

BROADCASTER

ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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THANK YOU PSM, MALDIVES
THE 21ST ASIA MEDIA SUMMIT

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Public Service Media



THE 21ST ASIA MEDIA SUMMIT HIGHLIGHTS



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CEO'S PERSPECTIVE

Radio has always thrived on personality — the voice, the wit, the little imperfections that make a broadcaster feel like a person and not a playlist. That hasn't changed, even as everything around it has. The hosts and producers are already wearing three or four hats at once, and they're folding new tools into that mix the same way they've absorbed every other shift the industry has thrown at them. In conversations across our region this quarter, what struck me most wasn't anxiety about AI — it was resourcefulness.

That same tension between 'what's changing and what shouldn't' sat at the heart of our 21st Asia Media Summit in the Maldives this May, fittingly themed "Maldives 2.0 – From Tradition to Tech." Over five pre-summit workshops, our members wrestled with real questions: how to keep audiences' trust in an era of synthetic media, how AI tools are actually changing storytelling on the ground, how to report climate and disaster news that people can act on, and where broadcasting is headed next. The ministerial dialogues and panel sessions that followed, and the International Media Awards that closed the Summit, weren't about choosing between tradition and technology. They were about proving you don't have to



Philomena Gnanapragasam
Secretariat Director / CEO, AIBD

The momentum was carried forward into Broadcast Asia in Singapore, where we reconnected with partners across the region, and into our Strategic Planning Team Meeting back home in Malaysia, where we mapped out what the second half of the year needs from us. Early conversations on an MoU with Timor-Leste remind me that AIBD's job isn't just to host summits, rather, it's to keep showing up for members long after the stage lights go down.

As this edition goes to print with Technology continuing to race ahead, AI accelerating workflows, evolving formats and intensified pace of change, our true resilience lies not in resisting innovation, but in anchoring it to human judgment. That judgment is the heartbeat of our craft and it cannot be automated. That is the essence of public service, and it is the promise we must keep.

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CALENDAR OF EVENTS

No	Activity	Mode	Country	Date
1	Monetising Strategies for OTT Platforms	●	Malaysia	22 Jan
2	Leadership in the Digital Era	●	Malaysia	29 Jan
3	FOMEX 2026	●	Saudi Arabia	2-4 Feb
4	Next Generation Broadcasting	●	Germany	3 Feb
5	AIBD Technical Cooperative Initiative	●	Malaysia	11 Feb
6	AIBD Radio Web-Summit	●	Malaysia	12 Feb
7	AIBD/ISLE Conference	●	China	5-7 Mar
8	Regional Pre-summit Workshop on Strengthening Trust of Digital Media in the Era of AI	●	Maldives	11 May
9	Regional Pre-summit Workshop on AI Tools for News Production & Visual Storytelling	●	Maldives	11 May
10	Regional Pre-summit Workshop on Media for Climate and Disaster Resilience	●	Maldives	11 May
11	Regional Pre-summit Workshop on Social Media Strategies for Engagement	●	Maldives	11 May
12	Regional Pre-summit Workshop on New and Emerging Broadcast Technologies in the Age of AI	●	Maldives	11 May
13	Asia Media Summit	●	Maldives	11-14 May
14	Broadcast Asia - 2026	●	Singapore	20-22 May
15	2nd Quarter SPT Meeting	●	Malaysia	25 Jun
16	Workshop on Video Production Using AI Tools	●	Malaysia	3 Jul
17	ITU/RDF	●	Thailand	16-17 Jul
18	AIBD Technical Cooperation Initiative - 2	●	Malaysia	22 Jul
19	AIBD Regional Webinar on Climate, Disaster Reporting & Terra Asia Experience Sharing	●	Malaysia	30 Jul

CALENDAR OF EVENTS

No	Activity	Mode	Country	Date
20	AIBD Regional Webinar on Climate, Disaster Reporting & Terra Asia Experience Sharing	●	Malaysia	30 July
21	General Conference – Nepal	●	Nepal	24 – 26 Aug
22	3rd Quarter SPT Meeting	●	Nepal	24 Aug
23	AIBD /SBC In-Country Training on Studio Lighting	●	Seychelles	31 Aug – 4 Sep
24	AIBD Building Digital Trust: Cybersecurity for Media Organizations	●	Malaysia	8 Sept
25	IBC 2026	●	Netherlands	11-14 Sep
26	AIBD Deepfakes & Synthetic Media: Risks & Regulations	●	Combodia	17 Sep
27	AIBD Creating Impactful Public Service Content in a Digital World	●	Malaysia	21 Sep
28	AIBD–HBF Regional Workshop on Responsible Media Narratives on Children’s Issues	●	Malaysia	6–8 Oct
29	AIBD Responsible Reporting During Global Crisis	●	Thailand	20 Oct
30	Cybersecurity Strategies for Broadcasters	●	India	26–28 Oct
31	Remote Production & Cloud Based Editing Workflows	●	Malaysia	19 Nov
32	UWA Summit	●	China	Nov
33	Leading Media Organisations Through Technological Disruption	●	Malaysia	10 Dec
34	Enhancing Member Services: Strategies for Engagement and Value Creation	●	Malaysia	17 Dec
35	4th Quarter SPT meeting	●	Malaysia	Dec

● Physical
● Online

AIBD MEETINGS

AIBD Expands Its Footprint in Seychelles Through High-Level Media Engagements

Contributed by Don Dhammika

AIBD CEO Holds High-Level Dialogue with Seychelles Vice President

AIBD CEO Ms. Philomena Gnanapragasam held a high-level meeting with H.E. Vice President Sebastien Pillayat at the State House in Victoria, Seychelles, to discuss media development and broadcasting innovation. The meeting was joined by Mr. Bérard Duprès, CEO of the Seychelles Broadcasting Corporation (SBC), who contributed insights on the opportunities and challenges facing the broadcasting sector.

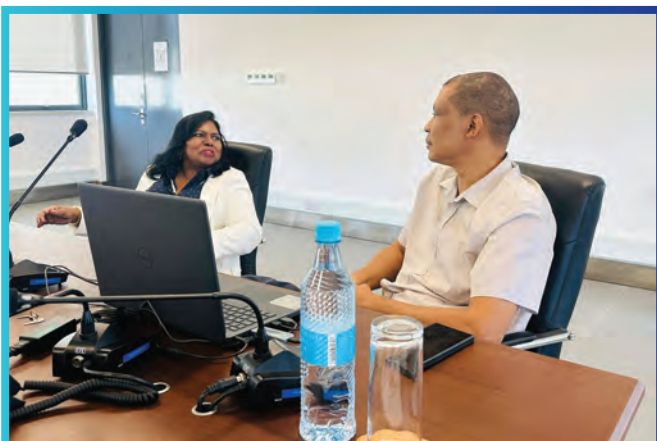
Discussions focused on enhancing media capacity, fostering innovation, and strengthening international cooperation. The engagement highlighted a shared commitment to advancing broadcasting standards and promoting sustainable media development in Seychelles and the wider region.



The meeting concluded with optimism for future collaboration between AIBD and its Seychelles partners in support of media excellence and professional development.

AIBD and Seychelles Broadcasting Corporation Explore New Avenues for Collaboration

AIBD CEO Ms. Philomena Gnanapragasam met with Mr. Bérard Duprès, CEO of the Seychelles Broadcasting Corporation (SBC), and his management team to explore opportunities for future collaboration.



The discussions focused on broadcasting development, media innovation, capacity building, and knowledge exchange. Both organizations emphasized the importance of strengthening professional cooperation to support the growth and sustainability of the media sector.

The meeting reflected AIBD's commitment to working with broadcasters across the region and marked a positive step toward building a stronger partnership with SBC to advance media excellence in Seychelles.



AIBD and CCTV+ Discuss Future Media Collaboration

The Asia-Pacific Institute for Broadcasting Development (AIBD) and CCTV+ (China Media Group) held a virtual meeting on Tuesday, 23rd June 2026 to explore collaboration in content sharing, capacity building, and AI-driven newsroom innovation.

Led by AIBD CEO Ms. Philomena Gnanapragasam and CCTV+ Video News Agency's company director and CEO, Ms. Li Xia, both sides emphasized strengthening cooperation among broadcasters across the Asia-Pacific and Global South regions.



Led by AIBD CEO Ms. Philomena Gnanapragasam and CCTV+ Video News Agency's company director and CEO, Ms. Li Xia, both sides emphasized strengthening cooperation among broadcasters across the Asia-Pacific and Global South regions.

CCTV+ highlighted its global capabilities, including multilingual news production, international content distribution, and AI-powered tools such as automated subtitles and text-to-speech. Meanwhile, AIBD underscored its role in supporting

member broadcasters through training, knowledge exchange, and regional platforms like the Asia Media Summit.

The meeting also explored opportunities for joint training programmes, content exchange, and participation in the Global South Media Partnership initiative. Both organizations agreed to continue discussions toward formalizing collaboration through a future framework.

The engagement reflects a shared commitment to innovation, cooperation, and strengthening the broadcasting ecosystem in the region.

SPECIAL EVENTS

Terra Asia Project Concludes with Strong Regional Impact

Contributed by Jason Emmanuel Mekkar

The successful conclusion of the Terra Asia Project, a collaboration between Canal France International (CFI) and the Asia-Pacific Institute for Broadcasting Development (AIBD), marks an important milestone in strengthening climate and environmental journalism across the Asia-Pacific region.



Implemented across Fiji, Papua New Guinea, Indonesia, and the Philippines, the project equipped journalists with practical skills in environmental reporting, investigative storytelling, digital verification, and satellite-based tools. Throughout the project, AIBD played a key role in coordinating regional activities, facilitating capacity-building initiatives, and fostering collaboration among participating broadcasters.



AIBD TRAINING ACTIVITIES

Regional Pre-summit Workshop

Strengthening Trust of Digital Media in the Era of AI

Contributed by Don Dhammika

The AIBD/KMCC/KISDI Regional Pre-Summit Workshop on Strengthening Trust for Digital Media in the Era of AI, held on 11 May 2026 in Maldives, brought together broadcasters, regulators, policymakers and media professionals to examine the growing impact of artificial intelligence on broadcasting, information integrity and public trust. Organized by the Asia-Pacific Institute for Broadcasting Development (AIBD) in partnership with the Korea Media and Communications Commission (KMCC) and the Korea Information Society Development Institute (KISDI), the workshop served as a platform for discussing practical approaches to responsible AI adoption in the media sector.



Opening the workshop, Ms. Seong Eun Cho of KISDI shared Korea's experience in developing the User Protection Guidelines for Generative AI Services. She highlighted the rapid growth of generative AI and emphasized the importance of self-regulation, transparency, fairness, user rights protection and accountability. Her presentation also showcased practical measures such as AI content labelling, watermarking, reporting mechanisms and safeguards for vulnerable users.

In the second session, Mr. Leon Loganathan, Advocate of the High Court of Malaya and



Managing Partner of Leon & Partners, examined evolving legal and policy frameworks governing AI. Drawing on developments in the European Union, China, Vietnam and ASEAN, he discussed emerging requirements for transparency, human oversight and accountability in AI-generated content. He also highlighted regulatory gaps affecting broadcasters and encouraged media organizations to establish internal AI governance and editorial oversight mechanisms.

Addressing the challenges of AI-driven misinformation, Ms. Sumita Thanasegaran, Lawyer at Leon & Partners, explored the growing threat posed by deepfakes, synthetic media, AI-generated news content and coordinated disinformation campaigns. Through international case studies, she demonstrated how AI can be misused to undermine trust and emphasized the importance of verification, disclosure, fact-checking and responsible editorial practices. Her key message was that AI should support human judgement, not replace it.



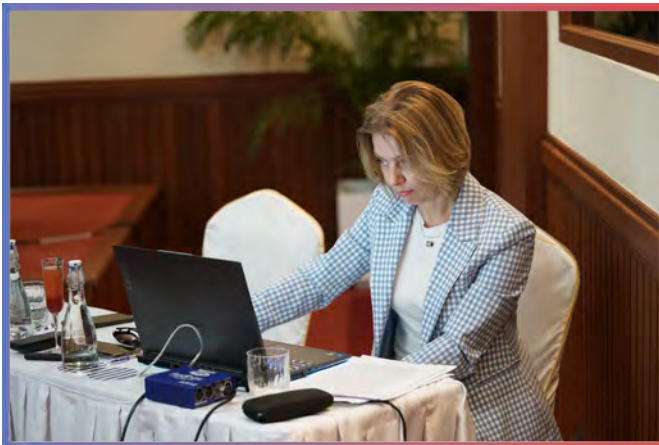
The final presentation by Ms. Seulki Kim, Research Fellow at the Digital Future Institute (DFI), focused on strengthening information integrity in the digital era. She reviewed global initiatives led by the United Nations, OECD, the European Union and international fact-checking networks, while highlighting Korea's recent legal reforms aimed at addressing false and manipulated information online. Her presentation underscored the importance of transparency, platform accountability and multi-stakeholder cooperation in building resilient information ecosystems.

At the end of the session, participants were awarded certificates by Ms. Philomena Gnanapragasam, Chief Executive Officer of AIBD, together with Mr. Abdhulla Yameen, Deputy Managing Director of Public Service Media (PSM), Maldives, acknowledging the commitment of participants to advancing responsible AI practices and strengthening trust in digital media across the region.

RT and AIBD Explore AI's Transformative Role in Newsrooms at AMS 2026

Contributed by Don Dhammika

Ahead of the 21st Asia Media Summit (AMS 2026) in the Maldives, the Asia-Pacific Institute for Broadcasting Development (AIBD), in partnership with RT, successfully conducted the Pre-Summit Workshop on AI Tools for News Production and Visual Storytelling on 11 May 2026. The workshop brought together media professionals, editors, producers, and broadcasters from across the Asia-Pacific region to explore the growing role of artificial intelligence in modern journalism.



The workshop was led by Mr. Boris Gorlov, Head of Creative & Innovation Department at RT, who demonstrated how AI technologies are reshaping newsroom operations through automated transcription, translation, content creation, video production, graphics development, and workflow automation. Participants gained practical insights into how AI can improve efficiency while enhancing storytelling and audience engagement.

A key focus of the programme was the responsible use of AI in journalism. Discussions addressed emerging challenges such as misinformation, deepfakes, ethical considerations, and the importance of maintaining editorial integrity and public trust in an increasingly automated media environment.

The workshop also saw the active participation of professionals from Public Service Media (PSM), Maldives, including staff from television, radio, and digital media divisions, reinforcing the host broadcaster's commitment to innovation and digital transformation.



Special recognition goes to Ms. Yulia Oparina, Head of International Event Department at RT, whose support and coordination played an important role in strengthening collaboration between RT, AIBD, and regional broadcasters. Her contribution helped foster valuable international engagement and knowledge sharing during the programme.

Held under the AMS 2026 theme, "Maldives 2.0: From Tradition to Tech," the workshop highlighted the importance of equipping broadcasters with the skills and knowledge needed to navigate the rapidly evolving digital media landscape.

It further demonstrated the shared commitment of AIBD and RT to supporting innovation, professional development, and future-ready newsrooms while upholding the core values of trusted journalism.





PSM/AIBD Regional Pre-Summit Workshop on Media for Climate and Disaster Resilience

Contributed by Jason Emmanuel Mekkar

As part of the 21st Asia Media Summit (AMS) 2026 pre-summit activities, AIBD organised the PSM/AIBD Regional Pre-Summit Workshop on Media for Climate and Disaster Resilience on 11 May 2026 in Male, Maldives.

The workshop brought together journalists, broadcasters, and media professionals from across the Asia-Pacific region to strengthen climate communication, disaster reporting, and media preparedness capabilities.



The programme combined knowledge-sharing sessions with practical safety demonstrations, focusing on climate change reporting, disaster risk reduction, ethical reporting, early warning systems, and field safety preparedness for media practitioners operating in high-risk environments.

Professor Dr. Surya Parkash Gupta shared valuable insights on climate change reporting, disaster risk reduction, health emergencies, and water crisis communication, emphasising the importance of science-based journalism, ethical reporting, and public preparedness in strengthening community resilience across vulnerable regions.



Navigating the Digital Shift: PSM/AIBD/IPPTAR Regional Pre-Summit Workshop on Social Media Strategies for Engagement

Contributed by Jason Emmanuel Mekkar

The pre-summit activities of the 21st Asia Media Summit (AMS) 2026 AIBD, in collaboration with IPPTAR and hosted by Public Service Media (PSM), Maldives on 11 May 2026 at Hulhule Island Hotel (HIH), Maldives included the Regional Pre-Summit Workshop on Social Media Strategies for Engagement.

The workshop brought together media professionals, digital content producers, broadcasters, and communication practitioners from across the Asia-Pacific region to explore evolving social media trends, audience engagement strategies, and digital storytelling approaches in today's rapidly transforming media environment.





The sessions focused on platform algorithms, culturally agile storytelling, influencer collaboration, analytics, performance measurement, and practical campaign development. Participants were exposed to real-world case studies, practical exercises, and emerging trends shaping digital media communication.

Mr. Steve Ahern conducted interactive sessions on community engagement, influencer partnerships, analytics, and evolving audience measurement metrics. Participants gained insights into practical social media campaign strategies, performance optimisation, and



Dr. Kim Youngyiil highlighted how algorithms, artificial intelligence, and data-driven systems are reshaping storytelling, audience behaviour, and public service media in digital environments. His sessions explored concepts such as algorithmic narrativity, performative reading, and culturally agile storytelling.

Dr. Snehasis Sur shared perspectives on the role of Public Service Media (PSM) in addressing misinformation, fake news, algorithmic bias, and declining public trust in the era of social media and AI-generated content.



The workshop concluded with participants presenting real-world social media campaign experiences from their respective countries, encouraging regional knowledge sharing and practical collaboration.

The programme successfully strengthened participants' understanding of effective digital communication strategies while reinforcing the importance of credible, inclusive, and culturally relevant media engagement across the Asia-Pacific region.

Regional Pre-summit Workshop on New and Emerging Broadcast Technologies in the Age of AI

Contributed by Rabi K C

The Asia-Pacific broadcasting industry is undergoing a rapid transformation driven by artificial intelligence (AI), digital convergence, cloud technologies, and changing audience behaviour. Regional Pre-Summit Workshop on New and Emerging Broadcast Technologies in the Age of AI was successfully conducted by the Asia-Pacific Institute for Broadcasting Development (AIBD) on 11 May 2026 at Hulhule Island Hotel, Maldives.

The workshop brought together leading international experts, broadcasters, engineers, regulators, and technology innovators to discuss the future of broadcasting in an increasingly digital and AI-powered media environment. The event was supported by Public Service Media (PSM), Maldives, BENCHMARK Broadcast Systems, and Qualcomm.



The workshop was inaugurated by Mr. Ahmed Shakeeb, Managing Director of PSM Maldives, and Ms. Philomena Gnanapragasam, Chief Executive Officer of AIBD. In her inaugural remarks, Ms. Philomena highlighted the importance of preparing broadcasters for emerging technologies that are reshaping media production, distribution, and audience engagement. She also thanked PSM Maldives for its strong support and hospitality. Mr. Ahmed Shakeeb welcomed the delegates and emphasized the Maldives' commitment to supporting regional media collaboration and innovation.



The first session was delivered by Mr. Syed Aamir Riaz, Programme Officer from the International Telecommunication Union (ITU), Indonesia, who discussed the evolution of broadcasting from traditional linear television to hybrid, intelligent, and viewer-centric ecosystems. He explained how technological convergence between broadcasting, broadband, cloud computing, and AI is transforming the media landscape. The session highlighted the growing importance of interactive content, personalized viewing experiences, and integrated broadcast-broadband systems such as HbbTV and 5G Broadcast. Mr. Riaz also emphasized the regulatory and ethical challenges surrounding AI, including deepfakes, privacy protection, algorithmic transparency, and intellectual property rights.

FLAGSHIP EVENTS



THE 21ST ASIA MEDIA SUMMIT INAUGURATION

Asia Media Summit 2026 opens in the Maldives

The 21st Asia Media Summit (AMS) 2026 officially opened in the Maldives, bringing together ministers, media executives, broadcasters, policymakers, technology leaders, and journalists from across the Asia-Pacific and beyond region. The event was organized by the Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with Public Service Media (PSM) Maldives, the summit is held under the theme "Maldives 2.0: From Tradition to Tech," highlighting the region's commitment to embracing digital transformation while preserving cultural identity and public trust.



The opening ceremony began with the official inauguration by Hon. Ali Ihusaan, Minister of Homeland Security, Labour and Technology of the Republic of Maldives, together with the Managing Director of PSM Maldives. Delegates from across the region were warmly welcomed to the island nation, setting the stage for discussions on the future of media and communication.



In his welcome address, Mr. Ahmed Shakeeb, Managing Director of PSM Maldives, highlighted the Maldives transformation into a digitally connected nation through high-speed internet, 5G, and digital services. He stressed that technology should strengthen humanity, urging broadcasters to uphold truth, public trust, and cultural heritage, while thanking AIBD, government agencies, sponsors, and partners for their support.

Ms. Philomena Gnanapragasam, Chief Executive Officer of AIBD, welcomed delegates from more than 100 media

organizations and partners worldwide. She described the Asia Media Summit as the region's premier platform for media dialogue and cooperation over the past two decades. Stressing that AIBD's mandate is to strengthen traditional media while embracing innovation, she encouraged participants not to fear emerging technologies but to adopt them responsibly. She reminded delegates that although technology continues to evolve rapidly, resilience remains the defining strength of the media industry, particularly during times of crisis when trusted public service media play an indispensable role.



Ms. Sudruetai Lertkasem, President of the AIBD General Conference and Director-General of Thailand's Public Relations Department, emphasized that this year's theme "represents" a roadmap for balancing technological innovation with media's enduring public service mission. She highlighted growing concerns over misinformation, disinformation, and AI-generated content, noting that technological advancement must always be accompanied by strong ethical standards, fact-checking mechanisms, and digital literacy. She called on broadcasters to strengthen regional cooperation to ensure AI enhances public understanding rather than undermining trust.



The keynote address was delivered by Hon. Ali Ihusaan, who outlined the Maldives ambitious Maldives 2.0 national digital transformation agenda. He explained that the initiative seeks to modernize governance, expand digital public services, strengthen technological infrastructure, and prepare citizens for a digital future while safeguarding the nation's cultural identity and traditions. He stressed that for small island developing states, digital transformation is not merely an option but a necessity to overcome geographical challenges and improve access to healthcare, education, government services, and economic

opportunities.

The Minister also underlined the increasingly important role of media in shaping public understanding during this period of rapid technological change. He called for responsible journalism, greater digital literacy, ethical use of artificial intelligence, and stronger regional collaboration to address shared challenges such as cybersecurity, misinformation, and declining public trust.

Panel Sessions

High-Level Ministerial Session – Enabling Public Media: Policy Perspectives

Contributed by Don Dhammika

At the 21st Asia Media Summit 2026 in the Maldives, senior government leaders and regional representatives highlighted the critical role of policy, innovation, and collaboration in shaping the future of public service media. Moderated by Mr. Leon Loganathan, Advocate of the High Court of Malaysia, the First Plenary Session: High-Level Ministerial Session explored how governments can support media transformation while preserving public trust and editorial integrity.

Hon. Mohamed Hussain Shareef, Chief Spokesperson of the President's Office of Maldives, outlined the country's digital transformation agenda under the "Maldives 2.0" initiative. He emphasized that artificial intelligence offers significant opportunities for translation, archiving, and audience engagement, but must be accompanied by human oversight and strong editorial standards.



Hon. Nalinda Jayatissa, Minister of Health and Mass Media of Sri Lanka, stressed that the future of media depends on truthfulness rather than the debate between tradition and modernity. He highlighted Sri Lanka's ongoing efforts to develop a new media policy focused on media freedom, professionalism, and the protection of individual rights.

Representing SAARC, Secretary General H.E. Md. Golam Sarwar called for stronger regional cooperation through public service media and proposed reviving regional audiovisual exchange initiatives to strengthen understanding among South Asian nations.



H.E. Indra Mani Pandey, Secretary General of BIMSTEC, advocated the creation of regional media platforms, content exchanges, and collaborative broadcasting initiatives among member countries.

From Timor-Leste, Hon. Expedito Loro Dias Ximenes, State Secretary for Social Communication, reaffirmed the importance of freedom of expression and sustainable public media institutions. He urged policymakers to proactively regulate AI while safeguarding public trust.



A key takeaway from the session was the consensus that AI should be embraced as a tool for public good, supported by ethical governance, media literacy, transparency, and accountability. Concluding the discussion, moderator Leon Loganathan proposed a framework centred on AI literacy, watermarking AI-generated content, reporting mechanisms, audits, and responsible regulation.

The session ended with a strong call for visionary policies, regional cooperation, and ethical leadership to ensure that public service media remains trusted, resilient, and relevant in an increasingly digital and AI-driven world.



Panel Sessions

Echoes from the Sea: Media Voices of Island Nations

Contributed by Jason Emmanuel Mekkar

The 21st Asia Media Summit 2026 featured a compelling Plenary Session titled “Voices from the Waves: Small Islands, Big Stories”, bringing together broadcasters, policymakers, disaster experts, and communication specialists from across Asia-Pacific to discuss resilience, climate vulnerability, and the evolving role of media in small island nations.



Moderated by Ms. Patria Rizky Ananda, Climate and Global Issues Campaigner, WALHI – Wahana Lingkungan Hidup Indonesia (Friends of the Earth Indonesia), from Indonesia, the session highlighted how small island communities – despite their geographical size – carry powerful stories of survival, adaptation, and hope in the face of climate change, disasters, and rapid digital transformation.

Mr. Jun Ogawa, International Affairs Coordinator, (Broadcasting Ethics & Program Improvement Organization) of Japan reflected on the lessons learned from the 2011 Japan earthquake and

tsunami, stressing that trusted information can save lives during disasters. He also warned about the growing challenge of misinformation and society's overdependence on smartphones during emergencies.

Capt. K. Bala, Chairman of the Malaysian International Search & Rescue (MISAR), from Malaysia delivered a lively and practical presentation on disaster preparedness, emphasizing the importance of public awareness, fire safety, emergency response training, and community readiness. Through real-life examples and humour, he reminded participants that preparedness begins with education and regular practice.



Representing the Maldives, Hon. Aminath Namza, Chairperson, Public Service Media (PSM) & Deputy Minister, Ministry of Education shared inspiring stories of community-driven environmental initiatives such as Soneva Namoonu, demonstrating how local action and responsible storytelling can inspire meaningful change and strengthen environmental stewardship.

Mr. Rosario Maia, President, Radio and Television Timor-Leste (RTTL), Timor-Leste highlighted Timor-Leste's post-independence efforts to strengthen its national media ecosystem. He emphasized the role of public broadcasting and community radio in connecting remote communities, supporting democracy, and ensuring access to information despite infrastructure challenges. He also stressed the importance of ethical AI use, fact-checking, and human oversight in journalism. Mr. Mohamed Rizvi, Minister Counsellor & Deputy Head of Mission, High Commission of Sri Lanka, Malaysia shared insights from Sri Lanka's economic crisis and recovery, highlighting financial discipline, policy reforms, and public awareness. He noted the media's key role in educating citizens, promoting accountability, and

supporting national recovery through responsible communication.



The last speaker, Mr. Syed Aamir Riaz Programme Officer, International Telecommunication Union (ITU), Indonesia emphasized the need for resilient connectivity and emergency-ready broadcasting systems, especially for small island developing states. He highlighted solutions such as digital broadcasting, shared infrastructure, and integrated alert systems to strengthen disaster preparedness and ensure access to trusted information.

Throughout the discussion, speakers repeatedly emphasized that media must go beyond reporting crises – it must educate, build trust, strengthen communities, and amplify voices that are often unheard.

The session concluded with a strong message: resilience is not only about surviving disasters, but also about empowering communities through accurate information, ethical journalism, and human-centred storytelling.

Panel Sessions

Rebuilding the Digital Content Ecosystem

Contributed by Rabi KC

The plenary session on “Rebuilding the Digital Content Ecosystem” brought together leading voices from Asia’s public service media organizations, highlighting how broadcasters are adapting to rapid technological disruption, shifting audience behaviour, and the rise of AI-driven media environments.

Mr. Gaurav Dwivedi, CEO, Prasar Bharati, India outlined the key structural challenges confronting public broadcasters today. These include algorithm-driven content distribution, shrinking attention spans, fragmented audiences, declining advertising revenues, and the increasing spread of misinformation across digital platforms. Despite these pressures, he emphasized that public broadcasters remain essential institutions for maintaining public trust, ensuring access to verified information, supporting linguistic diversity, and serving marginalized communities.

Prasar Bharati is rebuilding its digital ecosystem by integrating radio, TV, and digital news into a unified network that collects and distributes verified content nationwide. It uses AI for translation, transcription, tagging, and distribution to improve efficiency and reach multilingual audiences, while maintaining editorial responsibility to counter misinformation and AI-generated fake content.



Ms. Sakina binti Haji Mohamed highlighted the dramatic shift in news consumption patterns. Audiences today often encounter news indirectly through social media rather than actively seeking it out, and decisions to engage with content are made within seconds. She noted that journalism is no longer only about correcting misinformation but also about strengthening media literacy. Educating audiences on how to recognize AI-generated disinformation and understanding why people share false content are now critical components of public service journalism. She emphasized the role of public media in shaping informed societies by preventing misinformation from spreading at scale.

Lee Jung-Min focused on the transformation of legacy broadcasters into digital-first media organizations. She raised key questions about competitiveness in the digital ecosystem and the ability of public broadcasters to retain trust among younger audiences who consume news primarily through social media. KBS is addressing these challenges by strengthening its role in disaster and emergency broadcasting, combining traditional reporting networks with digital platforms for faster dissemination of verified information. The organization is also using AI-based tools to analyze user-generated content and verify footage during emergencies. Additionally, KBS is repurposing its extensive archives into digital formats tailored for younger audiences, ensuring continued relevance in the evolving media landscape.

Mr. Yoann Talhouarne highlighted the need to strengthen environmental journalism by orienting journalists to better cover ecological change. He shared plans to collaborate with AIBD through Terra Asia to enhance reporting on environmental issues. He also emphasized the importance of digital platforms, partnerships, and regional cooperation through initiatives such as the Asia Media Summit.

Mr. Peerachai Pasutan showcased innovation in content delivery through AI-powered vertical video technology. This system automatically converts traditional horizontal broadcasts into mobile-friendly vertical formats, improving accessibility for smartphone users. The broadcaster is also enhancing inclusivity by improving sign-language interpretation in vertical video formats, ensuring that hearing-impaired audiences can better access public service content. His presentation underscored the importance of designing content for mobile-first consumption while maintaining editorial quality and human oversight.

Adding a policy perspective, Ms. Uza Aminath Saraahath Izzath emphasized the continuing relevance of public service media in the Maldives. She highlighted the need for appropriate legal frameworks for digital media and stressed that public service media remains highly trusted and more important than ever in today's information environment. She also pointed out that content must be increasingly audience-targeted and demand-driven to remain effective.

In conclusion, the session emphasized the collective view that the future of public service media lies in becoming integrated, AI-enabled, and audience-focused digital ecosystems, while maintaining the highest standards of trust, accuracy, and public interest. The session was moderated by Mr. Steve Ahern of Australia.

Panel Sessions

AI, Trust and Sustainability

Contributed by Rabi KC

The plenary session on "AI, Trust and Sustainability" at the AMS conference brought together experts from broadcasting, law, regulation, and international organisations. They discussed how Artificial Intelligence (AI) is changing the media industry and the importance of trust, ethics, regulation, and sustainability.

Mr. Kim Dae-Hong explained how KBS is using AI throughout its news production process. AI helps with script writing, translation, subtitles, fact-checking, content verification, and disaster reporting. He said AI is not replacing people but helping journalists work faster and more efficiently. During disasters, AI allows KBS to provide timely and accurate information to the public. However, editors still make the final decisions to ensure accuracy, ethics, and accountability. He also shared that KBS is developing new ways to earn revenue through content licensing and distribution to support long-term sustainability.

Mr. Vimal Sathiaselan spoke about the legal and regulatory issues of AI. He said many people use AI, but they still have limited trust in AI-generated content. Major concerns include data privacy, protection of personal information, and user consent. He stressed that laws need to keep up with AI technology to address problems such as misinformation, system failures, and misuse of data. He also raised the question of who should be responsible when AI causes harm or produces false information. He suggested that new governance systems, including insurance for AI-related risks, may be needed.



Mr. Boris Gorlov shared RT's experience with AI since 2021. RT has created a dedicated AI department and trained its staff to use AI tools. AI is now used for video editing, promotional content, design, scripting, dubbing, and voice production. He said AI is used to support staff, not replace them. Human editors continue to make all editorial decisions to ensure accuracy and credibility. He also noted that AI-generated content follows the same legal rules as other content.

Ms. Safa Shafeeq discussed the challenges of regulating AI as the technology develops quickly. She said AI is already widely used in creating and consuming media content. While AI improves efficiency, multilingual communication, and accountability, it also creates concerns about misinformation, authenticity, and declining public trust. She emphasised the need for human judgement, ethical responsibility, and editorial control. She also highlighted the importance of improving media and digital literacy and providing continuous training for media professionals.



Mr. Andy Quested warned against relying too much on AI. He said AI is developing very quickly, but there are still concerns about reliability, accountability, and misinformation. Too much dependence on AI could reduce human responsibility and increase the spread of false information. He also raised concerns about job losses and the wider social and economic impact. He called for balanced global regulations that encourage innovation while protecting people, jobs, and the integrity of information. He concluded by saying that responsibility for AI-generated content remains an important unanswered question.

Overall, the session highlighted that AI offers many opportunities for the media industry. However, its successful use depends on strong ethics, human oversight, clear regulations, transparency, and a commitment to maintaining public trust and sustainability in journalism.

Panel Sessions

Young Voices Redefine Media's Future

Contributed by Jason Emmanuel Mekkar

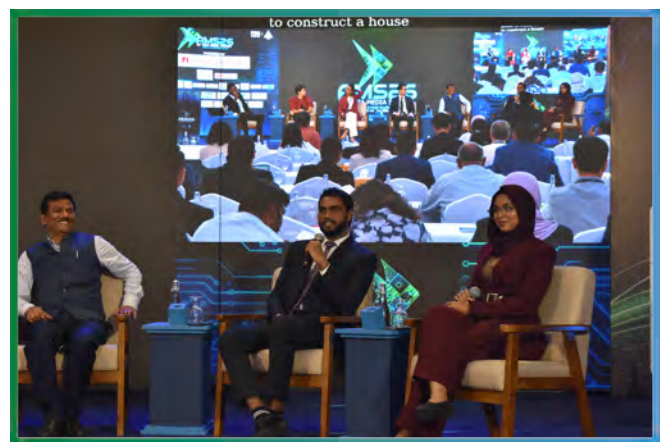
At the 21st Asia Media Summit in the Maldives, a panel of young media makers, activists, and advocates made one thing very clear – the future of media is already here, and it looks nothing like what came before.☒

The energy in the room shifted the moment moderator Lucanus Nathan, Business Development Executive at Penn Global Holdings, Malaysia, walked onto the stage at Villa Nautica. Young and entirely at ease, he set the tone for what became one of the Summit's most talked-about plenary sessions: Young Voices Shaping Media's Future.



He opened with a simple question to his panellists – what was the last video you watched, and on what platform? The answers came quickly: cats fighting on Instagram, a live parliamentary session on Facebook in Nepal, TikTok travel guides about the Maldives, and a construction reel on how to build a house. Not a single hand went up when Lucanus asked the audience who had last watched something on traditional television. The room laughed, but the message landed.

The six panellists brought perspectives as diverse as the region itself. Ms. Jacquelyn



Manabat, award-winning multimedia journalist, content creator and CEO of Amber Studios in the Philippines, spoke candidly about leaving a 17-year career in traditional broadcasting to build her own company. "Traditional media sounded boring," she said, without apology. "We weren't speaking the language of the future, and we weren't listening to those who would become the future consumers." She is quick to credit her traditional media training as the backbone of everything she does.

Ms. Rakshya Bam, Coordinator of Gen Z Front in Nepal, gave one of the session's most remarkable accounts – how Nepal's Gen Z movement used TikTok, Instagram, Facebook, and Discord to organise, mobilise. "Social media is our digital civic space".

Mr. Ng Peng Han, Malaysia's Chapter Leader of The Young SEAkors, pointed to research showing that over 90 percent of Gen Z use social media, spending an average of 4.1 hours a day on it. "The question isn't why young people prefer social media," he observed. "The question is why we're surprised that they do."

For Ms. Nazaha Nazeem, Vice President of the Presidential Youth Advisory Board of the Maldives, connectivity is deeply personal. In a nation of 200 inhabited islands scattered across 26 atolls, near-universal broadband coverage has made social media not just a communications tool but the thread holding communities together. She also spoke about government initiatives – including a Creator Loan offering close to half a million MVR at low interest for media production equipment, and a media grant programme with financial incentives for independent outlets.

Mr. Saani Simaadh, Youth Cohort Member at UNICEF Maldives, spoke about the shift from intentional news-seeking to passive news discovery. "It's not that we chose social media over traditional media," he said. "It's just how we see things, how it caters to our attention span and our interests."



Threading it all together was Professor (Dr.) Surya Parkash Gupta, Founder of the Community Based Disaster Risk Management Society in India, who offered an important counterpoint: that in disaster situations, when power fails and networks go down, it is traditional media that continues to function. "We need both," he said simply. "Not competition – complementarity."

The session did not shy away from harder questions: the ethics of social media, the mental health toll of digital harassment, the accountability of big tech, and the challenge of protecting older generations from misinformation.

Panel Sessions

Broadcasting Transformation in the Digital Era

Contributed by Rabi KC

Broadcasting is rapidly changing with the growth of digital TV and radio, OTT platforms, hybrid broadcast-broadband systems, and sustainable infrastructure. This transition is not only about technology but also about ensuring that broadcasting remains accessible, reliable, and inclusive for all communities, especially in developing and geographically dispersed countries.

During the Asia Media Summit 2026 at the Plenary Session "Digital Transformation – The Broadcasting Story", speakers shared how broadcasters are adapting to new audience habits and technological developments while continuing to serve the public interest.



Mr. Bérard Duprès from Seychelles Broadcasting Corporation explained how Seychelles completed its digital TV migration in 2020. Due to the high cost of expanding terrestrial coverage across islands, SBC is focusing more on online and OTT platforms. The broadcaster now provides live TV and radio through apps and social media while upgrading its studios and production systems.

Representing the International Telecommunication Union (ITU), Mr. Amila Amunugama discussed the ITU's support for countries transitioning from analog to digital broadcasting. The ITU has helped many Asia-Pacific countries develop national roadmaps and improve broadcasting resilience, accessibility, and sustainability.

Mr. Agustinus Dimas Angga Suryanto from TVRI shared Indonesia's experience in serving a large and geographically diverse population. TVRI uses a mix of digital terrestrial TV, satellite, and IP networks to expand coverage while also introducing AI and AR technologies into production.

Mr. Pan Sang Kwon from Korea Media & Communications Commission (KMCC) emphasized the importance of media literacy in the digital age. South Korea has introduced programs to help citizens of all ages better understand digital media, AI, and online information.

Mr. Sukhbayar Sukhbaatar from Mongolian National Broadcaster explained how broadcasters are exploring livestreaming and immersive digital experiences to engage younger audiences who increasingly consume content online and in virtual environments.

Mr. Kevin Oakley from Benchmark noted that younger audiences are shifting from traditional television to platforms such as YouTube, TikTok, and Netflix. Broadcasters therefore need to create more engaging, data-driven, and platform-specific content.

Vinosh Babu James from Qualcomm highlighted that digital transformation is not only about devices and content, but also about building sustainable infrastructure. While audiences are moving toward smartphones and online platforms, broadcasting still plays a vital role in reaching large audiences during live events and national communication.

The session concluded that while technology is transforming broadcasting, the core mission remains the same: ensuring reliable, inclusive, and sustainable access to information and content for all audiences. Mr. Bala Murali Subramaney, Malaysia, moderated the session.

Moderated CEO Session

CEOs Call for Innovation and Youth-Centric Leadership in Public Media

Contributed by Don Dhammika

The final session of Day Two at the 21st Asia Media Summit 2026 brought together leading media executives to discuss how public service media can thrive amid rapid technological change, evolving audience habits, and the growing influence of artificial intelligence. The session was expertly moderated by Ms Philomena Gnagapragasam, CEO of AIBD.

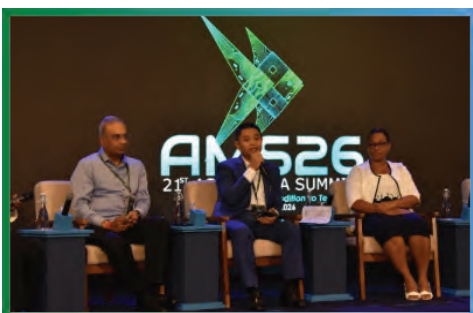
Mr. Gaurav Dwivedi, CEO of Prasar Bharati, India, highlighted the importance of digital-first broadcasting, OTT platforms, and partnerships with content creators.

"The future belongs to digital-first broadcasting."



Representing Public Service Media Maldives, Ms Aminath Namza, speaking on behalf of Managing Director Mr. Ahmed Shakeeb, stressed that media organisations must embrace creativity and provide opportunities for young talent.

“Media leaders must create space for creativity and diverse voices.”

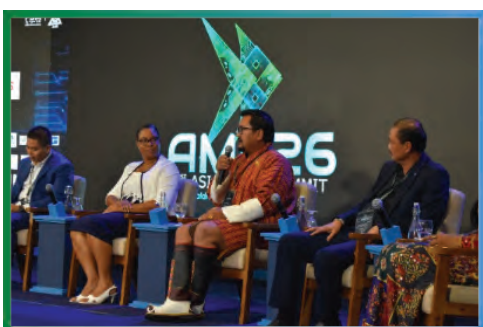


H.E. Prak Thaveak Amida of Cambodia emphasized the importance of policy reform, capacity building, and content quality to meet the expectations of younger audiences and the digital era.

“Strong institutions and skilled people are key to media transformation.”

From Seychelles, Ms Diana Benoit, CEO of the Information Commission, underlined the value of empathy and open communication in leadership.

“Empathy and dialogue build stronger organisations.”



Mr. Dorji Tashi, CEO of Bhutan Broadcasting Service, described young people as a vital asset for the future of broadcasting and called for greater investment in digital skills and leadership development.

“Young people are our greatest asset for the future.”

Meanwhile, Dato’ Roslan Ariffin of IPPTAR Malaysia emphasized the need for continuous

“Preparing talent for tomorrow’s technologies is today’s priority”



The session concluded with a strong consensus that public service media must accelerate digital transformation, embrace innovation, invest in people, and engage younger audiences while remaining committed to its public service mission.

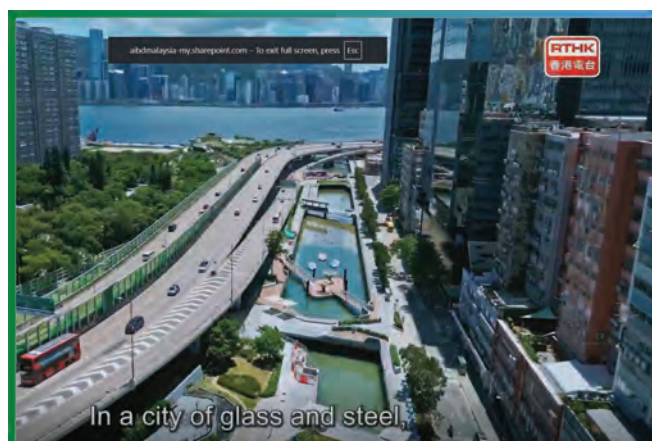
Content Showcase Celebrates Global Storytelling at AMS 2026

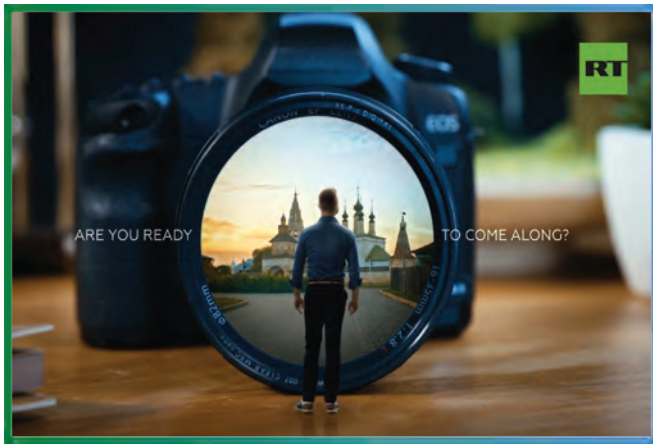
The Asia Media Summit 2026 Content Showcase brought together an impressive collection of stories from broadcasters and media partners across the region, highlighting creativity, innovation, and cultural diversity in contemporary broadcasting. The showcase reflected AIBD's commitment to promoting content exchange and strengthening collaboration among media organizations worldwide.

Hosted by Public Service Media (PSM), Maldives, the showcase opened with a vibrant presentation of the Maldives' tourism appeal, cultural heritage, and storytelling excellence, setting the tone for a compelling journey through global content.

Featured presentations included OHK Japan's initiative on inclusive broadcasting linked to the Tokyo Deaflympics, RT's Inland Visions series showcasing Russia's diverse cultures and landscapes, and RTHK's programmes exploring Hong Kong's biodiversity and culinary heritage. Delegates also viewed content from NBT World Thailand, Viory, Nepal Television, Prasar Bharati, India and Vietnam Television (VTV), each offering unique perspectives on culture, development, travel, and public service broadcasting.

More than a display of programmes, the Content Showcase served as a platform for inspiration, content exchange, and regional cooperation, demonstrating the power of storytelling to connect audiences across borders and reinforcing the role of broadcasters in sharing diverse voices and experiences with the world.





Gala Dinner, Cultural Show & AIBD International Media Awards

Celebrating Excellence and Partnership at the AIBD International Media Awards 2026

The Gala Dinner and AIBD International Media Awards 2026, held during the Asia Media Summit (AMS) 2026 in the Maldives, brought together distinguished ministers, media leaders, broadcasters, partners, and delegates from across Asia, the Pacific, and the Arab region. The evening celebrated excellence in broadcasting while reaffirming the importance of regional cooperation and public service media.

A key highlight of the evening was the AIBD International Media Awards 2026, proudly partnered by the Arab States Broadcasting Union (ASBU), whose longstanding collaboration with AIBD continues to support the advancement of quality public service media and professional excellence across regions.



The AIBD International Media Award for Best Television Programme 2026 was presented to “Life on the Burning Earth – The Vanishing Season” by KBS, South Korea. The winning production was recognized for its compelling storytelling, outstanding visual presentation, and powerful portrayal of urgent environmental challenges facing our world today.

The Best Television Programme Award was presented by Hon. Geela Ali, Minister of Health, Family and Welfare of the Republic of Maldives, together with AIBD Chief Executive Officer Ms. Philomena Gnanapragasam and Ms. Faten Fradi, Head of Arab and International Cooperation Unit of the Arab States Broadcasting Union (ASBU), reflecting the strong partnership between AIBD and ASBU in promoting excellence in public service media.



The evening also featured a special recognition certificate awarded to the Saudi Broadcasting Authority (SBA) for its contribution and support to the broadcasting community.

A Commendation Award in the television category was presented to “Four Seasons in the Deep Forest” by Vietnam Television (VTV), Vietnam, in recognition of its outstanding production quality and storytelling excellence.



In the radio category, the AIBD International Media Award was awarded to “Peaceful Vietnamese New Year in Every Home: A Swift Command from the Hearts of Soldiers” by VOV World, Vietnam. The jury commended the programme for its emotional depth, authenticity, and excellent use of sound and narrative to connect listeners with themes of tradition, service, and community.



The Radio Commendation Award was presented to “The Treasure Bearing, The Virent” by Akashvani Sambalpur, All India Radio, India, recognizing its high-quality storytelling and contribution to public service broadcasting.



Radio Thailand World Service, NBT, also received special recognition for its contribution to international broadcasting and regional media cooperation.



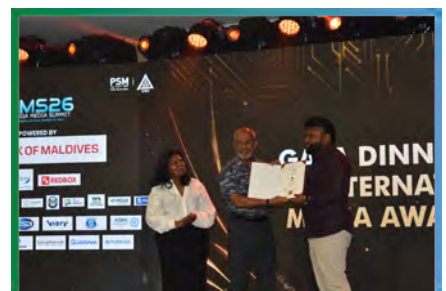
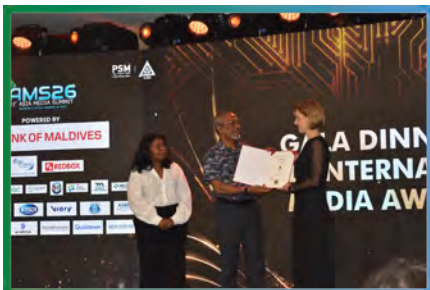
The gala also featured the presentation of the AIBD Special Award for Media Excellence, a distinguished recognition honouring an organisation whose leadership and contribution have significantly strengthened public service media and supported the continued success of the Asia Media Summit. The award underscored the importance of visionary leadership and commitment to advancing the media industry across the region and presented to Public Service Media (PSM), Maldives. The award we received by the managing director of PSM from the Sri Lankan Minister of Health and Mass Media, Dr. Nalinda Jayatissa.

Partners Awards – Appreciation for AMS 2026 Partners

The success of the Asia Media Summit 2026 was made possible through the invaluable support of a broad network of partners and collaborators. During the Gala Dinner, AIBD presented Partner Appreciation Awards to recognize organizations that contributed significantly to the summit's success and to the advancement of media development in the region.

Partners recognized included KMCC/KISDI, RT, Viory, iPPTAR Malaysia, Arab States Broadcasting Union (ASBU), AI Media, Benchmark, AKati, Leon & Partners, Qualcomm, Other supporting partners and collaborators.

These awards symbolized AIBD's gratitude for the dedication, expertise, and continued partnership demonstrated by these organizations. Their support has been instrumental in fostering innovation, capacity building, knowledge exchange, and regional cooperation within the broadcasting industry.



Bilateral Meetings

Ms. Philomena Gnanapragasam, Chief Executive Officer of AIBD, and Mr. Rosário Maia, President of Rádio e Televisão de Timor-Leste (RTTL), exchanged the signed Memorandum of Understanding during the Asia Media Summit 2026. The agreement was formally acknowledged, endorsed, and approved by H.E. Expedito Dias Ximenes, State Secretary for Social Communication of the Democratic Republic of Timor-Leste, reaffirming a shared commitment to capacity building and the strengthening of public service media.



Minister Geela Ali, Maldives met with Sri Lanka's Minister of Health & Mass Media H.E. Dr. Nalinda Jayatissa before the Gala Dinner of Asia Media Summit. Discussions explored collaboration in health workforce support, internships, capacity building, and pharmaceutical cooperation.



MoU - Maldives



Closing Caremony

Asia Media Summit 2026 concludes with strong commitment to responsible AI and Regional Media Cooperation

Contributed by Jason Emmanuel Mekkar

The 21st Asia Media Summit (AMS) 2026 concluded successfully in the Maldives after three days of insightful discussions, knowledge sharing, and regional collaboration under the theme "Maldives 2.0: From Tradition to Tech." Hosted by Public Service Media (PSM) Maldives in corporation with the Asia-Pacific Institute for Broadcasting Development (AIBD), the summit brought together media leaders, policymakers, broadcasters, technology experts, academics, and content creators from across the Asia-Pacific region to explore the future of media in the digital era.

The closing ceremony reflected on the summit's achievements, highlighting meaningful discussions on artificial intelligence (AI), digital transformation, trust in media, misinformation and disinformation, broadcasting sustainability, youth engagement, and the evolving role of public service media. Participants agreed that while technology is rapidly transforming the media landscape, the industry's greatest responsibility remains serving the public with accuracy, integrity, and trust.



One of the ceremony's highlights was the official handover of the Asia Media Summit to the Republic of Korea, which will host the 22nd Asia Media Summit in 2027. The Korean Media and Communications Commission (KMCC) accepted the responsibility of organizing the next summit, noting that 2027 will mark both the 100th anniversary of Korean broadcasting and the 50th anniversary of AIBD. Delegates were also treated to a promotional video showcasing Korea's rich cultural heritage, technological innovation, and vision for the future of media.

Ms. Aminath Namza, Chairperson of Public Service Media Maldives, emphasized that the summit reaffirmed the importance of balancing technological innovation with public responsibility. She noted that discussions throughout the summit highlighted the need for ethical AI adoption, stronger public trust, responsible journalism, and meaningful engagement with younger audiences. While digital platforms continue to reshape media consumption, she stressed that the industry's core values of credibility, accuracy, and service to society must remain unchanged.



Ms Sudruetai Lertkasem, President of the AIBD General Conference, encouraged delegates to embrace AI as a valuable tool for improving efficiency, accessibility, and multilingual communication while ensuring that its use remains ethical and transparent. She reminded participants that public trust continues to be the media's most valuable asset and called upon broadcasters across the region to uphold professional standards and combat misinformation through responsible journalism.

Ms Philomena Gnanapragasam, CEO of AIBD, summarized the key outcomes of the summit, describing it as an important platform that connected traditional broadcasting with emerging digital



As delegates departed the Maldives, the 21st Asia Media Summit concluded with renewed optimism and a shared commitment to fostering innovation, strengthening regional cooperation, and ensuring that technological advancement continues to serve humanity. With the journey now passing to the Republic of Korea, the Asia-Pacific media community looks forward to building on the momentum of AMS 2026 and continuing to shape a trusted, inclusive, and future-ready media landscape.

Excursion

AMS 2026 Delegates Take Part in Coral Planting Excursion at Kudagiri Island

Contributed by Jason Emmanuel Mekkar

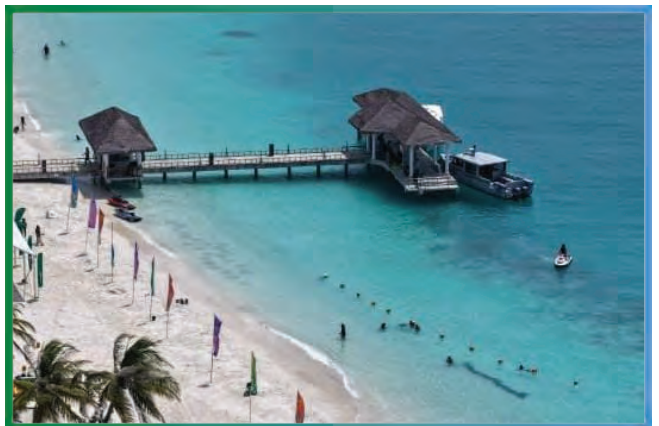
As part of the 21st Asia Media Summit (AMS) 2026, delegates participated in a special excursion programme at Kudagiri Island, Maldives, on 14 May 2026. The activity combined networking, environmental awareness, and hands-on participation in a coral planting initiative.

The programme began with a welcome briefing and presentation on coral conservation before delegates were guided through the coral planting process. Participants worked in groups to attach coral fragments to specially prepared frames, which were later transferred and installed at a designated underwater site with the support of divers and marine teams.



The excursion provided delegates with an opportunity to contribute directly to a marine conservation effort while learning about initiatives being undertaken in the Maldives to protect and restore coral ecosystems. The programme also included guided snorkeling, recreational activities, and networking opportunities, allowing participants to experience the natural beauty of the Maldives while strengthening professional connections.

The activity served as a meaningful conclusion to AMS 2026, highlighting the importance of environmental sustainability and collective action in preserving natural resources for future generations.



NEW INITIATIVES

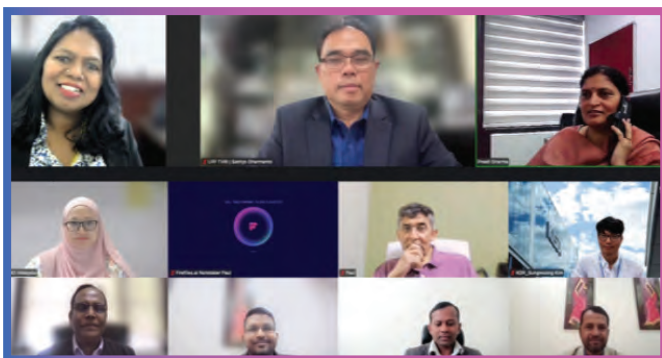


AIBD Strategic Planning Team Reviews Progress and Charts Future Direction

Contributed by Jason Emmanuel Mekkar

The Asia-Pacific Institute for Broadcasting Development (AIBD) successfully convened its 2nd Quarter Strategic Team Meeting 2026 on 25th June 2026, bringing together Strategic Team members from across the Asia-Pacific to review progress, exchange ideas, and discuss the organisation's strategic priorities for the months ahead.

The meeting focused on updates to AIBD's Strategic Plan, which has been streamlined into three key pillars: Emerging Technologies, Content, and Media Sustainability. Members also reviewed ongoing initiatives, including regional technical cooperation activities, knowledge-sharing programmes, and capacity-building efforts aimed at supporting broadcasters in adapting to the rapidly evolving digital media landscape.



Members reflected on the successful 21st Asia Media Summit (AMS) 2026 held in the Maldives, which attracted more than 320 delegates from 30 countries and reinforced AIBD's role as a leading platform for dialogue, collaboration, and innovation in media development. Discussions also looked ahead to the 22nd Asia Media Summit (AMS) 2027, to be hosted by the Republic of Korea, as well as preparations for the upcoming AIBD General Conference.

The meeting concluded with an engaging exchange of ideas on strengthening regional collaboration, enhancing knowledge sharing, and fostering innovation through new partnerships and strategic initiatives. Participants reaffirmed their commitment to supporting AIBD's mission of advancing media excellence and sustainable broadcasting across the Asia-Pacific region

GLOBAL CONNECTIONS



AI in Southeast Asian Newsrooms: Balancing Innovation with Trust and Credibility

Contributed by -

AIBD, in collaboration with Broadcast Asia, conducted a panel discussion on 20 May 2026 during Broadcast Asia 2026 in Singapore.

Artificial intelligence (AI) is rapidly transforming the media industry across Southeast Asia, offering newsrooms new opportunities to improve efficiency, speed, and audience engagement. At the same time, concerns about misinformation, deepfakes, and declining public trust are forcing broadcasters and journalists to rethink how AI should be responsibly integrated into journalism.



These issues were discussed during the workshop “SEA Newsroom on AI: Speed Without Losing Trust”. The session brought together media professionals, editors and broadcasters from Malaysia, Indonesia, Singapore, Thailand, Cambodia, and Brunei Darussalam to share experiences and best practices in the use of AI in modern newsrooms. A major theme throughout the discussion was that AI should support journalists rather than replace them. Speakers agreed that while AI can automate repetitive tasks and improve workflow efficiency, human oversight remains essential to maintain accuracy, ethics, and credibility in reporting.

Mr. Zul-Fakhri bin Maidy from Brunei emphasized that public trust is the foundation of journalism. Inaccurate or unverified AI-generated content can quickly damage the reputation of media organizations, particularly in smaller societies where trust takes years to build. Panellists agreed that speed should never come at the cost of credibility.

He shared practical examples of how AI is already helping newsroom operations. One broadcaster explained how AI transcription tools reduced the time needed to process parliamentary speeches from 15 minutes to only 5 minutes. However, journalists still manually checked the transcripts against the original audio to ensure no information was omitted or incorrectly interpreted.

This “human-in-the-loop” approach became one of the workshop’s key messages. AI can assist with tasks such as transcription, summarization, media monitoring, and metadata tagging, but final editorial decisions must always remain with journalists.

The growing threat of fake news and deepfake technology was another major concern raised during the session. Mr. Jittiwong Wannachai from Thailand presented an AI-powered fake news detection system capable of identifying manipulated content with high accuracy. The initiative has already gained recognition for helping combat misinformation and improving information integrity.

He stressed that fake news is no longer only a media issue but also a social and cybersecurity challenge. As AI-generated videos, images, and voices become more sophisticated, newsrooms must strengthen fact-checking systems and verification processes.

Speakers also highlighted the importance of establishing ethical standards and guidelines for AI use in journalism. Some organizations are already exploring watermarking systems and transparency policies to help audiences identify AI-generated content. Digital literacy was described as equally important, ensuring that citizens understand how to critically evaluate online information.

Mr. Chhorn Vibol summarized the relationship between journalists and AI with a simple but powerful statement: "AI is not autopilot; it is co-pilot. He further explained that AI works best when assisting journalists rather than operating independently. While AI can quickly organize information and generate summaries, it can also produce false or misleading content if left unchecked.



The workshop concluded with a strong call for regional collaboration, responsible AI adoption, and investment in journalist training. Rather than replacing jobs, panellists viewed AI as an opportunity to remove repetitive tasks and allow journalists to focus more on investigative reporting, storytelling, and public-interest journalism.

The panel featured speakers from AIBD member organizations, including Ir. Ts. Ahmad Shafiq Mirza bin Mansor, Principal Assistant Director of Technical Facilities Section, News and Current Affairs Division, RTM, Malaysia,

Mr. Bernardus Satriyo Dharmanto, Chief Technology Officer, TVRI, Indonesia, Ms Chung Lyn-Yi, Head, Growth and Innovation, Mediacorp News and Current Affairs, Mediacorp, Singapore, Mr. Chhorn Vibol, Director of ICT & Digital Transformation Department, Ministry of Information (MoINFO), Kingdom of Cambodia, Mr. Jittiwong Wannachai, Senior Program Producer at Radio Thailand, The Government Public Relations Department, Thailand and Mr. Zul-Fakhri bin Maidy, Assistant Head (Editorial), News & Current Affairs Division, Radio and Television, Brunei, Brunei. The session was moderated by Mr Wickramage Don Dhammika, Programme Manager, AIBD.

also had a booth at Broadcast Asia, where delegates visited to learn more about AIBD initiatives, programmes, and activities, and to engage with representatives during the event in Singapore.

The ITU (International Telecommunication Union) Regional Director for Asia and the Pacific is Ms. Atsuko Okuda visited AIBD booth during the event.

Broadcast Asia serves as the premier gathering for Asia's broadcast, media, and entertainment professionals, providing a platform where the industry's key players converge to shape the future of broadcast.

TECH. TRENDS

On the Precipice of a New Era

Contributed by Dr. Kim Youngyil

JTBC, one of the major channels shaping the Korean broadcasting landscape, recently declared a debt default after failing to repay 20.6 billion Korean won (approximately 15 million USD) in asset-backed borrowings. In response, JTBC and its parent company, JoongAng Group, filed for corporate rehabilitation at the Seoul Bankruptcy Court. This financial faltering has sent shockwaves through the Korean media industry, prompting widespread speculation about the causes behind this restructuring and the court-supervised repayment process.

The Transition of Media Infrastructure

Much of the initial analysis has focused on structural vulnerabilities that gradually drained the company's resources. JTBC operates within the broader media ecosystem of JoongAng Group, which includes affiliated businesses such as the cinema chain Megabox. Over the past several years, theatrical exhibition has suffered a steep decline due to the combined impact of the COVID-19 pandemic and the rapid expansion of digital streaming platforms. At the same time, JTBC made aggressive investments in premium sports broadcasting rights, reportedly committing around 700 billion Korean won (approximately 500 million USD) to secure coverage of the FIFA World Cups from 2026 to 2030 and the Summer and Winter Olympics from 2026 to 2032. This move even broke from the long-standing Korean Pool system, in which domestic broadcasters jointly bid for such rights.

These factors certainly point to financial overextension and strategic miscalculation. Yet the question remains: is flawed financial planning alone sufficient to explain JTBC's current crisis? Their failure is better understood as symptomatic of a shifting media landscape that demands a reconfiguration of what it means to be a public service-oriented broadcaster. JTBC remained committed to assumptions rooted in the terrestrial broadcasting era: that it could function as a protector of taste and an authoritative bearer of truth—roles shaped in the previous century and sustained by a broader social and political consensus. Taste, truth, values, and fairness still matter, but they now operate on a different terrain and through different mechanisms. If broadcast journalism continues to be regarded as a bearer of truth, it is no longer because it declares truth from a flagship news desk, but because it facilitates processes through which truth can be collectively reached across both digital and physical spaces. The public mission may remain, but the conditions that define and sustain it have fundamentally changed.

JTBC rose rapidly to prominence after its establishment in 2011, producing hit dramas and popular entertainment content. As a spiritual successor to TBC—a once-popular broadcaster forcibly shut down in 1980 under the Press Act imposed by the military regime—JTBC invested heavily in high-quality programming. This included major successes such as *Sky Castle* (2018–19) and *The World of the Married* (2020), the latter adapted from the UK series *Doctor Foster*. Its entertainment programs, including *Non-Summit* (2014–2017) and *Take Care of My Fridge* (2014–), were both innovative and widely appealing. These shows captured the pulse of their moment, addressing issues ranging from the hyper-competitive university entrance system to the challenges of multicultural coexistence.

More notably, JTBC repositioned its news division toward a progressive-centrist stance under the motto "Behind the News," successfully cultivating a reputation for being closer to the truth. By appealing to younger viewers and those disillusioned with the performative impartiality of legacy broadcasters, JTBC distinguished itself through a willingness to challenge both political power and established media institutions. Its journalism thrived during pivotal moments, particularly in its coverage of the Sewol ferry disaster and the Park Geun-hye scandal. In retrospect, however, this period can also be read as the final flourish of an older media system—one in which the technologies of production and distribution were concentrated in the hands of a few, and where both broadcasters and audiences still shared a belief in the institutional capacity and ethical responsibility of public media to deliver truth and quality.

Rebuilding Public Media Ecosystems

It would be unfair to presume that JTBC—or legacy broadcasters more broadly—failed to anticipate the arrival of the digital age. JTBC, in fact, actively expanded into new media environments: it live-streamed its news through YouTube and major web portals, catering especially to younger audiences who increasingly consume content on devices other than television sets. It also developed digital-only programming with interactive elements, leveraging external platforms such as YouTube to extend the reach and visibility of its news brand.

Yet this raises a more critical question. Did JTBC recognize that this new media space operates according to fundamentally different logics—driven by data analytics, algorithmic visibility, and platform governance—or did it treat the digital sphere as merely an extension of the broadcast environment, a new distribution matrix where established forms of authority could simply be reproduced? Even if JTBC perceived some of these shifts, its strategic choices suggest a partial recognition at best. Had it fully grasped the structural dynamics of platform-based media, it might have pursued a markedly different path.

In a media environment where a smartphone can function as one of the most efficient tools for producing and distributing news across millions of social media channels, the monopoly over broadcast technology gives way to a democratization of both production and consumption. Voices multiply, and perspectives proliferate to such an extent that the central task is no longer simply to distinguish the true from the false, but to navigate gradations of truth—to assess what is more credible, more grounded, or more verifiable than competing claims. This condition reflects a fundamental shift: no single entity holds a monopoly on truth, and no singular viewpoint can automatically claim authority.

Within this transformed landscape, the role of the broadcaster must be restructured. Rather than operating as a lone authoritative voice enabled by technological control, the broadcaster becomes a moderator within an ongoing process of negotiating truth. The goal is no longer the definitive delivery of an ultimate truth, but the facilitation of provisional agreements—points of convergence that enable collective action. In what is often described as an age of multiple truths, or the so-called post-truth era, the most meaningful outcome may be what I term “noble acquiescence”: a form of negotiated agreement that serves as a platform for subsequent social, political, and economic actions, including policymaking and elections.

Whether in cultural programming, news, or drama production, public service-oriented broadcasters no longer enjoy the privilege of being dominant actors within a contained media ecosystem. Instead, the imperative now lies in developing strategies of collaboration across both digital and physical spaces. Transmedia storytelling has long been identified as a key approach, but its significance must be rethought. It is not sufficient to extend content across platforms—from television to webtoons, infographics, or interactive formats—if such expansion remains institutionally self-contained. What is required is the creation of collaborative spaces in which broadcasters, influencers, digital creators, and subject-matter experts actively participate in shaping discourse.

In this regard, interactive journalism and the curation of customized content for individuals represent important steps toward redefining the broadcaster’s role. Yet more fundamentally, there is a need to imagine digital platforms grounded in public service principles—platforms designed not for maximum retention or algorithmic efficiency, but for enabling the coordinating and mediating functions of public media. Within environments governed primarily by algorithms optimized for engagement, such a vision cannot be fully realized. The challenge, therefore, is not simply adaptation, but the construction of alternative infrastructures through which public values can be meaningfully sustained.

JTBC’s declaration of a debt default caught many off guard, even if the conditions leading to it had long been in place. Its financial difficulties within an increasingly harsh media economy have undoubtedly played a significant role in its unravelling. Yet to view this crisis solely through the lens of mismanagement or market pressure would be insufficient. Broadcasters more broadly are losing both advertising revenue and audiences to digital competitors, signalling a deeper structural shift. The challenge, therefore, is not simply one of recovery, but of rethinking. To navigate this transformed landscape, broadcasters must move beyond inherited assumptions and engage in a more fundamental reconsideration of their role, function, and form in the contemporary media environment.



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