



# BROADCASTER

ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

21<sup>st</sup>  
GENERAL  
CONFERENCE  
**GC 2023**  
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## Greetings from the Asia-Pacific Institute for Broadcasting Development.

This is the third edition of our Broadcaster magazine for 2023. As we are preparing for the Asia Media Summit 2024 and General Conference 2024, I would like to take this opportunity to invite all our members and partners of AIBD to actively involve in our sustainability and digital transformation journey. We are waiting for your commitments to strategic planning team and sustainability initiatives that AIBD pioneered and leading since 2022 in the Asia-Pacific region.

This edition outlines the GC2023 held in Mauritius, which was the first conference in Mauritius. Members deliberated on the challenges that the broadcast industry faces and how we can address them. This year AIBD conducted its Asia Media Summit, General Conference and several other important events and broadcasting activities while taking action to have in-person events gradually.

The AIBD General Conference (GC 2023) was another great success following the in-person Asia Media Summit 2023 in Bali. For the first time General Conference was in Mauritius with the support of MBC, in 2023. It enabled us to meet face-to-face once again after AMS 2023 and partake in a memorable excursion. During GC-2023, members learnt how other AIBD members operate and navigate their media organisations and work on broadcasting activities while addressing challenges.

Many valuable and interesting discussions were held among members and experts attending GC 2023 and associated meetings.

ITU as part of its collaborations with AIBD extended its support in many common interest areas such as online safety, misinformation and disinformation, AI, sustainability and the list goes on.

Similar commitments and collaborations were offered by other partners and members.

AIBD also have several engagements with the United Nations agencies, governments and partners.

This edition of Broadcaster presents concise stories but informative and easy-to-read articles on AIBD activities, special reports, event summaries and technological trends.

The Managing Director of NBC Papua New Guinea discussed with the Broadcaster CEO In-Focus, on NBC reaching the Golden Jubilee of its Broadcast Services. In-country events addressed OTT and Streaming Technologies, the Internet, Utilisation of media literacy and fake news. Topics such as transcending disinformation, Building a more Informed society through media literacy, media sustainability and climate change journalism were discussed in several regional events.

Active participation in regional and global media and broadcast activities has helped AIBD to form new partnerships, support, sponsorships, and brand and position AIBD, and we are proud of AIBD's involvement in UN agency meetings. AIBD continues to work with ITU and 2024 will see more joint events between the two organisations, including masterclasses and human capacity-building events.

Together we are also planning to celebrate World Radio Day in 2024.

I wish you all the best for the year 2024, 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. Like in 2023, we look forward to your engagement and support for AMS-2024 and GC-2024. We, the Secretariat, are with you as always for your media and broadcast needs. Looking forward to meeting you at our next event.

**Philomena Gnanapragasam**

Secretariat Director/ CEO AIBD

FROM THE  
**DIRECTOR'S**  
DESK



## Cambodia's Commitment to AIBD Recognized with Prestigious Appreciation Award

Contributed by Mr Krishanth Nair, Head of Member Services, AIBD

**Phnom Penh, Cambodia** - 26th October - The Asia-Pacific Institute for Broadcasting Development (AIBD) is proud to acknowledge Cambodia's exceptional dedication and unwavering support over the last 22 years. Cambodia's Ministry of Information has conferred the Prestigious Appreciation Award at the 21st AIBD General Conference in Balaclava, Mauritius on 2nd October 2023. Cambodia is a valued member of AIBD and has played a pivotal role in advancing the broadcasting industry in the Asia-Pacific region. Secretariat Director /CEO of AIBD said the organization is delighted to celebrate Cambodia's significant achievements and its important role with media members of the AIBD. AIBD, an intergovernmental organization formed under the auspices of UNESCO, ITU, and UNDP, has been enriched by Cambodia's membership since 5th July 2001. Cambodia's contributions to AIBD's mission and objectives have been steadfast and instrumental in promoting excellence in broadcasting and media across the region.

Here are some notable highlights of Cambodia's exceptional support:

1. Hosting the 16th Asia Media Summit (AMS) in June 2019: Cambodia graciously hosted the AMS in Siem Reap attended by more than 500 delegates from across the globe. This flagship AIBD event received the blessings of Cambodia's Prime Minister, Samdech Hun Sen, who also delivered the keynote address. His support was instrumental in making the event a resounding success and showcased Cambodia's commitment to AIBD's goals. AIBD also undertook the Angkor Initiative Combating Disinformation research together with MOI Cambodia.

2. AIBD Executive Board: Cambodia's active involvement is further exemplified by its presence as the Chairman of the AIBD Executive Board. The Chairman has played an integral role in shaping the organization's policies, strategies, and initiatives, effectively representing the interests of the Asia-Pacific broadcasting community together with nine other board members from Asia Pacific.

3. Leadership During the Pandemic: Cambodia demonstrated outstanding leadership during the challenging times of the COVID-19 pandemic. The Chairman of the Executive Board and the Honorable Minister of Information provided guidance and support, ensuring AIBD's continued mission to promote excellence in broadcasting and media. Several Covid Response Programmes were jointly conducted via Zoom and benefited more than 1000 Media personnel.

4. Vice President AIBD: Cambodia received a great honour at the recent 21st AIBD General Conference in Mauritius by being elected for the first time as the Vice President, garnering support from more than 14 countries. The elections were presided over by the International Telecommunication Union (ITU), the Minister of Information and Communications Technology of Papua New Guinea, H.E Timothy Masiu and the host of the GC, Mauritius Broadcasting Corporation (MBC).

5. AIBD Appreciation Award 2023: Cambodia's dedication and continuous support have earned the country a well-deserved nomination for the AIBD Appreciation Award for 2023. This award recognizes Cambodia's consistent efforts in furthering AIBD's mission, strengthening regional collaboration in the broadcasting sector, and contributing to the growth of the media industry in the Asia-Pacific region.



In conclusion, Cambodia's partnership with AIBD has been marked by active participation, leadership, and unwavering support. The country's consistent engagement and commitment to AIBD's mission have been essential in advancing the broadcasting and media industry in the Asia-Pacific region.

AIBD extends our sincere appreciation and gratitude to Cambodia and looks forward to even closer cooperation in the coming years.



## Outcomes of the AIBD's General Conference GC-2023 in BalACLava, Mauritius

Contributed by Mr Krishanth Nair, Head of Member Services, AIBD

The 21st General Conference held in BalACLava, Mauritius was indeed a momentous occasion for the AIBD, and it was graced by the distinguished presence of His Excellency Timothy Mark Masiu, Minister for Communication & Information Technology of Papua New Guinea. We were deeply honoured to have H.E. Timothy Masiu among us, and his participation enriched the conference in numerous ways.

More than 14 Countries attended the GC, and we were also proud to have the International Telecommunication Union (ITU) as well as our esteemed host, the Mauritius Broadcasting Corporation (MBC) be part of this important gathering. Their involvement lent an invaluable global perspective to our deliberations and discussions.

During this gathering, the General Conference proudly appointed H.E. Masiu as a Special Envoy of AIBD in the Pacific Region. In this role, H.E. Masiu will play a pivotal role in empowering the Pacific to enhance media growth.

Furthermore, under the adept leadership of H.E. Masiu, we witnessed the successful electoral process which resulted in the appointment of new office bearers for key positions, -

including President and vice President, and the election of Executive Board Members. The election was followed by the selection of the Chairman and Vice Chairman of the Executive Board (EXBO).

This General Conference also saw the selection of new EXBO Members. These members consist of Bhutan, Cambodia, France, India, Korea, Malaysia, Nepal, Sri Lanka, Thailand & Vietnam.

In addition, we are pleased to share that the General Conference unanimously approved the extension of Ms. Philomena Gnanapragasam, as the Secretariat Director of AIBD. Her commitment and contributions to the organization were recognized and celebrated during the conference.

We take this opportunity to express our sincere gratitude to all our esteemed members for their active participation in this General Conference. Your presence, engagement, and contributions were instrumental in making this event a tremendous success.

Together, we can take steps toward shaping the future of broadcasting in the Asia-Pacific region.

As we reflect on the achievements of the 21st General Conference, we look forward to a bigger and brighter future for the AIBD. The commitment and enthusiasm displayed by our members inspire us to strive for excellence and innovation in our shared mission.

Thanking all our esteemed members for their continued support, and here's to a promising journey ahead. We eagerly anticipate the opportunities and challenges that lie before us, and we are confident that, together, we will continue to make a positive impact in our industry.



## AIBD 2nd Surveillance Audit 2023: Report & Result

Contributed by Ms Lee Lai Mee, Chief Compliance Officer, AIBD



The AIBD Secretariat successfully executed the External Audit 2023 on 21 September 2023. This was the second surveillance audit after obtaining the recertification of UKAS ISO 9001:2015 in 2022.

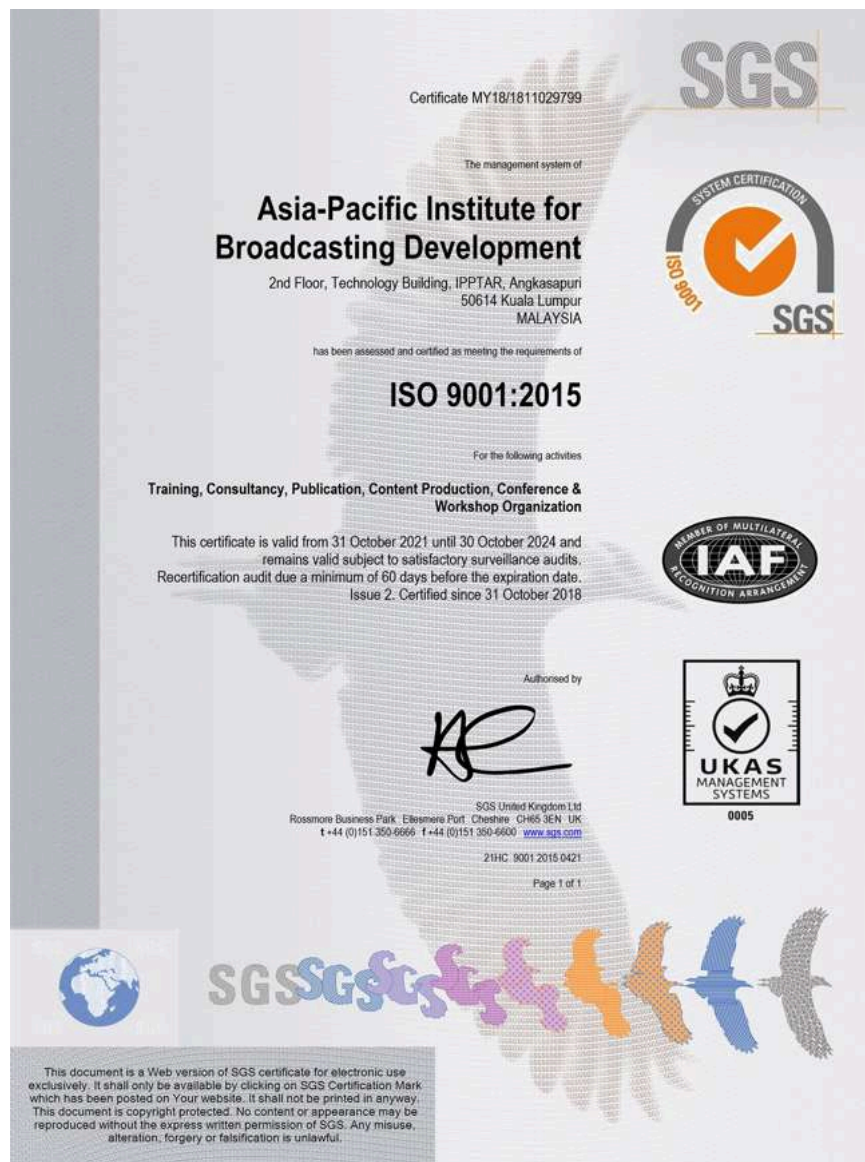
The audit scope focused on the handling of Training, Consultancy, Publication, Content Production, Conference and workshop Organization, Management and Leadership with the aim of determining the conformity of the Management System in achieving the objectives of the Institute to the ISO Standard(s).

The AIBD Secretariat Audit team worked diligently to complete the Internal Audit as scheduled during the months from July to August 2023. No non-conformity was found for 17 procedures during the Internal Audit. However, no Audit was conducted for ISO-P-PROD-02 Co-Production as there were no Co-Production activities carried out during the year 2023. During the audit process, the implementation and maintenance of the quality management system were found adequate and effective. Besides, the commitments and hard work of the AIBD Secretariat Audit team also contributed to the success of the External Audit which concluded with no major or minor non-conformity

The External Audit, led by Mr Raymond Wong Kian Tuck, conducted a process-based audit focusing on significant aspects/risks/objectives as required by the standards(s). The audit methods used were interviews, random sampling of activities, and review of documentation and records.

### Audit Findings:

1. The management system documentation demonstrated conformity with the requirements of the audit standard and provided sufficient structure to support the implementation and maintenance of the management system.
2. The organisation had demonstrated effective implementation, maintenance and improvement of its management system and was capable of achieving its policy objectives, as well as the intended results of the respective management system(s).
3. The organisation had demonstrated the establishment and tracking of appropriate key performance objectives and targets and monitored progress towards their achievement.
4. The internal audit program had been fully implemented and demonstrated effectiveness as a tool for maintaining and improving the management system.
5. The management review process demonstrated the capability to ensure the continuing suitability, adequacy and effectiveness of the management system.
6. Throughout the audit process, the management system demonstrated overall conformance with the requirements of the audit standard.





The AIBD Secretariat Audit Team 2023

## Conclusion :

The auditor concluded that the organisation had established and maintained its management system in line with the requirements of the standard and shown the ability of the system to systematically achieve the agreed requirements for the services within the scope and the organisation's policy and objectives.

There were no minor or major non-conformities found in this second surveillance audit (OPERATION CONTROL 2). The auditor congratulated the management for the overall performance and maintenance of the quality system. He therefore, based on the result of this audit and the system's state of development and maturity, recommended that the management system certification **ISO 9001:2015 Standard** be continued.



Briefing session by the External Auditor, 21.9.23



## Navigating the Future: AIBD's Strategic Approach to Broadcasting Training

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

In the dynamic realm of media and broadcasting, remaining at the forefront of innovation is critical. Recognising this imperative, AIBD convened a virtual meeting on November 21, 2023, to glean insights from its members and adapt its 2024 training programmes accordingly.

Gathering key decision-makers from member organisations, including heads of international relations and training departments, this virtual meeting served as a platform for open discussions and enhanced needs assessments. The activity was aimed at understanding the specific broadcasting challenges in the region and tailoring training offerings to align with the identified needs of member organisations.

Employing a consultative approach, AIBD engaged broadcasting organisations across the region to discern their unique needs and challenges. This involved revising and circulating the AIBD need and development survey, to identify common trends and inform the training curriculum for 2024-25. To enrich the discussions during the meeting, AIBD engaged Mr. Y.K. Sharma from India and Dr. Amal Punchihewa from New Zealand, who delivered their presentations on the upcoming trends in the broadcasting industry and the contemporary challenges of capacity building for media practitioners.

The meeting highlighted several common challenges faced by AIBD members. Keeping up with rapid technological advancements emerged as a pivotal concern, emphasising the necessity for continual training and skill development. Furthermore, maintaining high-quality content production, navigating the competitive landscape, and optimising staff productivity were identified as areas warranting focused attention.

Moreover, participants emphasised the importance of developing media management and leadership skills, along with addressing cybersecurity challenges within the intricate legal environment of broadcasting.

The inclination towards both in-country and regional training underscored the significance of tailoring programmes to address local challenges while encouraging a collaborative and knowledge-sharing environment across the Asia-Pacific region. Furthermore, a hybrid training delivery approach combining face-to-face and online sessions was preferred, highlighting the necessity for flexible learning methodologies.

The insights garnered from this virtual meeting laid the groundwork for a strategic roadmap to enhance the capabilities of broadcasting professionals in the region. In response, AIBD outlined several proactive steps, including the development of customised training programmes,-

facilitation of collaborative workshops and webinars, the establishment of a knowledge-sharing platform, regular training needs assessments, implementation of a monitoring and evaluation system, exploration of funding opportunities, organisation of networking events and conferences, maintenance of regular communication and updates, creation of a mentorship programme, and periodic review and feedback sessions.

As AIBD moves forward, its commitment to advancing broadcasting excellence remains steadfast. Through customised training initiatives and collaborative endeavours, AIBD continues to perform a pivotal role in empowering its members to navigate the ever-evolving broadcasting landscape and ensure the continued development of the media ecosystem in the Asia-Pacific region.





## Beautiful Mauritius and MBC played the perfect host to the 21st General Conference GC-2023 of AIBD in Balaclava, Mauritius

Contributed by Mr Krishanth Nair, Head of Member Services, AIBD

**This article provides a brief report on the Opening Ceremony and Dinner of Gc2023.**

Amidst the breathtaking, picturesque beauty of Mauritius, the two-day 21st General Conference and associated meetings 2023 (GC 2023) of the Asia Pacific Institute for Broadcasting Development (AIBD) witnessed a colourful presentation of both accolades and the rich cultural heritage of the host nation, held in Port Louis from 2-4 October.

AIBD, established in 1977 under the auspices of UNESCO, saw the host nation's Mauritius Broadcasting Corporation (MBC) showcasing the diverse cultures and hospitality of this Indian Ocean Island's greatest architectural treasures, much to the delight and excitement of Ministers, AIBD officials and Guests that also captivated the experience of all present during the official launching and gala dinner of the General Conference.

Distinguished guests included Hon. Darsanand Balgobin, Minister of Information Technology, Communication, and Information, Hon. Avinash Teeluck, Minister of Arts and Cultural Heritage, Hon. Timothy Mark Masiu, Minister of ICT, Info and Communication Technology, Mr. Premode Neerunjun, Chairman of MBC, Mr. Gaurav Dwivedi, President of AIBD & CEO of Prasar Bharati, and Ms. Philomena Gnanapragasam, Secretariat Director/CEO of AIBD.

The two-day conference aimed to foster a vibrant and cohesive electronic media environment in the Asia Pacific region through policy and resource development. The opening ceremony and gala dinner witnessed formal speeches, AIBD appreciation awards, and a showcase of Mauritius' diverse cultural heritage. The gala dinner, accompanied by delightful Mauritian cuisine, provided an immersive experience of the island's unique cultural tapestry.

During the gala dinner at the 21st General Conference and associated meetings 2023 of the Asia Pacific Institute for Broadcasting Development (AIBD), several Appreciation Awards were presented to acknowledge the outstanding contributions and support of key individuals and organizations. The Ministry of Information and Broadcasting, India (MIB), was recognized for their close collaboration with AIBD during the pandemic, with the President of AIBD General Conference, Mr. Gaurav Dwivedi, accepting the award on their behalf.

The Ministry of Information, Kingdom of Cambodia, received an Appreciation Award, highlighting their significant contributions to the event.

Additionally, the host country, represented by Mr. Rama Armoogum of the DG, Mauritius Broadcasting Corporation, was acknowledged for their excellent support and contributions to the grand event. Goodie bags from AIBD were presented to key individuals, including the Hon. Avinash Teeluck, Minister of Arts and Cultural Heritage, and Mr. Premode Neerunjun, Chairman of MBC and Secretary to the Cabinet. Mrs. Philomena Gnanapragasam, The Secretariat Director/CEO of AIBD, also presented Goodie bags to Miss Swetha Moortu, Second Secretary (Political, Press & Information), and Rama Armoogum, Chief Operation Officer of MBC. These Appreciation Awards highlighted the collaborative spirit and support that made the event a resounding success.



# AIBD Milestones



The evening offered a historical and cultural journey through Mauritius, emphasizing its status as a melting pot of cultures and traditions. Delegates had the opportunity to relax by the sea, enjoy the sound of waves, and connect with fellow participants from the Asia Pacific region.

The opening ceremony and gala dinner showcased the perfect fusion of AIBD's mission with the cultural richness of Mauritius, making GC 2023 a memorable experience for all attendees.

The evening's agenda included interactions with VIPs, background Sega music and dance, and a reception cocktail. The appreciation awards were presented to key contributors, and the event featured sponsorship presentations, underlining the significance of sponsors in AIBD's initiatives. The Closing Remarks by Ms. Philomena Gnanapragasam, the Secretariat Director/CEO of AIBD, emphasized the importance of the gathering and the collaborative spirit necessary to achieve AIBD's goals.

In essence, the opening ceremony and gala dinner were not just formalities but a vibrant celebration of cultural diversity, friendship, and the shared mission of the Asia Pacific broadcasting community.

The evening was a great way to relax to the sound of the waves and to make new friends from the Asia Pacific region. Beautiful Mauritius was truly an unforgettable experience at this GC 2023 of AIBD.



## Beautiful Mauritius – Simply an Experience! Excursion at the GC2023

Contributed by Mr Krishanth Nair, Head of Member Services, AIBD

Mauritius is one of the most beautiful islands in the world, rising from the vast Indian Ocean as a vision hard to describe, but one you must not miss.

The 21st AIBD General Conference was held amidst the breath-taking beauty of Mauritius, a great way to de-stress and just relax to the sound of waves.

I was glad for the sheer stolen moments of relaxation during the two-day conference which was pretty compact. Early morning sunrise and sunsets were not to be missed.

After two days of meetings, we took sheer delight in getting ready for the Excursion organized by the host – Mauritius Broadcasting Corporation (MBC).

It is important to understand a little history about Mauritius and its diverse culture. Uninhabited until the Dutch took possession of the islands in 1598, Mauritius was at various times, a colony of the Dutch, French and British, before gaining independence in 1968.

Under European rule, giant sugar and tea estates filled every available pasture of the Mauritian interior, and watching over these prized plantations were French-style colonial mansions, which today are some of the Indian Ocean's greatest architectural treasures.

Needless to say, Sugar cane plantations are everywhere, but somehow the prices of cane sugar were way too high.

Our excursion began as we headed south, a one-and-a-half-hour journey to Ganga Talao considered the most sacred Hindu place in Mauritius. The Ganga Talao literally means the 'Lake of Ganga'; an allusion to the Grand Bassin's symbolic connection with the Indian river Ganges.

Shiv Mandir is located on the bank of the lake and is dedicated to Lord Shiva. There are temples dedicated to other Hindu Deities. During Shivaratri celebrations around half a million Hindus in Mauritius go on a pilgrimage to the lake, many walking bare feet from their homes and offering food to the devotees who come from all over.

The Ganga Talao was our first stop down south and despite the rain, some of our delegates managed to offer prayers at the temple, while the rest of us huddled up to watch the misty lake and the gigantic statues of the deities that rose from it.

Next, we were on a picturesque breath-taking journey from atop the mountain as the rain kept constant company. Simply astounding is how I describe this. We then headed to the beach, my favourite place and that of my friends from landlocked countries who just jumped into the water. It was quite a sight to behold.

Just in front of the beach is the massive cliff at Le Morne Brabant Mountain, a monument that is shrouded in dark tales. Mauritius was once a part of the complex and far-reaching international slave trade, and people say that hundreds of slaves threw themselves off the cliff rather than face the horrors of dehumanization.

The Slave Route Monument is located at the foot of Le Morne Mountain, in clear view of the caves in the cliff faces where it is rumoured that runaway slaves were apparently known to hide, and the sheer drop from the mountain into what's since been called the "Valley of Bones". There was definitely an air of sadness and upon saying a short prayer, we headed off to enjoy the beach.

From the beach, we headed off to shop for souvenirs and went in search of the Dodo – a bird that has since become extinct but is alive in every shop on the island. From Dodo fridge magnets to semiprecious carvings and shawls the Dodo lives on.

The excursion ended with lunch and more shopping and of course, loading our shopping bags with sugar and spices and a bottle of the famous cane sugar Rum. This somehow made me think of the infamous pirate Captain Hook on a seafaring journey and his favourite – "Ho Ho Ho and a Bottle of Rum" song.

I certainly thank MBC for being the perfect host, the Excursion was truly unforgettable. Mauritius is indeed beautiful and the people are simply wonderful.





## PNG Minister Urges Regional Joint Efforts Against Disinformation in the Digital Age

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

The honourable Timothy Masiu, Papua New Guinea's Minister for Information and Communications Technology, delivered the keynote speech during the high-level seminar on Media Literacy organised jointly by AIBD and the Delegation of the European Union to Malaysia.

Emphasising the opportunities as well as the challenges of the digital age, especially the rise of misinformation on non-traditional media, Honourable Minister Masiu stated, "The rapid flow of information in the digital age can easily be altered to become misinformation or disinformation."

Sharing his insights in reference to PNG's recent ICT development, he also mentioned that, "While mobile broadband penetration in Papua New Guinea has skyrocketed to 78% in just four years, the exponential flow of information has also paved the way for the spread of misinformation and disinformation."

However, the minister asserted that national policies need to be complemented by strengthened regional cooperation among media regulators and policymakers. "The borderless nature of the news and social media landscape necessitates coordinated regional action to promote public awareness of disinformation risks," he emphasised.

Applauding the AIBD-EU collaborative platform, Minister Masiu concluded that "building on such partnerships, we can empower media stakeholders across the Asia-Pacific to guard our democracies against the viral spread of online falsehoods."

The one-day seminar brought together over 75 media practitioners, policymakers, and civil society actors from Malaysia, along with diplomats from various countries, to develop practical strategies and joint commitments to tackling disinformation threats.



## Transcending Disinformation: Building a More Informed Society Through Media Literacy

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

The rapid pace of global digitalization has ushered in a new era of information freedom, amplifying the voices of marginalised communities worldwide. However, alongside these opportunities, the proliferation of social media platforms has also led to the dissemination of misinformation, hate speech, and disinformation. In this intricate landscape of societal narratives, stakeholders such as journalists, content creators, and policymakers wield significant influence, making it imperative for them to champion media literacy. Recognising this critical challenge, AIBD, in partnership with the European Union (EU) Delegation in Malaysia, organised a pivotal seminar titled "Transcending Disinformation: Towards Responsible Media Consumption" on December 14, 2023, in Kuala Lumpur, Malaysia.

The objective of the seminar was to sensitise stakeholders to the urgency of media literacy in combating misinformation in today's digital society. Bringing together media practitioners from different Malaysian media organisations, policymakers, regulators, -

online content creators, and journalists, the event aimed to deepen understanding of the multifaceted challenges posed by information disorders. The event was graced by the Minister of Communications Malaysia, Honourable Fahmi Fadzil, and the Minister of Information and Communication Technology, Papua New Guinea, Honourable Timothy Masiu.

During the opening session, Ms. Philomena Gnanapragasam, CEO and Secretariat Director of AIBD, thanked the Malaysian and Papua New Guinean ministers for supporting the event. Ms. Gnanapragasam emphasised the critical role of media literacy in navigating the labyrinth of information disorders plaguing modern society. She highlighted AIBD's 4-month extensive campaign on media literacy, which was an outcome of the Bali MOU signed by different information ministers during the 18th Asia Media Summit in 2023 held in Indonesia. She further mentioned that this media literacy campaign exemplified AIBD's commitment to fostering a media-literate society.

Following Ms. Gnanapragasam's presentation, H.E. Michalis Rokas, the European Union Ambassador to Malaysia, ascended the stage. In his welcome remarks, Ambassador Rokas highlighted the EU's continuous commitment to promote media literacy around the world. He articulated the urgent need for collaborative efforts to combat disinformation, especially amidst global conflicts exacerbated by misinformation. Ambassador Rokas pledged the EU's steadfast support for AIBD's initiatives, recognising the pivotal role of media literacy in safeguarding democracies and societies.

The Honourable Minister Masiu shared valuable insights on the significance of media literacy in the digital era, emphasising its role in preserving societal cohesion. Honourable Minister Fadzil echoed these sentiments, stressing the imperative of stakeholder collaboration in promoting responsible journalism and media freedom. Their speeches resonated deeply with the audience, setting the tone for the collaborative event by ABD and the European Union in Malaysia.



# Regional

During the seminar, engaging panel discussions addressed collaborative approaches to media literacy. One of the key sessions, moderated by Mr. Leon Dinesh, AIBD Advisor, focused on "Collaborative Approaches to Media Literacy: Partnerships between Government, Civil Society, and Industry.". H.E. Mrs. Nineta Bărbulescu, the Ambassador of Romania to Malaysia, and Mr. Suhaimi Sulaiman, the Director-General of RTM, shared insights on the impact of disinformation on diplomatic and responsible journalistic fronts. Ms. Philomena Gnanapragasam highlighted AIBD's role in promoting media literacy campaigns across regions, and Mr. Shamsul Izhah Abdul Majid, Chief Technology and Innovation Officer at the Malaysian Communications and Multimedia Commission (MCMC), elucidated Malaysia's efforts in combating disinformation.



These discussions emphasised the critical need for collaboration between various stakeholders to effectively address the complex challenges of misinformation.

In another session on ethical journalism and media integrity moderated by Dr. Kiranjit Kaur, Professor at UITM, panellists offered perspectives on traditional media education, media literacy training, and the integration of new media with traditional platforms. Dr. Wong Kok Keong, Mr. Ali Imran Mohd Noordin, Mr. Kumaran Subramaniam, and Ms. Lee Chin Tan provided valuable perspectives on the changing media ecosystem and the importance of continuous learning in combating misinformation.



# Regional

The seminar also featured presentations by industry experts, including Mr. Krishana Rajagopal, CEO of Akati Security, who delivered his presentation on emerging challenges posed by AI and deepfakes, and Dr. Sara Chinasamay from Universiti Teknologi MARA (UiTM), who talked about the practical strategies for media practitioners to ensure the credibility of the information and spot any kind of disinformation or malinformation from the viralized news.

The EU-AIBD seminar served as a catalyst for forging collaborative partnerships and fostering a culture of critical thinking and ethical journalism practices. The programme stressed the joint obligation to battle disinformation and develop a more resilient and informed society by bringing varied stakeholders together and providing them with the required knowledge and tools. Moving forward, continued teamwork and individual dedication are required to navigate the intricacies of the digital age and ensure appropriate media usage for everyone.







## EU-AIBD Seminar: Fostering Dialogue, Addressing Adex Concerns – Honourable Minister Fahmi on Media Sustainability

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

At the EU-AIBD Seminar on "Transcending Disinformation: Towards Responsible Media Consumption," held in Kuala Lumpur at the Hilton KL, Honourable Malaysian Communications Minister Fahmi Fadzil addressed the pressing concerns of local media organisations regarding declining advertising revenue, attributed to the growing dominance of social media platforms.

During his keynote address, the Honourable Minister affirmed the government's commitment to employing diplomatic strategies to address concerns regarding advertising expenditure (ADEX) faced by media practitioners, akin to the approach taken in resolving issues concerning Malaysia's 5G dual network.

Acknowledging the revenue challenges faced by local media companies, Fahmi stressed the need for sustainable solutions to ensure the future viability of the media landscape. He emphasised the importance of inclusive dialogue, proposing the involvement of all stakeholders, including media companies and social media platforms, to foster a conducive environment for negotiations.

Drawing from his experience in negotiating with top mobile network operators in Malaysia, which led to significant investments in Digital Nasional Berhad, the Minister highlighted the efficacy of diplomatic engagement in resolving complex issues. He underscored the importance of balancing interests to ensure equitable returns for media companies, suggesting that a similar diplomatic process could be applied to address ongoing concerns related to advertising expenditure (ADEX). He emphasised his commitment to support Malaysian local media, including plans to draft legislation related to ADEX return and engage in discussions with tech giants like Google, Meta, and TikTok.

Furthermore, Honourable Minister Fahmi highlighted the establishment of the Malaysian Media Council (MMC) as a pivotal step towards promoting responsible journalism and safeguarding media freedom. The proposed MMC aims to unite representatives from the print, electronic, and online media sectors, aligning with the core objectives of the EU-AIBD Seminar in promoting responsible media consumption and combating disinformation.

By addressing economic challenges and fostering collaborative solutions, the Malaysian government aims to cultivate a balanced and sustainable media ecosystem, ultimately contributing to a healthier information environment.





## Navigating the Frontlines of Climate Change Journalism: A 101 workshop to help journalists report on Climate Change better, smarter, deeper and safer

Contributed by Ms Sannuta Raghu

Climate change is one of the most profound and urgent issues of the 21st century. It has implications that are expansive and unprecedented for our generation, and the generations that follow.

In the latest and sixth assessment cycle reports of the Intergovernmental Panel on Climate Change (IPCC), the arbiter of climate science, scientists said for the first time that 'human activities, principally through emissions of greenhouse gases, have unequivocally caused global warming...' The Asia Pacific region is uniquely placed when it comes to bearing the impact of climate change: It is home to some of the largest and growing economies in the world, and more than half the world's population (4.3 billion people) lives here. It is also one of the most environmentally diverse regions on the planet.

Recognising the crucial role journalists play in communicating the impacts, the science and the solutions to the general public, AIBD invited me to conduct a 4-day intensive workshop on climate change journalism in September 2023.

The workshop commenced with a dive into what we mean when we say 'climate' and 'change change'. Participants were taken on a journey through history: From Richard Arkwright's patent Water Frame in the late 1700s effectively laying the groundwork for the Industrial Revolution to James Hansen's testimony in the US Senate in the 1980s saying 'Global warming had begun.' Unpacking current developmental frameworks like the Sustainable Development Goals (and specifically Goal 13 - Climate Action) offered participants a broad yet intricate picture, bridging the gap between global aims and regional narratives.

Understanding the audience is pivotal to every journalist's role today. Borrowing insights from the 6-Americas model created by the Yale Program on Climate Change Communication and the BBC's User Needs model, the participants were given frameworks to understand and map their audiences. This proved to be a particularly insightful and useful session for the participants. They were able to take this approach forward and apply it to the two Story Clinic sessions on narrative storytelling.

Transforming dense scientific data into compelling narratives not only makes the information accessible but also evokes empathy, driving home the message more effectively. Narrative storytelling is a potent tool, and the workshop fervently explored this avenue. The participants also learned how to store and retrieve all the information they consume in preparation for a news report. The 'Building a Second Brain' session was hands-on and helped set up an organisation framework.

AI (artificial intelligence) is the new buzzword today. We looked at how AI can be applied within the newsroom- from recommendations to summarisation; from creating cover images to creating voiceovers. I am cautiously optimistic about AI and its role in journalism: we discussed the role of bad actors, misrepresentation, misinterpretation and hallucinations, as well as how AI could augment the work journalists do (for example, an LLM-based research tool providing accurate, fact-based results could save significant time and energy reporters spend poring over data and documents while reporting on an investigative news story).



We also delved into the psychological impacts of reporting on climate change, both for resilient survivor communities as well as journalists at every level of storytelling. We dug deep into best practices that journalists could keep handy while in the field - especially on how to interact with survivor communities, how to report on the trauma caused by climate change and how to take care of their own mental and physical health.

Having gathered the foundational knowledge on 'how to report on climate change' over three days, the culmination of the workshop saw participants showcasing strategies tailored for their newsrooms, reflecting their profound grasp and innovative application of the concepts discussed. These strategies were not mere theoretical blueprints but actionable plans, ready to be rolled out.

What the participants took away from the workshop was that the urgency of climate change cannot be overstated, and our responsibility as news organisations and journalists is immense. The public is counting on us to relay accurate, fact-based information on how climate change is impacting the world, and what we as a society can do about it. The participants are already making strides within their newsrooms after this workshop. I'm deeply grateful to AIBD for creating a space where such a rich knowledge exchange was made possible.



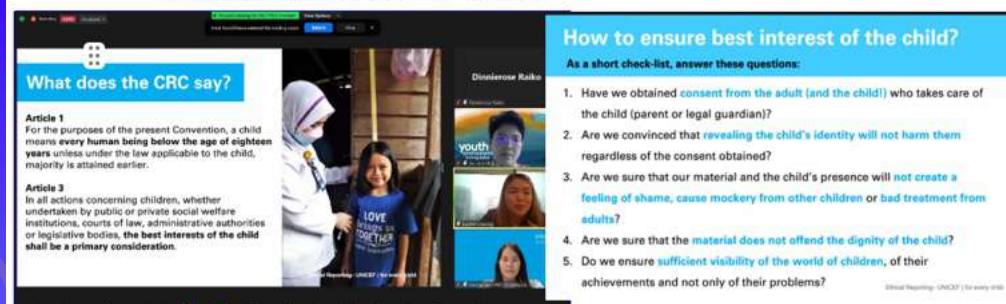
## Webinar on Climate Change for Children`s Programme Producers

Contributed by Mr Praneel Prasad, Programme Manager & edited/illustrated by Ms Lee Lai Mee, CCO, AIBD



Ms Racheal Choong on CRC Guidelines

AIBD successfully hosted a Webinar on Climate Change for Children`s Programme Producers on the 26th of October 2023. More than 100 participants from 25 member countries attended this insightful webinar. In a joint presentation, the UNICEF (Malaysia) Communications Officer, **Ms Racheal Choong** shared the crucial role of media in helping children to understand, cope with and respond to the climate crisis. She also reminded the media of the Convention on the Rights of the Child (CRC) guidelines to ensure the best interest of the children, emphasizing children`s dignity, avoiding harm, and respecting their voices and individual needs.



Meanwhile **Ms Nasha Lee**, Climate & Environment Specialist at UNICEF highlighted the vulnerability of the East Asia Pacific region to climate change, stressing the urgent need for action. She also discussed how climate change has impacted children`s lives, particularly their health, life, and education.

**Ms Lim Su-Jin**, Coordinator of Youth Environment Living Labs (YELL) shared the various projects of UNICEF and its various approaches, such as age-appropriate content and localised narratives for storytelling, to engage children in understanding and addressing climate change.



## How to talk about climate change with children

- Localised narratives

Storybook targeting Temiar Orang Asli children

I-Tambang storytelling in Kadazan (indigenous language from Sabah), by Siung Films



**Draft booklet. Unpublished.**



**Dr Maya Goetz**, Head of IZI and Prix Jeunesse International, highlighted the key issues surrounding climate change and the importance of fostering climate literacy among children and youth, focusing on knowledge, solutions, and the impact of everyday actions. Dr Maya emphasized that climate change is real and that humans are contributing to it significantly. She introduced the 13 media formats aimed at empowering young people to understand and combat climate change. She believed in giving young people their voice, letting them get active and be involved in making the change. She cited the example of Format 3: WeMe Nature World for the preschoolers.

## Climate literacy

What children and young people need?



www.prixjeunesse.de



**DISCOVER, ENJOY, CARE**



### Format 3. WeMe Nature World



WeMe Nature offers preschool children basic knowledge on nature and meet children worldwide who all show their engagement for Nature.

**Ms. Bijal Vachharajani**, a renowned author, discussed the significance of addressing climate change in children's literature. She shared insights on tailoring climate-related content for various age groups, breaking the stereotypes and emphasised the need for hope and local relevance in storytelling. She stressed the importance of telling the truth about climate change to children, creating content that allows children to take action and can fuel their imagination while fostering their love and protection of nature. She spoke on the series `Greening Youth Stories` that inspires children in India.

### Discovered with classroom sessions and *We Hope*

- Lack of awareness and understanding
- Privileged learning - lack of relatable language material
- Anxiety
- Transactional relationship with nature
- Lack of access to nature
- Apologetic
- Environmental generational amnesia



**Mr. Ole Petter Klepp and Mr. Jon Arne Hoff Johansen**, experienced Executive Producer/ Director of the children's programme in the Norwegian Broadcasting Corporation (NRK), shared their awesome experience in developing a climate change educational TV series for children in Norway. Their big challenge was to make the content fun and relatable, incorporating spectacular climate experiments and showing the connection between human activity and climate change through funny situations and extraordinary 3D animations. Their series- `Don't Do This To The Climate` featured various climate scenarios, including hailstorms, forest fires, and dramatic changes like rising ocean levels, all close to home. While the program initially faced controversy and complaints from climate deniers, it gained popularity among children and educators. The creators managed to simplify complex climate facts for their target audience and successfully delivered a critical message about climate change to a younger generation, receiving recognition and nominations at international awards shows.





**Dr Maya** reiterated that incorporating these formats into children’s media can provide valuable educational content while also promoting international collaboration and intercultural understanding. She said that the project, “For Us, No Planet B, is a collaborative effort where broadcasters contribute their high-quality children’s programmes into a shared pool. By participating, broadcasters can access the entire pool of content for free, with the need for voice-overs and adaptations. A particular highlight is the “Preschool 8 to 10” segment, featuring children from indigenous cultures sharing their unique perspectives on nature. This project seeks to reconnect children with the environment, enabling them to see the world through different lenses. It encourages broadcasters and creators to join the cause of creating awareness of global education on climate literacy for children.

**Mr Jan-Willem Bult**, an International Film & TV Maker/Lecturer from the Netherlands introduced a compelling format, “My Echo Message,” designed for children under 10 years old. This innovative concept provides kids with a platform to express their thoughts, emotions, and perceptions of the world. The central idea revolves around children aged 7 to 11 creating and presenting a poster. This format is simple and accessible. It emphasizes establishing a strong connection between the child on screen and the young audience.

**Ms. Issada Aisiri**, MD, Miracle Mushroom Co Ltd, Children TV Programme Producer and Host, shared her experience on, the Eco Dictionary, another project which educates children about climate literacy through short, animated clips. This project demonstrates the power of collaboration and how diverse voices can contribute to educational content for children. It encourages clear, fact-based explanations and offers a unique tool for understanding how children perceive the world.

Mr Jan-Willem also shared the format’s technical aspects, highlighting the use of readily available technology, such as an iPhone 14 Pro Max, to demonstrate how easy it is to create engaging content for children. The key is to focus on moments of a child’s creative process, emphasizing the connection between the child’s journey and their final message.

**Ms. Aldana Dualde** an Independent Creator, Format Developer, Scriptwriter and Consultant from Argentina, added that this format connects diverse perspectives, cultures and ideas. By creating a shared platform, the format allows children from around the world to communicate their messages, fostering understanding and a sense of unity.





## OTT Workshop on Streaming Technologies in Myanmar

Contributed by Mr Abhilash Nagabushana and Mr Nabeel Tirmazi, Programme Manager, AIBD

In a collaborative effort aimed at strengthening media capabilities by exploring the latest streaming technologies for broadcasters, AIBD organised a training workshop with the support of Myanmar's Ministry of Information and its national broadcaster, MRTV. Held from November 1st to 3rd, 2024, in Nay Pyi Taw, Myanmar, the workshop welcomed over 45 participants from MRTV and various media organisations.

The primary goal of this workshop was to equip participants with a deep understanding of streaming technologies and effective content strategies for a successful transition to digital platforms. Mr. Abhilash Nagabushana from India was the principal consultant for this workshop, who took the participants to various key areas of streaming technologies, such as the technical aspects of streaming, content curation, distribution, and monetization approaches.

The workshop also shed light on the integration and functionality of advertisements within streaming platforms, unlocking practical strategies for monetization.

Dr. Bharath Mohan from India, who addressed the workshop participants remotely, emphasised the importance of user interactivity and personalisation on streaming platforms, offering valuable strategies to amplify audience engagement.

Further enriching the sessions, Mr. Farikh Ikram from Malaysia also shared his expertise remotely, providing insights into the latest monetization techniques for Over-The-Top (OTT) platforms. Dr. Amal Punchihewa from New Zealand contributed and delivered his presentation on integrated Broadcasting Broadband and OTT. The programme included many group activities in which participants collaborated to create their own OTT models and presented their findings based on different challenges and technical opportunities.

The outcomes of this transformative session enabled participants to directly apply their newly gained insights to their professional jobs.

Despite their various backgrounds, the participants learned how to collaborate with other departments to build a successful distribution strategy that can utilise the potential of streaming technologies. This newfound knowledge will also help them improve content quality and develop efficient monetization methods.

At the end of the workshop, participants were satisfied with the course content and mentioned that their newfound knowledge has encouraged them as traditional broadcasters to embrace streaming technologies like OTT, ensuring ongoing audience connection. This strategic shift ensures an ongoing rapport with their audience, benefiting both viewers and broadcasting organisations by enhancing their media ecosystem. Enthusiastically, they proposed that AIBD consider hosting a series of intensive workshops dedicated to specific aspects of streaming technologies, such as technical nuances, content creation, distribution strategies, and monetization tactics.





## The Role of State Media in Nation-Building

Contributed by Ms Monica Phang, Programme Manager, AIBD

Media plays an important role in nation-building as it can contribute much towards national development.

The Ministry of Information (MOI) Myanmar performs three pertinent tasks that are to inform, educate and entertain by mass communication ways through print, electronic and new media.

MOI also utilising advanced information and communication technologies for serving the public as people-centric State Media, is shaping the Ministry as a Responsible, New, Active and Advanced Ministry for the public.

These are the messages contained in a video clip which was played at the opening ceremony of the workshop on Media Literacy to address Disinformation for 50 participants in Nay Pyi Taw, Myanmar on 27th September 2023.

In his opening remarks, the Minister of Information, Mr U Maung-Maung Ohn disclosed that the MOI established a department named Media Development Department on November 1, 2022.

His Excellency explained that the objectives of the Media Development Department are to support the activities of the Myanmar Press Council (MPC) in guiding journalists in the following ethical practices:

- adhere to media ethics;
- draft plans for Myanmar's media sector development;
- ensure access to information for citizens;
- promote the participation of international media organizations; and
- cooperate with relevant organizations under the existing law for the survival and development of private media outlets.



The 2-day workshop is the outcome of the Bali Memorandum of Understanding (MoU) at the 18th Asia Media Summit held in Bali, Indonesia from 23 to 25 May 2023. Myanmar delegation led by His Excellency, Hon. Minister Maung-Maung Ohn attended the summit which culminated in the signing of the Bali MoU.

“Myanmar has successfully adopted the “Bali MoU” highlighting the accountability of social media platform owners/stakeholders to enhance media literacy skills and fact-verifying mechanisms in Asia-Pacific regional cooperation. Because the spread of disinformation/fake news is happening not only in Myanmar but also in most countries of the world, it is a common strategy for all member nations”, stressed Hon. Minister Maung-Maung Ohn.

## Internet – a massive platform to share ideas

Contributed by Ms Monica Phang, Programme Manager, AIBD

The internet is a massive platform for people to talk and share ideas. But, it's also a place where fake news and wrong information can spread easily. South East Asia hasn't been immune to this either. As more and more people get their information online, it's really important to be careful and smart about what we believe.

Addressing this pressing concern, Associate Prof. Dr. Sara Chinnasamy, an authority on media studies, emphasized the precarious divide between "Fake" and "Facts" and continues AIBD's efforts in campaigning on Transcending Disinformation towards Responsible Media Consumption during an enlightening session on Day 2 of the Media Literacy to Address Disinformation workshop on 28th September 2023 in Nay Pyi Taw, Myanmar.



Dr. Chinnasamy highlighted a myriad of challenges that pose a threat to the credibility and objectivity of mainstream media. Among these challenges, she pointed to the convergence of technologies, where artificial intelligence and digitalization have rapidly reshaped the media landscape. In addition, the emergence of social media news platforms has brought about a new metric for success, measured in likes, shares, and views, often eclipsing the importance of responsible journalism.

Crucially, Dr. Chinnasamy emphasized the impact of significant news events, such as pandemics, floods, and political upheavals. These events can serve as breeding grounds for misinformation, and navigating them requires a steadfast commitment to truth and accuracy.

To remain competitive in this dynamic digital era, mainstream media must adapt to technological convergences.-

Dr. Chinnasamy advocates for the provision of additional "value-added content," which goes beyond the mere dissemination of news. Independent media outlets have pioneered this approach, incorporating interactive elements such as coffee corners, talk shows, and coverage of non-governmental political issues. These initiatives are designed to cater to the diverse needs and desires of communities, ensuring that media remains an engaged and relevant force in society.



Closing group picture with Deputy Minister of Information, H.E Mr Ye Tint

As the digital landscape continues to evolve, Dr. Chinnasamy's insights serve as a timely reminder of the crucial role that responsible journalism plays in upholding the foundations of a healthy democracy. The battle against misinformation begins with a commitment to discerning between the "Fake" and the "Facts," and it is a battle that requires the concerted efforts of both media professionals and the discerning public.

Dr. Sara Chinnasamy aptly summarizes this challenge:

"There is a thin line between 'Fake' and 'Facts.' The survival of mainstream media and its objectivity hinges on addressing the convergence of technologies, the emergence of social media news platforms, and the responsible coverage of critical events. By providing value-added content and interactive elements, media outlets can navigate this landscape effectively."



Presentation of Group Tasks

## Utilising Media Literacy Knowledge Wisely

Contributed by Ms Monica Phang, Programme Manager, AIBD

It is envisaged that the outcomes of the Media Literacy to Address Disinformation workshop can be usefully deployed by the media partitioners in Myanmar in their respective workplaces.

Deputy Minister for Information, Republic of the Union of Myanmar, Mr Ye Tint hopes that the knowledge acquired from the workshop can be wisely utilized by the participants in their daily programme production, news reporting and so forth.

“It is believed that you have gained a better understanding of Media Literacy which is a challenge in the media sector around the world. And currently, is very crucial to know what our broadcast industry is doing to improve media literacy”, he reiterated.

He was closing the 2-day workshop for some 50 participants comprising top management and content providers representing the Myanmar Radio and Television (MRTV), private radio stations, Myanmar Press Council (MPC) and Myanmar Broadcasters Association (MBA) in Nay Pyi Taw today (28th September 2023).

Mr Ye Tint thanks Dr. Sara for sharing fantastic workshop experiences and expertise on Media Literacy as the teaching methods are very informative, and the board insights are extremely valuable.

Meanwhile, the Director-General of MRTV, Mr Ye Naing described the 2-day workshop is indeed valuable to know the ways and means to tackle disinformation and solve the actual ground situation.

Providing feedback on behalf of the participants, he said this knowledge could be applied effectively in the respective workplaces of the participants.

“Another knowledge, we have gained from this workshop is that media literacy needs to be enhanced, as fake news is being broadcast not only in Myanmar but also in other countries by making use of democracy and freedom of speech”, Mr Ye Naing added.



## Myanmar Press Council - a platform for freedom of expression

Contributed by Ms Monica Phang, Programme Manager, AIBD

The Myanmar Press Council (MPC) was established with the provisions of the State Constitution to bring about media enterprises through which every citizen can have the right to freedom of opinion and expression.

Its Chairman, Mr U Ohn Maung said MPC is a single independent council with all the tasks being undertaken in accordance with the provisions of the Media Law (2014).

“The Council’s tasks undertaken and future work programmes have to be submitted to the President of the State, once a year, without fail”, he reiterated.

Mr U Ohn Maung was sharing a session on Myanmar Press Council’s Responsibilities and Stakeholders Connections - Threat to democracy versus social media impact on Day 2 (28th September 2023) of the Media Literacy to Address Disinformation workshop in Naypyitaw, Myanmar.

Among the main tasks of MPC are as follows:

1. Watch media activities and promote their capabilities;
2. Cooperate with relevant government departments regarding the media equipment imported;
3. Hold media workshops and talks besides cooperating with media organisations to reward their outstanding ones in media activities;
4. Chalk out plans for improvement of media enterprises and release news, if necessary;
5. Cooperate with the Ministry of Education to hold educative talks on false news from social media at universities and Basic Education High Schools to make young students know right from wrong.

Since its inception in 2012, MPC has been cooperating with international organisations like International Media Support (IMS), UNESCO, Deutsche Welle (DW), Interpol, Press Council of India, Thailand, Nepal, Indonesia and Timor-Leste to promote the capabilities of media persons and global media development.

MPC becomes a member of the world media organisations -World Association of Press Councils (WAPC) and South East Asia Press Council Network (SEAPC-Net) to bring about media development.

Being an independent organisation, MPC is also playing an active role in waging counterattacks against the threat to democracy and wiping out fake news by cooperating with embassies including India, China and Vietnam.





## The Thin Line Between “FAKE” AND “FACT”

Contributed by Associate Prof Dr Sara Chinnasamy, Political & Media Analyst & Ms Monica Phang, Programme Manager, AIBD

While the Internet provides a forum for democracy in some Southeast Asian countries, it's also become a platform for fake news, misinformation and political hoaxes.

Associate Prof Dr Sara Chinnasamy shared with participants of the 2-day In-Country workshop on Media Literacy to address Disinformation jointly organised by AIBD in collaboration with IPPTAR & MCMC in Kuala Lumpur on 20 & 21 September 2023.

But, in the age of social media, factors like the easy production of user-generated content, the anonymity of social media accounts, the rapid distribution of online information and the structure of the Internet make social media platforms a breeding ground for fake news.

Aside from revising or enacting new laws, governments, civil society groups, technology companies and private entities are still looking at fact-checking methods, media literacy programmes and algorithm adjustments as possible solutions to fake news.

However, to date, these measures have largely been seen as ineffective and on many occasions infringe on freedom of expression. Awakening minds to minimise meme hoaxes and stop their spread without relying fully upon authorities is the responsibility of the community.

“Still, implementing law enforcement that is fair and strict towards perpetrators of hoaxes, especially the makers and spreaders, remains a responsibility for the government”, she stressed.

But, regulations alone will not resolve the hugely inflamed hoax problem in society.

So, consistency in legal structures is required to enforce the law in cracking down on hoaxes and smear campaigns, as well as a strong legal and political culture among people to see through fake news.

Political memes inciting conflict through issues like religion, culture, and race must be fought with a strong political culture and a stronger sense of unity through the diverse societies of countries like Malaysia, Singapore and Indonesia.

About 30 participants representing the Strategic Communications and Corporate Division, Ministry of Communication & Digital (KKD), RTM, Bernama, Sun Daily, News Strait Times, MCMC consultant – Ruder Finn Malaysia, academicians from UM, UiTM and BAC attended the workshop.





Editor and Head of Digital Media, Bernama Ms Sakina Mohamed shared that there are five main media literacy skills which media practitioners need to acquire in order to curb disinformation. These skills are the ability to analyse, evaluate, create, participate and access.

There are also 8 basic concepts of media literacy that media practitioners ought to be aware of in order to empower them to consume digital media responsibly.

The 8 basic concepts are:

1. Each medium has a unique aesthetic form;
2. Form and content are closely related in the media;
3. Media has social and political implications;
4. Media contains ideological and value messages;
5. All media are construction;
6. The media construct reality;
7. Audience negotiate meaning in media;
8. Media has commercial implications.

Chief Regulatory Officer, Datuk Zulkarnain Mohd Yasin talked about weaponized information, what we have learned so far?

He shared that a report or complaints against any published content could be regarded as “weaponised information” which often consists of intentional falsehoods, known as disinformation.



Datuk Zulkarnain also pointed out the dangers of Fake News and Disinformation which could lead to the following scenario:

- Spreads like wildfire across online and social media platforms and can mislead the public - causing panic, anxiety and fear.
- Hurts the reputations of individuals, organisations, or countries.
- Creates divisions between people, communities, and nations - causing conflict and unrest.
- Undermine public trust in institutions, such as the media, government and healthcare.
- Promotes dangerous and harmful practices such as conspiracy theories and hate speech.



## Empowering Radio Professionals: AIBD/VOV Workshop on Radio Presentation Skills

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

In a dynamic media landscape where digital platforms vie for attention, radio continues to hold a unique place in Southeast Asia. Recognising its enduring power to inform, entertain, and connect, the AIBD and Voice of Vietnam (VOV) collaborated to host a 3-day workshop on radio presentation skills, empowering participants to captivate audiences and elevate their craft.

Held from November 29 to December 1, 2023, in Hanoi, Vietnam, the workshop provided a comprehensive training programme designed to enhance the voices shaping the radio landscape.

As digital platforms gain prominence, radio practitioners face new challenges in maintaining and growing their audience base. The workshop aimed to equip radio professionals with the skills and knowledge necessary to navigate these challenges effectively. Led by Ms. Margaret Mary Lim, Programme Director at Mediacorp Pte Ltd, and Mr. Yogeshwar Ramlingam, Trainer at Radio Television Malaysia, the workshop focused on various aspects of radio presentation, including scripting, storytelling, audience engagement, and crisis management, which not only caters to the requirements of traditional programming but also caters the audience of digital platforms as a core strategy for transmedia.

Understanding the audience is paramount in radio. The workshop dedicated sessions to audience analysis, emphasising research and feedback as key tools for tailoring content and fostering connection. Participants explored strategies for building rapport, using language effectively, and incorporating storytelling techniques to draw listeners in. Interactive sessions focused on live broadcasting and crisis management, preparing participants to handle pressure and unexpected situations with professionalism.





# In-Country

The AIBD/VOV Radio Presentation Skills Workshop proved to be a resounding success. Participants expressed their appreciation for the comprehensive training, insightful guidance, and the opportunity to learn from esteemed industry professionals. This collaborative effort by AIBD and VOV not only bolstered the skills of the participants but also served as a testament to the shared passion for upholding the power and potential of radio in the ever-evolving media landscape.



## NBC reached the Golden Jubilee of its Broadcast Services

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

*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 Mr KORA NOU, the Managing Director of National Broadcasting Corporation (NBC), Papua New Guinea.*



**Broadcaster:** You have been the Managing Director at National Broadcasting Corporation at a time NBC celebrated its 50 years of Public Media Broadcasting Services in Papua New Guinea. As the Chief Executive Officer (CEO) or designated as the Managing Director of NBC, can you tell us briefly, how you and the NBC reflected on this special occasion?

**Mr Nou:** Firstly, it was indeed a great honour and privilege to be the serving Managing Director when NBC marked and celebrated this milestone 50th anniversary. I doubt anyone would take that away from me!

We joined our national airline, Air Niugini and our central bank, the Bank of Papua New Guinea in celebrating our respective 50th anniversary in 2023. Such a privilege to be in this exclusive club.

At NBC, we celebrated throughout the year, broadcasting content that reflected on this rich and historic 50-year journey, how we did our bit in shaping and developing our young nation, just before Independence, during and Independence, until now. We interviewed former staff and leaders on their experiences and memories of the place.

NBC is indeed proud of its unifying role in our nationhood.

We then ramped up our celebrations into the week leading into 1st December 2023.

We had a flout around the capital city, followed by traditional singing, then live bands (many of who also recorded their albums in the early years at our NBC studios), and then excursions to our studios and offices. The provinces also had parallel celebrations.

These and other activities were capped off by a formal and open-air dinner at the famous Ela Beach.

We were also graced by the presence of visiting friends from the Australian Broadcasting Corporation, the ABU, the AIBD, the Solomon Islands Broadcasting Corporation and the Pacific Islands News Association (PINA).

The celebrations also helped our people realise the importance of NBC in our society and how they can also nurture and further grow it towards the next 50 years and beyond.

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

**Mr Nou:** I'm serving my second 4-year term as the Managing Director of PNG NBC.

Between 1996 to 2010, I served as media advisor to four of our Prime Ministers. Sir Julius Chan (1996), Bill Skate (1997), Sir Mekere Morauta (1999) and Sir Michael Somare (2002-2010 – two terms).

I hold a Master Degree in Communication, Public Relations & Professional Communication from the University of Queensland (2007), Australia and a BA in Journalism from the University of Papua New Guinea (1994).

I was re-elected for a third term as President of the Pacific Islands News Association (PINA) in 2022.

**Broadcaster:** You are leading the organisation at a critical time for the global media and broadcast industry. Global inflation, misinformation and disinformation challenges are hurting every country. How do you navigate NBC through these challenges providing information, education and entertainment to Papua New Guinean communities?

**Mr Nou:** NBC is not devoid of the global economic and media challenges, much like our contemporaries across the globe.

But, having a strong media background is certainly an advantage as I can easily relate to the many and varied media challenges at NBC.

We just have to do things smarter, I suppose. NBC has a robust Editorial Policy & Contents Guidelines document that greatly helps keep our media workers in check. This document elevates me to editor-in-chief status and at any given time, it provides a practical media avenue in which the newsroom and I sift through dis-information, mis-information, fake news and other industry-harming agendas against our developmental news and information mandate.

I am pleased to state that NBC has some of the most experienced and talented media workers in both PNG and the Pacific Region.

Having said that, there are also other equally important areas of our NBC operations that require my time and constant attention, like national and provincial radio, technical and IT issues, human resources and ever-challenging financial allocations from our major source of funding.

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

**Mr Nou:** In the broadcast space, we have been a bit pragmatic in our approach to improving our reach and coverage across the nation, especially radio.

As new and changing technologies dictate, we have transitioned into FM broadcasting. However, FM's coverage is quite limited to urban cities and towns. This is further compounded by the everyday power challenges faced by our main electricity supplier.

With our current Minister, who is a former NBC staff and Board member, NBC has re-introduced media wave (MW) radio transmission in the country. We have already installed three 10-kilowatt Nautel MW transmitters in three of the four main regions of the country. Work on the Momase Regional MW transmitter is continuing and we hope to have it commissioned before the middle of 2024, joining Goroka (Highlands Region), Waigani (Southern) and Rabaul (New Guinea Islands).

But these four transmitters will broadcast the National Radio Service. We have already installed a 5-kilowatt MW transmitter in Kimbe, West New Britain Province that has enabled the West New Britain Provincial Station to broadcast in its local radio frequency.

More partners with other provincial governments are being pursued to purchase and install more MW transmitters for their provincial radio stations.

We are also at present, consulting within PNG and aboard with our key stakeholders on a proposal to re-introduce the far-reaching short wave (SW) radio transmission system back at NBC, after over 20 years.

**Broadcaster:** What are your plans for the coming year or two to sustain NBC's public function while keeping NBC staff motivated and resources managed well?

**Mr Nou:** My term is almost up but I'd love for NBC to maintain its close links with the government for obvious reasons. Public broadcasters are set up in the manner they are, unlike commercial media, so they can be the mouthpiece for the people - through their elected representatives. There is so much developmental information out there that the commercial media will not cover, which is understandable. This is where public broadcasters are uniquely positioned to champion this.

Transitioning from analogue to digital broadcasting brings with it many new opportunities for NBC staff. Many younger staff or late starters can find newer opportunities in the digital space.

NBC Online has joined NBC Radio and NBC TV as our third major delivery platform. NBC TV is scheduled to officially launch Phase 1 of the NBC Analogue to Digital TV Migration Project, with an initial 16 TV channels.

These two - NBC Online and Digital TV - present ever more excitement in the coming weeks and months. Staff can be re-trained and/or multi-skilled to take on these newer challenges and opportunities.

**Broadcaster:** Papua New Guinea is a country having a large geography and sparse population. NBC has shown its public service initially with Radio and then with Television broadcast service over the last 50 years, especially during recent times during COVID-19. How does NBC maintain core operations such as informing and entertaining people while complementing national education services?

**Mr Nou:** If we stay true to our broadcast mandate, we can provide both information and entertainment, while also being on the lookout to do extension work for important public sectors like health, education, law & order, agriculture, etc.

Especially with TV having 16 channels by July 2024, we have the potential to dedicate specific channels for the important sectors mentioned above.

**Broadcaster:** How are you improving the television delivery networks of NBC to reach the majority of Papuan people?

**Mr Nou:** Presently we are broadcasting FTA from 10 of our towers across the country.

We also have an arrangement with TVWan where they carry our NBCTV channel on their multiplexer (TVWan needs the content, NBC needs the network).

We have also entered into a partnership with the newer mobile telephone operator, Vodafone (PNG) Ltd to co-locate on the fast-expanding tower network across PNG. Vodafone is also co-locating on strategic NBC towers in the country.

**Broadcaster:** How about the digital television broadcasting situation in Papua New Guinea?

**Mr Nou:** It is well within its implementation schedule and we hope to officially launch this game-changing Project in July 2024.

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

**Mr Nou:** As I said earlier, we have now also introduced NBC Online to complement our radio and TV platforms.

With the assistance of our good friends at the Australian Broadcasting Corporation (ABC), we have launched the NBC Website deliberately on 2G to enable more Papua New Guineans in rural PNG to access our news and information easily.

**Broadcaster:** How would you lead NBC to improve the access to broadcast content digitally, both over-the-air (Terrestrial and Satellite) and over broadband?

**Mr Nou:** We are also developing radio over the internet protocols to keep up with the changing media landscape.

**Broadcaster:** What role does NBC play in the Pacific region working with other small Island Pacific nations to enhance media and broadcast operations in the Pacific region?

**Mr Nou:** NBC is by far the biggest media organisation in the Pacific Region, both by staff size and our presence.

We have signed the first of what we hope is, many more Memorandum of Understanding (MoU) with the Solomon Islands Broadcasting Corporation to assist them in more facets of their operations. We have also offered to embed some of their reporters in the NBC main newsroom in Port Moresby.

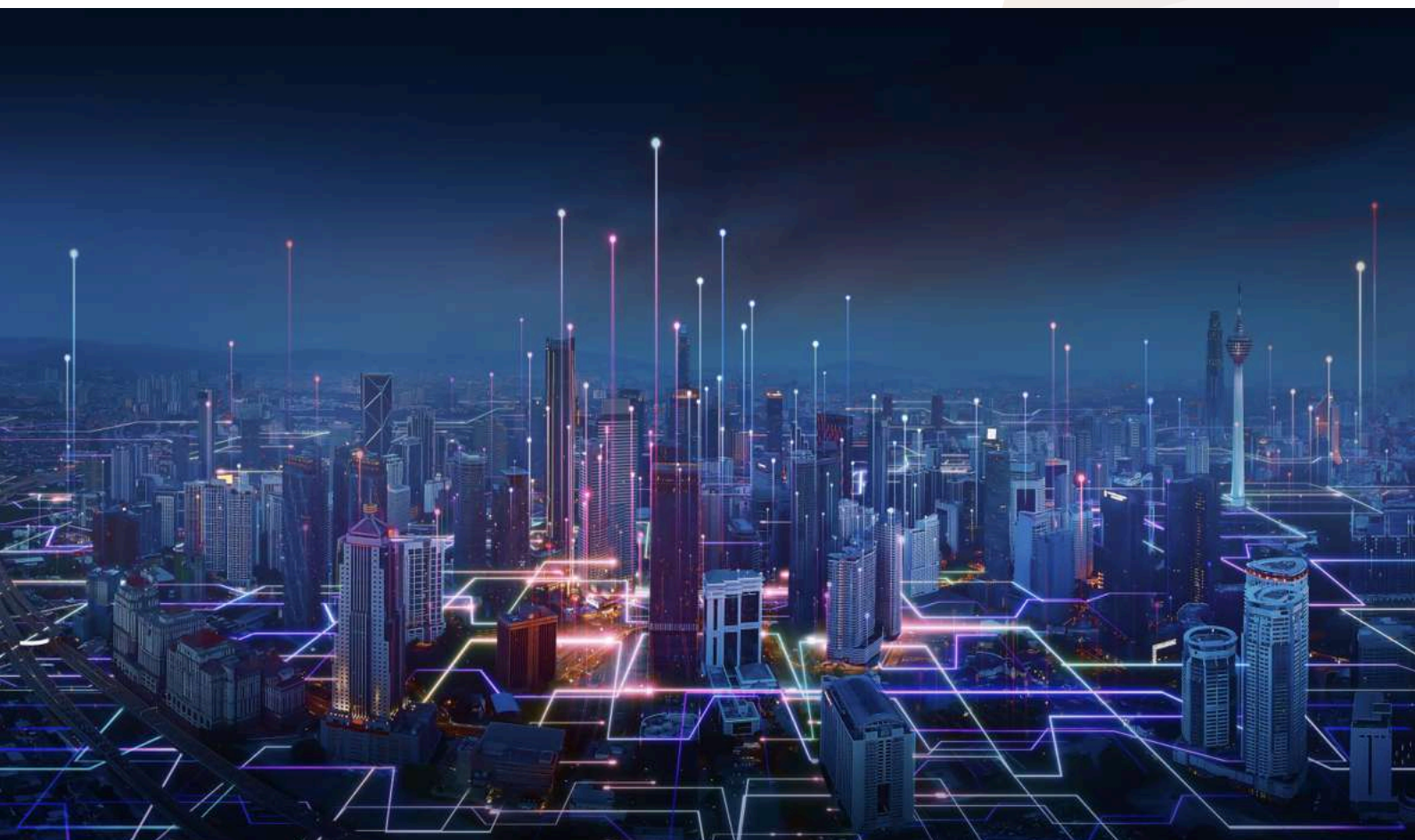
We have also signed a MoU with the University of South Pacific School of Journalism on a two-way exchange of students and expertise to develop the media in the region.

Finally, we will shortly be meeting with the Vanuatu-based Melanesian Spearhead Group Secretariat on media collaboration in the wider Pacific Region.

**Broadcaster:** What are the areas that you think AIBD and NBC could collaborate on?

**Mr Nou:** The opportunities for cooperation are boundless. I envisage cooperation in the areas of staff training and capacity-building. We can work together to train and re-train our staff in all facets of broadcasting. Minister Masiu, who is also the Special Envoy of the AIBD to the Pacific made a particular request to the AIBD to partner with the NBC to fully realise this.

With the upcoming launch of the NBC A2D project, we can have further discussions on training and capacity-building opportunities for NBC, with particular emphasis on radio and television.





## Broadcasting leading to 2024: a technology perspective

Contributed by Dr Amal Punchihewa, Technical Consultant, AIBD

Let us explore the ever-evolving world of the broadcasting industry and the fascinating trends that are shaping its future. This article explores the impact of these trends on the industry as a whole and highlights the opportunities they present for broadcasters. The year 2024 is expected to be full of significant changes for the broadcast industry. The rapid rise of streaming channels, the maturity of cloud technology services, some rollout of IP-based systems, and the emergence of Artificial Intelligence (AI) will shape the broadcast and media landscape. Some broadcast organisations are working on technology-driven transformation to achieve productivity and efficiency that could enhance the benefits or profitability.

From traditional television and radio to the rise of digital platforms, the industry has undergone significant transformations. Due to diversity among countries and broadcasters, the broadcasters may be at different stages in their transformation journeys toward next-generation technologies and addressing sustainability or even their survival or sustenance. Hence, their main goals for 2024 could be very different.

Broadcasters may have to embrace an Information Technology (IT) architecture to get into distribution-focused production tools that will enable the future of broadcasting organisations.

### Challenges

Hand in hand with big ambitions are big challenges. Addressing tightened budgets, assessing new technologies, managing change, and ensuring correct levels of support need to be addressed daily.

Broadcasters need to acknowledge the ever-present financial constraints faced by the audience, other stakeholders and technology service providers.

Systems based on cutting-edge technology come with new and more challenges. One example is the overheads of a software-based broadcast centre. Support and longevity of systems are all an issue.

### The impact of AI

Broadcast organisations should have a clear handle on their data strategy. With advances in AI making the recent waves that it has, the data and how data are governed, generated, and utilised will be very important going forward.

AI and the impact it will have on the world have been a regular theme and a topic in media, the headlines are full of news about advances in AI. Broadcasting is not immune from the concerns, but there are reasons to be optimistic as well.

AI will change the way we work. There are plenty of questions about ethics, copyright, and the nature of work in our industry that are currently going through judicial, legislative, or industrial relations processes. In the meantime, broadcasters can introduce some of these tools into their operations in a controlled and responsible manner.

AI will be integrated into most software and make broadcasters' life easier. Broadcasters can use AI for transcription on air which will have a positive impact on their budgets.

AI can bring some positive contributions, particularly for the programme-making process and dealing with the massive amount of media being generated today, especially within the Media

Asset Management (MAM) domain. Voice and facial recognition could significantly aid programme researchers.

Media companies and Broadcasters are utilising advanced analytics to tailor content to offer what audiences demand. By analysing viewer behaviours and preferences, broadcasters can create more engaging and targeted news stories and content, enhancing the overall viewing experience. AI and machine learning algorithms play a crucial role in analysing vast amounts of data to understand viewer preferences and behaviours.

## Personalisation in Broadcasting

Personalisation is becoming increasingly important in the broadcasting industry. With the rise of streaming services and digital platforms, broadcasters are leveraging AI and machine learning to deliver highly tailored viewing experiences to their audiences.

By analysing user preferences and viewing habits, these platforms can recommend customised content, curated playlists, and interactive features, enhancing viewer engagement and satisfaction.

AI and machine learning algorithms play a crucial role in analysing vast amounts of data to understand viewer preferences and behaviours.

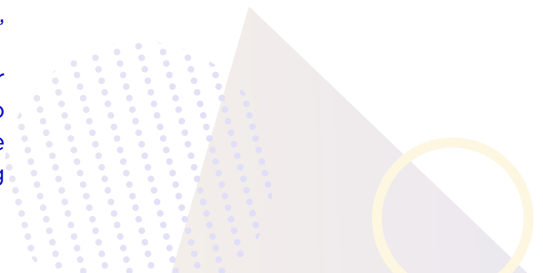
This enables broadcasters to personalise content recommendations based on individual tastes, ensuring that viewers are presented with content that aligns with their interests.

Personalised recommendations not only increase viewer satisfaction but also help broadcasters retain their audience and encourage longer session times.

Additionally, personalisation extends beyond content recommendations. Broadcasters are also utilising AI and machine learning to provide interactive features such as polls, quizzes, and interactive advertising. These features enhance viewer engagement by allowing them to participate in the content and have a more active role in their viewing experience.

Many other aspects will be influenced by technology; among them, some key areas are, personalisation in broadcasting, how to serve the audience: streaming or Over-The-Air, recruitment of talents and skills development, the move to IP-based infrastructure and cloud services.

Edition 1 and Edition 2 of the Broadcaster 2024 will continue the analysis and discussion on Technologies in broadcasting and how they may transform the industry.





## Digital Television Broadcasting in the Asia-Pacific Region

Contributed by Dr Amal Punchihewa, Technical Consultant, AIBD

This article presents the current Broadcast and media climate, delivery methods, outlook of the Asia-Pacific Region (APAC), APAC composition, diversity, current Digital Terrestrial Television (DTT) adoption, opportunities & challenges, sustainability for the broadcast and media sector, the future of Broadcast TV, online-only delivery, the concept of digital-first, broadband connectivity and spectrum issues.

In the current broadcast & media climate, technologies are advancing at a rapid pace, there is fierce competition, broadcasters and audiences experience many challenges around harm from hard-to-regulate situations, high inflation and increasing cost, lack of talent, supply chain and manufacturing services are yet to recover after COVID-19, there is a gap in access to information, and ever-changing consumption patterns.

The complete value chain from capture to receiver needs to be digital to realise the full advantage of digital. Visuals and audio are acquired using digital cameras with high resolution though some countries transmit in analogue and low resolution. Most of the digital transmission standards use similar source coding and channel encoding mechanisms.

There are several forms of digital television delivery available, viz. terrestrial, satellite, cable, IP-based (Managed IP and over the Internet), a mixture of them, and hybrid with seamless integration with broadband (IBB) technologies such as HbbTV, Hybridcast, and Ginga.

Transmission needs a carrier, either guided or unguided. Terrestrial or ground-based and satellite direct-to-home (DTH) services are over-the-air (OTA) as unguided delivery methods. Cable television (CATV) is a guided transmission.

Over-the-broadband (OTB) services can be treated as using a virtual pipe that can offer Online, IP-based media services. Any of those can be either free-to-access (FTA) or pay-to-access.

There were four digital transmission standards recognised by the International Telecommunication Union (ITU). Some of those standards have all three forms of delivery, viz. terrestrial, satellite and cable. There are also various generations, 1st and 2nd Generations for terrestrial, 1st, 2nd and 3rd Generations of satellite broadcasting and 1st and 2nd Generations for cable.

ITU has recognised 5G broadcasting as a DTT option. Some countries such as Austria have already added 5G broadcasting to the spectrum in 470 - 694 MHz for terrestrial broadcast services among DVB-T and DVB-T2.

5G broadcasting trials are being done in some countries. European Broadcasting Union (EBU) initiative 5G MAG (Media Action Group) has been collaborating with 3GPP (the third-generation partnership project). Previous attempts to introduce Mobile Broadcasting failed due to not having devices, a business case or both. All those mobile broadcasting technologies, viz. MediaFLO, DVB-H, DVB-T2Lite, ATSC-MH and ISDB-Tmm, were very capable at the time of development. NOTTV of mmbi was the only service that at least ran for two years from 2014. Due to poor profitability, the service was discontinued in 2016. India is exploring ATSC direct-to-mobile (DTM). One thing that mobile broadcasters need to investigate is the availability of broadcast frequencies in addition to devices and use cases.

Asia-Pacific Region (APAC) consists of East Asia, Southeast Asia, and Oceania which border the Pacific Ocean. South Asia, Mongolia, Myanmar, and the Russian Far East could include 49 countries. In Asia-Pacific (APAC) there are 38 countries in Asia and 11 countries in the Pacific. There can be sub-regions such as ASEAN (It is an intergovernmental organization of ten Southeast Asian countries: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam) with ten countries and SAARC (SAARC comprises eight Member States: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka) with 8 countries.

Based on my research and study, 12 countries have completed the analogue switch-off (ASO). However, 37 APAC or Asia-Pacific countries have yet to do ASO. The countries completed analogue switch-off are; Japan - 2011, South Korea - 2012, Australia - 2013, New Zealand - 2013, Mongolia - 2015, Singapore - 2019, Malaysia - 2019, Vietnam - 2020, Samoa - 2020, Brunei - 2020, Thailand - 2020, India - 2022.

Further, my studies revealed that there are several challenges in digital migration;

## **1. The costs involved and the enormity of the task**

For certain countries with larger geographies and a widespread population, the deployment of the transmission networks is capital intensive. Having a large transmission network, from hundreds to in some cases over a thousand of analogue transmitter sites, converting these to digital in a reasonable time is seen as a challenging task. Not only does the setup of infrastructure for digital but also carrying out a simulcast service for a given period involves a lot of money and resources. On top of these, the need to subsidise set-top boxes to the masses is an additional burden.

## **2. Not seen as a national priority**

Many governments still do not see the move to digital as a priority hence the move is not fully endorsed or supported by the necessary authorities and the necessary initiative and push is not available.

## **3. Lack of cooperation among stakeholders**

In many countries, the move to digital is not initiated as a collective effort by all the stakeholders involved. This includes public as well as private broadcasters, regulators and others. This is also partly connected to the previous point on government priority areas.

## **4. Technology standards and ever-evolving technologies**

The technologies are evolving at a rapid pace. However, digital terrestrial transmission technologies are mature with several providers and supporters readily available. However, there are still cases where some still feel it may be better to wait for the next technology or the next standard. However, many of the experts have already shared their views that a major change or upgrade is not possible as current standards are providing performances close to the theoretical limits in current form. In some countries, there is still debate on which Digital Terrestrial Television Broadcasting (DTTB) standard to choose from DVB-T2, ISDB-T, ATSC3.0, DTMB or 5G.

## **5. Spectrum is not an issue for certain countries**

This means that the benefits of digital dividends can immediately be initiated. Broadcasters do not need to vacate the spectrum for government to explore these benefits. This leads to no drive or initiative from policymakers and authorities.

## **6. Availability of alternate options other than terrestrial TV**

In certain countries, direct-to-home (DTH) services from satellite and cable services have gone digital and are readily available, especially in main cities and population centres at reasonable costs. These options provide many of the benefits that digital media could offer to viewers. Hence, there is little demand for digital terrestrial from the public which makes digital terrestrial propositions delayed.

Sustainability influences broadcast operations and is a part of the core business. The Broadcast Industry needs to address climate change issues, minimise carbon footprint, work on Net Zero, start using carbon calculators, and implement certification schemes. We have been talking about those for too long, now it is the time to walk the talk. We should combine the digital transformation of media and broadcast operations with the organisation's sustainability journey.

Industry is improving streaming performance to optimise quality of experience (QoE), resource requirements, scalability, and other factors compared to over-the-air (OTA) broadcasting services. The switchover of radio to digital platforms is also still in progress in many countries. There was an announcement from BBC about online-only delivery. In November 2023, WRC23 discussed 2030 spectrum issues in ITU Region 1. Some broadcasters have decided to offer 'World services' online only. Those may relate to the digital-first strategy of their organisations.

A key role of future broadcast distribution technologies is to unify both broadcast/media delivery and discovery in a converged broadcast/broadband environment.



Broadcast and media suffer from the fierce competition from other media and platforms that are quick to publish. The broadcasters, especially public service media, have to adapt to compete and succeed in a fiercely competitive broadcast market while maintaining the values that have underpinned them for decades.

Broadcast in digital-first refers to the strategy of prioritising digital channels over traditional broadcast channels. This strategy is used by media organisations to reach audiences through digital platforms such as Apps, social media, websites, and mobile apps. The goal is to provide content that is easily accessible and shareable on digital platforms. Digitisation and Digitalisation stages of digital evolution have little value today and we need a new mind-set to start a digital transformation journey keeping sustainability at its core.

Online or IP-based delivery needs connectivity. However, 2.7 billion people are unconnected globally. The diversity in APAC amplifies problems. Current DTT deployment levels are not acceptable to provide universal services to ensure access to information.

In summary, there is diversity in APAC across many facets/dimensions. DTT deployment has not progressed widely enough in the region. Future television delivery would be hybrid, converged and multiplatform. Sustainability is a core consideration as we head to the next decade.



+0.75	-1.80	-0.85
-1.98	+9.48	+7.38
+3.39	+3.39	-12.45
-4.02	+61.38	-5.77
+0.86	+21.98	+4.19
-1.80	+7.94	-2.06
+20.92	+61.38	+3.86
-8.44	-1.98	+7.94

The background of the entire poster is a nighttime cityscape of Kuala Lumpur, Malaysia, featuring the Petronas Twin Towers and other illuminated skyscrapers. The image has a blue and purple color cast.

**10<sup>TH</sup> ASIA MEDIA  
SUMMIT**  
& ASSOCIATED MEETINGS

**MEDIA : THE NEW ODYSSEY**

1<sup>st</sup> - 5<sup>th</sup> SEPTEMBER 2024

**MALAYSIA**