

ABU news

Quarter 3 2015



52nd General Assembly Istanbul 2015

Serving Audiences:
Empowering the
Asia-Pacific

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Events New Technical DRR Programme Legal Sports Asiavision Member Focus ABU Matters

GA 2016

New Events

Technical

DRR

Programme
Legal
Sports

Asiavision

Member Focus

ABU Matters

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W

elcome to this edition of ABU News which each year at this time focuses on the ABU General Assembly and Associated Meetings. Our host this year is the Turkish Radio and Television Corporation-TRT, the Turkish public broadcaster and this most important gathering of the ABU will run from 24-31 October.

The main theme is "Serving Audiences – Empowering the Asia-Pacific" and this issue contains the GA agenda and background information on the workshops, seminars, meetings and formal sessions for the week-long event. Readers will also get an overview of the profile of our host – TRT, Turkey.

In this edition, the ABU President, Mr Cho Dae-hyun, the Union's Secretary-General, Dr Javad Mottaghi, as well as the TRT Director General, Mr Şenol Göka, have kindly accepted to share their views and thoughts on the coming General Assembly.

We preview here two flagship forums which will take place on the last day of the General Assembly – the Super Panel Session where the main theme will be discussed by top experts in the media sector and the Professional Discussion where speakers will centre their discussions and analysis on "The Spectrum Battles: Reclaiming and Retaining the Broadcasters' Spectrum".

Apart from the 2015 ABU General Assembly, we bring to you in this edition several reports on the activities of the Union and its members. We also highlight the successful Media 2020 Conference organised for the first time by the ABU in collaboration with Radio Romania in Bucharest. The Union believes that new initiatives, new projects, new co-productions and a sound partnership in broadcasting can foster a dialogue between East and West.

Another noteworthy event was the hosting of the second ABU Central Asia Media Forum in Tashkent, Uzbekistan. The ABU 2015 Tashkent Forum gathered delegates not only from different parts of the Asia-Pacific region but also from other countries, who teamed up and shared views on various topics such as the digitalisation of archives, one-man news journalist techniques, news and social media integration and sports media rights acquisition and distribution.

Shortly after the Istanbul GA, the final edition of ABU News for this year will reach you. It will be packed with reports and analysis of all the workshops and meetings that took place. ABU is expecting more than 600 delegates, speakers, guests and exhibitors in Istanbul – the city where East and West meet. ABU News avails of this opportunity to wish all delegates very enriching and fruitful deliberations of the General Assembly and Associated Meetings.

See you in Istanbul.

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from the editor

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Serving and empowering Asia-Pacific



It is my sincere pleasure to welcome everyone to the 52nd ABU General Assembly and the associated meetings in Istanbul, Turkey. I hope that this year's theme "Serving Audiences: Empowering the Asia-Pacific" will inspire us to have open and genuine communication in order to achieve our necessary goals and agendas. Empowering our member broadcasters in a dynamic media environment is at the core of ABU's vision and stands as our most important and valuable contribution.

We are all participants in an era where technology is rapidly emerging and changing the face of broadcasting and telecommunication, as well as human interactions and lifestyles. There are many reasons to view this rapid change optimistically but the speed at which we must adapt has the potential to create a larger digital divide. Societies that cannot keep up will fall behind in communication, global influence, and the ability to provide citizens with necessary and important information. As a result, education is hindered, poor early warnings for natural disasters leave people vulnerable and their lives and property at risk, and knowledge of the larger world is limited.

Benefiting humanity and the world we live in is a basic principle that should guide all broadcasters. Through better communication and support we have the ability to make our Union strong enough to overcome the obstacles that are standing in the way of our progress.

ABU campaigns for disaster risk mitigation and gender equality are great examples of our endeavors to empower the Asia-Pacific region. Through more conversations, sharing of ideas and innovative thinking, and the exchange of content we will see the number of our achievements grow.

Let us work together so that every member's voice has the opportunity to be heard. As a Union let our voices work together to focus on solutions to our obstacles and not the obstacles themselves. I sincerely value all your support and commitment to the ABU. I look forward to seeing everyone in Istanbul and am confident we will have a productive General Assembly this year.

Cho Dae-hyun
President, Asia-Pacific Broadcasting Union



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Secretary-General's Welcome

Dear colleagues, dear friends,

We are grateful to TRT, Turkey for hosting the 52nd ABU General Assembly and Associated Meetings in the beautiful city of Istanbul. We are here in the historic city of Istanbul, one of the great crossroads of the world where east meets west and where Asia meets Europe. We welcome all participants who have come from across the globe to join the ABU Family.

We are here to enhance our partnership with East and West. We are here to promote dialogue, to listen to each other, to learn from each other, and to exchange experiences that we have in our countries and in our region. We are here to listen to the challenges that we may face within our countries and region, and try to see how best we can change the challenges to opportunities. And we are here to promote new initiatives that could strengthen partnership within the ABU Family. -And we are here to look into the future.

We are here to think globally, and act locally, while we are committed to our audiences and are obliged to listen and learn from viewers in each country and to fulfil their wishes. We are also here to focus on commonalities, at the same time analyse the differences with the view to reduce the differences that exist not only in different continents but also within our region and our societies. And this is what we do in Asia: think globally, act locally. – and that's what ABU is all about.

Our audience wants credible voice in news and programming. Audience wants accurate, timely, reliable, accountable, transparent and impartial information. This is the key for us as broadcasters to win the trust of public. To do this in a multimedia broadcasting environment, we need multi- skilled media professionals to deliver innovative content on air, on line and on demand to our multicultural society.

I am grateful to TRT, Turkey for bringing us to Istanbul. The theme of this most important gathering of the Union is "Serving Audiences: Empowering the Asia-Pacific". We believe that apart from touching the core of our mission to empower members to serve a collective 3.5 billion audience, this theme reflects our commitment to place media at the heart of national development in the Asia – Pacific region.

The ABU will continue providing regional and international platforms for sharing and exchanging knowledge, skills, experiences and programmes focusing on our commonalities and understanding.

I look forward to productive and successful get together.

Javad Mottaghi, Ph.D., BEng.
ABU Secretary-General



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As an ABU affiliate member since 1994, AsiaSat looks forward to continuing our ongoing partnership with the ABU and its members in the years ahead.

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Reaching Further, Bringing You Closer

TRT - The Powerful Voice of Broadcasting

TRT aims at maintaining a principled public broadcasting as well as carrying its place further among the international broadcasting organizations. For this purpose, TRT, besides making important investments, has enhanced its international cooperations.

Turkish Radio Television Corporation, has become a member of the Asia-Pacific Broadcasting Union in 1964 and played an active role in all activities of the Union ever since.

Today, TRT, representing the farthest part of the Union in the west, is one of the most powerful and prestigious media organizations of the union and the world, with its 14 television, 16 radio channels, radio broadcasts in more than 30 and web sites in 41 languages and printed and digital periodicals.

TRT was founded in 1964 as an autonomous public service broadcaster, realizing impartial broadcasts. TRT stayed out of political competition both nationally and internationally. TRT acts in line with the universal principles of broadcasting and journalism. A dynamic, precise and objective broadcasting regarding the national and moral values, protecting the family structure and respecting the private lives of the people is the broadcasting principle of TRT which is being meticulously exercised.

TRT, being a public organization, has major responsibilities. In this context, TRT, as the other public broadcasters in the world, continues its broadcasts targeted at people with all kinds of different religious beliefs, ages, races and genders. TRT makes broadcasts raising awareness among the society and directly and indirectly warning the youth and the children against harmful habits. TRT makes significant contributions to our country's art and culture with its broadcasts as well as preserving and keeping our traditional music alive. TRT KIDS channel produces and broadcasts programs exclusively targeted to children. TRT SCHOOL channel broadcasts educational and informative programs.

TRT, Turkey's very first broadcasting corporation, is a pioneer organization undertaking the role of a school for radio and television broadcasting in the country during the developmental period of the industry. Nowadays, TRT provides considerable broadcasting support to local radio and television channels by opening up its music and video archives. The same support is also provided for international corporations. By way of annual international organizations, dialogues are established with especially developing broadcasting corporations in Asia, Africa and Europe and broadcasting and training support is made available through cooperations and protocols.

There has been an increasing level of worldwide interest for the international events organized by TRT. The International Media Training Programmes bring together the radio,

television, social media and agency members from a vast geography extending along the Middle Asia to African countries and Southeastern Europe countries to Caucasus and Asian countries, making professional contributions to their fields of work. The annual TRT Documentary Awards lure documentary film-makers from all over the world to Turkey, creating a platform for observing, learning and discussing the changing and developing vision of documentary film making across the globe. The TRT 23rd April International Children's Festival which is being organized since 1979, continues to assemble the children of the world under the same roof of peace and fellowship each year, building international bridges of friendship.

With its economic, logistic, technical and qualified human resources, TRT's prominent aim, as Turkey's indisputably strongest communication organization, is to carry its place further among the international broadcasting organizations. To this end, TRT has made important investments in recent years. TRT ARABIC channel was renamed TRT EL-ARABIYA in 2015, successfully proceeding on its way. TRT KURDI broadcasting in Kurdish is also being closely watched outside the country. The broadcasts of TRT AVAZ aimed at Turkic Republics and the Balkans are being followed with great interest in these regions. TRT, the voice of the nearby geography, also co-produces programs in every field of the broadcasting sector with its cooperations. TRT is also actively involved in sales and acquisitions of international programs. In fact, TRT series continue to receive a great deal of attention in many countries.

Turkish Radio Television Corporation made one of the greatest breakthroughs of its history in 2015. The English news channel TRT WORLD has launched its test broadcasts in May. TRT WORLD, setting off with its national and international experienced staff, aims to take its place among the most powerful international news channels.

TRT, attaching utmost importance to international collaboration, makes every effort to share its experiences and exchange opinions with broadcasting union organizations and contributing to the broadcasting sector in this way. In this context, ABU News Group Meeting which was organized in Istanbul last year provided a platform for a significant exchange of opinions. I would also like to share our happiness for being the host of 52nd ABU General Assembly which will be held in Istanbul between 24-31 October, 2015.

TRT Director General
Şenol GÖKA



Schedule of Meetings



Saturday 24 October		
15:00 – 16:30	Sports Broadcast Rights Committee Meeting	Jupiter
16:30 – 17:30	Sports Finance Committee Meeting	Jupiter
Sunday 25 October		
09:00 – 17:30	Sports Group Meeting	Sadirvan A
14:00 – 18:00	Programme Bureau Meeting	Mercury
14:00 – 18:00	Planning & Strategy Group Meeting	Jupiter
Monday 26 October		
09:30 – 12:30	Sports Group Meeting	Sadirvan A
09:30 – 12:30	Radio Working Party	Sadirvan B
14:00 – 17:30	Programme Committee	Sadirvan B
16:00 – 18:00	Technical Bureau Meeting	Sadirvan A
Tuesday 27 October		
09:00 – 17:30	Technical Committee	CC Lower 1
09:00 – 17:30	Programme Committee	Sadirvan B
19:00 – 20:00	Meeting of the Presidency	Lalezar
Wednesday 28 October		
09:00 – 17:30	Technical Committee	CC Lower 1
09:00 – 17:30	Women With The Wave Forum Series	Sadirvan B
09:00 – 17:30	Quality Management Workshops	Sadirvan A
09:30 – 17:30	Administrative Council (Council Members only)	Mercury
20:00 – 21:30	ABU TV SONG FESTIVAL	Istanbul Congress Center
Thursday 29 October		
11:00 – 16:00	EXCURSION: BOSPHORUS CRUISE	
19:00 – 20:00	President's News Conference	Mercury
Friday 30 October		
09:00 – 17:00	Official Opening of 52nd General Assembly 1st Plenary Session-2nd Plenary Session -3rd Plenary Session	Conference Center Upper Level
18:00 – 21:00	Presentation of ABU Prizes	Conrad Istanbul Bosphorus Hotel Ballroom
Saturday 31 October		
09:00 – 12:30	Super Panel Session Serving Audiences: Empowering Society	Conference Center Upper Level
14:00 – 15:30	Professional Discussion The Spectrum Battles: Reclaiming and Retaining the Broadcasters Spectrum	Conference Center Upper Level
16:00 – 17:30	Restricted Working Session (Full and Additional Full Members only)	Conference Center Upper Level
19:00 – 21:00	NHK RECEPTION	Intercontinental Istanbul Hotel – Bosphorus Ballroom

Turkish Radio Television Corporation



Turkish Radio Television Corporation (TRT) was founded on May 1, 1964 as an autonomous legal entity based on a special law, on the purpose of making radio and television broadcasting in the name of state. With the constitutional amendments in 1972, the corporation was described as being an "impartial" public economic enterprise.

In line with the provisions of 1982 Constitution, the Law on Turkish Radio Television Corporation was rearranged in 1984. TRT's monopoly on television broadcasting which lasted until 1990 was ended when satellite broadcasting started drawing the attention of large masses throughout Turkey after 1986 and with the emergence of private television broadcasting for Turkish audience.

Following an amendment to the Article 133 of the Constitution which liberated private radio and television broadcasting, TRT's autonomous status was reestablished. Today, TRT serves as a public service broadcaster, which is subject to a constitutional adjustment in terms of autonomy and impartiality, broadcasting through radio, television and all means of media tools.

Radio broadcast that was initiated by Turkish Radio Telephone Inc. in 1927, was under TRT roof in 1964.

TV broadcast, on the other hand, started with Turkey's first test television broadcast on January 3, 1968.

Turkey participated in Eurovision Song and Composition Contest in 1975 for the first time thanks to TRT's organization. In 1979, the first episode of 23rd April International Children's Festival was organized with the participation of 133 children and 31 leaders from many countries.

TRT's first Foreign Representation Agency was founded in Germany / Berlin in the year 1998. Now, TRT has 12 representation agencies abroad; Cologne and Berlin in Germany, Lefkosha in Turkish Republic of Northern Cyprus, Baku in Azerbaijan, Brussels in Belgium, Washington in the USA, Cairo in Egypt, Tashkent in Uzbekistan, Ashgabat in Turkmenistan, Arbil in Iraq, Sarajevo in Bosnia-Herzegovina and Astana in Kazakhstan. New representation agencies are also going to be established in London, Kuala Lumpur, Skopje and Moscow.

Today, TRT extends its broadcasts to Turkey and to the whole world with 15 TV channels, 20 national, local and international radio channels, trt.net.tr and trt.world.com web pages available in 41 different dialects and languages, teletext and three monthly magazines «TeleVİZYON», RadyoVİZYON, «TRT Çocuk» and «TRT Haber DD».

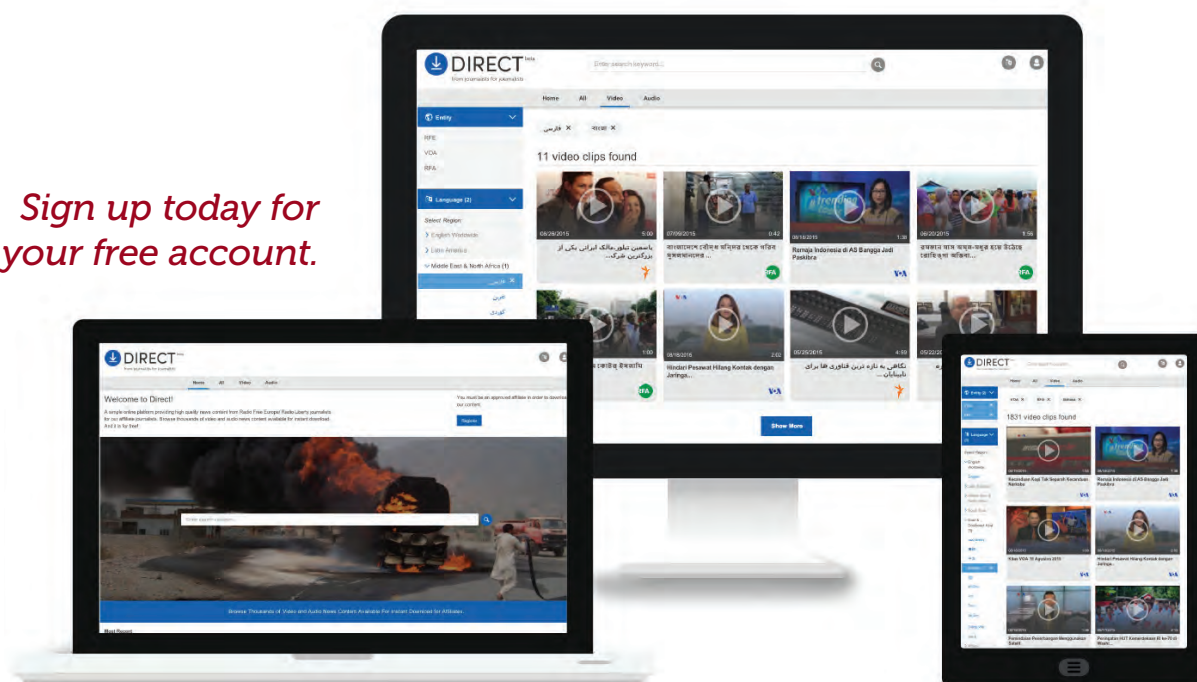


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Sports Group Conference & Associated Meetings

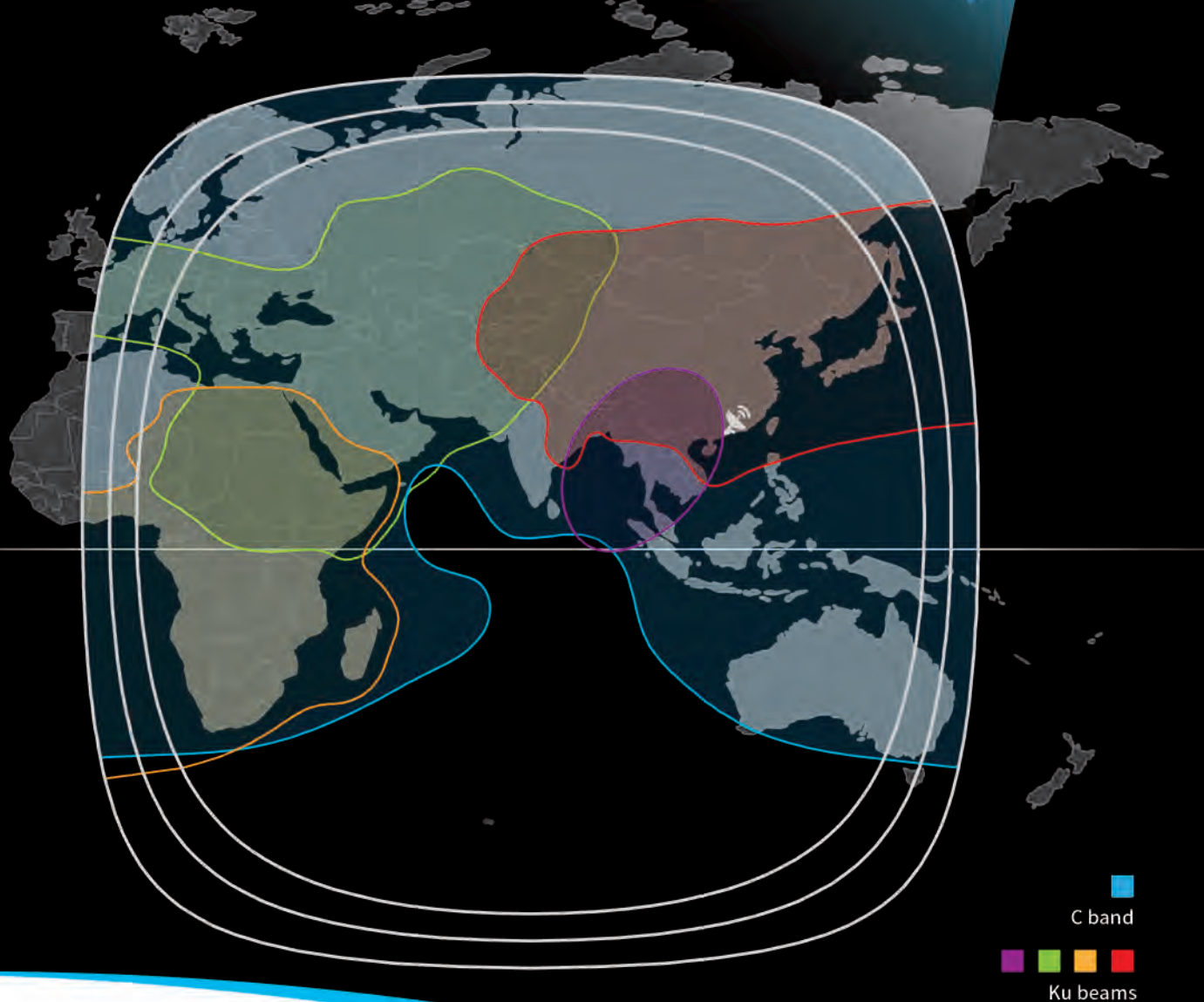
Theme: “Re-strategising Broadcasting Unions for better Sports Coverage”

24 – 26 October

Saturday 24 October: Sports Committee Meetings		Venue - Jupiter
15:30 – 16:45	Sports Broadcast Rights Committee Meeting	
17:00 – 18:15	Sports Finance Committee Meeting	
Sunday 25 October: Sports Conference Meetings		Venue - Sadirvan A
09:00 – 09:20	Opening Ceremony	
09:20 – 09:30	Presentation of ABU Activities: Director, ABU Sports	
09:30 – 11:00	Presentation/Panel: IP in a connected Global Sports Media Environment	
11:30 – 12:30	Presentation of Upcoming Events	
14:00 – 15:30	Presentation/Panel: Re-strategising Broadcasting Unions for better sports broadcasting	
16:00 – 17:00	Presentation of Upcoming Events	
17:00 – 17:30	Closing Remarks & Announcements	
Monday 26 October: Restricted to Full & Additional Full Members		Venue - Sadirvan A
09:00 – 09:05	Opening Remarks – Chairperson, ABU Sports Group	
09:05 – 10:00	Presentation of Various Reports by ABU Sports and Committees	
10:30 – 12:00	One to One Discussion with Members & Closing Remarks	

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47th Standing Programme Committee Meeting

26 & 27 October 2015

Monday - 26 October

Venue: Sadirvan B

14:00 – 15:30

1. Welcome and Opening Remarks

Welcome Remarks

- TBC, TRT
- Dr Javad Mottaghi, Secretary-General, ABU

Opening Remarks

- Mr Jaeheon Song, Chairperson, ABU Standing Programme Committee
- Mr Hideki Tazuke, Vice-Chairperson, ABU Standing Programme Committee
- Ms Deborah Steele, Vice-Chairperson, ABU Standing Programme Committee

2. Report of Activities (Nov 2014 - Oct 2015)

Mr Tatsuhiro Beniko, Director, ABU Programming, will give an overview of the Programme activities, followed by detailed reports by the Head of Radio, Head of TV and Manager-Regulatory, Legal & IP Services.

Radio Activities

Mrs Vijay Sadhu, Head of Radio, ABU Programming

TV Activities

Mrs Hanizah Hamzah, Head of TV, ABU Programming

Copyright Activities

Mr Yan Bo, Chairperson of ABU Copyright Committee
Ms Premila Manvi, ABU Manager-Regulatory, Legal & IP Services

3. Programme Bureau (PB) Report

Acting Chairperson of the PC reports the outcome/discussion of the 1st and 2nd PB meetings.

16:00 – 17:30

4. Report from Associated Organisations

ABU associated organisations will present their report on their activities for the past year.

- Asia-Pacific Institute for Broadcasting Development (AIBD)
- Institut Penyiaran Dan Penerangan Tun Abdul Razak (IPPTAR)

5. Expert Dialogue Panel 1 : “New Strategies in Radio Broadcasting”

The transformation in radio broadcasting has opened up new opportunities while adding on to the challenges faced by the industry. With mp3 players and the Internet, people can hear whatever they want, can't they? With this changed scenario, it is imperative to explore new strategies that the radio broadcasting industry should adopt to remain a potent force in the media market space. A panel of distinguished panellists will examine various aspects of the issue, including the influence of branding, audience research and on-line strategies and come up with some guidelines. Suggested topics are:

- The Future Radio Stations: What can be done to meet the changing situation
- Where will Radio be in few years? – A Strategic view
- Diversifying Your Programming: Shows which cater for all audiences (youth and elderly people)
- Something new that can inspire audiences

Tuesday - 27 October		Venue: Sadirvan B
09:00 – 10:30	6. Report of the Radio Working Party (RWP) Meeting by Chairperson <i>Chairperson of the RWP meeting reports the outcome of the meeting on the previous day and makes recommendation on Radio Activities.</i> Ms Zakiah Halim, Chairperson, Radio Working Party	
	7. Successful Activities & Future Perspective Including Reports by Members 1 (ABU activities) <i>In this session members can share the experience of successful ABU programme activities in the past year.</i>	
	8. Special Session – “Voices of the Members” <i>This session gives our members the opportunity to present what they are doing in programme activities at their ends, what challenges they are facing, what they want from other members or what they may suggest for the ABU Programming activities.</i>	
11:00 – 12:30	9. Presentation/Discussion on New Initiative Ideas <i>In this session, new initiatives/ideas for ABU programme activities are presented by the members/ABU Programme Department and will be discussed.</i>	
	10. Successful Activities & Future Perspective Including Reports by Members 2 (non-ABU activities) <i>In this session members can share the experience of successful programme activities in the past year.</i>	
14:00 – 15:30	11. Handover Ceremony of the Quality Management Certification Moderated by Ms Premila Manvi, ABU Manager-Regulatory, Legal & IP Services	
	12. Expert Dialogue Panel 2 (TV)	
16:00 – 17:30	13. Invitation to Future Events/Activities <i>In this session, various invitations to future events/activities by our members are made.</i>	
	14. Selection/Election (Election of the Vice-Chairperson) <i>One Vice-Chairperson seat is vacant. The term of office is two years. If there is more than one candidate, an election will be held.</i>	
	15. Any Other Matters	
	16. Closing Mr Jaeheon Song, Chairperson, ABU Standing Programme Committee	

ABU Technical Committee

Annual Meeting
26-28 October

Monday 26 October		Venue – Sadirvan A
16:00 – 17:30	Technical Bureau Meeting (Restricted to Members of the ABU Technical Bureau)	
Tuesday 27 October		Venue – CC Lower 1
09:00 – 10:30	OPENING SESSION ABU Engineering Awards Announcements & Presentation of Citations and Technical review Prizes	
11:00 – 12:30	Director's Report Bureau Proposals Technological Inspirations	
14:00 – 15:30	Strategic Issues 1. Spectrum for future broadcasting 2. DSO + ASO – Leap frogging to DTT 2.0 3. IBB – Integrated Broadcast Broadband 4. UHDTV and EDR 5. Devices 6. Human Capacity Building	
16:00 – 17:30	Members' Present 1. New services 2. New Features 3. New Installations 4. New Trails 5. Completion of DSO Networking with ABU TLOs	
Wednesday 28 October		Venue – CC Lower 1
09:00 – 10:30	• Keynote Presentation • Technology Debate: Future Media Delivery will be only on IP	
11:00 – 12:30	• Summary From Topic Area Chairmen: - Production - Transmission - Training & Services - Spectrum • New in study groups: API-HDR-Spectrum-EWS	
14:00 – 15:30	• Host TRT Turkey Presents - Hybrid TV - EWS Studies - Digital Archives: Outgest & Ingest Methods • New Recommendations & Decisions of the Technical Committee	
16:00 – 17:30	1. New Members 2. Sister Unions & International Organisations (ASBU, EBU, WorldDAB/CRA, DRM, DVB, IABM, etc) 3. Updates from Status Reports 4. Closing	

ABU Radio Working Party

2015 Annual Meeting

26 October
9 am to 12.30 pm
Venue: Sadirvan B

Welcome Address
Opening Remarks: Zakiah Halim, Chair RWP
Approval of the agenda
Radio Activities Undertaken: Vijay Sadhu, Senior Executive Radio
Radio debate: Radio for the Next Generation
Case Studies from ABU Members • Development in digital radio services • Rise of new commercial FM's in emerging economics and their content strategies • Role of radio in providing educational content to audiences "Edutainment Radio" • Growing Your Own (Finding and Growing Talent) • Radio and Disaster Warning, wellness messaging • "Broader-Casting": Multi-content production, Multi-platform delivery • Sports Format – Fast Growing Format • News the New talk for Radio
Progress of Radio in Asia-Pacific and Europe
Proposals for New Activities
Any other Matters – Meeting closes.

Women With the Wave

High Level Forum Series BROADCASTING FOR ALL: Diversity & Inclusion in the Media Forum

This forum brings together key speakers, and features content and services that demonstrate the progress of diversity and inclusion in employment and coverage in the media. Diversity covers a broad range of areas including gender, disability, generational, cultural and linguistic, religion and sexual orientation.

28 October
Venue: Sardirvan B

09:00 – 09:20	Opening Ceremony Keynote Speaker – Daniela Bas, Division for Social Policy and Development, UNDESA
09:20 – 10:10	The Big Picture Interview panel with key representatives outlining the current progress and future objectives and action plans of international organisations, focusing on the communication and inclusion of women and diversity in the media and society.
10:10 – 10:40	The Business Case Key media leaders outline the gender and diversity work in their organisations; how it is linked to the business case and how diversity is tracking through representation, awareness and content.
11:00 – 11:40	Across the Regions Interview panel with major regional organisations representing media broadcasters and communication providers discussing projects that support the promotion of women and diversity in their areas.
11:40 – 12:30	Masterclass of Women and Diversity in Content A Masterclass of developing and implementing content, for and about gender and diversity, that promoted diversity perspectives, encourages diversity in content making and enables the telling of stories that reflect the diversity of regions and communities. The Masterclass is run by Radio Netherlands Training Centre.
13:30 – 14:20	Showcase of Gender and Diversity Strategy Hear from media organisations about diversity planning and strategy, the business case, putting initiatives into practice and getting results.
14:20 – 15:20	Showcase of Gender and Diversity in Content A range of broadcasters outline projects and content that showcase the breadth of diversity in their output.
15:40 – 16:10	Ability Counts across the Media Organisations and content makers outline disability stories, initiatives and perspectives along with the experience of people with disabilities accessing and working in the media.
16:10 – 16:45	What's the experience of the representation and portrayal of women across Muslim countries? Discussions with media organisations from a range of countries with substantial Muslim populations on the issues of female participation and media content and stories about women.
16:45 – 17:10	Conference exercise with delegates regarding diversity projects and take-up of ideas
17:10 – 17:30	Summary on the way forward and Wrap Up & Closing

Quality Management Workshop

Best Practices in Media Accountability and Trust Building: Key levers for Quality Management

Quality management improves a company's organisation to ensure optimal resource management and product quality. The certification of a media company provides public recognition of its conformity with the international standard's requirements, thereby reflecting and underlining the quality of its organisation. Implementing a quality management system also brings benefits to the company's image and to its economic performance. This workshop will highlight these and other benefits and the procedure for being ISAS certified organisation.

28 October

Venue: Sadirvan A

08:30 - 09:00	Registration
09:00 - 10:30	Introduction and Background • Worldwide press freedom landscape • Trust in Media (Edelman barometer) • Digital Revolution
11:00 - 12:30	Quality Management Certification • Benefits of quality & CSR Management for Media Companies • How ISAS BCP 9001 helps to implement new legal TV requirements? • How to build trust in the media and audience loyalty?
14:00 - 16:00	Lessons Learnt <i>Testimonials from Thai PBS, Canal Once and Swiss subsidized radio stations</i> Workshop <i>Based on the presentation of last year's workshop on the key success factors necessary to implement a quality & CSR reporting mechanism to the public, the participants will be invited to share their insights and select a specific topic of interest in relationship with quality and CSR management (e.g. understand how to practically implement a quality & CSR management system and know the expected benefits).</i>
16:30 - 17:30	Conclusion <i>The results of the workshop will be analysed</i>

Excursion

Bosphorus Tour

29 October

A cruise on the Bosphorus is probably the most overlooked Istanbul tourist attraction. With an abundance of historical sightseeing spots, guests will see the views of Dolmabahçe Palace, Leanders Tower, two suspension bridges, Rumeli Hisari Fortress and beautiful mansions by the shores of Bosphorus.

Pick-up time from the conference venue will be 11.00 AM. All guests will take boats and cruise for the rest of the day. We will sail by the shores of Bosphorus while tour guides will explain en route. Lunches will be served on the boats. At 04.00 PM we will disembark and get back to the conference venue.

Istanbul is a bridge between Europe and Asia, the Black Sea and the Mediterranean, a position that endows it with one of the most unique and beautiful settings in the world. For, between the hills on the European and Asiatic shores flows the Bosphorus, the brightest gem in the diadem of nature.

The **Rumelihisar Fortress** was built by Sultan Mehmet the Conqueror in 1452 at the narrowest point of the Bosphorus in order to isolate the city of Istanbul, prior to its invasion in 1453.

Dolmabahçe Palace is located in the Beşiktaş district of Istanbul, Turkey, on the European coastline of the Bosphorus strait, served as the main administrative centre of the Ottoman Empire from 1856 to 1922, apart from a 22-year interval (1887–1909) in which Yıldız Palace was used.

Leander's Tower or **Maiden's Tower** or **Bosphorus Tower** is one of the most iconic images of Istanbul. It is found on a small natural islet in the Bosphorus, just off the shore of Asian Istanbul. The first tower was built by an Athenian commander during the 5th century as a way of controlling ships passing the Bosphorus, and collecting taxes.



52nd ABU GA Opening Ceremony, Day 1 & Day 2

Venue: Conference Centre Upper Level



Friday 30 October 2015 – Day 1

07:45 – 08:45	Registration at Conference Venue	
08:45 – 09:00	Delegates to be seated	
09:00 – 09:45	Opening Ceremony	

Plenary Session of the General Assembly

10:15 – 12:15	1. President's Opening Remarks	
	2. Confirmation of Agenda	GA 52/2
	3. Communications	
	4. Welcome to Observers	
	5. Working Procedures for the 52nd General Assembly	GA 52/5
	6. Confirmation of Minutes from the Plenary sessions of the 51st General Assembly held in Macau	GAM 155 GAM 156 GAM 157
	7. Secretary-General's Report 7.1 SG's Annual Report and Presentation 7.2 Highlights of Major ABU Activities	GA 52/7.1 GA 52/7.2
13:45 – 15:00	8. Members' Forum 8.1 Programme Committee 8.2 Technical Committee 8.3 Sports Group 8.4 News Group 8.5 Copyright Committee	GA 52/8.1 GA 52/8.2 GA 52/8.3 GA 52/8.4 GA 52/8.5
	9. Chairperson's Report – Planning & Strategy Group	GA 52/9
15:30 – 16:30	10. Financial Matters 10.1 Financial Report For 2014/2015 10.2 Auditors' Report For 2014/2015 10.3 2015/2016 Budget 10.4 Appointment of Auditors for 2015/2016 10.5 Other Financial Matters	GA 52/10.1 GA 52/10.2 GA 52/10.3 GA 52/10.4 GA 52/10.5
	11. Members' Stories: Innovation and Creativity In Action	GA 52/11
	12. Future ABU Meetings	GA 52/12
	13. Other Business	

Saturday 31 October 2015 - Day 2

09:00 – 12:30	14. Super Panel Session: Serving Audiences – Empowering Society	GA 52/14
14:00 – 15:30	15. Professional Discussion: The Spectrum Battles – Reclaiming and Retaining the Broadcasters Spectrum	GA 52/15
16:00 – 17:30	RESTRICTED SESSION (Open to Full and Additional Full Members only)	
	16. Recommendations of the Administrative Council	GA 52/16
	17. Membership Matters	GA 52/17
	18. Elections to the Administrative Council	GA 52/18
	19. Elections of the Vice President	GA 52/19

2015 ABU PRIZES

Members are demonstrating high interest in participating in the different categories of the ABU PRIZES. This year the competition has attracted almost 250 entries from the Asia-Pacific and around the world. From 154 television entries and 92 radio entries, panels of independent judges have selected shortlists of finalists in the seven TV and six radio categories.



2015

There is also a Special Jury Prize in each medium from all the entries received, to recognise the work of producers whose entries are creative and innovative despite limited resources.

The winners will be recognised at the 2015 ABU General Assembly Gala Awards ceremony in Istanbul on Friday 30 October.

CATEGORY	ORGANISATION	TITLE
RADIO SPECIAL JURY PRIZE FINALISTS		
Drama	BNNRC Community Radio `Radio – Bangladesh	Tobuo Shopno (Ray of Hope)
	Pollikontho, fm 99.2 -Malaysia	
	Bhutan Broadcasting Service (BBS)	A Jobseeker's Story
Documentary	Bhutan Broadcasting Service (BBS)	Cervical cancer and its prevention
News Reporting	The Voice of Vietnam (VOV)	Ha Noi International Choir
Community Service Announcement	iM4U Sdn. Bhd - Malaysia	Know your consumer rights!
Interactive Programmes	Public Service Media (PSM) - Maldives	Youth Café
On Air Personality	Radio Television Malaysia (RTM) TraxxFM	Face To Face: Beauty - How Far Will You Go To Look Good
TV SPECIAL JURY PRIZE FINALISTS		
Documentary	Sri Lanka Ruphawahini Corporation (SLRC)	Schooling Along Wild Track
Children	Fiji Television Limited	Taste Of Paradise
News Reporting	Vietnam Television (VTV)	Gender re-identification for transgender people
ABU Perspective Award	Mongolian National Public Radio and Television (MNB)	I'm Mongolian

2015 TV FINALISTS

DRAMA	ARD Bayerischer Rundfunk (ARD BR) Germany	A life for Football
	Tokyo Broadcasting System Television, Inc (TBS) Japan	The Emperor's Cook
	Japan Broadcasting Corporation (NHK) Japan	64: Episode 1 The Window
	Islamic Republic of Iran Broadcasting (IRIB) Islamic Republic of Iran	Three Fish

2015 TV FINALISTS

DOCUMENTARY	The Japan Commercial Broadcasters Association TV-U Fukushima, INC Japan	Just an Ordinary Family: 22 years of the lives of a couple with disabilities
	Islamic Republic of Iran Broadcasting (IRIB) Islamic Republic of Iran	Alamto, a Reptile Wonderland
	Korea Educational Broadcasting System (EBS) Republic of Korea	Myanmar, Ancient Mysteries Revealed
	ARD-WDR Germany	
	CNN International Hong Kong	CNN Freedom Project: Nepal's Organ Trail
	Attitude Pictures Ltd. New Zealand	Maia and Letitia
ENTERTAINMENT	Japan Broadcasting Corporation (NHK) Japan	Applause
	Primeworks Studios Sdn. Bhd. (TV3) Malaysia	Hip-Hoppin' Asia: The Saga Continues - Episode 1: Mongolia
	RTPRC China Central Television (CCTV) China	DingGeLongDongQiang
	Munhwa Broadcasting Corporation (MBC) Republic of Korea	My Little Television
CHILDREN	Japan Broadcasting Corporation (NHK) Japan	Robo-boy: Let's Do P.E.! #10 Ball-Throw
	ARD ZDF KIKI Germany	Annedroids : Junkyard Sleepover
	Hungarian Public Service Media (Media Service Support and Asset Management Fund) Hungary	House of Noises
	Korea Educational Broadcasting System (EBS) Republic of Korea	Peet – The Forest Detective
NEWS REPORTING	Radio Television Hong Kong (RTHK) Hong Kong	Be Home Soon– Heartfelt Wishes of the Protesters' Families
	Korean Broadcasting System (KBS) Republic of Korea	Reporter's File K - Lifetime Savings Conned Out of Bank Accounts
	Soroush Multimedia Corporation (SMC) Islamic Republic of Iran	Saving Leopard
	The Japan Commercial Broadcasters Association Kansai Telecasting Corporation (KTV) Japan	What I Want to Tell you with my Wheelchair Dancing
SPORTS	Japan Broadcasting Corporation (NHK) Japan	Nobody is Unbeatable: Kei Nishikori's Path to Progress
	RTPRC China Central Television (CCTV) China	I am LI NA
	Munhwa Broadcasting Corporation (MBC) Republic of Korea	Winning Shot, The Secret of Pitching
	Attitude Pictures Ltd. New Zealand	Attitude Sochi 2014 Paralympic Winter Games Special
ABU PERSPECTIVE AWARDS (Theme: Crossing Border)	Korea Educational Broadcasting System (EBS) Republic of Korea	FAMILY SHOCK: episode3, Going to Maseok
	Korean Broadcasting System (KBS) Republic of Korea	Current Affairs Project: Point of View> Resolving the Generational Conflict Part 2-'A Nation of Happy Seniors and Youths
	Japan Broadcasting Corporation (NHK) Japan	LEAPS IN EVOLUTION – Episode 1 The Origin of Eyes
	ZDF German Television Germany	Tannbach - Line of Separation (Part 1: The morning after the war)

2015 RADIO FINALISTS

DRAMA	Radio New Zealand (RNZ) New Zealand	Te Awarua
	Hungarian Public Service Media (Media Service Support and Asset Management Fund) Hungary	Early Sorrows
	Japan Broadcasting Corporation (NHK) Japan	Blue Skies and a Shooting Star
	Korean Broadcasting System (KBS) Republic of Korea	KBS Radio Special <Mr. Owl, Tell us a Story!>
	Radio Russia Russia	Mechanical contact
DOCUMENTARY	British Broadcasting Corporation (BBC) United Kingdom	The Ghostly Voices of WW1
	Islamic Republic of Iran Broadcasting (IRIB) Islamic Republic of Iran	Kookhat
	Soroush Multimedia Corporation (SMC) Islamic Republic of Iran	23 People
	Korean Broadcasting System (KBS) Republic of Korea	KBS Global Korean Network Reunification Special – The Way from Romania to North Korea: Episode 1 - Georgeta Mircioiu's dictionary
NEWS REPORTING	Radio Television Hong Kong (RTHK) Hong Kong	Set Free My Childhood
	RTPRC China National Radio (CNR) China	The Retrial of the Huugjilt Case
	The Voice of Vietnam (VOV) Vietnam	Ha Noi International Choir
	Radio New Zealand (RNZ) New Zealand	Radio New Zealand International - Koroī Hawkins - Cyclone Pam
COMMUNITY SERVICE ANNOUNCEMENT	All India Radio (AIR) India	Stand beside them
	Radio Television Hong Kong (RTHK) Hong Kong	Colourful Neighbours
	Egyptian Radio and Television Union (ERTU) Egypt	Violence against Women
	RTPRC China National Radio (CNR) China	Auditory Restructuring of a City
INTERACTIVE PROGRAMME	RTPRC China Radio International (CNR) China	Calling of Love
	RTPRC China Radio International (CRI) China	Teresa Teng And I
	Islamic Republic of Iran Broadcasting (IRIB) Islamic Republic of Iran	Local Radio
	Korea Educational Broadcasting System (EBS) Republic of Korea	Book Café
ON AIR PERSONALITY	Australia Broadcasting Corporation (ABC) Australia	Matt and Alex on triple J Breakfast
	Islamic Republic of Iran Broadcasting (IRIB) Islamic Republic of Iran	Ab o Tab
	Radio Television Malaysia (RTM) TraxxFM Malaysia	Face To Face : Beauty - How Far Will You Go To Look Good
	iM4U Radio Sdn. Bhd. Malaysia	The Good Night Show with Dayah and Shah

Super Panel Session

“Serving Audiences – Empowering Societies”

31 October
9:00 – 12:30

Venue: Conference Centre
Upper Level

The Asia-Pacific is the most dynamic region in the world with the fastest growing populations and emerging economies. The listening and viewing habits of our dynamic societies are changing all the time. The young and the old, the poor and the rich, as well as the most vulnerable and the disadvantaged need to be given equal opportunities and as media organisations we can play a huge role in empowering societies by building trust and sharing knowledge. The challenge is enormous and we have to think out of the box to find innovative and creative ways to serve our audiences, regardless of the platform or location.

This is an opportunity to look beyond the regular content and technologies and to look at media as a game-changer in education, disaster preparedness and nation building. As broadcasters, we know we can always do things better and this is our chance to work together to achieve our common goals.

The Super Panel discussions this year will be presented in two Forums addressing two key areas for broadcasters: “Building Public Trust” and “Empowering Societies”.

09:00 – 10:30
Forum 1

Building Public Trust

Moderator: Mr Jun Ogawa, Deputy Chief Officer, President's Office, TBS-Japan

Panelists

- Mr Xia Jixuan, Vice-President of China Radio International, RTPRC-China
- Mrs Rosarita Niken Widiastuti, President Director, RRI-Indonesia
- Mr Song Jaeheon, Executive Director, Content Business Dept., KBS

11:00 – 12:30
Forum 2

Empowering Societies

Moderator: Ms Nedra Weerasinghe, Group Director, MBC-Sri Lanka

Panellists

- Dr Mohammad Sarafraz, President, IRIB-Iran
- Dr Ibrahim Eren, Deputy Director-General, TRT-Turkey
- Mr Narayan Rao, Executive Vice Chairperson NDTV-India
- Mr Tadanobu Sakamoto, Senior Director, NHK-Japan

Professional Discussion Session

“The Spectrum Battles: Reclaiming and Retaining the Broadcasters' Spectrum”

31 October
14:00 – 15:30

Venue: Conference Centre
Upper Level

The Professional Discussion this year will debate the relevance of broadcasting and build up a powerful case as to why broadcasters have to continue to receive special treatment in spectrum allocation.

It will also answer a quintessential question – who are today's broadcasters? Telecoms? Mobile companies? Are broadcasters becoming just production companies? Why have they the right of existence? Why do the public service broadcasters deserve a special status? How can they stay relevant and serve their audiences.

Moderator: Toshiyuki Sato, NHK International

Panellists:

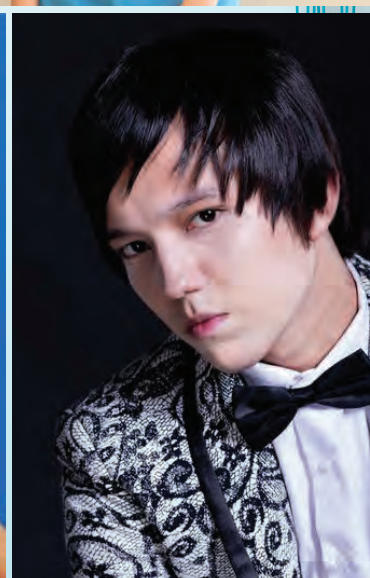
- TRT-Turkey
- Abdelrahim Suleiman, Director General, Arab Sate Broadcasting Union (ASBU)
- Joan Warner, CEO, Commercial Radio Australia

2015 ABU TV Song Festival

Fourteen artists will perform at this year's ABU TV Song Festival in Istanbul, Turkey.

The festival is a celebration of popular music featuring high-profile musical talent from around the Asia-Pacific, brought together by member broadcasters to perform at a Gala Night on 28 October 2015 as part of the ABU's 52nd General Assembly in the Turkish capital. The one-and-a-half hour show will be recorded and made available to ABU members for broadcast.

We invite you to discover some of the artists who are ready to take the challenge in Istanbul. Further details about the artists are available at the ABU TV Song Festival website.





Media 2020 Conference: Cooperation strengthened between East and West



“Bringing Media to the Future” was the main theme of the two-day Media 2020 Conference (30 June-1 July 2015) organised jointly in Bucharest by the Asia-Pacific Broadcasting Union and Radio Romania.

President Director-General of Radio Romania, Ovidiu Miculescu said that this remarkable meeting has brought together key representatives from Asia, Europe, North America, Australia, on a timely topic of common interest that is the fast- changing media landscape. By the year 2020, broadcasting is expected to undergo major transformations- radio and TV content consumption on mobile phones, the Internet and hybrid platforms. “We need to be proactive in recognizing the challenges that we face every day and we need to exchange information and share experience,” he added.

The Secretary-General of Asia-Pacific Broadcasting Union, Dr Javad Mottaghi stated “We are here to promote dialogue, new initiatives, new projects, co-productions and partnership that could bring East and West closer”.





ABU Secretary-General, Dr Javad Mottaghi, Romanian Foreign Minister, Bogdan Aurescu & President Director-General of Radio Romania, Ovidiu Miculescu

Romanian Foreign Minister Bogdan Aurescu said that "Media is often called the watchdog of democracy and in the present geopolitical context especially in our close neighbourhood, it is crucial that the press is aware of the important role it has to play in promoting peace and harmony. We count on you to carry on this mission by protecting and fighting for the human rights and fundamental freedoms, as well as for the principles and norms of international law," he added.

Media experts and broadcasting professionals from Europe and Asia expressed their views on key topics such as Media Development in 2020 and beyond, latest broadcasting technologies, managing content, social media and citizen journalism.

"Trends in Media Development" was a round table discussion outlining how the media landscape would look like in 2020. Graham Ellis, Deputy Director Radio, BBC UK, referred to the radio as a great survivor. In his opinion, television will be changing very quickly as on demand Internet viewing grows. By

contrast, radio will very much remain in this current form, being a powerful, enduring medium.

According to Toshiyuki Sato, Special Controller at NHK-Japan, public media is a social part of democracy. The Japanese panellist believes that television is a very important medium and has an important impact on modern society. Mr Sato added that the new media must be included into the system, but we must have a leading goal as a broadcaster otherwise we won't have a future.

In the future TV broadcasting will see a high degree of development, rising from 4 to 16 times more vivid pictures. But that will come at a higher cost. Elena Spanily, International Relations Expert, Romanian Television said that she is a great defender of the TV set, although television has actually lost the race with technology. "Upon the appearance of mobile phones, tablets and other devices some said that television has no future. A couple of years ago the Americans said that the TV is dead as doorknob. That is not the case," she added

Jun Ogawa, Deputy Chief Officer for International Affairs, President's Office, Tokyo Broadcasting System, Japan said that in 2012 the Olympic games were broadcast in 4 K, in 2016 experiments will be made for 8 K broadcasts while in 2020 sporting events could be aired in 16 K.

The European and Asian media markets have some common features and at the same time much dissimilarity. Managing and distributing content in these markets is becoming more and more challenging.

Giacomo Ghisani, Head of International Relations and Legal Affairs, Radio Vaticana, said that his organisation admits that people have diverse spiritual needs and these are reflected in their programmes. People of all nationalities are working at Radio Vatican, which broadcasts on various platforms.

Vijayalaxmi Chhabra, former Director-General of Doordashan India did not think that television will disappear because the concept of family is very important in India and parents and children will continue to watch TV programmes together.

Media 2020 Conference: Paradigm Shift in TV Programming and Global Audience

The digital technology in media and broadcasting has opened up a variety of ways in which digital multimedia content can be distributed and provided to the consumers. Michael Lally, Head of the Irish-language News Service at Ireland National Public Service Media pointed out that it is not just the technology of the content provider and there is the word again, content, content. "I do not believe that we are radio anymore, I do not believe that we are television on line or social media, we are all content providers working across several platforms," he said.

According to Gerard Schuiteman, Managing Director, International Cooperative for Research and Action on the Field of Communication Executive Committee and National Coordinator for the Netherlands, social media did not exist in 2007 and nowadays social media exceeds the impact of television seven times. The new trend is to be "shareaholic".



Asian speakers at Media 2020 Conference

Asian speakers at the Media 2020 included: Toshiyuki Sato, NHK-Japan, Jun Ogawa, TBS Japan, Sophia Hong, KBS Korea, Kudsia Kahar from Star Group, Malaysia, Usha Basin and Vijaya Laxmi Chhabra from India, Shanthi Bhagirathan from MBC Maharaja Sri Lanka, Stephen Roderick Ahern from Australia, Yesim Eren from TRT, Turkey and Abdulrahman Abdulazi from Saudi Arabia. Some of the members of the ABU Councillors also kindly joined the conference including Lt.Gen. Sobchoke Srisakorn, Akhtar Viqar Azim and Col. Chuchat Pimprasert.

Media 2020 Conference Statement

Media 2020: Bringing Media to the Future ended with a Conference Statement. Participants expressed their commitment to establish the forum as a permanent annual platform for cooperation between Asia, Europe and other regions rotating it between Romania and the Asia-Pacific region. This conference will continuously and systematically address media's challenges and opportunities that media practitioners should meet by 2020.

Dr Javad Mottaghi, said that "we, broadcasters, are citizens of the world, therefore responsible for the audiences in our countries".

The next Media 2020 Conference will be hosted by China in 2016, and a year later, in 2017, Romania would be the host again.



ABU proposed the setting up of a WBU Content Committee

The ABU made a suggestion at the World Broadcasting Union meeting in Prague last June to set up a WBU Content Committee. The idea was well received by the Secretary-Generals and Director-Generals of EBU, ASBU, NABA and AUB. The ABU was asked to draft the Terms of Reference of the proposed Content Committee.

Currently there is no such committee within the WBU framework compared to the WBU Technical Committee which is well-established. ABU Secretary-General, Dr Javad Mottaghi believes that the WBU Media Content Committee could also focus on partnerships among members unions

on radio and TV programmes, Co-productions, Music Exchange and could meet once a year and report to WBU DGs and SGs.

The WBU meeting was held on June 23 prior to the EBU General Assembly. The Union reviewed the reports of its Technical Committee and those on Sports, WIPO and Copyright issues as well as the report of the WBU – IMCG (International Media Connectivity Group).

The WBU also endorsed the WBU Conference to be hosted jointly by ABU and RRI, Indonesia, one day after the 2016 ABU General Assembly in Jakarta.

ABU 2015 Tashkent Forum focused on changing media landscape in Asia-Pacific



The second ABU Central Asia Media Forum (CAMF), by the name "ABU 2015 Tashkent Forum", was held from 23-24 July 2015. The Forum was organised by the ABU and was hosted by the National Television and Radio Corporation of Uzbekistan.

The forum started with the pre-conference workshops on the first day followed by a full day conference sessions discussing key broadcast related issues pertinent to the region.

The Deputy Chairman of the National Television and Radio of Uzbekistan, Mr Nizami D. Makhmudov in his keynote address highlighted the importance of moving to digital and the steps Uzbekistan and NTRC have taken to meet the 2017 deadline of Analogue-Switch-Off. Over 50 delegates representing journalists, programme professionals, senior executives, engineers, policy makers and regulatory authorities from 12 countries attended the event. This includes more than 16 industry experts and professionals, who presented at the event, from around the world and the local media industry.

Pre-Conference Workshops

The pre-conference workshops sessions focused on areas of interest within the industry with subject experts from advanced broadcasters and other

industry professionals presenting and sharing their expertise and experiences with the delegates. These workshops were conducted in a very informal manner allowing interactive discussions with the delegates. The workshop topics included areas such as Digitalization of Audiovisual Archives and Management, Techniques for single-person news production, New Media and Social Media integration in Broadcasting, and Sports Media Rights Acquisition and Distribution.

CAMF 2015 Conference

The full day conference that followed presented sessions structured to make the participants aware of the rapidly changing media landscape and help them in responding to the changes that are taking place in the industry. It offered an opportunity to the senior executives to discuss issues crucial to the sustainability and development of broadcasting at organisational, national and regional levels. The conference addressed various issues that pertain to New Media, News gathering, Creative Content, Social Media in News, Technology trends, Digital Migration and Broadcasting and Disaster Communication. Special emphasis at the conference was placed in practical applications and implementation of methods and techniques.



Mr Alisher Khadjaev (middle), Chairman and Ms Numanova Nargiza, Deputy Head of International Relations Department and two officers of NTRC-Uzbekistan

The workshops and conference sessions were presented in both English and Russian allowing the participants from the region to be fully involved in the discussions and deliberations. The Forum with its workshops and conference provided a platform specifically intended for Central Asian Broadcasters, in particular the smaller broadcasters to articulate their views and experiences and help in finding effective solutions. Our members and other industry partners including TRT-Turkey, Whiteways-Singapore, Thinking Tub Media-Singapore, ARD-Germany, APT Satellite and Ajou University-Korea supported the event.





PMPC 2015 - Partnering For Broadcasting

The Pacific Media Partnership Conference, PMPC-2015 was held from 25-27 August 2015 in Apia, Samoa with the theme 'Partnering for Broadcasting'. The venue of the Pacific Media Partnership Conference was the Government Conference Centre, in the heart of Apia, the capital of Samoa. Over 105 registered delegates coming from 21 countries attended the conference.

Since the PMPC event is held in a Pacific country, the conference provides an affordable opportunity and familiar environment for broadcasters and other media professionals to understand new concepts and mechanisms that can enhance their capacity in various aspects of broadcasting and media delivery.

The conference was jointly organized by the ABU, ITU, and the Pacific Media Partners with the support of the Department of Communications of the Australian Government, and the Samoa Broadcasting Corporation.

Broadcasting and digital delivery were the key topics of discussion in the PMPC-2015. Pacific media partners, the ABU and all other media stakeholders discussed and shared their experiences.

The PMPC workshops and conference provide a platform for the broadcasters and media personnel in the Pacific to share knowledge and expertise to improve and promote broadcasting in the region. The conference addressed a number of challenges in content production, delivery, sharing and new technologies including their plan to go digital with their national terrestrial television broadcasting services for delivery.

Three workshops were conducted in three areas of interest to Samoa and other Pacific members. They included two-day Digital Broadcasting workshop which was attended over 50 delegates each day. The Attitude Group, an ABU member from New Zealand, organised a workshop. Its CEO & Founder of the organisation Robyn Scott-Vincent with Daniel Buckingham conducted the workshop titled "Voice of Pacific People". The Pacific Media Assistance Scheme-PACMAS conducted a 5-day workshop on Investigative journalism which was attended by a selected group of 22.



The conference on the final day presented four sessions including the opening session. The conference was officially opened by the Honourable Prime minister for Samoa, Tuilaepa Aiono Sailele Malielegaoi. The programme manager of PACMAS Francis Herman presented a case study on Disaster recovery. It was based on Vanuatu Cyclone Pam from a Pacific point of view. Koroi Hawkins, a senior Journalist from Radio New Zealand International presented a journalistic experience having covered the event as a multimedia reporting. NHK also presented how they report disasters to the public via media. It was presented by the Head of International Cooperation, Mr Satoru Enokimaru. Emaily Moli from Pacific Community made a special presentation outlining the services rendered by SPC marking its anniversary. SPC presentation opened a discussion on programme exchange and copyright issues.

Solomon Island, NBTC, Tonga, Australia and NHK contributed as panellists. The last session provided some idea of where the broadcasting is heading in future; Col Dr Natee Sukonrat, Chair of the National Broadcasting Commission mentioned about Ubiquitous Ecology for communication technologies and infrastructures. Mr Masakazu Iwaki, Head of Human Interface Research division of Science and Technology Research Laboratories of NHK Japan presented the plans for 2020 Tokyo Olympics and UHDTV-1 (loosely known as 4K) and UHDTV-2 (loosely known as 8K) including production and delivery plans of UHDTV in Japan.



ABU made a strong Impact raising spectrum issues at the ASEAN Broadcasting Regulation Forum

ASEAN Broadcasting Regulation Forum – 2015 took place from 7-8 July in Bangkok, Thailand. The forum was inaugurated by Air Chief Marshall Thares Punsri, Chairman of the National Broadcasting and Telecommunication Commission (NBTC) in Thailand. Col Dr Natee, Vice Chairman of NBTC extended a warm welcome to all delegates.

The two-day forum with seven sessions addressed various aspects of broadcasting regulations. It was jointly organised by NBTC and International Institute of Communications (IIC) and hosted by NBTC. During forum, ABU managed to persuade an audience

which comprised mainly of regulators about spectrum requirements for future broadcasting. ABU Director of Technology, Dr Amal Punchihewa while giving his views on the industry, informed the audience that the key regulatory policy issue in terms of broadcasting is the availability of frequencies to enable over-the-air, free-to-access media services.

ABU members are spread across 50 countries in Asia-Pacific region. Only five countries have opposed further release of frequencies for other services after the completion of the digitalisation process. Four countries in APAC have carried out complete

analogue switch-off (ASO). Individual countries, those who are yet to realise digital dividend have to complete ASO and restacking of frequencies. As per the ITU-R BT.2140 report, restacking is the process of clearing digital television services from a digital dividend band (e.g. 694-820 MHz) and relocating them in another broadcast band.

ITU and regulators are aiming at maximising the digital dividend with policy and regulatory frameworks for digital terrestrial broadcasting, including mobile television and spectrum reframing. Spectrum reframing is the abolition of existing band allocations in the radio spectrum and the more efficient reallocation of the spectrum into smaller bands. It is reassigning of government-regulated electromagnetic spectrum for services with higher value. The users of the existing spectrum are forced out, although they may be compensated in some manner - due to the digital dividend. ITU and collaborators such as NBTC are extending its support for such activities including provision of assistance in the field of interactive multimedia services to broadcasters in the Asia-Pacific region.

ABU chaired the final session on Spectrum issues which discussed digital dividend, digital divide, interference and connected devices.



APT Conference Preparatory Group for WRC-15 met in Seoul

The 5th meeting of the Asia-Pacific Telecommunity (APT) Conference Preparatory Group for WRC-15 (APG15-5) took place in Seoul, South Korea, with the participation of over 500 delegates.

The meeting which was held from 27 July to 1 August 2015 was organized by APT and hosted by the Ministry of Science, ICT and Future Planning, Republic of Korea. APT Members including its Associate Members, Affiliate Members and International/Regional Organizations who attended the meeting.

ABU, as a non-member, attended the meeting with "Observer" status. Over 153 contributions (12 Administrative Documents, 120 Input Documents and 21 Information Documents) were tabled for the meeting received from APT Members and regional and International Organizations. ABU contributed an information document to the meeting raising its concerns over frequency requirements for future broadcasting, consequences

of less global harmony, scales of economies, interference and all other services.

According to ABU member broadcasters in Korea, spectrum issue has been addressed with due consideration for broadcasting needs. Korean Broadcasting System (KBS), national broadcaster in Korea, with other terrestrial broadcasters in Korea, have convinced the capabilities and value of terrestrial UHDTV broadcasting technologies (over-the-air) to the relevant parties and strongly lobbied the government and national assembly members of Korea. The frequencies that have been allocated for UHDTV in 700MHz band is a result of that hard work collectively done by Korean Broadcasters.

The ABU believes that recognition and allocation of frequencies for future broadcasting in Korea would be the foundation and the trend setter for other countries in Asia-Pacific region to act urgently then possibly followed by the rest of the world.



ABU extends its support to ASBU-TC in facilitating a Technology Workshop on Digital Radio

The relationship between ABU and the Arab State Broadcasting Union (ASBU) is growing stronger each year with joint collaborations on various activities. The ABU has extended its support to host the ASBU training workshops in the ABU region, due to the challenges faced by the Arab Union as a result of the Syrian unrest.

The ABU in collaboration with WorldDAB and RTM conducted a week long workshop from 10-14 August 2015 at IPPTAR training centre in Kuala Lumpur. Fifteen broadcast engineers coming from Algeria, Bahrain, Saudi Arabia, United Arabs Emirates, Sudan and Malaysia took part in the workshop which focused on various technological aspects related to DAB+ digital radio. The resource persons were Dr Les Sabel from WorldDAB, Dr Adnan Salhab, Head of Engineering and Technical Training of ASBU-TC, Nils Ahrens from Rohde & Schwarz, and Alex Ng from GatesAir.

The participation and enthusiasm of the participants contributed to a successful workshop. Dr Adnan Salhab, Technological Director of ASBU Training Centre said that the level of workshop was high and added that cooperation between ABU and ASBU has always been very productive. He announced that Digital Television Broadcasting will be the main theme of the next workshop to be conducted jointly by both unions in August 2016 in Kuala Lumpur, Malaysia.

Mobile Television Services: Technologies and Business Viability



The Asia-Pacific Broadcasting Union participated actively in August this year in a regional seminar on "Delivery Technologies and Business Models for Mobile Television and Multimedia Services (MTV)" and related EXPO NET2015. The ABU Technology Director was among the main speakers who gave an insight into the network architectures and functionalities of the different MTV technologies, including ISDB-T (OneSeg/mm), T-DMB and DVB-T2 Lite, as well as their application in different countries. He also highlighted challenges and limitations of such services against the traditional over the air services.

The NBTC Expo Thailand 2015 (NET 2015), organized by the National Broadcasting and Telecommunications Commission (NBTC) during 6-9 August 2015 took place at the Queen Sirikit National Convention Center, Bangkok, Thailand, in conjunction with the seminar supported by the NBTC and the International Telecommunication Union (ITU).

The aim of the seminar was to define the different multimedia services, including the Video on Demand and linear television services on mobile platforms; introduce the different delivery technologies for mobile television services, including various MTV transmission standards and LTE eMBMS; share experiences from countries which have launched commercial services or testing innovative new technologies or business models and discuss the opportunities and challenges faced when offering mobile television services.

The seminar provided an opportunity for companies and organisations to advocate and showcase innovations in products and services during the seminar and the EXPO. There were participants from the all sectors of the media industry.



Emergency Communications: Working together to Build Resilient Communities in Nepal

Under its long-term campaign for Saving Lives, the ABU organised a four day meeting and training on Emergency Communications from 20th – 23rd July 2015 in Kathmandu, Nepal. The composite event was conducted in partnership with the Association of Community Radio Broadcasters Nepal (ACORAB) and The World Association of Community Radio Broadcasters (AMARC) with the support of SEEDS Asia, the United Nations Children's Fund (UNICEF), Nepal National Society for Earthquake Technology (NSET), Nepal Community Biodiversity Management (CBM) and Nepal Red Cross Society International Federation of Red Cross and Red Crescent Societies.

The programme was designed for practical training of community radio journalists from across Nepal on disaster preparedness, disaster coverage and providing life-saving information during rescue, relief and reconstruction phases. Twenty one community radio journalists and three station managers, representing fifteen radio stations from fourteen districts were present.

ABU Executive Assistant to the Secretary-General Natalia Ilieva said saving lives and property threatened by natural or human made disasters requires broad cooperation between various government agencies, media and NGOs working with local communities. She highlighted that

community radio is a particularly important player in disaster situations. She noted that community radio stations know their audiences well and are best equipped "to walk the last mile" and reach all people in danger with timely and understandable messages, especially the most vulnerable groups – women, children, persons with disabilities and the elderly.

The composite event comprised one day meeting followed by a three day training session. The participants learned more about the recovery operations at local and national levels, how they can help their communities and build a network of media and other stakeholder groups. It also provided a platform for various disaster risk reduction stakeholders and the media to know each other better, and become more aware of each other's roles in disaster risk reduction and management.

A 3-day training session focused on how to prepare community radio stations for disasters and practical programme production training. Participants experienced how to use Radio-in-a-box to produce and broadcast radio programmes. Participating journalists visited the department of Nepal Hydrology and Meteorology office, NSET, Jhagagholi, Ratmata and Sindhuli to prepare group's radio reports that were broadcasted on their radio stations.



Iran – Saving lives and Preparing for Disasters

A four-day Consultation and Training project was undertaken in Tehran between July 26 and 29, 2015 encompassing Media and ICT Solutions for Climate Adaptation and Disaster risk Reduction. The project was jointly organised and funded by the ABU, UNESCO, IRIB – Iranian public broadcaster. The IRIB University warmly hosted the gathering on their campus in Tehran.

The purpose of the project was to share the experiences, advice and expertise from across the region and therefore representatives from various media outlets and organisations from Pakistan, Afghanistan and Turkmenistan were present. From Iran there were representatives from Governmental departments, non-governmental organisations, journalists and media practitioners from IRIB radio and Television and Media Studies students from the university. Sixty Five participants were present in total with simultaneous translation occurring in Farsi, English and Russian.

Speakers from UNESCO, the UN Human Settlements Programme, the Tehran National Disaster Management Office, the Interior Ministry for Crisis Management and the Iranian Red Crescent each offered presentations followed by lively question and answer sessions with the participants. The

Iranian earthquake in Bam 13 years ago served as an historical reference for many of the points raised and naturally the Iranian contingent were keen to understand how the Iranian authorities and stakeholders had developed their operational procedures during that time.

Presentations were made by the representatives of Pakistan NDMA, the Turkmenistan Earthquake and Seismology Research Centre, the ANDMA of Afghanistan, Red Crescent and the Department of Reconstruction and Rehabilitation of the Iranian NDMO. Many of the examples given, highlighted the need for a coordinated and cooperative approach with all stakeholders involved and a general agreement was reached that the communications between various departments needed to be improved. A particular weakness (as recognised in other conferences and workshops during this ABU project) and cause for concern was the lack of coordination with Media outlets. It was widely agreed that the “messengers” of warnings, advice and guidance were often excluded from procedures until an unacceptable late stage of disaster risk reduction planning. The wholehearted agreement of the conference was that the role of Media should be far more proactive in mitigating the circumstances of weather events and that programmes highlighting the

reasons, dangers and safety measures associated with disasters should be increased and given a far more prominent profile by broadcasters. The responsibility for delivering clear, concise and timely messages and advice in conjunction with and based on the work of other relevant stakeholders should lie firmly with broadcasters at all levels. The necessity for improved Standard Operational Procedures to be implemented was discussed and approved and that all stakeholders should be part of the process.

The delegation visited the Tehran Disaster Management Organisation to see the latest monitoring technologies in operation and to understand how Japanese expertise was helping the Iranian infrastructure. A further visit took the group to the Red Crescent Rescue and Emergency Centre where the impressive array of communication systems, response vehicles and Heli-rescue measures were exhibited.

The participants edited and presented 6 features based on their experiences on the field trip. The values of high-quality and relevant broadcasts related to DRR were discussed and the need for further training programmes were widely accepted. The need to coordinate DRR efforts in the future, not only in Iran but in the region in general is of paramount importance.



ABU Radio in a Box to support Community Development and DRR

A modern example of its use in the Philippines

The ABU was invited to the Cagayan district capital Tuguegarao in the north-east of the Philippines to demonstrate its portable radio station. During the four day workshop “Skills Development for the Future” there was great interest shown in the deployment of the ABU Radio in a Box (RiB) in high schools and remote villages for delivering media literacy, health education and farming advice to students and rural communities.

The workshop was organized by the Courseline Training Center with support from ASEAN and the Cagayan local educational and agricultural authorities. The Director of the Center, Ms Elizabeth Mendoza, thanked the ABU team – Ms Natalia Ilieva, Executive Assistant to the SG and Mr Nguyen Thanh Nam, Specialist Engineer, for introducing to the enthusiastic audience not only the technical aspects of the RiB and its usefulness in disaster situations, but also the concept of using RiB for community education and developing new skills for students.

Score of renowned speakers emphasized the importance of changing the “skills box” of young people to embrace new technology and new professional avenues like media, digital photography and e-commerce. It was recognized that the ABU RiBox could be used to kick – start a wide media literacy campaign in the region.

Much time was spent on how RiB could reach all communities with early warnings and life-saving information. Mr. Leoncio Lumaban, Education Program Supervisor, Cagayan Valley Region, noted that Early Warnings and Disaster Risk Reduction is already a module in the high-schools curriculum and the learning process could be complimented by campus radios.

The Congressman for 3rd District of Cagayan, Mr. Randolph Ting, who joined the workshop on the last day, echoed the views of the previous speakers on the use of RiB in disaster situations and for community empowerment. He said that in the past few years the region has experienced more flash floods than ever. There is a new programme to make schools evacuation centers by building second floors to

the existing premises. The other functions of the schools could be to become disaster preparedness centres and community educational facilities. Congressman Mr. Randolph Ting was convinced that the ABU Radio in the Box could be instrumental in reaching these goals in a very short time.

Radio in a Box a portable radio stations with coverage of 5 – 20 km radius. It is a joint project of ABU and UNESCO. RiB was developed after the devastating 2004 Indian Ocean Tsunami as a backup for broadcasting stations. Gradually, its potential as a community learning facility was recognized and ABU is working with several countries to put this useful technology to the benefit of young people and their wider communities.

What is Radio-in-a-Box?

The Radio-in-a-Box (RiB) is a versatile FM radio station complete with audio production and transmission capability primarily developed to be used in post disaster mitigation and community radio applications. It was designed and developed by the ABU with support from UNESCO-Paris.

The RiB unit comes complete with all necessary equipment professionally assembled in a rigid flight case (trolley style) that can quickly be moved around and deployed in a few minutes.

It can quickly and easily be moved around and deployed in a few minutes at remote locations using a portable power generator, batteries etc.

Essential Features

- Laptop based audio workstation
- Automated Playlist and Scheduling
- FM Transmitter 100W/30W
- 87 MHz ~ 108 MHz (10 KHz for each step)
- Comes with Antenna and 50m feeder cable
- Recording from external sources
- CD/MP3 playback – from USB or memory card
- Coverage between 5 and 10 km radius, depending on the antenna elevation
- Using the laptop, the RiB, can recover streamed audio and feed it for re-transmission on the FM band.

2nd ABU Media Summit on Climate Change and Disaster Risk Reduction to be held in Phuket, Thailand



Thai PBS delegation comprising of Mr Anothai Udomslip, Director of Academic Institute of Public Media, Ms Pattaporn Suwannachot, Research Officer and Mr Athiti Kanjanaphairoj, Foreign Affairs Officer visited the ABU headquarters in Kuala Lumpur on 3 August 2015 in Kuala Lumpur to discuss the 2nd ABU Summit on Climate Change and Disaster Risk Reduction. Thai PBS will be hosting this event in Phuket, Thailand from 12-13 May 2016.

The two-day summit will be held at Le Meridien Hotel, Phuket – a region which was severely hit by the deadly tsunami in December 2004. More than 100 participants, coming from various ABU broadcasting members as well as international organisations are expected to be present at the summit. They will discuss how to put media in the frontline for climate change adaptation and disaster risk

reduction. Focus will also be on how to educate those concerned and equip media practitioners with the skills and knowledge to translate the complex climate change issues into relevant understandable programmes for wide audiences.

In parallel to the summit, an exhibition will be held where broadcasting and international organisations will showcase their achievements and projects on various issues related to climate change. On 14 May, during an excursion, participants will have the opportunity to visit various places in Phuket which were severely affected by the 2004 tsunami.

Deadline for registration is 1 March 2016. Other details will be posted on both ABU and Thai PBS websites. The 3rd ABU Summit on Climate Change and Disaster Risk Reduction will be held in Dhaka, Bangladesh in May 2017.

Vietnam won the 2015 ABU Robocon Contest

The 14th ABU Asia-Pacific Robot Contest (ABU Robocon) was held in Yogyakarta, Indonesia on 23 August 2015 with 19 university teams from 18 countries and regions vying for the title of handmade robot champion. Under this year's theme "ROBOMINTON: BADMINTON ROBO-GAME", each team played badminton's doubles game by two robots. Participating teams were expected to challenge creating unique robots that survive dynamic rallies.

Vietnam's Hung Yen University of Technology won the quarter final by defeating the first time potential entrant Waseda University representing Japan and the finals by defeating the Hong Kong University of Science and Technology to win the Robocon 2015 contest.

ABU Robocon is an annual contest that brings together robots designed and built by selected teams of university students in the Asia-Pacific region and this



content like every year was broadcasted by NHK in a nationwide program "ABU Robocon 2015" on NHK GTV (terrestrial channel) in September.

The ABU ROBOCON 2016 will be held in Bangkok, Thailand, hosted by Modernine TV/MCO with the "Clean Energy Recharging the World".



ABU Content Market is a new initiative to create a market for the ABU members. The idea behind this market is to enhance easy accessibility and sharing/selling/buying of ABU members' content with the members and with the Asian markets.

The first ABU Content Market Task Group (CMTG) met from 19th - 21st August 2015 in Beijing, China. The meeting was hosted by CCTV and China International Television Corporation (CITVC), where delegates discussed the action plan for implementing this project. Suggestions were given by experts to include the ABU market within existing content markets such as the China International Film & TV Programs Exhibition (CIFTPE). The delegates believed that the CIFTPE will enable ABU to take advantage of the size, network and resources of this annual international content



ABU Content Market Task Group meeting

exhibition/market organized by CCTV and CITVC.

The delegates also had the opportunity to attend the 13th CIFTPE. CMTG member, Ms Keiko Bang from Bang Production, said "In this initiative, the key to success is to focus on 'Asia to Asia'. We may need to explore the possibility of

bringing ABU co-productions with Chinese counterparts to this market, so that we can add value to it and engage as many ABU members as possible." The CMTG will further discuss the possibilities for this market and submit interim report to ABU Programme Bureau (PB) and Programme Committee (PC) to be held this October in Istanbul.

ABU DOC 2015: KBS documentary on Korean migration to Russia chosen

ABU DOC is a unique platform to exchange documentaries and share the experience and expertise in documentary making among ABU members.

This year's meeting was held from 16 to 17 June in Kuala Lumpur, Malaysia. Moderated by Mr Ken-ichi Imamura, Executive Producer from NHK Enterprises and Ms Jaya Mahajan, an independent producer, 11 documentaries from this region were screened during the two days' meeting. At the end of the meeting, popularity vote was held among the participating producers and *Kareisky 150:150th Anniversary of Korean Migration to Russia* by KBS, Korea, got the Producers' Choice.

Participating organisations were: BTV-Bangladesh, KBS-Korea, MediaCorp-Singapore, NBT-Thailand, NHK-Japan, RTB-Brunei, RTM-Malaysia, SLRC-Sri

Lanka, TRT-Turkey, TV3- Malaysia and VTV-Vietnam.

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BIG CITIES: A Documentary Film Series Project for the ABU Members

The 1st Producers meeting of BIG CITIES documentary film series project was successfully held from 18th – 19th June 2015 in Kuala Lumpur, Malaysia with 11 participating organisations from the ABU members.

BIG CITIES will be a documentary film series focusing on the comparisons, discussions, and implementation of solutions to

current problems occurring in the world's largest cities.

It is an international documentary project between European Broadcasting Union (EBU), Television America Latino (TAL), and ABU. The 1st meeting for the ABU members, supervised by an international board of NHK and RAI experts, was held in order to discuss the choice of stories and the development of script.

Documentaries when completed will first be broadcasted by participating broadcasters, but they will then also be made available to other members.

Participating organisations from ABU included BTV-Bangladesh, CCTV-China, KBS-Korea, MediaCorp-Singapore, NHK-Japan, RTB-Brunei, RTHK-Hong Kong, RTM-Malaysia, SLRC-Sri Lanka, Thai PBS, TV3- Malaysia and VTV-Vietnam.

BIG CITIES - Sunny Side of the Doc

The ABU along with two partners of BIG CITIES project- TAL and EBU participated at the Sunny Side of the Doc, an international documentary festival, in La Rochelle France on 24th June 2015.

Ms Malu Viana Vatista from TAL who is on the International Editorial Board for the BIG CITIES/

Sunny Side project said, "We are extremely happy with the significant progress our Asian partners have made so far. I am sure we will be able to address many challenges of big cities in the world." More than 25 organisations, including 11 from ABU members, have confirmed the participation to this international documentary co-production.

Productive Exchange of Ideas

12th Series of ABU Children's Drama Co-Production

The 2nd Producers' Meeting took place from 1-3 July 2015 in Kuala Lumpur. Participating member countries included RTM-Malaysia, RTB-Brunei, IRIB-Iran, NHK-Japan, BTV-Bangladesh, TVRI-Indonesia, SLRC-Sri Lanka, THAIPBS-Thailand, RTHK-Hong Kong and MNB-Mongolia.

The Executive Producer of the Series, Mr Yoichiro Takahashi from NHK listened to the participating producers who presented their restructured script and the main ideas behind their production. This session became very interactive when the producers were invited to comment on their colleagues' work. Nine works of European Broadcasting Union (EBU) colleagues with a theme, MESSAGE IN A BOTTLE were then screened and commented by the participants. ABU and EBU have been actively exchanging their children dramas since 2004.

Members exchanged views on the script, development and impact of the documentaries of the participating broadcasters. Mr Takahashi will be supervising the co-productions by visiting the member countries for further assistance in production.





ABU Children's TV Programme Item Exchange and Meeting were held from 6-10 July in Kuala Lumpur with twenty-five participants from eleven member organisations.

The Director of ABU Programming Department, Mr Tatsuhiro Beniko highlighted how children accessed video content in the digital age and the opportunities that are paved for the broadcasters due to the changing media viewing patterns.

"Quality and inspiration for Children are two key words in our endeavour", Ms Hyunsook Chung from EBS-Korea said while inviting all producers to be brave and to voice out their comments on the programmes.

During the meeting, extracts of 43 items from ABU members and 38 from EBU (European Broadcasting Union) members of children's programmes were

Need for ABU Producers to be trained on Digital Content

screened and gave rise to constructive comments from all participants.

A workshop was also conducted by Mr John Millner, an independent media consultant and ex-executive producer at BBC Learning, UK, for the members with the theme "From Children's Programme to Children's Content". He focused on why and how educational and children's media is increasingly moving toward online, from TV screen to mobile devices. Mr Millner believes that TV producers today must think of themselves as digital content producers as well.

Participating organisations included BTV-Bangladesh, EBS-Korea, LNTV-Laos, NBT-Thailand, NHK-Japan, SLRC-Sri Lanka, ThaiPBS-Thailand, TRT-Turkey, TVK-Cambodia and VTV-Vietnam.

ABU-HUM TV Workshop on Ideas Development/Animation & Graphics



More than 20 members of HUM TV's team, consisting of producers, assistant producers, content designers and scriptwriters, attended ABU-HUM TV Workshop on Ideas Development/Animation & Graphics, which was held on 17-19 August in Karachi, Pakistan.

HUM TV's core content is drama, and they thrive on producing great dramas to draw the local viewers, and this has put the station in the Top 3 in

Pakistan. Good cooking shows are also in demand in Pakistan. In addition to dramas and cooking shows, HUM TV also produces morning talk shows that are popular with their viewers.

Topics covered at the workshop were essential tools to make programming at HUM TV more effective and engaging. Three trainers from Malaysia were roped in for the workshop. The attendees were very active and responded with interest on each of the subject.

For Graphics workshop, participants from technical background together with graphic designers and animators were divided into three groups. Each group got the special task to design 'program promotion graphics' which covered three categories of programs, they were drama, cooking programme and fashion programme.

By using Photoshop CS6, each group was asked to come out with three different designs for each title. Sketches, photography session and searched for interesting visuals on internet were among activities that took place during this assignment. Each group completed this TV Graphics design assignment within 2 hours, with incredible and outstanding designs.

The participation certificates were presented by the President of HUM TV Network, Sultana Siddiqui.

Sharing ideas and experiences in radio children programming



A 3-day ABU workshop was held in Kuala Lumpur from 28th -30th July 2015 where radio producers and presenters from nine member countries discussed various aspects of radio content for children.

The workshop conducted by Steve Ahern, a media consultant and trainer from Australia examined topics related to children programming such as storytelling, quiz ,drama production, social media content and healthy lifestyle programmes. The main theme of the workshop was «Radio Children Programming Formats and Multi-platform content Creation». The objective was to extract models and formats from the participants' ideas and experiences that could be adapted for each broadcaster in their own language.

The participants were unanimous about the impact of this workshop in their work. Kieu Tuyet Mai from the Voice of Vietnam said the workshop would help her to make more

creative programmes for children to be broadcast on different platforms.

Nideanita Khalistya Putri who is only 16 years old and a part-time radio presenter at RRI –Indonesia was happy to learn that so many people pay much attention to children's programmes. She said that through the workshop, she has got more knowledge and new skills to perform better in her job.

Neha Khare from AIR-Mumbai, a veteran in radio production in India, believes that after some time, a producer should change its programme format. She said this workshop gave new ideas for new children programmes formats.

Rizmy Aishath , a radio presenter and producer from PSM –Maldives said that the workshop came at the right time since there is now fierce competition among new radio stations in her country. The workshop would allow her to take new challenges in children's radio content.

Participants were also unanimous about the fact that children's programmes need lots of skills and should always be creative and innovative according to different stages of childhood.

The 20 participants who attended the workshop brought with them a sample programme from their radio station which they shared among colleagues. Participating countries were: Vietnam, India, Pakistan, Maldives, Bangladesh, Indonesia, Thailand, Turkmenistan and Malaysia.





30th WIPO SCCR Meeting

The ABU Copyright Committee Members from NHK, CCTV, TRT, IRIB, MTV and the Legal Officer from the ABU Secretariat participated at the WIPO meeting in Geneva from June 29-July 3, 2015. The ABU worked with some of the key delegations and also in coordination with WIPO arranged for a consultant to make presentations at the meeting from the Asian region. The contribution by the team was highly appreciated and there was good progress within these delegations.

The Legal Officer of the ABU, Premila Manvi said the broadcasters went to the SCCR30 meeting with the action plan of having a recommendation to the WIPO GA to set the date for a Diplomatic Conference in (the second half of) 2016 – thereby allowing for another two to three SCCR meetings to finalize a basic text and to begin with elaborating a new draft text with at least the three core provisions (definitions, scope application and scope of protection). She pointed it was very important to get the recommendations to be passed in the language that is in line with the current technological

advancements and any delay in the process will result in more piracy issues for the broadcasters. Unfortunately, last-minute diplomacy caused that recommendation to be taken out of the final SCCR conclusions.

Japan in the ABU region was the most active and progressive delegation with regards to the treaty with support from Australia and China. Among the other regions in the ABU unfortunately there was strong opposition from Iran and India, with support from Pakistan and Indonesia. More active participation needs to be seen from the delegations of Malaysia, Singapore and Republic of South Korea. The Chairperson of the ABU Copyright Committee Mr Yan Bo highly recommends and requests our members to support the treaty and engage in constant communication with their government delegations. The attendance of ABU members at the meeting has always proven to be extremely fruitful and therefore recommended more ABU members to participate and attend this meeting. The 31st SCCR meeting is scheduled from 7 to 11 December, 2015.



28th Summer Universiade 2015 ends on high note

The 2015 Summer Universiade in Gwangju, South Korea saw several records being broken. In other words, a total of 33 new records were set, 28 of them, the Universiade Records, three final universiade records and two world records.

The 28th Universiade was dubbed as a success by the Asia Pacific Broadcasting Union, or the ABU, which was involved in the distributing the event in the Asia Pacific. According to the Secretary General, Dr. Javad Mottaghi, in terms of the number of territories there hasn't been much increase from the last Universiade.

However, the ABU this year has been able to rope in several large countries to broadcast the event, he said.

These include, TPT Thailand, DD- India, IRIB Iran, TRT Turkey, Edutainment TV Mongolia, TVB Hong Kong and ASTRO Malaysia. In Afghanistan two broadcasters, the RTA, and ATN broadcast the event. The ABU was also able to bring on-board Eurosport, which has presence in several territories in Asia. JSport Japan also broadcast the event.

ABU distributed the Universiade rights free, and at a minimal technical cost,

shared among members. "FISU was kind enough to give ABU a special technical price", the Director ABU Sports, Cai Yanjiang said.

ABU and FISU, signed an international rights agreement in May 2015, in Beijing, with a aim to enhance coverage and exposure of the University Games. The agreement covers a two year period, including the Summer Universiade 2017, in Taipei.

The 2015 Gwangju Universiade saw over ten thousand participants, of which over seven thousand three hundred were athletes representing 137 countries.

The Universiade is an international sporting and cultural festival staged every two years in a different city. It is only second to the Olympic Games. The Summer Universiade consists of 10 compulsory sports with 13 compulsory disciplines and up to three optional sports chosen by the host country.

Embracing FISU's motto of 'Excellence in Mind and Body', the Summer Universiade incorporates educational and cultural aspects into 12 days of sports competitions, allowing university student-athletes from all over the world to celebrate with the host city in a true spirit of friendship and sportsmanship.

The 29th Summer Universiade will be held from August 19-30, 2017 in Taipei, Chinese Taipei.





It was a fruitful meeting for the Asiavision coordinators who gathered in the Thai resort island of Phuket. The two-day meeting, hosted by MCOT of Thailand, was held on the 17 and 18 September 2015.

The focus of the meeting was on ways to improve the overall quality of the AVN news exchange. The delegates deliberated on the efforts needed to improve both the picture quality and the scripts in the AVN news exchange. Asiavision is a daily TV news exchange programme and it is the main activity of the news department of the Asia-Pacific Broadcasting Union (ABU). This year's meeting saw the participation of 26 of AVN's 30 members.

The AVN Centre presented a report on the AVN activities and there were presentations by AVN partners – European Broadcasting Union (EBU) and Arab States Broadcasting Union (ASBU). AVN members

AVN Coordinators met in Phuket

ABS-CBN of Philippines became the 30th member of Asiavision

MTRK of Uzbekistan and ABC of Australia as well as invited guest AP, the international news agency also intervened at the meeting. The first day's deliberations on 17 September concluded with the delegates holding a brainstorming session. The second day saw delegates going on a team-building excursion of Phuket Island.

AVN's newest member ABS-CBN of the Philippines also made an introductory presentation. Founded in 1996 and also known as ANC, this news channel has firmly established its reputation as an accurate and unbiased source of information. It is among the most influential news

organisations globally in the social media sphere, with hundreds of thousands of followers on Twitter and Facebook.



Forward looking Asiavision

Asiavision has now 30 members compared to 19 members in 2010. Regional training workshops for journalists will be organised in Malaysia and in other ABU member countries. Proposals have been discussed during a meeting last August at ABU office in Kuala Lumpur where Dr Javad Mottaghi, Secretary-General, Mr Joao Francisco Pinto, News Group Chair, and Mr Chae Il, News Director were present.

The first training workshop will be held in Kuala Lumpur early next year and other in-country workshops are scheduled in countries such as Fiji, Myanmar, Turkmenistan and India. Mr Pinto and Mr Chae suggested that the second regional training should be of a higher level with themes like 'Social Media and Newsroom' and 'Drone Training'.

The next ABU News Group Meeting has been confirmed in Sydney, Australia



and will be hosted by ABC from 1-2 June 2016. The 2017 Global News Forum and News Group Meeting will be held back to back in Singapore in July 2017. As from 2017, the Global News Forum will become an annual feature and TDM-Macau has expressed its interest to hold the 2018 edition.

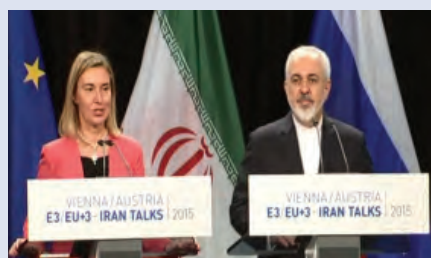
The ABU Secretary-General was briefed about the improvement in the quality of news items that are being exchanged by Asiavision members. Dr Javad Mottaghi informed the meeting that other ABU members are willing to join Asiavision.

AVN Monthly Award

The winners of the monthly Asiavision Award are CCTV-China for August and June and IRIB-Iran for July.



The award for August went to CCTV for its comprehensive coverage of the warehouse blasts in north China's port city of Tianjin which killed 139 people and devastated the port area.



IRIB earned the July award for its coverage of the agreement reached after more than a decade of nuclear talks between Iran and six world powers in Vienna, Austria on 14 July 2015. Iran and the European Union say the conclusion of the nuclear talks between the Islamic Republic and six world powers marks a "historic day" after more than a decade of intensive talks.

CCTV won the June award for its comprehensive coverage of one of

the deadliest shipping accidents in the country in almost seven decades. Over 450 people were on board when the cruise ship «Eastern Star» overturned in the night of 1 June in the Yangtze River after being hit by a tornado in Jianli County, Hubei Province. There were only 14 survivors.



NDTV-India joins ABU as an Additional Full Member



NDTV-New Delhi Television is a private television network in India, based in New Delhi. Its sister channels are NDTV 24x7, NDTV Goodtimes and NDTV Profit – a 24 hour business news channel. It broadcasts in India and many regions around the world.

New Delhi Television is, and has been for more than a quarter century, a pioneer in India's news television. Founded in 1988 by Radhika Roy and Prannoy Roy, NDTV is today the most watched and the most credible and respected news and lifestyle network in India.

Its channels NDTV 24x7 (English), NDTV India (Hindi) and India's first ever 2-in-1 channel NDTV Profit-NDTV Prime (Business and Infotainment) continue to raise the standards of journalism with innovative programming and uncompromising integrity. The channels target the global Indian with news that is credible, true and fast. NDTV 24x7 is the only English News Channel from India which is beamed in the UK, USA, Canada, South Africa, Middle East, Australia, New Zealand, Mauritius and most of the SAARC Countries, Myanmar, Singapore, Philippines, and Papua New Guinea to reach out to the Indian Diaspora.

South Asian Television Bangladesh – new ABU Additional Full Member



SATV (South Asian Television), incorporated in 2010 in Bangladesh. SATV began its commercial journey on January 19, 2013 and has already made its mark with objective news, in-depth news stories and quality programmes which include dramas, music, social awareness programmes and other shows.

The channel, which has both news and entertainment programmes, is owned by SA Group, one of the largest transportation and real estate groups of the country. SATV complements its network coverage to different countries including Australia, United States, Canada, United Kingdom and Middle East.

While competing with 25 other Bangladeshi channels, the SATV promotes a variety of sports events and cultural, musical and other programmes.





Daejeon Munhwa Broadcasting Corporation (MBC) of South Korea becomes an ABU Associate Member

대전 MBC
DAEJEON MUNHWA BROADCASTING CORP.

Daejeon MBC is a terrestrial TV/Radio broadcasting corporation based in Daejeon Metropolitan City, the 5th largest city in South Korea, celebrated its 50th anniversary last year.

Established in 1964, this public broadcaster covers the area of Daejeon Metropolitan City, Chungcheongnamdo Province and Sejong City, whose population is 3.7 million. Daejeon MBC's vision is 'For a better World, for 100 years to come'.

MBC being a multimedia group is headquartered in DMC (Digital Media City), in Seoul and has the largest broadcast production facilities in Korea including digital production center, Dream Center in Ilsan, indoor and outdoor sets in Yongin Dramia and Yangju Studios.

AFFILIATE MEMBER



THINKING TUB MEDIA PTE LTD - Singapore
Thinking Tub Media (TTM) based in

Singapore, has joined ABU as an Affiliate Member. The media company is mainly owned by three Media Industry veterans who have more than 50 years of combined media experience in engineering, marketing and management. The company has been in the forefront of CDN and OTT.

The company also works with many OTT content owners and rights holders. These include HOOQ, SingTel, Sony Pictures Television and Warner Bros Entertainment collaboration; IFlux, a similar movie and TV Series service in South East Asia; CTV, an indie content owner based in New York; and Genflix, an Indonesian rights owner for Barclay's Premier League and European Football Leagues.



Whiteways Systems Pte Ltd - Singapore

Whiteways is focused on providing an end to end solution to their

broadcast customers. From planning to design to supply, integration, testing and commissioning, Whiteways takes responsibility from beginning to hand over of the project

along with the after handover support. Its mission is to focus on providing Cutting Edge Technologies for digital media creation, management and distribution. The company was set up with the intention of catering to needs/markets in South and South East Asia, but has expanded far beyond its shores.



The Independent Broadcasting Authority (IBA) of Mauritius

The promulgation of the Independent Broadcasting Authority Act in Mauritius has led to the setting up of the IBA in 2002. The Authority regulates broadcasting services on the island

and is at the centre of the now emerging landscape wherein private, commercial and community broadcasters will operate side by side.

The IBA also provides protection and avenues for redress and representation to listeners and viewers in their relationship with operators. It optimises the efficient use of broadcasting frequency bands and encourages the broadcasting sector to eventually self-regulate itself.

ASSOCIATE MEMBER



Radio Tulsipur of Nepal

Established in 2005, Radio Tulsipur is an independent Community Radio in Nepal. It broadcasts

from 5 am to 10 pm every day, from its studio in Dang District) in the west of Nepal.

Its main objective is to promote open public discourse on issues of public interest as part of the effort to carry out advocacy for social justice, to set standards in public-interest broadcasting, to produce a pool of journalists in community broadcasting and to sensitize government and policy-makers on issues from constitutional process to gender relations.

Its mandate includes also the strengthening of democratic culture and peace and to promote sustainable development and the protection of the environment.



The WFMT Radio Network of USA

The WFMT Radio Network is a premier creator and distributor of radio programs that are syndicated to hundreds of radio stations throughout the United States and around the world, with a focus on classical music, jazz, folk, and world culture.

The WFMT Radio Network travels the world to develop new programming, and has produced programs in Austria, South Africa; Edinburgh, Jerusalem, Quebec City and many other locations.

The WFMT Radio Network is a division of Window to the World Communications, Inc., which also operates local classical radio station, WFMT, and WTTW-TV, a PBS affiliate.



The Concert “I am Korea” fanfares the 70th Anniversary of the country’s independence



The concert “I am Korea” inspired the attendees in Seoul and the nation, through a live television broadcast on August 15, 2015 aired on KBS TV 1 and KBS TV 2, marking the day Korea was liberated from the Japanese colonial rule 70 years ago. President Park Geun-hye also participated in this celebration and concert which created a moment of togetherness filled with hope for a unified Korea.

In addition to the concert, KBS is also preparing special programs to celebrate and emphasize the historical significance of the 70th anniversary such as; “Eurasia in the Next 100 Years”, a documentary about railway systems that involve geopolitics of Russia, China and Japan; and “100 Years of the Korean Economy”, which will examine the economic development of Korea from the viewpoint of distinguished scholars. These combined efforts exemplify the broadcast policy that KBS established earlier this year, which states “70 years of independence, 30 bright years ahead, 100 dynamic years”.



KBS was honored to take the initiative to host such a meaningful and relevant event for Korea. As the nation’s top public broadcaster KBS thrives on its responsibility to provide entertaining events that illuminate the fact that at our core is the audience.

The President of NHK Prize awarded to Moneeza Hashmi, Pakistani Educational TV Expert



On the occasion of its 50th anniversary, the JAPAN PRIZE will present the President of NHK Prize to three experts who have made outstanding achievements in educational media. One of the recipients is Ms Moneeza Hashmi, President of the Public Media Alliance (PMA) and a close collaborator of the ABU. She is serving her third term as President at the PMA, the first female and only Pakistani to reach this prestigious position. She is also General Manager International Relations of HUM TV which is one of the largest and most successful private TV channels of Pakistan and a member of the ABU.

Ms Moneeza Hashmi has made a significant contribution to empowering women and helped raise awareness of many critical issues such as gender, human and minority rights, and reproductive health and education. She has actively participated as trainer for gender and media development in the Asia region and is recipient of various national and international awards, the most prestigious one being the President of Pakistan's Pride of Performance Award 2002 for contribution in portrayal of women in electronic media of Pakistan. The two other experts awarded are Dr. Milton Chen, Senior Fellow & Executive Director Emeritus, The George Lucas

Educational Foundation (GLEF) (USA) and Mr George Auckland, Former Head of Innovation, BBC Learning (UK).

About the JAPAN PRIZE

The JAPAN PRIZE was established in 1965 by NHK, Japan's public broadcaster, as an international competition for educational TV programs. Its aim is to improve the quality of educational contents and thereby to promote international understanding.

Myanmar prepares to display election results with graphics



Aled Price

One week workshop was conducted by the ABU in Myanmar in July 2015 on enhancing election reporting skill. Around 20 colleagues from MRTV, the public service broadcaster from Myanmar joined this workshop that was handled by Mr Aled Price who has worked with BBC General Election results programmes.

As Myanmar prepares for the General Election to be held in November 2015, Mr Price was invited by the ABU to train MRTV on how to effectively use the available resources for a better coverage of the elections and on how to face the challenges of election results programming. Mr Aled Price was a member of the BBC Wales Election 2015 graphics team, producing analysis graphics content from the BBC studios in Cardiff and he was able to share some of that experience with MRTV colleagues during the workshop.



Working in teams, and designing the full set of elements - from results graphics and election scoreboards to maps and graphs, the workshop enabled MRTV to design a range of useful results and analysis graphics templates. Discussions were also held on analyzing graphics templates when there are more than 100 political parties and practical challenges such as getting the designs to work properly with the graphics machine in the tv news gallery were also explored. MRTV will be having graphics to display election results for the first time in its broadcasting history this year.

RTM, Malaysia will host ABU 2020 General Assembly



Dato' Haji Abu Bakar Ab. Rahim, Director-General, RTM, Malaysia

RTM, Malaysia has agreed to host the 2016 ABU Copyright Committee Meeting and Forum in Kuala Lumpur and the ABU General Assembly and its Associated Meetings in 2020. The confirmation was a result of a meeting between Dato' Haji Abu Bakar Ab. Rahim, Director-General, RTM, Malaysia and Dr Javad Mottaghi, ABU Secretary-General.

ABU Sports Director, Mr Cai Yanjiang was also present at the meeting to discuss further collaborations between RTM and ABU on sports projects including supporting RTM as a co-host for the 2017 Sea Games in Kuala Lumpur.



Mr Ioane Koroivuki, Regional Director – ITU

ITU and ABU discussed areas of co-operation

Mr Ioane Koroivuki, Regional Director, Regional Office for Asia and the Pacific Telecommunication Development Bureau visited the ABU on 26 August 2015. In this meeting, ABU Technical

Department and ITU agreed to partner on the following projects on an annual basis:

- Digital Broadcasting Symposium in KL in March 2016.

- ABU and ITU will establish a new annual joint venture project called the ABU/ ITU Digital Broadcasting. This is going to be a 2- day event in KL attached to DBS with its own trademark that can grow every year.
- Early Warnings and Disaster Risk Reduction - ITU will in particular partner with ABU on the forthcoming ABU Media Summit on DRR in Phuket in May 2016
- Gender Equality and Women With the Wave - ITU Office in Geneva will partner with ABU on this project.
- Pacific Media Partnership Conference in Papua New Guinea in 2016 and in Solomon Islands in 2017.
- ABU Central Asia Media Forum - ITU Moscow Office will partner with ABU in this project.
- Radio Asia Conference 2016 in Beijing
- Other innovative in – country projects related to ABU members and ITU.

ABU and AIBD agree to deepen their relations

The Asia-Pacific Broadcasting Union (ABU) and the Asia-Pacific Institute for Broadcasting Development (AIBD) are opening a new chapter in their relations following a meeting between the two organisations on July 13, 2015.

ABU Secretary-General, Dr Javad Mottaghi and AIBD Director, Mr Chang Jin, together with senior staff from both organisations met at ABU Headquarters in Kuala Lumpur to discuss how to improve their mutual cooperation to the benefit of their respective members.

Dr Mottaghi believes that enhancing such relations will make both organisations stronger and this could result in better services to members. Mr Jin who took office as AIBD Director this year expressed his satisfaction and looked forward to collaborate with

the ABU. Areas of cooperation would include: Training, Sports, Programming, Research, Social Media and Disasters Preparedness.

A calendar of events will be set up between the ABU and AIBD and a joint working session will be held soon.



AIBD General Conference met in Chiang Mai

The 14th General Conference and Associated Meetings of the Asia-Pacific Institute For Broadcasting Development -AIBD's, hosted by NBT were held from 18 to 20 August 2015 in Chiang Mai, Thailand. The General Conference was attended by 70 delegates from 17 countries and regions.

H.E. M L Panadda Diskul, Minister attached to the Prime Minister's Office, Kingdom of Thailand gave the keynote address. The minister highlighted that Broadcast organisations need to catch up with trends in the fast-changing media landscape to be able to better serve its modern audiences, particularly

young consumers of old and new media.

The welcome remarks were given by Mrs Dra rosarita Niken Widiastuti, President, AIBD General Conference and President Director, Radio Republik Indonesia (RRI). The Institute will undertake three new initiatives to further its mandate. These would be:

- i) AIBD Annual Media Research (AAMR) with substantive data and preliminary analysis to join further deliberation from resource persons and speakers during the Asia Media Summit,
- ii) A secondment programme aimed at enhancing knowledge sharing among members in a unique way and,
- iii) Expansion of the AIBD membership amidst developments in the media landscape.

The three-day events also included the AIBD's Strategic Plan Team (SPT) and Executive Board (EXBO) meetings. Besides these meetings AIBD's annual Radio and Television awards were also presented. Singapore's Media Corp won both categories of the Television



H.E. M L Panadda Diskul,
Minister attached to the PMO,
Kingdom of Thailand

awards while the Radio awards were won by programmes broadcast by Public Service Media Maldives and China National Radio.

The new Executive Board and its chairman were elected during the events. Maldives was elected as the chair by the new EXBO consisting of China, Indonesia, Korea, Malaysia, Maldives, Nepal, Philippines, Sri Lanka and Thailand.

ABU Calendar of Events

November

Nov	Saudi Media Forum	Jeddah
2-27	World Radiocommunication Conference 2015 (WRC-15)	Geneva
18-20	Inter Bee 2015	Tokyo
21	Digista Teens 2015	Brunei
30-2 Dec	CARE6 1st Producers' Meeting	Vietnam
30-4 Dec	ABU Workshop for Engineering Fundamentals for Broadcasters	Kuala Lumpur

December

7-8	BIG CITIES 2nd Producers' Meeting & Guangzhou International Documentary Festival	Guangzhou
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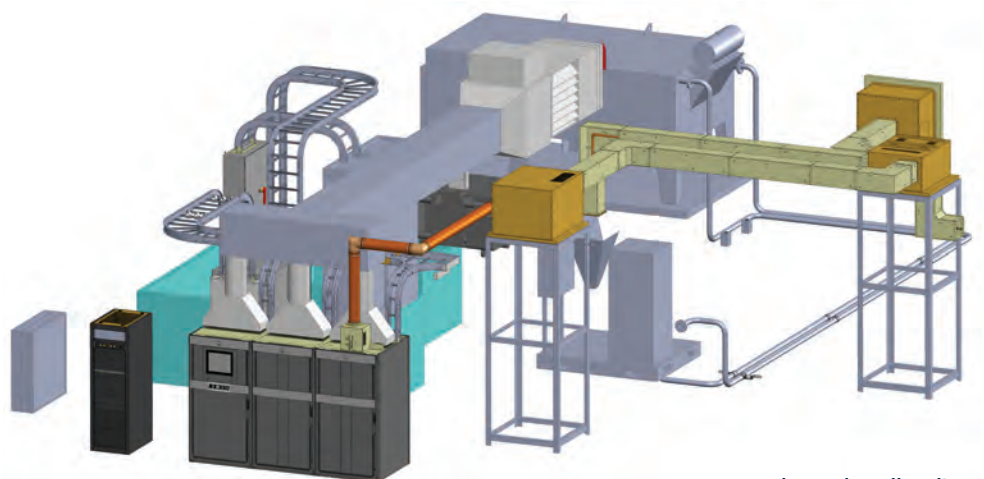


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