



# BROADCASTER

ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

JULY 21 - 24, 2025

CELEBRATING TWO DECADES OF EXCELLENCE & BEYOND



# 20<sup>th</sup>

# ASIA MEDIA SUMMIT

SIEM REAP - CAMBODIA

JULY 21 - 24, 2025

CELEBRATING TWO DECADES OF EXCELLENCE & BEYOND



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# CEO'S PERSPECTIVE

**"THE PATH FORWARD DEMANDS LEADERS WHO CAN BALANCE COMPETING PRIORITIES: INNOVATION AND STABILITY, TECHNOLOGY AND HUMANITY..."**

The future of broadcasting sits at the intersection of technology and humanity. As media organizations navigate unprecedented disruption, leaders face a fundamental question: How do we evolve without losing what makes us essential? Audiences have never had more choices—or less patience. For media organizations, staying relevant means more than producing quality content. It requires understanding how, when, and where audiences consume information, then meeting them on their terms. Digital platforms have changed the game, but the core principle remains unchanged: if content doesn't resonate, it doesn't matter how well it's produced.

Brilliant content that never reaches its audience is just noise in a vacuum. While the industry obsesses over content creation, distribution strategy often receives far less attention. Yet without effective delivery mechanisms whether traditional broadcast networks or digital platforms even the most compelling stories remain invisible. Artificial intelligence promises efficiency and scale, yet threatens the very qualities that make media trustworthy. Automation can enhance production, but it cannot replace the human judgment, creativity, and ethical reasoning that underpin credible journalism.

Technology evolves rapidly, but people must evolve with it. Organizations face the dual challenge of upskilling veteran professionals while integrating digital-native talent. Both groups bring critical value—experience and innovation, wisdom and fresh perspective. The organizations that thrive will be those that use technology to amplify human insight, not replace it. Building bridges between generations isn't just good HR practice; it's survival strategy.

Technology infrastructure, broadcast operations, and content production all carry environmental costs. Leading responsibly means acknowledging this impact and actively working to reduce environmental footprint. Sustainability isn't a marketing message - it's an operational mandate.

Perhaps the most important shift involves moving from platform-first to purpose-first thinking. The goal isn't to be everywhere, doing everything. It's to serve audiences meaningfully, delivering content that informs, engages, and empowers. The path forward demands leaders who can balance competing priorities: innovation and stability, technology and humanity, commercial viability and public service. The transformation of media isn't about abandoning legacy systems—it's about evolving them with intention.

The future isn't predetermined. It will be shaped by the choices we make today.



**PHILOMENA GNANAPRAGASAM**  
Secretariat Director/CEO AIBD

## TRAINING CALENDAR OF EVENTS (OCTOBER TO DECEMBER - 2025)

NO	TITLE ACTIVITY	MODE	COUNTRY	DATE
1	AIBD-IPPTAR Seminar On Developing Training Module To Combat Fake News	P	Malaysia	3-4 OCT
2	Mental Health Reporting	O	Malaysia	6-8 OCT
3	AIBD/UNESCO HQ Climate Change Reporting	O	Malaysia	10 OCT
4	Investigative Journalism in the Digital Age	O	Malaysia	15 OCT
5	AIBD/IPDC Empowering Women Journalists in Crisis Reporting	P	Malaysia	23 OCT
6	Broadcast Technology Trends	P	Vietnam	18-19 NOV
7	Media Literacy and Disinformation	P	Lao PDR	11-13 NOVEMBER
8	AIBD/CFI Terra Asia Project – Regional Training	P	Malaysia	NOV
9	AIBD Regional Webinar Reporting on Commodity Markets: Understanding the Basics for Newsrooms	R	Malaysia	NOV
10	AIBD Regional Webinar on Ethical Reporting in AI Era	R	Malaysia	2-3 DEC
11	AIBD Regional Webinar on Safety Drill for Reporting in Crisis and Disaster Management	R	Malaysia	9 – 11 DEC
12	AIBD 4th Quarter SPT Meeting	R	Malaysia	DEC

23<sup>rd</sup> AIBD GC 2025

23<sup>rd</sup> AIBD GC 2025



# 23<sup>rd</sup> AIBD GC 2025

PHUKET, THAILAND

MEDIA FOR PEOPLE, PEACE, AND PROSPERITY  
19-21 AUGUST 2025



# AIBD Meetings

## AIBD strengthens collaboration with Host Country ahead of Asia Media Summit 2025



As the countdown begins for the 20th Asia Media Summit (AMS 2025) in Siem Reap, an AIBD delegation visited Phnom Penh [Phnom Penh, Cambodia, 3–4 July 2025] for a final round of preparations with the host country—reaffirming the spirit of partnership and shared vision that has long defined the Summit’s success.

The two-day mission marked a significant milestone in the lead-up to AMS 2025, featuring strategic discussions and on-site coordination sessions with the Ministry of Information (MoINFO), the Ministry of Post and Telecommunications of Cambodia (MPTC), and Educational Broadcasting Cambodia (EBC).

AIBD had the honour of meeting H.E. Neth Pheaktra, Minister of Information, Cambodia, to finalize key organisational matters and exchange perspectives on how AMS 2025 can best embody this year’s theme: Celebrating Two Decades of Excellence & Beyond. Discussions focused on refining the programme structure, coordinating venues, and strengthening joint communication strategies to ensure a seamless and impactful experience for delegates from across the Asia-Pacific region.

In a separate engagement, AIBD met with H.E. Sok Puthyvuth, Secretary of State at the MPTC, to explore collaborative opportunities in digital transformation, media innovation, and ICT development—priorities that are shaping the future of the regional media landscape.

The delegation also visited Educational Broadcasting Cambodia (EBC), where Ms. Tommy Cheng, Director, and her dynamic team hosted a studio tour and an engaging exchange on creative media production and the expanding role of educational broadcasting in empowering local communities. The mission concluded with a meeting with the AMS 2025 Organising Committee, where logistics, agenda refinements,



and operational plans were reviewed to ensure the Summit’s success in Siem Reap.

The visit underscored Cambodia’s strong commitment and warm hospitality as host nation, setting a positive tone for what promises to be one of the most engaging and forward-looking editions of the Asia Media Summit.

With preparations entering their final phase, AMS 2025 is poised to serve as a vibrant platform for broadcasters, policymakers, and media innovators to chart the future of content, technology, and collaboration across the region.



## Strengthening Media Collaboration: CEO, AIBD meets the Ambassador of Azerbaijan in Malaysia



Ms. Philomena Gnanaprasagam, CEO, AIBD met with H.E. Irfan Davudov, the Ambassador of the Republic of Azerbaijan to Malaysia to explore deeper media cooperation between the Asia-Pacific region and Azerbaijan on 29th September 2025. The meeting focused on enhancing bilateral engagement in broadcasting, content development and training initiatives.

Ms. Philomena also sought the support of the Azerbaijan Embassy for AIBD's proposed visit to Baku in conjunction with the upcoming World Telecommunication Development Conference (WTDC) 2025. The Ambassador welcomed the idea and expressed interest in facilitating the visit and strengthening Azerbaijan's media presence in regional platforms.

The meeting marked a promising step toward strategic collaboration and mutual growth in the media and broadcasting sectors.



# SPECIAL EVENTS

## SETTING THE STAGE FOR ASEAN COLLABORATION: IPPTAR AND AIBD ORGANIZE PRE-SEMINAR ON FAKE NEWS

BY VENASSA WILSON RAMAMOORTHY



A pre-seminar session was held on 23rd September 2025 at Angkasapuri, Kuala Lumpur, as part of the ASEAN initiative to combat fake news and promote media integrity. Organized by the Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR) and the Asia-Pacific Institute for Broadcasting Development (AIBD), the session was conducted in hybrid mode, allowing participants to join physically at the venue and virtually from across the ASEAN region.

The session laid the foundation for the upcoming two-day programme on strengthening ASEAN's media resilience. Participants engaged in meaningful discussions on media ethics, fact-checking mechanisms, and digital literacy key components in building a trustworthy media ecosystem.

The first session was led by Dr. Alfin Sles, Undersecretary of State, Ministry of Information, Cambodia, who spoke on "Understanding Disinformation." He elaborated on what disinformation means, behavioral changes among -

ASEAN audiences in consuming news, and the lack of fact-checking when receiving information online.

The second session, titled "Case Studies: Regional Best Practices," was conducted by Dr. Snehasis Sur, Senior Independent Journalist. Dr. Snehasis highlighted the importance of journalistic responsibility and integrity in the digital era. He presented case studies showing how disinformation has impacted public perception and social trust, emphasizing that accuracy and credibility are fundamental to responsible reporting. He urged journalists to verify and reverify their sources before dissemination and reminded participants that social media, while powerful for outreach, remains the most vulnerable platform for disinformation. His session underscored that fact-checking and ethical reporting are not just professional duties but essential safeguards for democracy and public confidence in the media.





The final technical session, “AI Tools for Verification,” was conducted by Dr. Isai Amuthan Krishnan, Professional Trainer and Communication Specialist. Dr. Isai discussed why fake news spreads rapidly driven by sensationalism, virality, and manipulation and outlined methods to verify content both with and without AI tools, such as checking sources, authors, and content reliability.



In the concluding activity, participants were divided into groups to brainstorm and discuss key takeaways that would contribute to the development of an ASEAN training module on combating fake news. The collaborative session covered proposed chapters including - Introduction to Fake News, Psychology of Fake News, The Social Media Ecosystem, Fact-Checking and Verification Tools, Ethical Journalism and



Responsible Reporting, Legal Implications and Guidelines, and The Way Forward.

Overall, participants shared diverse perspectives and practical insights, setting a strong foundation for the module’s design and reaffirming ASEAN’s commitment to promoting accurate, ethical, and responsible information dissemination across the region.



# AIBD TRAINING ACTIVITIES



# “REWRITING THE NEWSROOM: AIBD-VIORY MASTERCLASS USHERS IN THE FUTURE OF JOURNALISM”

CONTRIBUTED BY WICKRAMAGE DON DHAMMIKA



In a landmark initiative to strengthen digital journalism in the Asia-Pacific region, the Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with Viory, successfully hosted the Masterclass on Digital Newsroom at the Sokha Siem Reap Resort & Convention Centre. Held as a pre-summit activity for the Asia Media Summit 2025, the one-day intensive training brought together 31 media professionals from 18 countries, representing both traditional and digital media platforms.

The masterclass was led by Mr. Zois Bekios Zannikos, Senior Verification Editor at Viory, who delivered three in-depth sessions covering newsroom transformation, verification ethics, and AI-powered journalism. As sponsor and trainer, Viory provided participants with practical tools and frameworks to navigate the digital media landscape.



Key Takeaways from Viory's Presentations:

- **Digital Newsroom Essentials:** Participants explored how to build agile, cross-functional newsrooms that balanced speed with accuracy. Emphasis was placed on modular team structures, verification workflows, and ethical editorial practices.
- **Verification in the Age of AI:** The session highlighted the growing threat of AI-generated misinformation and offered hands-on techniques for verifying footage, including metadata analysis, geolocation, and reverse image search using tools like InVid and RevEye.
- **AI & Automation Strategies:** Zois introduced AI tools such as GeoSpy and Pimeyes for speaker and location identification, while stressing the importance of transparency, bias mitigation and HACCP-inspired newsroom safety protocols.



The training also featured two other distinguished presenters:

- H.E. In Chhay, Under-Secretary of State, Ministry of Information, Cambodia, who provided a regional perspective on newsroom evolution and challenges in ASEAN.
- Mr. V. Sivakumar, Independent Consultant from India, who shared insights on newsroom automation, social media engagement and monetization strategies for digital content.

The event concluded with a certificate ceremony attended by H.E. Kem Gunawadh, Secretary of State, Ministry of Information, Cambodia, who delivered closing remarks. Participants left with enhanced skills, deeper insights, and new professional networks to navigate the evolving digital media landscape.

# AIBD SUPPORTS ESTABLISHING A SAFE ENVIRONMENT FOR AI UTILIZATION

CONTRIBUTED BY NAING NAING AYE

In anticipation of the 20th Asia Media Summit, the Pre-Summit Workshop on “AI in Media: Opportunities and Challenges” was held at Sokha Siem Reap Resort & Convention Center in Siem Reap, Cambodia on 21 July 2025. AIBD collaborated with the Korean Communications Commission (KCC), Korea Information Society Development Institute (KISDI), and the Ministry of Information of Kingdom of Cambodia for the workshop.



The one-day workshop hosted 22 participants from 12 countries across the Asia-Pacific region. The workshop aimed to explore AI-powered tools for data analysis, content creation and curation, distribution, and audience engagement; discuss the impact of these tools and applications; discuss policy and regulatory cases; and address the challenges of implementation. Dr. Geetha Nadarajan, Vice President of Women in AI Malaysia, acted as main facilitator/moderator of the workshop. Mr. Kim Ki Seok, Director of Broadcasting Market Investigation Division under the Korean Communications Commission (KCC), discussed the bright and dark sides of Generative AI, key policy directions of KCC, and overview of the KCC's AI user protection policy.



Mr. Lee Sang Wook, Team leader of AI contents Lab of MBC C&I from South Korea, presented exploring new ways to storytelling and creativity with Generative AI, discussed the AI movie and Hybrid AI Film produced by AI Contents Lab of MBC C&I, Generative AI broadcast production system, and Generative AI models for production.

Mr. Chhorn Vibol, Director of IT Department of the Ministry of Information of Cambodia, explained the basis of AI and Generative AI, current state of AI in Cambodia, and AI in use.



Mr. Bunleng Pheap, Programme Officer of UNESCO Phnom Penh, discussed UNESCO's mandate on AI, Cambodia's artificial intelligence readiness assessment report (RAM), UNESCO recommendations on ethics of AI, and the recommendations for ethical AI governance in Cambodia.



During the collaborative sharing session, three AIBD member organisations explained their experiences of AI usage in their news and programmes. The representatives are:

- (i) Mr. Habib Shah Bin S M Syed Ali from MediaCorp, Singapore
- (ii) Ms. Endok Baleana Binti Bachok from Bernama, Malaysia
- (iii) Mr. Muaviyath Anwar from Public Service Media (PSM), Maldives



All other workshop participants actively interacted by sharing their opinions, questions, and suggestions. Among 21 participants who responded to the evaluation, 12 respondents graded 'Excellent' on the overall usefulness of the workshop, and 'Good' by 9 respondents. They rated the resource persons' expertise, ability to share and facilitate, and relevance as 'Excellent' and 'Good'. At the end of the workshop, the participants expressed their inspiration to use AI tools in their work and shared the knowledge gained with other colleagues in their organizations.

# MEDIA PROFESSIONALS DIVE INTO AI-POWERED CONTENT CREATION - AIBD/IPPTAR PRE-SUMMIT WORKSHOP ON TRANSFORMING MEDIA CONTENT CREATION THROUGH AI-POWERED TOOLS & TECHNOLOGIES

CONTRIBUTED BY NAING NAING AYE

The Pre-Summit Regional Workshop on "Transforming Media Content Creation through AI-powered Tools & Technologies" was held in Siem Reap, Cambodia, on 21 July 2025, as part of the 20th Asia Media Summit 2025. The workshop was organized as a collaborative effort between AIBD and Malaysia's Institut Penyiaran dan Penerangan Tun Abdul Razak (IPPTAR).

Designed for TV program producers, content creators, writers, and production technicians, the workshop brought together 22 participants from 12 countries to explore AI's impact on the broadcasting industry. Attendees were introduced to various AI tools and platforms for media content creation, with sessions covering AI trends, ethical considerations, and practical applications in video production workflows.

## Expert-Led Sessions

Mr. Steve Ahern, CEO of AMT Pty Ltd from Australia, served as the workshop's main resource person, providing an overview of AI technologies and trends in media content creation.

Mr. Han Ju-yeol, Deputy Director, and Mr. Yim Young-jae, Team Leader of KBS, South Korea, co-presented on AI-assisted video production workflows.

Legal advisors from Malaysia, Mr. Vimal Sathiaselan and Mr. Teeravarasu Muthusamy, addressed ethical considerations in AI-generated content, supported by relevant legal case studies.

H.E. Ouk Kimseng, Under Secretary of State of the Ministry of Information from the Kingdom of Cambodia, discussed AI-powered content creation tools and text-to-video platforms.

## Regional Experience Sharing

A highlight of the workshop was the country-experience sharing session, where five media organizations from the Asia-Pacific region showcased their practical use of AI. Presenters demonstrated how AI is integrated into their workflows for producing programs, documentaries, and news:

- Ms. Denise Chew Sze Fern, Assistant Director, Radio Televisyen Malaysia (RTM)
- Ms. Priya Suriamurthi, Assistant Lead, MediaCorp, Singapore
- Mr. Abdul Sadiq Khan, Assistant Controller, PTV, Pakistan
- Ms. Tran Thi Thu Ha, Head of Data Journalism, VTV Digital, Vietnam
- Dr. N. Raghu, Deputy Director (Program), Doordarshan (Prasar Bharati), India

## Positive Outcomes

Participant feedback was overwhelmingly positive. All 22 respondents rated the resource persons' expertise, facilitation skills, and content relevance as either "Excellent" or "Good." 17 respondents found the balance between theory and practice "just right."

Overall content usefulness was highly rated: 9 respondents rated it "Excellent," 11 "Good," and 2 "Average." Regarding expectations, 4 respondents said theirs were "fully met" while 15 indicated they were "mostly met."

The workshop's success was reflected in participants' enthusiasm to apply AI tools in their work and share the knowledge gained with their colleagues.



# THE ROLE OF INFORMATION DIPLOMACY IN DISPELLING DISINFORMATION / STRENGTHENING REGIONAL COMMUNICATION: INFORMATION DIPLOMACY AS A PATHWAY TO COUNTER DISINFORMATION

CONTRIBUTED BY NABEEL TIRMAZI



The Asia-Pacific's information space has never been more complex. News, opinions, images, and narratives now travel across borders faster than institutions can respond to them. In this fast-moving environment, disinformation has become one of the most persistent challenges for governments, media organizations, and communities alike.

Recognizing this shared challenge, the Ministry of Information Cambodia, in collaboration with AIBD, convened a one-day regional pre-summit workshop titled "The Role of Information Diplomacy in Dispelling Disinformation." Held in Siem Reap as part of the 20th Asia Media Summit 2025, the workshop brought together nineteen participants from various media and communication backgrounds across the region.

The event focused not only on identifying the threats posed by disinformation but also on presenting a forward-looking framework, information diplomacy, as a practical approach for improving accuracy, strengthening trust, and building cross-border communication channels.

After the welcoming session, H.E. Tep Asnarith, Undersecretary of State at Cambodia's Ministry of Information, opened the conversation by positioning information diplomacy as more than crisis management. He described it as a proactive communication strategy built on trust, cultural understanding, and responsible messaging.

During fast-moving information crises, he noted, journalists, spokespersons, and diplomats need to work in sync. Stronger cross-border communication protocols can prevent misinterpretation and reduce regional tensions before they escalate.

The second session brought together two speakers with different perspectives on trust in the digital age.

Mr. Jun Ogawa from Japan's Broadcasting Ethics & Program Improvement Organization (BPO) shared cautionary tales from his country's media landscape. He walked participants through cases where ethical lapses, fabrication, misleading reenactments, blurred genre lines, had damaged public trust. His point was simple: information diplomacy requires institutions to value transparency over convenience and prioritize credibility over speed. Internal checks, audience feedback mechanisms, and strong ethical cultures inside newsrooms aren't nice-to-haves, they're requirements.

H.E. Dr. Sles Alfin expanded the conversation by connecting these digital-age challenges to Cambodia's national initiatives. He highlighted the rise of deepfakes and impersonation content, the importance of legal reforms and digital infrastructure, and the shift from one-way communication to engagement-driven diplomacy. Both speakers emphasized that information diplomacy functions as a trust-building mechanism requiring accuracy, accountability, and respect for cultural differences.

Dr. R. Sreedhar and Dr. Snehasis Sur from India addressed what happens when disinformation reaches communities with limited access to verification tools. Dr. Sreedhar explained why these communities often fall victim to false narratives: high interpersonal trust encourages content sharing without verification, language barriers limit access to credible sources, and limited digital skills create dependence on rumor networks. He demonstrated how community media aligns with information diplomacy principles by creating trusted, culturally rooted communication channels.



Dr. Sur focused on media literacy as a long-term investment. Teaching societies to evaluate sources, question narratives, and resist manipulation makes it a community-level extension of information diplomacy. Together, they argued that effective disinformation response blends policy, technology, and grassroots communication.

Mr. Khan Sophirum from Cambodia brought the discussion back to the regional dimension with a stark reminder: misinformation doesn't respect borders. One viral claim in one country can influence perceptions, policy debates, or tensions in another. He presented practical pathways for collaboration, regional fact-sharing platforms, real-time alert systems, joint investigative projects, and shared ethical frameworks. His argument was that information diplomacy isn't abstract. It depends on real relationships and shared commitments among media institutions.

Mr. Arif Adi Kuswardono, Director of Programme & News at TVRI Indonesia, brought Indonesia's experience into the conversation. He explained how TVRI integrates accuracy checks, content transparency, and culturally contextual storytelling to prevent misinterpretation among Indonesia's diverse audiences. He stressed the importance of early engagement with communities and cross-border partners,

two core elements of information diplomacy. Waiting until a false narrative has spread means you're already playing defense. Getting ahead of it requires relationships, communication protocols, and trust built before the crisis hits. Ms. Navy Chhon from Cambodia tackled the nuts and bolts of verification. She highlighted blind spots that undermine accuracy: relying on unauthenticated visuals, misidentifying AI-generated content, and falling for emotional framing in viral posts. She introduced practical tools, reverse image searches, forensic analysis tools, collaborative verification systems, that align with the information diplomacy principle of improving institutional capacity.

The open forum, moderated by Ms. In Faninn, allowed speakers representing different countries to reflect on how information diplomacy can strengthen regional communication. Participants raised the importance of internal newsroom ethics, the role of state media as stabilizing information anchors, the need for cross-border fact-sharing mechanisms, and respectful communication frameworks during regional sensitivities. The consensus was clear: disinformation is now a shared regional challenge requiring shared solutions.

By the end of the day, the workshop had reinforced the aim of the workshop that Information diplomacy can strengthen regional communication systems, and ensure messages are delivered with cultural and regional sensitivity. By applying principles such as transparency, cultural respect, early engagement, and cross-border cooperation, the Asia-Pacific region can move toward a more resilient and trustworthy information environment.

Information diplomacy serves as a bridge connecting governments, media institutions, and communities. The workshop concluded with a collective commitment to strengthen ethical practices within newsrooms, develop mechanisms for cross-border verification, support resilience at community level, and contribute to the Angkor Initiative 2.0 as a step toward deeper regional cooperation.



# AIBD REGIONAL WORKSHOP ON TECHNOLOGY DRIVING ACCESSIBILITY FOR THE FUTURE OF BROADCAST AND MEDIA

CONTRIBUTED BY DR. AMAL PUNCHIHEWA, ADVISOR AND TECHNICAL CONSULTANT, AIBD



The pre-summit workshop on 'Technology Driving Accessibility', a part of AMS-2025 was organised with the assistance of the host MoINFO, Cambodia. There was a total of 28 people involved in the workshop, out of which 21 of them from 14 AIBD member countries. The workshop was sponsored by MoINFO, AI Media, Whiteways, BECIL and R&S.

The workshop aimed for the participants to better understand the methodologies involved in delivering broadcast and media content and services with accessibility features using the current trends in broadcasting technologies. The workshop facilitated a venue for sharing experiences between member countries in planning, incorporating both operational and ecological sustainability while maintaining resilient and reliable information and entertainment services. Some case studies from countries in the Asia-Pacific region (APAC) and beyond were presented and discussed.

One of the key principles of broadcasting is Universal Access (UA)- the idea that everyone, if they choose to, should be able to access content, particularly public service media. In the telecommunications industry, universal access is supported by regulatory frameworks that ensure operators do not limit their services to only lucrative markets. Instead, they are required to extend telecom services to the broader population, promoting inclusivity and equitable access.

Traditional television broadcasting has served audiences for decades, fulfilling the principles of Universal Access (UA). However, we are witnessing a steady decline in the audience for Over-the-Air (OTA) broadcast services, which follow a linear programming model. In contrast, streaming services-offering both on-demand and linear content- have gained significant momentum over the past two to three decades. Despite this shift, a considerable percentage of the population in many countries still relies on traditional OTA broadcasting. In the context of UA, how can broadcasters ensure content is accessible to audiences with diverse abilities? This includes individuals with hearing or vision impairments. In the analogue era, broadcasters employed hybrid transmission

mechanisms to deliver closed captions without disrupting the viewing experience for the broader audience. Today, in the digital age, media platforms must go further-offering customizable accessibility features that empower all individuals to engage with content, regardless of personal impairments.



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During the opening session, Dr. Amal outlined the objectives of the workshop, emphasizing how participants could engage in discussions and seek clarification. He then provided a brief overview of the topics to be explored throughout the sessions.

On behalf of the host country, Cambodia, H.E. Sambo Vannarith, Under-Secretary of State, MoINFO, and as a major sponsor of the workshop, Ms Jagriti Singh, Deputy General Manager, BECIL, delivered welcoming remarks.

At the outset, the participants provided a self-introduction. Several topics on technology were discussed in the five sessions. The topics included “How digital transformation has disrupted the broadcast and media ecosystem, The relevance of ACCESSIBILITY features of broadcast networks and services to the future of broadcasting, The impact of content augmentation with emerging ways of media and content distribution and Architecture and building blocks, including process engines and interfaces of relevant facilities.

The workshop enabled participants to:

- Understand the requirements and complexities involved in delivering content and services to all audiences.
- Identify current trends and challenges in broadcasting, including the planning, development, and interconnection of broadcast infrastructure - with a particular focus on accessibility.
- Explore potential options for hybrid and converged technologies, networks, and services, including process engines and interface design.
- Learn from regional and international experiences - especially from the APAC region - on serving diverse audiences and addressing their unique challenges.
- Receive updates on universal broadcast and accessible media distribution technologies, services, and efforts toward harmonisation.

H.E. Pang Nath, MoINFO, Cambodia, gave the concluding remarks and presented the certificate of participation to some participants along with Gordon from AI Media, Jagriti from BECIL and Nils from R&S and Aale from Whiteways, representing each sponsor respectively.



# EMPOWERING YOUTH, INSPIRING CHANGE: CAMBODIA LEADS WITH GIRLS IN ICT DAY 2025

CONTRIBUTED BY JASON EMMANUEL MEKKAR

Digital inclusion, youth innovation, and gender equality were at the forefront of the Youth Digital Empowerment Workshop and Girls in ICT Day Cambodia 2025, held on 21 July 2025 at the Sokha Siem Reap Resort & Convention Center. The event was jointly organised by the Ministry of Information (MOI), Ministry of Post and Telecommunications (MPTC), the Asia-Pacific Institute for Broadcasting Development (AIBD), and the International Telecommunication Union (ITU) as a pre-summit activity of the 20th Asia Media Summit (AMS).



"Technology must not leave anyone behind. When we empower young people—especially girls - we empower entire communities to thrive in this digital age."

The workshop featured panel discussions, interactive learning sessions, and hands-on training conducted by experts from CADT, Cisco, ICANN, and ITU. Topics ranged from responsible journalism and cybersecurity to coding and AI-based applications.

Ms. Philomena Gnanapragasam, AIBD Secretariat Director/CEO, commended the collaborative effort, stating: "This initiative is not just about digital skills; it's about building the next generation of confident, capable leaders who will shape a more inclusive digital future."

As the event concluded, participants departed with renewed inspiration- empowered to apply their skills, drive innovation, and advocate for inclusivity within Cambodia's evolving digital ecosystem.

Gathering more than 160 students, teachers, and educators from eight schools and universities across Cambodia, the event provided an interactive platform to promote digital literacy and ICT-enabled opportunities, particularly for girls and young women. The workshop also ensured at least 50% female participation, reflecting Cambodia's strong commitment to gender inclusivity in the digital era.

In his opening remarks, H.E. Neth Pheaktra, Minister of Information, Cambodia, highlighted the transformative power of digital access:



# EARLY WARNING DISSEMINATION FOR BROADCASTERS / ASIA CONFRONTS RISING DISASTER THREATS: AIBD-ITU WORKSHOP HIGHLIGHTS BROADCASTING ROLE IN EARLY WARNINGS

CONTRIBUTED BY IM JONGWON

Asia is facing increasingly severe disasters linked to climate change. In 2024, the region recorded its warmest year on record, with deadly heatwaves in India, a super typhoon in Vietnam, Myanmar, and Laos, and record rainfall in South Korea. Against this backdrop, the Asia-Pacific Institute for Broadcasting Development (AIBD) and the International Telecommunication Union (ITU) convened a high-level workshop in Siem Reap, Cambodia, on July 21, ahead of the 20th Asia Media Summit 2025, to explore how broadcasting can strengthen early warning systems (EWS).

## Broadcasting as a Cornerstone of Early Warnings

The workshop introduced the Early Warnings for All (EW4All) initiative, emphasizing standardized technologies and protocols such as cell broadcasting, AI, satellite device-to-device (D2D) communication, and the Common Alerting Protocol (CAP). These tools enable broadcasters to deliver life-saving alerts within the critical “golden time.”

A tabletop exercise on flood warnings underscored the importance of tailoring alerts by region, ensuring redundancy during power/network outages, simplifying technical language, and countering misinformation.

## Integrating Tradition and Innovation

Professor Surya Parkash (NIDM, India) stressed that broadcasting remains one of the most reliable disaster communication channels due to its wide rural reach and resilience in crises. Yet, challenges such as misinformation and limited coverage demand innovation. Case studies such as Japan’s NHK demonstrated how AI-driven alerts and modernized broadcasts can enhance effectiveness.



## CAP for Multi-Channel Delivery

ITU’s Amila Amunugama explained how CAP (ITU-T X.1303) alerts can integrate into radio, TV, mobile, and digital platforms, ensuring accessibility across languages and formats, particularly for vulnerable groups.

## Cambodia’s Cell Broadcast Demonstration

Cheang Sopheak (MPTC Cambodia) presented Cambodia’s deployment of cell broadcasting and led a live demonstration using a mobile early warning vehicle. Participants observed loud alerts transmitted to phones within range, showcasing the technology’s real-time potential.

## Beyond Alerts: Building Trust and Action

Early warning messages must not stop at mere dissemination. If they fail to trigger evacuation, they are of little use. In South Korea, many citizens already express fatigue toward the frequent disaster alerts, and as a result, the messages have lost their effectiveness in prompting people to take shelter. Therefore, broadcasters must go beyond issuing warnings to provide clear, actionable instructions — for example, where to evacuate and how quickly — to ensure public compliance and save lives.

# AIBD/UNESCO IPDC SUB-REGIONAL WORKSHOP ON EMPOWERING WOMEN JOURNALISTS IN CRISIS COMMUNICATION (KL WORKSHOP)

CONTRIBUTED BY NABEEL TIRMAZI

Twenty-one women journalists from three Southeast Asian countries gathered Aug. 5-8 2025 for a sub-regional workshop on Empowering Women Journalists on Crisis Communication at AnCasa Hotel, Kuala Lumpur. AIBD in collaboration with UNESCO Jakarta under IPDC grant organised the four-day training, bringing together reporters from Malaysia, Timor-Leste and the Philippines who work for public broadcasters, independent media and digital platforms.



Anna Lomtadze from UNESCO Jakarta, delivered her online welcoming speech to share troubling statistics from a global survey on safety for women journalists. Seventy-three percent of women reporters worldwide face online violence, she said, and one in five have been attacked in person after being harassed online. Ana stressed that safety means more than physical protection. It includes digital security and mental health, and organizations need to support it, not just individual reporters.

Senior journalist Sabin Agha led the first day, teaching risk assessment and field preparation. Participants learned to map dangers before assignments using several frameworks, including the "5Ws & 1H" method and decision models for quick thinking under pressure. The training covered how to spot high-risk zones and respond quickly to disasters. Sabin pointed out specific problems women reporters face, from online harassment to protective gear designed only for men. Participants created checklists to use before assignments and practiced identifying rapid-response protocols.

The second day shifted to ethics and representation in crisis reporting. The consultant showed how gender stereotypes appear in news stories and taught reporters to avoid sensational coverage. The session focused heavily on interviewing survivors of violence, stressing the need for consent, dignity and cultural awareness. Using the Society of Professional Journalists Code of Ethics as a guide, trainers reinforced that accuracy matters more than speed. The goal was to help reporters tell stories without exploiting vulnerable people.

Jackie Viemilawati, psychosocial wellness expert from Indonesia addressed the mental health toll of crisis reporting on day three. Her research shows that 80 to 100 percent of journalists experience work-related trauma, and 92 percent face it repeatedly. She introduced a three-part approach to mental wellness: prepare before assignments, cope during them and decompress afterward. Jackie taught participants to recognize signs of burnout, secondary trauma and moral injury. She gave practical tools like grounding exercises, micro-breaks and peer support strategies. When interviewing crisis survivors, she said, reporters should "be human first, journalist second."



The same day covered digital risks. Participants learned to spot misinformation and AI-generated threats. They practiced verifying images, checking metadata and setting up two-factor authentication. A session on online harassment addressed doxxing, coordinated trolling and how to report abuse on different platforms. The training acknowledged that women face these digital threats more often than men.

The final day focused on creating institutional change. Participants drafted crisis response plans tailored to their own newsrooms. They identified key roles such as crisis lead, legal liaison and safety officer. Nabeel Tirmazi, senior program manager at AIBD, provided templates for risk communication, handling sexual harassment in the field and supporting mental health at work. The day ended with an audit exercise where participants evaluated whether their newsrooms provide safe and fair conditions for women.



The workshop combined hands-on skills with broader institutional reforms. By addressing both individual safety and organizational culture, the training aims to create lasting change in how Southeast Asian newsrooms protect their journalists, particularly women who face distinct risks in crisis reporting.

# AIBD–UNESCO WORKSHOP TRAINS PACIFIC JOURNALISTS IN CLIMATE REPORTING AND AI TOOLS

CONTRIBUTED BY NABEEL TIRMAZI



KUALA LUMPUR, Malaysia: Journalists from Samoa, Papua New Guinea and Vanuatu participated in a four-day AIBD–UNESCO workshop designed to strengthen climate change storytelling, institutional disaster preparedness, and the use of artificial intelligence in Pacific newsrooms. The subregional training, held in Kuala Lumpur, comes at a time when Pacific Small Island Developing States (SIDS) face mounting climate risks that demand faster, more accurate, and community-centered reporting.

The workshop brought together television, radio and digital journalists who regularly report on cyclones, sea-level rise, droughts, landslides, and other climate-related hazards. Participants learned new tools for researching, producing and verifying climate stories while reviewing their own media organization’s emergency protocols to ensure continuity of broadcasting during disasters.

The workshop opened with sessions led by Indonesian climate journalist Ms Dewi Safitri, a veteran broadcaster and science communicator. She trained participants on how to build strong climate narratives using regional data, case studies, and Indigenous knowledge. Dewi emphasized that climate stories must show lived experiences rather than simply repeating scientific warnings.

“Communities trust stories that feel real to them,” she told participants. “If journalists combine data with voices from villages, farmers, fishers and youth, the public understands climate change as something affecting them today, not something abstract.”

Journalists practiced reading scientific papers, identifying credible sources, and framing solutions-focused climate stories.

Group exercises allowed them to redesign existing news pieces into clearer, more accessible formats that resonate with Pacific audiences.

A significant portion of the training focused on making Pacific newsrooms more resilient during emergencies. Dr. Surya Parkash, Professor and Head of the CBRN & Cyber Disaster Risk Management Division at India’s National Institute of Disaster Management, led sessions on Disaster Preparedness and Response Plans (DPRPs).

Parkash stressed that disaster preparedness cannot rely on informal routines or ad-hoc responses.

“You cannot serve the public if your own house is not in order,” he said. “A functional Incident Command System, clearly defined roles, and pre-approved communication protocols are critical for media during a crisis.”

Participants analyzed their current safety protocols and worked with Parkash to improve risk assessments, hazard maps, and continuity planning. They developed SOPs covering evacuation triggers, communications failures, backup power systems, field safety guidelines and the responsibilities of each team member during a disaster.

Journalists were encouraged to adopt a “safety first, story second” mentality, especially when working in high-risk zones during cyclones, floods or landslides.

The workshop also focused on AI-driven journalism. Nabeel Tirmazi, Senior Programme Manager at AIBD, introduced journalists to tools that support fast, accurate and inclusive climate reporting.



Participants practiced:

- AI transcription and translation
- Automated summarization for quick scriptwriting
- Satellite data interpretation using dashboards and open-source tools
- Verifying disaster-related content using AI-assisted checks
- Fact-checking claims and detecting deepfakes
- Using multimodal prompts to develop story structures and data briefs

Nabeel guided participants through designing prompts that help cross-check policy documents, interpret climate reports and analyze government data. He also demonstrated how AI can assist with misinformation detection, including identifying doctored images and misleading social-media posts.



“AI isn’t here to replace reporters,” Nabeel said. “It makes your work faster, more accurate and more accessible for audiences who need reliable information during emergencies.” During group work, participants pitched cross-border story ideas addressing shared issues across Samoa, Papua New Guinea and Vanuatu. Topics included climate migration, food security, newsroom resilience, coastal erosion, and Indigenous knowledge systems. Each proposal includes radio, TV, and online components. AIBD and UNESCO expect multimedia stories and regional co-productions to emerge from the training. These will be supported by editorial mentorship and micro-grants. The workshop is part of a broader initiative aligned with SDG 16.10, which promotes access to information and resilient public institutions. Participants will join three online mentoring sessions over the coming months to finalize their productions and institutional safety plans.

An online resource hub will house all workshop materials, sample DPRP templates, AI toolkits, and story showcases to support media organizations across Pacific SIDS. The training aimed not only to strengthen journalists’ technical skills, but also to encourage a culture of safety, collaboration and factual storytelling in one of the world’s most climate-vulnerable regions.

# AIBD WORKSHOP DRIVES INNOVATION IN AI-POWERED VIDEO PRODUCTION

CONTRIBUTED BY IM JONGWON

On 22 September 2025, the Asia-Pacific Institute for Broadcasting Development (AIBD), in collaboration with the Community Media Foundation (CMF) from South Korea, hosted a transformative online workshop titled Workshop on Video Production Using AI Tools. The three-hour event, conducted via Zoom from Kuala Lumpur, Malaysia, equipped media professionals across the Asia-Pacific region with cutting-edge skills in leveraging AI tools like Canva and CapCut for efficient and innovative video production. AIBD managed participation of professionals while CMF fully funded the instructor's fees.

## Expert-Led Learning for the Digital Era

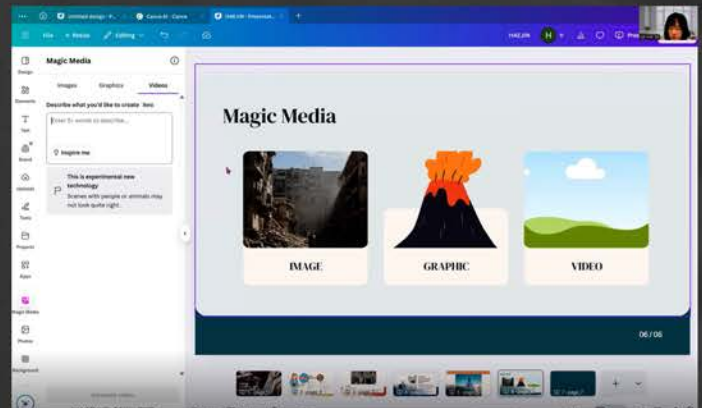
Led by Ms. Lee Hae-jin, a seasoned media literacy educator with a master's degree in media and communications from the UK, the workshop offered a blend of theoretical insights and hands-on practice. With extensive experience at the Community Media Foundation (CMF) and Korea Press Foundation (KPF), Ms. Lee specializes in AI-driven content creation, proficient in platforms like Canva, CapCut, ChatGPT, and Gemini, alongside traditional tools like Adobe Premiere Pro.

## Hands-On Expertise with AI Tools

The workshop focused on practical applications of Canva and CapCut, guiding participants through:

- **Canva for Visual Creation:** Participants used Canva's AI-driven text-to-image generation and design automation to create non-copyrighted visuals, streamlining pre-production.
- **CapCut for Video Editing:** Attendees practiced AI-based editing features like speech recognition, auto-subtitles, and transition effects, reducing editing time while enhancing creativity.
- **Collaborative Feedback:** The session concluded with a group screening where participants showcased their AI-crafted videos, receiving peer and instructor feedback on storytelling and technical execution.

Ms. Lee highlighted how AI tools democratize content creation, enabling broadcasters and citizen producers to create scripts, storyboards, and professional content



## Participant Feedback: Practical and Inspiring

Mr. Mahadeven Mootoosawmy, a participant, praised the workshop as a "great introduction to the AI environment," noting its immediate applicability for creating non-copyrighted images and videos, scriptwriting, and storyboarding. He highlighted significant time savings in production but noted the three-hour duration felt "squeezed," limiting deeper exploration. Suggestions included advanced-level content on Canva and CapCut, insights into AI capabilities, limitations, and risks of over-dependence. Mootoosawmy, a paid subscriber to both tools, found the investment worthwhile for accessing advanced features and encouraged others to subscribe. He expressed enthusiasm for future AIBD workshops on advanced AI topics.

## Looking Ahead

The workshop underscored AIBD's commitment to fostering media innovation through effective participant recruitment, complemented by CMF's financial support. Recommendations include extended sessions for advanced AI features, discussions on AI ethics, and regional partnerships for digital storytelling. The event, moderated seamlessly by Mr. Im Jongwon, sets a strong foundation for modernizing Asia-Pacific media production.

# AIBD SEMINAR EXPLORES INNOVATIVE REVENUE STRATEGIES FOR MEDIA

CONTRIBUTED BY IM JONGWON



On 11 September 2025, the Asia-Pacific Institute for Broadcasting Development (AIBD) hosted a groundbreaking online seminar titled *Diversifying Revenue Streams: Strategies from Broadcasters and Community Media Across Asia*. Conducted via Zoom from Kuala Lumpur, Malaysia, the two-hour event brought together media professionals from across the region to share innovative approaches to financial sustainability in an era where traditional advertising models are faltering.

**A First for AIBD: Bilingual Seminar with Real-Time Interpretation**  
Marking a milestone for AIBD, this was the organization's first seminar to feature English - Korean interpretation, facilitated by Programme Manager Mr. Im Jongwon using Zoom's interpretation feature. This allowed seamless communication for a diverse audience, with Mr. Ramesh Hangloo (India) and Dr. Uchenna Ekwo (USA) presenting in English, while Mr. Hwang Min Ho, Ms. Park Hyun Ju, and Ms. Goo Mi Suk from South Korea delivered their talks in Korean.

## Diverse Voices, Practical Insights

The seminar featured five speakers, each offering unique perspectives on revenue diversification:

- Mr. Ramesh Hangloo, founder of Radio Sharda 90.4 FM in Jammu & Kashmir, India, discussed how his community radio station, established in 2011 for the displaced Kashmiri Pandit community, sustains itself through advertising, volunteer contributions, and community-driven content. Emphasizing sustainability through cultural preservation, training, and technical resources, he highlighted the station's role in health, education, and social awareness, achieving global listenership in over 100 countries. However, some attendees noted that his presentation leaned heavily on personal anecdotes, leaving less time to delve into the specifics of his revenue model.
- Mr. Hwang Min Ho, CEO of Okcheon Newspaper in South Korea, shared the remarkable story of his outlet, founded in 1989 with community shareholders and sustained entirely by subscription revenue (50%) and ads (50%), boasting readership from over 20% of the local population without reliance on government subsidies. He emphasized community journalism, monitoring local power, and expanding into social enterprises, cooperatives, and media education like Okcheon Journalism School to build a "commons" for autonomy and regeneration.
- Dr. Uchenna Ekwo, CEO of the Center for Media & Peace Initiatives (USA), highlighted strategies for local journalism sustainability, including revising media policies with tax incentives and subsidies (e.g., Journalism Competition and Preservation Act)

- diversifying revenue through philanthropy (90% of CMPI's funding from events and donations), digital transformation, community-centric reporting, partnerships, and collaborations with higher education. He stressed nonprofit models, equitable organization design, and media education to foster civic engagement and transparency.
- Ms. Park Hyun Ju, a reporter for Ma Bang Community Media in South Korea, showcased how her small village newspaper, in its 4th year, thrives by fostering deep community ties through newsletters, broadcasting, and heritage archiving like the UNESCO-listed Toegyewon Sandae Nori. She discussed challenges like government dependency on subsidies, building economic independence via partnerships (e.g., MOU with Saemaul Geumgo for funding), youth media labs, cultural goods sales, and transitioning to a social cooperative, emphasizing trust, social capital, and institutional support for long-term sustainability.
- Ms. Goo Mi Suk, a former MBC producer and media educator, outlined MBC's YouTube strategies, focusing on channels like 14F (targeting Gen Z with short-form news and trends), 5-Minute Clips (repurposing archives into highlights for cost-efficient, algorithm-optimized content), and the case of "Cleaning Maniac Brian," which succeeded on YouTube with viral, exaggerated humor but failed on TV due to platform-format mismatch and audience gaps. She concluded that YouTube success relies on adaptive responses to trends rather than fixed plans.

## Looking Ahead

Speakers recommended deeper dives into YouTube strategies, crowdfunding, subscription models, and community engagement techniques. They also suggested longer Q&A sessions, interactive group activities, and hands-on exercises to enhance engagement. The seminar's speakers have showed their interest in future workshops providing hands-on practice by making a short revenue related campaign, as AIBD continues to support media innovation across the Asia-Pacific region.

With no financial implications, as speakers volunteered their expertise, the seminar underscored AIBD's commitment to fostering sustainable media practices. Mr. Im Jongwon, the Programme Manager, ensured the event ran smoothly, with the Zoom platform delivering a stable and high-quality experience. As media organizations navigate an evolving landscape, AIBD's seminar offered a vital platform for sharing replicable, low-budget strategies that inspire transformation and resilience.



# 20<sup>th</sup> ASIA MEDIA SUMMIT

SIEM REAP - CAMBODIA  
JULY 21 - 24, 2015

CELEBRATING TWO DECADES OF EXCELLENCE & BEYOND



# FLAGSHIP EVENTS

## ASIA MEDIA SUMMIT 2025 (AMS) – SIEM REAP, CAMBODIA : “TWO DECADES STRONG: AMS 2025 USHERS MEDIA INTO A NEW ERA”

CONTRIBUTED BY JASON EMMANUEL MEKKAR

The 20th Asia Media Summit (AMS) 2025 lit up Siem Reap, Cambodia, from 21–24 July 2025 celebrating two decades of media excellence under the theme “Two Decades of Excellence and Beyond.”

Hosted by the Ministry of Information, Cambodia, and organized by AIBD, the landmark summit brought together over 500 delegates from 50 nations, including 220 international participants, reaffirming its place as one of Asia-Pacific’s premier platforms for media dialogue.



The Inaugural Ceremony blended Cambodian cultural artistry with visionary speeches.



Ms. Philomena Gnanapragasam, AIBD Secretary-General/CEO, hailed two decades of partnership and innovation, saying: “AMS continues to bridge nations, ideas, and voices - fuelling a media ecosystem driven by truth and transformation.”

AIBD President Mr. Gaurav Dwivedi echoed this sentiment, urging the industry to embrace technology responsibly: “AI should amplify our humanity, not replace it. Media must remain the voice of trust.”

In his keynote, H.E. Neth Pheaktra, Minister of Information, Cambodia, struck the ceremonial gong to launch the summit, declaring: “Media is the mirror of society. Its responsibility is to inform, empower, and unify.”

Panels and workshops delved into AI, disinformation, content innovation, and climate communication, setting the tone for a future-oriented, ethically driven media industry. As the summit concluded, a commemorative montage celebrated AIBD’s 20-year journey. The message was clear - Asia’s media is ready for the next chapter: credible, creative, and connected.

# HIGH-LEVEL SESSION: DISINFORMATION: THE ROLE OF MEDIA & THE GOVERNMENT /BRIDGING TRUTH AND TRUST: HIGH-LEVEL LEADERS UNITE AGAINST DISINFORMATION AT AMS 2025

CONTRIBUTED BY WICKRAMAGE DON DHAMMIKA

In an era where digital platforms and AI-generated content dominate public discourse, the Asia Media Summit 2025 opened with a compelling high-level plenary session titled “Disinformation: The Role of Media and the Government.” The session brought together top policymakers, media leaders, and international experts to explore how governments and media can collaborate to uphold truth, protect democratic values and reinforce public trust.



Moderated by Mr. Leon Loganathan, Legal Advisor from Malaysia, the session featured a powerhouse panel of speakers:

- H.E. Neth Pheaktra, Minister of Information, Cambodia
- H.E. Hina Waleed, Chief Spokesperson, President's Office, Maldives
- Dr. Cosmas Zavazava, Director, ITU
- Mr. Gaurav Dwivedi, CEO, Prasar Bharati, India
- Dato' Suhaimi Sulaiman, Director General, RTM, Malaysia

## Cambodia's Multi-Pronged Strategy Against Disinformation

H.E. Neth Pheaktra emphasized Cambodia's comprehensive approach to combating disinformation, especially during sensitive periods like elections and public health emergencies. The government is updating its press law, drafting an anti-fake news bill, and developing audiovisual legislation to regulate digital broadcasting. Cambodia is also collaborating with Singapore to learn from its legal framework and has created a daily monitoring committee that flagged over 3,600 fake news items in 2024 alone.

He stressed the importance of media literacy, fact-based journalism, and cross-sector partnerships, including training programs with AIBD and Turkey's TIKA. Cambodia's “Say No to Fake News” campaign is central to building public resilience and restoring trust in media.

## Maldives: Women Leading the Fight for Truth and Inclusion

H.E. Hina Waleed highlighted the Maldives' commitment to inclusive leadership, especially the role of women in media governance. With women heading key institutions like the Broadcasting Commission and Public Service Media, the country is fostering gender equity in decision-making.



She also addressed the unique challenges faced by small island nations, including geographic isolation and limited media infrastructure. The Maldives is leveraging community-level leadership, direct access to officials, and digital platforms like the Citizens Voice portal to ensure transparency and rapid response to misinformation. ITU's Global Perspective: Bridging the Digital Divide

Dr. Cosmas Zavazava of the ITU provided a global lens on digital vulnerabilities. With 2.6 billion people still unconnected, he emphasized the need for digital literacy, cybersecurity, and collaborative regulation. ITU's initiatives include:

- Global Symposium for Regulators
- AI for Good platform
- Child Online Protection Guidelines
- Over 100 standards to combat fake news and deepfakes

He advocated for multi-stakeholder collaboration, harmonized legal frameworks, and ethical governance to ensure safe and inclusive digital environments.

India's Prasar Bharati: Scaling Credibility Across 190 million Households

Mr. Gaurav Dwivedi shared how India's national broadcaster ensures accuracy across its vast network of 30+ TV channels and 250+ radio stations. Key initiatives include:

- A Fact Check Unit under the Press Information Bureau
- Creation of SHABD, a free newswire service for smaller media outlets
- Recognition by Reuters Institute as India's most credible news source for three consecutive years

He stressed the importance of audience trust, content verification, and collaborative frameworks to counter long-running misinformation campaigns.

Malaysia's RTM: Empowering Citizens to Fight Fake News

Dato' Suhaimi Sulaiman presented RTM's innovative approach to public engagement. Through daily two-minute segments called "Pastikan Sahih" (Make Sure It's Right), RTM debunks viral misinformation with verified facts. The broadcaster also runs a weekly analysis program and a digital safety campaign targeting youth.

RTM's strategy centers on accessibility, community involvement, and education, positioning citizens as active participants in the fight against disinformation.

Public Broadcasters: More Relevant Than Ever

Both Mr. Dwivedi and Dato' Suhaimi agreed that public broadcasters are more essential than ever in the age of fragmented narratives. Their credibility, ethical standards, and commitment to public service make them trusted sources amid the noise of social media and algorithm-driven content.



A Call for Unified Action

The session concluded with a strong call for regional collaboration, policy safeguards, and media literacy to combat the growing threat of disinformation. As H.E. Neth Pheaktra noted, "Combating fake news is not a crackdown on free speech—it is a defense of the public's right to accurate information."

The Asia Media Summit's High-Level Session set the tone for a summit focused not just on innovation, but on integrity, inclusion, and impact.

## PLENARY SESSION 2: INSPIRING VOICES FROM ACROSS ASIA: GRASSROOTS STORIES RESHAPING MEDIA NARRATIVES

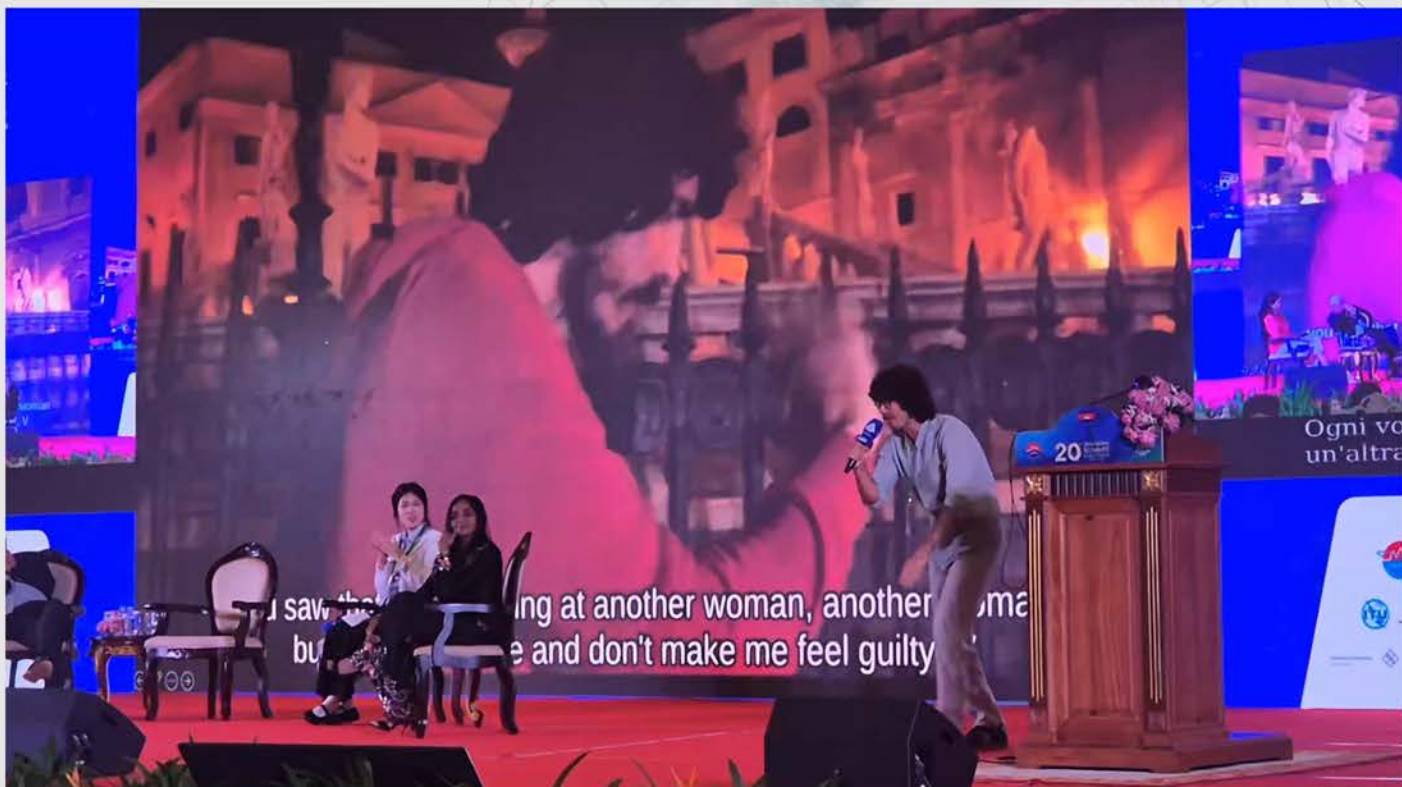
CONTRIBUTED BY IM JONGWON

At the 20th Asia Media Summit (AMS) in Siem Reap, Cambodia, Session 2—“Inspiring Voices from Across Asia”—shifted the spotlight from institutional powerhouses to individuals whose stories reflect resilience, creativity, and transformative social impact. Organized by the Asia-Pacific Institute for Broadcasting Development (AIBD), the session highlighted how media can serve as a powerful amplifier for voices often marginalized in mainstream discourse, reaffirming its role as a catalyst for inclusion and change.

### Beyond Institutions: The Power of the Personal

The 75-minute hybrid session combined short video introductions, four keynote presentations, and a moderated dialogue led by Dr. Geetha Nadarajan, Women in AI (Malaysia). Each speaker was invited to submit a 3–5 minute video preview, reviewed and approved by the Programme Manager, ensuring both narrative coherence and authenticity.

Speakers came from diverse fields - broadcasting, music, citizen journalism, and government - but their stories converged on one point: that meaningful media begins not with data or institutions, but with people.



### Four Journeys, One Message

Dr. Sreedhar Ramamurthy, Former Director of the Commonwealth Educational Media Centre for Asia (CEMCA), India, presented “The life of a retiree dreaming of becoming an innovative activist.” He demonstrated that retirement is not an end but an opportunity to reimagine civic engagement, advocating for community-driven media innovation.

Mr. Lorenzo Canale, Musician and Media Innovator from Italy, followed with “Musical Bridges: Connecting Cultures Through Shared Meaning.” His presentation showed how music and technology can break cultural barriers, creating shared spaces for empathy and dialogue.

Ms. Park Yerin, Producer and Citizen Journalist of Zoom-In Local, Republic of Korea, delivered one of the most talked-about presentations: “Citizen Journalism in Action: Getting My Heavy-Smoking High School Friend into a Smoking Cessation Clinic.” Her case illustrated how hyperlocal storytelling can shift public behavior and even spark health interventions.

Finally, H.E. Aminath Namza, Deputy Minister of the Ministry of Cities, Local Government and Public Works and Chairperson of Public Service Media (PSM), Maldives, spoke on “Inspiring media to amplify the unheard stories that shape the heart of communities through meaningful media narratives.” She emphasized the moral responsibility of public institutions to place empathy and inclusion at the center of media policy.



### Dialogue Across Boundaries

The moderated discussion tied these diverse stories together. Dr. Nadarajan highlighted recurring themes: the sustainability of grassroots initiatives, the delicate balance between technology and human connection, and the transformative power of authentic storytelling. Participants noted how citizen-led narratives can push policymakers, inspire activism, and build bridges across generations.



### Takeaways: Storytelling as Social Change

The session concluded with a clear message: the future of Asian media lies not only in adopting cutting-edge technologies but in reclaiming the human heart of storytelling. Grassroots media must be nurtured, sustained, and connected to broader platforms so that small stories with big meaning do not vanish into silence. The session stood out as a reminder that media is most powerful when it amplifies the voices of those who rarely hold the microphone.

## PLENARY SESSION 3: INFORMATION AS A PUBLIC GOOD IN SAFEGUARDING CREDIBILITY AND DEMOCRACY

CONTRIBUTED BY NAING NAING AYE

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On Day 1 of the 20th Asia Media Summit (AMS 2025), the Plenary Session “Information as a Public Good – Safeguarding Credibility and Empowering Democracy” set the tone for the Summit’s deliberations. The session explored how media, governments, and stakeholders can work together to uphold credibility and strengthen democratic societies.

Moderated by Mr. Jonathan Tan, Head of the Culture and Information Division at the ASEAN Secretariat, the discussion underscored the principle that information must serve as a public good. A distinguished panel of speakers examined the pressing challenges posed by misinformation and shared strategies for building trust, reinforcing the vital role of credible information in empowering communities and sustaining democracy.

Mr. Sebastian Berger, Southeast Asia Bureau Chief for AFP, explained that credibility is the core asset of mainstream media, which exists to report accurate news. He continued that a “low-trust information environment” has led to “news avoidance,” a growing phenomenon where people are unsure what to believe. He also cautioned against the risks of overregulation, which could allow governments to control narratives and ultimately damage long-term credibility.

H.E. Rapid Sun, Under Secretary of State at Cambodia’s Ministry of Post and Telecommunications, announced that Cambodia is drafting a National AI Strategy focused on AI ethics and standards. The country is also prioritizing digital literacy, with a goal of having 50% of its population digitally literate by 2030, up from the current 30%. The Community Tech Centers have been establishing to provide digital literacy training and internet access to local communities.

Mr. Xavier Berge, Media Cooperation Officer at France’s Ministry of Foreign Affairs, discussed that a democracy requires its citizens be informed to function properly, and journalists are the most legitimate actors to provide this accurate, reliable information and to fight against disinformation. For this to happen, journalists must be able to work in the best possible conditions, and various stakeholders have a key role to play in supporting them.

H.E. Tep Asnarith, Under Secretary of State and Spokesperson for Cambodia’s Ministry of Information, emphasized manipulative narratives confuse the public and can even create chaos when media is misused as a political tool. This, he said, undermines democracy rather than serving the public good. He also outlined the nationwide “Say No to Fake News” campaign, which travels across Cambodia to educate people about misinformation.

Mr. Jun Ogawa from Japan’s Broadcasting Ethics & Program Improvement Organization (BPO) used a powerful analogy, stating that information should be like sushi—“fresh, raw, and true”. He encouraged broadcasters to act as a fixed and reliable “goalpost” for society, ensuring standards don’t waver amidst the “gems and stones mixed” of today’s information world.

Ms. Nishaeni Parmanadan, General Manager of Corporate Relations at VIORY, reminded the audience that information has always been a public good, delivered through newspapers, radio, and television. She offered several strategies to combat disinformation, including cross-industry collaboration between news agencies, tech companies, and fact-checking organizations. Maybe we won’t be able to stop misinformation entirely, however, strengthening our presence on digital media will ensure people know where to turn and whom they can count on for the truth, she concluded.

The session concluded with a shared understanding that safeguarding information as a public good is a collective responsibility. Governments, media organizations, civil society, and citizens must work together to protect credibility and ensure that accurate, ethical, and transparent information continues to empower democracy.

# PLENARY SESSION 4: MEDIA AND CLIMATE ACTION: THE ROAD TO SUSTAINABILITY

CONTRIBUTED BY NAING NAING AYE

## FROM E-WASTE TO RISING SEAS: PLENARY SESSION-4 DISCUSS MEDIA TO ACT ON CLIMATE CHANGE

The 20th Asia Media Summit (AMS) continued its second day with Plenary Session 4, "Media and Climate Action: The Road to Sustainability". The session highlighted the need for media to become a driving force for climate solutions rather than the traditional environmental reporting. Dr. Eric Cremer, Vice President (Distribution) of France Media Monde, moderated the session of five distinguished speakers from across the Asia-Pacific.

Dr. Cremer started the discussion that climate change as a universal challenge requiring a coordinated global response, with success dependent on local and national initiatives where media acts as a crucial informational agent.

Mr. Steve Ahern, CEO of Ahern Media & Training from Australia, emphasized the need for a clear roadmap to "sustainability". He urged broadcasters to think beyond carbon emissions, incorporating energy efficiency, business continuity, and staff friendly environment into sustainability planning.

Mr. Anindya Sengupta, Director of Global Affairs and Public Policy from India, noted that broadcasting's carbon footprint is double the emissions of global aviation industry. He highlighted the issue of e-waste, which is projected to reach 100 million metric tons by 2034. He stressed the importance of mapping carbon emissions, adopting renewable energy, and embracing the "3R" principle—repair, reuse, refurbish.

From Cambodia, Mr. Vanthou Chorn, Deputy Director at the Ministry of Industry, Science, Technology and Innovation, outlined his government's efforts to support micro, small and medium-sized enterprises (MSMEs), which form the backbone of Cambodia's economy. He described media as a bridge connecting government, private sector, and communities, ensuring that policies on inclusivity, innovation, and green finance reach those who need them most.

Representing one of the world's most climate-vulnerable nations, Ms. Safa Shafeeq, President of the Maldives Broadcasting Commission, brought a localized perspective to the discussion. Maldives is 99% ocean and only 1% land, making it vulnerable to rising seas, coral bleaching, and freshwater contamination. She emphasized that in disasters,



information saves lives, and the importance of radio broadcasts for early warnings. She also noted that preparedness starts in homes, classrooms, news, and social media.

Mr Surya Prakash, Professor and Head of the National Institute of Disaster Management from India, underscored the need for public participation and people centric approach in climate action. He underlined the need for accurate, actionable information to counter misinformation and advocated for climate journalism in academic curricula.

Throughout the session, the speakers emphasized that sustainability is no longer optional, and the governments, regulators, advertisers, and audiences increasingly demand accountability from media organizations. The session concluded that the media's greatest responsibility lies not only in reporting the climate crisis but in leading the road to sustainability for societies across the globe.



## PLENARY SESSION 5: BRIDGING LEGACY AND INNOVATION: TECHNOLOGY'S ROLE IN MEDIA'S EVOLUTION

CONTRIBUTED BY NAING NAING AYE

The 20th Asia Media Summit continued with a plenary session on “Bridging Legacy and Innovation: Technology’s Role in Media’s Evolution” on 23 July 2025. The leading media experts and technologists discussed thought-provoking ways and means for traditional media to embrace innovation while preserving core values.

Moderated by Mr. Nils Ahrens, Sales Director, Broadcast Solutions APAC, Rohde & Schwarz (Australia), the panel explored the integration of AI, cloud, OTT, and advanced infrastructure in shaping media’s future.

Mr. Chetan Sharma, CEO of Chetan Sharma Consulting (USA), introduced the concept of Quantumverse technologies—the convergence of AI, 5G, blockchain, and advanced networks. He underscored that resilient networks and efficient use of spectrum will be critical as 6G emerges around 2030.

Mr. Han Ju-Yeol, Deputy Director of KBS (South Korea), shared KBS’s experience in using generative AI for documentaries and drama series. He stressed the necessity of sovereign AI, tailored to national culture and history, to ensure accuracy and relevance. He reaffirmed that AI should serve as an enhancer, not a replacement, for human creativity and journalism.

Mr. Aale Raza, Founder and Managing Director of Whiteways Systems (Singapore), reflected on the shift from television’s dominance to today’s fragmented digital landscape. He urged collaboration between governments, regulators, technology providers, and broadcasters to safeguard media’s relevance. The session concluded with a consensus that proactive and strategic adoption of technology is paramount for legacy media to not only survive but thrive in the digital age.

Mr. Satriyo Dharmanto, Chief Technology Officer of TVRI (Indonesia), highlighted TVRI’s deployment of DVB-T2, AI-powered OTT platforms, citizen journalism initiatives, and secure digital asset management. He emphasized that free-to-air digital broadcasting remains essential in reaching rural and underserved communities across Indonesia to cover 17,000 islands.

Mr. Chhorn Vibol, Director, Ministry of Information (Cambodia), spoke from a policymaker’s perspective. He noted Cambodia’s initiatives to support digital broadcasting, strengthen cybersecurity, and foster public-private partnerships. He emphasized the importance of maintaining confidentiality, integrity, and availability (CIA) of information security framework to build public trust. The session concluded with a consensus that proactive and strategic adoption of technology is paramount for legacy media to not only survive but thrive in the digital age.



## PLENARY SESSION 6: LEGACY MEDIA AT A CROSSROADS: SUSTAINABLE STRATEGIES FOR LEGACY MEDIA (SESSION SPONSOR – VIORY)

CONTRIBUTED BY NABEEL TIRMAZI

In Siem Reap, Cambodia, the 20th Asia Media Summit's Plenary Session 6, sponsored by VIORY, framed legacy broadcasters not as relics of a bygone era but as pivotal institutions struggling to reinvent themselves in a platform-dominated media ecosystem. Under the theme "Sustainable Strategies for Legacy Media," the session examined how traditional broadcasters in the Asia-Pacific can build viable business models while preserving public trust and serving increasingly fragmented audiences.

investment capital, much as some global factual channels have done.

Broadcasting engineering consultant Dr. Amal Punchihewa extended the sustainability conversation from balance sheets to bandwidth. He highlighted the environmental footprint of streaming and pressed broadcasters to adopt energy-efficient architectures and join initiatives such as "Greening of Streaming." At the same time, he cautioned against a purely digital future, pointing to the persistence of the digital divide



Mr. Syed Aamir Riaz from the ITU in Indonesia moderated the session, which brought together experts from academia, technical consultancy, media leadership, and government. Aamir framed sustainability as a multi-dimensional challenge having digital competition, shifting consumption habits, and the limitations of conventional arrangements with global streaming platforms. He argued that traditional partnerships and advertising-dependent models are no longer sufficient, calling for experiments with subscription income, impact-driven funding, and more imaginative forms of collaboration.

From a broadcaster's vantage point, Mr. Gombojav Otgonbayar of Eagle Broadcasting in Mongolia underscored the structural financial pressure facing legacy media. Advertising revenues are contracting while the operational costs of analogue and terrestrial infrastructure remain stubbornly high, making "digitisation" alone a cosmetic fix rather than a genuine solution. His idea was to reimagine legacy media as "mission-oriented investment funds with a broadcasting branch," using the credibility and reach of established brands to attract -

and the billions who still lack reliable connectivity. For him, a hybrid delivery mix, digital-first and mobile-first services layered on top of digital terrestrial television (DTT) and direct-to-home (DTH) platforms, is essential if public-service mandates are to be honoured.

The generational challenge was addressed head-on by Dr Dinesh Elango from the American University of Phnom Penh. Drawing on recent data, he noted that around 70 percent of Generation Z now consume news primarily via social media platforms such as TikTok and Instagram, signalling a historic decoupling of young audiences from linear television and traditional news outlets. Dr Dinesh outlined four pillars for what he called multi-dimensional transformation: revenue diversification beyond spot advertising, audience-centric product innovation tailored to specific platforms, operational agility through cloud workflows and AI automation, and ecosystem partnerships that tap into ethical AI and immersive technologies. Those who hesitate, he warned, risk "Digital Darwinism", a slow and quiet slide into irrelevance.



For Mr. Kumaran Subramanian of Malaysia's IPPTAR, the answer lies in treating legacy media as "living media," anchored in credibility, ethical practice, and accumulated brand equity. In an era of disinformation and synthetic content, he argued, public trust is not nostalgia, it is a strategic asset that can justify premium products, investigative journalism, and data-driven storytelling. He advocated systematic upskilling in multimedia and data journalism and urged broadcasters to embed Environmental, Social, and Governance (ESG) standards into their operations, while experimenting with AI-driven personalisation and hybrid models that blend advertising, subscription, and digital licensing.

The policy dimension came through strongly in the intervention of H.E. Sles Alfin, Under Secretary of State at Cambodia's Ministry of Information. He detailed an ecosystem of state support—from subsidies and tax relief to legal aid



and journalist welfare measures, designed to stabilise legacy media and protect editorial capacity. Cambodia's "Say No to Fake News" campaign, he noted, illustrates how governments and broadcasters can cooperate to defend informational integrity while encouraging media organisations to study audience behaviour, embrace entrepreneurial mindsets, and invest in technology.

For broadcasters in Asia-Pacific, the message from Siem Reap was unambiguous: survival will depend on hybrid distribution, diversified funding, green infrastructure, and a renewed commitment to trust, managed not as a legacy advantage but as the central currency of the digital age.



# PLENARY SESSION 7: CEO SESSION: LEADING MEDIA THROUGH TRANSFORMATION

CONTRIBUTED BY WICKRAMAGE DON DHAMMIKA

The CEO Session at the 20th Asia Media Summit brought together top media executives, digital strategists, and technology leaders to discuss the future of broadcasting in an era defined by rapid technological disruption, shifting audience behaviors, and the rise of artificial intelligence. Moderated by Ms. Philomena Gnanapragasam, CEO of AIBD, and Mr. Eric Cremer of France Médias Monde, the session offered a candid, forward-looking dialogue on leadership, innovation, and sustainability in the media industry.



## Key Themes and Takeaways

- Datuk Suhaimi Sulaiman, Director-General of RTM Malaysia, emphasized the need to remain relatable and audience-focused. RTM's success in revitalizing viewership lies in adapting content for digital platforms while preserving editorial integrity. "We must be relatable and relevant—otherwise, people won't consume our content."
- Mr. Kora Nou, Managing Director of NBC Papua New Guinea, raised concerns about AI's impact on journalistic creativity and ethics. He stressed the importance of policy frameworks to guide responsible AI use. "AI must not replace the human touch in storytelling—it's creativity and credibility we must protect."
- Mr. Tshering Dorji, Officiating CEO of Bhutan Broadcasting Service, shared Bhutan's purpose-driven media philosophy. He highlighted the importance of intentional content and inclusive distribution. "Content is king, but distribution is god. Our media must serve people, not just platforms."
- Mr. Roslan Ariffin, Director of IPPTAR Malaysia, focused on talent development and the urgency of upskilling media professionals. "We must train both the experienced and the digital-native generations—only then can legacy media evolve."

- Mr. Raymond Siva, Digital Infrastructure Consultant, Malaysia, discussed the ethical dilemmas of AI and the need for platform-specific storytelling. "The intersection of ethics and innovation will keep CEOs up at night. We must lead with responsibility."
- Mr. Ian Chew, CEO of Greenie Web Singapore, urged media organizations to address their environmental impact and rethink the role of technology. "Technology isn't a panacea—it can help or harm. Media must be green, not just talk green."
- Mr. Nassim Hassan, CEO of Library Kingdom (USA), emphasized the commercial viability of multilingual, AI-enhanced content. "People want action and emotion—but they want it in their language, on their terms."
- Mr. Eric Cremer, Vice President of Distribution, France Médias Monde, reminded the audience that content is meaningless without proper access. "You can have the best content—but without distribution, it's invisible."



Ms. Philomena Gnanapragasam, CEO of AIBD, closed the session by calling for bold, ethical leadership. "The future of media will be shaped not just by technology, but by the values and decisions of those who lead it."

## Conclusion: A Call to Action

The CEO Session underscored that the future of media is not about abandoning legacy—it's about evolving it. From AI ethics to environmental responsibility, from content innovation to inclusive access, media leaders must navigate a complex landscape with agility, vision and purpose.

As the session concluded with a group photo and applause, one message was clear: the future of media will be shaped not just by technology, but by the values and decisions of those who lead it.



# SPECIAL SESSIONS

## SPECIAL SESSION 1 : ENABLING ACCESSIBILITY IN BROADCASTING / AI CAPTION BY AI MEDIA

CONTRIBUTED BY IM JONGWON



On August 22, 2025, the Asia Media Summit (AMS) 2025 in Siem Reap, Cambodia, featured a compelling session with Mr. Declan Gallagher, Vice President of Sales for Asia Pacific at AI Media, Australia. Known for his extensive experience in growing regional sales teams and exceeding targets in the sports tech and media sectors, Gallagher showcased AI Media's groundbreaking LEXI platform, transforming accessibility in broadcasting. This session highlighted how LEXI delivers real-time, broadcast-quality captions with over 99% accuracy, matching human captioners at a fraction of the cost, and supports over 100 languages to reach diverse audiences.

Mr. Gallagher emphasized the platform's ultra-low latency—under two seconds—surpassing traditional captioning methods that often lag by 5-7 seconds, making it ideal for live events like sports and news. His presentation included success stories from the Broadcast Asia Expo 2024, where AI Media's solutions streamlined captioning for time-sensitive content, empowering media professionals across the region. Attendees learned how custom topic models tailored to local terminology enhance accuracy, addressing the unique needs of Asia-Pacific broadcasters.

The interactive segment saw Mr. Gallagher addressing implementation costs, advocating for partnerships with local media to subsidize adoption. His vision of inclusive media resonated with delegates, who praised AI Media's commitment to underserved communities. As the session concluded, Gallagher's call for collaboration with regional governments to integrate such technologies into public service broadcasting left attendees optimistic about a more accessible media future.



## SPECIAL SESSION 2: WAVES – INDIA'S PUBLIC SERVICE OTT – MR. GAURAV DWIVEDI, CEO, PRASAR BHARATI, INDIA

CONTRIBUTED BY IM JONGWON



On August 22, 2025, the Asia Media Summit (AMS) 2025 in Siem Reap hosted a session with Mr. Gaurav Dwivedi, CEO of Prasar Bharati, India, unveiling the potential of WAVES, India's public service broadcaster's over-the-top (OTT) platform. With Prasar Bharati reaching 190 million households, Mr. Dwivedi, a recipient of the Prime Minister's Award for Excellence in Administration, showcased how WAVES delivers free, high-quality content, blending cultural richness with modern technology. The session highlighted WAVES' role in countering disinformation with verified, localized programming for rural and urban audiences.

Mr. Dwivedi detailed initiatives like AI-driven content recommendations and multi-language support, boosting viewer engagement by 40% since the platform's expansion. He drew from his 'MyGov India' experience, where digital outreach transformed public services, now mirrored in Waves' strategy to empower independent creators with global reach. Attendees, including content producers, were impressed by a pilot project where regional filmmakers saw increased viewership, reinforcing cultural preservation.

During the Q&A, Mr. Dwivedi addressed monetization challenges, proposing a hybrid model with targeted ads to sustain growth without compromising accessibility. His call for government support to expand infrastructure sparked debate, with delegates seeing WAVES as a global model for public service media. The session ended with enthusiasm for Waves' upcoming regional content festival, positioning it as a leader in India's digital landscape.

## SPECIAL SESSION 3: THE ROLE OF ITU AND COLLABORATION ON BROADCASTING/ THE ROLE OF ITU AND BROADCASTERS & AN INSIGHT INTO WORLD TELECOMMUNICATION DEVELOPMENT CONFERENCE (WTDC) 2025

CONTRIBUTED BY IM JONGWON



On August 22, 2025, the Asia Media Summit (AMS) 2025 in Siem Reap featured Dr. Cosmas Zavazava, Director of the International Telecommunication Union (ITU), in a session exploring the ITU's role in broadcasting collaboration. With over 30 years of experience, including two decades in ICT development, Dr. Cosmas outlined efforts to bridge the digital divide, a critical issue in the Asia-Pacific's uneven connectivity. His presentation showcased projects reducing internet costs by up to 40%, enabling small broadcasters to thrive and deliver essential services.

Dr. Cosmas underscored ITU's partnerships with governments and media as vital to advancing digital literacy, sharing compelling examples of rural communities empowered with ICT skills to counter disinformation. The session spotlighted collaborative frameworks aligned with global sustainability goals, with Dr. Cosmas strongly advocating for regulatory reforms that uphold ethical media practices. His vision of a connected region—where broadcasting serves the greater social good—deeply resonated with participants.

The interactive segment brought pressing issues to the fore, as Dr. Cosmas addressed scalability challenges and urged greater regional cooperation to accelerate technology adoption. His call for balanced innovation and oversight struck a chord with policymakers, who recognized ITU's leadership as central to building a resilient and trustworthy media ecosystem. As the session ended, delegates departed inspired, eager to collaborate with ITU on transformative broadcasting initiatives that will shape the future of media across the region.

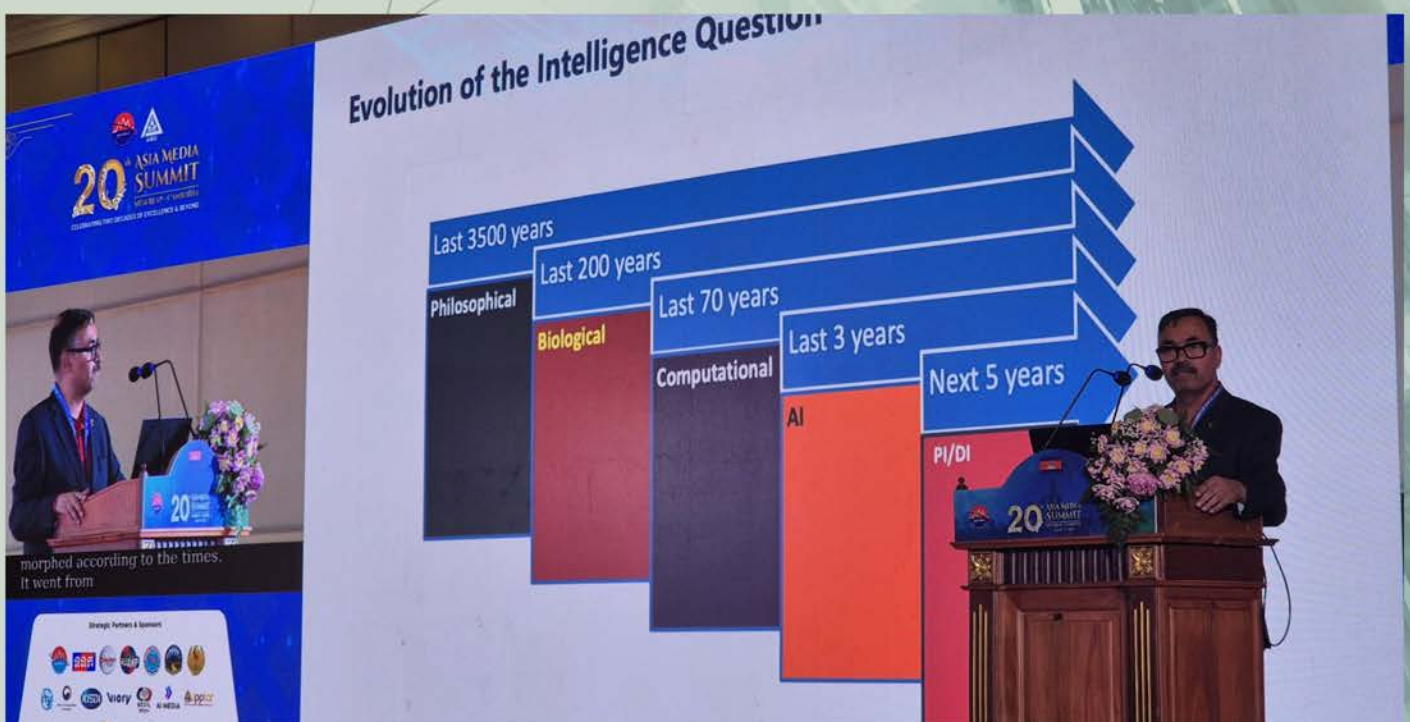
# SPECIAL SESSION 4 : QUANTUMVERSE – NAVIGATING EXPONENTIAL FRONTIERS / QUANTUMVERSE: FUTURE OF INTELLIGENCE

CONTRIBUTED BY IM JONGWON

On August 22, 2025, the Asia Media Summit (AMS) 2025 in Siem Reap hosted Mr. Chetan Sharma, CEO of Chetan Sharma Consulting, USA, in a session titled “Quantumverse: Future of Intelligence.” A renowned industry analyst, Sharma presented Quantumverse, a fusion of 5G, AI, and quantum computing, set to revolutionize media with real-time, immersive experiences. His session demonstrated how this technology reduced production costs by 30% while enhancing viewer engagement through interactive storytelling, setting a new industry benchmark.



Mr. Sharma shared case studies where Quantumverse powered broadcasts with minimal latency, captivating attendees with a live demo of its potential. He stressed ecosystem collaboration, urging media companies to partner with tech innovators and governments to stay competitive. The session highlighted his call to preserve cultural narratives amidst technological advancement, addressing scalability and infrastructure concerns.



During the Q&A, Mr. Sharma advocated for public-private partnerships to accelerate adoption, sparking discussions on balancing innovation with accessibility. His forward-thinking approach left delegates excited about Quantumverse’s role in shaping a sustainable media future. As the session ended, anticipation grew for its impact on the Asia-Pacific media industry.

## “A BADGE OF INTEGRITY: CAMBODIA’S MINISTER HONOURED AT AMS 2025”

CONTRIBUTED BY JASON EMMANUEL MEKKAR

At the heart of the 20th Asia Media Summit (AMS 2025) on 23 July in Siem Reap, a moment of distinction unfolded when Cambodia’s Minister of Information, H.E. Neth Pheaktra, was conferred the title of “Special Envoy of Information Integrity” by Sri Lanka’s Minister, Dr. Nalinda Jayatissa.

This prestigious honour celebrated the Cambodian minister’s steadfast commitment to strengthening media credibility, upholding ethical journalism, and championing efforts to counter disinformation in the digital era. The recognition not only highlighted his leadership within Cambodia but also underscored the Summit’s broader mission of fostering integrity and trust in media across the Asia-Pacific region.



The special presentation added gravitas to the summit’s focus on trust and responsibility amid sweeping digital change. The ceremony underscored that integrity in media is not just aspirational - it must be actively embodied by leaders. In a gathering of more than 500 delegates from nearly 50 nations, this moment stood out as a symbolic endorsement: that ethical leadership matters as much as technological innovation. The award serves as a reminder that the quest for credible, trustworthy media must remain at the summit’s core.

## “ANGKOR 2.0: A NEW PACT FOR MEDIA INTEGRITY IN THE DIGITAL AGE”



On 23 July 2025, the 20th Asia Media Summit marked a historic milestone with the signing of "The Angkor Declaration 2.0"- a renewed commitment by media ministers and broadcasters across the Asia-Pacific to uphold information integrity, ethical journalism, and public trust in an increasingly complex digital landscape.

Launched in Siem Reap, this Memorandum of Understanding builds upon the original 2019 Angkor Declaration, expanding its scope to address emerging challenges including algorithmic bias, AI-generated misinformation, cross-border disinformation, and the erosion of media credibility.

Under this new pact, signatories pledged to collaborate on several critical initiatives: developing and deploying AI tools for content verification, strengthening editorial governance and ethical standards, embedding media literacy into formal education systems, and establishing a regional Angkor Knowledge Hub to be facilitated by AIBD.

As H.E. Neth Pheaktra, Cambodia's Information Minister and summit host, emphasized during the ceremony: "Angkor 2.0 must be more than words—it must guide policies, advance innovation, and rebuild trust in how we tell our stories."

The declaration sends a powerful message: in an era where falsehoods can outpace facts, media institutions and governments must act in concert. For ASEAN and beyond, this signals a bold new chapter in safeguarding truth, transparency, and accountability in the digital age.

## ASIA MEDIA SUMMIT 2025: HANDOVER CEREMONY – SIEM REAP, CAMBODIA

The Asia Media Summit 2025 concluded with a symbolic handover ceremony in Siem Reap, Cambodia, where host responsibilities were officially transferred to the Republic of Maldives. The event was attended by key dignitaries including H.E. Neth Pheaktra, Minister of Information of Cambodia; Hon. Dr. Nalanda Jaystissa, Minister of Health and Mass Media, Sri Lanka; H.E. Heena Waleed, Spokesperson of the President's Office, Maldives; and Ms. Philomena Gnanapragasam, CEO of AIBD.



The ceremony highlighted Cambodia's successful hosting of the 20th AMS and reaffirmed regional cooperation in media development. The Maldives accepted the handover as the next host, pledging to continue the summit's mission of promoting media integrity, innovation, and sustainability across Asia-Pacific.



# AIBD INTERNATIONAL MEDIA AWARDS 2025: CELEBRATING STORIES THAT TRANSFORM

CONTRIBUTED BY NABEEL TIRMAZI

The AIBD International Media Awards 2025 brought together the Asia-Pacific region's most innovative broadcasters in Siem Reap, Cambodia, alongside the 20th Asia Media Summit. This year's ceremony celebrated content that doesn't just inform—it transforms communities, addresses climate challenges, and builds resilience in an increasingly complex media landscape.

Held under Cambodia's Ministry of Information patronage, the gala recognized productions that demonstrate broadcasting's unique power to inspire action and foster social change. H.E. Heena Waleed, State Minister of the Maldives President's Office, presented the awards, emphasizing media's critical role in maintaining public trust amid rising disinformation.

## Award-Winning Productions

Korean Broadcasting System (KBS) took home Best Television Programme on Resilience in Times of Crisis for *Volcanoes and Us*, directed by Park Byoung-gil and Jeong Yong-Jae. The documentary series examines life along the Pacific Ring of Fire, with its opening episode following Vanuatu's tribal communities living alongside Mount Yasur—an active volcano erupting every ten minutes. The production brilliantly balances scientific analysis with intimate human stories, revealing how traditional knowledge and spiritual connection enable communities to thrive alongside nature's most unpredictable forces.

National Radio of Cambodia's *Phnom Da Temple: The Birthplace of the Khmer People*, directed by Mrs. Chhimpeou Sokann, claimed Best Radio Programme on the Role of Women in the Climate Change Crisis. The production weaves together cultural preservation and environmental activism, spotlighting Cambodian women as custodians of both ecological sustainability and cultural identity. Its poetic storytelling demonstrates radio's enduring power to connect heritage with contemporary climate action.

Myanmar's MITV secured the Green-Tech Award on E-Waste Solutions with *Turning Trash into a Better Tomorrow*, directed by Ms. Su Ma Ma Tun. The documentary chronicles Yangon's Htein Bin landfill transformation following a devastating 2018 fire. With UN Habitat and Japanese technical support, the facility implemented a semi-aerobic system that eliminated toxic emissions while demonstrating how waste can become resource—including extracting natural gas to power homes and vehicles. The programme offers broadcasters a compelling template for covering urban sustainability challenges.



# HONOURING LEGACY AND LEADERSHIP: LIFETIME ACHIEVEMENT AWARDS AT AMS 2025

CONTRIBUTED BY WICKRAMAGE DON DHAMMIKA

The AIBD International Media Awards 2025 brought together the Asia-Pacific region's most innovative broadcasters in Siem Reap, Cambodia, alongside the 20th Asia Media Summit. This year's ceremony not only celebrated content that doesn't just inform—it transforms communities, addresses climate challenges, and builds resilience in an increasingly complex media landscape, but also it recognised most outstanding individuals through 'Life Time Achievement Awards'.

Dr. R. Sreedhar Ramamoorthy – India



Hon. Timothy Masiu – Papua New Guinea



Dr. Sreedhar Ramamoorthy, widely regarded as the pioneer of community radio in India, was honored for his transformative work spanning over five decades. A scientist by training and a broadcaster by passion, Dr. Sreedhar's career has been defined by his commitment to inclusive media, science communication, and grassroots empowerment.

His legacy includes:

- Launching India's first educational TV channel, Gyan Darshan.
- Establishing Gyan Vani, a network of 40 FM stations focused on educational content.
- Playing a key role in shaping India's community radio policy in 2006.
- Advocating for visual radio and digital audio broadcasting as future-forward tools for participatory media.

Dr. Sreedhar's work has empowered marginalized communities, amplified local voices, and inspired generations of media professionals. His award was a tribute to a lifetime of service to public media, education and democratic communication.

[the picture carries a different spelling of Sreedhar] just for information.

Hon. Timothy Masiu, Minister for Information and Communication Technology was recognized for his leadership in digital governance and media transformation. Hon. Masiu has been instrumental in modernizing Papua New Guinea's public communication infrastructure. He was represented at the ceremony by Mr. Kora Nou, Managing Director of NBC, Papua New Guinea.

His achievements include:

- Introducing the Digital Government Plan 2023–2027.
- Spearheading the Digital Transformation Policy and Digital Government Act 2022.
- Advocating for inclusive, transparent, and citizen-centric media systems.

Hon. Masiu's vision has positioned Papua New Guinea as a regional leader in digital public service delivery, with a strong emphasis on accessibility, accountability, and innovation.

These Lifetime Achievement Awards reflect the enduring commitment of Asia Media Summit in recognizing individuals who have not only advanced media excellence but also upheld the values of public service, equity, and empowerment. Their legacies continue to inspire the next generation of media leaders across the region.

## Broadcasting's Evolving Mandate

Cambodia's Minister of Information H.E. Neth Pheaktra emphasized that contemporary broadcasting extends beyond reportage to encompass social responsibility. "Progress achieves meaning only when it uplifts vulnerable populations and protects our planetary environment," he noted, commending AIBD's role in promoting ethical broadcasting standards.

The ceremony drew delegates from over 40 countries, including public broadcasters, digital innovators, and development partners. The evening's cultural performances and storytelling celebrated both individual excellence and the collaborative networks essential for addressing transnational challenges.

### Looking Ahead

This year's awards underscore broadcasting's evolution from one-way transmission to community engagement platform. Whether documenting volcanic resilience in Vanuatu, women-led climate action in Cambodia, or waste management innovation in Myanmar, winning productions demonstrate how broadcasters can drive meaningful social change while maintaining journalistic integrity.

As the 20th Asia Media Summit explored "Media Sustainability, Trust, and the Future of Public Broadcasting," these awards provided concrete examples of content that builds both audience trust and community resilience. In an era of platform fragmentation and information overload, the message from Siem Reap resonates clearly: broadcasting that forges authentic human connections while addressing urgent social and environmental challenges remains essential infrastructure for democratic societies.

The AIBD International Media Awards continue demonstrating that the Asia-Pacific region produces not just compelling content, but broadcasting that genuinely matters.



## AIBD APPRECIATION AWARDS: HONORING SPONSORS AT THE GALA DINNER : CONTRIBUTED BY WICKRAMAGE DON DHAMMIKA

During the Gala Dinner of the 20th Asia Media Summit 2025 in Siem Reap, Cambodia, the Asia-Pacific Institute for Broadcasting Development (AIBD) presented Appreciation Awards to key sponsors and institutional partners whose contributions were instrumental in the success of the summit.

Presided over by His Excellency Neth Pheaktra, Minister of Information of the Kingdom of Cambodia, and Ms. Philomena Gnanaprasagam, CEO of AIBD, the awards recognized organizations that supported the summit's mission to advance media development, innovation, and regional cooperation.

Among the honoured recipients were:

- International Telecommunication Union (ITU)
- Prasar Bharati, India
- RTM Malaysia
- Ministry of Post and Telecommunications, Cambodia
- Public Service Media, Maldives
- BECIL
- Whiteways
- TVRI Indonesia
- TVK Cambodia
- Leon & Partners
- KISDI/KCC
- Viory Video News Agency, UAE
- AI Media
- IPPTAR
- Rohde & Schwarz



The awards ceremony highlighted the spirit of partnership and mutual respect that defines AIBD's work across the Asia-Pacific region. It was a moment of gratitude and celebration, recognizing the collective effort behind the summit's success.

## “AMS 2025 CLOSES WITH BOLD COMMITMENT TO TRUTH AND TRUST”

CONTRIBUTED BY JASON EMMANUEL MEKKAR

The 20th Asia Media Summit (AMS 2025) in Siem Reap concluded on 23 July with a powerful Closing Ceremony, where leaders renewed their collective commitment to confronting misinformation with urgency and resolve.

Opening the session, Ms. Philomena Gnanapragasam, CEO/Director of AIBD, extended heartfelt gratitude to all who made the Summit possible—speakers, delegates, local hosts, and volunteers- whose contributions ensured its success.

In a special moment of recognition, Cambodia was presented with a Token of Appreciation for its gracious hosting, exemplary leadership, and warm hospitality in convening more than 500 delegates from nearly 50 countries. The honour underscored Cambodia’s pivotal role in fostering dialogue and collaboration across the Asia-Pacific media community.



Minister H.E. Neth Pheaktra oversaw the formal adoption of the Angkor Declaration Against Fake News 2.0, calling it both “a renewal and a reinvention.” In his concluding remarks, he warned that fake news poses more than annoyance - it threatens social stability, peace, and democracy. While highlighting the role of emerging tech - AI, blockchain, immersive storytelling - he emphasised that tools must be used responsibly to reclaim trust in media.





As AMS 2025 ended, the momentum was unmistakable: media ethics, accountability, and cross-border cooperation have moved beyond aspiration—they are now imperative.

The Summit concluded not with dialogue alone, but with tangible commitments and actionable strategies, affirming a collective resolve to reshape the media landscape with integrity, responsibility, and purpose. This defining moment signalled a new chapter for the Asia-Pacific media community- one where collaboration and credibility stand at the forefront of the region's future.



## BILATERAL MEETINGS DURING AMS CONTRIBUTED BY WICKRAMAGE DON DHAMMIKA

H.E. Neth Petra, Minister of Information, Kingdom of Cambodia, engages in cordial discussions with Dr. Nalinda Jayatissa, Sri Lankan Minister of Health and Mass Media, during the landmark 20th Asia Media Summit in Siem Reap. Both ministers reaffirmed their commitment to strengthening media cooperation between Sri Lanka and Cambodia.



Dr. Nalinda Jayatissa meets Dr. Cosmas Zavazawa, Director of BDT, International Telecommunication Union (ITU), on the sidelines of the 20th Asia Media Summit. The meeting explored collaborative opportunities under ITU's mandate to advance Sri Lanka's digital and broadcasting sectors.



Dr. Nalinda Jayatissa holds a bilateral meeting with Ms. Philomena Gnanapragasam, CEO of AIBD, during the final day of the 20th Asia Media Summit. Joining the discussion were Mr. Don Dhammika, Programme Manager, and Mr. Leon Loganathan, Legal Advisor of AIBD, focusing on future partnerships and capacity-building initiatives.



## A MEMORABLE EXCURSION: BUILDING BONDS BEYOND THE BOARDROOM CONTRIBUTED BY WICKRAMAGE DON DHAMMIKA

The conference culminated with a special excursion - a scenic voyage to James Bond Island (Koh Tapu) and Koh Hong, where delegates experienced the natural splendour of Thailand's iconic landscapes. Against breathtaking limestone cliffs and emerald lagoons, participants strengthened professional ties and camaraderie, embodying the spirit of unity that defines AIBD's community.

“AMS Delegates Explore Cambodian Culture and History in Excursion and Join Tree Planting Marking AMS-25 in Siem Reap.”







#### A Golden Milestone Towards a Brighter Media Future

As AIBD celebrated 50 years of achievements, the 23rd General Conference served as both a reflection of its legacy and a reaffirmation of its forward-looking vision - promoting a media ecosystem grounded in peace, people, and prosperity. With new leadership, a shared strategic direction, and stronger regional partnerships, AIBD continues to champion its mission of empowering broadcasters and communicators to shape a more informed and inclusive Asia-Pacific.

# 50TH ANNUAL GATHERING OF AIBD & 23RD GENERAL CONFERENCE 2025: MEDIA FOR PEOPLE, PEACE, AND PROSPERITY

CONTRIBUTED BY JASON EMMANUEL MEKKAR



The Asia-Pacific Institute for Broadcasting Development (AIBD) marked its 50th Annual Gathering and 23rd General Conference (GC) in grand style at Beyond Kata Hotel, Kata Beach, Phuket. Under the theme “Media for People, Peace, and Prosperity,” the event celebrated half a century of regional collaboration in strengthening media development and innovation across the Asia-Pacific.

Hosted by the Government of the Kingdom of Thailand through the Public Relations Department (PRD) from the 19th to 21st August 2025 at Phuket, the conference gathered ministers, senior government officials, media leaders, and representatives from AIBD’s member countries and partners. The three-day gathering was not only a platform for dialogue but also a celebration of unity, learning, and renewal.

## Strategic Planning and Vision for the Future



The event commenced with the 3rd Strategic Plan Team (SPT) Meeting on 19 August 2025. The meeting focused on reviewing AIBD’s strategic plan, deliberating on the upcoming Asia Media Summit (AMS) 2026 theme, and reaffirming the organisation’s commitment to align media initiatives with the Sustainable Development Goals (SDGs).

In her welcoming remarks, Ms. Philomena Gnanapragasam, AIBD Secretariat Director/CEO, highlighted AIBD’s evolving role as a catalyst for digital transformation and ethical journalism in the region. “As we celebrate our 50th year, AIBD continues to be a bridge - connecting voices, promoting integrity, and shaping the next era of responsible media,” she said.

The meeting concluded with renewed strategic directions and a shared vision for future AIBD programmes, followed by a networking luncheon and cultural exhibitions showcasing Phuket’s media and heritage diversity.

## 50TH ANNUAL GATHERING OF AIBD & 23RD GENERAL CONFERENCE 2025: MEDIA FOR PEOPLE, PEACE, AND PROSPERITY

### New Leadership

A key highlight of the General Conference was the announcement of AIBD's new office bearers for 2025–2027.

President of GC: Mrs. Sudruetai Lertkasem, Director-General, PRD, Thailand

Vice President of GC: Mr. Ibrahim Nasreen, Managing Director, Public Service Media, Maldives

Executive Board (EXBO) Chair: Shri Gaurav Dwivedi, CEO, Prasar Bharati, India

Executive Board (EXBO) Vice Chair: Dr. Mahendra Bista, Executive Chairperson of Public Service Broadcasting Nepal

Other EXBO member countries are from the Republic of Korea, Thailand, Bhutan, Maldives, Philippines, Nepal, Vietnam, Bangladesh, and Malaysia.

This leadership transition reinforces AIBD's long-standing mission to strengthen regional cooperation and capacity building in media and broadcasting.



# A GC TO REMEMBER



# “AIBD MEDIA SHOWCASE: PARTNERS DRIVING INNOVATION AT PHUKET 2025” CONTRIBUTED BY WICKRAMAGE DON DHAMMIKA



The Media Showcase Exhibition, held alongside the 23rd AIBD General Conference 2025 at Beyond Kata, Phuket, was a vibrant celebration of collaboration and creativity. AIBD's valued members and partners transformed the exhibition floor into a hub of innovation, presenting cutting-edge media solutions and fostering dialogue on the future of broadcasting. From leading broadcasters to technology pioneers, partners showcased tools and ideas that support sustainable growth and Media for Peace and Prosperity. The AIBD Booth drew significant attention, serving as a center for engagement and knowledge exchange. Adding to the occasion's prestige, Phuket Governor Mr. Sophon Suwannarat graced the event with his presence. Delegates explored exhibits that celebrated both the technical and cultural facets of modern media — turning Beyond Kata into a dynamic space of collaboration and inspiration.

Together with our partners, AIBD continues to shape a dynamic and inclusive media landscape.



# NEW INITIATIVES

## AIBD STRATEGIC PLAN TEAM OUTLINES PRIORITIES FOR 2025 - 2029 : CONTRIBUTED BY JASON EMMANUEL MEKKAR

The AIBD Strategic Plan Team (SPT) meeting convened to review progress and set the direction for the 2025 - 2029 roadmap during the 50th Annual Gathering / 23rd AIBD General Conference Associated Meetings 2025 on 19th August 2025.

The meeting reaffirmed AIBD's commitment to strengthening its role as both a provider of training and an advocate for media development. Members agreed on the need to evolve with the emerging challenges, emphasizing the importance of forward-thinking strategies and practical implementation.

The key highlight of the meeting included the endorsement of projects focused on AI and sustainability, aimed at developing tangible policy frameworks for members by 2026. The team also agreed to establish task-oriented expert groups - a new model replacing traditional steering committees - to drive work on priority areas such as disinformation, digital innovation, and sustainable media practices. The members supported more frequent reporting on progress to improve accountability, and stronger internal coordination for resource mobilization.

The session concluded with a shared commitment to translate plans into measurable outcomes and sustain momentum toward a more resilient and forward-looking broadcasting community.



# GLOBAL NETWORK

Booth 3.C48



## AI Eyewear

On December 4, 2025, the World AI Eyewear Alliance (WAEA) was officially launched at the AIE Future Audiovisual Leaders Summit in Macao. Jointly initiated by UWA and industry partners, the alliance aims to advance the standardization, commercialization, and global adoption of AI eyewear, accelerating the development of a full ecosystem from chips to content under the vision, "Perceiving Intelligence, Unlocking a Boundless Future."



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