How many radio channels does MBC have? Are they all FM channels? Do you have audio streaming services? Any plans for digital radio broadcasting?

Mr Ramsurun: The Radio network is serviced by the MCML in Mauritius. MCML ensued 100% coverage. It is our duty therefore to cater for the taste of all listeners. MBC has 5 FM and 3 AM radio channels. All our channels are also on streaming services.

Broadcaster: How about television broadcasting? How many over-the-air and streaming services does MBC offer to Mauritians? Does MBC stream on multiple platforms?

Mr Ramsurun: MBC channels can be viewed on DVB-T transmission and MYT platform (IPTV from Mauritius Telecom Ltd) in Mauritius. There are 18 channels on three Muxes, including one in HD. MBC is also present on satellite through CanalSat and streaming services. As for Rodrigues, MBC is already broadcasting on DVB-T2.

Broadcaster: Do you have any plans for MBC to introduce UHD terrestrial digital television broadcasting on DVB-T2? Has MBC commenced a nationwide transition to DVB-T2 digital terrestrial broadcasting services?

Mr Ramsurun: MBC and MCML are conducting tests for DVB-T2 transmission in Mauritius. The main channels will be on HD.

Broadcaster: How do plan to improve the access to broadcast content digitally for the Mauritian audience?

Mr Ramsurun: MBC is currently upgrading its digital platform, including the website. This upgrade will enable users to better consume content and engage with MBC.

Broadcaster: What are the areas in which you think AIBD and MBC could collaborate beyond what we are doing already?

Mr Ramsurun: There are several high professionals at MBC capable of participating in forums hosted by MBC. In addition, a wide range of know-how and in-house software can be shared with members. For instance, MBC has built a complete TV system, including traffic management and an automation system with an in-built character generator.

Picture Gallery : *Pre-GC 2023 Meeting in Port Louis, Mauritius*







Mr. Premode Neerunjun, Chairman - MBC Board





Trends in Technology

Future of Broadcast and Media Delivery

Contributed by Dr Amal Punchihewa, Technical Consultant, AIBD

To commence this article, I wish to present a question to all stakeholders in the media and broadcast industry: Will media and broadcast delivery be online-only by the end of the decade? This is a question that was triggered by The Guardian, which reported that "the BBC is preparing to go online-only over the next decade according to its Director-General."

During the COVID-19 pandemic, the ecosystem of human resources in many sectors was affected. Social distancing, restrictions on travel and limited close contacts made compromises in human resource developments and it led to the introduction of remote working. While some industries, organisations and staff are trying to adapt to the emerging post-pandemic period, they face various challenges in working conditions and capabilities.

While all of us are adapting and innovating to mitigate the impact of these developments, these will take time amidst a low probability of price or cost reduction. Manufacturers and service providers may start passing costs to their clients, making the maintenance of the market share and profitability much harder for broadcast and media operators. We can see some broadcast and media providers taking different strategies to mitigate churn and attract more subscribers or audiences.

Digital consumption in the form of online or over-the-top (OTT) content increased notably during the last two years as COVID-19 forced us to maintain a high level of social restrictions. As countries continue to relax COVID-19 restrictions and global travel increases, online content consumption is being impacted.

Currently, we are observing a downward trend that is also contributed by the reduction in discretionary spending of audiences due to increasing inflation. As we have noted with viewing habits over the years, consumption patterns vary among different demographics. We could observe increased consumption of user-generated content and involvement or tie-in with some form of gaming. In the past, the broadcast and media industry was segmented and many operations were conducted discretely. These silos could now be broken up and replaced by convergence that is driven by how technology is used to provide more seamless access and viewing experience. Technology associations are consciously working to reduce further fragmentation of broadcast and media consumers with more collaborations and identifying market conditions or commercial needs.

Prior to the pandemic, there has been much discussion around the growing streaming market. As mentioned earlier, limited social mobility helped to sustain at least an upward trend in streaming, if not growth. However, there are now discussions in the broadcast and media industry around streaming maturity. This could be the first time that the industry has started talking about reaching maturity in the streaming industry.

When you analyse the streaming industry carefully, the streaming business probably had its most lucrative period during 2020 and 2021, driven by the pandemic and conditions that emerged from how the pandemic was managed. We are unlikely to see the streaming industry enjoy the growth it did between 2020 and 2021.

Aggravated by rising global inflation, people may no longer have the time and money they had during the pandemic period to continue their viewing habits. With consumers reducing their discretionary spending, major streaming businesses such as Disney+ and Netflix have announced the launch of ad-supported offerings. This is a notable change for pure OTT providers, who are moving from providing only subscription-based video-on-demand (SVoD) services to start offering advertising video-on-demand (AVoD) services. These developments may also have a notable impact on national and regional advertising markets.

People in various countries and regulatory mechanisms are compelling OTT providers to produce local content and to offer them in their portals. This requirement is equally applicable to all media and entertainment operators, whether they are public service media (PSM), commercial or large international operators.

Content production requires substantial investments. This could lead to PSM operators live-streaming most of their content and making it available on-demand through their OTT services, mostly integrated with an engine such as Hybrid Broadcast-Broadband TV (Hbb TV). This integration will be further enhanced once service lists can be made available for ubiquitous delivery, that is, terrestrial, satellite, cable or online (via the Internet). This enables true convergence of services using an electronic programme guide (EPG)-like service discovery for any form of distribution.

Can the broadcast industry operate online-only by 2030?

The broadcast industry has been discussing and building an ecosystem that predominantly streams video and audio for television and radio services respectively. Technology companies, research institutions and consortia have been improving streaming performance to optimise quality of experience (QoE), resource requirements, scalability, and other factors compared to over-the-air (OTA) broadcasting services.

On 1 December 2022, the Asia-Pacific Institute for Broadcasting Development (AIBD) organised a full-day hybrid seminar on the Future of Media, which was supported by the Korea Communication Commission (KCC). During the seminar, a wide range of topics were discussed on how emerging technologies, consumption patterns and convergence have disrupted the traditional media and broadcast industries.

In April 2022, the International Telecommunication Union (ITU) organised a virtual workshop on the Future of Television to discuss how television is adapting to rapid changes by adopting appropriate technologies.

As we commence 2023, this article discusses the specific future challenges for the media and broadcast industry as we navigate towards 2030. As mentioned in my previous articles, 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.

According to ITU, digital broadcasting started in the 1990s for both television and radio. Although we saw the first digital switchover of TV around the year 2000 and an increase in digital radio transmissions, there are still a considerable number of countries that are yet to switch off analogue TV.

The switchover of radio to digital platforms is also still in progress in many countries. At the same time, broadcasters and the media industry have embraced streaming for distribution. TVNZ, a public television broadcaster in New Zealand, recently introduced simultaneous streaming of its OTA programme content.

This bears similarity to analogue television broadcasting (ATV), which we will continue for some time while introducing digital terrestrial television (DTT) broadcasting services.

This simulcast service may last until most of the population has access to DTT with wider coverage and access to a digital decoder as a built-in decoder or set-top-box (STB). When OTA signals via DTT are not available, direct-to-home (DTH) satellite distribution has been and will be offered as an alternative.

The COVID-19 pandemic highlighted the value of OTA broadcasting services, mainly terrestrial services such as DTT or even ATV, which is still prevalent in some countries, especially in the Asia-Pacific region (APAC).

This has been brought up and discussed in many workshops, including the ITU workshop held in April 2022. It is not economically viable to continue terrestrial broadcast in both analogue and digital forms simultaneously.

Having observed the changes in consumption patterns, devices and access methods, the question arises about what the distribution mechanism will be for the future. Over the last decade, I have been advocating and demonstrating that the distribution of television (also radio) is a mixture of DTT (or ATV), DTH, cable TV (CATV), over-the-top (OTT) and Internet Protocol-based TV (IPTV). Except for OTT, other services are quality-assured TV services. OTT does not assure quality as it operates on the principle of “Best Effort” and the network (the Internet). All-OTT distribution. BBC had already switched the BBC Three terrestrial channel to OTT pre-pandemic but had to revert back during the pandemic period as it could not reach its audience adequately.

With most of the broadcast revenue coming from OTA ads, what the BBC is doing is a huge aspiration in the broadcast space.

This is especially true for a public service media (PSM) organisation that does not have advertisements to subsidise the Content Distribution Network (CDN) traffic and receives government subsidies.

Based on ITU reports, the rapid advancement of technology and the ageing population are two mega trends noted globally. Many advanced and developed countries have ageing societies, including the UK, New Zealand, Japan, and several APAC countries. As we approach 2030 and with the acceleration of digitalisation, a lower number of people will want a DTT reception. However, if we switch off DTT, older, poorer, and marginalised populations may suffer as the average audience age increases.

During the World DAB Summit 2022 that took place in London, the UK invited all terrestrial broadcast stakeholders to work towards protecting OTA terrestrial services. With ageing and marginalised populations needing access to information without any barrier or gatekeeper, some terrestrial services that were switched off in the last two years have been reinstated.

Can countries and their governments formulate policies to switch off DTT while assuring there is no digital divide? As spectrum prices come down, can there be substantial dividends to build infrastructure and support systems to have online-only distribution?

These are some of the questions the media and broadcast industry should find answers to. We offered some responses during the Asia-Media Summit AMS-2023 of AIBD held in Bali in May 2023, hosted by the TVRI, a public service television broadcaster in Indonesia, which has switched off the analogue TV terrestrial broadcasting service with its DTT network now in place.

New appointments - Asia Pacific

Director General
Bangladesh TV



Dr. Md. Jahangir Alam

Dr Md Jahangir Alam , Additional Secretary to the Government of the People's Republic of Bangladesh, joined as Director General of Bangladesh Television on 11 June 2023. He is a senior member of the country's Civil Service Administration cadre, a fiction writer and a researcher.

He has a diversified work background in different capacities of the Bangladesh Government for more than 30 years. Before his present posting, he worked in the Ministry of Information and Broadcasting as Additional Secretary.

Dr. Md Jahangir started his career as a member of the Bangladesh Civil Service Administration Cadre in 1993. He spent over 18 years working at the field level administration in various positions where he closely interacted with the mass people, particularly in the area of development aspects related to several ministries.

At the central level he has served in the Ministry of Information and Broadcasting, Ministry of Home Affairs, Parliamentary Standing Committee on the Ministry of Finance and Ministry of Power and Energy, Civil Registration and Vital Statistics (CRVS) project, Secondary Education Quality and Access Enhancement Project (SEQAEP), Bangladesh Council of Scientific and Industrial Research (BCSIR), etc.

He has also worked with UNHCR on the Rohingya Refugee issue. Throughout his career, Dr. Alam has participated in several training programmes at home and abroad. He has received training in countries such as India, Korea, Malaysia, Singapore, Vietnam, Australia, and the USA.

These training programs have covered various topics related to development studies, including education. Additionally, he has attended numerous international conferences and seminars, where he presented policy papers on the healthcare system of Bangladesh.

Dr. Md Jahangir Alam was born in Brahmanbaria district on 5 November 1965. He did his master's degree in Finance & Banking from the University of Dhaka. He obtained a PhD for his research on the issues and challenges in the traditional healthcare system and policy in Bangladesh.

He also researched ethnic people in the plain land of Bangladesh. Dr. Jahangir is a writer under the pen name 'Nuruddin Jahangir'. He has been writing since 1981 and has authored 11 novels, 6 collections of stories, and one collection of essays



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