



# BROADCASTER

ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

## *Women in Leadership*



### **Mrs. Sudruetai Lertkasem**

Director-General of the Government Public Relations Department (PRD), National Broadcasting Services of Thailand.



tvaibd  
@myaibd  
@myaibd  
aibd.org.my  
admin@aibd.org.my

Asia-Pacific Institute for Broadcasting Development  
Asia-Pacific Institute for Broadcasting Development







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## PUBLISHER

AIBD

## EDITOR

Dr Amal Punchihewa

## CONTRIBUTORS

Amal Punchihewa  
Atsuko Okuda  
Don Dhammika  
Gadis Amalia  
Krishanth Nair  
Monica Phang  
Nabeel Tirmazi  
Philomena Gnanapragasam  
Shamika N. Sirimanne

## OFFICE

Asia-Pacific Institute for  
Broadcasting Development  
(AIBD)  
PO Box 12066  
50766 Kuala Lumpur  
Malaysia  
Tel : (60-3) 2283-4618  
Fax : (60-3) 2283-2761  
Email: [training@aibd.org.my](mailto:training@aibd.org.my)  
Website: [www.aibd.org.my](http://www.aibd.org.my)

## DESIGN & LAYOUT

Pangiestu Alam Syahnur

*The views and opinions expressed  
or implied herein are those of the  
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AIBD.*

## AIBD is working with its members, both regional and global partners to serve broadcasting and media

Greetings from the Asia-Pacific Institute for Broadcasting Development.

This is the first edition of our Broadcaster magazine for 2024. As we are preparing for our major events the Asia Media Summit 2024 and General Conference 2024 while planning and executing training and workshops, 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 commitment to the strategic planning implementation and sustainability initiatives that AIBD pioneered and leading since 2022 in the Asia-Pacific region.

This edition outlines the preparatory work for GC2024 and AMS2024 to be held in Kuala Lumpur, which was the first conference and summit organised by AIBD itself as well as both of them together.

Many valuable and interesting discussions were held among members and experts in planning Asia Media Summit AMS 2024, General Conference GC-2024 and associated meetings. ITU as a regular partner of AIBD will collaborate and extend its support in many common interest areas such as early warning, digital transformation, online safety, misinformation and disinformation.

Similar commitments and collaborations were offered by other partners such as IPPTAR in Malaysia, BECIL in India, HBF, VIORY, EBU, KISDI/KCC in South Korea, and IPPF ESEAOR. You may learn more about them in the next edition of Broadcaster.

This edition of Broadcaster presents concise stories but informative and easy-to-read articles on AIBD activities, special reports, event summaries and technological trends. AIBD participated in four major conferences, namely BroadcastAsa, IBC in Amsterdam, FOMEX in Saudi Arabia and CCBN in China. This allowed AIBD to strengthen its partnership with existing partners as well as make partnerships and collaborations with other stakeholders.

The CEO of Fiji TV discussed with the Broadcaster CEO In-Focus, how Fiji TV is reaching audiences with content in demand.

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. AIBD continues to work with ITU and 2024 will see more joint events between the two organisations, including masterclasses and human capacity-building events.

I am looking forward to meeting all stakeholders of AIBD in Kuala Lumpur during GC2024 and AMS2024. I hope our esteemed members have been navigating this year, 2024 allowing AIBD 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





# Director's Diary

## AIBD and Ministry of Communications, Malaysia Join Forces to Address the Challenge of Digital Misinformation

Contributed by Gadis Amalia, Secretary to the Director of AIBD

The Asia-Pacific Institute for Broadcasting Development (AIBD) had a productive meeting with the Ministry of Communications to discuss strategies to combat the spread of fake news in the digital age. The meeting, held in Kuala Lumpur, emphasised the importance of addressing this issue, particularly in light of the recent 19th Asia Media Summit (AMS 2024).



AIBD's CEO, Ms Philomena Gnanapragasam met with Datuk Mohamad Fauzi Md Isa, the Chief Secretary of the Ministry of Communications, to explore ways to leverage technology and media literacy to counter misinformation. Both parties agreed to work together to promote media ethics, digital literacy, and critical thinking skills among the public.



## AIBD at the Saudi Media Forum: Strengthening Ties and Exploring Future Opportunities

Contributed by Krishanth Nair, Head of Member Services, AIBD

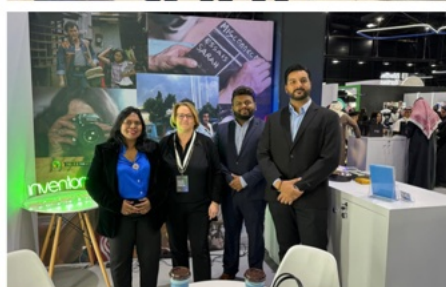
From 18 to 23 February 2024, AIBD took part in two major media events in Riyadh, Saudi Arabia—the Saudi Media Forum (SMF) and the Future of Media Exhibition (FOMEX). These events offered a fantastic platform for AIBD to connect with media professionals and explore new opportunities for collaboration in the rapidly evolving media landscape.

The Saudi Media Forum, a gathering of some of the brightest minds in media, provided AIBD with valuable insights into the latest trends and challenges facing the industry. It also opened doors for meaningful conversations with key players in the region, paving the way for future partnerships that could shape the direction of media development in the Middle East.

At FOMEX, AIBD had the chance to engage with a diverse range of exhibitors and media innovators, gaining a deeper understanding of cutting-edge technologies and strategies that are transforming the media sector. These interactions were key to broadening AIBD's network and influence within the region.

Perhaps most exciting was the ongoing discussion about the possibility of hosting an Asia Media Summit in Riyadh. This proposal highlights AIBD's commitment to expanding its presence in the Middle East and reinforcing its role as a major player in global media conversations.

AIBD's participation in the Saudi Media Forum and FOMEX is a step toward stronger relationships and greater influence in the Middle East, with exciting prospects for collaboration on a diverse range of initiatives.





# Director's Diary

## AIBD Explores Collaboration and Training Opportunities in the Philippines

Contributed by Krishanth Nair, Head of Member Services, AIBD

In March 2024, AIBD engaged in productive discussions with key media organizations in the Philippines, including the Philippine Broadcasting Service (PBS) and the Presidential Communications Office (PCO). The goal was to resolve membership matters and explore new avenues for collaboration that would benefit both AIBD and the Philippine media landscape.

During the discussions, there was a strong focus on how the Philippines could play a central role in AIBD-led training workshops. These workshops would offer valuable opportunities for local media professionals to enhance their skills and gain knowledge on global media trends, with the support of both PBS and PCO.

The talks not only highlighted the potential for deeper cooperation in terms of training and development but also paved the way for long-term partnerships that will continue to strengthen ties between AIBD and the Philippines.

This visit marks another step forward in AIBD's mission to create lasting connections and contribute to the growth of media professionals across the Asia-Pacific region.



## AIBD Strengthens Media Partnerships and Embraces Innovation Across Asia-Pacific

Contributed by Krishanth Nair, Head of Member Services, AIBD

April 2024 was a landmark month for the Asia-Pacific Institute for Broadcasting Development (AIBD) as it strengthened key media partnerships and explored exciting new technologies in China, setting the stage for future collaboration across the Asia-Pacific region.

AIBD's CEO, Ms. Philomena Gnanapragasam, led a series of high-level discussions with leading media organizations, including Hubei Radio & Television Information Network, UHD World Association, and Star Media Production Services. The conversations focused on upcoming events like the Asia Media Summit 2024, where AIBD will collaborate with Hubei to showcase media exchange, celebrate culture, and promote regional cooperation.

The visit also spotlighted the future of broadcasting with a deep dive into cutting-edge technologies. From immersive sound systems like Audio Vivid to the high-definition brilliance of HDR Vivid, AIBD explored how these innovations could transform OTT platforms and broadcast experiences. These conversations are paving the way for AIBD to bring these advancements to the forefront of media in the Asia-Pacific.

At the China Content Broadcasting Network (CCBN) 2024 expo, AIBD networked with industry leaders, discussing how the latest in broadcasting technology can shape the future of content creation and media production. AIBD also explored the growing role of live streaming and virtual production—areas that are redefining the way content is created and consumed across the globe.

With these dynamic partnerships and forward-thinking conversations, AIBD continues to lead the charge in promoting innovation and collaboration in the Asia-Pacific media landscape, ensuring the region stays at the cutting edge of broadcasting and content creation.





# Director's Diary

## A Global Alliance for Media Excellence: AIBD's Diplomatic Efforts

Contributed by Gadis Amalia, Secretary to the Director of AIBD

The Asia Pacific Institute for Broadcasting Development (AIBD) has undertaken a series of diplomatic engagements to promote the 19th Asia Media Summit (AMS) 2024. The summit, scheduled for the 1st to 5th of September 2024, in Kuala Lumpur, aims to address key issues in the media industry, including technological advancements, content creation, and media ethics.

AIBD's CEO, Ms Philomena Gnanapragasam, and the team have met with diplomatic representatives from Belgium, Chile, France, Germany, Japan, Norway, Philippines, Romania, Mauritius, Turkiye, Singapore, Sri Lanka and the USA to discuss the AMS and explore potential collaborations. These meetings focused on inviting key stakeholders, such as media professionals, policymakers, and industry experts, to participate in the summit.

By engaging with these countries, AIBD seeks to strengthen international cooperation and elevate the AMS's global impact. The organization aims to create a platform for dialogue and knowledge sharing among media professionals from diverse cultural and technological backgrounds.





## Meaningful Digital Transformation for the Asia-Pacific Region

Contributed by Ms Atsuko Okuda, Regional Director, ITU Regional Office for Asia and the Pacific, ITU; and, Ms Shamika N. Sirimanne, Director, Division on Technology and Logistics, UNCTAD

The relentless pace of technological advancement is nothing short of breathtaking. Quantum computers, soon to compute 47 years faster than today's supercomputers, are nearly a reality. ChatGPT, once a novelty, has seamlessly integrated into daily life. Drones now traverse the skies, delivering food, medicine, and disaster relief to the most remote corners of the globe. Satellites illuminate Himalayan villages with internet connectivity. Meanwhile, digital technologies have given rise to breakthroughs in biotechnology, robotics, nanotechnology, environmental science, and medical research herald transformative solutions for humanity and our planet. Indeed, the sky is no longer the limit.

Yet, amid these marvels, a stark reality casts a shadow. The United Nations, striving to achieve the 17 Sustainable Development Goals (SDGs) by 2030, finds itself lamentably behind schedule. Despite our technological strides, progress remains frustratingly sluggish, particularly in the Asia-Pacific, where climate action is alarmingly retreating.

Digital technologies offer a lifeline. They hold the promise of being transformative in achieving the SDGs, especially for women entrepreneurs and youth, fostering inclusivity. However, to unlock this immense potential, we must first ensure robust connectivity, cultivate requisite skills, enact appropriate legislation, and secure financing.

Connectivity is key and critical to inclusive and sustainable development, especially among LDCs, LLDCs and SIDS. Persistent power shortages and unstable grids, especially in rural areas, hinder necessary infrastructure. In 2023, 33% of the global population remained offline, with 73% of these individuals in low-income countries, according to ITU statistics. The high cost of digital devices further widens this gap. Equally critical is the development of digital skills. Large parts of the population in developing nations, particularly in the least developed countries of the Asia-Pacific, lack the skills to engage with the digital economy. This deficit is exacerbated by poor-quality education, especially in rural areas.

The legal and regulatory environment is indispensable. Many Asia-Pacific countries lack overarching e-commerce regulations, leaving significant gaps in areas such as online contracts, e-signatures, consumer protection, cybersecurity, taxation, and data privacy. Only 37% of small island developing states and 48% of least developed countries have enacted data protection laws. Financing is another critical piece. Access to capital, especially for women and youth entrepreneurs, is vital for digital sector growth. Around 40% of SMEs in developing countries face a \$5 trillion financing gap, with women-owned businesses receiving just 3% of venture capital funding.

The international community's role in galvanizing digital transformation in the Asia-Pacific is pivotal. While initiatives like Aid for Trade have seen an uptick in ICT-related commitments—rising from \$1.5 billion in 2019 to \$2.2 billion in 2021—these investments account for a mere 4.1% of total allocations. There is a pressing demand for substantially increased financial backing.

Effective reform hinges on collaboration among national governments, the private sector and other stakeholders, and development partners. Digital technologies are pivotal in addressing SDG challenges in the Asia-Pacific. In India, drones delivering medical supplies to remote areas drastically improve health outcomes by ensuring timely access to essential medicines and vaccines. In the Philippines, telemedicine bridges healthcare gaps, connecting underserved patients with professionals. Satellite technology in Indonesia revolutionizes education by bringing internet access to rural communities, enabling virtual classrooms and remote learning, and equipping youth with essential skills.

Moreover, digital platforms can spur economic growth by fostering digital entrepreneurship and e-commerce, empowering small businesses, particularly those owned by women and youth, to expand their reach and stimulate economic development. Biotechnology innovations strengthen food security by developing resilient crops, while precision agriculture boosts yield and reduces waste. Environmental monitoring provides critical data, helping governments track deforestation, monitor pollution, and predict natural disasters.



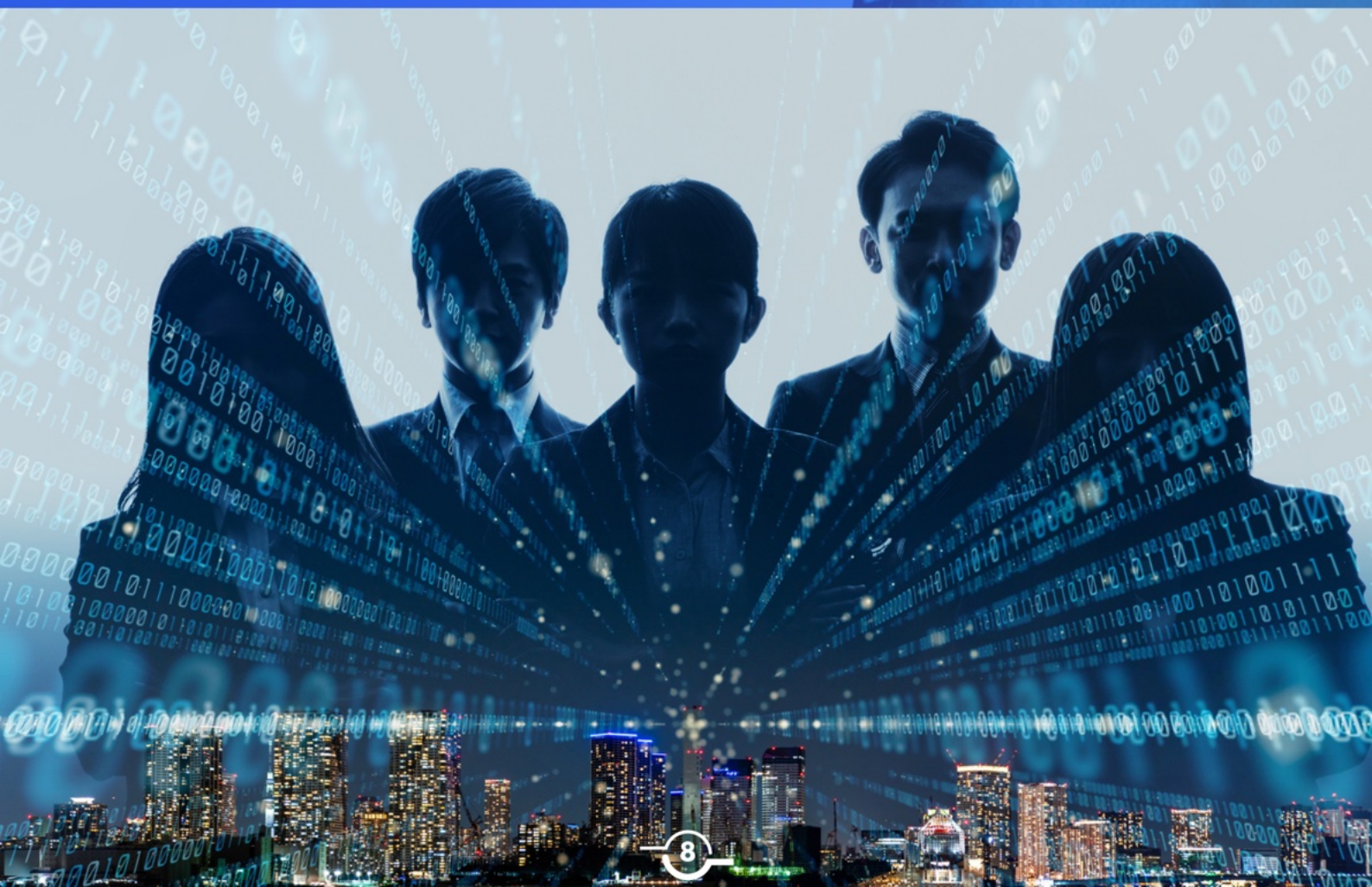


# Collaborations

Additionally, digital payment systems and mobile banking enhance financial inclusion, offering underserved populations access to essential financial services. This empowers individuals, especially women, to save, invest, and build businesses, contributing to poverty reduction and economic stability.

We stand amidst a digital revolution, where the urgency for decisive, unified action has never been greater. To tackle the formidable challenges ahead, we must leverage our collective knowledge, skills, and expertise. The international community must rise to the occasion, ensuring that no one is left behind. By prioritizing connectivity, skill development, robust legislation, and sustainable financing, we can unlock the transformative potential of digital technologies. Though our future may be precarious, it holds the promise of a more inclusive and sustainable world—if we unite in a global endeavour to embrace this digital metamorphosis.

The time for rhetoric has passed; now, we must escalate our global commitment to ensure the dividends of digital progress are shared by all, leaving no region or community in the shadows. The moment to act is now, to ensure the benefits of this digital era reach everyone, everywhere.





## AIBD's Global Outreach and Strategic Partnerships

Contributed by Gadis Amalia, Secretary to the Director of AIBD

The Asia-Pacific Institute for Broadcasting Development (AIBD) has been actively engaged in strategic outreach and partnership building across the Asia-Pacific region. Recent visits to key countries have focused on strengthening bilateral relations, exploring collaborative opportunities, and promoting technological advancements in the broadcasting industry.

AIBD has engaged with prominent media institutions and government bodies, including Radio National of Kampuchea (RNK), National Television of Kampuchea (TVK), Media Niugini Limited (EMTV), National Broadcasting Corporation (NBC), Philippine Broadcasting Service (PBS), Presidential Communications Office (PCO), Hubei Radio & Television Information Network, UHD World Association (UWA), and various government ministries.

These engagements have paved the way for future collaborations, such as joint training workshops, media summits, and the adoption of innovative broadcasting technologies.





# AIBD Milestones



## AIBD at Asia Tech x Singapore 2024: Forging Partnerships and Exploring New Horizons

Contributed by Krishanth Nair, Head of Member Services, AIBD

During the last week of May 2024, AIBD took part in Broadcast Asia during the Asia Tech x Singapore 2024, a pivotal event for media and tech professionals from across the globe. The primary aim was to strengthen ties with current members, engage potential partners, and explore opportunities for collaboration on upcoming projects, including the Asia Media Summit.

Networking at an informal gathering at Changi Point on the eve of the event provided the team with a chance to meet a very diverse group of industry players such as SIRA Radio Systems, KATHREIN, Beijing Qidian Zhibo, and SLRC. These interactions offered valuable insights into the needs of the industry and fostered connections that could support future partnerships,

particularly in the areas of knowledge-sharing and other industry-related activities. AIBD also attended several sessions, including one chaired by AIBD Advisor Dr Amal, which delved into digital transformation in media. This session provided a strategic framework for approaching new partners and adapting to industry shifts. Dr Amal's expertise helped the team identify key areas for potential collaboration and understand the technological trends shaping the sector.

In exploring the exhibition spaces, the team also gained insights into emerging tools and innovations, ranging from new broadcasting technology to interactive content solutions. This exposure is expected to inform AIBD's efforts in organizing a wide range of activities that reflect current industry advancements and trends.

AIBD's participation in Asia Tech x Singapore laid a strong foundation for future partnerships and highlighted new avenues for collaboration. The contacts and knowledge gained will play a role in enhancing AIBD's programs and events, aligning its mission with the evolving needs of the broadcasting industry.





## AIBD participated in the BroadcastAsia 2024 held in Singapore

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

BroadcastAsia is the most important broadcast trade show in Asia-Pacific. AIBD participated in the BroadcastAsia 2024 held in Singapore and Chaired the first day of the Conference represented by Dr Amal Punchihewa as the Technical Advisor and Consultant of AIBD. Dr Amal, Mr Lineon Dinesh, Legal Advisor of AIBD and Mr Krishnath Nair, the Manager of Member Services attended the three-day conference, exhibition and related events. AIBD also held many meetings with its partners such as IABM, and also potential sponsors for future events.

The entire broadcast industry, including broadcasters, broadcast solution providers and content creators, was geared up to demonstrate the latest in equipment and services to clients in the Asia-Pacific region and beyond. The event was organised by Informa Tech and the Infocomm Media Development Authority (IMDA) of Singapore. This year's BroadcastAsia, as one of the main events under Asia Tech x Singapore, was held from May 29 to 31, 2024 in Singapore at the Singapore Expo Convention Centre. As usual in the last few years, it was conducted in conjunction with a few other conferences focused on satellite, communication and tech services.



Asia Tech x Singapore encompasses BroadcastAsia, CommunicAsia, SatelliteAsia, TechxLR8, InnovFest x Elevating Founders, and the ATxEnterprise. It brought together over 630 companies showcasing the latest and emerging broadcast technologies, digital solutions, and media ecosystems. The three-day event attracted more than 8000 attendees over three days.

This year it had the central theme "Redefining tech for a better future". This year's BroadcastAsia attracts more than 630 exhibitors, from global names to smaller dynamic companies, including country pavilions from China, France, Germany, Italy, Korea, Singapore, Spain, the US/Canada and the UK.

The event also featured the second Asia Pacific Broadcasting Awards which seek to recognise innovation and excellence in the broadcasting industry, which was held on the evening of May 30.

According to the organisers, the BroadcastAsia Conference and Exhibition (BCA) is known as "the meeting place for Asia's broadcasters, media and entertainment professionals." This year's BCA provided broadcasters with (i) insights on industry and technology trends impacting Asia's broadcast and media landscape,

(ii) opportunities to network and reconnect with industry peers, (iii) a platform to discuss the future of broadcast and the strategies to move forward, and (iv) access to source for the latest next-gen broadcast technology from a marketplace of global vendors.

While meeting and networking with key decision-makers within the Broadcast & Media (B&M) industry, participants were given opportunities to understand the impact of the evolving media ecosystem and consolidation on their business. Attendees also discussed various technological options with broadcast solution providers.

Since this is the largest B&M event in the Asia-Pacific region (APAC), attendees were allowed to understand investment trends for broadcast and media in APAC with the participation of global equipment manufacturers and solution providers.

AIBD has already started collaborating with BCA2025 and will be at the exhibition with its partner IEEE-BTS supporting BCA2025 and its associated events. AIBD invites its members to join BCA2025 to learn, experience and network with colleagues from APAC and beyond.





Webinar on Greening Media

## Sustainable Practises for a Greener Tomorrow

18<sup>th</sup> January 2024 | 14:00 MYT (GMT+8)



### Greening Media: Steering the Broadcasting Industry Toward Sustainability

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

The year 2024 began with AIBD's ambitious initiative to advocate for greener practices in media organisations. On 18 January, the institute organised a webinar that drew over 110 media professionals, technologists, and environmental experts from 18 countries to explore strategies aimed at reducing the industry's environmental footprint.

Centred around four main pillars—renewable energy, green building, sustainable transportation, and waste management—the webinar provided a framework for educating media practitioners on transitioning to eco-friendly methods. The speakers emphasised that climate change is a pressing global challenge that requires the media industry to lead by example in adopting sustainable practices.

Mr Anindya Sengupta, Director of the Centre for Global Affairs and Public Policy in India, moderated the session and introduced a distinguished panel of speakers, each with expertise in the sustainable broadcasting arena. Dr. Amal Punchihewa, a broadcasting engineer and researcher from New Zealand, highlighted the urgent need to build "Green Skills" in the media industry.

He cited a recent U.K. survey revealing that 77% of organisations lack employees with the technical skills required to effectively implement green technology—a challenge that is especially acute in Asia-Pacific countries, where sustainable development efforts in media are just emerging.

Dr Amal highlighted various practical solutions for reducing the media sector's carbon footprint. He advocated for a shift towards renewable energy sources for broadcasting, noting that traditional broadcast operations consume significant electricity. Renewable options such as solar, wind, and hydroelectric power can reduce the industry's dependency on fossil fuels, he explained.

He also introduced a key advancement in streaming technology called "multicast-assisted unicast delivery," which reduces the need for repeated data processing, significantly lowering energy consumption—a vital step as the industry shifts from conventional broadcasting to streaming.

The issue of electronic waste (e-waste) also featured prominently in Dr. Amal's presentation. Given the rapid turnover of digital equipment, e-waste poses significant environmental and logistical challenges for the industry.

**Green skills**

- Policy-makers must commit to green skills, be their champion and prepare the workforce.
- Business leaders must invest in up-skilling current and future, green talent.
- The global workforce has to build green skills to power change and compete for the best jobs.

Dr Amal Punchihewa © Distinguished Lecturer of IEEE Broadcast Technology Society 15



## DEVELOPMENT OF SUSTAINABILITY GUIDELINES

He referenced a recent fine imposed on a satellite TV provider by the Federal Communications Commission in the U.S. for failing to manage e-waste responsibly, underscoring the need for strict regulations and more conscientious practices within media organisations.

Mr Siddharth Nakai, co-founder of G.A.M.E. (Greening Advertising, Media, and Entertainment) in India, discussed the essential role of cultural change and rigorous measurement in fostering sustainable media production. Mr Siddharth highlighted that tracking a production's carbon footprint is essential for setting realistic goals to reduce emissions. "Once data is available, teams can design mitigation plans and make informed choices," he said, sharing G.A.M.E.'s initiatives that prioritise eco-friendly production standards. These include banning single-use plastics, switching to rechargeable batteries, and implementing "Veg Days" on set to limit the environmental toll of food production. Mr Siddharth also emphasised that building an eco-conscious culture is paramount and that, with adequate education, crew members become more willing to adopt sustainable practices, helping to embed these changes within the production process.

Mr Dom Robinson, Executive Chairman of Greening of Streaming in England, shed light on the energy-intensive demands of media streaming and the complex technology behind content delivery networks.

- Focused on each stage of production cycle (Customized for different category of productions)

1. Pre-production
2. Production
3. Post-production



He discussed multicast-assisted unicast delivery as a solution that can help reduce bandwidth and energy use, which are key factors driving the growing carbon footprint of streaming. Mr Dom acknowledged the challenges of optimising energy efficiency in an era of increasing visual quality demands but maintained that implementing green streaming practices could have a substantial impact, especially as digital streaming continues to expand rapidly.

Ms Hemini Mehta, Sustainability Lead at the European Broadcasting Union (EBU) in Geneva, contributed insights from her work in aligning European media organisations with sustainable development goals. Ms Hemini elaborated on the importance of infrastructure sharing as a cost-effective and eco-friendly strategy that decreases energy consumption and reduces electromagnetic pollution.

Through EBU, she has championed initiatives to reduce electronic waste and boost recycling within member organisations.

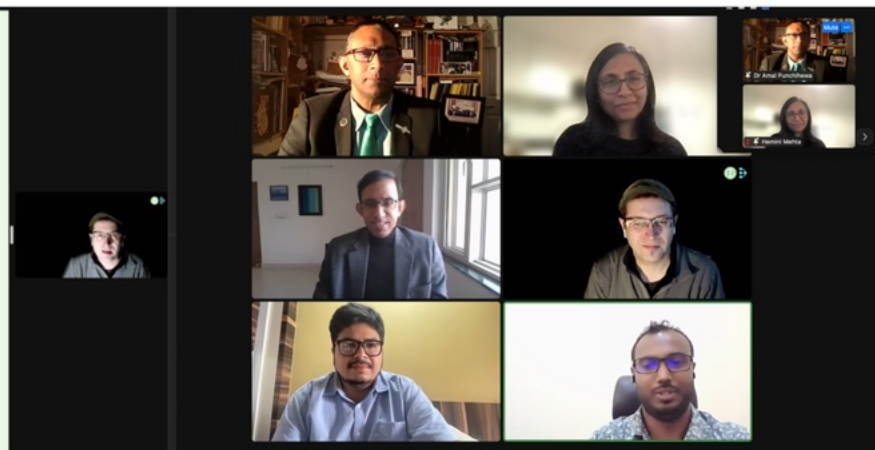
She mentioned that collaborative efforts within the media sector can set a powerful precedent, inspiring other industries to adopt similar sustainability standards. Her work exemplifies the role of collective action in driving meaningful environmental change across borders.

Throughout the two-hour session, the panel urged media organisations to adopt comprehensive sustainability strategies and to equip staff with the skills necessary to implement them effectively. The Greening Media Project's broader objective is not only to reduce emissions but also to position the media industry as a model of sustainable practice within the region. By equipping professionals with the knowledge and tools to adopt eco-friendly practices, this activity aspired not only to reduce environmental impact but also to set a powerful example for other industries worldwide. AIBD's commitment to this green transformation underscores a pivotal shift—one where media leaders don't just report on sustainability but champion it from within.

**The Organisation**

- Member driven FT Exec + (Volunteer) Secretariat
- Main objective: ACTUALLY make a real change through education and engineering
- Engaging as 'industry voice' with press / policy makers
- Best Practice not Standards. Nor 'accreditation'
- UG / Forum rather than SDO
- 'Not For Profit Research Technology Organisation'
- Main rule: No Greenwashing!

Activities





## AIBD/OSBU Regional Webinar on Media's Critical Role in Addressing Climate-Induced Food Scarcity

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD



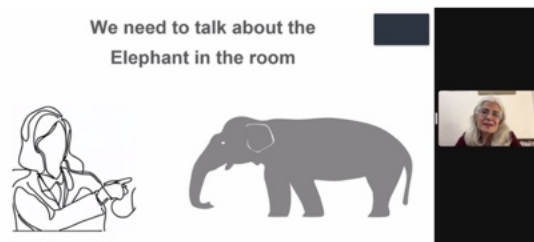
In response to mounting concerns over global food security amidst escalating climate change, particularly in the Asia-Pacific region, media professionals gathered for a pivotal virtual seminar on 30 January 2024. The webinar, entitled "Voices Against Hunger: Unveiling Climate Change Narratives", was jointly organised by AIBD and OSBU.

The 90-minute programme brought together journalists and broadcasters from across Asia-Pacific and OIC member countries to explore effective strategies for communicating the intricate relationship between climate change and hunger. The discussion centred on developing actionable narratives aligned with Sustainable Development Goals (SDG-2 Zero Hunger) and Goal 13 (Climate Action).

Professor Hussein Amin, Director of the Kamal Adham Center for Television and Digital Journalism at the American University in Cairo, delivered a compelling presentation on climate journalism for Middle Eastern audiences. "We must go beyond data and connect with the lived experiences of people impacted by climate change", he emphasised, whilst addressing the current gaps in Arabic-language climate reporting.

Ms Sannuta Raghu, Executive Producer at Scroll.in from India, brought valuable insights from her coverage of COP28 and extensive experience in grassroots reporting. Having produced over 200 environmental documentaries, Ms Sannuta stressed the importance of making climate science accessible: "To empower communities, we must make climate science relatable and applicable". She advocated for localising international climate policy discussions to demonstrate their impact on community-level food security.

Pakistani environmental journalist Ms Afia Salam, drawing from her four decades of experience, delivered a presentation titled "Food for Thought".



She highlighted the media's responsibility in promoting climate-resilient agricultural practices and emphasised how sustained coverage could influence policy decisions. Ms Afia particularly stressed the need for "climate-informed agricultural policies that can protect the most vulnerable populations".

The African perspective was presented by Mr Akinbode Oluwafemi, Executive Director of Corporate Accountability and Public Participation Africa (CAPPA). Through compelling case studies, he demonstrated how effective journalism can shape food and environmental policies. Mr Akinbode encouraged journalists to maintain accountability in climate policy reporting, particularly regarding its impact on food security and sustainable development.





# Regional

The webinar concluded with a dynamic question-and-answer session, enabling direct dialogue between participants and speakers. Discussions centred on practical strategies for climate communication and methods to localise complex concepts for diverse audiences. The session underscored the media's potential to effect meaningful change through thoughtful climate journalism, emphasising the importance of humanising climate narratives to inspire empathy and action.

This collaborative initiative by AIBD and OSBU successfully strengthened the media's role in amplifying voices against hunger. By facilitating the exchange of ideas and best practices, the webinar equipped media practitioners with tools to produce impactful coverage highlighting the urgent need for climate adaptation and resilient food systems in vulnerable regions. The event reinforced the media's crucial position in advancing a climate-conscious, hunger-free future across the globe.





## AIBD commemorates 100 years of radio with World Radio Day Web-summit

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

AIBD hosted its 4th annual Radio Web Summit on 22 February 2024, celebrating World Radio Day and the 100th anniversary of radio. This year's summit, themed "A Century of Radio: Informing, Entertaining, and Educating," brought together experts and broadcasters from 42 countries, reaching a global audience through an interactive online platform.

The event's three sessions explored the Evolution of Radio, its role in Educating Communities, and its impact on Cultural Preservation and Transformation.



### Session 1: The Evolution of Radio

Moderated by Sri Lankan broadcaster Ms Shareefah Thahir, the first session discussed radio's century-long journey, from its analogue beginnings to today's digital and streaming platforms. Dr Amal Punchihewa from New Zealand opened with a presentation titled "What is Radio After a Century?" He described radio as a medium that has adapted to shifting technological, social, and cultural landscapes without losing its core purpose: to inform, entertain, and educate. Dr Amal emphasised the accessibility and reliability of radio, which he said are integral to its longevity. "From analogue waves to digital broadcasts, radio continues to thrive because it meets people where they are—on traditional devices, smartphones, and the web," he said.

Following Dr Amal, Mr Yasser Garrana from Tunisia's ASBU presented on "Radio in the AI Era," discussing how artificial intelligence is both advancing and challenging the industry. He explained that AI offers new ways for radio to engage with audiences, such as using synthetic voices to recreate historical figures in educational programming. However, Mr Yasser also highlighted ethical concerns, stressing the need to maintain authenticity and trust in-



AI generated content.

Renowned community media consultant Dr Sreedher Ramamurthy from India presented on "Crowdsourced and Crowdfunded Community Radio Stations," promoting community-driven radio as a way to shape content and funding models. Dr Sreedhar described his vision for a "studio-less" station, where content is generated and funded by listeners, helping communities stay connected without relying on traditional infrastructure. Mr Pramod Tendulkar of ACORAB Nepal rounded out the session, sharing insights on community radio's role in cultural preservation. He described how local stations in Nepal play a key role in addressing urban migration, digital competition, and youth engagement. "Radio," he said, "adapts to changing demographics by reflecting and reinforcing community identity."

### Session 2: The Power of Radio in Informing and Educating Communities

The second session, moderated by Fijian journalist Mr Salesh Kumar, focused on radio's crucial role in keeping communities informed, especially during crises. Mr Anthony Frangi of Australia shared his experience of radio's impact during the COVID-19 pandemic, highlighting how it became an essential resource for fact-checked information and emotional support as people navigated isolation and uncertainty. Mr Anthony explained how radio broadcasters engaged audiences across multiple platforms, including live-streaming on social media. "Radio has shown its resilience by adapting content for digital consumption," he said, "offering listeners timely updates and reassurance."





## A Platform for Diverse Voices

- Accessibility and affordability of radio
- Empowering local communities to share their stories
- Fostering inclusive dialogue and cultural understanding
- Serving as a lifeline in conflict zones



Renowned media practitioner and disaster risk reduction expert Mr Giacomo Mazzone from Italy discussed “Radio and Disaster Risk Reduction.” Drawing on his experience in high-risk zones, Mr Giacomo explained that radio’s immediacy makes it the first source of reliable information during natural disasters. From real-time warnings to safety tips, radio, he said, saves lives by informing people quickly and effectively when other networks may be down.

Mr Tony Ekata of Nigeria provided insights from an African perspective, discussing radio’s role in remote regions where other forms of media are limited. He emphasised radio’s role in educating communities on topics from health and agriculture to social issues. “In Africa, radio is more than a medium; it’s a bridge to development and empowerment,” he said.

Vietnam’s Mrs Nguyen Thu Ha wrapped up the session with “Leveraging Radio for Global Education and Information Exchange.” She illustrated how radio’s extensive reach can break down barriers, connecting learners across continents and facilitating cultural exchange. “Radio transcends borders, creating a space for shared knowledge and global dialogue,” she said.

### Session 3: The Role of Radio in Shaping Cultures

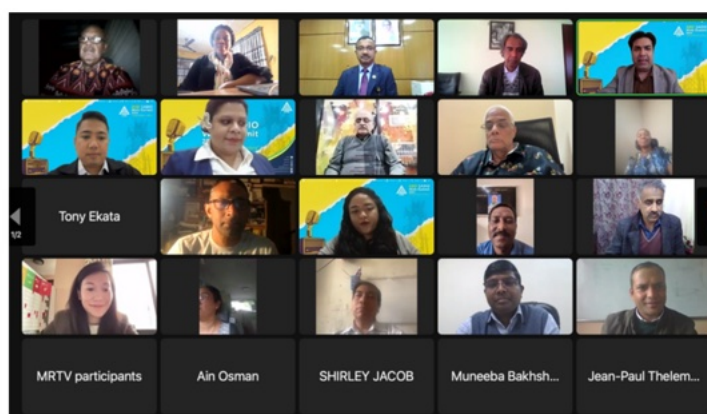
The final session, moderated by Nigerian broadcaster Ms Ugonma Cokey, highlighted radio’s role in preserving and nurturing diverse cultural identities. Mr Emile Tenoa from Papua New Guinea began by describing how radio serves over 800 cultural groups in his country, reaching audiences in multiple dialects. He explained that radio in Papua New Guinea acts as a “unifying voice,” providing a platform for indigenous communities to share stories and celebrate their heritage.

Pakistani broadcaster Mr Fakhar Abbas spoke on “The Transformative Power of Radio in Cultural Narratives.” He discussed radio’s role in empowering artists and supporting traditional music, illustrating radio’s ability to adapt to modern needs while preserving local culture. “Radio allows cultures to evolve without losing their roots,” he said.

The session concluded with reflections by Mr Rabindra Sri Barua on radio’s enduring impact on cultural dynamics. He noted that as a medium, radio has sustained relevance by adapting its storytelling to different cultural and social contexts. Mr Rabindra called radio “a cultural bridge” that not only connects communities but also enhances understanding in increasingly multicultural societies.

In closing, the AIBD Web-summit underscored radio’s remarkable legacy and projected optimism for its continued impact. As an adaptable and resilient platform, radio remains at the forefront of media, bridging gaps in information access, education, and cultural understanding.

Through the reflections of experts at the AIBD Web-summit, radio’s 100-year journey was celebrated, recognising it as a trusted voice in the world and a catalyst for community, culture, and connection across the globe.





# Regional



## AIBD Webinar on Democracy and Elections 2024



**Mr Shamindra Ferdinando**  
Veteran Journalist



**Mr Rohana Hettiarachchi**  
Secretary General/ ANFREL



**Dr. George Cooke**  
Initiator/ Awarelogue Initiative

### Speakers



**Mr Javed Rana**  
Editor/ The Counter Narratives



**Mr Cesar Camacho**  
Senior Director of Sales (APAC)  
ChyronHego Corp / Singapore



### Moderator

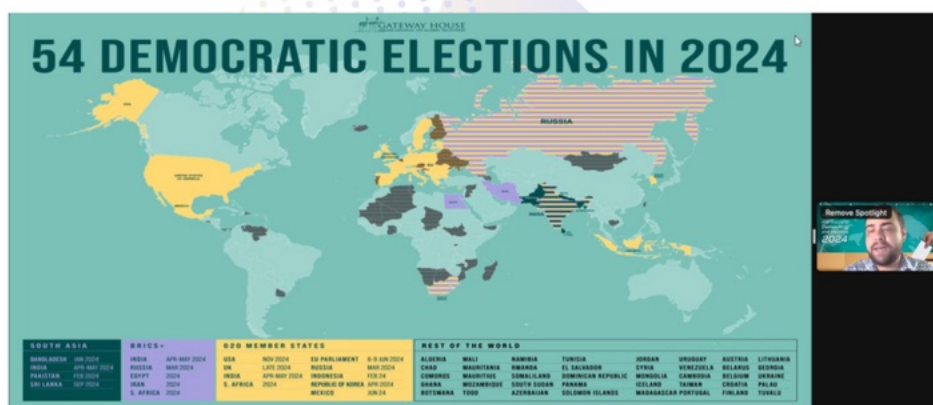
**Ms PRARTHANA HAZARIKA**  
Consulting Editor

# AIBD Regional Webinar on Democracy and Elections: 2024

Contributed by Don Dhammika, Programme Manager, AIBD

AIBD hosted a regional webinar titled "Democracy and Elections: 2024" to educate journalists and media professionals in Asia and the Pacific on important election processes on 13 March 2024, from 14.00 to 16.00. The webinar sought to improve the capacity of journalists and media professionals in election reporting, build a critical knowledge of disinformation threats, and foster an atmosphere free of hate speech and fraud on both traditional and social media platforms. It also provided journalists with information to educate the public on the importance of democratic elections in compliance with international commitments and promoted voter awareness campaigns.

Over 50 participants from 18 countries attended the webinar, representing various professions such as media professionals, journalists, editors, broadcasters, content producers, media managers, think tanks, media policymakers and advocates, educators, researchers, and students. The webinar was open to the general public, who were interested in improving their knowledge of democratic processes in elections.



The Democracy and Elections: 2024 webinar offered a platform for diverse perspectives on the global election landscape for 2024. Five speakers from media, academia, and industry presented on the topic, demonstrating how experts from different professions could collaborate on a politically charged and contentious matter. Dr George Cooke, founder of the Awarelogue Initiative, emphasized the significance of 2024 as a year of criticality, transition, and caution. He highlighted the need for progress in various nations and the need for mechanisms to ensure progress after the election.

The webinar also featured speakers from Pakistan and Sri Lanka, who shared their knowledge on democracy and elections.

Mr Shaminda Ferdinando, a senior journalist from Sri Lanka, emphasized the future of reporting strategies and difficulties, while Rohana Hettiarachchi, Chairperson of the Asian Network for Free and Fair Elections, discussed Election Observation and Monitoring: Adherence to International Norms and Obligations. Mr Cesar Camacho, Chyron's Senior Sales Director in the APAC region, also highlighted the importance of infographics in global elections and how technology supports transparent reporting. The webinar on "Democracy and Elections: 2024" highlighted the potential for new knowledge and conversation on this politically charged topic, offering an opportunity for stakeholders to rethink their perspectives on democracy and elections.



## AIBD Regional Webinar Discussed Future of Broadcast Sales and Marketing

Contributed by Dinnierose Raiko, Programme Manager, AIBD



AIBD's regional webinar on Sales & Marketing in Commercial Broadcast on March 27th 2024 brought together industry experts from Papua New Guinea, Indonesia, and Pakistan to discuss the evolving landscape of broadcast sales and marketing in the digital age. As new technologies reshape content production and distribution, broadcasters face increasing pressure to diversify revenue streams and stay competitive in a rapidly changing market.

The webinar attracted 50 participants from across Asia and the Pacific and focused on the challenges and opportunities in the broadcast industry. The expert panel highlighted the need for broadcasters to embrace sustainability by developing new revenue models and tailoring services to meet market demands.

Free-To-Air broadcasters, in particular, continue to rely heavily on selling airtime and providing outside broadcast services to generate income, but many are exploring innovative strategies to stay relevant.

The expert panel featured Mr Apni Jaya Putra, a veteran of Indonesia's broadcast industry, Mr Kora Nou, Managing Director of Papua New Guinea's National Broadcasting Corporation (NBC), Mr Lawrence Lahari, a broadcast sales and marketing professional from Papua New Guinea, and Mr Saleem Akther Rao, a marketing expert with four decades of experience in Pakistani television.

Mr Putra presented a comparative analysis of revenue streams in Indonesia's broadcasting sector, shedding light on how broadcasters in his country are adapting to market shifts.

Mr. Rao shared insights on industry trends and future expectations, drawing from his experience in Pakistan's television industry.

Mr. Nou emphasized the need for traditional broadcasters to innovate in order to maintain marketability in a digital-first world, while Mr. Lahari discussed the unique challenges in Papua New Guinea's broadcast market, particularly the push for digitization and accessibility.

The interactive webinar included a lively Q&A session, where attendees posed questions to the panel, seeking advice on staying competitive and pursuing new revenue opportunities. The growing need for broadcasters to continuously evaluate their products and marketing strategies in response to changing industry demands was a sentiment many raised during the session.

With over 100 registrants, the interest in the webinar tells of the increasing demand for knowledge-sharing sessions and training workshops in the broadcast industry. The sector continues to evolve and collaboration and innovation are now key factors in ensuring broadcasters remain sustainable and competitive.



### Advertising Trends

- **Ad Expenditure** (Reaching Rs 81 billion in FY 2021-22 and rising slightly to Rs 81.9 billion in FY 22-23)
- **Television, the AdEx hero**, claims a 50%
- **Nestlé, Lakson Group and Pepsi** significantly amp up spending, balancing the once-dominant trio's – Unilever, Coca-Cola and P&G
- **Digital In Pakistan**, it's the second-largest & fastest growing medium







## IPPTAR-AIBD In-Country workshop on Better pronunciation skills for Radio Television Malaysia Newscasters

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD

In collaboration with Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR) and Radio Television Malaysia (RTM), AIBD hosted a two-day workshop on April 17-18, 2024, to strengthen pronunciation and presentation skills among RTM newscasters. This workshop focused on refining essential language delivery and engagement techniques for Malaysia's diverse, multilingual broadcast audience.

AIBD and IPPTAR structured sessions to emphasise the high-impact skills needed for effective news delivery, including vocal variety, body language, and precise pronunciation of complex words. By the end of the training, participants reported significant gains in articulation and confidence.

Ms Nur Shahidah and Ms Nuraini Abd Rehman, senior training consultants at the Communication and Language Studies Centre of the National Institute for Public Administration (INTAN) and experts in phonetics, led the sessions on the International Phonetic Alphabet (IPA) and the mastery of word and sentence stress. During day one, participants explored the IPA as a foundational tool to standardise and refine their English pronunciation.

On day two, they applied these phonetic principles to sentence structure, practising intonation and emphasis techniques to captivate audiences more effectively.

Alongside classroom instruction, participants joined a virtual sharing session with international broadcasters Mr Frankie Chan from RTB Brunei, Ms Shabnum Riaz of Pakistan Television, and Mr Saleshe Kumar, formerly of Fiji TV. The experienced broadcasters also offered insights on overcoming pronunciation barriers in multilingual contexts and shared tips on enhancing vocal delivery. Their stories resonated with participants, highlighting the universal challenges and rewards of developing professional broadcasting skills.

To track improvement, AIBD and IPPTAR used pre- and post-workshop assessments. Participants began with a preliminary assessment to measure baseline pronunciation skills and concluded with a final evaluation through mock news broadcasts. Each newscaster demonstrated noticeable improvements in enunciation, pacing, and engagement.

The AIBD-IPPTAR workshop marks a vital step in RTM's mission to elevate professionalism and meet the demands of the evolving media landscape. Equipped with these newly refined skills, RTM newscasters are set to raise the standard in Malaysian broadcasting, directly benefiting both RTM and its audiences.





## AIBD/NRK In-country Workshop on Empowering RTM Broadcasters to Innovate in Children's Media

Contributed by Mr Nabeel Tirmazi, Programme Manager, AIBD



As children's media consumption rapidly shifts towards on-demand streaming, a workshop held in Kuala Lumpur focused on equipping broadcasters from Radio Television Malaysia (RTM) with the necessary skills to create compelling content for young audiences. Hosted by the AIBD and the Norwegian Broadcasting Corporation (NRK), the workshop ran from June 25 to June 27, 2024.

The training, led by Mr Kalle Fürst, former head of the Children and Youth Department at NRK, introduced the participants to modern strategies in children's media production. Mr Kalle emphasised transmedia storytelling, a vital technique for engaging young viewers across multiple platforms.

The agenda included exercises in creative writing, improvisation, and genre exploration, allowing participants to gain a nuanced understanding of storytelling tailored to distinct age groups: 3, 7, and 11 years old.

Throughout the workshop, participants engaged in hands-on sessions designed to deepen their understanding of children's cognitive development and how these stages influence media engagement. On the first day, sessions covered drama and fiction, where participants explored improvisation and drama exercises as methods for crafting age-appropriate narratives.

On the second day, sessions emphasised non-fiction content, transmedia storytelling, and the shift from traditional scheduling to on-demand streaming—a format now integral to young audiences' viewing habits.

The final day concentrated on pitching techniques, where broadcasters rehearsed programme proposals and refined their messaging to align with their management's priorities and current industry trends. This comprehensive agenda equipped RTM broadcasters with practical skills and creative strategies to innovate in children's media production.

"The media landscape for children is no longer limited to traditional formats. Now, with streaming as a preferred platform, we have to meet children where they are, across genres and formats that engage them meaningfully," Mr Kalle explained. This initiative supports RTM in aligning with current viewing trends, fostering creativity and media literacy among young Malaysian viewers.

Through workshops like this, AIBD is empowering its member broadcasters to enhance media content that nurtures children's development and learning across the digital sphere.





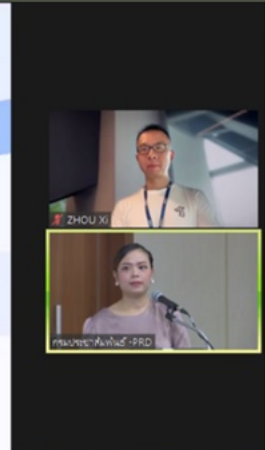
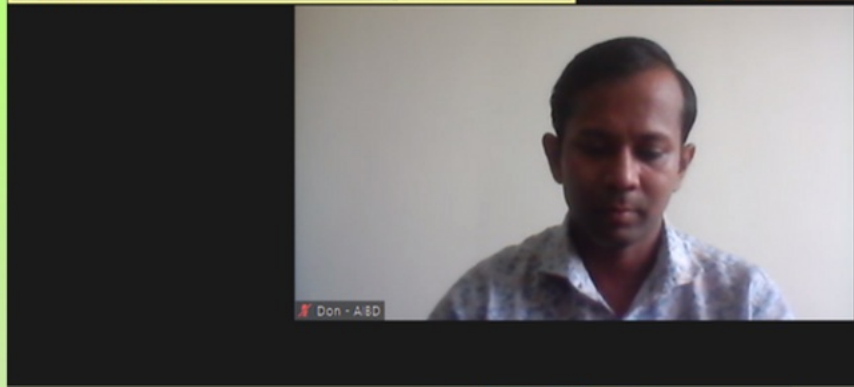
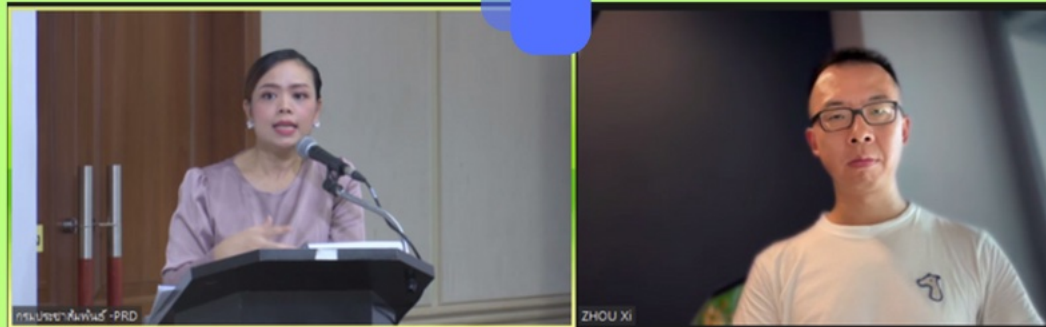
## AIBD-PRD Thailand In-country Workshop: Masterclass for Masterpiece

Contributed by Don Dhammika, Programme Manager, AIBD

AIBD partnered with Thai PRD (the Government Public Relations Department of Thailand) to organize a workshop titled **“Masterclass for Masterpiece”** which was held from 09th to 10th July 2024 in Bangkok, Thailand. The objective of the workshop was to equip media practitioners with the knowledge and skills necessary to promote digital storytelling.

The remote session was led by Mr Zhou Xi, Director at CGTN (China Global Television Network) who delivered a presentation on **“Storytelling in 5G Era”** on the first session of the second day (10/07/2024). The presentation highlighted important aspects of modern storytelling, AI inclusion and challenges to practitioners.

ZHOU XI, is an award-winning documentary filmmaker and researcher. In the course of the past 17 years, he has produced dozens of TV feature programs and documentaries. Among his best-known works are “Hanging in the Balance, Chongqing Bangbang”, “The Fight against Fentanyl!” and “Cornerstone”. He was also one of three directors who collaborated on the highly acclaimed documentary “Charting the Decade”.





## What are the emerging technologies disrupting APAC's broadcast and media landscape?

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

This article reflects on BCA2024 to explore technology trends as seen at BroadcastAsia 2024 in Singapore.

DVB standards are dominant for digital television delivery in the Asia-Pacific region, particularly terrestrial digital television broadcasting services (DTTB) mostly deploying DVB-T2, as well as Australia and New Zealand, early adopters of DVB-T. BroadcastAsia 2024 provided an opportune platform for the DVB community to meet with key stakeholders and discuss the latest developments.

Visitors to DVB members who exhibited at BroadcastAsia 2024 had the opportunity to learn about a range of DVB solutions addressing use cases such as targeted advertising, low-latency DVB-DASH streaming, next-generation video codecs, DVB-NIP (Native IP broadcasting) and DVB-SIS (Single Illumination System).

They also heard from Emily Dubs, Head of Technology for the DVB Project, who highlighted how both DVB members and others implementing DVB standards have shown high levels of interest in DVB-NIP and DVB-I, which are seen as key enablers for bringing broadcaster content to internet-connected devices. It was communicated that new proofs-of-concept and deployments will be announced in the coming months concerning DVB-NIP.



She also spoke about the potential for interworking between DVB-NIP and 5G Broadcast, with DVB-I as a key enabler. DVB believes that this combination is seen as particularly suited to many markets in South and Southeast Asia, where reaching smartphones with broadcast-delivered over-the-top (OTT) content is a priority.

5G broadcast was also a hot topic, with Dubs highlighting the optimisation of mobile networks for media delivery with the use of 5G Broadcast or 5G New Radio through her presentation, "When DVB-I Meets 5G - How Interworking Networks Will Underpin Migration to Sustainable Media Delivery".

Dubs also discussed new content monetisation opportunities for both the broadcast and mobile sectors. Her presentation referred to the paper she presented at the [BEIT conference held during the 2024 NAB Show](#), which focused in particular on the promise of deploying DVB-I as a standardised service layer for 5G technologies. This can allow both New Radio-based 5G (5G-NR) networks using 5G Media Streaming and LTE-based 5G Broadcast to carry services with a standardised and 'TV-friendly' service layer to facilitate commercial success.

Dubs explained that DVB standardises the service aspects of 5G for 5G Broadcast and 5GMS. In July 2021, DVB published commercial requirements for 'DVB-I over 5G' in the BlueBook C100. A joint DVB & 5G-MAG task force wrote Deployment Guidelines, which were published as ETSI TR 103 972 and defined a 'DVB-I over 5G' reference architecture, with three scenarios. She explained in depth the third scenario having hybrid service offerings with some use cases.

Component replacement enables enhanced offerings like additional languages and improved accessibility features. Content replacement, when more alternatives of the content exist (potentially temporarily) via unicast, enables video feed sent from various cameras, making it possible to enhance venue casting or dynamic offloading of unicast mobile networks to 5G Broadcast.

DVB Native IP broadcasting (DVB-NIP) can ensure indoor reception for mobile devices through Wi-Fi hotspots, removing the need to include indoor coverage in the 5G link budget.



It reduces the number of towers needed to cover a given target reception area, leverages existing infrastructures and well-proven DVB-S2 networks and is compatible with legacy devices, aiding migration paths.

Using networks for their own strengths, being able to switch between 5G Broadcast and 5G NR as appropriate using DVB-I offers new opportunities for content monetisation, allows network optimisation and achieves more sustainable delivery.

Using networks for their own strengths, the interworking of 5G delivery and DVB-NIP (combined with DVB-T2 or S2/S2X) enables deployment scenarios where networks can complement each other for their own strengths and facilitate migration journeys. Hence, the capabilities of DVB-I enable service delivery over terrestrial, satellite and 5G broadcast (network agnostic), offering more monetisation opportunities.

I also had the opportunity to chair two conference sessions that discussed online content delivery and access. Mayuko Yamazaki and Tomohisa Nomura from Japan's Obema TV presented Obema Television's deployment of over-the-top (OTT) services with the title "Revolutionising Over-The-Top (OTT) Services in Asia: Localised Approach to Global Success."

They highlighted that AbemaTV offers subscription-based streaming services and a user interface that allows registered users to access some free content, as well as pay-per-view content. This Japanese streaming service was launched on April 11, 2016, under the name AbemaTV. It is mainly owned by CyberAgent, and TV Asahi and the rest by other companies, mostly in the media and entertainment industry. The Abema TV video distribution service, originating from Japan, offers Japanese news, sports, dramas, anime, and more for overseas viewers.

Globally, with increasing online distribution and access, the industry is facing many challenges concerning copyrights. Kari Grubin of Motion Picture Association Trusted Partner (TPN) addressed this issue with his session titled, "Keeping content secure in APAC and beyond".

The Asia-Pacific region faces significant content security issues, with high piracy rates leading to substantial revenue losses and cybersecurity risks. Kari said, "TPN is continually expanding its programme to address emerging needs, such as cybersecurity insurance and providing additional online resources to its members."

In a session themed "AI and Cloud - A World of Possibilities," a presentation on 5G, Ultra HD, cloud and AI's impact on sports broadcasting showed one of the highest levels of audience engagement. More organisations are incorporating AI to enhance the sports viewing experience by providing automated production of short clips as a summary and also event data services to augment player identification and statistics.

Venuecasting or smart venue operations are emerging with organisations offering augmented venue services beyond high-quality video and audio services, but also data services that enhance the spectator experiences at sports events.

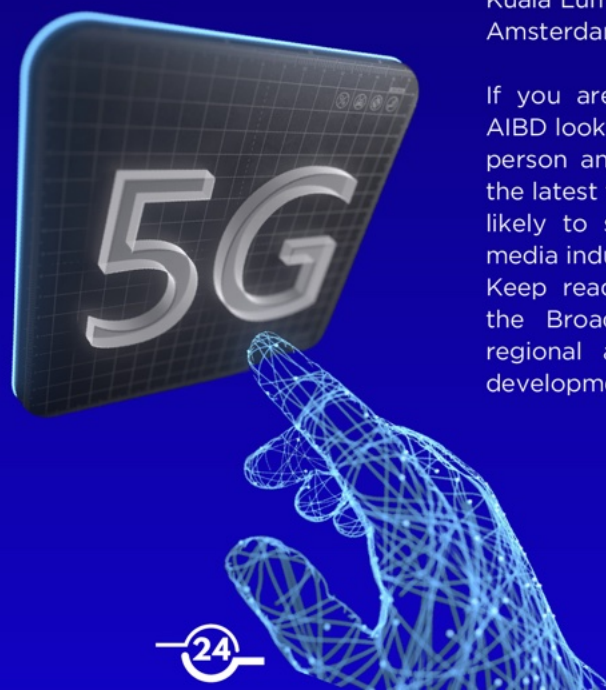
AI can be used in data mining and processing to generate insights in relation to audience behaviours. By integrating event data with live production systems, it is possible to provide a more interactive and personalised experience, allowing users to access live feeds, relays and detailed sports analysis.

The deploying and standardising of native IP technologies in broadcast infrastructures is also an ongoing discourse within the broadcast industry. A presentation discussed "Where is Southeast Asia in terms of IP2110 and NDI adoption?" the current landscape, regional trends and challenges of IP and NDI adoption in Southeast Asia.

IP technologies like IP2110 offer broadcasters the flexibility and scalability needed for modern production, though the timing for adoption should be strategic based on the scale and needs of the operation. The choice of the broadcast technology, whether IP2110, NDI, or others, will be driven by specific application and production requirements of the organisation or the event rather than the mere technology itself.

These emerging and potentially disruptive technologies and services will be further discussed during the Asia Media Summit (AMS-2024) of the Asia-Pacific Institute for Broadcasting Development (AIBD) in the first week of September in Kuala Lumpur, as well as IBC2024 in Amsterdam.

If you are attending these events, AIBD look forward to meeting you in person and having a discussion on the latest technology trends that are likely to shape the broadcast and media industry in 2024 and beyond. Keep reading the trends article in the Broadcaster for more APAC regional and global updates and developments.





## Can APAC and the rest of the world distribute television without DTT in the coming decades?

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

This article presents an analysis of some credible research findings from scientific research carried out in the recent past on the distribution of television content. Both public service media (PSM) and commercial free-to-access (FTA) broadcasters have been studying the changing viewing habits for a considerable time. To facilitate a correct understanding of the arguments, some terminologies are explained in the following section.

### 1. Some Key terminology of TV distribution

**Linear TV:** refers to traditional TV programming that follows a set schedule, where viewers tune in at specific times to watch shows as they are broadcast. It's the conventional way of watching TV, with channels from PSM or FTA commercial broadcasters. Linear TV can comprise either live content (e.g., news) or pre-recorded content (e.g., films).

**Live TV:** is the real-time broadcasting of events as they happen, without delay. It includes news, sports, and special events and it can be delivered via any of the delivery mechanisms below.

**Digital Terrestrial Television (DTT):** TV services, such as those provided by public service broadcasters (PSBs), which are broadcast via DTT equipment on towers owned by broadcast network providers and received by consumers via their rooftop TV aerials.

**Free-to-air TV:** refers to TV services which are free at the point of consumption. Free-to-air TV in many countries is provided by the DTT network and sometimes via the Free-to-access Direct-to-Home (DTH) satellite TV service.

**Internet Protocol Television (IPTV):** is a digital TV service delivered over a managed internet service, commonly by a Telco operator, instead of traditional DTT, satellite, or cable formats. It allows users to stream live TV and on-demand content through a broadband connection. As IPTV service is operated via a managed network service, the Quality of Service (QoS) and Quality of Experience (QoE) are guaranteed.

**Over-the-top (OTT):** refers to media services offered directly to viewers via generally unmanaged Internet, bypassing cable, broadcast, and satellite television platforms. As services are generally offered without any managed network, the QoS and QoE are poor and not guaranteed. To minimise poor QoS and QoE, content service providers obtain the services of a Content Distribution Network (CDN).

**Online-only or IP-only TV:** So far no country has fully and completely switched over to IP-only TV with access to all households and people. This refers to one of Ofcom's potential options for the future of TV broadcasting in the UK whereby TV would no longer be provided by the DTT network and instead be fully delivered over the internet. As streaming technologies are developing at a rapid phase to make it more scalable, accessible and sustainable, the differences between IPTV and OTT services will disappear. [Adopted from Ernst & Young, 2024]

### 2. Article 19 of the Universal Declaration of Human Rights

This analysis uses the universal access and contributions that PSM and all FTA broadcasters make as an essential service. The right of access to information is recognised under Article 19 of the Universal Declaration of Human Rights and Article 19 of the International Covenant on Civil and Political Rights (ICCPR) as an element of freedom of expression. It is included as the right to seek and receive information. The UN Human Rights Committee in General Comment 34, adopted in 2011, interpreted the scope and limits of the right to information, stating that Article 19 of the ICCPR ensures the right to access information held by public bodies. It requires disseminating information in the public interest and ensuring that access is "easy, prompt, effective and practical." The Comment also states that countries must enact "necessary procedures" such as legislation to give effect to the right to information. The Comment further stipulates that access fees must be limited, and responses to requests must be timely.

Currently, most FTA from PSM and commercial broadcasters are broadcasting using Digital Terrestrial Television (DTT) networks. Accessing such a service does not require recurring costs in the form of subscriptions or volume of consumption. As required by Article 19, information or in a broader sense the DTT content can be accessed without a barrier such as a recurring subscription to a content service and also payment to a broadband provider.

The following sections explain some barriers to accessing information if the DTT were switched off.





## 2.1 Cost as a barrier

Accessing content available online incurs one or two costs. Even the content made available free through streaming services requires the user to pay for a broadband provider. Television service is a data-intensive online service compared to text in an online article. Every picture of video content carries an enormous amount of data and it continuously changes throughout the video clip of the programme. Asia-Pacific region (APAC) does not have adequate broadband penetration and people do not have practically useable broadband access for media services. Either there is no availability of broadband services, or even if it is available, the services are not affordable for people.

## 2.2 Changing demographics as a barrier

In many countries, the population are ageing. Some organisations lobby for having simple to-access DTT services, especially for the elderly who prefer simple navigation of television experience. They also prefer linear television services.

There was an argument in the recent past that the young generation does not watch traditional television. During that time it was noted that there was a steady acceptance of linear television by the elder generation. Some studies reported that the steady slow decline of linear television viewing in total is plateau. A possible explanation for this consolidation would be the growing elderly population and the young generation also switching to trusted and affordable television services.

## 3. Switching off DTT services

There were reports that a country switched off DTT services close to the COVID-19 period requesting viewers to access online. The authorities faced difficulties and had to switch on DTT services once again. Recently, in the UK, there were lots of discussions around making television broadcasting services online only. The government of the UK has been reviewing a new media bill that will assure access to information. The UK government also requested the regulator OFCOM to research and report on possible options.

In Europe, the TVBEurope also has been studying the future of television. I do not have access to any other study done similar to a recent study by the UK about DTT and its future. AIBD invites our members to share with us any study that they have done recently in their respective countries.

Based on the UK study carried out by OFCOM [2], live broadcast is still the most popular method of TV viewership in the UK. Ofcom's 2024 report on the Future of TV Distribution also shows that over 80% of households (21.8 million) watch traditional TV channels (via DTT, satellite or cable) in 2023 – either in combination with an IPTV or an OTT service (17.9 million) or as the sole way to receive TV (3.9 million). It also highlights that the share of live broadcast TV remains nearly 40% of total viewing across all devices, despite the recent increase in streaming.

Importantly, DTT remains the platform of choice for key live content, such as news and major live sporting or cultural events. According to Ofcom's 2024 Media Nations report, between 82% (BBC) and 95% (Channel 5) of all PSB viewing is still via broadcast services, rather than their OTT services [1].

Based on a study by Ernst & Young, the UK, a hybrid model would continue to provide a choice to an estimated 5.5mn premises without high-speed broadband in 2040. Consumers currently have the freedom to choose how they combine their broadband with a range of options for TV, including pay TV, streaming services and free-to-air broadcast TV via the Digital Terrestrial Television (DTT) network [1].

The DTT network offers UK consumers the choice of a reliable service, free at the point of consumption with near universal (over 98%) coverage. In contrast, a previous report by Ernst & Young estimated that around 5.5 million premises (18%) still won't have taken up a high-speed fixed broadband connection by 2040. Those forecast to be without high-speed fixed broadband are more likely to be elderly, have mental or physical health issues, or are in a low-income household. Overall, 301 constituencies are expected to have adoption rates below the forecast national average of 81% [1].







### 3. Approaches to delivering universal TV in future by OFCOM, the UK regulator [2]

While OFCOM found that there is widespread support across the sector for TV services to continue to be available to all, with a strong offering from public service broadcasters, there is no shared view about how to achieve this.

A clear vision and careful planning for the long term are needed. OFCOM has set out three broad approaches. Each model has particular challenges and involves commercial or public policy trade-offs.

**4.1** Investment in a more efficient DTT service – a more efficient, but full DTT service could be an option if audience scale and investment could be sustained over the 2030s. This option may well include supporting audiences with new equipment for more efficient broadcast signals.

The broadcast industry has been working on more efficient broadcast signals that are more spectrum efficient, energy efficient, and in general, for all aspects broadcast requires the least amount of resources while serving all.

**4.2** Reducing DTT to a core service – the DTT platform could retain a minimum number of core channels – for example, the main public service and news channels. This would mean viewers mainly using the Internet to access TV services, while also maintaining infrastructure that could deliver radio or TV, including if there are internet outages. It could be done as a temporary transition to a fuller switch-off or remain indefinitely as a provider of last resort.

**4.3** Move towards DTT switch-off in the longer term – a planned campaign to ensure people are confident and connected with internet services, so DTT could be switched off. It would take careful planning to ensure the universality of public service media, with support for people so that no one is left behind. This could have wider benefits for digital inclusion in other areas of society. Considering the needs of all audiences must be at the heart of any chosen approach, and OFCOM claimed that when the report was published, it did not signal any preference for any particular option.

In all cases, the broadcast and broadband industries would need to work with the Government to set a common vision for how to deliver universal TV services in future, followed by detailed planning. An inclusive transition would take 8-10 years, so it is welcome that the Government is considering these issues now so the industry can be ready for any changes by the early 2030s [2].

### 5. References

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2. OFCOM, the UK regulator, 2024, visited on 30 October 2024 <https://www.ofcom.org.uk/tv-radio-and-on-demand/public-service-broadcasting/future-of-tv-distribution/>



## Digital transformation and adoption of technology in Broadcasting

In every edition of *Broadcaster Magazine*, we bring you an up-close, candid one-on-one interview, with the head of a broadcast organisation. In this edition, we bring you the CEO of Fiji Television Limited Mr Sunjeewa Perera.



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

**Mr Perera:** I come from a fast-paced technology industry, with the majority of my professional career spent in the Telecom sector. During this time, I discovered that adaptability is key—if you don't evolve, you risk being left behind. My tenure with Bluesky Group and Vodafone Fiji in the Pacific provided me with invaluable exposure to cutting-edge technology and equipped me with the skills to transform business workflow processes. In this industry, the ability to be agile, mobile, and operate with speed is essential to meet consumer expectations and stay ahead of the competition.

Six months ago, I embraced a new challenge when I was offered the opportunity to lead Fiji Television Limited, a company facing significant hurdles. As a free-to-air operator, Fiji TV was navigating a complex landscape marked by market pressures and competitive forces that had put it on a downward trajectory. I saw this as both a test of my professional capabilities and an opportunity to grow by immersing myself in a new industry.

My background in marketing, combined with my technological expertise, positioned me well for this role. I believe that these skills would be vital for revitalizing the business and steering it toward a sustainable future. Originally from Sri Lanka—fondly known as the 'teardrop of the Indian Ocean'—I am now a proud Fijian, calling this beautiful nation my home.

**Broadcaster:** What have you been doing within Fiji TV to improve its performance during the last few months and what are your plans for the coming three years?

**Mr Perera:** Initially, I dedicated time to understanding how the business functions and the culture it operates within. This was crucial because people are the cornerstone of any company—whether it thrives or struggles.

Once I gained this foundational insight, we took a hard look at the status quo and conducted a critical assessment of our existing business model. This process led to strategic steps aimed at redefining the company's approach to ensure Fiji Television stays on track to meet its financial targets and achieve long-term sustainability.

One of the primary challenges we faced was the unsustainable trajectory of our advertising revenue, driven by significant market shifts. Companies are increasingly diverting their advertising budgets away from traditional TV and print media and towards social media platforms. This shift has posed a substantial challenge to traditional broadcasters like us, necessitating a reassessment of our core business model. Given that advertising revenue was our primary income stream, this trend placed our financial stability at risk.

In response, we have chosen to invest in new projects aimed at diversifying our revenue streams and maintaining our competitive edge. These initiatives include:

**Content Services:** We plan to leverage our extensive expertise in content acquisition by providing services to third-party OTT operators. This strategy will be expanded into other Pacific markets, creating new revenue opportunities and strengthening our regional presence.

**Event Management:** We are venturing into large-scale event management, starting with the 'Back to School' fair. This project will serve as a launchpad for future event-related initiatives, diversifying our revenue base and connecting with new audience segments.

**E-Learning Project:** Recognizing the challenges facing the education sector, we are exploring the potential of e-learning. This project will involve creating online tutorials available through OTT platforms and our linear channels, with the goal of providing valuable educational resources to students. This initiative is currently in the conceptual phase.

**Pactok Services:** Currently contributing approximately 20% of our revenue, we aim to expand Pactok services by offering new products and reaching beyond Fiji into other Pacific regions, further bolstering this income stream.

**Linear TV Focus:** We will continue to prioritize our linear TV operations, focusing solely on Fiji One and ensuring it delivers 100% high-quality local content. To allocate our resources more effectively, we will discontinue Channel 2, directing our efforts toward content that provides the highest value.



**Cultural and Operational Shift:** The success of these initiatives will require a significant cultural shift within the organization. To facilitate this change, a new trading name is to be adopted. This rebranding effort will reinforce a forward-thinking mindset and help move away from the traditional image associated with Fiji TV.

**Broadcaster:** As mentioned earlier, Fiji is highly vulnerable to natural disasters. Can you share the resilience that Fiji TV has shown under your leadership to improve resilience and expand services?

**Mr Perera:** As a free-to-air (FTA) operator, we have a duty to keep our audiences informed, particularly during natural disasters. Fiji TV has strengthened its engagement with the National Disaster Management Office to ensure that all critical information is disseminated promptly and in accordance with established rules and guidelines.

Recognizing the importance of reaching audiences quickly and effectively, we are taking significant steps to expand our digital presence. Our aim is to deliver relevant content across all digital channels, enabling faster and broader access to vital updates. This strategic move is part of our ongoing commitment to enhance service delivery and build resilience in the face of natural disasters, ensuring that we remain a reliable source of information for the Fijian community.

These initiatives reflect our proactive approach to leveraging technology and adapting our operations to meet the evolving needs of our audience, thereby reinforcing our role as a dependable broadcaster in times of crisis.

**Broadcaster:** How are you improving the Free-to-air services of Fiji TV to reach the majority of Fiji people? How many Television channels does Fiji TV have? Do you have any streaming services?

**Mr Perera:** Fiji TV has historically been a traditional broadcaster, focusing primarily on terrestrial transmission. Currently, we manage two television channels that serve the Fijian public. However, recognizing the changing landscape and the need to expand our reach, we have embarked on strategic initiatives to enhance our services and reach a wider audience.

To improve our free-to-air services, we are actively investing in digital and streaming platforms. These projects aim to extend our content availability beyond traditional broadcasting, allowing more Fijians to access our programming through online channels. While these initiatives are in development, one of the main challenges we face is monetization—ensuring that our digital services are financially sustainable while maintaining accessibility.

By integrating these new digital strategies, we aim to better serve the majority of the population and keep pace with modern content consumption habits, reinforcing our commitment to being a leading broadcaster in Fiji.

**Broadcaster:** How about Radio broadcasting? Does your organisation, Fiji TV, have any radio FM services or streaming?

**Mr Perera:** Not yet.

**Broadcaster:** Do you have any plans for Fiji TV to introduce UHD terrestrial digital television broadcasting? Has Fiji TV switched off all analogue terrestrial broadcasting services? If not, when would it be?

**Mr Perera:** Currently, the focus remains on ensuring the full integration of digital broadcasting through the platform deployed by the Fijian government. This digital terrestrial network, as you've mentioned, serves all Free-to-Air (FTA) broadcasters, including Fiji TV.

As for analogue terrestrial broadcasting, Fiji TV has likely transitioned to the digital terrestrial network in line with the government's mandate. However, if not yet fully switched off, there may still be some time to go before this occurs. Typically, the switch-off timeline would be governed by the government's regulations and may depend on technical or regulatory requirements.

If you're exploring the future of UHD broadcasting, it could be part of a strategy to enhance content delivery, especially if there's a growing demand for high-quality visuals. This would require substantial investment in infrastructure and broadcasting technology, as well as agreements with relevant stakeholders for widespread compatibility.

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

**Mr Perera:** To improve access to broadcast content digitally for the Fijian audience, Fiji TV's new approach could focus on several key strategies:

**Enhancing Digital Platforms:** Expanding and upgrading Fiji TV's OTT platform (video-on-demand) to offer seamless access to content on various devices, such as smartphones, tablets, smart TVs, and laptops. Ensuring that the user interface is intuitive and easy to navigate is crucial to keeping the audience engaged.

**Leveraging Social Media:** Since many Fijians access content via social media channels, increasing engagement through platforms like Facebook, YouTube, and Instagram would be beneficial. Shorter, shareable content such as clips, highlights, and behind-the-scenes footage could help build more interaction with the audience.



**Mobile App Development:** Developing or enhancing a Fiji TV mobile app for better content access and user engagement could allow users to watch live TV, catch up on missed shows, and access exclusive content. Push notifications can be used to keep viewers informed about new programming or events.

**Localized Content for Digital Platforms:** Tailoring content specifically for digital consumption is important. This includes creating shorter, more engaging videos designed for social media and mobile devices, as well as potentially experimenting with new formats like interactive live-streaming or exclusive digital-only shows.

**Partnerships for Wider Reach:** Collaborating with other platforms, like telecommunications companies or content distributors, can help improve accessibility. For example, bundling Fiji TV content with mobile data plans could drive engagement, especially if it caters to the growing mobile-first audience in Fiji.

**Interactive Features:** Integrating interactive elements, such as viewer polls or social media engagement features, into digital content can enhance the experience, particularly with younger demographics. Live-streaming events or reality shows with real-time audience participation could be effective.

By integrating these strategies, Fiji TV can increase its reach on digital platforms, offering content in ways that are more accessible and engaging for the Fijian audience.

**Broadcaster:** Fiji TV broadcast Olympics over your Free-to-Air (FTA) TV channel. You may be happy and proud carrying those sports channels as FTA. What was the response from the Fijian audience?

**Mr Perera:** The response from the Fijian audience to Fiji TV's broadcast of the Olympics was likely highly positive, given the nation's deep love for sports, particularly Rugby. Fijians take immense pride in their athletes, especially the Rugby 7s team, which was defending its Gold medal. This content would have provided an excellent opportunity to connect with the audience, create national pride, and foster engagement. Broadcasting the Olympics on Free-to-Air TV not only allowed Fijians to access the event easily but also reinforced Fiji TV's role as a central hub for national and international sporting events, strengthening its relationship with the audience. The sense of community and excitement surrounding the Rugby 7s would have further amplified the audience's viewing experience and loyalty to Fiji TV.

**Broadcaster:** How do you plan to utilise your previous leadership experience in Telecommunication and Digital Transformation to transform Fiji TV?

**Mr Perera:** Drawing from the insights into the tech industry, you can identify areas where Fiji TV needs to innovate or adapt to stay competitive. This could involve integrating new technologies into the broadcast infrastructure, enhancing digital content delivery, and optimizing customer engagement through digital platforms. Additionally, your understanding of technological trends and gaps enables you to guide Fiji TV in adopting strategies that align with industry shifts, ensuring long-term sustainability and growth in an increasingly digital media landscape.

**Broadcaster:** What are the areas in which you think AIBD and Fiji TV could collaborate?

**Mr Perera:** AIBD and Fiji TV could collaborate in several key areas to strengthen the broadcasting industry:

**Knowledge Sharing:** AIBD could act as a central hub for sharing global broadcasting knowledge, strategies, and trends that can help Fiji TV navigate the challenges faced by private broadcasters, especially in the Free-to-Air space. This could include information on technological advancements, audience engagement strategies, and business models.

**Workshops and Training:** AIBD's training programs could provide valuable upskilling opportunities for Fiji TV's staff, focusing on areas such as production techniques, content delivery, digital broadcasting, and new media. This would enhance the overall quality of Fiji TV's content and operations.

**Networking and Collaboration:** By bringing broadcasters together, AIBD can help foster partnerships and collaborations across the region. For Fiji TV, this would be an opportunity to engage with other broadcasters, share best practices, and jointly work on solutions to common industry challenges.

**Sustainability Initiatives:** Given the global challenges faced by Free-to-Air broadcasters, AIBD can support Fiji TV by facilitating discussions and initiatives aimed at ensuring long-term sustainability. This could include exploring alternative revenue models, digital transformation, and audience diversification.

In these areas, AIBD can play a crucial role in helping Fiji TV adapt, innovate, and thrive in a rapidly changing broadcasting landscape.



## Women in Leadership: Mrs Sudruetai Lertkasem has been appointed as the Director-General of the Government Public Relations Department of Thailand

Mrs Sudruetai Lertkasem is the 39th Director-General of the Government Public Relations Department of Thailand. With a strong background in mass communication and extensive experience in both domestic and international media, she brings a wealth of knowledge and expertise to her role.

Mrs Lertkasem holds a Master of Arts in Mass Communication from Chulalongkorn University and a Bachelor of Arts in Mass Communication from Chiang Mai University. She has also received specialized training in strategic television production from Deutsche-Welle, Germany, and attended the National Defence College of Thailand.

Throughout her career, she has held various leadership positions within the Government Public Relations Department and other government agencies, including Executive Director roles at the National News Bureau of Thailand, the National Broadcasting Services of Thailand, and the Public Relations Office Region 5. She has also served as Director of the International Cooperation Division at the Foreign Office.

Mrs Lertkasem has made significant contributions to the field of media and communication, both nationally and internationally. She has chaired the Executive Board of the Asia-Pacific Institute for Broadcasting Development (AIBD) and the ASEAN Sub-Committee on Information. She has also been recognized for her outstanding work, receiving several prestigious awards, including the Women Leadership Excellence Award from AIBD, the Outstanding Woman in Mass Media Award from the Ministry of Labour, and the Japan Prize's Certificate of Commendation in Television Screenwriting from NHK, Japan.

### Mrs. Sudruetai Lertkasem

Director-General of the Government Public Relations Department (PRD), National Broadcasting Services of Thailand.





## Women in Leadership: Ms Mariyam Waheeda of Maldives

Ms Mariyam Waheeda is a distinguished figure in the realms of development planning, journalism, and public service. Her remarkable educational background and extensive professional experience have been nothing short of extraordinary. With a career spanning several decades, she has consistently exhibited exceptional dedication, leadership, and a deep commitment to the betterment of society.

With an objective to leverage her training and experience, Ms Waheeda has achieved remarkable educational milestones, including a Bachelor of Arts degree with a major in Economics, Political Science, and Sociology from St Joseph's College of Arts and Sciences, Bangalore University. She has also earned her Master's degree in Development Studies from the University of East Anglia, Norwich, UK.

Ms Waheeda's contributions extend beyond her educational and professional endeavours. She has held various positions in the Maldives National Broadcasting Corp., including Board Director and Chairman of the Maldives Entertainment Company. Additionally, she has been an Honorary Consul of Sweden to Maldives since 2018. She currently serves as the President of the Maldives Broadcasting Commission, a role she assumed on 5th December 2019.

In the field of journalism, Ms Waheeda has been a Senior Presenter at MNBC and Television Maldives, contributing to numerous programs and documentaries, including coverage of the 2004 tsunami.

Her voice has been featured in over 800 reports, and she has received recognition, including the JCI "Ten Outstanding Young Persons of the World" Award 2011 for personal accomplishment and development and a National Award from the President of Maldives for media development in 2015.

Beyond her professional pursuits, Ms. Waheeda is an active advocate for voluntary and humanitarian work, including serving as an Ambassador to the Blind and Visually Impaired Society of the Maldives (BIVISM) and numerous other community works. Ms. Waheeda's impressive achievements and commitment to her community make her a respected figure in the field of development and journalism.

she also wrote the presenting skills syllabus for the journalism course in Maldives National University. Her profile also featured in grade 6 dhivehi language book.

She is loved by her audience in television across the country.

Trave & food, engaging in academic discussions, reading & being mother to her son Hawi is her fav things.

### **Ms. Mariyam Waheeda**

President - Maldives Broadcasting Commission









AIBD's Road To

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

MEDIA : THE NEW ODYSSEY

