

News of ABU activities and the broadcasting industry in the Asia-Pacific

ABU news

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ABU – A Driving Force in Disaster Risk Reduction

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ABU Matters

- 06 Communication: Key in Getting Message Across
- 08 Better Tools Needed in Emergency Reporting
- 10 UN WCDRR – ABU Initiates Media Stakeholder Statement
- 11 Documentary Film Award on DRR
- 12 Interview with Brigitte Leoni of UNISDR
- 13 Sendai: ABU @ UN WCDRR Exhibition
- 14 ABU – KBS: Closer Ties
- 14 PSG meeting in Japan
- 15 Beijing: 56th ABU Sports Group Conference
- 16 ABU Copyright Committee Meeting – New Delhi
- 17 21st ABU Copyright Forum
- 18 ABU Digital Broadcasting Symposium 2015
- 19 DBS 2015: Enabling Change Smartly
- 20 DBS 2015: High Interest in DAB+
- 21 DBS 2015: Content in High Definition
- 22 DBS 2015: SPECTRUM – Biggest Broadcasters' Asset
- 24 New Delhi: Social Media highlighted at BES 2015
- 25 Tunis: ABU-ASBU Training Course on IPTV and Networking Technologies
- 26 Kuala Lumpur: ABU Workshop on Engineering Fundamentals
- 26 ABU will assist BTV Bangladesh in Digitalisation
- 27 CARE5 – 1st Producers' Meeting
- 27 Media 2020 – Bringing Media to the Future
- 28 1Asia 2014: Promoting Asian Identity
- 29 RadioAsia 2015: The Creative Power of Radio
- 30 Famous Indonesian singer at ABU Radio Songs Festival 2015
- 31 Bulgarian National Radio – 80th Anniversary
- 32 News Group Meeting: Asiavision ending satellite feed
- 33 Three New Members Join Asiavision
- 33 AVN Monthly Award Winners
- 34 Interview of new TRT Director General
- 35 New ABU Members
- 36 Member Focus: Korea Business News – WOW TV
- 37 Afghanistan – ATN Awards
- 38 Farewell to Dr Jailani, Former ABU Vice-President
- 38 ABU – Indonesian: Future Partnership
- 38 IRIB Iran – Restructured
- 39 New Co-operation between ABU and Japan MIC
- 40 TBC – Tonga: Workshop on Digital Broadcasting
- 40 India to Host 1st ABU Dancing Festival
- 41 Climate Change In The Himalayas Co-production
- 41 World Radio Day 2015
- 42 ABU – GAMAG: Gender Equality through Media
- 42 2015 International Women's Day
- 43 ABU Broadcasting For All Campaign
- 44 Natural Disasters Mitigation: Workshop in Iran
- 45 New Director for AIBD
- 45 New Head at Public Broadcaster in Kyrgyz Republic
- 46 ABU Calendar of Events

Safely and Smartly..

Safely is the way ABU wishes to work and partner with members in a world threatened consistently by the effects of Climate Change. Disaster Risk Reduction has been a pivotal theme in many ABU activities since last December and this will be maintained throughout this year.

The Global News Forum held in Sendai, Japan in March 2015 has brought added value through supporting members in improving the management of disaster risks through media. ABU is thankful to NHK-Japan which champions this endeavour as well as for its precious assistance to member colleagues. The Union was very active during the 3rd United Nations Conference on Disaster Risk Reduction in Sendai and was instrumental for issuing a Common Declaration by ABU-EBU-ASBU-AUB. The overall objective is to save human lives and all are unanimous that broadcast media has an important role to play.

Smartly enabling change characterised, however, the 11th ABU Digital Broadcasting Symposium (DBS) in March 2015 in Kuala Lumpur. About one thousand delegates coming from different parts of the world but mainly from ABU member countries expressed their views on the challenges which represent the unprecedented transformation of the broadcast technology.

The Asia- Pacific region is at the forefront of this technological transformation and has a duty to share its expertise and experience in our digitally-connected world. As usual ABU is the driving force in conveying that transformation in the region and to its members.

Through this first edition of ABU News this year, we shall meet the new Director of TRT-Turkey, Senol Göka who wants to propel further his station on the international scene and who is getting ready to host the ABU General Assembly in Istanbul next October. Other activities include the fostering of unity and friendship among Asian countries through initiatives like 1Asia, successfully managed by ABU Programming Department. We will also make acquaintance with a new ABU Member – Korea Business TV (WOW TV), the 'Bloomberg' channel of Seoul which really means business!

In the past three months, ABU has been strengthening its relations with its European and Arab members. This has paved the way for a new partnership with the European Broadcasting Union (EBU) and the Arab States Broadcasting Union (ASBU). Our Union has also been assisting members like Bangladesh TV in the Digitalisation process.

Safely and Smartly, ABU will maintain its on-going activities and initiate new projects in the interest of members both old and new.

Welcome to all to this edition of ABU News. Enjoy your reading.

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On Points
Wassily Kandinsky

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Communication: Key in Getting Message Across



March 15-16 2015
Sendai, Japan

The 2015 ABU Global News Forum (GNF), hosted by NHK, was held in Sendai, Japan, in conjunction with the 3rd United Nations' World Conference on Disaster Risk Reduction (WCDRR). The GNF was launched by the Asia-Pacific Broadcasting Union (ABU) in 2013 in Seoul with the purpose of establishing an open dialogue involving high-profile journalists and decision-makers of the media industry.

About one hundred delegates coming from thirty countries attended the forum. In his opening speech, Mr Koki Morinaga, Managing Director at NHK welcomed all the delegates and talked about the importance of holding such meeting in Sendai in parallel with the United Nations Conference on Disaster Risk Reduction.

Good communication is the key in getting the correct message across for both the authorities and broadcasters when it comes to informing the public about natural disasters.

The Weather Channel's Senior Hurricane Specialist Bryan Norcross said the reason sometimes information about



natural disasters turned out to be wrong was due to the failure in the art of communication. "Too little information is confusing and too much leads to paralysis," he said. Norcross was speaking at the Global News Forum's session on "Preparing for a Mega-Disaster". Other panel members for this session were Kei Oharu, Senior Correspondent of Japan's national broadcaster NHK, Michael Williams of the World Meteorological Organization, Eriko Kobayashi of the non-governmental organization SEEDS Asia, and Abdul Mannan, Director-General of Bangladesh Television (BTV).

Bryan Norcross said there are five "how to" steps that must be included in any Disaster Communication Plan. They are how to begin discussion of the threat, how to raise awareness without causing alarm, how to end the hopeful period,

how to give tangible guidance, and how to lead by example.

Kei Oharu of NHK said that the role of broadcasters in disaster reporting is to broadcast the relevant information widely. He said in the future, disaster broadcasting would see social media playing an increasingly important role, especially in the early warning system.

Michael Williams of the World Meteorological Organization said that weather presenters are encouraged to incorporate climate change in their reporting.

According to Abdul Mannan of Bangladesh Television, the media has a role to play in disaster management and mitigation. He said that BTV played its part by broadcasting various disaster alerts and awareness programmes.



For Eriko Kobayashi of SEEDS Asia, non-governmental organizations (NGO) rely on the media to reach out to the people. She said the preparedness phase in any natural disaster is when the media comes in to play its role.



Better Tools Needed in Emergency Reporting



In a world of fast evolving technology advancements, better tools are needed for a better and more effective broadcasting when it comes to reporting in an emergency. The ABU 2015 Global News Forum in Sendai, Japan was told that among the technology advancements, the use of community radio and drones could be better utilized in reaching or communicating with those affected by a natural disaster.

Rajib Shaw, Professor at Kyoto University, said the community radio can be a powerful tool in a localized community affected by a natural disaster. "The local survival information is not broadcasted by the major media but by the local FM radio stations," he said.

Shaw was speaking at the GNF's session on Advances in Emergency Reporting. Other panel members of this session were Natalia Ilieva of the Asia-Pacific Broadcasting Union (ABU), Takashi Fukushima of Japan's TBS Television, and Mark Corcoran of the Australian Broadcasting Corporation (ABC).

Natalia Ilieva of the ABU said that in affected areas when all communication facilities are down, having a back-up such as the "radio-in-a-box" with pre-programming in the local language would be of great help. She said that some in the media industry tend to report just before disaster strikes.

She added that all players should be proactive by making preparations during the quiet time, build a resilient network (Plan B), develop and implement an emergency broadcast plan, train staff in emergency response, safety training for all, and communicating with disaster relief agencies.

For Takashi Fukushima of TBS, being unprepared because of an "unexpected" event cannot be an excuse.





Mark Corcoran of ABC said that drones are now used in news gathering, an example of how a new tool is used in the effort to minimize risks. However, he said in using emerging and new technology, the issues such as ethics and privacy have to be addressed.

In the session on Improving Access to Crucial Information, Stephanie Hannon of Google said information relayed through the social media network must be accurate, relevant, credible, timely, and above all it must be accessible.

She said that the social media is an important partner in disaster reporting as it uses history and timeline to tell a story.

"The Internet is a powerful tool when it is still working," she added.

Other panel members for this session were Charles Dharapak of the Associated Press (AP), George Haddow of Bullock & Haddow LLC, a disaster management consulting firm, and Tomoe Makino of Twitter Japan.

Dharapak of AP said that the mainstream media do follow the social media in disaster coverage.

However he said, "verification of information found in social media is crucial for everyone in disaster reporting."

Haddow of Bullock & Haddow said that in times of emergency, timely and accurate information is vital and it is important for all parties involved to form partnerships.

Makino of Twitter Japan said that it is important for social media to live harmoniously with the traditional media.

The second day of the GNF in Sendai was dedicated to a visit to some of the worst-hit areas of the Great East Japan Earthquake and Tsunami that occurred on 11 March 2011.

ABU leads on DRR by initiating Media Stakeholder Statement at the UN WCDRR in Sendai



Javad Mottaghi, Secretary-General of the Asia-Pacific Broadcasting Union (right), speaks with Margareta Wahlström, UN Special Representative of the Secretary-General for Disaster Risk Reduction (centre), as Giacomo Mazzone, Head of Institutional Relations at the European Broadcasting Union (left) looks on.

Photo by UNISDR

The ABU and EBU representatives presented to the UN Special Representative of the Secretary-General for Disaster Risk Reduction, Margareta Wahlström the signed Media Stakeholder Commitment to the world's DRR efforts. They reiterated the broadcasters' dedication to play a crucial role in promoting disaster risk reduction policies, disseminating early warning messages and advancing regional and national risk reduction agendas.

The Asia-Pacific Broadcasting Union (ABU) was instrumental in drafting the voluntary Media Stakeholder Commitment to DRR agenda and securing the support for it of the European Broadcasting Union (EBU), the African Union of Broadcasting (AUB) and the Arab States Broadcasting Union (ASBU). The Commitment calls for integrating media in the national DRR policies and practices and making media a partner for education people about climate change and disaster preparedness.

Dr Javad Mottaghi, ABU Secretary General, said that such partnership is a "win-win situation" for both the unions and the UNISDR and the only way to reach billions of people.

Margareta Wahlström, Special Representative of the Secretary General for Disaster Risk Reduction, hailed the broadcasters' strong statement and "formidable outreach", noting that there was growing demand for their input. "One of the very strong messages which is coming out, and not only from this conference, is a call for much more public awareness and education through media," she said.

The ABU Executive Assistant Natalia Ilieva briefed the UN Representative about the Union's activities in DRR such as the ABU/ESCAP DRR Media Initiative and ABU/ UNESCO Climate Change in the Himalayas co-production. She pointed out that governments and the international communities have to do their part and put resources for training of journalists and equipping them with skills and knowledge to be able to cover the complex climate change and disaster risk reduction issues.

The ABU and EBU representatives expressed their commitment to serve wide audiences, and develop dedicated channels of communications and messages to reach the most risk-vulnerable groups such as women, children and youth, persons with disabilities and the elderly – before, during and, after disasters.



The ABU, EBU and UNISDR launched in **Sendai Documentary Awards on Disaster Risk Reduction** to honour filmmakers, producers and broadcasters who make documentaries that can help protect vulnerable communities from future disaster risk. This is a unique competition established in connection with the 3rd WCDRR to encourage producers and journalists to highlight stories of success in disaster preparedness.

The top prize for Best Disaster Risk Reduction Story was won by the documentary **'Rebuilding Sichuan'** produced by Discovery Channel. The ABU member NHK won the first prize in the Best Human Story category with the documentary **'The Kamaishi Miracle'**. It recounts how 184 students from a school in Kimaishi not only survived the 2011 earthquake and tsunami, but also saved their relatives.

The first prize in the category Best Investigative Story was jointly won by GMA Network Philippines for the documentary **'It's Time'** and BBC's Panorama for **'Britain Underwater'**.

The Award for the Most Innovative Story went to the documentary **'Vets in**

NHK wins in the World's First Documentary Award on Disaster Risk Reduction

the Disaster Zone a documentary by Dragonfly Film & TV Productions.

Host of the ceremony, international broadcaster Ms Veronica Pedrosa, said: "This year's awards reveal a truly global picture of disaster reduction efforts – from flooding in Pakistan and Great Britain to the devastating earthquake and tsunami that struck the communities in Japan in 2011."

The three jury members were Bettina Brinkmann from European Broadcasting Union (EBU); Natalia Ilieva from Asia Pacific Broadcasting Union (ABU); and Brigitte Leoni from UNISDR. They shortlisted 12 documentaries from almost 100 entries broadcast on

television since 2005.

Ms Leoni said: "The selection process was very difficult. We received many excellent documentaries. Making a film about such a serious issue like disaster risk is not easy and requires a mix of technical skill and compassion to tell these stories in a compelling way."

Natalia Ilieva from ABU said: "There is such a wealth of stories about disasters and disaster prevention. Hopefully such contests will inspire more producers to try these difficult stories and promote pro-active media interest to make disaster risk reduction education part of everyday programming."

ABU Secured Media Support for DRR

Interview with Brigitte Leoni, Senior Communications Advisor for Asia-Pacific, UNISDR



Photo by UNISDR

The third United Nations World Conference on Disaster Risk Reduction took place from 14 to 18 March 2015 in Sendai City of Miyagi Prefecture in Japan.

187 states adopted the Sendai Framework for Disaster Risk Reduction. This is the successor to the Hyogo Framework for Action (2005-2015), an internationally agreed plan to make the world safer from natural hazards. The Hyogo Framework for Action 2 will guide the world's effort in disaster preparedness for the period 2005 – 2015.

At the end of the conference, Brigitte Leoni, Senior Communication Adviser, UNISDR, gave this brief interview to ABU NEWS. The United Nations Office for Disaster Risk Reduction (UNISDR) is part of the United Nations Secretariat and its mandate is to serve as the focal point in the United Nations system for the coordination of disaster reduction and to ensure synergies among the disaster reduction activities.

What is the role of media in post-Sendai Disaster Risk Reduction (DRR) agenda?

Media have never been so important to continue raising awareness about disaster risks and warning citizens about their risks and what they should do to minimizing them. Media is not a mere messenger of disaster news, it is a real partner in building resilience against disasters and this is more and more obvious not only among DRR practitioners but also among the large media community. It is more and more clear after Sendai that media see themselves as part of the unceasing and tireless collective efforts to make the world safer from the risk of disasters.

How can media be prepared to fulfill this difficult responsibility?

Media do not need to follow specific

guidelines to report on disasters. If they are professional reporters, they will ask the right questions and question the people in charge, whoever they are, not only government representatives but also citizens in charge of building the resilience of nations and communities. If reporters ask the essential questions: why is it happening? What can be done and how can we do it differently, which are actually questions that are part of their training as reporters, they will fulfill their responsibilities and help saving people from disasters and contribute to build their resilience to natural hazards.

What was the role of ABU in the Conference in Sendai and bringing Media Stakeholders Group together?

ABU has been instrumental in bringing the entire Media Stakeholder Group together in Sendai. Since the Sixth Asian Ministerial conference in Bangkok in June 2013, ABU has played a leading role in harnessing partnerships and managed to propose a media declaration in Sendai which defines the essential and crucial role of media in the new Sendai framework for action.

Due to its existing commitments for a safer world, its conviction that media can play a fundamental role in building the resilience of nations, and perseverance, ABU has managed to bring along other big broadcasters unions such as the European Broadcasting Union (EBU), Arab States Broadcasting Union (ASBU) and African Union of Broadcasters (AUB) and convinced them to work together to build a more resilient planet. ABU, as an organization representative of countries which are among the most affected by disasters in the world, has played a fundamental and critical role in advancing the DRR agenda globally and all the DRR community should be grateful to their commitments.

ABU @ WCDRR Exhibition

Like hundreds of organisations involved and affiliated with the Climate Change and Disaster Risk Reduction efforts, the ABU also had its own stand at the 3rd United Nations World Conference on Disaster Risk Reduction (14-18 March 2015, Sendai, Japan).

The ABU stand showcased some of the Union's ongoing efforts in this area, which started after the 2004 Indian Ocean tsunami. With support from members the stand showcased documentaries produced in the aftermath of various disasters as well as videos produced to educate and inform the public on the effects of climate change and how to react to impending



disasters to reduce the impact on human lives and livelihoods.

The other highlight of the ABU stand was the Radio-in-a-Box (RiB) unit, which attracted a lot of attention amongst the visitors. The Radio-in-a-Box was one of the many projects that the ABU initiated in the aftermath of

the 2004 tsunami. The basic idea was to develop an FM radio station that can be mobilised and set up in disaster stricken areas, where almost all communication infrastructure would have been damaged. It can be used for life saving information before and during the disaster, to assist rescue efforts and to educate people how to prepare for future calamities.

The RiB is a complete FM radio station, with transmission and production facilities assembled in a trolley case which can be easily transported and setup for full operation in a few minutes. RiB is also used in community radio broadcasting as well as a standby FM station. Visitors to the exhibition were able to see the RiB demo unit on display and ask questions on its use and operations.

Other information provided at the stand was related to the future ABU activities related to DRR, including the 2nd Media Summit on Climate Change and Disaster Risk Reduction which will take place from the 12 – 13 May 2016 in Phuket, Thailand.

Cyclone Pam: ABU expresses its solidarity with Vanuatu

Severe tropical cyclone Pam hit Vanuatu late on March 13, packing wind gusts of up to 320 kilometres (200 miles) an hour, causing loss of lives and widespread damage in the archipelago nation in the South Pacific Ocean.

Vanuatu's President Baldwin Lonsdale called the storm a "monster" that killed dozens, destroyed or damaged 90 percent of the buildings in the capital, and will force the nation to start anew. Cyclone Pam struck Vanuatu as the World Conference on Disaster Risk Reduction being held in Sendai, Japan. There is a global consensus that a changing climate leads to changes in the frequency, intensity, duration and timing of extreme weather and climate events, and can result in unprecedented events.

The ABU Secretary General, Dr Javad Mottaghi expressed his solidarity in a message sent to Mr Fred Vurobaravu, General Manager of Vanuatu Broadcasting and Television Corporation (VBTC): "I am deeply saddened by the loss of life, injuries, and damage that have occurred as a result of the cyclone Pam in Vanuatu. On behalf of the ABU, I wish to extend my profound condolences to the families of the victims. I hope they will bravely endure the pain and suffering that this calamity has imposed on them. At the same time, I am heartened and encouraged by the remarkable resiliency of the Vanuatu people and the commitment of their media and Government. I hope together we can build the nation and the spirit of the people. ABU will support you in any possible way."

The ABU Secretary-General visited KBS Korea and met with Mr Cho Dae-hyun, President and Chief Executive, KBS-Korea and the ABU President on 5 February 2015. Dr Mottaghi took this opportunity to present a comprehensive report of the ABU activities and its past, present and future planning.

The ABU President, Mr Cho Dae-hyun shared views to further strengthen future activities of the ABU. As indicated during the last General Assembly in Macau, Mr Cho Dae-hyun, re-confirmed his full support towards the ABU and its future planning. He also expressed his full confidence in the ABU Secretariat.

Ms Sophia Seungjoo Hong, Head & Executive Director, International Relations, Mr Hee Su Kang, Director, International Relations and Mr Hyunsoo Kim, ABU Liaison Officer were also present at this meeting.

ABU-KBS: Closer Ties



Mr Cho Dae-hyun, ABU President and President & CEO of Korean Broadcasting System and Dr Javad Mottaghi, ABU Secretary-General



Mr Cho Dae-hyun, ABU President and President & CEO of Korean Broadcasting System (2nd from right), Dr Javad Mottaghi, ABU Secretary-General, Mr Hyunsoo Kim, ABU Liaison Officer, Mr Hee Su Kang, Director International Relations and Ms Sophia Seungjoo Hong, Head & Executive Director, International Relations at KBS



PSG Meeting in Japan



The mid-year Planning and Strategy Group (PSG) meeting was hosted by NHK, Japan in Sendai on 14th March.

18 members of the ABU "think-tank" discussed about the new ABU Organisational Charter for the Secretariat and were briefed on the Video and Photo Archives project. The Planning and Strategy Group also prepared a recommendation to modify the membership subscription groups and to draft amendments to the ABU Statutes that will be submitted to the Administrative Council for their consideration.

The PSG is the advisory body to the Administrative Council and the ABU Secretariat. It meets twice a year to develop proposals and recommendations to the Administrative Council for the future direction and strategy of the Union.

56th ABU Sports Group Conference & Associated Meetings 2015

7 - 9 May 2015
Kerry Hotel, Beijing, China



Asia-Pacific
Broadcasting Union



The mid-year ABU Sports Group Conference and associated meetings will take place in Beijing, the People's Republic of China, from 7 to 9 May 2015. The China Central Television, CCTV will host the 56th Meeting. The conference will be held at the Kerry Hotel, located in the heart of Beijing.

The conference this year will feature several discussions and presentations on issues and concerns facing broadcasters in Asia and the Pacific. It will bring together players from different areas- broadcasters, federations and sponsors. The ABU Sports Department has an exciting, yet challenging agenda, which will undoubtedly satisfy all participants.

The ABU Sports Director, Yanjiang Cai said that the Beijing conference will feature extensive discussions on the ABU Sports plans and strategies in the interest of all members and the objective is to remain relevant and competitive in a fragmented media market. He added that with soaring rights fee, it's time to ponder over how to do business as usual and yet be able to bring the sporting events to the audiences without compromise.

The Beijing conference will also focus on how to fully utilise New Media and to discuss about Piracy and Copyright issues which are affecting some of our members.

Agenda

(All information is correct at time of printing, but subject to change.)

Day I – (Thursday, May 7, 2015)

- Broadcast Rights Committee Meeting
- Finance Committee Meeting

Day II – (Friday, May 8, 2015)

- Opening Remarks from RTPRC and ABU
- Sports Broadcasting – A Kaleidoscopic View
 - Sustainability Vs Success – Managing the Business of Sports:
 - Fair Play for Fair Pay: Understanding the Role of Game Changers:
 - IP in a connected Global Sports Media Environment
- Public Service Broadcasting: The Way Forward
- ABU-FISU Signing
- Presentations of Upcoming Events

Day III – (Saturday, May 9, 2015) Restricted to Full & Additional Full members

- Opening remarks
- Presentations of various reports
- Elections
- Closing remarks



ABU Copyright Committee Meeting – New Delhi



Mr Jawhar Sircar, CEO of Prasar Bharati & ABU Vice President



Dr Surya Prakash, Chairman PB, Mr Jawhar Sircar, CEO PB and Dr Javad Mottaghi, ABU SG at the Opening Ceremony

The ABU Copyright Committee Meeting, hosted by Doordarshan, Prasar Bharati met in New Delhi, India on 25 March 2015. The meeting brought together members from the Asia-Pacific region to discuss on critical issues pertaining to broadcasters in the digital economy.

International delegates and members who joined the meeting were welcomed by Mr Jawhar Sircar, the CEO of Prasar Bharati who is also the Vice President of the ABU. Mr Sircar, in his opening remarks stated that copyright issues are often ignored and very few members are informed of or understand its importance. He said this ignorance in the face of blatant misappropriation that is present was an alarming situation. He emphasized on the importance of more work to be done in the area of copyright.

Dr Surya Prakash, the Chairman of Prasar Bharati and guest of honor for the opening ceremony welcomed all the members and emphasized on the importance of discussing the issues of copyright in the digital era. ABU Secretary General, Dr Javad Mottaghi in his remarks thanked Mr Sircar for hosting this event and for his continued support to the Union's activities. He reinstated the importance of IP knowledge and broadcasters updating their laws in accordance to the changing digital technologies. He invited members to send in suggestions and recommendations for conducting future events.

The discussion of the meeting was focused on the Broadcasters Treaty. Members elaborated on their positions in reference to the SCCR Broadcasters Treaty document 27/2, including the position of other member countries. Ms Premila Manvi, the Legal Officer of the ABU encouraged members

to participate more actively and communicate with their respective governments. The Chairperson of the WBU's working group on the Treaty, Mr Heijo Ruijsenaars presented on how broadcasters were protected according to the EU law which gave members a perspective on the practices and policies that could apply to our region. The members were also informed on



Mr Yan Bo, Chairperson of ABU Copyright Committee

the Indian copyright laws and the amendments that were made in 2012 to include protection on new media platforms.

The copyright committee also elected a new Chairperson and Vice chairperson. Mr Yan Bo - Deputy Director of Copyright Management Department, CCTV, China was unanimously elected as the Chairperson and Mr Golamreza Rafiei- Legal Adviser of IRIB-Iran was unanimously elected as the Vice Chairperson. Mr Bo said "Copyright is increasingly becoming important for the broadcasting industry. The two main tasks for the future of the ABU Copyright Committee is to direct the development course for broadcasters in Asia-Pacific Region on the natural path for updating the laws as per



Mr Golamreza Rafiei, Vice-Chairperson of ABU Copyright Committee

the changing media technological landscape and to reinforce the existing legal framework in protecting our assets to support and develop the industry".

Ms Manvi informed the members that a survey was conducted to understand the current situation of broadcast piracy, the existing copyright laws, and the measures taken by broadcasters. The results of this survey, which will be shared with the ABU members, will indicate and direct the future action for the committee.



Copyright Opportunities and Challenges in Digital Era Discussed at the ABU Copyright Forum

ABU Copyright Forum was hosted by Doordarshan on 26th March 2015 in New Delhi, India in conjunction with the ABU Copyright Committee Meeting.

The forum addressed many issues including the legal challenges and directions for broadcasters and how technologies such as cloud computing are redefining copyright regulations and fair use.

Speakers Mr Pravin Anand and Mr Abhishek Malhotra highlighted the Indian legal procedures protecting broadcasters and content provided with cases studies. Mr Robert Cho, from KBS shared the ideas and activities of

the Korean copyright committee and said "Broadcasters should have better copyright infrastructure, ceaseless innovative methods to implement and should develop effective enforcement technology for a better protected future".

Mr John Medeiros from CASBAA said that advertising support for online piracy of broadcast content is increasingly becoming a challenge for the industry. He pointed that an economic study of the US market alone estimated pirate website ad revenue at \$227 million annually with an 80 % increase by 2017 and these practices are rapidly being replicated in Asia. Mr Avnindra Mohan - President, Essel Group, India who has represented

The ABU Secretary General, Dr Javad Mottaghi and Ms Premila Manvi, the Legal Officer had a very important and fruitful meeting with the Mr Jawhar Sircar, the CEO of Prasar Bharati and his team to discuss the future action for the Broadcasters Treaty. Dr Mottaghi also met with senior colleagues from Doordarshan, AIR and other potential partners in India.

Prasar Bharati arranged for a meeting for Dr Mottaghi with Mr Arun Jaitley, Minister of Information and Broadcasting, Government of India and they discussed on future collaborations between ABU and the Ministry.

broadcasters at WIPO meetings also added that piracy was rampant in Asia especially in India. He said along with the set-top boxes "Card sharing piracy is now very popular among pirates where control word share on Internet as well as from satellite medium to decipher scrambled (pay channel) channel without smart card or without valid subscription"

Speakers from Europe, USA and Iran also shared their perspectives and agreed that an international regulation was required to address piracy concerns. The Forum concluded with a workshop conducted by CISAC on Understanding Collective Rights Management and Music Licensing in Asia-Pacific.

ABU Digital Broadcasting Symposium 2015

"A good platform for the broadcasting and content industry players to gain a better insight into the host of possibilities offered by DTT", says the Malaysian Deputy Minister of Communications and Multimedia, YB Dato' Jailani Johary.



The ABU Digital Broadcasting Symposium 2015 was officially opened on Wednesday 4 March 2015 at Istana Hotel, Kuala Lumpur by the Deputy Minister of Communications and Multimedia of Malaysia. YB Dato' Jailani Johary congratulated ABU for organising the Symposium and said that his Ministry is happy to support and be part of this platform for sharing, learning and exchanging information in Digital Broadcasting. The Minister stated that migration from analogue to digital promises not only an improvement in quality of sound and picture. Industry players and viewers are also set to gain from the various features brought by the DTT rollout.

"The Malaysian Government's vision, he added, is to provide free-to-air

DTT transmission offering new and sophisticated content to 98% of Malaysians by 2017." The Deputy Minister underlined also the role of digitalisation could play in addressing urgent issues such as climate change and disaster preparedness. He said that emergency information should be able to be broadcast to the public at large via their devices and that many countries in the region have integrated national disaster management functions into information dissemination.

In his opening remarks, ABU Secretary-General, Dr Javad Mottaghi pointed out that the main task of broadcasters is to deliver content and to reach the public. Therefore, spectrum is of vital importance. ABU will continue collaborating with other broadcasting

unions on the spectrum issue. Commenting on this year's main theme at DBS, he said, "an inability to deliver on different platforms could result in a lost opportunity for broadcasters".

Dr Mottaghi stated that the ABU has a mandate to facilitate the development of broadcasting in the Asia-Pacific region. As the biggest broadcasting union with over 270 members in 67 countries, the ABU can reach a potential audience of more than 3.5 billion people. He added that social media offer huge opportunities as well as many challenges for broadcasters and society. It enables interaction with audiences; helps create brand loyalty



DBS 2015: Enabling Change Smartly

900 delegates – 43 countries
– 11 sessions – 13 workshops –
73 speakers – 60 exhibitors

while promoting broadcasters' content and services.

The ABU Secretary-General also reiterated, "while we are taking advantage of emerging delivery mechanisms, we should also make use of broadcasting based on its strengths."

The industry keynote address was delivered by Joan Warner, CEO of Commercial Radio, Australia and Asia-Pacific Chair of WorldDMB, which is the main sponsor of DBS 2015. She made an overview of the current status of Digital Radio and the DAB+ technology in various parts of the world, especially in the Asia-Pacific region.

The DBS 2015 opened on Monday 2 March 2015 at Istana Hotel, Kuala Lumpur with a pre-symposium on the status and future of DVB-T2 technology.

In his message on the occasion of the Symposium, ABU Secretary-General Dr Javad Mottaghi stated that "the rapid technological developments that are influencing the media landscape bring challenges and opportunities to the broadcasting industry."

In his opening remarks, Dr Amal Punchihewa, ABU Technology Director presented a survey on technological advancement in ABU member countries. The report revealed that there is low readiness for going digital in the Asia-Pacific region. But many countries are making much effort to have their broadcasting infrastructures and networks up to date.

This year the DBS brought together some 900 delegates coming from more than 40 countries. Most of them were ABU members but also invited high-profile speakers from USA, Europe and different parts of Asia. 73 speakers participated in the Symposium through the 11 conference sessions and 13 workshops. The exhibition set up in the context of the Symposium attracted visitors from different areas of the broadcasting industry. The main sponsor of this ABU event was WorldDMB supported by Ericsson, MediaGuru and WASP3D.

High interest in the Asia-Pacific region for DAB+.

Says Joan Warner, CEO of Commercial Radio, Australia and Asia-Pacific Chair of WorldDMB.

The theme of her industry keynote address at DBS 2015 was: **'HOW ASIA PACIFIC ADOPTION OF DAB+ CAN DRIVE INNOVATION'**.

Joan Warner said that radio is still one of the most influential, most loved and most used of media in the Asia-Pacific region. "Radio is often forgotten or overlooked and we are sometimes so bedazzled by the glamour of new media that we forget the very real and important role broadcast radio plays in the lives of tens of millions of people every day", she said.

The radio industry is a healthy and growing part of the media sector in this region with a dynamic radio industry offering a wide variety of radio stations, in a multitude of languages. The predicted growth figures for the region indicate there will be 2 billion people living in Asian cities in just 10 years in 2025 and 3 billion by 2050. It is generally known that an increase in population would lead to an increase in demand for energy efficiencies and people would want more and better information.

According to Joan Warner, DAB+ broadcast technology can be the ideal solution here and there is no reason that radio broadcasters should accept that they should remain forever a limited analogue environment when every other medium is moving to digital.

She thinks that mobile networks simply cannot provide a robust, high quality free to air alternative to radio's broadcast power when we want to reach massive audiences live at the same time.

The WorldDMB Chair for the Asia-Pacific regions underlined that DAB+ broadcast technology is free to receive and is, long term, more cost efficient

for broadcasters, uses less power and takes up less space and assists governments in making best use of limited spectrum. It can host up to 27 stations, these costs can be shared and energy and equipment bills reduced. In Australia, DAB+ has already hundreds of receivers available now from as little as AUD \$17 (10 Euro) and with Asia-Pacific advances in adoption, these prices should tumble even further.

Coming directly to the upcoming radio landscape in the region, Joan Warner stated that South Korea adoption of DAB+ would help encourage high profile worldwide smartphone brands such as LG and Samsung to support DAB+ digital radio.

She made a brief overview of positive developments concerning radio digital broadcasting in the region. In Thailand NTBC is working with the ITU to model the phasing and costs of rolling out DAB+ digital radio in the country. Thailand is actively working towards a large scale DAB+ trial in 2015.

Indonesia's national broadcaster, RRI, became a new member of WorldDMB and, at the end of last year. Together with the regulator MCIT, a private technical workshop was held to advance their planning for expansion of the Jakarta DAB+ trial.

In Malaysia, the national broadcaster, RTM, hosted a WorldDMB workshop and drive tests last year. The regulator is supportive and the local Digital Radio Committee is preparing a report with recommendations for next steps and the future.

In Vietnam, the new technical director of VOV held a follow up digital radio workshop in October 2014 which was attended by several WorldDMB members.



In Australia, DAB+ is in the five major cities and two trial cities and already provides 64% population coverage. Reception continues to improve with 11 low cost repeaters licenced and built this year. Over 2 million DAB+ digital radio devices have been sold and three million people listen to free to air radio each week on DAB+ radios.

Businesswise, said Joan Warner, the adoption of DAB+ in the Asia-Pacific region would open up the mass market that the manufacturers are looking for, to drive the ongoing innovation in receivers. She announced that bone of WorldDMB's key focuses in this next 12 months is working with handset manufacturers to make free broadcast DAB+ available in smartphones – this is the next big step up for the technology.

WorldDMB also works closely with vehicle manufacturers from around the world. A large percentage of radio listening around the world is done cars. Nearly 30 vehicle manufacturers worldwide are currently including DAB+ digital radio. The growing middle class consumer in this region will drive demand in vehicle sales. A Nielsen global study last year reported vehicle purchase intent is high in Indonesia, Philippines, Thailand and Malaysia, all ranking in the top 10 countries globally for intention to acquire a car with DAB+ radio within the next two years.

Joan Warner concluded that WorldDMB is willing to offer whatever help, advice and support broadcasters and regulators may need to move radio forward and ensure its future in the digital world.

Content in High Definition

New technologies undoubtedly influence the way journalists and especially producers work in studios. This session chaired by Jack Nadarajah, Deputy Director of Program Content and Acting Director of Strategic Development Department, at Radio Television Malaysia (RTM) throws some light on lighting techniques in the digital era.



LED Revolution in Broadcast Lighting

Ajeet Khare, MD Canara Lighting Industries Pvt Ltd, India shed sufficient light on LED technology which enables broadcasters present at the session to understand better lighting techniques and characteristics in TV studios. He recalled the use of Halogen some years back which created excessive heat and more power was needed. Today most broadcasters worldwide are using hybrid lighting, a mixture of Halogen and LED.

Ajeet Khare said that LED is a green technology and it has arrived at a time where global warming is of great concern. He stated that with LED technology only 20 per cent power consumption is needed, there is no heat radiation and only a reasonable level of air-conditioning is required. Other characteristics include very long lamp life, consistent colour temperature, presenters feel more comfortable and no UV rays. He added that big TV organisations like BBC has moved to LED technology and has confirmed the tremendous advantage in terms of costs. So, Ajeet Khare concluded that broadcasters worldwide tend to Go Green as far as studio lighting is concerned.

Making HDTV Drama in South Korea

Korean Broadcasting Service (KBS) has good experience in the production of HD content. Today, the whole South Korean population is in a position to receive HD signal which is known for its high Resolution (SDTV = 720 x 468, HDTV = 1920 x 1080). Lighting is one of the key factors in the production of HD programmes. Ryoan-Sang Yoon, Senior TV Production Engineer, KBS, explained the colour temperature conversion in this technology: No change in White, Red can be seen more and becomes an abundant colour. Green becomes soft and a moderate colour.

He underlines also the importance of Make-Up in HDTV due the skin details which appear easily on the screen. Concerning the colour setting, producers should be careful about the depth of the Field where intensity of light and camera focus should not be a problem.

He concludes that "it's high time to acquire maximum knowledge on HDTV so as to get prepared for the UHD era."

Lighting Not a Technology BUT more like a Design

Yun Hwan Jeong, ABU Senior Producer, former Director of Cultural Department at EBS in South Korea thinks that lighting in broadcasting is a design beyond a technology. It is even an art.

He has worked for more than 20 years as a TV Producer and he is well known in his country for having produced a famous musical programme, **Space Gong-Gam**, which has a Korean meaning for sharing feeling, emotion and contemporary culture with people.

Space Gong-Gam is a kind of music format to introduce all kinds of popular music to the viewers such as Pop, Rock, Jazz, Hip-Hop, Classic and World Music. A musician comes on stage to play his music and to share emotions with the audience each time. One of the reasons why this programme was so popular is because the producer through lighting techniques gives the impression that the audience is in a club rather than a TV studio

Yun Hwan Jeong concluded his presentation with an old saying in animation PIXAR.

"Art Challenges Technology. Technology Inspires the Art." That's the way he thinks for more creative lighting.





SPECTRUM is the Biggest Broadcasters' Asset

During the last two days of the DBS 2015, two big sessions were dedicated to Spectrum. Dr Amal Punchihewa, ABU Technology Director chaired the Industry Debate where five panelists expressed their views on whether Spectrum is essential for Broadcasting. Spectrum in lay terms is the right and the space or a range to broadcast within a portion of frequency parameters in a given geographical area. A Broadcasting License generally includes restrictions, which vary from band to band.

Martyn Horspool from GatesAir, USA said that Spectrum facilitates his organisation business activities. The company provides technological products bearing in mind that digital transition continues worldwide. Content must reach a maximum audience but delivery of audio and video content must be at the same time cost-effective. He thinks that the spectrum is a technical as well as a social issue. He said that listeners and viewers always want to have good signal quality. So, private broadcasters specially, since they are the majority, must plan and watch their networks.

Can we discard Spectrum in Broadcasting? Is spectrum essential on all platforms? Dr Ahmad Zaki Mohd Salleh, Group General Manager, Engineering Television Networks, Media Prima Berhad, Malaysia is of the opinion that today



specially young people prefer to have access to audio and video content through tablets or mobile phones. But this, he said, does not mean that new IP technology like Over-The-Top (OTT) will replace broadcasting. Internet Protocol, he went on, is essential for broadcasters but will it is a complement to existing platforms and will never replace traditional broadcasts.

Dr Zaki added that terrestrial broadcasting remains the most important platform for the public and quality is no longer a problem with digital broadcasting. When population grows, more space should be allocated. WRC which governs Spectrum and Regulators also should understand that. Every country should have a national Spectrum Policy like in Singapore and the United States since it is a major concern for all stakeholders like broadcasters, regulators and telecom operators.

Ruxandra Obreja, DRM Chairman and

Katryn Brown of Commercial Radio, Australia recalled focused their remarks on the role digital radio could play in time of natural disasters. That has often been the case during a disaster where television and mobile towers are the first to fall down. Small battery powered radio receivers remain the only source of life saving information. With digital radio, they said, not only the sound is of good quality, but listeners can also receive all messages in different languages. Early Warning Signal could also be easily transmitted. The two ladies concluded that radio can save lives and Radio must go Digital. Spectrum is of less importance.

Simon Fell of the European Broadcasting Union (EBU) felt that the public should continue to enjoy all telecommunications services and Broadcasters should keep doing business. He said that Spectrum is of vital importance in Europe since about 250 million people are on terrestrial platforms. In the next World Radio

Communication Meeting scheduled in November 2015, EBU will inform the International Telecommunications Union (ITU) of its position on Radio Spectrum.

Coming back to Europe, Simon Fell said that EBU took an initiative to organise group debates with all players in the broadcasting industry. The question is can we go on beyond 700 megahertz? "Not before the year 2022," said Simon Fell, reiterating that viewers need and deserve access to various content like news, sports, documentaries and movies.

One day prior to the closure of the Symposium, Kanit Sunchatavirul of BNC, Thailand chaired a first session on Spectrum sponsored by ITU. The speakers were Kathryn Brown of WorldDMB, Yahya Khaled, Senior RF Engineer, ATDI, Yuishiro Kushi, Senior Manager at NHK-Japan, Luc Haeberle, MD Colibrex and Lindsay Cornell of BBC, UK.

Social Media and Broadcasting – New Opportunities: BES Conference Theme in New Delhi



The ABU participated actively in the BES EXPO 21st International Conference & Exhibition on Terrestrial and Satellite Broadcasting organised by the Broadcast Engineering Society of India, in New Delhi, last January. This international event was endorsed by International Association of Broadcast Manufacturers (IABM) and Digital Radio Mondiale (DRM) and got the support of Prasar Bharati, ABU, the American Society of Broadcast Engineers, the Indian Ministry of Communications and IT and IETE. More than 800 broadcast professionals, media representatives and visitors attended the conference-cum-exposition which is the largest broadcast engineering event in this part of the sub-continent.

The expo was inaugurated by Mr Arun Jaitley, Minister of Finance, Corporate Affairs and Information & Broadcasting in the presence of Mr Rajyavardhan Singh Rathore, Minister of State for Information & Broadcasting, Mr Bimal Julka, Secretary, Ministry of Information & Broadcasting and Dr A. Surya Prakash, Chairman, Prasar Bharati.

In his opening address, the Indian Finance Minister underlined the role of social media and new technologies in today's competing broadcasting world. He added that social media is becoming an alternate form of broadcasting with millions of viewers across the world.

Forty-four speakers were on the agenda of the BES

Conference which had eight sessions and one tutorial session. Twenty-four speakers were from overseas. Apart from the main theme, discussions were also held on other topics such as: *Resurgence of Terrestrial, Audio Visual Repository – An imperative asset for Broadcasters; Challenging Content for Broadcast Revenue in New Platforms; Ultra- Breaking The Ice, Make in India – Opportunities for Manufacturers and Broadcasting as an Effective Social Power.* The ABU Technology Director, Dr Amal Punchihewa made a presentation on Social Media and Broadcasting and chaired the session on Over the Air to Over the Top.

Over 4000 people visited the exhibition. They were mainly broadcast professionals, engineers, media personnel, engineering and media students. About 300 companies from 20 countries displayed their latest broadcast products and technologies. According to the promoters, this exhibition will definitely create awareness for business opportunities since the media industry in India is a multi-million dollar market.

Mr I. I. George, Chairman of the Conference Committee who is also Vice President of the Indian Broadcast Engineering Society and Additional Director General of Training at Prasar Bharati expressed his satisfaction with respect to the outcomes of both the conference and the exhibition.

The next BES Conference and EXPO will be held in February 2016 in New Delhi.



IPTV and Networking Technologies: ABU-ASBU Capacity Building in Tunis

An IPTV and Networking Technologies course gathered thirteen broadcast and IT engineers from Arab states in Tunis last December. The week-long training course was held to enhance the technological cooperation between the ABU and the Arab States Broadcasting Union (ASBU).

Dr Amal Punchihewa, ABU Technology Director, conducted the course as a follow-up to the first course on the same topic in Damascus, Syria, in 2010 and two years later, a training course on Digital Television Broadcasting gathered other participants in Tunis. From 3 to 10 December 2014, thirteen engineers coming from Saudi Arabia, Kuwait, Algeria, Yemen and Tunisia examined the use of IP in broadcasting value chains, including contributions, distribution and delivery, as well Over-The-Top (OTT) and Integrated Broadcast Broadband (IBB) technologies and services.

Fruitful discussions took place between ABU and ASBU. Ms Ines Jebali Gdoura said that the Arab state broadcasters had decided on HbbTV as the IBB technology standard for the ASBU and MENA region. The training course in Tunis was successful and met the participants' expectations. This was due to a large extent to the organisational skills of Dr Adnan Salhab, Head of Training and Director of Engineering, ASBU-Damascus Training Centre. Dr Adnan and ASBU are grateful to ABU and to Dr Punchihewa for continued support in capacity building at a time where digital media is evolving rapidly beyond the Asia-Pacific region. Mr Bassil Zoubi, Head of Transmission, Technical Department, ASBU, said that the



Union was experimenting with IP contribution arrangements to complement its satellite contribution network, MENOS.

ABU Technology Director thinks that the Union could explore similar services in terms of contribution circuits to its members. He also believes that ABU and ASBU could share experiences and assist each other in capacity building in areas such as ICT. In fact, both unions are planning a Technology Week similar to that between ASBU and the European Broadcasting Union (EBU) in 2015-2016. This new collaboration between ABU and ASBU could culminate on strong representations to be made to the WRC-15 meeting of the ITU on spectrum requirements for future broadcasting next November.

Engineering Fundamentals for Broadcasters



Fifty young engineers coming from 17 countries across the Asia-Pacific region participated in a training programme on basics and fundamentals of broadcasting last December at IPPTAR Training Centre in Kuala Lumpur.

ABU Technology Director, Dr Amal Punchihewa said that the decision to hold this 5-day workshop was taken by the ABU Technical Bureau in 2013 and he is happy that such initiative became a reality just in one year. Young engineers were trained on audio and video systems, engineering techniques and applications. This course will also help veteran engineers to refresh themselves, especially concerning new technologies.

The training course will be organised annually preferably during the month of December. Human capacity building is a priority for the ABU and the Union is ready to offer such services in any member country.

ABU will assist BTV Bangladesh in Digitalisation

ABU will assist two of its members in Bangladesh in their efforts to Digitalise their services. Information Minister Hasanul Haq Inu, in a meeting with Asia-Pacific Broadcasting Union-ABU Secretary General Dr Javad Mottaghi in December confirmed that a task force would be formed soon and a roadmap finalised.

A roadmap would be finalised in a bid to digitalise broadcasting activities of Bangladesh Television and Bangladesh Betar. ABU will extend necessary technology and technical aid in line with that road map.

Additional Secretary of the Information Ministry S.M. Mahbubul Alam, Director General of BTV Abdul Mannan, Director General of Bangladesh Betar, Mr Kazi Akhteruddin Ahmed also attended the meeting.



The 1st producers' meeting of CARE 5, "Change Asia Rescue the Earth", was held in Kuala Lumpur, Malaysia, from 17 to 19 December 2014. The theme of the 5th series is **"Road to School: The Future"**. The host organisation went back to KBS, Korea, which initiated this CARE series and Mr. Lee Gunhyub from KBS, who was the first Executive Producer (EP) of this project, assumed the role of EP again for this series after four years. Fifteen organisations, including three new comers, took part in this series.

During the three-day meeting participating producers showed their story ideas for this series and exchanged their views and thoughts. Mr. Lee, the Executive Producer, said: "I am happy that this time we have such a variety of story ideas reflecting the diversity of our region." Participating organisations were: BBS (Bhutan), CCTV (China), FBC (Fiji), Metro TV (Indonesia), PBC KR (Kyrgyzstan), NTV (Nepal), PBC (Palestine), Phoenix TV (Hong Kong), RTHK (Hong Kong), RTM (Malaysia), SLRC (Sri Lanka), TRT (Turkey), VTV (Vietnam) and IRIB (Iran).



The next meeting is expected to be held in Seoul, Korea, next May.

Clarence Dass of FBC-Fiji expressed his satisfaction of having been present in the workshop: "I was glad to represent FBC TV at the Care 5 workshop in Kuala Lumpur, Malaysia. It was my first time attending a Care 5 event and I found the opportunity to share and polish ideas with fellow Television producers from the Asia Pacific Region both educational and refreshing. It was Educational because it gave us a chance to discuss ideas under the guidance of Mr Lee from KBS, who through his knowledge and skillful teaching allowed me to view my own project under a fresh new light."

The Fijian participant went on to say that it was also very interesting to meet likeminded individuals in his field and gain insight into how they do Television production with their own broadcasters.

Media 2020 – Bringing Media to the Future

ABU and Radio Romania target World Broadcasters in Bucharest



Eminent media professionals of Asia and Europe will meet in the Romanian capital, Bucharest from 30 June to 1 July 2015 for a high-level conference which will focus on how media and specially the radio industry will evolve during the next five years.

ABU is actively collaborating with its member Radio Romania to observe how media broadcasters both in the Asia-Pacific and Europe are addressing the substantive transformations currently

underway in the media industry and what will be the next future challenges. Today broadcasting is shifting more and more towards diverse platforms. Radio and TV content could be accessed through mobile phones, tablets, Internet and, as a matter of fact, content creators have to maintain their market lead and preserve their audiences. This constitutes a huge challenge for the media industry.

The Bucharest conference organised for the first time by ABU and Radio

Romania will enable participants to analyse and foresee the development of their respective media industry.

The one and a half day conference will consist of various sessions with a diverse range of topics already identified to the satisfaction of participants. These include: Media landscape of 2020 – Trends in Media Development; Engaging 2020 Radio Audiences through Good Music; Radio Drama; Looking at UHDTV Production in 2020 and Media For Children.

Promoting Asian Identity

1Asia: Unity in Diversity



1 Asia Project is an initiative that encourages co-production and collaboration between Asian broadcasters and producers, based on the cooperation between the ABU and the Ministry of Internal Affairs and Communication, Japan. The project took off in 2013 and the second round was organised in 2014.

Organised in conjunction with the Malaysian-Japan Content Fair 2015 last March in Kuala Lumpur, the 1Asia 2014 initiative, ended on a high note with the premiere of eight co-productions broadcast across Asian terrestrial broadcasters and worldwide broadcast websites in February this year.

The eight ABU member countries participating this year include Malaysia, Bangladesh, Cambodia, Indonesia, Nepal, New Zealand, the Philippines and Vietnam. ABU broadcasters work with producers and broadcasters across Japan to film on location in extraordinary places including Osaka, Nara, Niigata, Hokkaido, Miyagi and Nagano. The programs are produced with the idea of allowing co-directors to

work together to create a programme that is both authentic and appealing to local Asian audiences.

In Malaysia, an exciting collaboration between RTM and Japan's Mainichi Productions resulted in an inspiring wintery episode of Xplorasi, an acclaimed adventure show on RTM TV1. MIC is represented in the initiative by the Japanese advertising agency Dentsu whose partner is ABU member Bang Singapore, a company with extensive experience in bilateral capacity building.

In his speech, the Japanese Vice-Minister for Policy Coordination for International Affairs, Mr Yasuo Sakamoto said that such initiative aims at developing friendship and understanding between Japan and Malaysia and also among all Asian countries.

Dr Javad Mottaghi, ABU Secretary-General talked about the exceptional relationship between MIC and ABU and thanked RTM for its contribution in this initiative. He hoped that all

ABU members could benefit a lot from the co-productions. At ABU, it's just the beginning, Dr Mottaghi said, underlining that country members can deliver their content to about 3.5 billion viewers throughout the Asia-Pacific region where they can focus on commonalities, and this is what ABU is about.

According to Mrs Norliza Ali, RTM Programming Director, 1Asia 2014 brings fresh ideas and a fruitful collaboration among Asian countries. The co-productions were not only entertaining but informative as well, she said.

ABU Programming Director, Mr Tatsuhiro Beniko stressed on the importance of such initiative for the benefit of all ABU member countries. All those present at the ceremony got the opportunity to have a glimpse of the co-production trailer of Xplorasi-Memory of Kuruyori Hut, between Radio Television Malaysia/RTM and Mainichi Productions Japan. Discussions were also held between the producers of the two countries.

Comments by 1Asia 2014 partners:

• **Attitude Pictures, New Zealand - Robyn Scott Vincent- CEO**

We entered the co-production project with the objective of finding a subject where we could express shared vision. Our decision to portray the resilience of Japanese people in the aftermath of the 2011 Tsunami delivered a simple yet human story of ordinary people rebuilding their lives. The project very much resonated with New Zealanders recovering from a major earthquake. Whereas we thought there might be great differences in our style we discovered that our partners share the same creative passion we do and it was much easier than expected (except for too much footage to choose from!).

The greatest outcome for us is the new friendships and our firm intention to work together on other concepts. We thank the Japanese Government for this concept which has clearly brought our two production communities together.

• **NTV Nepal - Tanka Upreti-Executive Producer**

I am delighted in completion of the 1ASIA 2014 project! It is very important in terms of exploring the new content, sharing the professional skills and

experiences between the partners, better understanding each other and searching for new avenues for the future partnership. The challenges are to properly understand and realize the sensitivity of each other between the partners, implement them in real life and maintain the high professional standard in the production.

• **TVRI Indonesia - Ahmad Zakaria-Producer**

First, I would like to thank ABU, Bang Production, MIC, Dentsu and all parties involved for all the supports and giving us this wonderful opportunity to learn and experience the co-production with our partner from the Japan broadcaster. We are so honored to have been part of this co-production.

The most memorable moments for me was to have experienced making filming in the cold weather, it was quite a physical challenge for me and my team as we have never experienced working during the winter session, with the temperature below zero degree at Shiga Prefecture.

But, I would like to say that my team and I, we enjoyed every single moment during the co-production. There were

nothing but joys and fun we had with the MBS team during conducting the filming and other activities we had together.

We had a good team work, fully supportive, very helpful and dedicated MBS team which has been wonderful during the production.

Last but not least, I would like to say that it's always a brilliant learning experience, and we look forward to have another co-production with other broadcasters in the future.

• **RTM, Malaysia- Ms Norliza Ali, Director of Programming**

1Asia 2014 brings fresh ideas and a fruitful collaboration among Asian countries. The co-productions were not only entertaining but informative as well.

• **VTV, Vietnam - Mr Nguyen Trung Kien, Head of Division, International Cooperation Dept.**

This is a very meaningful international cooperation project. We were motivated by Japanese crew's experiences and cultural exchanges with them. Thanks to the project, we learned more about cooperation and film coordination.

RadioAsia 2015 in Yangon: The Creative Power of Radio

RadioAsia 2015, organised by the Asia-Pacific Broadcasting Union (ABU) in partnership with Myanmar radio and Television (MRTV) will be held from 28 to 30 May 2015 in Yangon.

Being the only international programming conference of its kind in the region, it will gather leading media radio practitioners, communication specialists, policy makers and academics from public service, community and commercial radio across the Asia-Pacific and beyond. Professionals concur that RadioAsia 2015 comes at a critical time for radio in both Myanmar and the region since the event will be enhanced by a high level of content and technological input through its workshops.

RadioAsia

2015

Radio undoubtedly has found its deserved place in the multimedia world. It is today active not only on digital platforms but also on the Internet via OTT streams with the support of graphics, images and videos. RadioAsia 2015 will explore all the major aspects of the creative power of radio.

Most importantly, from a content point of view, the conference will discuss topics such 'Developing your on and off air Talent'; 'Transforming Radio into Multimedia Player: Content' and 'Kids' Radio: Serving the Children'.

The 3rd ABU Radio Song Festival will also take place in Yangon on 29 May 2015, the second day of the conference. The festival will bring together radio singers from many countries who will perform at a gala performance event. This is a unique cultural event which exposes the hidden singing talent in the region, providing opportunities for their advancement.

The RadioAsia2015 Conference program and other details can be found at www.radioasia.org



Famous Indonesian Singer will perform at ABU Radio Song Festival in May



The next two years will witness a fruitful collaboration between ABU and Radio Republik Indonesia (RRI) in the context of Jakarta hosting the ABU General Assembly and its Associated Meetings in 2016.

The ABU Secretary- General, Dr Javad Mottaghi visited RRI, in Jakarta last February and met with Ms Rosarita Niken Widiastuti, the President Director of RRI who is also a famous Indonesian singer and her colleagues. The meeting focused on matters related to the ABU General Assembly scheduled in Indonesia in 2016 and also on other activities of the Union.

RRI will nominate a singer to participate at Radio Song Festival (RSF) in Myanmar in May. Mrs Niken agreed to perform herself as a "Guest Singer" at the festival. She also gave her consent to speak at one of the sessions in the coming Bucharest conference.

RRI will send a big delegation to the ABU GA in Istanbul next October and preparation for the 2016 assembly is progressing well. RRI agreed to invite one of the Indonesia's TV Stations to handle the ABU TV Song Festival in Jakarta during the 2016 GA and will choose a separate location for the ABU Prizes.

RRI will be hosting a World Broadcasting Union Conference on 26 October 2016 after the ABU General Assembly.

ABU Secretary General also paid a visit to TVRI which is the host for 2018 Asian Games. The Union is fully supporting TVRI and other ABU members in Jakarta to offer the best quality coverage of the Games.

Dr Javad Mottaghi discussed about future partnership between ABU and TVRI. Mr Adam Bachtiar, Business & Development Director together with senior colleagues from TVRI and National Olympic of Indonesia attended this meeting.

Bulgarian National Radio celebrates its 80th anniversary



On 25 January 2015, the Bulgarian National Radio (BNR) marked with a gala concert its 80th anniversary. This is the date on which back in 1935 the Bulgarian Tsar Boris III signed a decree declaring the BNR a public institution. Today, 80 years later, the President of the Republic of Bulgaria Rossen Plevneliev awarded the BNR with the Honorary Sign of the President for its outstanding contribution to the promotion of high professional standards in Bulgarian journalism. The award was received by the Director General of the BNR, Mr. Radoslav Yankulov.

This anniversary was an impressive occasion for a solemn and beautiful

celebration for the big family of all radio employees and for all Bulgarians whose loyalty as its listeners for several generations has turned this media into a true leader of the radio airwaves. The biggest hall of the National Palace of Culture was crowded by the numerous admirers of the vocal and instrumental music groups of the public media – the Symphony Orchestra, Folk Music Orchestra, Big Band and the singers from the Mixed Choir and Children's Choir. For many years they have been recognized and applauded by audiences in Bulgaria and the world. The high professional level, rich creative biography and awards that these orchestras and choirs boast,

make them leaders in the cultural life of Bulgaria.

At the birthday celebration of the BNR, all these 271 musicians brought to an audience of over five thousand people their fascinating virtuosity and mastery, performing a host of classical and jazz works, as well as pieces from the treasure trove of Bulgarian folklore. The concert included a special song dedicated to the radio, performed by all music groups of the BNR along with the most famous Bulgarian pop singers. The gala evening ended with a performance of the Orthodox hymn "Mnogaya Lyeta" (Polychronion, "For Many Years") by all musicians and guests of the anniversary event.

Among the special guests were the Director General of the EBU, Mrs. Ingrid Deltenre, and the Secretary General of the ABU Javad Mottaghi, who took part on the following day in the International Conference on Public Radio in Europe - Trends, Challenges and the Way Forward. "Public radio has a future and it goes through the Internet, digitization and improvement of the content of programs, as the key words are "change and flexibility" - that was the main message of radio experts. "The future is in our hands – let's turn challenges into opportunities!"



100 percent of those who responded said they preferred to use the online platform.

The NHK Managing Director Koki Morinaga gave the inaugural address at the News Group Meeting while the News Group chairman Joao Francisco Pinto of TDM-Macau gave the opening address.

The ABU News Director Chae Il gave a presentation on the overall AVN operations, issues and future plan including the goal of terminating the satellite feed by July.

AVN Senior Editor Tan Hockguan shared with the delegates the results of the online survey which was conducted from mid-January to the end of February. AVN Centre Coordinator Sri Wazni Asahar reported on the latest statistics and editorial matters concerning the AVN news exchange program.

The meeting also saw the introduction of three new members of Asiavision. They are TVTM of Turkmenistan, MTRK of Uzbekistan and EMTV of Papua New Guinea. With the resignation of the Forever Group of Myanmar last year and MBC of Mauritius and BBS of Bhutan early this year, the number of AVN members now stood at 28.

Eurovision's Head of News Exchange Justyna Kurczabinska shared with participants the experience of the Eurovision news exchange program.

Head of Content at ARD-Germany Michael Wegener gave a presentation on how to cope with breaking news while Kim Seong Han of KBS-Korea presented on new trends in disaster reporting.

The meeting also heard from Jonathan Dumont of the World Food Programme (WFP) who reported on the relief aid efforts of the UN organization in various parts of the world.

Han Chuan Quee and Norrairie Yusof of Singapore's Channel NewsAsia (CNA) gave a presentation on the MediaCorp new campus which is scheduled to be fully operational in the second half of this year.

Asiavision Targets Ending Satellite Feed by June



Asiavision, the daily television news exchange program of the Asia-Pacific Broadcasting Union (ABU), has set the target of ending its satellite feed by June. This was announced at the 2015 ABU News Group Meeting in Sendai, Japan. So, members will use solely the file-based online platform from 1 July.

The News Group is the decision-making body for Asiavision (AVN). The News Group Meeting on 14 March was hosted by NHK. A total of 43 delegates from 23 AVN members attended the meeting. This decision was reached during the closed session of the meeting. The AVN Centre would liaise with all members to find out if any member had problems in using the online platform and to offer technical assistance if required.

The ending of the satellite feed would result in savings for the AVN Centre from having to pay for the satellite space and for members contributing via satellite they too will save from having to pay for their own uplink costs.

Currently, only seven members contribute to the news exchange via satellite while the online platform, introduced in 2009, is accessible to all AVN members and is used by the majority.

A survey conducted ahead of the News Group Meeting showed that

3 New Members Join Asiavision

EMTV of Papua New Guinea, TVTM of Turkmenistan and MTRK of Uzbekistan have recently joined Asiavision - the daily TV news exchange programme run by ABU. This makes now a total number of 29 members who are benefiting from the exchange of news items through our online file-based platform.

Public radio and television channels are under the jurisdiction of the State Committee of Turkmenistan for

Television, Radio Broadcasting and Cinematography. The Committee oversees TVTM seven TV channels and four Radio channels.

MTRK, the National Television and Radio Company of Uzbekistan, is the national broadcaster and operates four television channels and four radio channels.

EM TV is a commercial television station in Papua New Guinea. Until the launch of the National Television Service in September 2008, it was the only free to air television service in the country.

It is owned by Fiji Television, through a subsidiary, Media Niugini. It was previously owned by the Nine Network of Australia.

The signing ceremony took place in Sendai, Japan during the ABU Global News Forum 2015 and the News Group Meeting.



Mr Altayev Maksat, Chairman of TVTM with ABU Secretary General



Ms Nargiza Numanova, Chief Specialist at MTRK with Dr Javad Mottaghi



EM TV CEO, Mr Bhanu Sud

Asiavision Monthly Award Winners



Coverage of a tyre factory that went up in flames in Thailand has earned MCOT the Asiavision Award for the month of February 2015.

The massive blaze at the automobile tyre plant in Thailand's Chon Buri province occurred on the night of 1 February. Strong winds led the fire to spread rapidly to six warehouses storing over 1 million tyres.

No death or injury was reported in the incident.

A 2015 New Year celebration in Shanghai that turned tragic saw CCTV-China taking the January Award for its coverage.

Thirty-six people were killed in a stampede at Shanghai's Bund area around midnight when huge crowds of



revellers gathered to celebrate the New Year.

RTM won the December 2014 Award for its coverage of the worst flooding to hit Malaysia in decades.

The Malaysian public broadcaster was quick to provide material of the calamity which hit many states on the peninsula and the eastern state of Sabah. The hardest hit states were Kelantan, Terengganu and Pahang due to the seasonal northeast monsoon.

At the height of the flooding in late December, the number of evacuees stood at around 200,000 nationwide.

CCTV-China was the winner of the November Award for its coverage of a deadly fire at a Chinese food packing plant in eastern Shandong province.

At least 18 people were killed in the fire which occurred in the evening of 16 November. 13 people were injured in the blaze.

Authorities believe around 140 people were at work when the fire broke out at the carrot packing plant.



TRT to Play More Active Role in ABU

The new Director General of Turkey's public broadcaster, Mr Şenol Göka talks to ABU News about the challenges ahead and why TRT wants to strengthen its relations with the broadcasting unions.



TRT will be hosting the 2015 ABU General Assembly and its Associated Meetings in October in Istanbul. What is TRT's role in regional and international cooperation among broadcasters and in particular TRT's outstanding partnership with the ABU?

TRT is one of the leading public broadcasters in Europe and Asia. TRT's experience in broadcasting, its facilities and relations are the factors that bring TRT into prominence. TRT, in many ways, serves as a bridge within the geography it belongs. Therefore, TRT, occasionally organizing trainings and events, is doing its best to duly perform its duty.

In the future, TRT, worthily of its current active position, will play an effective role within the unions which it's a member of. It is the common wish of not only the TRT administration but also these unions for TRT, having an administrative

mentality and structure prone to making pioneering technical and content related moves, to play an active role in the international arena.

TRT, with its experience, should be an international training centre in the field of broadcasting.

TRT is known for its quality multicultural content in programming. In this respect it is similar to the multidimensional working environment of the ABU and its members. In your views, what role broadcasters can play to create a better understanding and tolerance among various groups of audiences and societies?

Media, in its lexical meaning, means "a tool and a medium" as well as a "platform". So media is a platform which contains all kinds of diversity and using the facilities of this platform it responds to the various demands of the public opinion in the best possible way. Turkey has a cultural wealth which is represented by TRT.

TRT has been able to immensely increase its service to Turkish audiences over the past few years. What more is in your future planning?

TRT, as a public broadcaster, is preparing itself to meet the demands of the public in every aspect. Making access to the TRT archives available for researchers and those concerned and also opening our music archives for the private channels (Radio-TV) are important steps taken to this end.

The forthcoming period will witness major advances in terms of Radio broadcasting as well as TV broadcasting. Similar to the launching of the 4K era in TV, the dynamic RDSs in radio and special announcement radio broadcasting targeted at small regions should be viewed as indispensable initiatives by TRT. Specific radio broadcasting targeted at major cities is also one of the applications that will be mentioned most often in the upcoming future.



ADDITIONAL FULL MEMBERS

RADIO MARSHALLS V7AB, MARSHALL ISLANDS

Radio Marshalls V7AB, located in Majuro, Marshall Islands, was established since 1960 when the country was still administered by the United States under a mandate from the United Nations. They are a public service broadcaster located under the Ministry of Internal Affairs and licensed to broadcast on FM, AM and SW bands. They are 100% government funded public service broadcaster with a total of 12 fulltime employees.

Radio Marshalls V7AB provides nationwide radio broadcasting to approximately 55,000 residents who live on 24 scattered and isolated atolls in an area of 750,000 square miles of the central Pacific. Programs are delivered in both Marshallese (local language) and English which is the second language used in the Marshall Islands. They are in joint initiatives with the National Telecommunications Authority to broadcast online streaming to Marshallese residing around the world. The radio station is able to broadcast a maximum of 2.5-thousand KW to 5,000 KW.

The radio station continues to play a vital role in providing information, education and entertainment for people not only within the RMI but those living outside the Republic. The station can be heard online via the following link www.117.103.88.115:8000/v7ab-live.mp3.m3u.

KANTIPUR TELEVISION NETWORK PVT. LTD., NEPAL

Kantipur Television Network Pvt. Ltd. (KTV) is a private commercial television channel established in 2003 in Kathmandu, Nepal. The Board of Directors comprises of Nepalese and non-resident Nepalese businessmen who make policies and major decisions and it has a work force of nearly 250 experienced and creative personnel related to television media.

KTV uses up-to-date professional equipment, production studios and three outdoor production vans. Ninety-nine percent of the programmes transmitted are self-produced while others are out-sourced. Currently, KTV has ten news bureaus, nineteen stringers with link facilities across the country making its production and news coverage the largest in the country. Today, KTV is also known as the leader in live coverage of sports and other events. KTV will soon be launching its second channel, Kantipur Gold which will be dedicated to sports and entertainment only.

Also with the increasing demand for KTV programmes by the Nepalese community living abroad, its signal is being carried by mobile, cable, DTH and IPTV service providers. It also has its own online web page from which viewers abroad can watch programmes of their choice.

AFFILIATE MEMBER

KARNALI INTEGRATED RURAL DEVELOPMENT AND RESEARCH CENTRE, NEPAL

Karnali Integrated Rural Development and Research Centre (KIRDARC) is an NGO registered at the District Administration Office, Jumla under the Society Registration Act, 1978, and is affiliated to the Social Welfare Council in Kathmandu.

It has been in operation in Karnali Zone since 1999 with its central office located in Jumla district with offices in four other districts. KIRDARC's objectives are:

- To improve the human rights situation of Karnali people in relation to civil, political, economic, social and cultural rights.
- To promote democratic practices in the workings of all institutions and organisations in the region, and create capacity for peaceful social transformation.
- To improve livelihoods and employment opportunities of the Karnali people through improved basic public services and humanitarian assistance.

For effective organisation effort to achieve its strategic outputs and to address the geographical needs, KIRDARC has uniquely organized its operation and management functions by integrating thematic approach. They have been working in education, human rights, food security, livelihood, income generation, community empowerment, WASH, DRR & CCA, media and advocacy having active engagement of community groups, local NGOs with government institutions, community institutions and civil society organizations.

KIRDARC is currently implementing 16 different projects with the support of different funding partners.

ASSOCIATE MEMBER

IM4U RADIO SDN. BHD., MALAYSIA

iM4U Radio Sdn. Bhd. is a government-backed radio company registered on 26 June 2014 in Kuala Lumpur, Malaysia. It is a free-to-air provincial station currently broadcasting only in the Klang Valley and produces 100 percent of its programmes. Being a new radio station, it started transmission on 15 September 2014. Their website is www.iM4Ufm.my.

iM4U Radio Sdn. Bhd. is a community platform and has a strong social vocation. It encourages the young generation to get involved in social and voluntary activities. They are often invited in the studios to address various social and youth issues.

The station broadcasts mainly local music in an attempt to encourage further local artists. Other news related to traffic movements is broadcast together with reports on special celebrities, interviews and talk shows.

Korea Business News Joins ABU as an Associate Member



한국경제TV

Korea Business TV was established in Seoul, Korea on 31 August 1999. It is Korea's Bloomberg channel which has set foot under the name "WOWTV" together with their main 3 values, that is, democratization of information, commercialization of investment and internationalization of the market. After its founding, Korea Business TV began to broadcast nationwide since the establishment of their internet broadcasting station in January 2000, and cable channelling in August of the same year.

Korea Business TV has become true to the name "Korea's main finance & economics news" after changing its name on March 2004, and after being listed on the Korea Exchange KOSDAQ in July 2004. When the stock quotations were in a bull market in 2004, the ratings have recorded 1st place during weekdays and 10th place during weekends and holidays for the station.

According to a global study on media satisfaction, Korea Business TV was selected as a favourite channel in the

finance category, and was selected as a favoured media amongst individual investors in 2008. The Korea Communications Commission gave "Excellent" ratings during the contents creation competence evaluation conducted on 2012, and they have also received the highest rating in 2013.

Korea Business TV is more than a simple cable channel for it is currently opening an N screen era; it utilizes all devices such as satellite channelling, IPTV, DMB, Smart TV, and Smart phones. Korea Business TV is also loaded into apple TV which has allowed it to grow as a global media which is acceptable by global subscribers. Furthermore, they are currently strengthening their web based platform which allows the use of professional broadcasts.

Korea Business Daily TV is also helping men, women, and persons with disabilities by introducing jobs through its "Youth Employment Academy". It is an outsource project by "TV Work Net", and is a part of the Ministry of Employment's Society contribution project.



9th Ariana TV Awards Dazzles with Star Performers

The Ariana Television Network's (ATN), 9th Annual ATN Awards took place at the Istana Budaya (Palace of Culture) in Kuala Lumpur, Malaysia on the 23 February 2015. The ATN Awards recognize and celebrate Afghan music and performing arts while encouraging unity among the global Afghan community through the preservation of Afghanistan's cultural heritage.

Highlighted by Award winning Afghan singer, composer and peace and human rights ambassador, Farhad Darya, ATN welcomed the very best male and female Afghan performing artists of 2014, including Sediq Shubab, Valy Hedjazi, Shafiq Mureed, Naghma, Ghezaal Enayat, Mozhdah Jamalzadah, and Arezo Nikbin.

Farhad Darya serves as the United Nations Development Program (UNDP) National Goodwill Ambassador for

Afghanistan and is involved in numerous charitable organizations. He has earned affection for not only his music but also his sense of patriotism. He has a fan base not only in Afghanistan but also in different parts of Central Asia, and Tajikistan. Darya sings in various languages including Persian, Pashto, Uzbek, English and Urdu.

In addition to the annual Lifetime Achievement, Sitara-e-Hunar, and Mardumi awards, the Annual ATN® Awards introduced a new honour in Malaysia: the Jawedana Hai Moseqi award. This new award celebrates a performer's legacy achievement to the Afghan arts scene.

"While this ceremony honoured the most popular Afghan artists and most exciting contributions to Afghanistan's cultural development over the past twelve months," said Ehsan Bayat, Chairman of the Ariana Television

Network, and added "the ATN Awards are much more than an annual celebration. These achievements are integral to the long-term process of preserving and enhancing Afghanistan's cultural heritage. All the award candidates, both the winners and nominees, are responsible for making possible this important contribution to Afghans worldwide."

The Annual ATN Awards were aired in Afghanistan and on ATN's international feeds.

We recall that Ariana Television and Radio Ariana 93.5 (ATN) are the largest private media channels in Afghanistan, covering 33 of 34 provinces and reaching over 20,000,000 Afghans. Focusing on information, content and entertainment, ATN programming places particular emphasis on education, health, children's programming, women's and world issues.

Farewell to Dr Jailani, Former ABU Vice-President



Dr Ahmad Jailani Muhsen Yunus has been promoted as the Deputy Director-General of Operations at the Public Service Department of Malaysia.

Pertaining to that, Dr Jailani has informed the ABU Secretary-General

that he is no longer able to represent RTM in any official capacity and therefore, he would have to withdraw from his position as Vice President of ABU.

Dr Jailani also stated that he has enjoyed his participation in ABU events

and projects, both as a representative of RTM and as Vice President of ABU. He wished all the best to ABU in organizing future events and projects and believes that with the new President and two new Vice Presidents and the dedicated Secretariat, the ABU is in good hands.

He also thanked the Secretariat and its hard working team for their assistance, perseverance and utmost dedication to their tasks to provide the best services to members around the world.

On behalf of the ABU members, the Secretariat wishes Dr Jailani success in his new responsible position.

IRIB – Iran Restructured

Some changes have been brought at the management level of IRIB – Islamic Republic of Iran Broadcasting. The Centre for International Affairs is now restructured to the Department General of International Affairs and Dr Abbas Naseri Taheri has been appointed as the adviser to IRIB President and Director-General of International Affairs.



ABU – Indonesia: Towards Future Partnership

During his short visit in Jakarta last February, ABU Secretary-General, Dr Javad Mottaghi had a meeting with Mr Rudi Antara, Minister of Communications and Information Technology, Indonesia and discussed about future partnership.

Discussions included ABU's partnership with Indonesian host broadcaster for the 2018 Asian Games. The Minister also confirmed his full support of RRI in hosting the 2016 ABU General Assembly in Jakarta.

Dr Mottaghi and Minister Antara also discussed the possibility of Indonesia hosting some of the future major ABU events. We recall that the Indonesian Ministry of Communications and Information hosted the 1st ABU Media Summit on Climate Change and Natural Disaster Risk Reduction in Jakarta in June 2014.

Mr Freddy H Tulung, Director-General of Information and Public Communication of the said Ministry was also present at this meeting.



New Co-operation between ABU and Japan MIC



A delegation from the Ministry of Internal Affairs and Communication of Japan (MIC) visited the ABU secretariat last February. Discussions were focused on the introduction of the next generation broadcast such as Smart TV (broadcasting and broadband converged service) and 4K, which fully utilize the digital terrestrial TV (DTTV) infrastructure in the Asia-Pacific region.

Mr. Yasushi Furukawa, Deputy Director of Promotion for Content Distribution, MIC, made a brief expose on the digitalisation status in Japan. In the presence of the ABU Secretary-General, Dr Javad Mottaghi, the ABU Technology

Director, Dr Amal Punchihewa and the Programming Director, Mr Tatsuhiko Beniko the Japanese delegation was briefed about the current development pertaining to Digital Migration in ABU member countries.

According to Dr Amal, very few ABU members in the region have completed Analogue Switch Off (ASO). Most members are yet to make clear plans in digitalisation. The ABU Technology Director added that Broadcasters are considering the adoption of Integrated Broadband-Broadcast (IBB) technologies and they are offering a mix of radio, television and multimedia in line with new technological development. In the

Oceania region, only one broadcaster has introduced IBB service in addition to Hybridcast in Japan and OHTV in Korea.

Both the ABU and the MIC, Japan have agreed to strengthen their collaboration towards the realisation of next generation Broadcasting in the Asia-Pacific region.

Mr Furukawa said, "As part of regional and international cooperation, MIC Japan would like to share its knowledge and expertise on the next generation broadcast with Asia-Pacific countries implementing digital terrestrial TV and seek for possible collaboration to grow together."

ABU/ASBU: Co-operation Strengthened

The ABU Secretary-General, Dr Javad Mottaghi attended the first Strategic Plan Group (SPG) meeting of the Arab States Broadcasting Union (ASBU) in Tunis earlier this year. Former ASBU DG is the Chairman of the ASBU SPG. Three

former ASBU Presidents from Egypt, Saudi Arabia and Algeria are also other members of the SPG.

Following a meeting between Dr Mottaghi and the ASBU Director-General, it has been agreed that both

Unions will try to initiate one joint annual technical event, one joint annual news event and one joint annual sports training activity and they will share the costs.

ASBU will also participate in the ABU Radio Song Festival in Myanmar in May and in the TV Song Festival in Istanbul in October 2015. Finally, ASBU will attend the ABU Programme Committee, the Technical Committee and the General Assembly in Istanbul.



TBC Tonga: ABU Digital Broadcasting Workshop

ABU conducted in March 2015 a week long training and workshop for the staff of Tonga Broadcasting Corporation on the implementation of the digitalisation of its broadcast operations, especially

terrestrial transmission of television services.

The Technology Director of the ABU, Dr Amal Punchihewa, who was the trainer said that the in-house event in

the studio of TBC created a conducive environment to impart both basic and fundamental knowledge as well as practical knowledge in digital radio and television broadcasting, their latest technologies and trends.

The workshop addressed a wide range of topics including concept of audio and video signals, Analogue to Digital and Digital to Analogue conversion, Encoding and Decoding – compression, Audio compression – concepts and principles.

The 22 participants were also informed about the latest development and challenges concerning IPTV, OTT, Digital Audio and Video Broadcasting standards, HDTV and UHDTV and DTT.

India to Host the 1st ABU Dancing Festival

ABU will organise a Dancing Festival as from the end of next year. This new ABU event will be hosted by Doordhasan (DD), India.

This joint venture between ABU and Prasar Bharati has been confirmed in New Delhi by the CEO of Prasar Bharati, Mr Jawhar Sircar who is also the ABU Vice President, during a meeting with ABU Secretary-General, Dr Javad Mottaghi last March.

It has also been agreed that All India Radio (AIR) will participate in the forthcoming ABU Radio Song Festival in Myanmar and the ABU TV Song Festival in Istanbul.

Prasar Bharati agreed to sponsor an annual ABU/ PB TV Co-Production on Disaster Risk Reduction. The Secretary-

General's office will prepare a concept paper for this project and will submit to Prasar Bharati.

A meeting was also held with senior colleagues in DD and AIR Sports Departments. DD and AIR will be actively involved with the ABU Sports in the future. DD Director of Sports will also join the forthcoming ABU Sports Group Meeting in Beijing next May.

The ABU Vice President invited the ABU Secretary-General to join a professional discussion session on the role of public service broadcasters in the digital age in Mumbai. Two speakers from the BBC and Russia joined the session. Prasar Bharati kindly made all the required arrangements for ABU to join this important annual gathering of all private channels in the Indian media industry.

Climate Change In The Himalayas Co-production

The ABU/UNESCO documentary co-production is in its final stage. Six production teams from BBS-Bhutan; DDI- India; MBC-Maldives; MRTV- Myanmar; HUMTV and PTV from Pakistan are either in the field for their final shoots or editing.

Tim Short, the ABU Executive Producer for Myanmar, went on a three week shoot to the far-flung isolated Putao region with the MRTV presenter and Producer Ms Khin Sabai. "We have some unique and wonderful footage. We will show a way of life unseen to the outside world."

The other teams are also telling the unique stories of the people of the great mountain that will be heard for the first time - from the live of the nomads in the second coldest place on Earth, Draz, India, to the wondering tribes of the Pakistan Himalayas and a disappearing island in Maldives.

Each organisation, involved in the project will produce one programme but will be able to broadcast the rest copyright free. ABU is also helping these organisations to create space for programmes and discussions on environment by establishing regular weekly programmes.



World Radio Day 2015

ABU joined hands with the European Broadcasting Union (EBU) last February for the celebration of the World Radio Day. Pakistan, India, Malaysia and Nepal were among the Asian countries which participated actively in various activities to mark this special day.

World Radio Day which is celebrated each year on February 13, was proclaimed by the United Nations in 2011. It seeks to raise awareness about the importance of radio, facilitate access to information and enhance networking among broadcasters.

This year, the main theme of this special

event was 'Youth and Innovation'. The EBU in collaboration with United Nations Education, Scientific and Cultural Organisation (UNESCO) and the International Telecommunications Union (ITU) organised various events at its premises in Geneva to mark the World Radio Day. Two days prior to the special day, a Digital Radio Summit gathered more than one hundred experts of radio from all over Europe, including representatives from WorldDMB, Digital Radio Mondiale, RadioDNS and TISA.

Radio Hack 2015 was also organised and was dedicated to software engineers specialized in applications



for radio. Two other events were World Radio dedicated to Youth and Innovation and a WRD Relay around the globe.

The ABU Secretariat contacted 32 ABU members with radio-stations to invite them to participate and linked them with the EBU coordinators. At the end 11 ABU members took part at this very exciting event celebrating the power of radio.

ABU co-leads the Global Movement for Gender Equality through Media



The long-term commitment of ABU to gender equality in media received international recognition when ABU was elected as a Vice-Chair of the International Steering Committee.

At its first meeting in Geneva in December 2014, the Executive Body of the new global alliance of organisations involved in the media declared that it is time for greater action on gender equality.

GAMAG immediately put this declaration into action with side-event at the 59th session of the Commission on the Status in New York 11-18 March 2015, which conducted a 20-year review of the Beijing Declaration and Platform for Action.

The GAMAG side-event “Women and the Media: Advancing Critical Area of Concern J* of the Beijing Declaration and Platform for Action” was hosted by UNESCO and UN WOMEN, in collaboration with the Nordic Council of Ministers.

Media and ICTs are glaringly missing from the Sustainable Development Goals 2015 to 2030. Gender and the media are totally invisible in the SDGs. This flies in the face of the facts.

GAMAG wants to change that. The Alliance is demanding that the Sustainable Development Goals (the successor of the Millennium Development Goals) should include a goal on media and ICTs and their gender dimensions; a stand-alone target on gender and the media under Goal Five - gender equality; and that the indicators on freedom of expression in Goal 16 include gender indicators.

The ABU Secretary-General Dr Javad Mottaghi said that, as a Vice-Chair of GAMAG, the Union had helped to set the agenda for practical action to make the alliance a strong voice in achieving gender equality in and through the media.

“GAMAG’s unique strength is in bringing together researchers, advocacy groups and media organisations,” he said. “It will be able to translate the excellent research generated by some members into specific gender-fair policies and programming.”



2015 International Women’s Day

Every 8 March, UNESCO runs a campaign - Women Make the News. For one day in the year, the media is called upon to allow women to plan, produce, and market the news from a woman’s perspective. The UNESCO Women Make the News 2015: Beyond International Women’s Day went a step further.

On the occasion of the twentieth anniversary of the Beijing Declaration and Platform for Action (BDPA) UNESCO joined forces with the Global Alliance on Media and Gender (GAMAG) and launched the Women Make the News 2015 under the theme, “Yes we must! Reaching Gender Equality in the Media by 2030”.

The Asia-Pacific Broadcasting Union, a Vice-Chair of the International Steering Committee of the Global Alliance on Media and Gender, has released a video in support of Women Make the News 2015. In the video Dr Javad Mottaghi, Secretary-General of the ABU calls on the Union’s members to make gender equality in their organisations a fact. (For viewing the video visit www.abu.org.my). The ABU Secretary-General reaffirmed the ABU commitment: “As a leading international media association in the world, ABU pledges its continuing support for the Women Make the News 2015 initiative and reconfirmed the ABU endeavours to be part of changing the world and allow all – women and men to realize their potential and achieve their dreams”.

ABU also introduced a list of activities for achieving gender equality in the workplace and invited members to adapt and implement these activities.



ABU Broadcasting For All Campaign

When ABU launched in 2011 Broadcasting for All campaign, hardly anyone imagined that it will grow so fast in such a short time. But barely four years later the ideas of diversity and inclusion in and through media are getting increasingly popular with ABU members.

The first focus of the Broadcasting for All campaign was gender equality in employment policy and fair portrayal of women and girls in programme content. The ground-breaking ABU/ UNESCO project Gender Mainstreaming in Broadcasting Organisations in Asia – Pacific, provided training, consultancy and support to several ABU broadcasting members to develop Gender Diversity Plans to recruit, train and promote women in their organisations.

The implementation of the project was also unique. It relied on trainers from ABU members to share their personal and organisations' best practices across the region and ABU membership.

Chrissie Tucker, Manager Diversity in ABC, conducted a regional workshop how to put into practice the UNESCO

Gender Sensitive Indicators for Media and provided consultancy to RTM, Malaysia for their gender policy development.

A Pioneering workshop was held in Gurgaon, India at the Police Headquarters. Alok Mittal, Commissioner of Police inaugurated the workshop in the presence of his Women officers, including the state icon, Mamta Khare, ACP, who was the captain of Indian women's hockey team. 43 people attended the three day workshop "Gender Sensitization" Usha Bhasin, then Director DDI, India, implemented three innovative workshops in India that included gender sensitizing through media of police units. She remarked, "The state of Haryana has the worst sex ratio in the country. Brides are often imported from the southern state of Kerala. Needless to say, gender bias is deep rooted in the psyche and societal norms. This workshop provided 360 degrees view and possible solutions since we involved Police, media, NGOs, psychiatrist and psychologist working with abused women"

Moneeza Hashmi, from HUM TV, Pakistan, conducted 6 workshops

in Maldives, Malaysia, Sri Lanka and Pakistan, for broad targeted participants – from media practitioners and students to university lecturers. "For this project I have travelled to India, Maldives, Malaysia and Sri Lanka as well to the cities of Lahore and Peshawar in Pakistan to conduct gender sensitization trainings in Universities and with media practitioners. For women it is still a matter of two steps forward and one step backward but at least the wheels have started moving. One of the major allies in this battle identified by all was the Media, be it traditional media as described in Sri Lanka or the social media network in the Maldives", she said.

Naranjargal Hashhuu, CEO of Globe International, Mongolia, was the Russian speaking consultant to deliver the workshops in Kyrgyzstan and Kazakhstan.

Altogether 13 workshops in 8 countries benefited over 300 professionals and students by introducing them to the concept and best practices in gender equality in and through media. Many organizations, participating in the project, already committed to implement gender fair policies.

Natural Disasters Mitigation: ABU teamed up with Japanese Trainer in Iran



Japanese trainer, Mr Toshiyuki Sato, Special Controller, NHK International Sato with the support of the ABU, conducted a 2-day workshop in Iran last February. Day One gathered about thirty students of the IRIB University in Teheran under the supervision of Professor Mohammad Tamjidi. Two sessions were organised focusing on the peculiarities of the natural disasters in Iran and the role that broadcasters could play to mitigate damages. Mr Sato talked about the Japanese system to mitigate damages and the experiences acquired by NHK in disaster reporting. The students whose majors are TV & Radio Production, Communication Technology and Management discussed what they can do to improve the existing system in Iran.

The second day of the workshop targeted the IRIB staff and officers of the Municipality of the City of Teheran where some 120 participants were present. The main theme of the 2-hour lecture was *"Covering the great East Japan earthquake by NHK and the role*

that Broadcasters can play" and Mr Sato laid emphasis on the cooperation between media and local governments not only during but also before and after disasters.

The Japanese trainer delivered another lecture on the same day to the IRIB Managers and the staff of the Teheran Disaster Mitigation and Management Organisation (TDMMO). This organisation is using a similar emergency earthquakes warning system as in Japan and it is assisted by the Japanese International Cooperation Agency.

Their major concern was whether releasing such warnings in Japan had created any panic in the society. Mr Sato underlined that there were *"no confusions at all"* as people did appreciate it.

The ABU Secretariat thanks IRIB university and in particular Mr Mohammad Tamjidi and Mr Mahmoud Arbabi for their partnership and support.

New Director for AIBD

A Chinese media expert is the new head of the Asia-Pacific Institute for Broadcasting Development. Mr Chang Jin has worked for media ministries in China for more than 20 years and on 15 January 2015 was appointed as Director of the AIBD based in Kuala Lumpur, Malaysia.

Mr Chang Jin obtained his Bachelor of Arts in English for Science and Technology at Xi'an Jiaotong University of China in 1989 and a Master of Science degree in Media and Communications from the London School of Economics and Political Science (LSE) in 1998.

In 1992 he joined the Ministry of Radio, Film and Television - which has since evolved into the State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China - where he has held several management and executive roles within its International Cooperation Department. In 2012 he was named Director of the Asian, African and Latin American Affairs Division.

Through the years Mr Chang Jin played a key role in a number of international conferences in China and overseas, which included ABU General Assemblies, AIBD Governing Councils, Asia Media Summits, the 2008 China-ASEAN Forum on Radio & TV Cooperation, the 2009 China-South Asia



Forum on Radio & TV Cooperation, the 2012 and 2014 China-Africa Forums on Media Cooperation and the 2013 China-Arab States Forum on Radio and TV Cooperation.

Since 2007 Mr Chang Jin has been involved in SAPPRFT international radio and television training programs for developing countries, mainly in Asia, Africa and Latin America.

By the end of 2014, 90 workshops had been completed, benefiting more than 2,000 radio and television professionals from about 140 countries. Ma Li, Director-General of the International Cooperation Department, said: "Chang Jin understands the great value of the cultural heritage of China and Asia Pacific, and appreciates the important role of broadcasting in disseminating the cultural heritage and building a better life for peoples in the region. He respects different cultural backgrounds."



New Head at Public Broadcaster in Kyrgyz Republic

KRTK, the Public Broadcasting Corporation of the Kyrgyz Republic, has a new Director General. Mr Ilim Karypbekov has been appointed by the Supervisory Board as the Head of the state broadcaster following the resignation of Mr Sultan Zhumagulov.

Mr Karypbekov has held a number of media positions as well as being CEO of Manas International Airport. He is a lawyer and has worked for some international and non-governmental organisations. Since quite recently,

he was Senior Lecturer at Kyrgyz State Academy of Law and taught at the American University of Central Asia. Mr Karypbekov also collaborated with the Secretariat of the Presidential Administration.

Last year during a brainstorming session, KRTK discussed about a wide range of issues including: effective management, the transition to digital broadcasting, content improvement and diversification sources of financing, human resource development and technical modernisation.

ABU Calendar of Events

May

5-6	ABU Technical Bureau Mid-Year Meeting	Indonesia
7-9	56th ABU Sports Group Conference and Associated Meetings, 2015	Beijing, China
15-16	99th Administrative Council Meeting	Xi'an, China
25-28	Asia Media Summit 2015	Kuala Lumpur, Malaysia
27	1st Programme Bureau Meeting	TBC
28 – 30	Radio Asia Conference 2015	Yangon, Myanmar
29	3rd ABU Radio Song Festival	Yangon, Myanmar

June

2-5	BroadcastAsia 2015	Singapore
6-5 Jul	FIFA Women's World Cup	Canada
9	WBU Technical Committee Meeting	TBC
11-12	EBU Technical Assembly 2015	TBC
17 – 30	UEFA European Under 21 Championship	Czech Republic
30-2 July	Radio 2020 Forum Bucharest, Romania	
Jun	ABU Central Asia Media Forum 2015	TBC
Jun	ABU Doc	Thailand/Vietnam
Jun	CARE5 2nd Producers' Meeting	Seoul, Korea
Jun-Aug	ABU Prizes 2015 Pre-Selection via correspondence	

July

3-14	Summer Universiad	Gwangju, South Korea
7-9	ABU-NBTC-WorldDMB DAB+ Technology Workshop and Trial	Bangkok, Thailand
13-24	In-country Training	Sri Lanka
14 – 16	Regional Training Workshop on Multi-platform Content	Kuala Lumpur
18-24	International Champions Cup in Asia-Pacific	Melbourne, Australia
24-9 Aug	16th FINA World Championship	Kazan, Russia
25-2 Aug	Special World Olympics	Los Angeles, USA
27 – 31	Children TV Item Exchange	Kuala Lumpur
28-30	WRC-15 Preparatory Meeting	Kuala Lumpur, Malaysia
July	"Big Cities" 2nd Meeting	TBC

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Henri Setiawan
Vice President,
Innovation Management
TELIN



Parameswaran N
Principal Advisor, Broadcasting
and Cable Services
Telecom Regulatory Authority of India



Peter Musngi
Head, Manila Radio
ABS-CBN



Mette Charis Buchman
Senior Manager of Archive
Danish Broadcasting Corporation (DR)



Rahul Thappa
Vice President,
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Astro



Patrick Tang
Vice President, Retail Voice
Philippines Long Distance Telephone Company



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- **Achieving reach, resonance and reaction** with second screen services and social TV
- Innovating TV services with **big data analytics** and **actionable intelligence**
- Leveraging **cloud-based TV technologies** and **network virtualisation** to drive efficiencies
- **Digital Broadcasting** – Standards, technologies and implementation challenges
- Best practices in delivering an **immersive TV experience**
- Leveraging automation technologies to **drive agility, scalability and modularity in your workflow**
- **Sustaining radio broadcasting** in an online age

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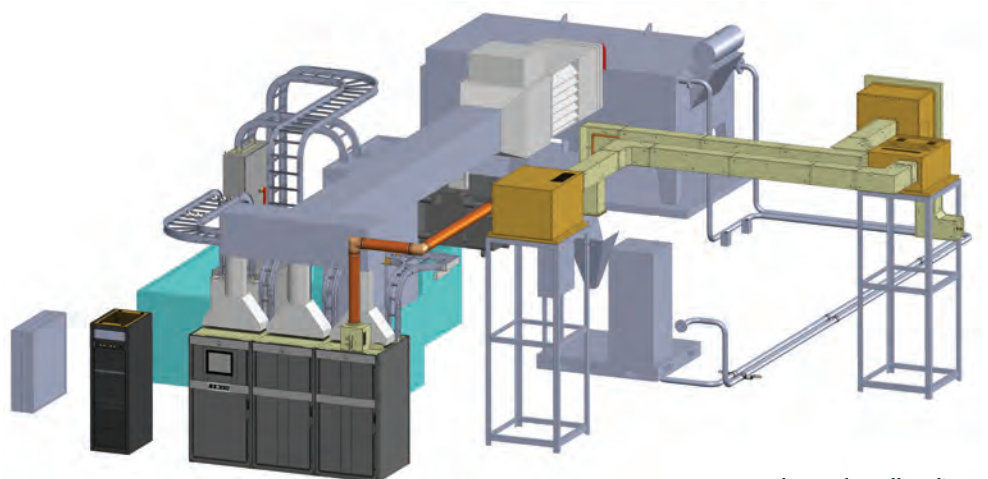


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