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ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

waves

WORLD AUDIO VISUAL &
ENTERTAINMENT SUMMIT

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AMS 2025 and the Road Ahead for AIBD

As we prepare to convene in Siem Reap for the 20th Asia Media Summit (AMS2025), we stand at a pivotal moment in the evolution of media in the Asia-Pacific region. This year's summit is more than a celebration of two decades of dialogue and development—it is a strategic turning point for the Asia-Pacific Institute for Broadcasting Development (AIBD) and its partners.

AMS2025 will bring together global media leaders, innovators, and policymakers to address the most pressing challenges and opportunities facing our industry. From AI and digital transformation to media ethics, misinformation, and sustainability, the summit's agenda reflects the urgency of shaping a media ecosystem that is resilient, inclusive, and future-ready.

This milestone event also marks the launch of the Angkor Initiative 2.0, a bold step toward combating disinformation and enhancing digital literacy across the region. It is a testament to AIBD's commitment to not only respond to change but to lead it.

Looking beyond the summit, the adoption of the AIBD Strategic Plan 2025-2029 sets a clear course for our future. With a renewed focus on content innovation, technological advancement, and sustainability, AIBD is positioning itself as a catalyst for transformation. Our efforts will be anchored in capacity building—through power webinars, regional workshops, and strategic collaborations—ensuring that our members are equipped to thrive in a rapidly shifting media landscape.

As we move forward, AIBD will continue to champion public service broadcasting, foster regional cooperation, and advocate for ethical media practices. The future of broadcasting in Asia-Pacific depends on our ability to adapt, collaborate, and innovate together.

I invite all stakeholders to join us at AMS2025 and beyond, as we chart a bold and inclusive path for the next chapter of media development. With best regards,

CEO'S PERSPECTIVE

Philomena Gnanapragasam

Secretariat Director/ CEO AIBD

Feature Article

Unlocking the Airwaves: How Smart Spectrum Management Drives Media Innovation

Contributed by Dr Cosmas Luckyson Zavazava, Director of the Telecommunication Development Bureau at the International Telecommunication Union, and Philomena Ganapragasam, Secretary-General/CEO of the Asia-Pacific Institute for Broadcasting Development

In today's digital age, broadcasting has undergone a remarkable transformation.

Many countries have transitioned from analogue systems to cutting-edge digital platforms, revolutionizing the media landscape. This shift has brought superior audiovisual quality, interactive services, and more efficient use of the radio-frequency spectrum.

Yet one thing remains constant: the need for wireless frequencies to broadcast over the air.

Spectrum management is crucial for ensuring high-quality content delivery and optimizing our limited radio frequency resources. With growing demand for bandwidth-intensive services like ultra-high-definition television, over-the-top streaming, and 5G-based broadcasting, efficient spectrum use is essential for sustainability and innovation in the media industry.

To support the growing need for efficient spectrum use and digital broadcasting, the Asia-Pacific Institute for Broadcasting Development (AIBD) and the International Telecommunication Union (ITU) have partnered on initiatives that provide technical assistance, policy guidance, and capacity-building programs.

Their collaboration helps countries – particularly in Asia and the Pacific – develop digital broadcasting strategies, manage spectrum efficiently, and expand access to digital services.

Digital broadcasting also plays a vital role in digital development. It expands access to information and services through modern, high-quality platforms, supporting education, healthcare, and government outreach – even in remote areas. This helps bridge the digital divide and encourages broader participation in the digital economy.

In Asia-Pacific, regional progress and practical impact

In the Asia-Pacific region, many countries have completed or are undergoing the transition from analogue to digital TV. This process frees up valuable spectrum – particularly in the 700 MHz band – for mobile broadband and other services.

The ITU Telecommunication Development Bureau (BDT) has been assisting countries as they make this transition, offering technical guidance and policy recommendations to ensure a smooth migration without service disruption.

A Study Group of the ITU Telecommunication Development Sector has also explored the issue of digital broadcasting. Its latest report – to be issued before the World Telecommunication Development Conference 2025, which takes place from 17 to 28 November, in Baku, Azerbaijan, – examines approaches to migrating to and adopting digital broadcasting technologies.

Reports from previous study periods outlined the best practices for advancing digital broadcasting. These covered the deployment of new services, public communication strategies to raise awareness, and spectrum management challenges related to the analogue switch-off.

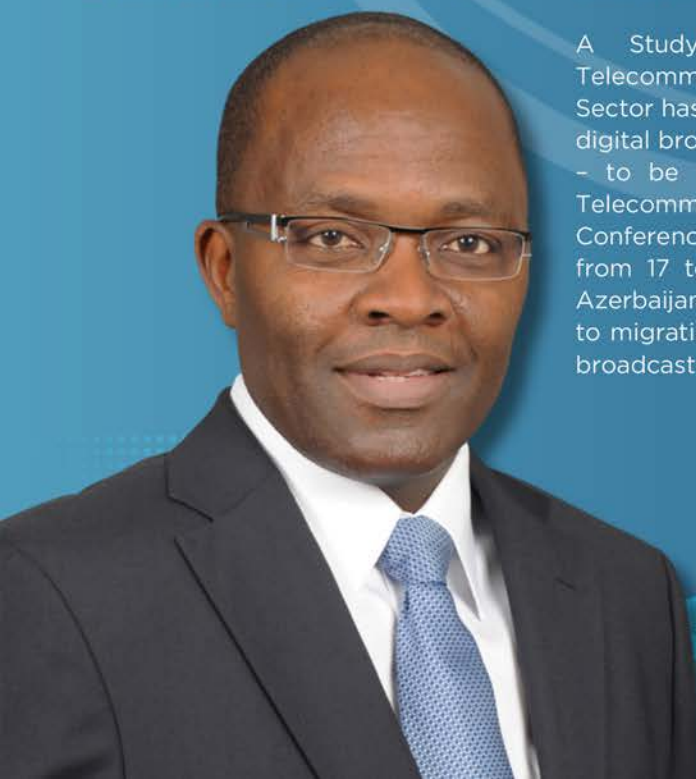
Innovation and the future of broadcasting

Emerging technologies such as 5G Broadcast, Internet Protocol Television (IPTV), and AI-driven content delivery demand flexible spectrum-sharing models like cognitive radio and dynamic spectrum access. These models allow broadcasters to optimize bandwidth and support services like interactive TV, augmented reality (AR), and personalized content.

Well-managed spectrum fosters competition, innovation, and investment. It enables broadcasters to offer diverse content while reducing operational costs for providers and consumers alike.

ITU plays a pivotal role in coordinating global spectrum allocation through its Radio Regulations and in setting harmonized standards for telecom systems, including digital broadcasting. Since its founding in 1865, the ITU has focused on improving broadcasting services – work that remains more relevant than ever in 2025.

With technology evolving fast and demand for digital access growing, now is the time to build on our shared efforts to use the airwaves as a force for innovation, inclusion, and global connection. Smart spectrum management and thoughtful regulation are key to helping broadcasting grow, empower, and bring communities closer together.



Meetings of AIBD CEO

Strengthening Ties with AIBD Members: AIBD and SLRC Explore Strategic Collaboration

Contributed by Don Dhammika, Programme Manager, AIBD

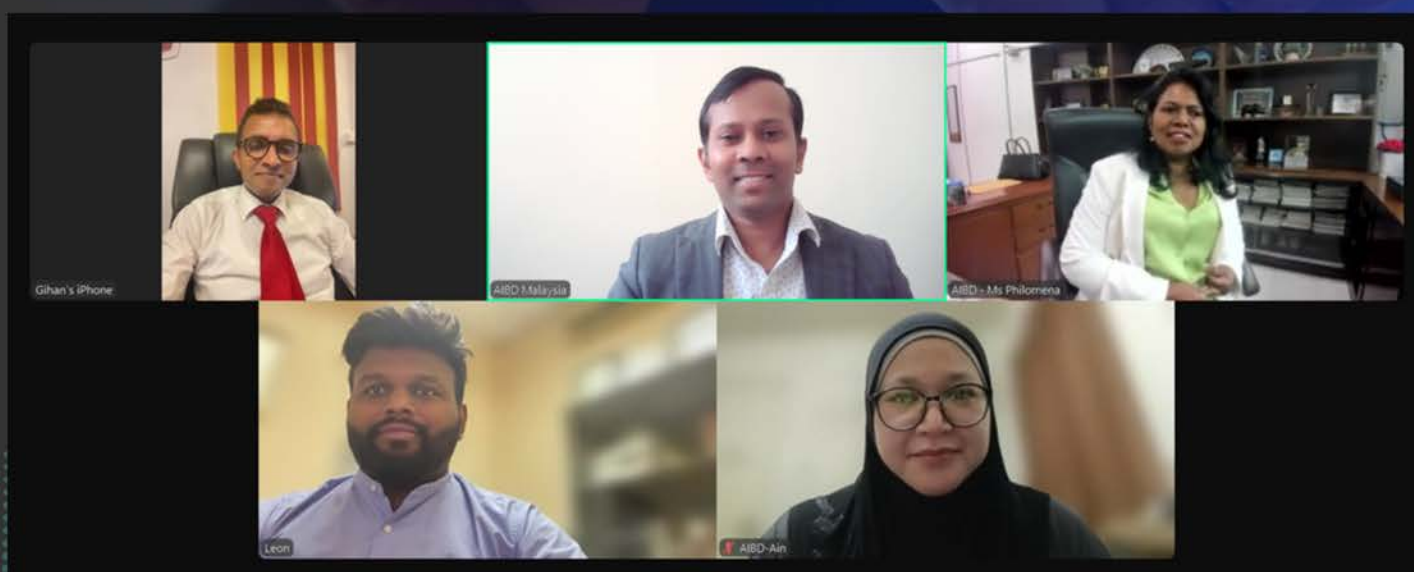
In a significant step toward enhancing regional media cooperation, the Asia-Pacific Institute for Broadcasting Development (AIBD) held a virtual meeting with Mr Gihan De Silva, Chairman of the Sri Lanka Rupavahini Corporation (SLRC), on 30 May 2025. The meeting, conducted via Zoom, focused on deepening institutional ties and exploring collaborative opportunities between AIBD and Sri Lanka's national broadcaster.

The agenda covered a range of strategic topics, including an introduction to both organisations, discussions on the upcoming **20th Asia Media Summit (AMS)** in Siem Reap, Cambodia, and financial matters and other operational concerns. A key highlight was the mutual interest in developing a long-term partnership, particularly in areas such as training, content exchange, and capacity building.

During the meeting, **Ms. Philomena Gnanapragasam, AIBD CEO**, extended a formal invitation to the **Minister of Media in Sri Lanka** and a delegation of officials from National Television to attend the AMS 2025. This gesture underscores Sri Lanka's commitment to regional media dialogue and its support for AIBD's mission.

In a reciprocal move, **SLRC Chairman Mr Gihan De Silva invited AIBD CEO Ms Philomena Gnanapragasam to visit Sri Lanka**, with both parties agreeing to schedule the visit following the conclusion of the AMS. This visit is expected to further solidify the partnership and pave the way for future joint initiatives.

The meeting concluded on a positive note, with both organisations reaffirming their shared vision of fostering media development, promoting regional cooperation, and addressing common challenges in the evolving digital landscape.



Meetings of AIBD CEO

Regional Collaboration: AIBD and IPPTAR to Launch Fake News Training Initiative for ASEAN

Contributed by Im Jongwon, Programme Manager, AIBD and Ain Osman, Finance & Administration, AIBD

Ms Philomena Gnanapragasam, Secretary-General/CEO of AIBD, and Mr Roslan Ariffin, Director of IPPTAR, recently met in Kuala Lumpur and agreed to collaborate on the development of a "Combating Fake News" training programme for ASEAN member states. During their meeting, both organisations expressed a strong consensus on the need for a standardised training module that can effectively address the spread of fake news and discussed practical strategies to strengthen the capacities of key stakeholders such as media professionals, government communicators, and educators.

While the specific details of the programme have yet to be disclosed, the joint project being planned by AIBD and IPPTAR is expected to cover a broad range of areas, including fake news identification, verification, impact analysis, and legal and ethical considerations. The initiative will particularly focus on equipping participants with practical tools and strategies that can be applied in real-world situations, and is anticipated to become a significant turning point for enhancing information reliability across the ASEAN region.



AIBD and Public Service Media (PSM) Maldives to Deepen Collaboration on Media Policy and Training in Asia

Contributed by Im Jongwon, Programme Manager, AIBD

On May 16, Ms Philomena Gnanapragasam (Ms Philo), Secretary-General/CEO of AIBD, and Mr Ibrahim Nasreen, Managing Director of Public Service Media (PSM) Maldives, met to reaffirm their commitment to joint cooperation in the exchange of media policies and technical training across the Asian region. Both organisations expressed their intention to work closely together, with PSM pledging to strengthen its partnership with AIBD.

Further discussions on the details of this collaboration are scheduled to take place at the upcoming 20th Asia Media Summit 2025, which will be held in Siem Reap, Cambodia, commencing on July 21 for four days.



The summit is expected to provide a valuable platform for advancing shared goals in media development and capacity building throughout Asia.

Meetings of AIBD CEO

In Conversation with the World: AIBD's France Visit in Focus

Contributed by Gadis Amalia, Programme Secretary / Personal Assistant to CEO, AIBD

As part of AIBD's ongoing efforts to deepen international cooperation in media development, AIBD Secretary-General/CEO, Ms Philomena Gnanapragasam, recently completed a mission to France, engaging with key institutional partners to reinforce collaboration in critical areas such as climate communication, disaster resilience, and capacity building.

The mission began at UNESCO, where Ms Gnanapragasam met with senior officials to reaffirm a partnership rooted in shared values. Central to their conversation was an ongoing initiative: Strengthening Climate and Disaster Reporting in Pacific SIDS. This regional workshop, co-developed with UNESCO, focuses on equipping journalists from Small Island Developing States with the skills and context needed to report climate stories with greater impact and accuracy.

The journey continued with a visit to Canal France International (CFI), where Ms Gnanapragasam held productive discussions with CEO Mr Thierry Vallat and his team. Their dialogue highlighted the continued progress of a joint regional project on climate and disaster media training, and underlined both organisations' commitment to building media capacity across the Asia-Pacific.

Adding a diplomatic layer to the mission, Ms Gnanapragasam met with Mr Xavier Berge of the French Ministry for Europe and Foreign Affairs. Their exchange explored broader opportunities for cultural and educational cooperation, with media development positioned as a key enabler of people-to-people connection and regional understanding.



The mission concluded at France Médias Monde, where Ms Gnanapragasam was warmly received by Mr Éric Cremer and his colleagues. Discussions revolved around content collaboration, regional storytelling, and future partnership opportunities.

At every stop, Ms Gnanapragasam extended a heartfelt invitation to all partners to attend the Asia Media Summit 2025, to be held in Siem Reap, Cambodia. The Summit will bring together global media leaders, thinkers, and institutions for dialogue, discovery, and shared action.

This visit underscores AIBD's steadfast dedication to cultivating inclusive, values-based partnerships and harnessing the power of media to address today's most pressing global challenges.



Special Meetings

AIBD Meeting with the International Trade Centre (ITC)

Contributed by Naing Naing Aye, Programme Manager, AIBD



The Director of the AIBD Secretariat, Ms. Philomena, held an online discussion with the International Trade Center (ITC) on 15 May 2025. During this preliminary meeting, they discussed the respective mandates of AIBD and ITC, shared information on ITC projects in the Southeast Asia region, and explored potential collaborations for the near future. Both sides agreed to continue the dialogue on future collaborations.

Ms. Mihoko Saito, ITC Country Manager for Malaysia; Ms. Marisa Razeek, Regional Team Lead for the EU-ASEAN Sustainable Connectivity Package - Trade (SCOPE-Trade); Mr. Leon Dinesh, AIBD's Legal Advisor, Mr. Jason Mekkar, AIBD's Member Services and Programme Manager; and Ms. Naing Naing Aye, AIBD's Programme Manager, joined the meeting.



AIBD with Cmde D. K. Murali (IN Retd), CMD of BECIL

Contributed by Jason Emmanuel Mekkar, Member Services & Programme Manager

AIBD CEO held a strategic meeting with Cmde D. K. Murali (IN Retd), CMD of BECIL, focusing on technical cooperation and a regional pre-summit workshop at AMS 2025. AIBD also extended an invitation to Cmde Murali to participate in AMS 2025 as a plenary speaker.

AIBD in Dialogue with Minister Dr. L. Murugan on the Future of Broadcasting

Contributed by Jason Emmanuel Mekkar, Member Services & Programme Manager

During the WAVES 2025 summit in Mumbai, the Asia-Pacific Institute for Broadcasting Development (AIBD) met with Dr. L. Murugan, India's Minister of State for Information & Broadcasting and Parliamentary Affairs.

The meeting was a chance for AIBD to officially invite the Minister to be a distinguished guest at the 20th Asia Media Summit (AMS) 2025 in Siem Reap, Cambodia. This invitation highlights the crucial role India plays in media and broadcasting across the region.



Special Events

AIBD at BroadcastAsia 2025: Amplifying Regional Voices, Advancing Media Transformation

Contributed by Jason Emmanuel Mekkar, Member Services & Programme Manager

The Asia-Pacific Institute for Broadcasting Development (AIBD) was honoured to be a Supporting Organisation of **BroadcastAsia 2025**, one of Asia's largest and most influential tech and media exhibitions. Held from 27 to 29 May 2025 at the Singapore EXPO, the event served as a global gathering point for innovators, technologists, broadcasters, and visionaries from over 60 countries.

AIBD's Strategic Presence

AIBD made a strong mark through its booth (5A1-3), which became a hub of connection and dialogue. The booth served as a platform to engage broadcasters, media organisations, and tech innovators, members where the AIBD team shared insights on its regional training efforts, strategic partnerships, upcoming initiatives, and membership benefits. Visitors also received previews of the upcoming **20th Asia Media Summit (AMS) 2025 at Siem Reap, Cambodia from 21 - 24 July 2025**.

Representing AIBD were:

- **Ms Philomena Gnanapragasam**, Secretariat Director / CEO
- **Dr Amal Punchihewa**, Advisor & Technical Consultant
- **Mr Jason Emmanuel Mekkar**, Member Services & Programme Manager
- **Mr Pangiestu Alam Syahnur**, Programme Coordinator



Thought Leadership in Action

1. Moderating the Future of Work in Media & Entertainment Panel

A key highlight of AIBD's participation was the panel session on "Future of Work in Media & Entertainment," moderated by AIBD CEO **Ms Philomena Gnanapragasam**. The session drew an engaged audience as panellists delved into automation, upskilling, and the future of creative labour in Asia's evolving media landscape.

Panel Speakers:

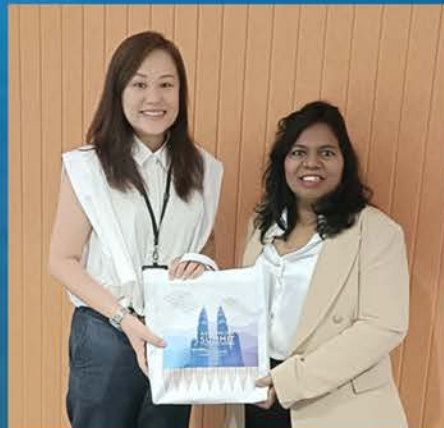
- **Gladys Basinillo**, CEO, Intersections Communication
- **Peter Siebert**, Distinguished Lecturer of IEEE BTS & Broadcast Industry Advisor
- **Tim Xu**, AI Products & Solutions Lead, Mediacorp

The session underscored the urgency of future-proofing media professionals through smart investments in skills, technology, and collaboration.



2. Chairperson's Role & Opening Remarks

Dr Amal Punchihewa, in his role as Chairperson for the Day, set the tone with powerful remarks on navigating the future of broadcasting amidst rapid technological change. He also delivered the Chairperson's Wrap Up of the day.



3. Behind the Scenes at Mediacorp

The AIBD team was hosted for a courtesy visit and studio tour at **Mediacorp**, Singapore's national and public broadcaster. From engaging in conversations with content creators to experiencing a live radio broadcast environment, the visit was both inspiring and productive. It strengthened ties between AIBD and Mediacorp, opening the door for future collaborations.



Exclusive Engagements

- AIBD was also honoured to participate in the IABM Mediatech Connect APAC, proudly sponsored by UHD World Association. This vibrant gathering of industry leaders provided a platform for networking and dynamic exchange of ideas.
- Ms Philomena served as a jury member for the Enterprise Tech Awards 2025, recognising innovation across the media-tech ecosystem & AIBD also attended the Awards Ceremony, which celebrated standout innovations in broadcasting and enterprise solutions.

Looking Ahead

BroadcastAsia 2025 reaffirmed AIBD's role as a connector, convener, and catalyst for innovation in the media space. Through its participation, AIBD not only reinforced its commitment to regional capacity building and digital transformation but also strengthened ties with members, industry partners, and emerging media voices.



The event has laid the groundwork for collaborative projects, new training partnerships, and greater visibility for the upcoming 20th Asia Media Summit (AMS), which is shaping up to be the most dynamic gathering in AIBD's history.



The COPEAM-Med TV Conference in Malta served as a dynamic meeting ground for media professionals, cultural thought leaders, and decision-makers — all united in reimagining the role of media in shaping narratives that promote cross-cultural understanding and regional cooperation.

Representing the Asia-Pacific Institute for Broadcasting Development (AIBD), the CEO attended the opening session of the conference, where the Honourable Owen Bonnici, Minister for National Heritage, the Arts and Local Government of Malta, delivered the keynote address.

In his opening remarks, Minister Bonnici portrayed Malta as a cultural tapestry, a confluence of Arab, Mediterranean, and European influences woven through centuries of shared history. His reflections underscored Malta's unique position as both a historical meeting point and a modern advocate for cultural diplomacy.

Two key themes emerged from his address that resonated throughout the day's sessions:

- **Preserving Culture During Crisis**

The Minister highlighted the ongoing challenge of safeguarding investment in arts and cultural programming during times of crisis — when budgets shrink and priorities shift. Despite these pressures, he emphasised that cultural content plays a critical role in sustaining identity, resilience, and collective memory.



- **Co-Production as a Path to Peace**

Minister Bonnici also stressed the importance of international co-productions in the cultural sector. When creators from different backgrounds collaborate, they do more than produce content — they exchange perspectives, nurture empathy, and lay the groundwork for mutual respect. Such partnerships, he noted, can serve as meaningful instruments for peacebuilding and regional harmony.

These insights provided a valuable foundation for broader discussions at the conference, where public service broadcasters and regional media institutions shared experiences on content innovation, cross-border collaboration, and the future of cultural programming.

AIBD reaffirms its commitment to advancing inclusive and impactful media practices across the Asia-Pacific and remains a strong advocate for intercultural dialogue through content co-creation and international cooperation.



Special Events

AIBD Showcases Innovation at IPPTAR Open Day 2025

Contributed by Jason Emmanuel Mekkar, Member Services & Programme Manager



The Asia-Pacific Institute for Broadcasting Development (AIBD) was honoured to participate in the IPPTAR Open Day 2025, held on 24 June 2025 at Dewan Cendekiawan, IPPTAR, Malaysia. Themed “Kuasa Generasi, Kuasa Komunikasi”, the event was organised by Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR) - a premier training institute under Malaysia's Ministry of Communications. Since its establishment in 1971, IPPTAR has been a cornerstone for developing human capital in broadcasting, communication, and media.

As a long-time partner of IPPTAR, AIBD set up a dynamic exhibition booth highlighting its role as an intergovernmental centre of excellence for media development in Asia-Pacific. AIBD's presence underscored its commitment to advancing knowledge exchange, training, and innovation in broadcasting and digital media.

In a special collaboration, AIBD partnered with AKATI Security, a cybersecurity and digital resilience firm known for its innovative tech-driven solutions & also one of our esteemed Partner.



Together, they hosted a lively booth with interactive digital trivia, attracting a steady stream of visitors with engaging content and attractive prizes. The partnership demonstrated the evolving synergy between traditional broadcasting and cybersecurity in today's interconnected media landscape.

The event brought together media professionals, students, trainers, and policymakers, offering opportunities for engagement, networking, and future collaboration. It was a celebration of media, youth, and the ever-growing impact of digital communication.

In recognition of its continuous support and regional leadership, AIBD was presented with a special appreciation award by YB Datuk Fahmi Fadzil, Malaysia's Minister of Communications. This accolade affirmed AIBD's enduring contributions to training, policy development, and regional media cooperation.

AIBD extends its heartfelt gratitude to IPPTAR for the opportunity and looks forward to deepening collaboration in future national and regional initiatives.



AIBD Collaborations

AIBD's participation at the Asia-Pacific Business Forum (APBF) 2025

Contributed by Naing Naing Aye, Programme Manager, AIBD



AIBD representatives: Mr. Leon Dinesh (Legal Advisor), and Ms. Naing Naing Aye (Programme Manager) attended the Asia-Pacific Business Forum (APBF) 2025 in Kuala Lumpur, Malaysia, on 10th-11th April 2025. APBF was hosted by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), in collaboration with the ESCAP Sustainable Business Network (ESBN) and KSI Strategic Institute for Asia-Pacific. Over 250 senior business executives, policymakers, financial institutions, Chambers of commerce, private sector associations, academia, and CSOs working on sustainability attended the forum, and discussed to accelerate climate action, boost innovation and scale up green financing. H.E. Fadillah Haji Yusof, Deputy Prime Minister of Malaysia and H.E. Ms. Armida Salsiah Alisjahbana, Under-Secretary-General of the United Nations and Executive Secretary of ESCAP, made opening remarks at the first day of the forum.

On the second day, the Secretariat of the All-Party Parliamentary Group Malaysia on Sustainable Development Goals (APPGM-SDG) briefed the forum participants on the background of their organization and its efforts to localize the SDGs.

They also introduced their ongoing community-based solutions, including a community farming project. The field visits to various food security and community-based development projects were arranged. From the five available project sites, the AIBD Programme Manager chose to visit the "Mangrove Restoration Project, Phase-2 (2024-2025)" in Pantai Kelanang, Kuala Langat. This environmental restoration initiative is being carried out by Junior Chamber International Kuala Lumpur Mandarin.

The APBF is a key initiative and the landmark program of the UNESCAP and ESNB, which is held once in two years. This forum serves as a platform for discussing innovative strategies, sharing insights, and forging partnerships that will catalyze the transition towards a greener and more resilient economy. This year theme was "Advancing Sustainability, Enhancing Partnership for the Asia-Pacific Green Deal".



AIBD Collaborations

7th Edition ABU-RAI Days 2025, Naples, Italy

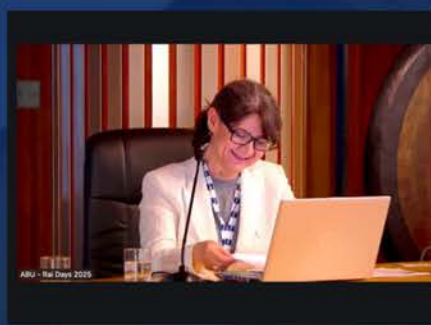
Contributed by Venassa Wilson Ramamoorthy, AIBD and Gadis Amalia, Programme Secretary / Personal Assistant to CEO, AIBD



Media literacy is crucial for distinguishing between credible information and misinformation. It empowers individuals to discern the intent behind media messages and recognise the degree of bias or manipulation present—skills that are essential for making informed decisions as both consumers and content creators. Beyond fostering critical thinking and ethical media use, media literacy also supports responsible digital citizenship, which is foundational to the health and function of democratic societies.

At the 7th edition of ABU-RAI Days 2025—organised by Rai in Naples on June 12-13 and themed “Children and the Media”—the keynote address was delivered by Jean-Philippe de Tender, Media Director and Deputy Director-General of the European Broadcasting Union (EBU). In his address, de Tender emphasised that producing meaningful, youth-focused content must be driven by strategy rather than hope. He identified media literacy as a “mission-critical” priority for public service media committed to engaging younger audiences.

The conference adopted a hybrid format. Among the online speakers was Ms. Philomena Gnanapragasam, CEO of the Asia-Pacific Institute for Broadcasting Development (AIBD), who delivered a powerful session titled “Strategies for Media Literacy: Young Minds and Digital Media - Learning to Think, Watch and Create.” She underscored that digital literacy is not only vital for children but also increasingly important for adults navigating today’s complex media environment. Addressing the rising dangers of deepfakes and misinformation, Ms. Philomena stressed the need for critical thinking and fact-checking, proposing that synthesising insights from multiple sources is key to uncovering a single, reliable truth. She also highlighted the growing role of artificial intelligence, asserting that digital literacy is no longer optional—it is a fundamental skill necessary for informed decision-making, responsible media consumption, and active civic engagement. Her session aligned seamlessly with the conference’s core theme, reinforcing the call for media literacy across all age groups.



In-Country Training

Empowering Election Reporting for National Broadcasters Ahead of Seychelles' 2025 Elections

Contributed by Don Dhammika, Programme Manager, AIBD



As Seychelles gears up for a pivotal general election in late 2025, the Asia-Pacific Institute for Broadcasting Development (AIBD), in collaboration with the Seychelles Broadcasting Corporation (SBC), hosted a high-impact In-Country Workshop on Election Reporting from 9–11 April 2025 in Victoria, Seychelles. The training, which was led by Indian media consultant Unnikrishnan Unnithan, gathered 30 SBC media professionals for a dynamic, future-focused capacity-building programme.

The workshop was strategically timed to strengthen the credibility, integrity, and inclusivity of election reporting in Seychelles. Over three intensive days, journalists, editors, and producers engaged with the evolving media landscape, exploring cutting-edge tools in data journalism, AI integration, social media strategy, and multimedia storytelling.

The sessions blended theory and application—introducing participants to platforms such as Flourish, Canva, Runway ML, and ChatGPT—while reinforcing core journalistic values. Whether through live simulations, ethical case studies, or collaborative content creation, the workshop emphasised fact-checking, responsible digital practices, and creative engagement across formats including podcasts, vlogs, and blogs.

Beyond technical skills, the training cultivated a renewed commitment to informed, transparent, and audience-centred journalism. Key outcomes included a higher proficiency in detecting and countering misinformation, improved cross-platform storytelling, and greater confidence in deploying AI for journalistic tasks.

The closing ceremony, graced by SBC CEO Mr. Bérard Duprès, highlighted the strategic importance of the workshop in the democratic process. As participants return to their newsrooms, AIBD recommends ongoing mentoring and the creation of an internal fact-checking unit to extend the impact of the training.

In a time of growing digital influence and electoral sensitivity, this workshop exemplifies how media institutions can lead from the front—equipping journalists not only to report the news but to shape it ethically and insightfully.



AIBD Workshop

CFI/AIBD Terra Asia Project Launches in Papua New Guinea to Elevate Environmental Journalism

Contributed by Naing Naing Aye, Programme Manager, AIBD



CFI, the French Media Development Agency, officially launched the Terra Asia project in Papua New Guinea with a workshop held at the Hilton Hotel in Port Moresby on 14th May 2025. This initiative, undertaken in partnership with AIBD and NBC Papua New Guinea, aims to bolster environmental journalism by supporting the production of reliable, fact-based news and combating climate disinformation.

The launching event was attended by a diverse group of 26 participants, including academics, civil society actors, local government officials, and media professionals from NBC News, alongside representatives from the French Embassy, Expertise France, and AFD - Agence Française de Développement.



Mr. Kora Nou

Managing Director of the National Broadcasting Corporation (NBC) Papua New Guinea

Speaking at the occasion were Mr. Clément Brousse, Counsellor for Global Issues at the French Embassy in Papua New Guinea; Mr. Kora Nou, Managing Director of the National Broadcasting Corporation (NBC) Papua New Guinea; and Mr. Nabeel Tirmazi, Program Manager at the Asia-Pacific Institute for Broadcasting Development (AIBD). Ms. Chloé Laskar, Terra Asia Project Manager for CFI, introduced the project's objectives, while Mr. Robert Bourgoing, Media Expert and Trainer at CFI, outlined the workshop's expectations and facilitated key sessions.

This launch marks a significant step in strengthening media capacity and promoting informed public discourse on climate and environmental issues in Papua New Guinea, aligning with the broader goals of the Terra Asia project across Indonesia, the Philippines, and Fiji.

To learn more about the Terra Asia project, please visit the [CFI website](#).



Scan for CFI social media

AIBD Workshop

Empowering Environmental Journalism: CFI/AIBD Terra Asia Project Holds Key Workshop in Fiji

Contributed by Naing Naing Aye, Programme Manager, AIBD



The French Media Development Agency, CFI, officially launched its Terra Asia project in Fiji with a workshop held at the Novotel Lami Bay in Suva on 19th May 2025. This programme, partnered with the Fijian Broadcasting Corporation (FBC) and the Asia-Pacific Institute for Broadcasting Development (AIBD), is dedicated to strengthening media coverage of environmental and climate change issues across the Pacific.

Over 30 participants, including journalists, academics, civil society representatives, local government officials, and institutions, attended the launch event. French Ambassador to Fiji, Ms. Julie Le Saos, underscored the project's significance, highlighting its aim to build media capacity in the Indo-Pacific region, which is particularly vulnerable to environmental degradation and climate change.

The workshop focused on strengthening media knowledge of environmental issues, enhancing reporting capacity, and supporting the creation and distribution of digital content on environmental topics. For more information about the Terra Asia project, visit the [CFI website](#).



AIBD Webinar

Korea's RAPA Promotes ODA Broadcasting Programme at AIBD Webinar

Contributed by Im Jongwon, Programme Manager, AIBD



The Korea Radio Promotion Association (RAPA), under the Ministry of Science and ICT of the Republic of Korea, is advancing its Official Development Assistance (ODA) initiative, the "Support the Improvement of the Broadcasting Environment" programme. Launched in 2007, this programme aims to modernise broadcasting infrastructure, provide technical training, and foster sustainable systems in developing countries. To promote this initiative, RAPA collaborated with the Asia-Pacific Institute for Broadcasting Development (AIBD) to engage its 26 member countries.

The joint AIBD-RAPA webinar held on 30 April 2025 and hosted online from Malaysia introduced the ODA programme to AIBD members, highlighting its potential to transform broadcasting capabilities. RAPA representatives outlined the programme's components, including fully funded broadcasting systems such as TV and radio studios, media archiving systems, and e-learning platforms, alongside technical training for capacity building and potential follow-up support.

The programme has supported countries such as Ethiopia, Nepal, and Tanzania, providing equipment like TV and radio production systems and mobile news-gathering units to enhance broadcasting coverage and disaster response capabilities.

This commitment, typically spanning one to five years, involves feasibility assessments, equipment delivery, and sustained training to ensure lasting impact. The webinar clarified the Project Concept Paper (PCP) application process, with a submission deadline of 30 May 2025 via Korean Embassies, and implementation starting in 2027.

The event saw enthusiastic participation, with AIBD members inquiring about the number of recipient countries and the possibility of including journalism education alongside technical training, reflecting their diverse needs. RAPA encourages AIBD member countries to leverage this opportunity to advance their broadcasting capabilities, fostering technological progress and self-reliance in their media ecosystems.

02 Program Outputs



In the last five years, from 2020 to 2024, RAPA has supported a total of **18 projects** for **9 partner countries**, including 13 broadcasting system support projects and 5 follow-up support projects.

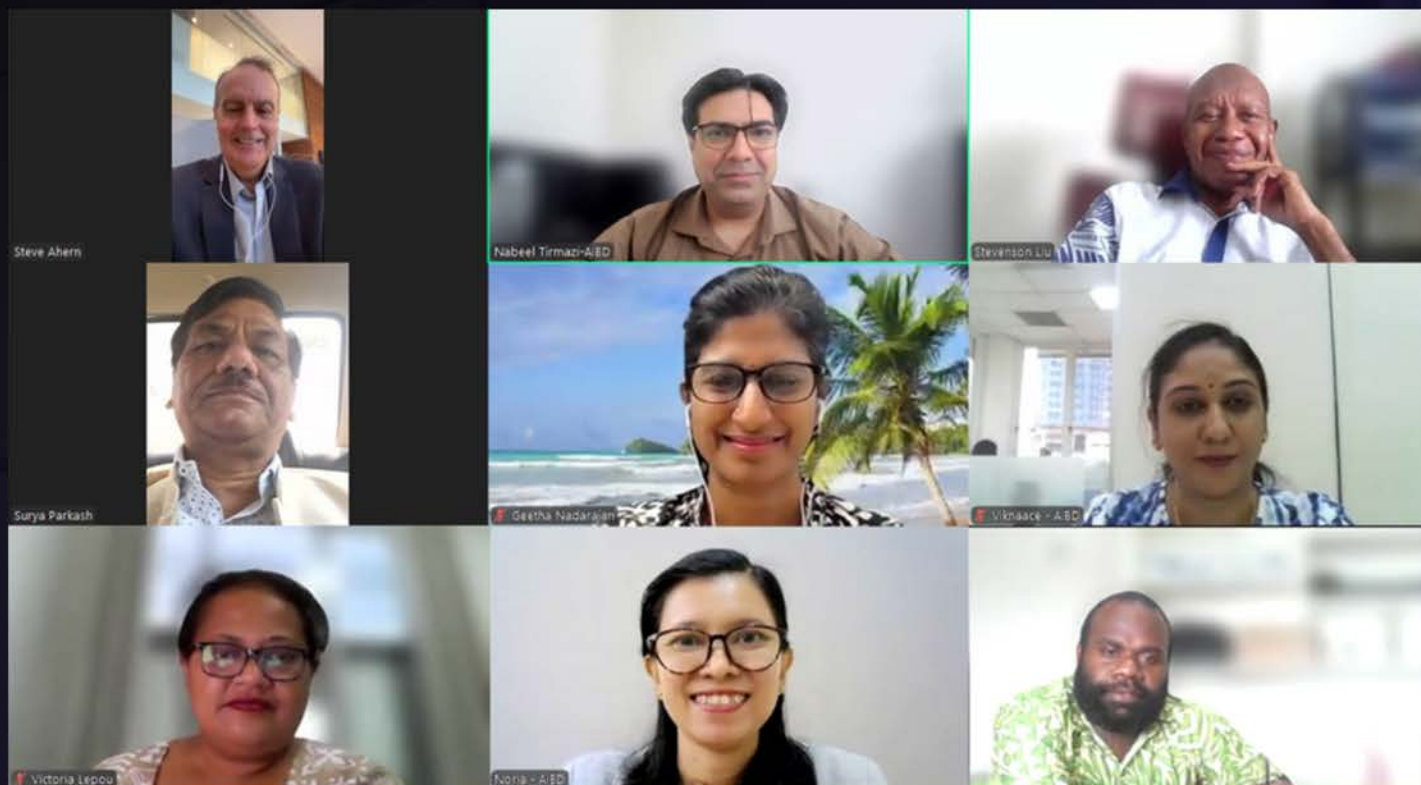
2020	2021	2022	2023	2024
Tanzania HD TV Studio Production System Vietnam TV Studio Production System Sri Lanka Follow-up Support	Vietnam OB-van Broadcasting System Sri Lanka Broadcasting Contents Bhutan FM Radio Transmission System Ethiopia Follow-up Support	Bhutan Outside Broadcasting System Paraguay MAM and Archiving System Lao PDR Visual Radio Production System Pakistan Follow-up Support	Tanzania Follow-up Support: Broadcasting Production Training Paraguay TV Studio System Lao PDR SNG OB Van Bangladesh TV Production System for Education	Tanzania Follow-up Support: Broadcasting Production Training Paraguay VR Studio System Bangladesh Media Asset Management(MAM) System



AIBD Webinar

Pacific Broadcasters Prepare for Climate Reporting Excellence

Contributed by Nabeel Tirmazi, Programme Manager, AIBD



Broadcasters in the Pacific region, some of the world's most climate-vulnerable areas, are transforming their approach to covering environmental issues. With support from UNESCO and the AIBD, a new training initiative is set to improve how Pacific media organizations report on climate change and disasters.

Recently, representatives from Samoa and Vanuatu met to prepare for an upcoming four-day workshop in Kuala Lumpur. This pre-assessment meeting confirmed the urgent need for better climate reporting skills and highlighted the strong commitment of Pacific broadcasters.

The meeting revealed key challenges. In Samoa, while there's growing interest in climate stories, stations lack formal policies for systematic coverage and staff struggle with new concepts like "loss and damage." The physical reality of rising sea levels also poses a direct threat, with one broadcaster noting their coastal location makes them vulnerable to flooding.

Both Samoa and Vanuatu are also focused on a crucial cultural aspect: integrating traditional Indigenous knowledge into modern forecasting.

Vanuatu's broadcasters, led by Content Head Stevenson Liu, have a more structured approach with a dedicated climate desk and close ties to their National Disaster Management Office. However, they still face significant hurdles like poor internet connectivity and difficulty engaging younger audiences who prefer mobile-first content.

The upcoming workshop will focus on several key areas to help address these issues:

- **Safety and Preparedness:** Creating better disaster plans for newsrooms to protect staff and equipment during crises.
- **Data and AI:** Using open-source tools and artificial intelligence to improve fact-checking, data analysis, and the speed of reporting.
- **Audience Engagement:** Developing digital formats to better reach younger people on mobile platforms.

- **Collaboration:** Establishing a regional network to share resources and work together on stories.

This initiative is not a one-time event; it's a long-term commitment to institutional change. The goal is to provide ongoing support and mentoring, ensuring that Pacific broadcasters can continue to adapt to the fast-changing world of climate science and communication.



AIBD Webinar

Breaking Barriers: Female Journalists Fight for Safety in Crisis Zones

Contributed by Nabeel Tirmazi, Programme Manager, AIBD



Journalists often face significant dangers while reporting on disasters, but female reporters face unique risks that are rarely addressed. A groundbreaking dialogue on May 28, 2025, brought together 24 female journalists from Malaysia, Indonesia, Brunei, and Timor-Leste to confront the systemic lack of safety protocols in their newsrooms. This event, a collaboration between the AIBD and UNESCO Jakarta, is the start of a year-long effort to revolutionize how media organizations protect their female staff.

AIBD's research revealed that over 70% of female journalists have never received formal safety training. Many are forced to improvise, and a culture of silence prevents them from speaking up about physical and emotional harm, including harassment and vicarious trauma. A mental health specialist, Jackie Viemilawati, emphasized that safety isn't just about gear; it's about creating a space where women can admit they're not okay without fear of being penalized.

Experts at the event highlighted key areas for change:

- A new perspective: Dr. Surya Prakash argued that journalists are not just observers but are on the front lines, and should be treated as such.
- Unique risks: Sabin Agha introduced a "Safety Pyramid" that addresses the physical, digital, and emotional well-being of women, noting that "our bodies become battlegrounds."
- Mental health: Jackie Viemilawati of the Pulih Foundation discussed the long-term psychological effects of covering disasters without proper support.

The initiative will continue with intensive workshops in Malaysia and Indonesia, focusing on risk assessment, trauma-informed reporting, and developing gender-sensitive safety protocols. This project is about more than training; it aims to create lasting institutional change. By establishing peer networks and advocating for newsroom reforms, it seeks to ensure that female journalists can tell important stories without having to risk their lives. As one participant noted, "If our newsrooms are not safe for women, we will never have truly inclusive coverage of disaster impacts."

Trauma and Stress

Stress

- The non specific response of the body to any demand for a change (Selye, 1936)
- Stressor – daily events
- U-stress vs distress
- Cumulative
- Disappear when no more stressor
- Reactions differ
- Becomes disorder : disrupt daily functioning and health quality is decreasing

Trauma

- Wound/Shocked – psychologically
- Traumatic events
- Event that causing stress – strong reaction
- Sudden
- Long term effects
- Normally experience fear (anxiety, avoidance)
- Becomes disorder : disrupt daily functioning



AIBD Webinar

Driving Sustainability: E-Waste Management Solutions for the Broadcasting Industry

Contributed by Nabeel Tirmazi, Programme Manager, AIBD

The broadcasting industry is facing a significant, yet often overlooked, environmental problem: the massive amount of electronic waste (e-waste) generated by discarded equipment. A recent webinar hosted by the AIBD, titled "E-Waste Management Solutions and Sustainable Practices in Content Production," brought this issue to the forefront, highlighting how the industry's rapid pace of technology upgrades is contributing to a global waste problem.

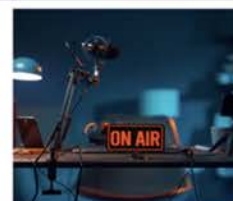
The scale of the issue is alarming. A pre-webinar poll of broadcasters found that half of them store old equipment without a plan for disposal, while nearly 60% lack any formal e-waste policy. As moderator Anindya Sengupta pointed out, this is largely due to equipment being replaced not because it's broken, but because it's no longer the latest technology. This "toxic cycle" of early replacement is particularly harmful in developing countries, where informal recycling practices can lead to severe health and environmental problems.

The webinar showcased several practical solutions. Dr. Amal Punchihewa, a broadcasting engineer, stressed that e-waste management should be a core part of a company's sustainability strategy, advocating for policies that promote repair over replacement. This "right to repair" movement encourages manufacturers to design products that are easier to fix and maintain.



E-Waste in Broadcasting

- Studio Equipment
 - Transmission Infrastructure
 - Monitoring & control systems
 - Ancillary devices, including computers & office electronics
-
- Types of organisation >> types of waste generation
 - Discarding it at the end of life cycle or because of tech upgradation
 - Explore possibilities of refurbishment/exchange
 - Please do not hoard
 - Responsible Disposal



Other speakers provided concrete examples of reuse and circularity. Ean McDonald from Computers for Schools Yukon showed how his organization refurbishes old computers for community radio stations. Community media specialist Rob Hopkins shared his work with indigenous communities in northern Canada, where he helps build analogue radio systems using recycled parts. The takeaway: reusing equipment is not only possible, it's also smart, cost-effective, and builds community.

In summary, the webinar called on broadcasters to take several actions: extend equipment life through repair, stop hoarding obsolete gear, develop formal e-waste policies, and leverage their influence to promote sustainability through their content. The event made it clear that while the challenge is significant, the solutions are available, and there is a growing global readiness to act.



AIBD Internal Training

Internal Audit Training Boosts ISO 9001:2015 Quality Management System Understanding and Application

Contributed by Naing Naing Aye, Programme Manager



AIBD, on 28th April 2025, organised an internal capacity-building training session on the Management of ISO 9001:2015, aiming to enhance understanding of quality management systems within the organisation.

The half-day course, designed for personnel involved in audits, focused on the fundamental aspects of internal auditing required by the ISO 9001:2015 standard. The training was expertly led by Ms. See Lee Leing from SGS (Malaysia) Sdn Bhd. Ms. See is a Registered Lead Auditor with the International Register of Certificated Auditor (IRCA) UK and a PECB Certified Trainer.

Participants gained knowledge and skills in several key areas, including:

- Discussing the processes needed in planning, preparation, auditing, reporting, and follow-up based on ISO 9001.
- Identifying and recognising the roles and responsibilities of auditors, auditees, and observers during internal audits.
- Describing the types of documented information necessary to retain as evidence of effectively carried out internal audits.

- Understanding the purposes of opening and closing meetings for internal audits.

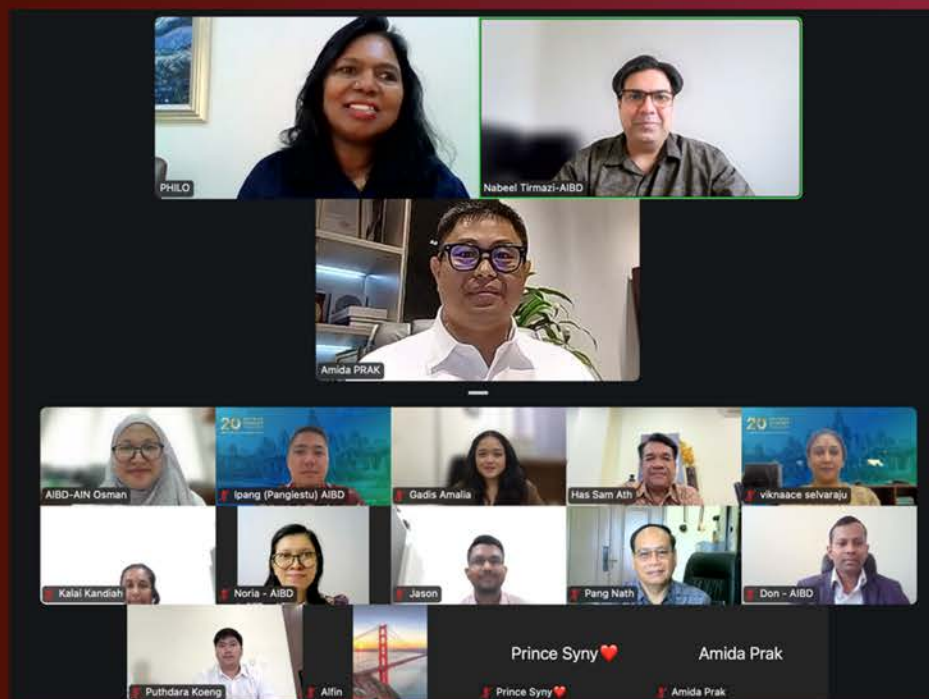
This capacity-building initiative underscores the organisation's commitment to maintaining and improving its quality management system in accordance with international standards.



AIBD Flagship Events

Gearing Up for AMS 2025: Cambodia Prepares to Welcome the World of Media

Contributed by Nabeel Tirmazi, Programme Manager, AIBD



The AsiaPacific media landscape is gearing up for a landmark moment as Cambodia prepares to host the **20th Asia Media Summit (AMS)** from **21 to 24 July 2025** in the culturally rich city of Siem Reap. This milestone gathering represents two decades of promoting dialogue, innovation, and collaboration across one of the world's most dynamic media regions.

The partnership between the AIBD and Cambodia's Ministry of Information (MoINFO) exemplifies the collaborative spirit that has defined AMS throughout its two-decade journey. This year's summit is particularly noteworthy as it positions Cambodia at the forefront of regional media discourse, reflecting the nation's growing influence in shaping Asia-Pacific broadcasting policies and practices.

From an intergovernmental perspective, the months-long preparation process has demonstrated remarkable institutional cooperation. The systematic approach to planning, encompassing multiple high-level meetings between AIBD's Secretariat Director and senior MoINFO leadership, has established a framework for effective cross-border collaboration that extends

beyond event management to broader policy coordination.

The summit's thematic focus reflects the pressing challenges facing today's media landscape. Key sessions will explore information diplomacy as a tool for countering disinformation, the transformative potential of artificial intelligence in content creation, and the critical role of media in climate action advocacy. These topics underscore the summit's relevance in addressing both regional and global media governance issues.

The dedicated High-Level Ministerial Session featuring significant representatives from ASEAN, SAARC, and Pacific nations highlights the summit's commitment to multilateral dialogue on public media policy.

The pre-summit workshop programs, all scheduled for July 21, represent a strategic investment in regional capacity building. Seven specialised workshops covering various topics like AI-powered storytelling, emergency broadcasting, and media accessibility will be delivered in partnership with leading international organisations, including ITU, KCC/KISDI, IPPTAR, Viory and Whiteways.

Of particular significance is the workshop on "Role of Information Diplomacy in Dispelling Disinformation," organised under MoINFO's leadership.

The "Youth in ICT" program, developed in collaboration with ITU, demonstrates the summit's forward-looking approach to media development. By engaging over a hundred students from Siem Reap's educational institutions, the program ensures that the next generation of media professionals is equipped with the knowledge and inspiration needed to navigate an increasingly complex digital landscape.

The extensive coordination process, covering everything from logistical arrangements to cultural programming, has created a template for effective intergovernmental international cooperation. The AIBD-MOINFO joint planning committees have demonstrated how systematic collaboration can address complex logistical challenges while maintaining focus on strategic objectives.

The success of this year's summit will be measured not only by the quality of discussions and networking opportunities but also by its contribution to strengthening the institutional frameworks that support media development across the region. A special feature of this year's event will be the adoption of the Angkor Initiative 2.0 Declaration, a renewed intergovernmental commitment to strengthening information integrity in the AI era. This builds on the 2019 initiative launched in Siem Reap, expanding its focus to address algorithmic bias, deepfakes, voice cloning, and public trust in both traditional and new media. The declaration is expected to offer a shared framework that supports policy innovation and coordinated responses at the societal, national, and regional levels.

AIBD Flagship Events

AIBD's 23rd General Conference (GC) Heads to Phuket in August 2025

Contributed by Jason Emmanuel Mekkar, Members Services & Programme Manager, AIBD



The Government Public Relations
Department (PRD)

23RD GENERAL CONFERENCE GC2025 PHUKET • THAILAND 19th - 21st AUGUST 2025

MEDIA FOR PEOPLE, PEACE, AND PROSPERITY

The Asia-Pacific Institute for Broadcasting Development (AIBD) is pleased to announce that the **23rd AIBD General Conference (GC)** will be held in **Phuket, Thailand**, from **19th to 21st August 2025**. This annual gathering is one of AIBD's flagship events, bringing together the whole fraternity.

The General Conference provides a valuable opportunity for AIBD members and partners to engage in high-level dialogue, shape strategic initiatives, and strengthen regional cooperation.

This year's General Conference (GC) will address critical issues such as digital transformation, media sustainability, combating misinformation, and AI in broadcasting. The event will also feature capacity-building sessions and expert panel discussions.

In addition to the official sessions, attendees will have the chance to experience the rich culture and scenic beauty of Phuket, renowned for its stunning beaches, vibrant local markets, and warm hospitality. AIBD looks forward to welcoming all members and partners to this landmark event. Stay tuned!

New Initiatives

AIBD Strategic Team Meeting – 1st Quarter 2025 Highlights

Contributed by: Jason Emmanuel Mekkar, Members Services & Programme Manager, AIBD

The Asia-Pacific Institute for Broadcasting Development (AIBD) held its 1st Strategic Team Meeting for 2025 virtually on 25 April 2025. The meeting brought together strategic team members to assess progress and streamline initiatives for the year ahead.

Preparations are underway for the 20th AMS, to be held from 21-24 July 2025 in Siem Reap, Cambodia,

under the theme “Celebrating Two Decades of Excellence.” Highlights include the exciting line-ups of relevant Regional Pre-Summit Workshops, Plenary Sessions, and the launch of Angkor Initiative 2.0 to address disinformation and digital literacy.

Additionally, the General Conference (GC) 2025 is scheduled for 19-21 August in Phuket, Thailand.

The meeting also discussed the upcoming elections.

AIBD reaffirmed its call for members interested in hosting future AMS or GC events, continuing its mission to foster collaboration and innovation across the broadcasting and media sectors in the Asia-Pacific region.

Global Network

AIBD making its voice heard at IBC 2025

Contributed by Dr Amal Punchihewa, Advisor & Consultant, AIBD



IBC2025, or International Broadcasting Convention in 2025, will be held in Amsterdam, the Netherlands, from 12th to 15th September.

IBC (International Broadcasting Convention) is owned and run by the IBC Partnership, comprising six industry professional organisations: IEEE, IET, IABM, SCTE, SMPTE, and RTS. They are membership organisations and not-for-profit.

With IET Media Technical Network, Dr Amal Punchihewa will be producing a session on the Future of Broadcasting.

AIBD invites its members to attend this session and other conference sessions, workshops and exhibitions.

Currently, the exhibition access is free and the following sessions. Many other sessions can be accessed free of charge if you register early.

Room locations will be notified soon.

Theme: Global TV Services Transformation

Title: Global TV - service evolution

The evolution of TV is proceeding all around the world, from those countries making the transition to IP streaming delivery through to those still to make the move from Analogue. One observation that is noted in many fora is the importance and impact that TV has had on society in both profoundly -



positive and sometimes negative ways. This panel will review and analyse the ongoing developments in TV services around the world and what the future brings.

Panel – with 4 panellists moderated by Dr Amal Punchihewa

- Public Service Broadcaster – APAC - Satriyo Dharmanto, Chief Technology Officer at Television Indonesia -TVRI
- Broadcast Policy Advisory – Ms Philomena Gnanapragasam, Chief Executive Officer at Asia-Pacific Institute for Broadcasting Development
- Public Service Broadcaster – EU (Egon Verharen, Manager Innovation at NPO, the Netherlands National Public Broadcaster)
- A Broadcast Technology Provider

Dr Peter Siebert of IEEE-BTS is also producing a free-to-access session at IBC2025.

Global Network

AIBD at WAVES 2025 - World Audio Visual & Entertainment Summit

Contributed by Jason Emmanuel Mekkar, Member Services & Programme Manager



WAVES 2025 was a monumental gathering of global leaders representing the media and tech industry, encompassing broadcasting, infotainment, AVGC-XR, digital media, and films. Held over four days in India's iconic Film City, Mumbai, the summit captivated global attention with its star-studded events and the presence of numerous ministers and industry players from over 78 countries.

The event, hosted at the Jio World Convention Centre, spanned the entire venue, featuring 55 breakout sessions, 42 plenary sessions, numerous masterclasses, exhibitions, and cultural performances. The Centre transformed into a comprehensive entertainment hub, bridging both digital and traditional realms.

The Asia-Pacific Institute for Broadcasting Development (AIBD), led by Secretariat Director/CEO Ms. Philomena Gnanapragasam and team members Mr. Jason Emmanuel Mekkar and Mr. Pangiestu Alam Syahnur, and Member nations, Seychelles, Mauritius Fiji, Myanmar, Cambodia, Tanzania, Nigeria, Malaysia, Thailand, Indonesia, Bhutan, Maldives and Sri Lanka maintained a dynamic presence throughout the event. The members represented both Film as well as Broadcasting. AIBD's role was both strategic and symbolic, being the sole international intergovernmental media organization mandated to shape policy conversations around media development.

AIBD had shared India's WAVES with member broadcasters since the initial announcement, and those who came only left on a positive note that the industry will only get better with the onset of WAVES. WAVES is therefore a breath of fresh air, giving direction to an industry that's quite fragmented, what more with Digital platforms.





Inaugural Ceremony & Breakout Session

The summit was officially inaugurated by Hon'ble Prime Minister Shri Narendra Modi, setting the tone for a bold new vision of India's role in the global media landscape. The day was charged with inspiration, featuring industry giants like Mukesh Ambani and Indian film stars and legends such as Shah Rukh Khan, Rajinikanth, Aamir Khan, Akshay Kumar, Hema Malini, and younger stars like Ranbir Kapoor and Deepika Padukone.

The presence of these stars amplified the event, serving as significant crowd-pullers that kept audiences engaged.

Shri Mukesh Ambani delivered a compelling keynote on "Building the Next Global Entertainment Revolution from India" at WAVES 2025. His vision laid out a bold roadmap for India's leadership in the global media and entertainment (M&E) space.

He also outlined ways to foster Creativity & Innovation backed by a strong regulatory environment that rewards innovation and attracts investment into the M&E sector.



Shri Mukesh called for strengthening global collaborations and also to Globalize Regional Content. Echoing PM Modi's G20 vision of "Vasudhaiva Kutumbakam," Ambani emphasized the power of Indian media to offer joyful, inclusive, and culturally rich content that unites people in a divided world.

He concluded by calling for greater adoption of AI, XR, and immersive technologies to enhance storytelling and expand India's soft power globally.

AIBD PARTICIPATION

AIBD's CEO, Ms. Philomena Gnanapragasam, participated as a key speaker in the breakout session titled "Regulating Broadcast in the Digital Age: Key Frameworks and Challenges." The session featured eminent industry figures, including the Chairman of TRAI India, Shri Anil Kumar Lahoti; ABU Secretary-General Mr. Ahmed Nadeem; and International Affairs Director of Mediaset, Ms. Carolina Lorenzon. The session was moderated by Mr. Kashyap Pathak from Deloitte.



Ms. Philomena shared insights on regulatory evolution in the age of AI and digital disruption, drawing from AIBD's work across the Asia-Pacific. Her contributions emphasized adaptability, inclusivity, and ethical governance in media, resonating strongly among global peers. Day 2: Global Media Dialogue & High-Level Meetings



Global Media Dialogue & High-Level Meetings

AIBD's engagement peaked on Day 2 during the Global Media Dialogue (GMD), where Ms. Philomena was the sole representative of the international media fraternity. She joined over 70 country delegates, including ministers and senior officials, contributing to the final "WAVES Declaration" for future global media cooperation.

The inaugural World Audio Visual & Entertainment Summit (WAVES) 2025 concluded with a forward-looking 'WAVES Declaration' emphasizing the transformative power of the Media & Entertainment sector. The declaration highlights the sector's role as a catalyst for economic growth, cultural preservation, and digital empowerment.

Key commitments include strengthening international cooperation, nurturing talent and innovation, advancing sustainable production practices, adapting to the evolving advertising and digital landscapes, and ensuring inclusive and accessible storytelling. The declaration also underscores the need for equitable digital transformation, ethical use of AI, and the creation of resilient media ecosystems worldwide.



WAVES 2025 was a resounding success, providing the perfect opportunity for the creative industry to converge and explore new ideas to enhance the sector. With its diverse pavilions, each serving as a beacon of hope for the creative and digital industries, WAVES not only showcased India's rising media prowess but also acted as a springboard for deeper engagements across regions.

AIBD envisions continued collaboration with WAVES, reaffirming its commitment to media development as a driver of inclusion, growth, and innovation.



Research Article

Broadcast Viewership and Streaming Sustainability

Contributed by Dr Amal Punchihewa, Advisor & Consultant, AIBD

It is a well-known and frequently highlighted fact that the Asia-Pacific region (APAC) is highly diverse in many facets. However, every broadcaster could learn from other broadcasters, not only from APAC but beyond. AIBD has been spearheading the sustainability aspects of broadcasting in the APAC. The General Conference of the AIBD held in India in 2022 agreed to work on Sustainability, which has been a strategic area of the AIBD. Sustainability was discussed in all flagship events, such as the Asia Media Summit and the General Conference, since 2022. The recent webinar discussed e-waste management and Green production. AIBD also contributes to the Greening of Streaming, an organisation which researches how to make media and broadcast distribution over broadband more greener. AIBD has been a member of Greening of Streaming since 2024.

In countries such as Thailand and Malaysia, converged regulators NBTC and MCMC regularly carry out market research to navigate the local market with appropriate policies. The following will also guide longitudinal studies in devising appropriate policies for the future. APAC also has challenges in connectivity which is a pre-requisite for online or streaming content distribution and consumption.

According to a recent study done by Enders Analysis, Live broadcast viewership in the UK will continue to decline between now and 2030.

However, the reduction in Live broadcast viewership is slowing, while subscriber Video on Demand (SVOD) usage among the 35-to-64 set is expected to significantly increase.

Further, the study revealed that Live broadcast's viewing share has been steadily declining over the years, falling to 40 per cent of the 258 minutes of the average per-day viewing in the U.K. last year, with non-live broadcast usage at 18 per cent. By 2030, Enders expects Live to drop to 33 per cent while non-live will inch up to 21 per cent, driven by over-35s and kids. However, Enders anticipates it is unlikely that increases in non-live viewing will be able to stem total broadcaster decline even as the rate of decline slows. SVOD viewing had a 16 per cent share among all viewers 4-plus, with that rising slightly to 18 per cent of the average 260 minutes of viewing time. Viewing on video-sharing platforms will increase from 27 per cent to 28 per cent, driven by TV set usage. SVOD usage is expected to see a significant pick-up among those aged 35 to 64. However, Enders expects SVOD usage will remain relatively flat compared to today's levels for younger viewers.

In 2024, Enders recorded an average of 197 minutes of viewing on the TV set, with 52 per cent of that on live broadcast, 23 per cent on on-demand broadcast, 18 per cent on SVOD and 8 per cent on social video.

From 2024 to 2030, total broadcaster viewing will decline by 6 per cent to 141 minutes per person per day, with live taking a 43 per cent share of TV viewing and on-demand 26 per cent. SVOD viewing will increase by 15 per cent to 46 minutes.

Enders also reported that Broadcasters will continue to take by far the largest share of TV set viewing in 2030 (at 69 per cent), with more viewing going to non-live broadcasters than SVODs or Video Service Providers (VSPs).

Video growth is being led by YouTube, with social video platforms seeing greater take-up among the demographic group under 44.

What would be the scenario in the Asia-Pacific Region (APAC)?

Streaming or online distribution of broadcast and media content requires content distribution networks (CDN). They have both distributed networks and storage (cache) supported by processing data routing and transport. A recent trend is to use interlinked large data centres for media distribution. When individual content requests are served (unicast), the processes involve lots of computations and processing resulting in lots of heat as well. When there are large audiences, the processing increases massively. Those data centres require enormous energy to power them. There are studies done including GoS and IBC Accelerator projects such as ECOFLOW: Energy-Conserving Optimization for Future-ready, Low-impact Online Workflows.

ITU has also done more studies and published guidelines and best practices, such as Green Data Centres: Towards a Sustainable Digital Transformation. This is a practitioner guide.



Recently, the [Roegen Centre for Sustainability](#) carried out an in-depth study into the energy consumption of data centres. This report was commissioned by EDNA, and it has critically reviewed existing estimates, with a special focus on energy use driven by AI. The review has evaluated over 100 studies, as well as 60 sustainability reports from the world's largest data centre operators.

Key findings of the [Roegen Centre for Sustainability study](#), as reported, include the:

1. Current global Data Centre consumption estimates vary sixfold (between 200 and 1,200 TWh annually), while forecasts for 2030 vary fortyfold, from 200 to 8,000 TWh per year.
2. The highest-end estimates (incidentally, the ones with the biggest media coverage) strongly correlate with low-quality studies. Medium- and high-quality studies yielded more conservative results.
3. Estimates of around 300–400 TWh for 2023 from good-quality global studies align well with aggregated regional studies and with aggregated data from individual companies.
4. AI-driven consumption (currently marginal, around 30–50 TWh) will grow rapidly. Here, estimates also vary significantly, between 200 and 1,000 TWh for 2030.
5. Based on this critical review and the performed aggregations, the authors of the study report by the Roegen Centre for Sustainability believe the most likely scenario is that the energy consumption from AI in data centres will reach around 300 TWh by 2030 (with a high probability in the 200–400 TWh range), and that total data centre consumption will be around 700–900 TWh.
6. Operational AI electricity will thus likely account for around 1% of global electricity consumption (currently about 30,000 TWh per year and growing), and just over 0.1% of global primary energy consumption (around 200,000 TWh annually).

Technology Trends

Global Media Usage

Contributed by Dr Amal Punchihewa, Advisor & Consultant, AIBD

According to a market intelligence report from media econometrics specialist PQ Media, global consumer media usage, including digital and traditional media channels, increased 2.4 per cent in 2024 to an average of 57.2 hours per week, following a sharp deceleration in time spent with media growth in 2023.

Many countries held their elections in 2024. The growth in consumer media usage, including all digital and traditional media channels, could have partly been driven by those elections. PQ Media says 15 of the top 20 markets had general/federal elections. The year 2024 was also the Summer Olympics in France may have contributed to increased usage of media.

However, PQ Media anticipates growth to fall 0.3 per cent in 2025. This is the first decline since the 2009 Great Recession, which shows that media consumption has reached its saturation point as digital device penetration rates have peaked in major developed markets, such as the US.

Analysis of the 2024-2029 periods by PQ Media indicates that media usage with rise in even years when most domestic and global markets hold general/federal elections, as well as major international sporting events such as the Olympics, FIFA World Cup, and the World Hockey Cup. Meanwhile, declines are expected each odd year during the forecast period, when there are fewer federal elections and international sporting events, which tend to be limited to sports that are played in fewer countries or don't generate high TV ratings, such as the ICC World Cup, according to PQ Media's 12th annual Global Consumer Media Usage Forecast 2025-2029.

Due to global financial volatility and uncertainties, people are constrained in their spending, especially for entertainment.

PQ Media also reports another contributing factor to the media consumption decline in 2025 is the expected deceleration in discretionary spending on media devices and content, as consumers worldwide tighten their overall budgets due to an expected rise in inflation and possible recession due to the tariff wars instigated by the new Trump administration in the United States. However, the CEO of PQ Media anticipate the decline will be short-lived, as gains are expected in 2026 when more than a dozen major countries hold federal elections, the Winter Olympics are held in Italy, and the FIFA World Cup is tri-hosted by the United States, Mexico and Canada.

Broadcasters have been discussing the Future of TV and the distribution of broadcast and media in the coming decades. Online delivery and digital-first have been deployed by several broadcasters, including public service media (PSM).

Another trend which continued in 2024 is the shift from traditional media to digital media, with digital rising to 39.7 per cent share globally, up from 37.3 per cent in 2023 and 28.6 per cent in 2019. APAC may have contributed to this increase despite connectivity challenges. APAC also accounts for large populations from China, India and Indonesia.

Though the number is low statistically, it is important. A large population in APAC with poor connectivity or no connectivity and mobile access may have contributed to the low increment globally. PQ media reports that there are 11 of the top 20 markets where digital media usage accounts for over 50 per cent of overall consumption, such as the United States, South Korea, the Netherlands and Spain.

The ai-Gen is individuals born between 2025 and 2039, the first generation to live their entire lives with artificial intelligence (AI). It is PQ Media's policy to name generations based on digital technology. It follows PQ Media's policy to name generations based on digital technology, such as the m-Gen (2013-2024), the first generation to live its entire life with mobile phones and the i-Gen (1996-2012), the first generation to live its entire life with Internet access.

This year PQ Media tracked a new data point in the report as an additional generation not found in previous editions, that is ai-Gen.

PQ Media reports, compared with previous generations, the ai-Gens will be introduced to digital media at an earlier age, as broadband, smartphone, and tablet penetration rates have emerged as the highest ever in 2025, with children knowing how to use smartphones and tablets almost from the time they can walk. Further, PQ Media reports that with streaming services replacing broadcast and cable TV, over-the-air radio, DVDs and CDs, and mobile games and podcasts increasingly being developed that are targeted towards young children, the use of traditional media platforms and channels will continue to decline at a more rapid rate each year.



PQ Media reported some other key findings listed below as additional findings to those analysed and discussed above:

- The average global consumer spent 8.17 hours per day with media in 2024, up from 7.36 hours in 2019 (in some markets, such as Japan and the Netherlands, daily media usage exceeded 12 hours per day);
- Ad-supported media accounted for 52.7 per cent of time spent in 2024, down from a 55.5 per cent share in 2019, while in 11 markets, including the United States, consumer-driven media usage exceeds 50 per cent, led by Spain and Japan at 57.9 per cent;
- From a demographic perspective, men used media more than women globally, 58.29 hours per week (HPW) vs. 57.02, respectively. The Greatest Generation (born before 1945) used media the most (98.37 HPW), while the m-Gen used media the least (31.73 HPW) in 2024;

- Television (including live, digital, VoD and OTT) remains the most used of the 11 media platforms that PQ Media tracks, reaching 28.07 hours per week in 2024, while film & home video posted the fastest growth, up 10.4 per cent, fuelled by more movies being released on streaming services and high number of blockbusters in movie theatres;
- Mobile video posted the highest gain of the 22 digital channels that PQ Media monitors, up 16.7 per cent in 2024, while OTT (including VoD, PPV and DVR) viewing is the most used digital channel at 8.77 hours per week.

Mediacorp, the public service media (PSM) operator in Singapore, owns and operates a full suite of media, including print, magazines, billboards, radio, and television. According to PQ Media, Print books are an anomaly in traditional media, as digital extensions, such as e-Books, are actually posting declines in many markets obsessed with digital access.

However, older demographics that grew up in a linear environment enjoy feeling and touching print books, while younger demographics turn to printed books due to screen fatigue after spending hours on social media, streaming video and video games. Research says, still, there is some place for print media, and the above study provides some evidence for that.

In APAC, do we have some of those metrics specifically for your country, your organisation and the APAC at large? Some countries and regulators may commission research to find out the trends so that they can formulate appropriate policies for the country and the region. AIBD urge you to join their studies and contribute to the policy formation in shaping the broadcast and media landscape in APAC and beyond.



Member insights

Strengthening Regional Ties: AIBD Facilitates Visit Between VOV and MBC

Contributed by Jason Emmanuel Mekkar, Member Services & Programme Manager



As part of its ongoing commitment to strengthening regional and international cooperation, the Asia-Pacific Institute for Broadcasting Development (AIBD) played a pivotal role in connecting two of its esteemed member organizations - Voice of Vietnam (VOV) and Mauritius Broadcasting Corporation (MBC) - during a high-level visit in April this year by VOV to MBC headquarters in Mauritius.

AIBD, as a facilitator, initiated and supported the connection between VOV and MBC, enabling a productive dialogue on enhancing cultural, media, and tourism cooperation. This aligns with AIBD's broader mission to promote partnerships that enrich media content, encourage knowledge exchange, and open new pathways for co-productions and mutual training initiatives.

During the visit, both organizations emphasized the importance of promoting cultural understanding through information sharing and joint media productions. The delegation explored potential areas of collaboration, including radio programmes, tourism-focused content, and the exchange of media professionals. MBC expressed strong interest in deepening ties with VOV through tangible projects that reflect the rich heritage and stories of both nations.



This engagement showcases how AIBD's network serves as a bridge for meaningful international cooperation in the media landscape. We are confident that the VOV-MBC connection will lead to impactful outcomes, reinforcing the value of AIBD's platform in uniting broadcasters for shared growth.



Member insights

Strengthening the Legal Foundation for KBS' TV License Fee Collection System: Implications for Public Broadcasters Worldwide

Contributed by Korean Broadcasting System (KBS)



KBS members unite in a rally urging the passage of the integrated license fee collection bill at the KBS Yeouido Headquarters in Seoul on May 16, 2025

The Challenge of Public Service Broadcasting Funding in a Rapidly Changing Media Landscape

In the face of a rapidly evolving media environment, public service broadcasters (PSBs) around the globe are confronting the critical challenge of securing stable funding. A robust financial foundation is essential for producing high-quality public interest content and maintaining editorial independence. KBS, the public broadcaster of the Republic of Korea, recently experienced significant financial instability due to changes in its TV license fee collection method and has since undertaken considerable efforts to address this. This article examines how KBS successfully navigated this period of financial uncertainty, strengthened the legal basis for its license fee collection system, and explores the implications of this legislative development for other PSBs facing similar issues of financial sustainability and the need to reinforce their public role.

The Challenge: The Impact of Changes in License Fee Collection

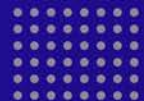
The Korean Broadcasting Act stipulates that KBS is authorized to collect license fees from all citizens who possess a television receiver (the Act requires possession, not necessarily ownership, of a TV set for the obligation to pay the fee). Traditionally, since 1994, this fee has been collected through an integrated billing system combined with electricity bills. This integrated system served as a crucial financial bedrock for KBS's public service operations, ensuring a high collection rate and financial stability.

However, in July 2023, an amendment to the Enforcement Decree of the Broadcasting Act mandated a change to this long-standing integrated collection method, requiring the license fee to be billed separately from electricity charges.

The transition to separate billing precipitated immediate and severe financial difficulties for KBS. The collection rate plummeted sharply, resulting in tens of billions of Korean Won (equivalent to tens of millions of US dollars) in unpaid fees. Furthermore, the operation of the separate collection system incurred substantial additional administrative costs, further exacerbating the financial deficit. This severe financial strain raised concerns about KBS's capacity to produce essential programming and provide effective public services.

The Solution: Reverting to Integrated Collection and Elevating the Legal Basis

In response to the financial crisis and disruption caused by separate billing, KBS focused on changing the collection method and strengthening the legal basis for the TV license fee system.



The strategic objectives were to restore financial stability for the public broadcaster by reverting the collection method back to the integrated system and to significantly enhance legal stability and predictability by elevating the legal status of the license fee collection system from a subordinate regulation (Enforcement Decree) to the superior law itself (the Broadcasting Act).

To achieve this, KBS mobilised its full organisational capacity to build consensus on the necessity of the integrated collection system among viewers and social groups from all walks of life. These concerted efforts culminated in the re-vote and passage of an amendment to the Broadcasting Act by the National Assembly of the Republic of Korea on April 17, 2025. This significant amendment restores the integrated collection method by explicitly stipulating it directly within the Broadcasting Act. The amended Article 67, Paragraph 3 of the Broadcasting Act now mandates that the license fee shall be collected "in conjunction with billing activities related to the designated entity's inherent duties."

Furthermore, this amendment elevates the legal basis for integrated collection from the status of an Enforcement Decree, which it held for 31 years since 1994, to the status of a primary law. This grants the license fee collection method a much stronger legal effect and secures a stable status that cannot be easily altered by changes to subordinate regulations alone. The re-vote and passage of this amendment demonstrate the strong will of the National Assembly to ensure stable funding for the public broadcaster through integrated collection.

In Korea, a re-vote is particularly significant as it requires the approval of a supermajority of the National Assembly members (a majority of the registered members present and two-thirds or more of the members present) after the government has exercised its veto power.

Future Outlook and Strengthening Public Accountability

The re-voted Broadcasting Act is scheduled to take effect six months after its promulgation. Accordingly, the integrated system for license fee collection is expected to resume in October 2025, and KBS's financial situation is projected to improve gradually thereafter. With the implementation of the integrated license fee collection system, KBS anticipates a further strengthening of its financial and institutional foundation. Based on the difficulties and experiences encountered during the process of changing the collection method, KBS is accelerating internal reforms. Leveraging the secured stable financial resources, KBS is committed to fulfilling its public service mandate by investing in high-quality content production, strengthening independent journalism, and actively responding to the changing digital media environment. Through these efforts, KBS aims to enhance public trust in the digital age and contribute to the development of national society. This legislative amendment will serve as a crucial turning point for KBS to restore public trust and reaffirm its essential value as a cornerstone of a democratic society.

KBS





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