





Creetings 2025 From AIBD Secretariat

CONTENT

Article	Page
CEO's Perspective	4
Calendar of Events 2025	5
Meetings of AIBD CEO	
Strengthening Public Health Communication: AIBD and WHO	7
AIBD Secretariat Director/CEO Attends Sri Lanka's 77th National Day Reception in Kuala Lumpur	8
AIBD's Courtesy Call to Malaysia's Director-General of Customs	9
AIBD & SAARC: Strengthening Regional Media Cooperation	10
Bridging Regions, Strengthening Media: AIBD & CBU Explore Collaboration	10
AIBD Meeting with the Malaysia National Film Development Corporation (FINAS)	11
Strategic Engagements in Kuala Lumpur: AIBD and BECIL Chart Collaborative Paths with Malaysia Digital Economy Corporation (MDEC)	11
AIBD Meeting with the Radio Television Malaysia (RTM)	12
AIBD Meeting with AFP's Country Manager for Malaysia	12
AIBD Meeting with the Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR)	12

CONTENT

Page	Article
13	AIBD Global Participation The 44th ASBU General Assembly in Hammamet
14	AIBD Reports AIBD's ISO 9001:2015 Internal Audit Underway
15	Special Events AIBD at ITU's Regional Development Forum: Empowering Women and Shaping the Future of ICT
16	Media Sustainability and Digital Challenges in Focus at AIBD-UNESCO Meeting
17	ASEAN-UK Symposium on the Development of the ASEAN Creative Economy Sustainability Framework
18	AIBD Training Activities Empowering Success: Highlights from the AIBD's Inaugural Power Webinar on Goal Setting for 2025
19	Leveraging AI for Project Management
20	Workshop on KPI and SWOT Analysis for Organizational Growth
	Regional Webinar
21	Webinar on Real-time Fact-checking and Verification for Newsrooms
22	AIBD Annual Radio Web-Summit: Voices for the Planet
24	AIBD Regional Sustainable Broadcasting Webinar; 5 Years to 2030

CONTENT

Page	Article
	Flagship Events
25	Asia Media Summit 2025: Celebrating the Two Decades of Excellence & Beyond
27	AIBD's 23rd General Conference (GC) Heads to Phuket in August 2025
29	AIBD Opens Call for Entries for 2025 International Media Awards
	Global Network
30	Shaping the Future of Media: AIBD at Saudi Media Forum & FOMEX 2025
31	AIBD Promotes Upcoming WAVES 2025 in Malaysia
32	AIBD is a Supporting Organisation of BroadcastAsia2025
	Technology Trends
33	Some Broadcasting Trends in Viewership
	Research Article
34	Research Revelations of the Media Landscape
	Members & Partners' Insights
36	The Current Topography of the Broadcasting Industry – An Insight
38	Article on World Radio Day 2025 Celebration in Bangladesh

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CHIEF EDITOR

Wickramage Don Dhammika

EDITOR

Dr Amal Punchihewa

CONTRIBUTORS

Amal Punchihewa Don Dhammika Gadis Amalia Jason Emmanuel Mekkar Pangiestu Syahnur Naing Naing Aye Nabeel Tirmazi Philomena Gnanapragasam Kim Youngyiil

DESIGN & LAYOUT

Pangiestu Alam Syahnur

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 Website: <u>www.aibd.org.my</u>

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New Year Greeting for 2025

Dear members, Partners and Colleagues

As we step into another exciting year, I am pleased to share reflections on our journey in 2024 and our vision for the future of broadcasting in the Asia-Pacific region. The past year has been marked by significant achievements, transformative discussions, and strategic initiatives that reinforce our commitment to excellence, innovation, and collaboration.

One of our major milestones was the 19th Asia Media Summit (AMS 2024), Kuala held in Lumpur, where distinguished leaders and experts gathered to address key challenges and opportunities in the broadcasting sector. Topics such as artificial intelligence, media ethics, misinformation, digital transformation, and sustainability took centre stage, guiding us toward shaping a more resilient and forward-thinking media industry. The AMS also served as a platform for strengthening regional partnerships, a crucial element in navigating today's rapidly evolving media environment.

Another significant achievement was the adoption of the AIBD Strategic Plan 2025-2029 during the 22nd AIBD General Conference. This roadmap will drive our efforts in Content,

Technology, and Sustainability, ensuring that we remain at the forefront of industry advancements while upholding the core values of public service broadcasting. Additionally, our ISO recertification audit reaffirmed our commitment to

our commitment to maintaining the highest standards in media training and development.

Looking ahead, 2025 presents opportunity for us to build on these accomplishments. We are excited to announce that Cambodia will host the 20th Asia Media Summit, marking two decades of thought leadership, knowledge sharing, and collaboration in the media industry. This milestone event will not only celebrate our legacy but also lay the groundwork for future innovations in content creation, regulatory frameworks, and audience engagement. Additionally, our 23rd AIBD General Conference in Thailand further solidify regional our strategies and commitments.

In the coming months, we will expand our capacity-building initiatives through power webinars, training programs, and strategic partnerships with global and regional organizations. We are also focusing on critical areas such as media literacy, cybersecurity, Al ethics, and digital broadcasting to empower our industry with the skills and tools necessary to thrive in an increasingly complex media ecosystem.

As we embrace the opportunities and challenges of this new era, I invite all stakeholders to actively participate in shaping the future of broadcasting. Together, let us continue to innovate, collaborate, and lead the way in creating impactful media experiences that serve and empower audiences across the Asia-Pacific region.

We look forward to welcoming you to AMS 2025 in Cambodia and GC 2025 in Thailand, where we will collectively chart the course for the next phase of media evolution.

With best regards,

Philomena Gnanapragasam
Secretariat Director/ CEO AIBD

CEO'S PERSPECTIVE

Calendar of Events 2025

No.	Activity	Country	Date
1	AIBD Webinar on Goal Settings for 2025	Malaysia	8 Jan
2	In-House Strategic Analysis Activity	AIBD	8 & 9 Jan
3	In-House Training on A.I Agents in Project Management	AIBD	16 Jan
4	Effective Real-Time Fact-Checking and Verification for Newsrooms	Malaysia	23 Jan
5	AIBD Regional Radio Web-Summit 2025	Malaysia	20 Feb
6	AIBD/CFI Terra Asia Project Launch and In-Country Workshop	Indonesia	24 Feb
7	AIBD Regional Webinar on Sustainable Broadcasting	Malaysia	27 Feb
8	AIBD/CFI Terra Asia Project Launch and In-Country Workshop	Philippines	3 Mar
9	AIBD Webinar on Future-Proofing Broadcasting Infrastructure	Malaysia	18 Mar
10	AIBD 1st Quarter SPT Meeting	Malaysia	March
11	AIBD/RAPA Regional Webinar on Korea's ODA Program for Broadcasting Environment Improvement	Malaysia	30 April
12	AIBD/SBA In-Country Workshop Election Reporting	Seychelles	April
13	AIBD Regional - World Audio Visual & Entertainment Summit (WAVES)	India	1-4 May
14	AIBD/CFI Terra Asia Project Launch and In-Country Workshop	Papua New Guinea	14 May
15	AIBD/IPDC Regional Workshop on Empowering Women Journalists in Crisis Reporting	Malaysia	13-16 May
16	AIBD/IPDC Regional Online Pre-Workshop Activity on Empowering Women Journalists in Crisis Reporting	Malaysia	27 May
17	AIBD Regional - BroadcastAsia 2025	Singapore	27-29 may
18	AIBD/UNESCO Regional Briefing on Strengthening Climate Action Narrative	Malaysia	26 Jun
19	AIBD/Viory Regional Masterclass on Digital Newsroom	Cambodia	21 July
20	AIBD/KCC/KISDI Regional Workshop on AI in Media: Opportunities and Challenges	Cambodia	21 July
21	AIBD/IPPTAR Regional Workshop on Transforming Media Content Creation through AI-powered Tools & Technologies	Cambodia	21 July
22	AIBD/AI Media/Whiteways Regional Workshop on Technology Driving Accessibility for the Future Broadcast and Media	Cambodia	21.July

Calendar of Events 2025

23	AIBD/MoINFO Regional Workshop on The Role of Information Diplomacy in Dispelling Disinformation	Cambodia	21 July
24	AIBD/ITU Regional Workshop on Role of Broadcasting in Effective Early Warning Dissemination	Cambodia	21 July
25	AIBD/ITU on Youth in ICT	Cambodia	21 July
26	2nd Quarter SPT Meeting	Cambodia	21 July
27	20th Asia Media Summit 2025	Cambodia	22-23 July
28	AIBD Regional Webinar Health Journalism in the Digital Era (WHO)	Malaysia	O5 Aug
29	AIBD Regional Webinar Safety Drill for Reporting in Crisis and Disaster Management	Malaysia	12 Aug
30	AIBD/IPDC Regional Workshop on Empowering Women Journalists in Crisis Reporting	Malaysia	August
31	23rd AIBD General Conference 2025	Thailand	August
32	3rd Quarter SPT Meeting	Thailand	August
33	AIBD/HBF Regional Workshop on Crisis Reporting	Malaysia	16-19 Sept
34	AIBD/IPDC Regional Workshop on Empowering Women Journalists in Crisis Reporting	Indonesia	Sept
35	AIBD/UNESCO Regional Workshop on Strengthening Climate Action Narrative	Malaysia	Sept
36	AIBD Webinar on Latest Trends in Media Archiving and Preservation	Malaysia	23 Sept
37	AIBD In-Country Workshop AI-Driven Content Personalization and Audience Targeting for Digital Platforms	Maldives	6-8 Oct
38	AIBD Regional Webinar on Investigative Journalism in the Digital Age	Malaysia	7-9 Oct
39	AIBD Sub-Regional Workshop on Road Safety Reporting	Malaysia	14-17 Oct
40	AIBD/UNESCO Regional Mentoring Climate Change Action	Malaysia	October
41	AIBD/IPDC Regional Mentoring on Empowering Women Journalists in Crisis Reporting	Malaysia	4 – 6 Nov
42	AIBD In-Country Workshop on Broadcast Technology Trends	Vietnam	18-19 Nov
43	AIBD/CFI Terra Asia Project – Regional Training	Malaysia	Nov
44	AIBD Regional Webinar Reporting on Commodity Markets: Understanding the Basics forNewsrooms	Malaysia	Nov

Strengthening Public Health Communication: AIBD and WHO

Contributed by Don Dhammika, Programme Manager, AIBL



In a pivotal meeting held on 25 March 2025 at the WHO Country Office in Cyberjaya, Malaysia, the Asia-Pacific Institute Broadcasting Development (AIBD) engaged in discussions with Dr Rabi Abeyasinghe, WHO Representative and Head of the WHO Country Office Malaysia. Brunei Darussalam, and Singapore. The session aimed strengthen collaborative efforts in advancing communication through media-driven initiatives.

meeting commenced opening remarks from Dr Rabi Abeyasinghe and Ms Philomena Gnanapragasam, CEO of AIBD. setting the stage for meaningful AIBD dialogue. provided overview of its role in the Asia-Pacific region, emphasizing its longstanding partnership with WHO in disseminating health information to the public.

A significant portion of the discussion revolved around proposed joint initiatives, including:

- Preparing Concept Note for a Broader Campaign on Improving Physical Health for Malaysians: Developing a structured framework to promote healthier lifestyles and encourage preventive healthcare measures.
- Road Safety Initiatives: Promoting awareness campaigns and educational programs to enhance traffic safety and reduce accidents.
- In-Country/Regional Workshops: Proposing capacity-building programs for media professionals to improve health reporting.

- Health Manual Development: Creating comprehensive guidelines for media organizations to ensure responsible and factual health communication.
- Health Mental Programs: Advocating for increased awareness and media engagement promoting mental well-being. reducing stigma. and supporting community-based mental health initiatives.

Dr Abeyasinghe, a veteran public health expert with extensive experience in disease prevention and emergency health responses, underscored the importance of media narratives accurate mitigating health crises. leadership in combating vectorhandling borne diseases and pandemic responses has been instrumental in shaping regional health policies.

The open discussion session further solidified the shared vision of both organizations. As WHO continues to champion global health security, AIBD reaffirms its commitment to leveraging media as a tool for advocacy, education, and public engagement in health matters.

With promising collaborations on the horizon, this meeting marks a new chapter in media-health partnerships, ensuring that accurate and timely health information reaches communities across the Asia-Pacific region.







AIBD Secretariat Director/CEO Attends Sri Lanka's 77th National Day Reception in Kuala Lumpur

Contributed by Don Dhammika, Programme Manager, AIBD

The Asia-Pacific Institute for Broadcasting Development (AIBD) was honoured to participate in the 77th National Day reception of Sri Lanka, held on 4 February 2025 at the Ritz-Carlton, Kuala Lumpur.

Representing AIBD, Secretariat Director/CEO Ms Philomena Gnanapragasam attended the event, which celebrated Sri Lanka's rich heritage and its diplomatic ties with Malaysia.

The reception was graced by distinguished guests, including Malaysia's Minister of Youth and Sports, YB Hannah Yeoh, and the Governor of Malacca, Tun Mohd Ali Rustam. Their presence underscored the strong bilateral relations between Sri Lanka and Malaysia.

Hosted by the High Commission of Sri Lanka in Malaysia under the guidance of the acting high commissioner of Sri Lanka in Malaysia, H.E. Mohamed Rizvi, the featured cultural evening performances, speeches, networking opportunities. the importance of reinforcing collaboration across various sectors. including broadcasting and media.

AIBD remains committed to strengthening partnerships with Sri Lanka and other member countries in promoting sustainable media development. The institute looks forward to continued engagement in fostering knowledge exchange and collaboration within the broadcasting industry.













AIBD's Courtesy Call to Malaysia's Director-General of Customs

Contributed by Don Dhammika, Programme Manager, AIBD

The Asia-Pacific Institute for Broadcasting Development (AIBD) paid a courtesy call to YBhg. Dato' Anis Rizana Binti Mohd Zainudin, Director-General of Customs Malaysia, at the Royal Malaysian Customs Department headquarters in Putrajaya on 17 March 2025. The meeting aimed to strengthen collaboration and explore potential partnerships between AIBD and the Customs Department.

The meeting commenced with welcome remarks by Dato' Anis, followed by opening remarks from AIBD CEO, Ms Philomena Gnanapragasam. Delegates from both organizations introduced themselves, setting the stage for fruitful discussions.

AIBD expressed appreciation to Dato' Anis for her presence at the inauguration ceremony and Gala Dinner of 19th AMS, Kuala Lumpur Malaysia, highlighting her contributions to fostering regional cooperation. The meeting also featured an exclusive invitation for Dato' Anis to speak at the Asia Media Summit (AMS) 2025 in Siem Reap, Cambodia on the topic "Women in Leadership."



A key highlight of the discussion was the proposal for collaborative activities between AIBD and the Royal Malaysian Customs Department, including workshops and seminars. Notable proposals included a Workshop on Safety Drills during AMS 2025 and a National Seminar on Cross-border Control, aiming to enhance media awareness and preparedness in these critical areas.

The session concluded with an open floor for further discussions, followed by closing remarks from both Ms Gnanapragasam and Dato' Anis, underscoring the commitment to future cooperation. This meeting marked a significant step toward strengthening ties between media development and regulatory authorities, fostering knowledge-sharing and capacity-building efforts across the region.











Meetings of AIBD CEO AIBD & SAARC: Strengthening Regional Media Cooperation

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

A key highlight of the discussion was the proposal for collaborative activities between AIBD and the Royal Malaysian Customs Department, including workshops and seminars. Notable proposals included a Workshop on Safety Drills during AMS 2025 and a National Seminar on Cross-border Control, aiming to enhance media awareness and preparedness in these critical areas.



Bridging Media & Sustainable Development

Discussions between AIBD and SAARC revealed strong alignment in key areas.

AIBD Secretariat Director/CEO Philomena Gnanapragasam emphasized:

"We work extensively on digital transformation, cybersecurity, and climate change—areas that align well with SAARC's priorities."

Moving Forward Together

With upcoming events like the 20th Asia Media Summit 2025 in Siem Reap, both organizations are keen on deepening engagement. AIBD has extended an official invitation to SAARC, ensuring continued dialogue and participation.

As Ms Philomena Gnanapragasam stated: "There is much we can achieve together, and we look forward to welcoming SAARC's active involvement in our future initiatives."

This partnership promises regional media collaboration at its finest, paving the way for stronger policies, better content, and a more informed public.

Bridging Regions, Strengthening Media: AIBD & CBU Explore Collaboration

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

The Asia-Pacific Institute for Broadcasting Development (AIBD) and the Caribbean Broadcasting Union (CBU) are exploring an exciting collaboration, bringing together two dynamic media organizations dedicated to capacity building, content exchange, and media development.

On 5 February 2025, the Asia-Pacific Institute for Broadcasting Development (AIBD) and the Caribbean Broadcasting Union (CBU) held a productive meeting via Zoom to discuss key opportunities for collaboration in broadcasting

The meeting brought together the AIBD CEO, Ms Philomena Gnanapragasam, and the CBU Secretary General, H.E Ms Sonia Gill, to explore strategic partnerships that will further strengthen the media landscape.

This marks an exciting step towards advancing sustainable media development.

Shared Goals, Global Impact

Despite being oceans apart, AIBD and CBU share a common vision - to empower broadcasters, promote media literacy, and advocate for sustainable broadcasting. As CBU Secretary-General Sonia Gill put it, "The areas in which you are proposing partnership are areas that I can see that my board and my members generally will have a great deal of interest. Like yourself, capacity building is core business for us."

Stronger Together

AIBD and CBU see this as more than just a collaboration - it's a global partnership for a stronger media industry. As AIBD Secretariat Director / CEO Ms Philomena Gnanapragasam said.



"We share values that transcend geography - whether in Asia, Africa, the Caribbean, or Latin America, the challenges are similar, and so are the solutions."

With World Radio Day 2025 on the horizon, both organizations are also working together to amplify Caribbean voices on radio's role in climate change awareness.

As discussions continue, one thing is clear: AIBD and CBU are set to redefine regional media collaboration for years to come.

AIBD Meeting with the Malaysia National Film Development Corporation (FINAS)

Contributed by Naing Naing Aye, Programme Manager, AIBL

AIBD Secretariat Director Ms Philomena and her team, together with Cap (IN) Saurav Chauhan (Retd), Director (O&M) of Broadcast Engineering Consultants India Ltd (BECIL), had a courtesy meeting with the CEO of the Malaysia National Film Development Corporation (FINAS) YBhg. Dato' Azmir Saifuddin Bin Mutalib at FINAS Office in Kuala Lumpur, Malaysia on 4 March 2025.

During the meeting, they introduced the First Edition of the World Audio Visual & Entertainment Summit (WAVES) to be organized in May 2025 in Mumbai, India, extended an invitation to FINAS to be part of the event, and explored potential collaborations for future synergies. AIBD also took this opportunity to invite FINAS to collaborate and participate in the 20th Asia Media Summit 2025 in Siem Reap, Cambodia.







Strategic Engagements in Kuala Lumpur: AIBD and BECIL Chart Collaborative Paths with Malaysia Digital Economy Corporation (MDEC)

Contributed by Pangiestu Syahnur, Programme Coordinator, AIBL

Kuala Lumpur, Malaysia - On March 5, 2025, significant discussions took place in Kuala Lumpur aimed at strengthening Malaysia's digital economy. The Asia-Pacific Institute for Broadcasting Development (AIBD) met with key figures, including Ms. Gnanapragasam, AIBD Director, and Mrs. Shahrizan Mohd Sharif, Acting Director, Digital Content, from the Malaysia Digital Economy Corporation (MDEC).

The focus was on forging stronger partnerships and exploring collaborative ventures within the rapidly changing media and digital landscape. A new initiative was introduced, scheduled for May 1-4, 2025. Its strategic goals were explained, and MDEC was formally invited to participate, with an emphasis on the mutual benefits for digital content and technology.



Ms. Philomena Gnanapragasam also extended an invitation to MDEC for the 20th Asia Media Summit (AMS) 2025 in Cambodia this July, highlighting its importance for dialogue among media professionals across the Asia-Pacific region. Mrs. Sharif showed considerable interest in both initiatives, recognizing their potential alignment with MDEC's objectives.

These meetings underscore AIBD's proactive approach to fostering meaningful collaborations and driving digital innovation in the region.

Meetings of AIBD CEO AIBD Meeting with the Radio Television Malaysia (RTM)

Contributed by Naing Naing Ave. Programme Manager, AIBD





AIBD Secretariat Director Ms Philomena and her team, together with Cap (IN) Saurav Chauhan (Retd), Director (O&M) of Broadcast Engineering Consultants India Ltd (BECIL), had the meeting with the Director-General of Radio Television Malaysia (RTM) YBhg. Datuk Suhaimi Sulaiman at the latter's Office in Kuala Lumpur, Malaysia on 4 March 2025.

Capt Saurav Chauhan introduced the First Edition of the World Audio Visual & Entertainment Summit (WAVES) to be organized in May 2025 in Mumbai, India, and extended an invitation for RTM's participation. Ms Philomena also invited RTM to collaborate and participate in the 20th Asia Media Summit 2025 in Siem Reap, Cambodia.



AIBD Meeting with AFP's Country Manager for Malaysia

Contributed by Naing Naing Aye, Programme Manager, AIBD

AIBD Secretariat Director Ms Philomena met Mr Alric Manickam, Country Manager at Agence France-Presse (AFP) for Malaysia, Indonesia and Brunei, on 13 March 2025. During their introductory meeting, they provided overviews of the undertakings of AIBD and AFP, discussed synergies, and explored potential collaborations for the future. Ms Philomena extended an invitation to collaborate and participate in the 20th Asia Media Summit 2025 in Siem Reap, Cambodia.

AIBD Meeting with the Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR)

Contributed by Naing Naing Aye, Programme Manager, AIBD



AIBD Secretariat Director Ms Philomena had the meeting with YBrs. Encik Roslan bin Ariffin, Director of Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR) under the Malaysian Ministry of Communications at his office on 5 March 2025. They cordially discussed collaboration for the upcoming 20th Asia Media Summit 2025 in Siem Reap, Cambodia, and other matters.

AIBD Global Participation

The 44th ASBU General Assembly in Hammamet

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

AIBD was honoured to be part of the 44th General Assembly of the Arab States Broadcasting Union (ASBU), which took place in Hammamet, Tunisia, from 15-16 January 2025.



The two-day gathering brought together broadcasters, decisionmakers, and media leaders from the Arab region and beyond. AIBD CEO, Ms Philomena Gnanapragasam, was officially invited and attended the event, which discussed key issues and developments in the media and broadcasting industry. The General Assembly also included Professional Discussion, offering a platform for participants to share ideas, challenges, and strategies for the future.

AIBD and ASBU have enjoyed a long-standing partnership since the 1980s, built on mutual respect and shared goals. Over the years, both organisations have continued to work closely in supporting capacity building, content exchange, and regional cooperation. This strong bond has played an important role in strengthening public service broadcasting and promoting meaningful dialogue across regions.

AIBD is pleased to remain an active and trusted partner of ASBU and looks forward to continuing this valuable collaboration in the years to come.





AIBD Reports

AIBD's ISO 9001:2015 Internal Audit Underway

ontributed by Naing Naing Aye, Quality Manager and Programme Manager, AIBD



AIBD ISO 9001:2015 holds Management System certification to demonstrate its adherence to international quality standards. A successful re-certification audit, conducted on 24-25 October 2024, extended the ISO 9001:2015 certification for three years, until October 2027. This certification remains valid subject to satisfactory annual surveillance audits.

2025 In preparation for the AIBD surveillance audit. the Secretariat audit team is conducting the internal audit according to the 2025 Audit Plan and Schedule. Among the 18 procedures slated for internal audit, the ISO-P-PROD-02 procedure of Co-Production, could not be conducted due to the absence of co-production activities.





The audit team is currently preparing internal audit reports for the remaining 17 procedures and the Consolidated Quality Report (CQR) 2024.

By renewing the ISO Management System Certification, AIBD aims to solidify its position as a qualitydriven organization, enhance its operational efficiency and performance, and develop the quality management skills of its staff.

Special Events

AIBD at ITU's Regional Development Forum: Empowering Women and Shaping the Future of ICT

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

In March 2025, the International Telecommunication Union (ITU) hosted its Regional Development Forum (RDF) for Asia and the Pacific in Bangkok, Thailand. This event served as an important platform for high-level discussions between the Telecommunication Bureau, Development Member States, and ITU-D Sector Members. The primary focus was on advancing the implementation of the Regional Initiatives and the Kigali Action Plan, as outlined during the 2022 World Telecommunication Development Conference (WTDC-22).

AIBD's CEO. Ms Philomena Gnanapragasam, was invited to speak at one of the key sessions, "The Network of Women for Asia the Pacific: Connections, Empowering Futures." The session was part of ITU-D's initiative to strengthen professional ties among women in the ICT and telecommunications sectors. It aimed to promote inclusive environments, mentorship, leadership while addressing shared challenges and opportunities. The session highlighted best practices and encouraged collaboration to empower women, paving the way for a more equitable and innovative industry.

In further exciting news, AIBD is pleased to announce that ITU has agreed to collaborate with AIBD for the upcoming AMS 2025. partnership will bring a series of valuable workshops to the event, enriching it with meaningful discussions and insights. The Asia Media Summit 2025 is set to take place in Siem Reap, Cambodia, from 21st to 24th July 2025, and promises to be a landmark event for media professionals across Asia and the Pacific.

At the heart of AIBD's partnership with ITU is the commitment to girls empowering and young women. particularly through initiatives like Girls in ICT. Ms Philomena shared the success of the 2023 Girls in ICT event held at AMS in Bali, where over 50 young women participated. She also highlighted the 2024 edition in Malaysia, which saw more than 100 students inspired by STEM, ICT, and broadcasting. Beyond these initiatives, continues its unwavering support for young women through training, mentorship, and campaigns aimed at ensuring equal access, visibility, and voice within the ICT and media sectors



After the event, Ms Philomena met with ITU's BDT Director, Dr Cosmas Luckyson Zavazava. She congratulated Dr Cosmas and the ITU team for their successful event in Bangkok and expressed her gratitude for being invited to speak at the "Network of Women" session. During this meeting, Ms Philomena extended a special invitation to Dr Cosmas to attend the 20th Asia Media Summit 2025, which will be held in Siem Reap, Cambodia, this July.

As AIBD continues to strengthen its ties with ITU, the commitment to empowering women and shaping the future of the ICT industry remains a priority. Through collaborative initiatives, such as Girls ICT and upcoming workshops, AIBD aims to continue fostering progress and innovation in region's media telecommunications sectors.





Special Events

Media Sustainability and Digital Challenges in Focus at AIBD-UNESCO Meeting

Contributed by Nabeel Tirmazi, Programme Manager, AIBD

During their visit to Cambodia, Ms Philomena along with her team met with Mr Sardar Umar Alam, UNESCO Cambodia's Country Representative, and other officials to discuss potential collaborations in regional media development. The meeting also covered preparations for the 20th Asia Media Summit (AMS) 2025, scheduled for July 20-25, 2025, in partnership with Cambodia's Ministry of Information.

Mr Sardar Umar Alam highlighted the importance of partnerships with key international organizations such as AIBD and the European Union, along with other regional stakeholders. He expressed a strong interest in strengthening media and digital literacy and the financial sustainability of Cambodian media outlets.





He also acknowledged the progressive stance of the new Information Minister and UNESCO's role in promoting dialogue through events like World Press Freedom Day.

Ms Philomena Gnanapragasam, Secretariat Director of organization's highlighted the regional reach across Asia, the Pacific, and Europe. She also talked about some of AIBD's new initiatives at UNESCO Jakarta, IOM Malaysia, ILO Thailand, and the European Union in Malaysia in combating disinformation and more. Recalling the success of the 16th Asia Media Summit in 2019, she cited the establishment of the Angkor Wat Initiative, a regional project to combat disinformation and promote media literacy in several countries across the region. With AMS 2025 on the horizon, she revealed that Cambodia's Minister of Information H.E. Neth Pheaktra has proposed to launch Angkor Initiative 2.0, which will broaden its focus to incorporate Al biases and deepfakes.

The meeting also discussed the capacity building of the local Cambodian journalists especially on fact-checking strategies, cybercrime awareness and mental health resilience.

AIBD Programme Manager, Nabeel Tirmazi, provided details on presummit workshops being organised prior to AMS 2025, focusing on AI in media, crisis communication and media literacy. He also briefed about the tentative sessions of the summit. He added that this year, AIBD has a special focus on training activities on crisis communication in disaster reporting specifically for women journalists in Southeast Asia.

The meeting concluded with a shared commitment to collaboration on various initiatives and UNESCO Cambodia's active participation in AMS 2025. With preparations underway, AMS 2025 is set to be a landmark event, tackling key issues such as media freedom, digital transformation, and journalist safety in Southeast Asia.

Special Events

ASEAN-UK Symposium on the Development of the ASEAN Creative Economy Sustainability Framework

Contributed by Naing Naing Aye, Quality Manager and Programme Manager, AIBD

The ASEAN Secretariat and the British Council organized the ASEAN-UK Symposium on the Development of the ASEAN Creative Economy Sustainability Framework on 20-21 February 2025 in Kuala Lumpur, Malaysia.

two-day symposium was attended by the senior officials and representatives from the ASEAN Senior Officials Meeting on Culture and Arts (SOMCA), sectoral bodies and agencies of ASEAN Socio-Cultural Community (ASCC) and ASEAN Economic Community (AEC), external partners and representatives **ASEAN** Secretariat.

Mr John Newbigin OBE, Mayor of London's Ambassador for the Creative Industries, and Mr Miki Lentin, Senior Associates of Cultural Associates Oxford, facilitated the symposium to develop and refine the content of the framework on ASEAN Creative Economy Sustainability.



Mr Jonathan Tan, Head of the Culture and Information Division of Sustainable Development Directorate, ASEAN Secretariat, Mr. Summer Xia, Country Director (Indonesia) and Director (Southeast Asia), British Council and Dr Christina Yeo, Undersecretary of International Relations Division (Culture), Malaysia Ministry of Tourism, Arts and Culture, moderated the panel sessions and made closing remarks.

AIBD representative attended the symposium and participated in breakout group discussions discuss some of the key policy areas (that will need discussion as part of the framework development). The creative economy holds great potential for ASEAN, and several ASEAN member states (namely Singapore, Thailand, Malaysia, Vietnam and the Philippines) are in the global top 50 creative goods and services exporters and among the top 10 exporters of creative goods.

The symposium aimed to be a learning and exchange of ideas and views to promote the development of the creative economy and discussed the trends, opportunities and challenges in the development of the creative economy as well as the cross-cutting issues of the creative economy through this sustainability framework.







AIBD Training Activities

Empowering Success: Highlights from the AIBD's Inaugural Power Webinar on Goal Setting for 2025

Contributed by Don Dhammika, Programme Manager, AIBD

The inaugural power webinar for 2025, "Goal Setting for 2025," was held on January 8, 2025, hosted by Asia-Pacific Institute the Broadcasting Development (AIBD). The session, led by Mr Kumar Nagalingam, CEO of Skills Academy, Malaysia, emphasized importance of setting meaningful goals to drive success in personal and professional spheres. Over 130 individuals registered for the event, with nearly 100 participants joining the live webinar.

The webinar covered key topics such as the foundational principles of goal setting, objectives of life, understanding intelligence, fundamentals, manifestation interactive discussions, and feedback. **Participants** actively contributed to discussions, asked insightful questions, and shared their personal experiences related to goal setting. The interactive format fostered a sense of community and collaboration, enhancing learning experience.



Key takeaways from the webinar included the importance of clarity in goal setting, alignment with personal values, harnessing intelligence, the power of manifestation, and the value of community and collaboration. The AIBD remains committed to hosting similar events in the coming months, focusing on empowering individuals and organisations to achieve their full potential.

In conclusion, the "Goal Setting for 2025" power webinar successfully set the tone for a productive and purposeful The AIBD's year. commitment to empowering individuals and organizations to achieve their full potential is evident in the overwhelming response and positive feedback received. The AIBD extends its gratitude to Mr Kumar Nagalingam for his invaluable insights and dynamic presentation, as well as the organizing team, participants, and supporters who made this event a resounding success.









	LIFE'S 7 AREAS	
INTELLECTUAL		FAMILY
HEALTH	COMMUNITY	CAREER
WEALTH		SPIRITUAL

AIBD Training Activities

Leveraging AI for Project Management

Contributed by Nabeel Tirmazi, Programme Manager, AIBD

artificial intelligence (AI) continues to reshape industries, its role in project management has become increasingly vital. powered tools can streamline workflows. automate repetitive tasks, and enhance decision-making, allowing organizations to improve efficiency and accuracy. Recognizing this, AIBD organized an in-house training session on Leveraging ΑI for Project Management on Jan. 17, 2025.

Led by Nabeel Tirmazi, Programme Manager at AIBD, the session was designed to help AIBD colleagues integrate AI into their project management processes ethically and effectively. As AIBD continues to navigate the evolving media landscape, adopting AI-driven solutions ensures the organization remains agile, innovative, and well-prepared for future challenges.

The training began with an overview of Al's role in project management, highlighting its ability to improve productivity and reduce human error. The activity also focused on debunking Al myths, enhancing communication with Al tools, and applying prompt engineering techniques to optimize workflows. Participants learned how Al can streamline repetitive tasks, improve decision-making, and assist in complex problem-solving.



A hands-on segment allowed participants to explore practical applications, including customizing Al for project planning, generating Al-assisted presentations, and creating data-driven infographics. Ethical considerations and best practices were also discussed, emphasizing responsible Al usage in professional settings.

The workshop concluded discussions on ethical considerations and best practices ΑI integration, ensuring responsible and secure usage within organization. The reinforced AIBD's commitment to embracing digital transformation by equipping its workforce with the necessary skills to integrate AI effectively and responsibly.





AIBD Training Activities

Workshop on KPI and SWOT Analysis for Organizational Growth

Contributed by Nabeel Tirmazi, Programme Manager, AIBD





AIBD held a strategic in-house training workshop in Kuala Lumpur on 7 & 9 January 2025, focusing on the organization's Key Performance Indicators (KPIs) and SWOT analysis for programme managers and programme secretaries. The aimed workshop to enhance ability assess participants' to organizational performance, identify areas for improvement, and align operations with long-term strategic goals.

The session, led by Senior Programme Manager, Nabeel Tirmazi, provided hands-on training in performance measurement, risk assessment, and data-driven decision-making.

Participants engaged in interactive group exercises to evaluate AIBD's internal strengths and weaknesses while exploring external opportunities and threats. The training also emphasized the role of KPIs in tracking progress and ensuring accountability.

Continuous learning and development initiatives such as this workshop are essential for organizations striving to maintain relevance in a rapidly evolving media landscape.

By facilitating a culture of strategic thinking, AIBD ensures that its services support its members to remain adaptable and equipped to tackle emerging broadcasting challenges.

"This workshop helped us refine our approach to performance measurement and strategic planning," said one participant. "Understanding how to align KPIs with our institutional goals will have a lasting impact on how we operate."

As AIBD continues its efforts in media development, such capacity-building initiatives remain integral to its mission. Strengthening the skills of both external and internal stakeholders of AIBD ensures sustainable growth, innovation, and resilience in an increasingly digital world.



Webinar on Real-time Fact-checking and Verification for Newsrooms

Contributed by Naing Naing Ave. Quality Manager and Programme Manager, AIBD

The Asia-Pacific Institute for Broadcasting Development (AIBD) hosted the Regional Webinar on Real-time Fact-checking and Verification for Newsrooms on 23rd January 2025. It was organized to address the current challenges of overwhelming mis/disinformation by providing newsrooms with practical tools, platforms, and techniques for real-time fact-checking and verification.

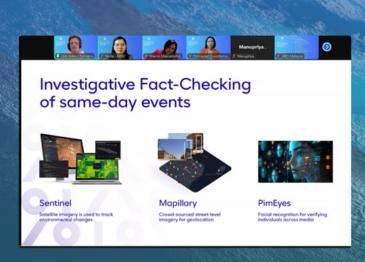
The covered topics including fact-checking verification techniques, newsroom processes and experiences in factchecking and reporting, coalition to counter fake news and verification, etc. DD News from India, TVRI from Indonesia, and NBC from Papua New Guinea shared their factchecking experiences and practices with the participants. The speakers from fact-checking and verification news agencies explained software, processes that they're currently applying. Pimrapaat Dusadeeisariyakul from CoFact highlighted how the newsroom can share the fact-checking task with civil society organizations and work together counter mis/disinformation.

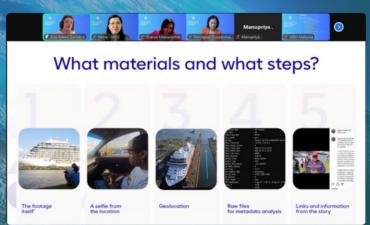
The webinar was moderated by Ms Sharon Mascarenhas, News Anchor & TV/Events Presenter, SLRC, Sri Lanka. The speakers were:



- 1.Mr Arif Adi Kuswardono, Director (News and Program), TVRI, Indonesia
- 2.Mr Maivo Lafanama, Acting Executive Director of News, NBC, Papua New Guinea
- 3. Ms Manupriya, Assistant Director, DD (News), India
- 4.Mr Zois Bekios Zannikos, Senior Verification Editor, Viory Video News Agency
- 5.Mr Jake Soriano, Deputy Head of Digital Investigations, AFP Fact-Check (Asia-Pacific Region)
- 6.Dr Pimrapaat Dusadeeisariyakul, Project Manager. Friedrich Foundation Naumann for Freedom, Thailand Office, representing fact-checking civil society platform by network Thailand called CoFact

Over 130 individuals registered for event. with nearly participants joining the live webinar. At the end of the webinar, 39% of Zoom poll respondents rated the webinar as 'extremely useful', 47% 'very useful', and 14% 'moderately useful' in enhancing their knowledge or understanding of the topic. Regarding the application of knowledge and insights gained from the webinar to their day-to-day work, 76% responded 'definitely', 18% 'probably', and 6% 'maybe'. Based on the quick poll participants' satisfaction with the 80% webinar. more than of respondents answered that the very useful content was knowledgeable to them. AIBD is committed to organising similar events both offline and online in future, reinforcing its commitment to Angkor 'Anti-Fake News' Initiative (2019) and the Bali MoU (2023).





IBD Annual Radio Web-Summit: Voices for the Planet



Session 1: Role of Radio in Raising Climate Change Awareness

world grapples with intensifying climate disasters, radio remains a crucial medium for preparedness, climate education. and combating misinformation. The AIBD Annual Radio Web-Summit, titled "Voices for the Planet: The Role of Radio in the Climate Crisis," brought together media practitioners, climate experts, and policymakers from over 40 countries to discuss radio's evolving role in climate communication.

The summit, held on February 20, 2025, featured nine distinguished speakers across three sessions, tackling key issues such as disaster response, technological innovation, and collaborative strategies for climate-focused broadcasting. With professionals 134 media attendance, the discussions underscored radio's unparalleled ability to reach communities, particularly in disaster-prone and underserved regions.

The first session, moderated by Sri Lankan broadcaster Shareefa Thahir, examined how radio serves as a primary source of life-saving information during climate emergencies. Speakers highlighted radio's impact on behavioural change, public awareness, and crisis reporting.

Md. Anwar Hossain Mridha. Additional Director General,

Bangladesh Betar shared structured disaster communication. including early warnings and emergency updates, has been vital Bangladesh's cyclone preparedness. "During Cyclone Sidr in 2007, Bangladesh Betar was the only operational medium providing real-time evacuation instructions," he said.

Deputy Director of Voice of Nigeria, Ugonma Cokey emphasized the role radio environmental storytelling, illustrating how localized programming fosters public engagement. "When we broadcast a skit on waste disposal, we saw immediate action from communities in reducing plastic waste," she noted.

Dr Ali Akbar Hingorjo, Pakistani Climate Change Advocate and Senior Radio Broadcaster discussed strategies for combating misinformation, stressing importance of fact-based reporting in climate coverage. "Radio Pakistan translates climate science into 23 languages, ensuring no community is left uninformed," he said.

The second session, moderated by Fijian media expert Salesh Kumar, focused technological advancements climate broadcasting. Panellists discussed digital transformation, the shift to interactive content, and emergency alert systems.

Canadian broadcaster Rob Hopkins introduced open-source radio technology that allows communities maintain broadcasting capabilities even in remote regions. "Analog radio is still a necessity in the far North, where internet access unreliable and emergencies require rapid communication," he explained.

Dr. Sreedhar Ramamurthy, Community Media Expert from India stressed the need for integrating radio into national disaster response plans. "We must equip emergency personnel with mobile transmitters and distribute wind-up radios to communities," he proposed.



Session 2: Innovative Community Radio Practices for Sustainability



Session 3: Disaster Preparedness & Crisis Communication

President of ACORAB Nepal, Arjun Giri showcased community radio's role in post-earthquake recovery, sharing how UNESCO and UNDP-supported stations delivered crucial relief updates following the 2023 West Nepal earthquake.

The final session, moderated by Pakistani Broadcaster Omar Khalid Butt, emphasized long-term strategies for climate communication. Speakers called for regulatory support, cross-sector partnerships, and increased funding for climate-focused programming.

Australian Broadcaster from ABC, Fred Hooper detailed how ABC's Pacific Prepared initiative integrates disaster preparedness into mainstream radio content. "We train local journalists to ensure Pacific voices are heard in climate narratives," he said.

Global Project Director for UNDRR, Giacomo Mazzone advocated for stronger policy frameworks."Public service broadcasters must receive the backing needed to sustain climate education efforts," he urged.

Dr Amal Punchihewa, Senior Broadcasting Engineer from New Zealand highlighted Al-driven early warning systems that enhance radio's role in climate communication. "Digital transformation is key to improving response times and making broadcasts more effective," he said.

The summit reaffirmed radio's critical role in climate resilience. From emergency broadcasting to long-term sustainability education, radio remains a lifeline for millions.

As climate threats escalate, investing in content innovation, strengthening partnerships, and expanding radio's reach will be essential.

The summit ended with the slogan, "Radio is not just a medium; it is a movement. Through collaboration and innovation, we can drive climate action and safeguard communities worldwide."



AIBD Regional Sustainable Broadcasting Webinar; 5 Years to 2030

Contributed by Don Dhammika, Programme Manager, AIBD





Sustainable Broadcasting Landscape towards 2030 Agenda, the AIBD Regional Webinar on Sustainable Broadcasting: 5 Years to 2030 was held on February 27th, 2025. The event highlighted the significant environmental impact broadcasting, including the ICT sector emitting 2-4% of global carbon, more than aviation, and the need for climate action in the Asia-Pacific region. The event also highlighted the challenges faced by broadcasters, such as the need for radio during disasters and the potential for energy use reduction through simple actions like closing curtains while watching TV.

Dr Hemini Mehta. Senior Sustainability Lead at EBU, delivered an inspiring keynote speech on the roadmap to sustainability broadcasting over the next five years followed by a panel discussion. Panellists included Sudip Ranjan Basu, Chief of Sustainable Business Network. UNESCAP, Thailand, Dr Youngyil Kim, Independent Researcher from South Korea, Dr Shailendra Bahadur Singh, Professor from Fiji, and Ian Nock, Managing Consultant at Fair Mile West, UK.

Mr Sudip Ranjan Basu, Chief of the Sustainable Business Network at UNESCAP Thailand, shared valuable insights on sustainable business strategies and collaborations. Dr Youngyil Kim, an independent researcher from South Korea, discussed the challenges and opportunities facing public-service broadcasters in the digital age.

Dr Shailendra Bahadur Singh, a professor from Fiji, stressed the unique challenges that Pacific broadcasters face, as well as the importance of regional collaboration.

Mr Ian Nock, Managing Consultant of Fair Mile West, UK, provided technical insights on energy savings and sustainable broadcasting methods. The event aimed to highlight the importance of sustainable business practices and partnerships, the challenges and opportunities for public service broadcasters in the digital age, the unique challenges faced by broadcasters, and the importance of regional collaboration.

The panel encouraged everyone to engage in discussions and push for sustainable broadcasting and achieving the UN Sustainable Development Goals (SDGs) by 2030.

The SDGs are a shared blueprint for peace and prosperity for people and the planet, covering a broad range social. economic, environmental development issues, including poverty, inequality, climate change, environmental degradation, peace, and justice. The AIBD Regional Webinar serves as a valuable resource for those interested sustainable broadcasting and achieving the UN SDGs by 2030.





Asia Media Summit 2025:

Celebrating the Two Decades of Excellence & Beyond

Contributed by Nabeel Tirmazi, Programme Manager, AIBD

In a significant move to advance media collaboration in the Asia-Pacific region, Cambodia's Minister of Information, H.E. Neth Pheaktra, and AIBD Secretariat Director, Philomena Gnanapragasam, signed a Memorandum of Understanding (MoU) in Phnom Penh on February 12, 2025. The signing of this agreement paves the way for the 20th Asia Media Summit (AMS), which is set to be held from July 21 through 24, 2025, in Siem Reap province.

The historic Siem Reap is famous for its rich cultural heritage and iconic landmarks and previously hosted the 16th AMS in 2019 under the theme of "Media Digitalization – Focusing on Developing Markets". That summit drew some 600 representatives of media from 42 countries and regions.

The theme of this upcoming 20th AMS is "Celebrating Two Decades of Excellence & Beyond".

The event aims to gather leaders from the regional media fraternity, policymakers and media intellects to discuss Asia-Pacific developments in the changing media and broadcasting landscape. Key highlights of the summit include:

1. Launch of the Angkor Initiative on Disinformation 2.0: Building upon the success of the 2019 Angkor Initiative on Combating Disinformation, the 20th Asia Media Summit will launch the Angkor Initiative on Disinformation 2.0.



agship Events

This enhanced program aims to develop strategies to counter disinformation, with a particular emphasis on addressing Al biases and combating deepfakes. The initiative reflects a continued commitment to promoting accurate information dissemination and upholding media integrity in the era of Al.

- 2. Ministerial Meetings: Information Ministers from AIBD member countries will engage in discussions during the summit and in dedicated ministerial meetings to discuss the regional approach to the fight against disinformation.
- 3. Key Topics: The summit will focus on the impact of recent developments in AI on the media, combating disinformation, media resilience, and the future of public service journalism. Discussions will emphasize digital literacy, regulatory frameworks, and innovative strategies to adapt traditional media to the evolving digital landscape while upholding credibility and social responsibility.



4.Cultural Excursions: Delegates will have the opportunity to visit Cambodia's most illustrious UNESCO World Heritage sites including Angkor Wat, the world's largest religious monument, the Bayon Temple and Ta Prohm Temple from the 12th century. These excursions will immerse participants in the profound historical legacy and cultural richness.

AIBD extends an invitation to all its members, partners, and stakeholders to attend the 20th Asia Media Summit. This event will provide a unique platform for networking, knowledge exchange, and collaborative discussions aimed at advancing the media landscape in the Asia-Pacific region.

For more information about the Asia Media Summit and to register for the event, please visit <u>AIBD's official</u> website.





| Flagship Events

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

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



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

The General Conference provides a valuable opportunity for AIBD members and partners to engage in-

high-level dialogue, shape strategic initiatives, and strengthen regional cooperation.

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

In addition to the official sessions, attendees will have the chance to experience the rich culture and scenic beauty of Phuket, renowned for its stunning beaches, vibrant local markets, and warm hospitality.

AIBD looks forward to welcoming all members and partners to this landmark event. Stay tuned!









| Flagship Events

AIBD Opens Call for Entries for 2025 International Media Awards

Contributed by Nabeel Tirmazi, Programme Manager, AIBD

AIBD has announced the official call for entries for the AIBD International Media Awards 2025, set to be presented during the 20th Asia Media Summit in Siem Reap, Cambodia, from July 21 to 24, 2025.

Held under the theme "Celebrating Two Decades of Excellence," the awards aim to honour exceptional media content and innovation produced between 2023 and 2025 by AIBD's full and affiliate member organizations.

This year's competition features three key categories:

 Best Television Program on Resilience in Times of Crisis — Recognizes impactful storytelling during events such as natural disasters, pandemics, and humanitarian crises, showcasing community resilience and the role of media in informing and uniting the public.

- Best Radio Program on the Role of Women in the Climate Change Crisis — Highlights women's contributions as leaders and change-makers in climate resilience and policy, focusing on compelling radio storytelling and public impact.
- Sustainability and Green Technology Award on E-Waste Solutions — Celebrates initiatives within the broadcasting sector that reduce electronic waste and promote sustainable practices, recycling, or circular economy solutions.

AIBD will also present two special jury awards for radio and television entries demonstrating exceptional creativity and societal impact. The submission deadline is May 16, 2025. Entries must follow the award guidelines and be submitted through the designated forms available on the AIBD website.

For inquiries, applicants may contact Nabeel Tirmazi, AIBD program manager, at nabeel.tirmazi@aibd.org.my.

More information, including criteria and submission forms, is available at:

<u>https://aibd.org.my/conferences/asi</u> a-media-summit/.

More Information:





Global Network

Shaping the Future of Media: AIBD at Saudi Media Forum & FOMEX 2025

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









Asia-Pacific Institute for Broadcasting Development (AIBD) had the honour of participating in the Saudi Media Forum & Future of Media Exhibition (FOMEX) 2025, held in Riyadh from February 19–21, 2025. Organized by the Saudi Broadcasting Authority (SBA), this prestigious global gathering brought together media leaders, policymakers, and content creators to shape the future of broadcasting.

AIBD extends its heartfelt gratitude to SBA CEO, Mr Mohammed Fahad Al-Harthi, and Mr Hatim Abounassf, the Executive VP for Engineering Affairs & General Supervisor of the Strategy and Planning Sector at SBA for the invitation. Being part of this forum was a privilege, allowing AIBD to engage in transformative discussions, forge new partnerships, and showcase its contributions to media development.

At Booth ORG6, AIBD introduced its regional initiatives, digital transformation efforts, and training programs, highlighting its role in advancing the broadcasting landscape across the Asia-Pacific, Europe, Africa and beyond. The exhibition provided an excellent opportunity for meaningful conversations with global stakeholders on Al-driven media, cybersecurity, and content innovation.

Key Highlights & Exclusive Engagements

 Emerging Technology: This group focuses on identifying and integrating new technologies that can enhance broadcasting capabilities and audience engagement.

- 2.Sustainability: Dedicated to promoting environmentally sustainable practices within the broadcasting industry, this group aims to ensure that media operations contribute positively to global sustainability goals.
- **3. Content:** Concentrating on content creation and curation, this group seeks to elevate the quality and relevance of programming to meet diverse audience needs.

AIBD's participation at SMF & FOMEX 2025 underscores its commitment to global media cooperation, capacity-building, and content innovation. This event reaffirmed the importance of international collaboration in tackling modern media challenges, paving the way for stronger partnerships and impactful initiatives in the years ahead.









Global Network

AIBD Promotes Upcoming WAVES 2025 in Malaysia

Contributed by AIBD Secretariat

Strengthening partnerships for the future of media! AIBD Director Ms. Philomena and BECIL's Capt (IN) Saurav Chauhan (Retd) engaged in fruitful discussions with FINAS CEO YBhg. Dato' Azmir Saifuddin Bin Mutalib on March 4, 2025. The meeting in Kuala Lumpur focused on inviting FINAS to WAVES 2025 and the Asia Media Summit, alongside exploring exciting collaborative ventures.







A pivotal meeting on March 5, 2025, in Kuala Lumpur saw AIBD Director Ms. Philomena Gnanapragasam and BECIL's Capt (IN) Saurav Chauhan (Retd) engaging with MDEC Acting Director Mrs. Shahrizan Mohd Sharif. Discussions centered on strengthening the digital economy and exploring collaborations, including participation in WAVES and the Asia Media Summit.

Fostering regional media engagement: AIBD Director Ms. Philomena and BECIL's Capt (IN) Saurav Chauhan (Retd) met with RTM Director-General YBhg. Datuk Suhaimi Sulaiman on March 4, 2025, in Kuala Lumpur. The meeting focused on inviting RTM to participate in WAVES 2025 in Mumbai and the 20th Asia Media Summit in Cambodia.





Global Network

AIBD is a Supporting Organisation of BroadcastAsia2025

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



A part of ATXENTERPRISE

SESSION SPOTLIGHT

[Panel] Future of Work in Media and Entertainment



Gladys Basinillo Chief Executive Officer Intersections Communications



Peter Siebert Head of Technology IEEE BTS



Tim Xu
Al Products and
Solutions Lead
Mediacorp



Philomena Gnanapragasam Chief Executive Officer AIBD

Ms Philomena Gnanapragasam wil moderate the following session.

On 27 May 2025, Session: Future of Work in Media and Entertainment AI and Automation: Impact on jobs and workflows

Future-proofing media professionals in Asia with education and training Trends and predictions for the region

Ms Philomena Gnanapragasam, Chief Executive Officer of Asia-Pacific Institute for Broadcasting Development will moderate the session on the Future of Work in Media and Entertainment session on Day 1 (27th May 2025) of the BroadcastAsia conference.

As AI and automation reshape the media landscape, what does the future hold for professionals across Asia's media and entertainment sectors?

At BroadcastAsia 2025, the panel session "Future of Work in Media and Entertainment" will explore how organisations are evolving workflows, investing in upskilling and preparing for what's next.

The session will be moderated by Ms Philomena Gnanapragasam, Chief Executive Officer of the Asia-Pacific Institute for Broadcasting Development.



A part of ATXENTERPRISE

Asia-Pacific Institute for Broadcasting Development (AIBD) is a Supporting Organisation for BroadcastAsia 2025



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Technology Trends

Some Broadcasting Trends in Viewership

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

This article shares some recent trends in broadcasting that are worthy of noting as they may impact your broadcast operations as well as the Asia-Pacific region (APAC) broadcasters in general.

As highlighted before in articles published, the insights derived are as good as the quality of data collected. In a recently published article, it was reported that traditional television platform operator viewership drops to 23.8% of all television viewing in the US. Further, it says that there is a high possibility the service packages do not meet consumer needs and that service packages are over-priced for the content the service offers. Another factor may be the method of delivery and some unknown issues. The service providers reengineer their products and services to match the needs of the audience. This trend is not limited to the US. European broadcasters, especially public service media (PSM) assess the audience's needs, and their changing consumption patterns and respond accordingly to television as well as radio services.

Based on the data released by Nielsen's The Gauge, highlights the ongoing transformation of the media landscape as streaming platforms capture an increasingly dominant share of viewers' attention The shift in television viewership towards streaming continues to -

accelerate, with cable network viewing falling to a new low of just 23.8% of all TV usage in December 2024 [Source: cordcuttersnews.com, January 21, 2025].

Streaming services accounted for a record 43.3% of total TV viewing in December, solidifying their position as the preferred method for consuming entertainment and information. This marks a significant shift from just a few years ago when cable television reigned supreme.

Broadcast television also experienced a decline, capturing only 22.4% of TV viewing. The "other" category, which includes video game consoles and other multimedia devices, accounted for the remaining 10.5% of viewership.

Several factors contribute to the ongoing decline of cable and the rise of streaming. Streaming platforms offer greater flexibility, convenience, and a vast library of on-demand content, appealing to viewers who prefer to curate their own viewing experiences. The increasing availability of original programming on streaming services further enhances their appeal.

In the APAC, Hong Kong and Singapore used to operate cable subscription services.

Cord-cutting, the global trend of consumers cancelling their cable subscriptions in favour of streaming alternatives continues to impact the cable industry.

As streaming services become more affordable and accessible, more viewers are choosing to cut the cord and embrace the flexibility of online entertainment.

Based on the Nielsen data, some insights can be derived from the evolving television landscape. Streaming is now the dominant force in how viewers consume content, and cable continues to lose ground. This trend is likely to continue as streaming platforms invest in original programming, expand their offerings, and become increasingly integrated into viewers' lives.

The implications for the cable industry are significant. Cable providers will need to adapt to this changing landscape, potentially by offering more flexible packages, bundling streaming services, or focusing on their broadband internet offerings.

For the audience, the emergence of streaming provides greater choice and control over their entertainment options. As the competition among streaming platforms intensifies, consumers can expect to see more innovative features, diverse content, and potentially even lower prices as companies vie for their attention.



Research Article

Research Revelations of the Media Landscape

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

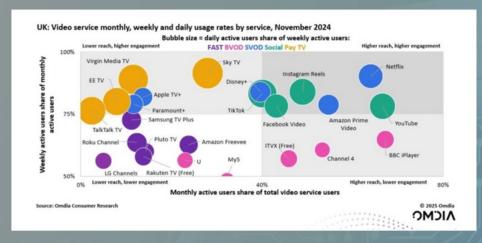
This article outlines some findings reported in the public domain about the current status of the broadcast and media landscape. The writing has been augmented by reading, learning and research that the author has conducted

In streaming Football games, live coverage generates a high volume of traffic. When compared to other live sporting events, such as the Olympics, Tennis and Formula 1, football generates huge traffic. Research from various organisations reported that football is the largest generator of live internet traffic in Italy and many European countries, with peaks that exceed 2 or even 3 times the average daily traffic.

The exceeding of the Terabit per second at the beginning of 2025 tells the story of all the work done by an Italian network infrastructure in which they have invested tens of millions to install servers that quarantee a distribution service.

Kevin Vaz, CEO of Entertainment at JioStar expresses that television continues to be India's number one video content destination. With 190 million TV screens and growing, and 46 trillion minutes of consumption, TV outpaces even the most popular social and UGC platforms. From blockbuster films to live sports like IPL and ICC Champions Trophy, audiences are showing up in massive numbers—and staying.

One of the momentum is free TV. Hence, we could say TV is not just surviving but it is thriving. Other factors other than free TV driving this momentum are: content quality across pay-TV Connected integration of DD Free Dish to upgrade viewers and a powerful balance of reach and engagement. JioStar says their philosophy is clear. that is to create for the big screen and reach across platforms. We could see more inspirations for TV: TV is not yesterday's story - it is today's headline and tomorrow's promise.



The TiVo fourth quarter 2024 Video trends report reveals that 67% of consumers prefer all ads upfront before the programme begins.

Streaming is no longer just about delivering content. It is a high-stakes game of innovation, audience engagement, and revenue strategy. The rules are changing faster than ever, with Al-driven personalization, evolving monetization models, and an explosion of creator-led content redefining how audiences interact with media.

For the number of smart people and companies present, there is an inherent and general ignorance of the importance and impact of gaming, driving digital media innovation and growth. From Caching to Streaming to Production, there is a vacuum of voice from the gaming market. A market that is larger than Broadcast and Feature Film combined.

This year's North American Broadcasters Association NAB conferences and exhibitions, being a broadcast event focused more on OTT, encoding, transcoding and CDN stories. Besides AI, gaming was a common buzzword at the NAB-2025 show.

According to TiVO, CTV is rapidly transforming the advertising world, offering brands new opportunities to reach younger and more fragmented audiences. But with innovation comes challenges, from shifting ad budgets to measuring effectiveness.

- Overcoming Budget Challenges: Learn how to prove the value of CTV and shift budgets.
- 2. Cost-Effectiveness: Discover why CTV offers a cost-efficient alternative for brands of all sizes.
- 3. Data & Measurement: Understand the need for accurate data and cross-media measurement to track CTV's impact.
- **4.The Rise of FAST Channels:** Explore how Free Ad-Supported Streaming TV (FAST) is changing content consumption and audience reach.

Streaming platforms are continuing to gain momentum in Spain, with 36.9 million Spaniards adults (aged 18 and above), having access to them in March 2025, according to the latest report from Barlovento Comunicacion.

Platforms such as Netflix, Prime Video and Disney+ are now reaching 94.8 per cent of the Country's population according to the TiVO's report.

The latest Omdia consumer survey reveals new insights from some fascinating dynamics in the UK media landscape. Omdia asked the question, who is winning attention in UK television and video streaming? The figure shows the users' weekly share of against monthly users monthly active users' share of total video service users (Reach). The bubble size represents the daily active users share of weekly active

Research Article

[Source: Omdia, 2025]

Figure: Usage rates (daily, weekly and monthly) of Video Services in November 2024 in the UK

- According to the Omdia study, Netflix, YouTube and BBC iPlayer dominate in terms of REACH leading to them being the platforms that most UK viewers access.
- Both Netflix and YouTube have high REACH and ENGAGEMENT while YouTube has high monthly USAGE, and Netflix comes out ahead in weekly ENGAGEMENT.
- Public Service Broadcasters PSB like the BBC are holding their ground strongly, proving their continued relevance in an increasingly crowded market despite the popularity of YouTube.
- Meanwhile, Pay TV operators such as Sky and Virgin may have a smaller user base, but those users are highly
 engaged tuning in both weekly and daily.
- When it comes to Free Ad-Supported Streaming TV (FAST) services, there is still room to grow before they
 seriously challenge the established players for viewer attention.
- This illustration in the figure highlights the shifting habits of UK audiences and the different ways platforms capture
 engagement. It is not just about reach but also about how often people come back. That is the LOYALTY and
 RETENTION of audiences by those operators.

Members & Partners' Insights

The Current Topography of the Broadcasting Industry - An Insight

It is a very general and personal view of the broadcasting industry in Asia though, there seem to be four sectors making up the industry, sometimes competing sometimes cooperating with each other. Below is the outline of the four sectors.

I. Legacy Media (Traditional Broadcasting)

Legacy media refers to traditional broadcasting platforms, including terrestrial television and public service broadcasters (PSB) that under government operate regulations. These channels typically have the widest reach and play a key role in news dissemination and cultural programming. Examples include NBT, Thai PBS in Thailand, DD, AIR in India, TVK in Cambodia, VTV in Vietnam, and RTM in Malaysia.

II. New Media (IPTV - Internet **Protocol Television)**

IPTV is television delivered over rather internet traditional cable or satellite. Unlike OTT platforms, services are often tied to telecom companies, offering live TV and on-demand content subscription. Examples include TrueVisions in Thailand, SingMneg Telemedia in Cambodia, and FTP Play in Vietnam.

III. Cable Channels (Subscription-**Based Linear TV)**

Cable channels are subscriptionbased television services that deliver content via cable or satellite networks. These channels often focus on entertainment, news, or sports, with premium content offerings. Examples include HBO Asia. Sony Discovery Channel, Entertainment Television. Star India, and Astro.

IV. Streaming Platforms (OTT Over-the-Top Services)

OTT (Over-the-Top) platforms stream content directly to users over the **Internet**, bypassing traditional cable and broadcast systems. They typically offer ondemand movies, TV series, and exclusive originals. Examples include Netflix, Iflix, Doonee, Viu, Disney+ Hotstar, Amazon Prime, YouTube, Astro Go, and so on.

It is often argued that each sector has a unique function within the broadcasting ecosystem, addressing varied consumer behaviours and infrastructure availability. While legacy media remains influential in news and public service, IPTV and OTT platforms are rapidly growing, especially in countries with strong digital adoption like India and Thailand. Meanwhile, cable continues to hold relevance in premium content distribution. particularly in Malaysia and Vietnam. However, from the perspective of traditional media, particularly public service broadcasters, the rise of new broadcasting technologies has led to a continuous erosion of audience and market share. The latest and most significant challenge comes from streaming platforms (OTT), which bypass traditional airwave transmission and reach audiences directly via internet connections and digital infrastructure.



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- Legacy media in Asia adopted several strategies to survive and stay relevant amid the rise of IPTV, cable, and OTT platforms. Their approaches vary and country market conditions. but common strategies include digital transformation, partnerships, content diversification, regulatory leverage.
- Partnerships with Streaming & Telecom **Companies** Legacy media outlets are increasingly collaborating providers and OTT platforms rather than competing directly. example, Thai PBS is available on TrueVisions (IPTV) Doonee (OTT). traditional media sees the digital platform secondary distribution channel for their content. Although there could be partnership, it is in many cases the digital platforms that expand traditional media content.

- Stronger Focus on News & Service **Broadcasting** Some public service broadcasters have reinforced their role as trusted sources of news, particularly in an era of widespread misinformation. The surge of misinformation, coupled with the COVID-19 pandemic, has further solidified the role of legacy media as a reliable source information. However. producing quality news requires significant financial resources and expertise, yet it does not generate substantial profit. This is where the government's role as both regulator and financial supporter of public broadcasters should reconsidered to keep legacy media afloat.
- Regulatory Leveraging Government Support In some countries, governments provide funding, regulatory advantages, or content mandates to sustain legacy media. This is possible when there is a consensus that service broadcasters serve the national interest and justify the state's support. In India, the government mandates telecom providers to carry Doordarshan's channels for free.
- Exclusive Content & Localised Programming Legacy media is investing in original content that streaming platforms lack, such as: live sports & national events (e.g., RTM broadcasting the SEA Games in Malaysia); cultural and programming VTV's documentaries local productions Thailand's CH3 continuing to produce traditional soap operas). Critics argue that this type of programming guaranteeing high audience financially

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Article on World Radio Day 2025 Celebration in Bangladesh

Contributed by Bangladesh Betai



A colourful procession was brought out to mark the day

The 14th World Radio Day has been celebrated worldwide on 13 February, 2025. Like other radio platforms in the world, Bangladesh Betar (a state-owned radio organization with 14 regional stations and 6 units) has celebrated World Radio Day in a befitting manner. This year the theme for World Radio Day was "Radio and Climate Change."

The 13 February was proclaimed as World Radio Day by UNESCO on 31 November 2011 to remember the significance of radio broadcasting in the lives of people. The Day is an opportunity to celebrate radio as a medium. Since the inception of radio broadcasting, programs and news Politics. Education, Entertainment and so on have been broadcasted that help their surroundings and the current updates. Thus, this day is a reminder for everyone about the radio and its importance. The 1st World Radio Day was celebrated in 2012.

In Bangladesh, Bangladesh Betar is a medium that has upheld its importance over time.

It is a platform for providing information, educating people, allowing expression across cultures, course, playing one's favourite music. It has also been playing a vital role in retaining the practice of our diverse and affluent culture generation after generation by providing on-air time to young singers, actors, and so on. Though media with advanced technology have appeared, it is still an irreplaceable medium, especially man-made disasters such as tropical storms, floods, epidemics, and pandemics (such as COVID-19).

In line with this year's theme, Betar Rajshahi, a Bangladesh regional station of Bangladesh Betar, has celebrated the day with a of activities aimed at mentioning its role in addressing climate change and its impact. It undertook different activities to celebration the Stakeholders from different socioeconomic and cultural groups of people like radio listeners, talkers, program presenters, singers, drama producers, actors and journalists were invited. Flying balloons and a festoon, Professor Dr Saleh Hasan Nagib, the Vice Chancellor of Rajshahi University inaugurated the celebration at 9:00 AM. To mark the day, the officers and staff of the station and the invited guests, with great enthusiasm, brought out a colourful procession from the station's premises and paraded through several city streets with banners and festoons.

Then a discussion program was held. Prof. Dr Saleh Hassan Naqib, Vice Chancellor of Rajshahi University and Prof. Dr Khandker Md. Faisal Alam, Principal of Rajshahi Medical College, addressed the discussion as the chief and special guests respectively, while Kishore Ranjon Mallick, Regional Director of Bangladesh Betar, Rajshahi, presided over the event.



Special guest Prof. Dr Khandker Md. Faisal Alam (2nd from the right),Chief guest VC Prof. Dr Salel Hassan Naqib (3nd from the right) and President of the event Regional Director Kishore Ranjon Mallick (3nd from the left)

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Artists performing a Chorus

in his speech, the chief guest said, "In this country, the primary role of radio is to give a voice to those who lack access to mainstream media and opportunities to express their views on community development."

In his remarks, Kishore Ranjon Mallick stated, "One of radio's major functions is to promote the right to communication, expedite the dissemination of information, assist the free ow of news, and act as a catalyst for change." He urged the Betar authority to broadcast high-quality, people-centric programs to ensure that the target audience benefits fully.

Artists performing Gomvira

The discussion was followed by a mind-blowing cultural program. Recitation, songs from different genres and Gomvira [a traditional Bengali folk-art form in the local language that combines song, dance, and rhythm] were performed in the cultural program.





