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

ABU news

Quarter 1 2016

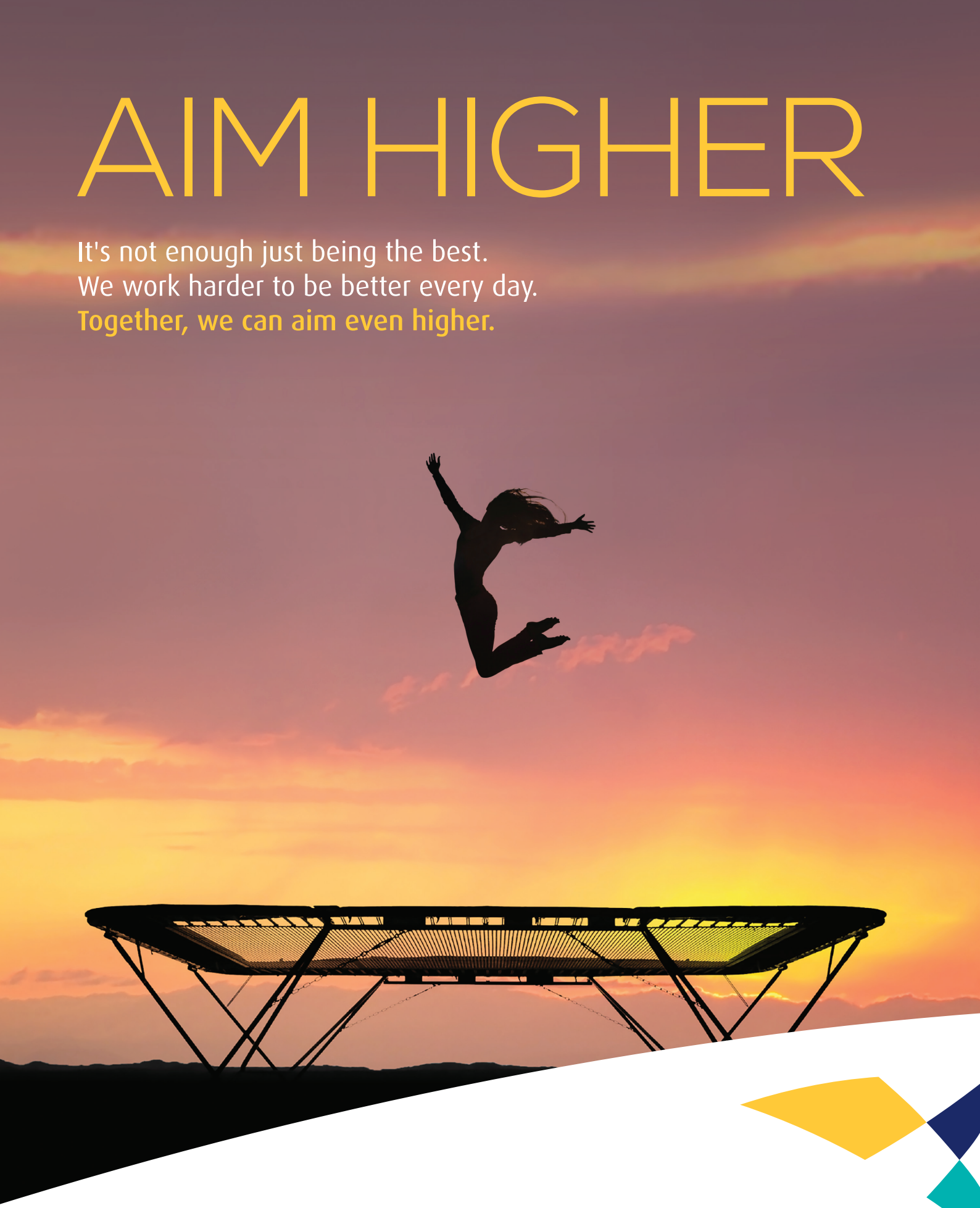


Mr Hikaru Doumoto at the ABU Secretariat - An Inspiring Visit

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from the editor

2016 is set to be another busy year with a portfolio of exciting ABU events. We kicked off in early January with a workshop on children's programmes conducted in Kuala Lumpur.

Events became more technological over the weeks with the Digital Broadcasting Symposium (DBS) which attracted over 1000 delegates and participants this year. This was preceded by the HFCC, the Global Shortwave Coordination Conference in Istanbul and the BES EXPO & Conference in New Delhi.

This trend will continue throughout the rest of the year with the main focus being the 2nd Edition of the ABU Media Summit on Climate Change and Disaster Risk Reduction in Krabi, the 2nd Edition of the Media 2020 Conference in Beijing as well as the special World Broadcasting Conference in Bali. The ABU will continue to pursue its on-going activities both in Kuala Lumpur and in other member countries.

As broadcasters with a heart, we can't remain indifferent and insensitive to what happened to our colleagues in Afghanistan last January. The ABU Secretary-General, Dr Javad Mottaghi strongly condemned the terrorist attack against TOLO TV news channel belonging to our member Moby Group in which 7 broadcasters lost their lives. We believe that the suicide bombing was a senseless act against the media and the freedom of the press. The ABU also sent a message of sympathy to Fijian broadcasters after 20 people lost their lives due to the effects of the monster storm Winston which hit the island in February.

In line with current trends in the media industry, reforms were brought to the ABU Prizes at the 2-day meeting of the ABU Prizes Reform Working Party (RWP) in Kuala Lumpur. Along with the 2016 DBS, the ABU successively held the Programme Bureau Meeting and the Management Standardisation Committee.

We also report in this edition on the recent Copyright Meeting and Forum which took place in Kuala Lumpur in March as well as on other on-going ABU events.



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ABU Acting President Mr Hikaru Doumoto visits the ABU





The ABU Acting President Mr Hikaru Doumoto visited the ABU Secretariat in Kuala Lumpur on 24 December 2015. Mr Doumoto and his NHK colleagues, Mr Hashimoto–san and Mr Shimada-san, were welcomed by the ABU team.

After holding discussions with the Secretary–General, Mr Doumoto and the NHK delegation were briefed on the activities of the ABU by the various department heads. This was a great opportunity for all members of the Secretariat to meet and interact with Mr Doumoto. Thanking the ABU Acting President for taking time off from his busy schedule to visit the ABU Headquarters, Dr Mottaghi said that the Secretariat is confident that the next few years will be even more active in servicing members and initiating several new projects within the long term action plans of the ABU. Mr Doumoto shared his views with the ABU team and advised that NHK, Japan will continue supporting the ABU in the process of implementing its long–term action plan from 2016 to 2020.

The Acting President of the Asia-Pacific Broadcasting Union (ABU) Mr Hikaru Doumoto makes a visit to the ABU Secretariat in Kuala Lumpur on 24 December 2015.

Mr Doumoto and his NHK colleagues were welcomed by the ABU Secretary General Dr Javad Mottaghi. After holding discussions with Dr Javad, Mr Doumoto and the NHK delegation were briefed on the activities of the ABU by the various department heads. NHK, Japan is fully committed to continue supporting the ABU in the process of implementing its long – term action plan from 2016 to 2020, said Mr Doumoto.

Thanking the ABU Acting President for taking time off from his busy schedule to visit the ABU Headquarters, Dr Mottaghi said that the Secretariat is confident that the next few years will be even more active in servicing members and initiating several new projects within the long term action plans of the ABU. Some afternoon events were arranged for the visiting delegation.

Mr Doumoto and the NHK delegation were on a one day visit to Malaysia.

ABU Digital Broadcasting Symposium 2016

- *Over 1000 delegates and participants attended the 4-day event*
- *Audience needs and demands shape the broadcasting industry*
- *Broadcasters should devise their own disaster information system if their countries are vulnerable*
- *Radio is as Glamorous as Television*
- *Whatever the platform delivery, Content is King*
- *Social Media is imperative for broadcasters*





Malaysian Deputy Minister of Communications & Multimedia, YB Dato' Jailani Johari delivering his speech at the Opening Ceremony of DBS 2016

1032 Participants
226 Organisations
52 Countries
71 Speakers
46 Exhibitors
67 Sponsors/Partners

Over 1000 delegates and participants representing 226 organisations from 52 countries attended the notable annual broadcasting industry event in the Asia-Pacific region from 29 February - 3 March 2016.

The 2016 ABU Digital Broadcasting Symposium (DBS) closed on a high note after 4 days of intense deliberations on various sectors of the broadcasting industry. The conference rooms of Istana Hotel in Kuala Lumpur were filled with delegates and visitors not only from the Asia-Pacific region but also from the US and Europe. Attendees were all passionate about the high level discussions and latest developments in broadcast technologies. They also expressed their appreciation for the high standard of the event as well as the lively participation of the audience. The speakers of all the 12 sessions inspired many conversations and the exchanging of ideas and experiences on various topics discussed at the symposium. The main theme this year was "**Innovating Digital Connections**".

The Symposium was officially opened on 1 March by the Malaysian Deputy Minister of Communications and Multimedia, YB Dato' Jailani Johari in the presence of the Director-General of RTM, Dato' Haji Abu Bakar Ab. Rahim and the ABU Secretary-General, Dr Javad Mottaghi.

The Deputy Minister said that during the last 12 years, the ABU Digital Broadcasting Symposium has offered a unique opportunity for broadcasters in the region to share expertise and experience. He underlined that today's connected environment needs

Continue to page 8 >>

>> Continued from page 7: ABU Digital Broadcasting Symposium 2016











creativity and innovation and what is most important is to provide value-added services to the audience. He added that broadcasters should be aware that consumers' needs and demands determine the market and shape the whole industry.

The Deputy Minister added: "*The Symposium provides broadcasters and other media stakeholders of this region a valuable opportunity to know and experience the cutting edge technologies and related service developments from all over the world. It gives a platform for broadcasters to network with the eminent experts and like-minded colleagues*".

YB Dato' Jailani Johari also opened the exhibition held in the context of DBS. Forty-six exhibitors from 14 countries showcased their products and services over the three days. The Best Booth Award for this year was given to SONY.

Dr Javad Mottaghi, the ABU Secretary-General set the tone earlier in his opening address highlighting the importance of going on different digital platforms so as to reap the benefits of the digitally connected era through innovative and creative content . He added that: "It is important to understand that these technologies also provide forward looking broadcasters with new pathways to enhance their services and additional revenue streams."

In her keynote address, Ms Joan Warner, Vice Chair of WorldDAB – the principal Sponsor of DBS 2016, talked about the importance of Free-To-Air which is still very robust. She also recalled that digital radio remains undoubtedly a reliable technology in times of emergencies.

She underlined that: "*One of radio's historical and ongoing advantages is that radio is just about everywhere. People wake up to radio, they listen in the car, at work, while they are at the gym, at the supermarket, and tune in when they want*



ABU Secretary-General,
Dr Javad Mottaghi

to know the latest news or sports results. If radio were invented today, it would be a sensation – free content anywhere anytime, and different types to suit your mood - gossip; music; news; sports. It broadcasts local and live to-air, and listeners can connect and engage directly via sms, email, online, and phone.

Listners have opportunities to directly interact, influence and express a view on music, news items and social issues … to even speak live to celebrities and politicians. Radio and technology working together will allow us to continue to be everywhere."

Presenters included a diverse array of accomplished broadcasters, engineers, content and digital archiving professionals and broadcast regulators. From 4K and 8K technologies to Digital Radio and Cross Platform Media to OTT and IBB as well as Disaster Information Services, there were presentations and debates to engage everyone.

The Future of TV



The 2016 ABU Digital Broadcasting Symposium kicked off on Monday 29 February with the DVB (Digital Video Broadcasting) workshop with the theme "**The Future of TV**".

Talking about the "**Latest Developments and Future Directions of DTT**", Dr Peter Sieberg, Executive Director of DVB Project Office said that the next two years will be crucial in an attempt to update the DVB T2 technology and specifications. He added that mobile is part of DVB T2 and the technology should cater for mobile reception of terrestrial broadcasts. Improvement of the system is possible but not significantly. Dr Sieberg stated that supply for the technology exceeds demand by operators and there was no clarity yet about the development of DVB T3. A Study Mission Group is at work and hopefully DVB T2 standards will be updated by 2023.

Kazuhiro Shimizu, Project Manager at SONY conducted an overview of the "**Status of Mobile Broadcast Reception**" in the Asia-Pacific region. In countries like Indonesia, Singapore, Vietnam and Myanmar lots of effort is being made to improve the network coverage and speed mobility of mobile TV. He said that more developments are expected to take place shortly in several Asian countries. DTT is creating a large mobile market in Japan. Users are having recourse against 3G and 4G while Mobile TV networks remain a reliable source during disasters.

Other speakers included Simon Fell of the EBU who referred to WRC15 on the spectrum issue. He said more spectrum is needed for mobile and UHDTV.

The DVB workshop also focused on audio technology, UHD and HDR.



Dr Peter Sieberg



Kazuhiro Shimizu



Simon Fell

Evolving Technologies



Masakazu Iwaki – NHK Japan, Dr Peter Sieberg – DVB Office and Lindsay Cornell –BBC UK

Masakazu Iwaki from NHK-Japan, who is also Chairman of the ABU Technical Committee, chaired a session where five speakers shared their experiences on digital radio, DTT and 8K Technology.

Digital Radio – The Only Way

Graham Dixon, Head of Radio at the European Broadcasting Union said that it is high time for radio to be a modern medium and that Digital Radio is the only way since it represents new opportunities for broadcasters and the audience. Normally, the audience pays only once, just for the receiver and no subscription is needed. Digital radio is also known to be disaster resilient and is universally available. He pointed out that: "Broadcasters have to serve societies, whose members have diverse needs and interests, and digitisation of radio releases broadcasters from the stranglehold of the existing spectrum to reach out effectively to different communities, including those currently underserved."

Re-inventing Television

Dr Peter Siebert, Executive Director of the DVB Project Office focused his presentation on the idea to have more and better pixels in an attempt to re-invent television. He said all technology has worked well since 1993 with SD and MPEG 3, HD H.264 in 2003 and HEVC in 2013. DVB is currently working on better pixels and is considering two technologies: EOTF – Electronic Optic Transfer Curve and OETF – Gamma Curve for higher brightness. Dr Siebert underlined that both have advantages and disadvantages. He said that DVB will specify HDR and is working on Wider Colour Gamut and Next Generation Audio. Specifications for Higher Frame Rate (HFR) will be added and DVB DASH will be updated to UHD.

8K – As if you were actually there

Yoshitoshi Konda from NHK-Japan presented on the latest developments in his country on the 8K Super Hi-Vision to the symposium attendees. He said that 8K brings novel audio and visual experience with a sense of reality to the audience. 8K video and 22.2 multichannel sound is the high-end format of Super Hi-Vision interoperable with HD (2K). 8K has 16 times the resolution of 2K.

Y. Konda announced that 4K/8K Super Hi-Vision broadcasting via satellite is set to start in 2016 in Japan. New 8K production equipment will enable interoperability among 8K, 4K and HD productions. NHK is currently developing more facilities to get prepared for the 2020 Tokyo Olympics.

He said that the remaining issues include the development and preparation of wireless transmission facilities and further performance gains in the production and price reduction of equipment.



Lindsay Cornell



Yoshitoshi Konda



Dr Peter Siebert



Graham Dixon

Disaster Information System – The NHK Model in Japan



Makiko Azuma – NHK Science & Technology Research Labs



Shunichi Sakai – NHK Japan

Broadcasters should have a mechanism to collect and deliver information in case of disasters. Speaking at DBS 2016, Shunichi Sakai from NHK-Japan believes that disaster information management is a priority to any vulnerable country like Japan which has experienced severe disasters such as earthquakes, tsunamis, rain and snow storms as well as volcanic eruptions.

The speaker commented on the development of a disaster information system for Digital TV, data Broadcasting and Web Contents in the Japanese public station. He said that to collect the needed information, phone and fax are obsolete tools. Priority is to inform the audience on different platforms before, during and after any disaster. NHK gets its information from the L-Alert System in collaboration with national meteorological services and the FMMC- Foundation for Multimedia Communication. What counts more is the security and safety of all people in the affected areas.

Shunichi Sakai said the new system has worked well since the Great Eastern Japan Earthquake which took nearly 18,000 lives in March 2011. He added that, through traditional TV and Radio broadcasts, internet, mobile phones and tablets, all the required information can easily reach the public. NHK gives rapidly updated and accurate information concerning weather forecasts, evacuation procedures and other details on any device at any time.

Weather News in Automatic Sign Language Animation System

Sign language is the medium for communication for people who are deaf from birth. NHK-Japan is using CG animation systems in broadcasting emergency weather information especially to all audiences including old people and those with other disabilities.

CG animation defines a high quality 3D human model of hands, fingers and facial expressions. Makiko Azuma of NHK Science & Technology Research Laboratories explained how input texts are converted into sign language word sequences. She elaborated on how to express the movement of a virtual human character and finally, how the CG animation is made and displayed by the rendering machine.

NHK will improve the Automatic Sign Language CG Animation System using weather data and hopes to produce more natural expressions. Improvements will be made based on evaluations by deaf people. It also planned to apply the system to Disaster Risk Reduction and to make it more natural and user-friendly.











Radio is as glamorous as Television

On the last day of the 2016 Digital Broadcasting Symposium, accomplished broadcasters participated in the Industry Debate Panel on the theme, "**Digital Radio for the Future**". The session was chaired by Lindsay Cornell from the BBC who is also currently the WorldDAB Technical Chair.

The debate participants were Simon Fell from the EBU, Dato Haji Abu Bakar Ab Rahim, Director-General of RTM-Malaysia, Kathryn Brown-CRA Australia, Azlina Yusof-MCMC Malaysia, Mazakazu Iwaki-NHK Japan, Sunarya Ruslan-RRI Indonesia and Alexander Zink-Fraunhofer from Germany.

It is argued that the shift to digital television is more popular than that for digital radio because FM radio has not got the same drive as television and there was no pressing demand by regulators. However, all the speakers agreed that digital radio provides more choice and more channels to listeners and minor investments are required by broadcasters. Digital radio is becoming more and more popular and is perceived today to be as glamorous as television. Radio broadcasters need to





modernise their services such as the creation of specific apps. In the future, digital radio could be the cash cow of the industry.

Delegates attending the debate have heard how digital radio is not entirely a European phenomenon. Within the Asia-Pacific region, the situation is well advanced in Australia and Hong Kong. DAB+ trials have taken place in Vietnam, are currently underway in Malaysia, and planned for Indonesia and Thailand. DRM is also advancing in India.

The Malaysian Communications and Multimedia Commission will facilitate the move to digital radio shortly since they are receiving applications especially for remote areas. RTM-Malaysia welcomes the plan set up by the Malaysian regulator. In Indonesia, the challenge is to provide digital radio services on scattered islands. NHK-Japan will shift to digital very soon. In India, content and services vary from one region to another. It was agreed that receivers can be adjusted to allow digital radio to broadcast in different languages. They highlighted the fact that digital radio goes closer to society and emergency warmings in cases of disasters is a concrete example of this.

Discussions also focused on digital radio mobile phones in cars. Regular meetings are being held with car dealers and their support is promising.

Social Media - Embracing the content consumer



Poonam Sharma from MediaGuru



Aale Raza from Whiteways Systems Ltd

Social media enables broadcasters to know their consumers and to develop a better content strategy. Poonam Sharma, Director of MediaGuru and Aale Raza, Director of Whiteways systems Ltd are on the same wave lengths – feedbacks fans, followers and subscribers are all valuable sources of information that could be used to improve content and to increase advertising revenue.

Poonam Sharma said when consumers express their opinion through tweets, posts, blogs and forums - what she called Sentiment Analysis- this makes lots of noise and broadcasters should listen only to the voice. With the data collected, broadcasters can find out, not just who is watching what, but also who is appreciating or disliking which programme and why.

The presenter asserted that social media can pave the way to a better content strategy and consequently better audience ratings. In addition, this would also lead to improved Return on Investment -ROI for advertisers due to better targeting of advertisements.

Talking about long term strategy in social media management, Aale Raza proposes the building of a strong presence across social media platforms. Building a strong relationship with the viewers on social media will engage them, touch their lives and bring them on board.
He pointed out that broadcasters should be part of the new, fast growing digital advertising landscape. On social media issues, they must partner with the advertisers.

Both Poonam Sharma and Aale Raza concluded that it is imperative for broadcasters to go social because today the market demands it. Social media helps in having a better content strategy and better monetisation.

BES EXPO 2016 focused on Multiple Digital Platforms



The BES EXPO 22nd International Conference & Exhibition on Terrestrial and Satellite Broadcasting took place from 4 - 6 February 2016 in New Delhi. Organised by the Broadcast Engineering Society of India, the conference with the theme "**Digital Broadcasting – Moving Towards Multiple Platforms**" attracted more than 800 broadcasting professionals, media representatives and visitors.

This annual event, which is supported by the Indian Ministry of Information and Broadcasting together with the state broadcaster, Prasar Bharati is the largest broadcasting engineering exposition and conference on this part of the sub-continent. It was ranked among the top five most informative events in the region.

Forty-four speakers including 24 international speakers made presentations at the conference. Themes included: Broadcasting-Moving towards multiple platforms, Digital Television- Broadcasting to Mobile, Advances in Production and Presentation, Radio Broadcasting-the road ahead, and Advances in Technology - New Disruptors and Content-Archives-Revenue "The Challenge".

Dr Amal Punchihewa, the ABU Director of Technology & Innovation presented in the session of Broadcasting-Moving Towards Multiple Platforms. He discussed the development of IBB & OTT supported by case studies in the Asia-Pacific region. He also chaired the session on Advances in Technology - New Disruptors.

The exhibition was attended by over 5000 broadcast professionals, engineers, media personnel, as well as engineering and media students. There were over 60 companies from 20 countries displaying the latest broadcast products and technologies from around the world. The media industry in India is a multi-million dollar market and this type of product exhibition has the clear potential to create awareness and develop business in the field of broadcasting in the furture.

BES Excellence Awards were also presented for their outstanding contribution in the fields of broadcast technology.

ABU conducted a workshop on Hybrid Media Delivery for Prasar Bharati

Forty senior engineers and officials from Prasar Bharati attended a workshop on Integrated Broadcast Broadband (IBB) Technologies and Services which the ABU conducted in New Delhi last week.



Prasar Bharati, which consists of Doordarshan (DD) and All India Radio (AIR), manages public broadcasting throughout India. The objective of the workshop was to highlight some of the changes that are taking place in the media industry. The workshop discussed global and regional trends in media delivery, technologies available for hybrid delivery, possible services for public broadcasting using such technologies as well as questioning DD & AIR as to whether they need hybrid services. It also highlighted the idea that on-demand and catch-up services can effectively be integrated into IBB services including Over-The-Top (OTT) services.

New projects discussed at ABU Programme Bureau Meeting

The ABU is taking new initiatives to boost content among member organisations. New projects were discussed at the 3rd ABU Programme Bureau (PB) Meeting. The meeting was held on 29 February in conjunction with the ABU Digital Broadcasting Symposium 2016 in Kuala Lumpur, Malaysia.





Chaired by Mr Song Jaeheon from KBS, Korea, bureau members mainly discussed the feasibility of these new initiatives put forward.

Discussions focused on the first Radio Drama Workshop to be held this May and the ABU Radio Drama Festival in 2017. The ABU is inviting both radio and television members to participate at the first ABU Dance Festival in Hyderabad, India, in January 2017. This new event will be hosted by DD-India.

The ABU Song Contest, the new initiative proposed by Hunan Younger Media, China, will be further examined and will be presented at the coming ABU Planning & Strategy Group meeting in Beijing this April.

The results of the ABU Content Market survey show that many members support the idea of creating some kind of ABU content market.

The next bureau meeting will be held in Bali, Indonesia, during the ABU General Assembly in October. Members present at the meeting in Kuala Lumpur were: DD-India, KBS-Korea, MNB-Mongolia, NHK-Japan, RRI-Indonesia and RTM-Malaysia. ABC-Australia and HUM TV joined via Skype.

ABU and RTM team up in training of BBS Producers

Eighteen staff members from BBS-Bhutan discussed and shared experiences on various issues related to **'The Art of Storytelling'** during a one-week long training workshop in Kuala Lumpur in January 2016.

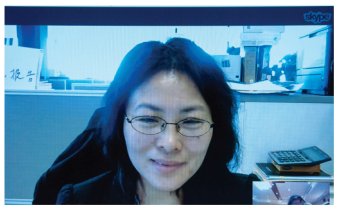


Those who participated included radio and television producers, video and audio editors and cameramen. The event was organised jointly by the ABU and RTM-Malaysia. At the closing ceremony yesterday, RTM Director of Programmes reiterated her support to enhance capacity building of other ABU members.

RTM trainers and ABU Programming representatives previewed three audio tracks and one television clip produced by the participants. This was followed by constructive feedback. Mr Wangchuk, who led the Bhutanese delegation, said: "*This workshop is of the utmost importance for BBS which is a young broadcaster and will allow its staff to be more imaginative and creative.*"

The Bhutan Broadcasting Service-BBS is the public radio and television service of the Kingdom of Bhutan. It is fully funded by the State.





Reforms to be brought to ABU Prizes

The ABU Prizes recognise Quality and Innovation. The annual Award Ceremony takes place during the ABU General Assembly. Members show a strong interest in the awards and last year there were 246 entries - 154 for television and 92 for radio in 13 categories. The awards honour radio and television stations, personalities and programs that exemplify innovation and excellence in broadcasting as well as a commitment to the community.

Every two years, some reforms are brought to adjust the ABU Prizes to align with the current trends in the broadcasting industry and to society at large. The ABU Prizes Reform Working Party (RWP) meeting was held in Kuala Lumpur, Malaysia, on 23 and 24 February 2016. The meeting was chaired by Mr Jun Ogawa from TBS, Japan. Six members from five organisations took part in the meeting.

Various issues were discussed during the two-day meeting. The issues included the reform of the judging process as well as the Award Ceremony itself, and ranged from the redefining of current categories to the necessity of creating new category. The meeting brought about productive and fruitful results.

- A consensus was reached regarding the re-defining of the category for Radio Interactive and the introduction of the category for Radio Innovative.
- The themes of the ABU Perspective Award 2016 and 2017 were discussed and decided upon. Creating the ABU Perspective Award for the category of radio starting from 2017 was suggested and approved.
- The idea of creating a category for new media was discussed but the members agreed that it is still premature to create one.

At the end of the meeting, Mr Jun Ogawa, the chairperson for the past three RWP meetings, expressed his will to step down from the role of the chair and suggested the younger generation succeed him. The ABU Secretariat expressed its sincere appreciation for his effort and dedication to the ABU Prizes RWP meeting and also to the members for the past years.

Those members present at the meeting were: KBS-Korea, NHK-Japan, RRI- Indonesia, RTHK-Hong Kong, RTM-Malaysia and TBS-Japan. CCTV-China joined via Skype.

The next RWP meeting is expected to be held in 2018.

Entries Open for ABU Prizes 2016

There is a growing interest in the prestigious ABU Prizes. More importantly, the jury has noticed a significant rise in the quality and creativity of the entries hoping to receive the coveted awards in the seven television and six radio categories.

Last year, the competition attracted almost 250 entries from ABU members in the Asia - Pacific and around the world. The ABU received 154 television entries and 92 radio entries. This year, members have until June 6 to send in their entries for this international competition. All ABU members are eligible to join the contest and all entries (except TV Sports category) must be broadcasted for the first time between June 1 2015 and June 6 2016.

ABU Prizes recognise quality and innovation. The awards honour radio and television stations, personalities and programs that exemplify innovation and excellence in broadcasting as well as a commitment to the community. The winners will be recognised in a Gala Award Ceremony on the first day of the ABU General Assembly in Bali, Indonesia next October.

The different categories of the ABU Prizes are as follows:

- Radio Categories: Drama, Documentary, News Reporting, Community Service Announcement, Interactive Programme and Innovative Programme.

- Television Categories: Drama, Documentary, Entertainment, Children, News Reporting, Sports and ABU Perspective Award - 2016 theme: "Come Back".

ABU Children's Drama Co-Production: Theme for 13th Series to be discussed soon



Yoichiro Takahashi with a TV Producer at SLRC-Sri Lanka

The 12th Series of the ABU Children's Drama Co-Production with the theme – "**Mental Growth of Children in Different Situations**" is in its final stage. Each participating member produces a drama episode at their own expense and the target audience is children aged 7-9. Some episodes are exchanged between the ABU and the European Broadcasting Union (EBU).

The participating members in the 12th Series are RTM-Malaysia, RTB-Brunei, IRIB-Iran, NHK-Japan, BTV-Bangladesh, TVRI-Indonesia, SLRC-Sri Lanka, Thai PBS-Thailand, RTK-Hong Kong, MNB-Mongolia and EBS-Korea.



The Executive Producer at MNB-Mongolia

The Executive Producer of the project, Mr Yoichiro Takahashi of NHK-Japan visited two participating countries and their respective broadcasters, SLRC-Sri Lanka and MNB-Mongolia from the end of December 2015 through January 2016. The visit was arranged in order to provide production assistance. However, since the two broadcasters had already completed their filming, the assistance related to postproduction as well as feedback on the first edit.

SLRC's film is the story of urban children who, together with their parents, visit a village in the countryside and interact with local children through a traditional play for children. MNB's film is the story of a boy who has lost his sense of music amidst the noise of the city. He rediscovers music within the sound born from nature during his visit to the Gobi Desert

Mr Takahashi said: "*The two films both lyrically portrayed a theme of rediscovering vanishing traditional values against a backdrop of beautiful nature and reflected the warmth of those who made them. In the course of editing, we mainly focused on exploring specific ways to introduce each theme that could become dogmatic, in an easy-to-understand manner rather than presenting it as a vocal message. Basic concept of restraining explanation and assertion to the extent possible and leaving it up to children's free imagination was quickly shared with directors. Since it is not possible to complete such intricate work in only 2 days, broadcasters were entrusted with the remaining work. However, I hope and believe that the concentrated and focused time that we shared together will ultimately produce best possible results.*"

He also added that "Children's Drama" is indeed playing a significant initial role in nurturing values and sensibility among producers and children.
He also thanked SLRC and MNB for understanding the purpose of this project and actively accepting his visit.

The theme for the 13th Series of the ABU Children's Drama Co-Production will be discussed during the next Producers' Meeting in Melaka, Malaysia in April 2016.

World Radio Day 2016 focused on disaster management and saving lives

World Radio Day was proclaimed by UNESCO in 2011 to celebrate the unique power of radio to touch lives and bring people together from every corner of the globe. All around the world there were activities, events and broadcasts to celebrate the occasion. This annual special seeks to raise awareness about the importance of radio, facilitate access to information through radio, and enhance networking among broadcasters.



Radio is the most important medium in emergency situations because of its immediacy, flexibility and reach unsurpassed by any other media. That was the message from the Asia-Pacific Broadcasting Union as the theme of the World Radio Day 2016 was "**Radio in times of emergency and disasters**".

In an audio message, the ABU Secretary-General Dr Javad Mottaghi urged all ABU radio members and relevant agencies in disaster preparedness to use national, regional and community radio not only when disasters strike but to prepare their audiences in the "quiet time" between disasters to get out of the harm's way.

A glimpse of other messages from other organisations on that particular day:

• UNESCO Secretary-General : Radio brings lifesaving information

Recent natural and man-made disasters are a major cause for concern to the global community. "In times of crisis and emergency, radio can be a lifeline," said United Nations Secretary-General Ban Ki-moon. "For people in shattered societies, or caught in catastrophe, or desperately seeking news. This year, as we start carrying out the Sustainable Development Goals, let us resolve to use radio for human progress. On this World Radio Day, let us resolve to prove that radio saves lives."

• RRI World Radio Day celebrations focused on disasters in Indonesia

"Radio in Times of Emergency and Disaster" was the theme of a 90-minute talk show broadcast live by RRI-Indonesia on 13 February 2015 to celebrate World Radio Day 2016. In the programme, it was explained how radio is important in trauma-healing in post-disaster situations and the fact that radio empowers survivors and vulnerable people, whose right to privacy is to be respected. Guests also discussed ways to manage disasters using information systems and radio.

The show was broadcast live and relayed on 90 local stations throughout the country. RRI also participated in the Musical Caravan-Around the World in 80 minutes of Music, organised by the European Broadcasting Union.

• Various activities marked the event in Bangladesh

A colourful rally, a discussion session and some cultural programmes were among the activities held last Saturday in Bangladesh to celebrate the 5th World Radio Day 2016.

Sixteen Community Radio stations, 12 Medium Wave stations, 35 FM stations of Bangladesh Betar and 14 Private FM stations participated in various activities in different parts of the country.

• ABC-Australia

The public broadcaster in Australia celebrated World Radio Day on the pop-up digital radio platform, ABC Extra between 12 – 14 February.

• All India Radio Delhi aired special programmes the whole day

All India Radio planned various programmes creating awareness, educating people, and making a difference in their lives especially during times of emergency and disaster. A feature in English titled "Radio Saves Life" was broadcast on the Rajdhani Channel. FM Rainbow Channel ran lot of programmes

throughout the day interacting with various broadcasting personalities.

• NDTV- New Delhi welcomed the Indian Prime Minister

Mr Narendra Modi extended his greetings to the nation on the occasion of World Radio Day and said: "Radio is a beautiful means of communication" and added: "I salute the creativity and dedication of all those working with the world of the radio. Thank you for keeping us informed and entertained".

• ITU reiterated commitment to effective and rapid response in emergencies

"Radio communication is indispensable in saving lives in the event of a natural disaster," said ITU Secretary-General Houlin Zhao. He also added: "Collaborating and sharing experiences is critical in order to support national and regional preparedness, and ITU is deeply committed to facilitating rapid and effective response in emergencies."

• EBU Musical Caravan

The European Broadcasting Union (EBU) organised a 'Musical Caravan' from east to west in partnership with other broadcasting unions across the globe.

This special compilation submitted by EBU Members, Associates and its sister unions (ABU, ASBU and CBU) and coordinated by the EBU Music Unit in Geneva consists of songs representing the musical heritage of 34 countries.

• AIB published a Souvenir Book

Radio, the oldest electronic mass medium, is in good health and well positioned for the future. That was the message from the Association for International Broadcasting (AIB) on the occasion of World Radio Day 2016.

Simon Spanswick, Chief Executive of the Association for International Broadcasting (AIB) said: "Every day, it (radio) touches the lives of billions of people, providing news, information, entertainment and education. At the AIB we are delighted to join our members to celebrate the continued relevance and importance of radio on 13 February every year."

The AIB also published a special souvenir book to demonstrate the value of radio internationally.

Big Cities co-production to be screened at UN Conference on Environment



This year will be an exceptional one for the ABU Big Cities project. All documentaries produced by the ten participating organisations will be screened at the United Nations Conference on Environment in October 2016.

"Big Cities" is an international documentary co-produced by the ABU, the EBU (European Broadcasting Union) and the TAL (Television America Latino), and focusing on challenges faced by big cities around the globe.

As part of providing capacity building assistance, Ms Asako Kume, the ABU Executive Producer for "Big Cities" from NHK, Japan, paid visits to three participating organisations, VTV-Vietnam (Jan 12-14), RTB-Brunei (Jan 27-29) and SLRC-Sri Lanka (Feb 1-3), to give on-site support related to filming and editing.

Ms Kume shares her experience on site in Brunei: "*On my first day of on-site guidance at RTB-Brunei, we went ahead on location to film the protagonist. He is a 20-year old boat-taxi driver. Life on the water is inconvenient there. After considering what can be done to film him as his natural self, I suggested to film a family conversation.*"

Since this documentary project follows strict editorial guidelines, such as the story should be driven by strong character(s)/protagonist(s) withminimal or no commentary employed, the producers have faced challenges in making their episodes. "*It was quite different from the way they've been used to; producers agonised over this" Ms Asako Kume said and added: "But what gave me most pleasure during my on-site guidance was the realisation that all the producers share the same sincere attitude of covering their story and engaging in their production until they are fully satisfied.*"

In total, ten organisations from ABU members will take part in this "Big Cities" project and more than twenty broadcasters from the rest of the world. They are expected to finish editing by April 2016 and all episodes are to be exchanged among participating members for broadcast.



ABU to support and promote AIMAG 2017



ABU Secretary-General with H.E. Mr Yazkuli Mammedov

The 5th Asian Indoor and Martial Arts Games (AIMAG) will be held in Ashgabat, Turkmenistan from 15-24 September 2017.

45 countries from the Asia-Pacific region will be participating in the 21kinds of sports such as Chess, Futsal, Tennis, Muay Thai, Sambo, Kurash, Jiu Jitsu, Bowling, Cycling , Swimming, Indoor Athletics, Weightlifting (Powerlifting), Basketball, Taekwondo, Dance Sport, Kickboxing, Belt Wrestling, Wrestling (FS/Greco Roman) and Cue Sport (Billiards and Snooker). AIMAG takes place every four years and the ABU was very active in 2013 when the games were held in Incheon, South Korea.

The ABU will again support the AIMAG 2017. On 18 February 2016, during a meeting at the ABU Secretariat in Kuala Lumpur, H.E. Mr Yazkuli Mammedov, the Ambassador of Turkmenistan to Malaysia and the ABU Secretary-General, Dr Javad Mottaghi discussed ways and means to promote the event. A promotion project developed by the Executive Assistant of the ABU was presented to Turkmenistan the following day. Once the project is accepted, the ABU will be in a position to assist better our members in Turkmenistan.



ABU Sports Group to meet in Colombo

The 58th ABU Sports Group Conference will be held in Colombo, Sri Lanka, from May 28 – 30, 2016. The meeting will be hosted by Sri Lanka Rupavahini Corporation (SLRC).

The conference will open with the ABU Broadcast Rights Committee and the Sports Finance Committee Meeting. The ABU Sports Department looks forward to bring an open and interesting forum for sharing experiences and developing mutual cooperation between members. New projects related to Production and Transmission and Content sharing platform will be discussed.

The conference will close with high-level discussions on the theme "Rio is coming – But what about 2018 - 2024": An assessment of Media Rights and Market Situation Now & in the Future.

The on-line registration has been launched with effect from January 15, 2016 at the ABU website www.abu.org.my.



Left to right: Nawaz Dookhee-ABU Legal Manager, Dr Javad Mottaghi-ABU Secretary General, Ms Tsagaan Oyundari-Director General of MNB-Mongolia and Cai Yanjiang -ABU Sports Director

ABU discussed sports and rights at MNB-Mongolia

The Rio 2016 Olympic Games were at the centre of discussions held between the ABU Sport Director, Mr Yanjiang Cai, the ABU Legal Manager, Mr Nawaz Dookhee and MNB-Mongolia top officials in Ulaanbaatar last January.

Upon MNB colleagues' request, Mr Cai explained the definition of the Olympic rights, the content structure of the Olympic feeds and made some suggestions for the programming of the Mongolian public broadcaster of the Rio 2016 Olympic Games to be held in August this year. The ABU Sport Director also briefed our Mongolian colleagues on how the more developed territories used to merchandise their TV programmes of the Olympics and how to refinance through different distribution options. Mr Cai also raised the strong willingness of the ABU to serve members through the under-building ABU sports content sharing platform and production and transmission services.

For his part, Mr Nawaz Dookhee further elaborated on sports rights issues. He held a conference on copyright issues which was also attended by local broadcasting stations. The main topics covered were the summer games and the importance of copyrights for holders of the RIO Olympic Games 2016. The ABU may be called upon to give more seminars and training workshops for in-house counsels. The ABU Legal Manager also talked about the new treaty in discussion at the WIPO SCCR to protect the theft of signal. Participants were urged to group and ask the authority to participate fully in Geneva for the forthcoming meeting in May 2016.

Reforms to be brought to the Copyright Committee


Yan Bo – Chairperson of ABU Copyright Committee


Representatives of ABU Members who participated in the Copyright Committee Forum





Top: Intense discussions at ABU Copyright Committee Meeting in Kuala Lumpur. Right: Dato' Adilah Shek Omar, DDG of Broadcasting (Strategic) RTM-Malaysia

This year's Copyright Committee Meeting and Forum was held in Kuala Lumpur, Malaysia from 14 - 15 March 2016. Participants from 18 different organisations attended the event which proved to be useful, informative and interesting.

The opening speech for the meeting was given by Dr Javad Mottaghi who spoke about the importance of the copyright committee and its usefulness for broadcasters. He requested that members participate and have a vocal role in the process for the adoption of the WIPO Broadcasters' Treaty. "The legal department will be more proactive with members and create a legal resources platform for the benefits of our members" he added. The keynote address was delivered by Dato Adilah Shek Omar from RTM-Malaysia. She highlighted the excellent working relationship between the RTM and the ABU and also extended her support for ABU activities in the future. Dato Adila also spoke about the RTM and Malaysian Government's support for the WIPO Broadcasters' Treaty.

During the meeting, Ms Aminath Shayaan Shahid from PSM-Maldives was elected as the Vice-Chair in replacement of Ms A. Ward who has left SBS for a teaching job. The Committee Meeting was chaired by Mr Yan Bo and Mr Nawaz Dookhee represented the ABU Secretariat. Discussions also focused on the exchange of information regarding legal and copyright matters among members and the publication of an e-legal Update on a regular basis where members can contribute with articles and update on case laws in the Asia-Pacific region.

The Copyright Forum with the theme "**Sports, News and online Infringements**" was highly successful with eminent speakers around the region and as far away as Dubai, UK and the Netherlands. Topics covered were live sports, protection of news, technologies to prevent signal thefts and copyright infringement and arbitration. There was a good turnout and participants felt that sessions were very current and informative.

Many participants have asked the legal department to conduct in-country workshops relating to intellectual property. Mr Dookhee will be conducting the workshops.

Participating organisations at the Copyright Committee Meeting and Forum were: PBC-Pakistan, SLRC-Sri Lanka, MTV-Sri Lanka, Thai PBS-Thailand, NHK-Japan, IRIB-Iran, TVTM-Turkmenistan, BTV-Bangladesh, TDM-Macau, CCTV-China, PSM-Maldives, NBT-Thailand, SAPPRFT-China, RTM-Malaysia, RRI-Indonesia, Prasar Bharati-India, Irdeto-Singapore, FIT-China, NBA-China and MCMC-Malaysia.

WIPO focused on digital issues





The protection of broadcasting organisations in the digital era, Limitations and Exceptions for Libraries and Archives, and Educational and Research Institutions for Persons with Other Disabilities were among the topics discussed at the 31st Standing Committee on Copyright and Related Rights (SCCR) of the World Intellectual Property Organisation (WIPO) held in Geneva, Switzerland from 7-11 December 2015.

One of the major issues discussed at the Committee was the need for more protection for broadcasting organisations with the advent of digital signal. Although the discussions on this subject at the WIPO SCCR have been ongoing for over 17 years, with the digital switch over taking place in more and more countries, protection from signal piracy is now becoming more important.

Digital signal piracy is the intentional capture of digital (pre)-broadcast signal by people and entities for their gains or benefits. The consequences are that some commercial broadcasters lose out on advertising revenues, others experience declining audience numbers, and for public service organisations which survive on licence fees only, the acquisition of broadcasting rights becomes so expensive that they can't afford many major events and ultimately cannot fulfil their mandate to serve the public interest.

The event was attended by delegates of the Asia-Pacific region which included Japan, Philippines, Turkey, India and China amongst others. Document SCCR/31/3 entitled Consolidated Text on Definitions, Objects of Protection and Rights to be granted was discussed. The definition of broadcasting and broadcasting organisations were analysed fully with member delegates contributing to the discussions in detail. Other items covered were the object and the purpose of protection. In addition, the analysis of copyrights in the digital environment and resale rights were mentioned at the meeting.

The Chair of the meeting Mr Martin Moscoso of Peru said that good progress has been made on the consolidated text. However, he also stated that more could have been achieved if more delegates from the Asia-Pacific region were present and took part in the discussions.

The Asia-Pacific Broadcasting Union was represented by its new Manager-Regulatory, Legal & IP Services, Mr Nawaz Dookhee.

Consensus reached at ABU Management Standardisation Committee

ISAS MEDIA 9001 is the name of the document to be released to ABU members in the immediate future. It focuses on the principles and standards of the ISAS 9001 which the Standardisation Committee approved in its last meeting from 3-4 March 2016 in Kuala Lumpur.

Chaired by Guillaume Chenevière-Director of Media and Society Foundation in Switzerland and led by Nawaz Dookhee-ABU Manager, Regulatory, Legal and IP Services, the committee discussed various issues related to the standards members believe are acceptable for the media. The principles apply to all media organisations, whether traditional or internet-based, and across all platforms of operation. There are many operators who have already been in touch with the ABU to implement these standards so that they can improve their mode of operations.

The benefits of having international standards, that are specific to the media, are manifold. Organisations will have technological, economic and societal benefits. These standards will assist in harmonising the technical specifications of products and services making the industry more efficient.



The standards which have been agreed upon by the committee go as far as discussing and evaluating the principles of a safe environment, the protection of whistle blowers, and reporting in emergencies and times of crisis.

The ABU will have its own consultants and certifiers who will then be able to accredit any organisation to obtain the set standards and become ISO-compliant.

Participating organisations were OFCOM-Switzerland, MTV Channel-Sri Lanka, HACA- Morocco, Fondation Hirondelle-Senegal and Thai PBS-Thailand.

The WIPO Broadcasters' Treaty: A case of treaty analysis



By Nawaz Dookhee – ABU Manager of Regulatory, Legal & IP Services [i]

In 1996, the battle against unauthorized access to and use of creative works over the Internet or other digital networks was won through the adoption of two treaties at WIPO commonly called the Internet Treaties; namely the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT). The WCT deals with the protection of authors of literary and artistic works such as writing and computer programs, original databases, musical works, audio-visual works, works of fine art and photographs. In contrast, the WPPT deals with the protection of authors' rights of performers and producers of phonograms.

However, after the adoption of these treaties, broadcasters felt they were left stripped of protection from digital technology and so they started pressing for protection at WIPO. Their demands were finally met with a positive response and WIPO finally set up the **Standing Committee on Copyright and Related Rights (SCCR)** which met for its first ever session in November 1998.[ii]

Between 1 May and 5 May 2006, the **SCCR** established a *Basic Proposal* in order to develop protection rights for all broadcast organisations. However, broadcasters are still struggling, in Geneva at least twice yearly, to get the protection they need. Much progress has been made in the broadcasting or media industry since. Most free-to-air broadcasts have gone from analogue to digital, Smart TV has made their appearance, 3D technology has been improved, and tablets and smart phones are now alternative mediums for viewing T.V.

The use of binary codes 0 and 1 have meant that TV signals are now in this format. This is good for technology and for making the optimum use of frequency spectrums. However, it has also been a haven for signal pirates. Hackers, profiteers and free-riders have sprung up everywhere. They are on the constant look-out in order to profit from a less technologically-savvy broadcaster or an innocent one. At this point, it is worth noting that it is not only "*poor*" broadcasters which are the target as their signals are more easily captured, but also '*rich*' broadcasters who are heavily targeted as their signals carry more valuable content. The rule of piracy knows no bound and the pirates say: "*What is worth protecting is worth copying.*" This is clearly in direct contrast to Peterson J.'s comment in the University of London Press Ltd v University Tutorial[iii] : "*what is worth copying is worth protecting.*"

What is signal piracy?
Piracy can take three main forms:[iv]
i. Unauthorised copying- the copying of content on storage mediums (physical copying).
ii. Illegal interception of free-to-air signals over the air and online (include also grey-market[v]) .
iii. Illegal access into encrypted pay-TV signals with equipment designed to circumvent the security measures in set-top boxes (hardware-based).

International rules to protect television broadcasts from piracy have not been updated since the 1961 Rome treaty, drafted at a time when cable was in its infancy and the Internet not even invented. Now that perfect digital copies of television programmes can be made and transmitted with a few mouse clicks, signal theft has become a big commercial headache for broadcasting organisations around the world. It is estimated that broadcasters are losing billions in terms of revenue through the act of signal piracy. For example, in the pay-tv market, empirical evidence shows that US$952 million in 2004 to some US$1.06 billion in 2005, reflecting a continuing trend, is being lost annually.[vi]

Having set this background, the purpose of this article is not to explain further the ongoing WIPO Broadcasters' Treaty or what signal piracy is in detail; subjects which themselves will be topics discussed further in other articles. The purport of this article is to question why a treaty, as an instrument of protection, is necessary as opposed to individual country's national laws. Why is there so much debate and discussion to adopt a treaty when each individual country which is interested to protect "*signal theft*" can easily do so in their national laws?[vii]

Each sovereign country can pass enabling laws to outlaw or ban the three acts which I have enumerated above. By adopting national laws, the battle may be won, but the war on signal piracy will not. I explain.

Use of treaties

A treaty is an instrument whereby an independent member state has the intention to enter into an agreement on international laws which will become binding on itself vis-à-vis the international community. "Treaty" means *an international agreement concluded between States in written form and governed by international law, whether embodied in a single instrument or in two or more related instruments and whatever its particular designation*[viii]. A treaty is a source of law and is one of

the main sources of international laws. Although treaties can be known by different names, protocols, covenants, conventions or exchange of letters, they all have a common purpose; states participating bind themselves legally to act in a particular relation between themselves.

The advantages of having a treaty are therefore manifold. It creates a rule of international law (jus cogens), puts goals in writing, allows for the jurisdiction of the International Court of Justice (ICJ) to be entertained under 36(1) & (2) of the Court's Statute[ix], allows diplomatic pressure to be exercised on defaulting state, allows for more diplomatic avenues for talks, and above all, it provides certainty of operations for stakeholders in broadcasting fields.

One other main advantages of having an international treaty as opposed to national laws is the Treaty of Treaties commonly called the Vienna Convention on Treaties 1969 (in force since 1980). Although the Vienna Convention is restricted only to treaties between states, it reflects general consensus among states about the customary rules it reflects. Even non-signatories accept its effect and its importance although they have chosen not to ratify or sign the same for diplomatic reasons.

Commentators on the treaty accept that this treaty is based on the principle of *pacta sunt servanda* which is described in Article 26. It is believed that this principle comes from the Roman and Canon law. In simple English it means that "*every treaty in force is binding upon the parties to it and must be performed by them in good faith*".

It has been recognised that apart from the legal obligations of treaties, their moral perspective is often wider for nation states. Once a state has agreed to be bound by a treaty or if a treaty is in existence, which creates a norm of international law (*jus cogens*), even non-party states find a moral obligation to adopt its rule. The moral obligation is far greater in some cases as a state does not want to be considered the odd-one out.

There are other two main reasons why states choose to adopt and ratify a treaty. *The influential theoretical approaches offer contrasting explanations. Rational institutionalist theory expects states to use institutions … to improve or consolidate their preferred standards while reducing the risk of suffering competitive disadvantages in world markets. In this view … conventions are devices for the prevention and mitigation of regulatory "races to the bottom" among trade rivals. By contrast, sociological institutionalism expect states to ratify … conventions if doing so conforms to a norm of appropriate behaviour that is prevalent in the states' respective peer groups.*[x]

Writing in a research paper in 2003, Professor Onuma Yasuaki of the University of Tokyo, Japan, found there are positive and negative factors which influence a state to comply with an international order. The positive factors can be listed as to maintain diplomatic, commercial, financial and transportation relations. Policy makers have generally believed that the advantages of international law generally outweigh its disadvantages. On the negative side, deprivation of interests and sanctions against the violators explain why states comply with international orders. An important and interesting fact mentioned by Prof. Yasuaki for states to comply with an international order was the fear to be deprived of the use of international communications and networks.[xi] Interestingly, signals are considered network and communication mediums. The International Telecommunications Union (ITU), which is an organ of the United Nations, sets and publishes regulations and standards relevant to electronic communication and broadcasting technologies of all kinds including radio, television, satellite, telephone and the Internet. Can a state go against the ITU? Is this not a case for treaty adoption on its own?

A treaty has a normative cognate value which cannot be undermined and cannot be underestimated. Since the first treaty signed in 2100 B.C, the Lagash and Umma of Mesopotamia[xii], border agreement between Lagash and Umma in Mesopotamia, setting the boundary limitation between the two states, modern nations have continued to adopt treaties as a rule for diplomatic and international relations. There are and have been, as estimated by the World Treaty Library, around or more than 180,000 treaties in existence since 1648. Treaties will always and have always therefore been the solution when a social, economic, legal or financial issue has multi-jurisdictional dimension.

Why a Treaty for Signal Piracy

In the case of signal piracy, why is a treaty more relevant than a domestic legislation? Modern broadcasters operate in a world which knows no boundaries. The proliferation of signals and the technology of some have improved so much over the past years, that a signal can be sent from one corner of the world to a remote area through satellite, cable, IP protocol and free to air. A domestic legislation will only be limited in geography and space.[xiii] A sovereign parliament in any free country can only legislate within the boundary of its territory. Signals on the other hand know no such restriction. They travel freely from one point to another without any legal limitations. Of course, states can restrict signals by adopting measures such as geo-blocking and others. However, it is important to consider how a state can prevent digital signal through the IP protocol. Such restrictions will not only take time and effort, they will completely drain the resources of the nation. As such, the cost-benefit will not be worth it.

There is more to this: the commercial reason. Once there is a treaty, broadcasters will feel more secure[xiv] and more widespread commercial transactions will take place which can only benefit states. The macro-economic effects of protection cannot be valued in monetary terms at this stage, but its positive effects on the GDP of a nation cannot be underestimated.[xv]

The other reason why a treaty is the only way forward is the principle of reciprocity and mutual recognition. For instance, international copyright works on the principle that a foreign author is given protection in a member state as if the author is a citizen of this member state and the work has been created in this member state. Let us take the example of a broadcast signal. If it was only under national law protection,

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>> *Continued from page 25: The WIPO Broadcasters' Treaty: A case of treaty analysis*

other states are not bound by any international norms to protect it once it leaves the jurisdiction. Critics often cite the example of ICrave TV[xvi] in Canada as proposition that a treaty is not necessary as ICrave TV quickly paid out once broadcasters in the US entered a claim for copyright infringement. ICrave TV was broadcasting US-based channels via the Internet on the grounds that local laws allowed it to transmit wireless broadcast cable signals without paying and was also exempt from paying royalties. However, the Canadian courts had no opportunity to consider the matter, as under pressure (financially?) ICrave TV decided to settle the matter. So the matter has never been decided in this cross-border jurisdictional conundrum and there is no *ratio-decidendi* for future reference.

Practising lawyers of International Laws know too well how difficult it is to convince a court of law to accept the proprietary rights in goods and services which are cross-jurisdictional unless there is a clear proprietary claim. Unless the overseas proprietor of the signal can claim under the national law of another state, i.e. there is a specific provision which enables it to do so; its claims will be sure to failure.

In signal theft or misappropriation, especially in the case of pre-broadcast signals (scenario 2 above), it is often the case that a broadcaster has no logo or no visible trademark or watermark which can clearly identify the ownership thereof. In these situations, one can see a treaty being more relevant than a national law which is restricted on many principles of laws which diverge from one country to the next.

The other difficulty for a national law in this context is the scattered texts for broadcasters in certain legislations. In the US for instance, a broadcaster has to be careful of how the claim for redress is drafted. Failing to cite the proper legislations can be fatal to a claim. For instance there are the regulatory acts, trademark acts, copyright acts, competition acts etc. that have to be considered. A single body of rule protecting the broadcasters' signal is more cost – effective. Japan is another example where a broadcaster will have to navigate through several texts of laws before it can come to a conclusive answer or not.

Conclusion

The treaty remains the main and only way forward in terms of signal piracy. It is the panacea for broadcasters and the only way that broadcasters can continue to invest in the acquisition of content which serves as public interest. Such examples include sports (Olympic and World Cup) and entertainment and cultural programmes for nation-building and human existence.

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[ii] http://www.wipo.int/meetings/en/details.jsp?meeting_id=3598

[iii] [1916] 2 Ch. 601

[iv] SCCR/20/2 REV

[v] This type of access is mainly limited to satellite TV, and in some cases, terrestrial signals, due to the inability to place specific restrictions on where the signals are transmitted. Grey market access has been less common in the past, but with national borders becoming more and more porous and the free movement of people and goods, it has started to become increasingly prevalent. Vide the UK and EU case of Karen Murphy v MPS Limited Full ECJ judgment at http://curia.europa.eu

[vi] CASBAA (Cable and Satellite Broadcasting Association of Asia), in its 2008 report on piracy, estimated that losses to the industry and the TV value chain (including government bodies) from illegal distributors was in the range of $365m – making unauthorized re-broadcasting one of the most significant forms of unauthorized access and piracy in the Asia Pacific region; See also: http://www.alianza.tv/files/LatAmTVSignalPiracy.pdf; http://articles.economictimes.indiatimes.com/2011-11-01/news/30345720_1_piracy-channel-tv-ad-revenues;

[vii] It is interesting to note in a recent report of the ITU: Interactive multimedia services in Asia Pacific, Technical Report Oct 2015, at p. 54: "…in most jurisdictions, there is not yet an effective anti-piracy regime which provides countermeasures against illegal content providers."

[viii] Article 2(1) (a) of the Vienna Convention on the law of treaties

[ix] Article 36(1) Statute of ICJ: *The jurisdiction of the Court comprises all cases which the parties refer to it and all matters specially provided for in the Charter of the United Nations or in treaties and conventions in force.*
Article 36 (2): The states parties to the present Statute may at any time declare that they recognize as compulsory ipso facto and without special agreement, in relation to any other state accepting the same obligation, the jurisdiction of the Court in all legal disputes concerning:
a. the interpretation of a treaty;
b. any question of international law;
c. the existence of any fact which, if established, would constitute a breach of an international obligation;
d. the nature or extent of the reparation to be made for the breach of an international obligation.

[x] A research study by LSE Dept. of Govt.: http://www.lse.ac.uk/government/research/resgroups/PSPE/pdf/PSPE_WP1_11.pdf

[xi] EJIL (2003), Vol.14 No.1, 105-139 @ 116-118

[xii] Nussbaum, Arthur (1954). A concise history of the law of nations pp. 1–2

[xiii] Despite Chinese laws prohibiting reception of satellite TV, southern China is said to have close to 10m homes receiving signals from neighbouring Hong Kong and Taiwan – either via the grey market route or through CA circumvention (Source SCCR/20/2 REV)

[xiv] An Organization for Economic Co-Operation and Development (OECD) study indicates that "the lack of intellectual property protection will be considered as a negative factor in investment decisions by nationals or foreigners." Organization for Economic Co-Operation and Development (OECD), Economic Arguments for Protecting Intellectual Property Rights Effectively, 1989

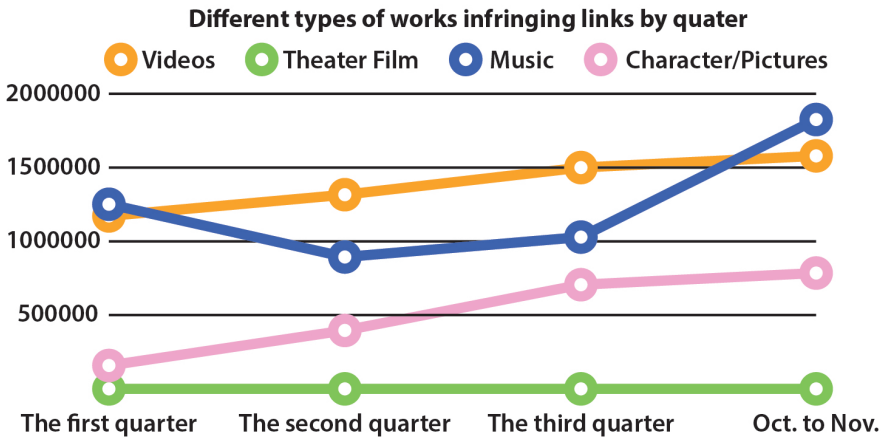
[xv] Report by the Office for Harmonization in the Internal Market (OHIM) and the European Patent Office (EPO) stated that industries relying on IPRs contribute to €4, 7 trillion to EU GDP. (Sept 2013)

[xvi] *Twentieth Century Fox Film Corp v. iCraveTV (2000 WL 255989 W.D.Pa.)*

Copyright Protection and Profit Sharing for Broadcast and Television Content in Internet Plus Era



Mr Wu Guanyong



Copyright Protection

During the 22nd ABU Copyright Committee Forum held in Kuala Lumpur on 15 March 2016, a number of presentations on the topic of online protection were delivered including one by the world-renowned copyright protection and distribution service provider Firstbrave Information Technology. Its Chaiman and CEO Mr Wu Guanyong made a presentation on "Copyright Protection for Broadcast and Television Content in Internet Plus Era" in the meeting.

Mr Wu said: "*With the development of digitisation, copyright is getting globalised day by day. With this trend of economic globalisation, copyright has gradually become the important carrier of trades among countries. The related exchange and cooperation to enhance copyright protection is increasing internationally.*"

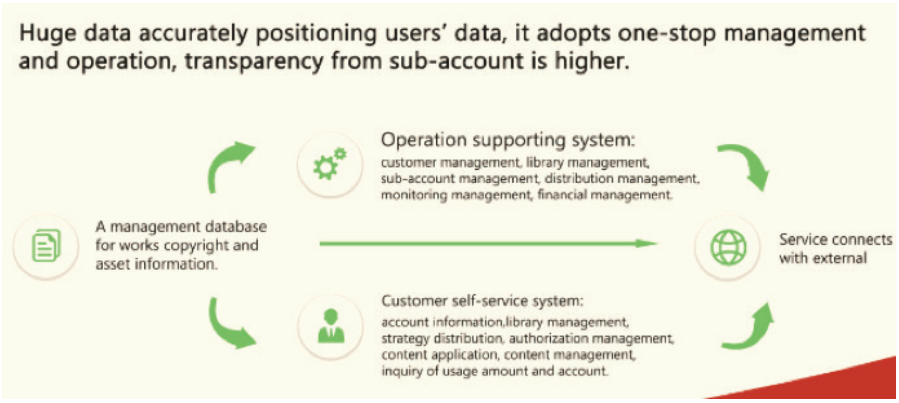
Another issue which needs more attention is network infringement. The data provided by Firstbrave showed that a total of 1,502,470 infringing links involving 4,106 films and television programmes had been found during the first three quarters of 2015. Domestic teleplays (including mainland, Hong Kong and Taiwan teleplays) accounted for almost 46% of the total infringing links. This was followed by Korean dramas reaching 13% of the total links (201,986 infringements) while the number of infringements for variety shows was 146,516 links which accounted for 10% of the total infringements. It is worth noting that the number of variety shows which were monitored only accounted for 6% of the total monitoring of online programmes.

The advent of the Internet has increased copyright infringement as making copies and spreading them is much easier. Firstbrave has come up with new solutions to solve these problems. Its technology is based on patented massive video, audio, picture and text searching engine technologies, as well as Cloud Computing, and big data visualisation analysis. It has successfully set up copyright protection systems for videos, sports games, online music, literature and video games. Through the copyright monitoring and protection platform, it has implemented 24/7 monitoring on PCs, mobile Apps, OTT, smart TVs, We Chat public accounts, search engines as well as personal websites. In China, CCTV has engaged Firstbrave technologies for its online infringement issues.

Copyright Distribution and Profit Sharing

As the copyright market expands, more enterprises and companies are finding that planning on copyright infringement is becoming a big issue. In the past 5 years, Firstbrave has accumulated a content library containing hundreds of thousands of hours of copyright information and other copyright feature information, as well as a large number of copyright works to carry out scientific copyright asset management.

In 2016, Firstbrave plans to invest at least 3 billion yuan for copyright procurement and distribution. Mr Wu believes in cooperation and exchange and thinks that this is the right way to achieve a harmonious way forward.



News Training Workshop on Non-Linear Editing

Twenty-one journalists from 19 Asiavision member countries attended a five-day intensive workshop from 15-19 February 2016 in Kuala Lumpur. The workshop provided a complete introduction to digital editing using Edius 6.

The workshop was conducted by Mr Choi Ki Hong from South Korea. At the Korean Broadcasting System (KBS), he was the first to initiate HD news and developed his own methods to create news on laptops. Today, Mr Choi is a highly respected trainer in the digital editing field with 12 published materials on different editing software such as Final Cut Pro, Avid and Edius.

Participants were initiated to News Report Editing (MXF Source), Music Video Production, Codecs and Rendering, Title Animation, Video and Transition Effects. The ABU's News Department intends to organise, at least once a year, other training workshops on different topics to enhance capacity building in news sections of member countries.

During the last day, participants screened their clips edited with Edius 6 technology. They all received a certificate of attendance for their good work and expressed their satisfaction for having participated in the training workshop.

Oliver During from TRM-Malaysia said of the great time he had at the workshop: "*Glad to be given the opportunity to participate and meeting you all and other AVN members. I would love to do it again.*"

Inoue Daisuke of NHK Satellite Operations Overall said he was satisfied with the course which is beneficial to all journalists and editors who are using the NLE system.

For Hajah Salbiah Haji Munip of RTB-Brunei: "*It was a precious moment for my broadcasting career. It was a great first challenge for AVN training program. I hope that you keep training our members in the future who may have similar problems when facing the digital broadcasting era. It can be solved by communicating to each other and is a great opportunity for motivating others.*"



Participating journalists and editors were from: RTB-Brunei, BTV-Bangladesh, FBC-Fiji, TVB-Hong Kong, DDI-India, IRIB-Iran, NHK-japan, RTM-Malaysia, PSM-Maldives, NTV-Nepal, ABS CBN-Philippines, SLRC-Sri Lanka, MCOT-Thailand, TRT-Turkey, TVTM-Turkmenistan, MRTK-Uzbekistan, VTV-Vietnam, and KBS-Korea.

The next News Training Workshop will be hosted by VTV-Vietnam in two cities in July 2016. During the first week, VTV news staff will be trained in Ho Chi Minh City. TV News reporters, editors and producers from AVN member countries will meet in the second week in Hanoi. Participants in both groups will be trained on the same topic – Non Linear Editing. The two workshops will be conducted by the same trainer, Mr Choi Ki Hong from South Korea.

The ABU News Department's goal is to train about 200 news staff from AVN member countries in the coming months.

Turkmenistan marks 20 years of neutrality and exclusive stories dispatched to Asiavision

Following a request made by the ABU, Sri Lanka's leading news network News 1st, an arm of ABU's member MTV Channel, was in Turkmenistan last December. News 1st dispatched stories to Asiavision with exclusive interviews of Indian Minister of Petroleum and Natural Gas, Mr Darmandra Pradan and his Afghan counterpart, Dr Daud Saba.

The two ministers were among other dignitaries including state leaders and high ranking UN officials who attended the international conference in Ashgabat marking 20 years since Turkmenistan achieved permanent neutrality.

In his speech on this particular occasion, the President of Turkmenistan, H.E. Mr Gurbanguly Berdimuhamedow said the country was proclaimed as the first neutral state in history recognised by the international community. "*The foreign policy of Neutrality is based on the principles of mutual respect, equality and mutually beneficial cooperation with all countries*", said the Turkman leader.





Meanwhile, India and Pakistan joined hands with Afghanistan and struck a deal with Turkmenistan to build a gas pipeline at a cost of $10bn. Leaders from Turkmenistan, Afghanistan, India and Pakistan, converged in the remote Karakum desert, nearly 300km northeast of Ashgabat to launch the 1,814 km Turkmenistan-Afghanistan-Pakistan-India (TAPI) pipeline, named after the countries it crosses.

AVN Monthly Award

TRT-Turkey, MetroTV-Indonesia and CCTV-China are the Asiavision (AVN) monthly award winners in February and January 2016 and December 2015 respectively.



The February award went to TRT for its coverage of the car bombing in the Turkish capital Ankara that targeted military personnel. In the incident on 17 February, at least 28 people were killed and 60 others injured. The explosion during the evening rush hour targeted military buses as they waited at traffic lights.

MetroTV won the award in January for its coverage of the coordinated bomb and gun attack in the Indonesian capital Jakarta. The "so-called Islamic State» (IS) group claimed responsibility for the 14 January attack along one of Jakarta's main thoroughfares. The overall death toll was eight, including four militants, while the number of injured amounted to more than two dozen people. In follow-up operations, Indonesian police arrested 12 suspects.





Coverage of a massive landslide that hit a Chinese industrial park in Shenzhen earned CCTV the December 2015 award.
The landslide of construction waste on 20 December buried industrial buildings and worker hostels in an industrial park in the south China city. More than 50 people died in the accident and another 62 were reported missing. The disaster occurred when a huge pile of construction waste slid down a hill.

ABU unites media against the threat of natural disasters

Ms Natalia Ilieva, Executive Assistant to ABU Secretary-General

On 26 December 2004, an undersea earthquake triggered the most catastrophic natural disaster in modern times. More than 120,000 people perished as a massive tsunami, generated by the subsidence, raced across the Indian Ocean, engulfing all before it. Several coastal areas in Krabi Province, host region for this Second Media Summit on Climate Change and Disaster Risk Reduction, were tragically affected as the tsunami came ashore, causing massive loss of life and major property damage.

Prior to the tsunami, the subject of disaster risk reduction and, more broadly, climate change had been a relatively unrecognised item on the agenda of broadcasters worldwide, especially in the Asia-Pacific region. However, the Indian Ocean tsunami (12 years ago) and the subsequent Great Earthquake in Japan (five years ago) provided defining moments and gave major impetus for more attention to be paid to these critical issues.

Recognising the key role to be played by the media in bringing relevant matters to public attention, the Asia-Pacific Broadcasting Union (ABU) has long been an active player in putting in place strategies to provide information and education to its members on best practices in the field. These efforts culminated in its General Assembly in 2009 (held in Mongolia) in which 200 ABU members from 58 Asia-Pacific nations endorsed the Ulaanbatar Declaration on Climate Change 'resolving to expand public knowledge and understanding about climate change and its solutions'. The ABU Declaration came as part of the call from the UNESCO International Conference on Broadcast Media and Climate Change (2009) to strengthen broadcasting and professional organisations to enable them 'to collaborate to optimise the quality and relevance of programming and reporting on climate change'.



In 2014, the ABU implemented the first global Media Summit on Climate Change, ICTs and DRR (Jakarta, Indonesia), while in March 2015 Heads of States and Governments met in Japan and endorsed the Sendai Framework for Disaster Risk Reduction 2015-2030. In December 2015, the world came together again in Paris for the UN Climate Change Conference (COP21). This latter event resulted in a consensus of the 198 parties present to reduce global greenhouse emissions and to achieve other climate change targets within the immediate future. It is clear from the interest shown by the international community that climate change and global warming are critical long-term threats. Rising temperatures are causing the melting of icecaps, the receding of glaciers and a rise in sea levels. Globally, weather systems are manifesting extreme swings that are disrupting and endangering life and livelihood. More vulnerable countries would be the first to experience the ill effects of global warming.

According to the Asian Development Bank (ADB), climate change will hit the Asia-Pacific region the hardest, causing dramatic spikes in food prices by the year 2050. Understandably, the effects will fall disproportionately on the shoulders of the poorest families.

Although widely acknowledged as a critical threat, the implications of climate change have not got the media attention deserved and programming on the subject is often limited to a niche interest area. Furthermore, the media hasn't been truly integrated in national disaster management policies and processes to prepare the general public to cope with increasingly frequent and more intense natural hazards or disasters.

Given its unparalleled audience reach, the media should become a trusted partner of governments in promoting disaster risk reduction policies, disseminating early warning messages and advancing regional and national disaster risk reduction agendas.

Many media organisations already accept their duty to serve wide audiences (including most vulnerable groups such as women, children, youth, persons with disabilities and the elderly) before, during and after disasters. They recognise the need to prepare people pro-actively during quieter times between disasters and they commit to expand coverage of climate change and DRR to educate their audiences on these issues. They also recognise the huge gap in media knowledge and expertise and that the "messengers" have to be educated themselves about the complex issues of climate change impacts, mitigations and DRR.

This **Second ABU Media Summit on Climate Change and Disaster Risk Reduction** aims to bridge this gap. It will bring together the media, government agencies responsible for disaster management and disaster risk reduction, international agencies working in the field and NGOs. The aim is to put the media in the frontline of information-sharing on subjects such as climate change adaptation and disaster risk reduction. Furthermore, the Summit seeks to educate the "messengers" and equip media practitioners with the skills and knowledge required to translate complex climate change issues into relevant, understandable programs for radio, television and on-line audiences.

Climate Change and Disaster Preparedness in Focus

The ABU is holding its 2nd Media Summit on Climate Change and Disaster Risk Reduction in Krabi Province, on southern Thailand's west coast from 12 – 14 May 2016. The Summit is hosted by ABU member Thai Public Broadcasting Services in a region which was devastated by a tsunami in 2004.



The three day event includes a conference, workshops, documentary awards, an exhibition and an excursion. With the theme "**Media Meets Climate Change and Disasters Challenges**," the Summit will bring together more than 250 media professionals, scientists, representatives of UN organisations, government agencies and NGOs involved in climate change mitigation, risk management and early warnings for disasters.

The Summit will adopt a declaration or statement of commitment to prioritise the coverage of climate change and DRR in broadcast media programming. The Krabi Statement of Commitment will build on the Jakarta Declaration adopted by the inaugural Summit in Indonesia in June 2014.

In conjunction with the summit, the ABU is launching a documentary contest to encourage media organisations across the Asia-Pacific to produce more films on climate change effects and mitigations as well as DRR. The Awards Ceremony will be held on 13 May at the end of the Summit.

On 14 May 2016, there will be a Partnership Consultation Meeting of the stakeholders in the process of early warnings and DRR with a focus on the Philippines and Thailand. The Summit is preceded by an ABU/FAO workshop on Climate Change and Food Security, from 10-15 May 2016.

For registration and details of the Krabi Summit, please visit www.abu.org.my/ccdrr

New ABU competition encourages content production on Climate Change and DRR



Mr Tatsuhiro Beniko, Director ABU Programming and Chairperson of the ABU TV Awards on Climate Change and Disaster Risk Reduction jury.

We are very excited to launch a new competition for programmes addressing climate change, disaster preparedness and disaster risk reduction. Although in the past we have had some climate change categories in the annual ABU Prizes, opening a special competition reflects the ABU's commitment to putting the media on the frontline of climate change adaptation and disaster preparedness.

We believe this is a unique competition designed to encourage the production of high quality content addressing one of the biggest challenges faced by humanity today. It is our duty as media practitioners to serve the public interest and two of the urgent needs, especially in the Asia-Pacific region, are climate change and disaster literacy.

The competition is open to producers from the ABU territories. Entries are welcome for the two categories - Climate Change and Disaster Preparedness and DRR. Four awards will be given: Best TV Programme on Climate Change; Best TV Programme on Disaster Risk Reduction and Disaster Preparedness, Most promising Programme and Best Story.

The ABU TV Awards on Climate Change and Disaster Risk Reduction will be launched during the 2nd ABU Media Summit on Climate Change and DRR (12 – 14 May 2016, Krabi, Thailand) and will be run annually in conjunction with the Summit.

We invite programme makers to submit their work. For more information please go to (ABU TV Awards on CCDRR).

Let's Talk Radio in Beijing

The ABU has received an enthusiastic response from members who have confirmed their participation to the three events which will run from 25-27 April 2016 in Beijing, China .

RadioAsia 2016 with the theme "**Let's Talk Radio**" is scheduled on 25 April. The stage is set for the Radio Song Festival on 26 April and Media 2020 with the theme "**Taking The Media Forward**" will close the series on 27 April.

The topics to be covered include: Power of Radio, Radio on the Move, Public Service Broadcasting, Leading the Way in Competitive Markets, UHDTV Content Creation, Story Telling in the Digital Age, TV Journalism and Social Media, Digital Radio Delivery: European and Asian Viewpoint, Song Festivals in Europe and Asia: Promoting Culture and Case Studies: European and Asian Competitive Markets.

More than 40 well-known international speakers will share their expertise and experience and interact with delegates.

Fourteen singers from 13 countries will perform at the Gala Event of the ABU Radio Song Festival. The Guest Artist is Analia Selis from Radio Romania. The event will also be enriched by a concert titled "The Violin of George Enescu" organised by Radio Romania on 27 April.



A line-up of talented artists to perform at ABU 2016 Radio Song Festival in Beijing

ABU Pacific Media Partnership Conference 2016

This year the conference with the theme "Collaborating For Broadcasting" will be hosted by Media Niugini Limited/EMTV from 24-27 August in Port Moresby, Papua New Guinea.

The PMPC 2016 conference is an opportunity for our Pacific members to gather information and share experiences. The sessions will introduce new and advanced technologies and discuss how the industry is developing.

A guided tour on 27 August will enable delegates to experience the facilities of broadcasters and places of interest.

Members are kindly invited to join this major regional event in the Pacific Islands. Please register as soon as possible to avail the discounted hotel rates at Stanley Hotel. Details on how to make bookings will be made available soon. The programme will be updated regularly on the website.

To register, please visit http://www.abu.org.my/PMPC and for any further information, please contact Dr Amal Punchihewa, Director Technology & Innovation at amal@abu.org.my.

EMTV – Papa New Guinea to roll out digital transition this year

EMTV is a commercial television station in Papa New Guinea and since recently is nationally owned. Telikom PNG took control of the station when the former owner, Fiji Television, surrendered all its shares. In an interview with ABU NEWS, Bhanu Sud, CEO of EMTV gave us some insights into the implications of the new ownership and announced that they will go digital as from this year.

Q: Recently, Telikom PNG has become the sole owner of EMTV's parent company, Media Niugini Limited, when Fiji Television Limited divested all its shares. What does this represent for EMTV?

A: EMTV, through Media Niugini Limited, now becomes a member of a strong state-owned Telco. It also means EMTV is now a 100% Papua New Guinea-owned company. It is now in a strong position to benefit from Telikom PNG's infrastructure that can be used for EMTV's digital transition.

Q: So, now that EMTV is owned nationally, is it a matter of pride for Papua New Guinea?

A: It is a matter of pride for PNG viewers. The large majority of our viewers have grown up watching EMTV, and it means something to know that their favourite television station is now 100% PNG owned.

Q: Will the ownership have any impact on EMTV's news and programme content?

A: The change of ownership will not have any negative impact on EMTV's news and programme content. EMTV already has strongly established relationships with television stations and broadcast content providers from around the world, and the Pacific. This will continue to be developed, to ensure that content shown by EMTV is the best and most effective in information, and entertainment. EMTV also has a proud history of not being, in any way, influenced in its production of the National EMTV News.

Q: EMTV is a member of the ABU, and has recently joined Asiavision. In what ways is regional cooperation helping broadcasting development not only at EMTV, but also in the Pacific in general?

A: Being a member of the ABU, is already exposing EMTV viewers to news and information from across the Asia Pacific Region. It is educating EMTV viewers about happenings in the region that impact them as a regional and economic player. It has also meant gaining access to globally-recognised events.

Q: What are the immediate and future prospects of EMTV?

A: EMTV's partnership with the ABU has resulted in the securing of broadcast rights to the Rio Olympics. Another major project is being the appointed Host Broadcaster of the FIFA under 20 Women's World Cup, as the exclusive Free To Air broadcaster to PNG and the Pacific.

Media Niugini Limited, with strong support from Telikom PNG, will be investing in digital transition to the DVB T2 platform, which is expected to be rolled out starting in May this year.



Mr Bhanu Sud – CEO of EMTV-Papua New Guinea

ABU and AIBD consolidate their Partnership



The ABU Secretary-General, Dr Javad Mottaghi, and the AIBD (Asia-Pacific Institute for Broadcasting Development) Director, Mr Chang Jin, had a productive meeting in March this year.

It was an opportunity for both sister organisations to assess their partnership in 2015 and to strengthen their ties in 2016. They have agreed to increase their joint venture projects this year.

The ABU and the AIBD will jointly implement 9 projects this coming year as compared to four in 2015. Four activities will be organised by the two sister organisations in the Technical and Programme sectors each and one project is also scheduled for the News sector. Last year, they jointly organised only 3 Technical and 1 Programme project. No news project was on the 2015 agenda.

Dr Mottaghi and Mr Jin are confident that the partnership between the two organisations will be expanded further in the future.

ABU offers more service to MNB-Mongolia

The Prime Minister of Mongolia, the Honourable Mr Chimed Saikhanbileg, has agreed to set up a Task Group this year to draft a strategic plan to help MNB with its aim to go digital. The Government of Mongolia will also support the national public broadcaster to offer a proper national coverage of the 2016 Olympic Games.

This was the outcome of high-level talks between the ABU Secretary-General and the Mongolian Prime Minister last January in Ulaanbaatar. The Prime Minister also agreed to support the MNB in hosting the 2019 ABU ROBOCON in Mongolia and participating in major ABU events such as the Radio Song Festival in Beijing, the TV Song Festival in Bali and the ABU Dance Festival in New Delhi. He asked the ABU to assist Mongolia in some national projects such as National Media Law and Broadcast Licences.

The Prime Minister's Office will nominate a focal point and establish a communication line with the ABU to follow up on matters discussed, as soon as possible.

The same requests were presented to the Honourable Speaker of the Mongolian Parliament, Mr Zandaakhuu Enkhbold who promised his support. The MNB Director General, Ms Oyundari Tsagaan was also in attendance.

Earlier Dr Javad Mottaghi met with Dr Enkhmandakh Baldan, Chairman of the National Board of MNB and Ms Tsagaan . Discussions focused on the preparation of a plan for future cooperation between the ABU and the Mongolian public broadcaster.

Asiavision was among the key issues raised with TV5 Mongolia – a Full Member of the ABU. Ms Sarangerel Davaajantsan, owner of this channel, who is also a Member of the Mongolian Parliament and Dr Mottaghi are confident that cooperation between the two organisations will be enhanced.



Working session with the Hon. Prime Minister of Mongolia

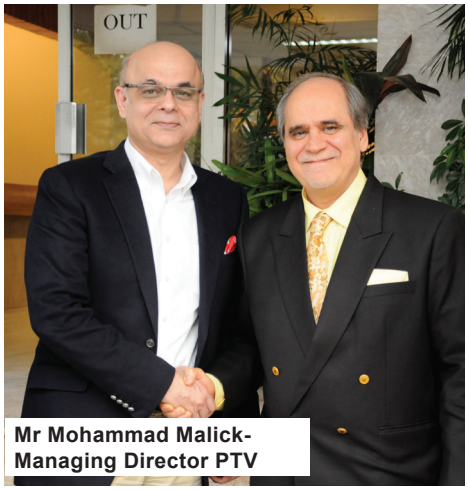


ABU SG meeting the Hon. Speaker of Mongolian Parliament

Pakistan broadcasters to enhance cooperation with ABU



Hon. Sardar Ayaz Sadiq-Speaker of Pakistan National Assembly



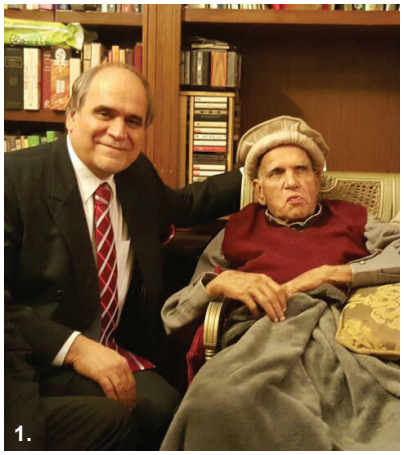
Mr Mohammad Malick-Managing Director PTV

During a 2-day visit to Pakistan last January, the ABU Secretary-General, Dr Javad Mottaghi held productive meetings with high-level broadcasters who expressed their willingness to further enhance and strengthen partnerships with the ABU and participation in its activities.

At PBC-Pakistan, Dr Mottaghi met with the Director General, Mr Imran Gardezi. PBC was invited to participate in the RadioAsia Conference, Radio Song Festival and Media 2020 in Beijing. The station is also willing to buy the Radio-in-a-Box equipment and to partner with the ABU on projects related to Disaster Risk Reduction (DRR).

PTV-Pakistan has been invited to join Asiavision – the ABU's news exchange platform. They are also interested in the Union's activities on DRR and the Radio Song Festival. Mr Mohammad Malick, Managing Director of PTV said that his team would be more active in other ABU events such as ROBOCON, TV Co-Production, WBU Conference and the General Assembly.

Dr Javad Mottaghi also met with Dr Sultana Siddiqui President of HUM TV and her senior officials Ms Moneeza Hashmi, President of Public Media Alliance and Mr Akhtar Viqar Azim,











Clockwise from top left: 1. Mr Agha Nasir-Ex DG of PBC & Ex MD of PTV, 2. Mr Imran Gardezi, Director- General PBC, 3. Mr Sheikh Zaahid Iqbal-Chief Executive BIZ Broadcasting Ltd, 4.Ms Saba Mohsin Raza-Chairperson of PBC and PTV, 5. Mr. Irfan Siddiqui-Advisor to the Honourable Prime Minister.

Senior Vice President. Discussions there focused on gender empowerment, as well as educational and cultural projects.

Furthermore, Dr Mottaghi visited BIZ Broadcasting (Pvt) Ltd, Islamabad and FM Sunrise Network and held discussions with its Chief Executive Mr Sheikh Zaahid Iqbal. The ABU will also support the Pakistan Electronic Media Regulatory Authority (PEMRA) in getting information from other advanced organisations on regulatory matters.

The ABU Secretary-General also had fruitful discussions with the Advisor to the Honourable Prime Minister, Mr Irfan Siddiqui and with the Honourable Speaker of Parliament, Mr Sardar Ayaz Sadiq. They were all briefed on the ABU's role in media development in the Asia-Pacific region.

Monster storm Winston wipes out major Fiji TV infrastructure



Geoffrey Smith, CEO of Fiji TV





Many Fijians will not easily forget 20 February 2016.

As the hours counted down to what would later be recorded as the second most powerful storm in human history, Fiji Television continued to broadcast via its terrestrial as well as satellite DTH platforms, informing the nation of the fast approaching Category 5 Cyclone Winston.

In its wake, the category 5 storm left 44 people dead, a third of the country's population in evacuation shelters, thousands homeless and over US$500 million in damages.

Winston did not spare Fiji's television broadcasters either. While Fiji TV continued broadcasting right through the cyclone, its nationwide network of terrestrial towers was also taking a battering from the 350 kilometer an hour winds. When the dust settled, at least 8 of Fiji TV's major transmitter sites sustained major damage.

This included the complete loss and damage to their 24 feet TVRO satellite antennae, damage to downlinking dishes, feeder cables, dehydrators and feeder systems as well as complete damage to a lot of their other transmission equipment. Preliminary damage assessments so far point to an estimate around the US$ 150, 000 mark to possibly US$ 250,000 for Fiji TV alone.

"In fact we are not alone. Our fellow broadcasters in Fiji would have suffered similar if not worse damage," said Fiji TV CEO Geoffrey Smith. In fact, one of Fiji's smaller broadcasters has been off air since 20 February 2016.

"But unlike some our state owned competitors who may have easier access to state funding or direct assistance from fellow PSB's, as a private entity we have to dig into our own pockets to get back on our feet," said Smith.

Fiji TV's situation is even more dire because not all its terrestrial transmitter sites were covered by insurance. "Only one of our major sites at Monasavu, where our hydro damn is located, was insured. For some strange reason, brokers in the country don't feel too comfortable taking on the risk of insuring our other sites perhaps because we are in a cyclone prone country," said Smith.

But to its credit, Fiji TV was one of the first broadcasters to get back on air after the category 5 cyclone passed over.

"We can assure our viewers that yes this comes as a major obstacle, but we are determined to normalize full coverage in as short a time as we possibly can, subject of course to available resources and of course, all important funding," said Smith.

Fiji Television is Fiji's first commercial TV station having opened in 1994. It has a total current staff of 141.

ABU expressed its solidarity with Fiji

The ABU is deeply saddened by the tragic loss of lives and massive destruction caused by the record-breaking cyclone Winston that struck Fiji last Saturday.

In a message sent to the Director of Fiji TV, the ABU Secretary-General, Dr Javad Mottaghi said: "At this time of national distress, the ABU wishes to express its heartfelt sympathy to you, all the Fijian broadcasters and above all the people of Fiji and to those who are being directly affected by the devastating cyclone. Please also convey our sincere condolences to the members of the bereaved families."

IRIB-Iran deepens its partnership with ABU



Dr Abbas Naseri Taheri, Advisor to IRIB President and Director General of International Affairs, visited the ABU Secretariat on 18 February 2016. The Iranian public broadcaster agreed to be more active in ABU activities as of this year.

The IRIB will participate fully in ROBOCON 2016. Dr Naseri informed that from 2017 onwards the national university Robot competition will be organised in Iran and the best team will attend the ABU ROBOCON event.

The IRIB will also join the Radio Song Festival and Planning & Strategy Group meeting in Beijing in April 2016 and the Administrative Council meeting in May in Nadi, Fiji. Dr Naseri also agreed to consider hosting the 2017 Copyright Committee and Forum event in Tehran.

ABU joined global celebration on International Women's Day



For many years the ABU has been supporting gender equality in media. As a leading player in the Global Alliance on Media and Gender, the ABU spares no effort in encouraging and guiding its members to develop fair employment policies and gender-balanced content.

The ABU Secretary-General, in his message on the occasion of International Women's Day said: "*Among our members we have shining examples of women leading great organisations. But still, there is so much to do to harness the talent, the energy and creativity of half of our population. As a Vice – Chair of the Global Alliance on Media and Gender, the ABU is leading the way to achieve fair representation of women in media and fair portrayal of women across programmes.*"

The ABU, as a growing organisation of more than 275 members in the Asia-Pacific region, is committed to gender equality in the media. The result of this has been the development of the Broadcasting for All campaign focusing on practical projects to include the whole of our potential audience which consists of more than four billion people.

ABU condemns terrorist attacks in Afghanistan and Turkey

The ABU Secretary-General, Dr Javad Mottaghi condemned the deadly bombing which occurred on 20 January 2016 in western Kabul's Darulaman Road area where a civilian bus was transporting employees of Tolo TV news channel. Tolo TV in Afghanistan belongs to ABU Member, Moby Group. Seven people lost their lives and 27 were wounded in the suicide attack.

Dr Mottaghi, in a message sent to the Director of Moby Group, Mr Zaid Mohsen, said: "*Words could not describe my feelings as the Secretary-General of the ABU when I heard of the tragedy in Kabul and the death of and injuries to so many talented journalists and broadcasters from the Tolo TV Channel. This is not only a terrible tragedy but also a callous act of terrorism, which I condemn outright on behalf of the whole membership of the ABU across the Asia-Pacific and the Secretariat.*

We will not let terrorism win. We will not let bombs rule the lives of millions of innocent people. The media, and especially broadcast media, should be on the frontline of the fight against terrorism and violence.

The whole Moby Group and the families of the victims are in our thoughts. Our hearts are full of sorrow for the tragic loss and determination to fight terror with programmes as well as through conflict prevention and resolution through media."

In addition, the ABU also joined the world's outrage at the callous attack in Ankara on 16 February 2016 that took the lives of 28 innocent people. In a message to Mr Şenol GÖKA, Director-General of Turkish Radio and Television Corporation (TRT) and ABU Vice President, the ABU Secretary-General said: "*We stand united in our condemnation of this barbaric act. Our hearts go out to the families of the victims. We express our solidarity with the people and Government of Turkey at this tragic time. ABU members are now even more committed to mobilise the media against violence.*"

New Staff at ABU



Nawaz Dookhee, Manager-Regulatory, Legal & IP Services

Nawaz Dookhee, a Mauritian national, is the new legal contact person at the ABU as of February 2016. Before joining the ABU, he was a self-employed Barrister in a private practice. He has considerable experience in dealing with broadcasting matters in particular and has also been the Legal Adviser to the Independent Broadcasting Authority (IBA) in Mauritius for the last ten years. He has worked closely on broadcasting and media content issues, contracts, IP matters, and has also drafted media guidelines and regulations including the Mauritian advertising code.

Nawaz Dookhee qualified as a Barrister in England and Wales in 1999. He holds an LLB and LLM from The London School of Economics and Political Science and also holds other post graduate diplomas in law from La Sorbonne in Paris, France.

Nawaz takes his new post as a challenge and believes that broadcasting in in the Asia-Pacific region has made a lot of progress. He also says that broadcasters have new challenges in this digital era and he looks forward to working with all members for the advancement of the Union.



Seemantani Sharma - ABU Legal Officer and IP Services

Seemantani Sharma qualified as an Intellectual Property Lawyer in India is currently based out of Washington D.C. She works on soft IP issues with a special focus on copyright law, privacy law and other general legal matters affecting libraries and archives. Prior to this, she has worked in various legal capacities at the Recording Industry Association of America (US) and RSG Media Systems (India).

Academically oriented, she is the founder of Innovation, IP, Technology and Law - a blog on general intellectual property issues. She has, to her credit, national publications and has recently presented at the University of Michigan for which she was awarded a travel grant. Her work has been cited at Stanford's blog and in an upcoming publication in Code4Lib Journal, the leading journal on Library Science in North America and Canada.

Armed with a LL.M. in Intellectual Property Law from the George Washington University Law School, Seemantani Sharma completed her Bachelor of Law in India. She also holds a diploma from the World Intellectual Property Organization (WIPO).



Jo Hae-dal, Manager Broadcast Rights

Jo Hae-dal joined ABU in March 2016 as Broadcast Rights Manager in the Sports Department. As Chief Producer & Director at KBS-Korea, he has a rich background of knowledge in sporting events production and management. He has been in the field for more than two decades and played a key role as a planning producer for the host broadcasting service for the 2011 IAAF World Championship in Daegu.

Jo holds a BA English from Kyungpook National University and a MA Journalism & PR from Sejong University in Korea. He succeeded his KBS colleague Kim Wan Soo in the ABU Sports Department.



Hamdhoon Rashad - Project Manager New Media

Hamdhoon Rashad joined the ABU Programme Department in March 2016. He is a Maldivian and began his professional career in the Maldives with state broadcaster Television Maldives (TVM). He started as a broadcast journalist and went on to work as Deputy Editor and then Senior Editor during his employment with TVM.

He has worked in media for more than 10 years and has also been assigned to various mediums in different locations around the world including India, Malaysia and the US. Most recently he was working with the United Nations in Maldives as a Communication Analyst. He holds a Bachelor of Arts (Honours) in Broadcasting and Journalism from Malaysia.



Faten Amira Binti Rahmat - Finance & Administration Officer

Faten is Malaysian and joined the ABU in February 2016. She holds a Bachelor Degree in Accountancy from Universiti Utara Malaysia. She previously worked as a Finance Executive for two years at Media Prima Berhad where she was in charge of TV3 & TV9 management accounts. Prior to these responsibilities, she was an external auditor at Ernst & Young for a year.



Kuamis Kimjun - Accounts Assistant

Kuamis joined the ABU in October 2015. She is a Malaysian citizen and holds a Bachelor Degree in Economics, majoring in Finance from the Universiti Putra Malaysia.

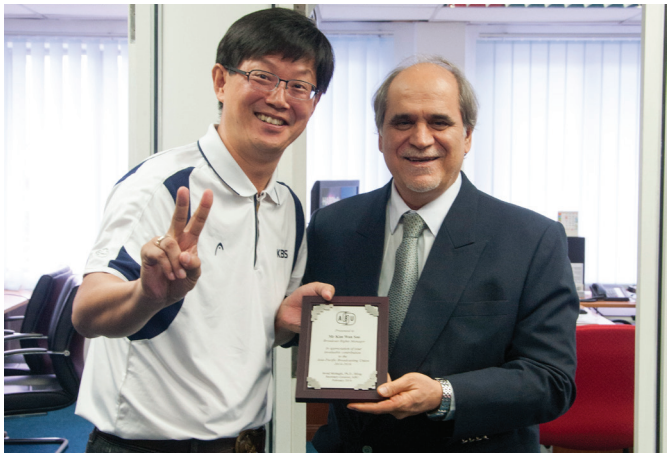
Kuamis has over 10 years experience in Administration and Accounting.



Qairunnisa Ahmad Noor Ridi – Team Assistant

Nisa, a Malaysian citizen, joined the ABU's Programme Department as a Team Assistant in March 2016. She is a graduate in International Relations with French from Nottingham University, Malaysia Campus.

ABU bids farewell to Kim Wan Soo



The ABU Secretary-General expressed his thanks to Kim Wan Soo for his dedication and hard work as the Broadcast Rights Manager over the past two years. He joined the ABU Sports Department from KBS Korea in April 2014.

At KBS, he was a Reporter and Producer of Sports. He worked on various international sporting events including the summer and winter Olympics, Paralympics and the FIFA World Cup and has won a number of awards in Korea for his coverage.

After his two-year contract, Kim Wan Soo returned to KBS in March 2016. ABU praised his commitment to the Union's goals and mission, especially in the Sports Department and wished him well in his future endeavours.



SLRC- Sri Lanka celebrates its 34th Anniversary

Sri Lanka Rupavahini Corporation is the national television broadcaster of Sri Lanka. It commenced services to the nation in February 1982. Today, it possesses the infrastructure to support two programme channels and the second channel was introduced in late 1990s.

The main channel has nearly 100% geographical coverage and the second programme channel will also expand its coverage with a new digital transmission network.

SLRC has been a full member of the ABU since its inception and played its role in the region as a key television broadcaster. It has also frequently been a member of the ABU Administrative Council. SLRC has won many ABU awards in a wide variety of programmes during the last three decades.

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A new Director-General at Thai PBS-Thailand

Dr Krissada Ruangareerat has been appointed as the new Director-General of the Thai Public Broadcasting Service – Thai PBS as of January 2016.

He was selected among five candidates after a two-thirds majority vote by the board of governors. Dr Krissada, 50 years old, was a former Thai Health Promotion Foundation Manager but resigned in October 2015.

After his appointment, Dr Krissada announced his vision for Thai PBS, which was to use the public service to foster social change. He said he aimed to change Thai PBS into a television station that can truly drive society. He added: "*Since the change of an era, the media makers are not only from the media industry because these days consumers choose the content; that is the important viewpoint to affect a change in the media landscape. Among new-born digital television, from my perspective, Thai PBS' new way of thinking and working will not be just a Television station but its standpoint will be changed to 'social mechanism' that must create a distinctiveness to the station. By focusing on social movement that leads to structure change to the society through the multi platforms of media; website television, programme, news, everything needs to be integrated. Thai PBS needs to increase collaboration with networking organisations as well as to create proper ideology of public media in the organisation, also to introduce ideas and perspectives to the society.*"



ABC MD Mark Scott- A man of vision

Mark Scott confirmed in September 2015 that he will be stepping down in 2016 after ten years in the position.

In 2010, he was appointed to a second five-year term as the ABC's Managing Director. His time at the ABC has been marked by extensive change, including the creation of ABC 3, a digital TV channel for children, and the 24-hour news channel ABC News 24 . He is also behind the major expansion into digital and on-line technology. Scott has been a strong defender of the value of social media in journalism.

On 13 June 2011, Scott was named an Officer of the Order of Australia for his distinguished service to media and communications, and to the community through advisory and governance roles with a range of social justice and educational bodies.

The ABU Secretary-General, Dr Javad Mottaghi highly appreciates the invaluable partnership of Mr Scott with the ABU during his term of office.



Michelle Guthrie succeeds Mr Mark Scott

Michelle Guthrie has been appointed Managing Director of the ABC, and is set to take up the post in May 2016.

She will officially join the ABC in April for a month-long transition with Scott. She has been based in Singapore for the past few years in a senior executive role with Google. Ms Guthrie began her career as a lawyer specialising in media and technology.

HUM TV President conferred with Honoris Causa



Greenwich University of London honoured Ms Sultana Siddiqui, President of HUM TV with the honorific Degree of Doctor of Mass Communication Honoris Causa.

Ms Siddiqui is not only an accomplished media professional but is also ranked as one of the top 100 business leaders in Pakistan. She is the founder and President of HUM Network, Ltd., Pakistan's largest and fastest-growing entertainment broadcast station which is recognised as one of the top 25 companies listed on the Karachi Stock Exchange.

Ms Siddiqui started her career as the first female producer at Pakistan Television (PTV) in 1974. Throughout her career, she has received numerous awards including PTV's 10 Years Best Producer 1987-1997 award, the Woman of Vision award from the Media Women Journalists and Publisher's Organisation, the Hazrat Khadijat ul Kubra award from the Federation of Business and Professional Women, and even the Pakistan and Nigar Award which is the most prestigious Film and Media Awards in Pakistan. Ms Siddiqui was also awarded the prestigious President's Award for Pride of Performance in 2008, in recognition of her dedication and outstanding services in the field of Arts (TV Production).

Greenwich University conferred to Ms Sultana Siddiqui the Honoris Causa in appreciation of her significant and extraordinary contribution to the entertainment industry. She is recognised as being the first woman to start her own TV channel in Asia.



New head at ABS-CBN in Manila

Since 1 January 2016, ABS-CBN Corporation, the newest Asiavision member, has appointed Carlo L. Katigbak as its new President and CEO.

Prior to his appointment as Chief Operations Officer-COO in March 2015, Katigbak served as Head of Access. He also managed the operations of Sky Cable, ABS-CBN mobile and ABS-CBN TV plus. He was tasked with establishing the company's internet business in 1999 and served as Managing Director of ABS-CBN Interactive, which ventured into online and mobile businesses.

Katigbak began his career at Sky in 1994 and returned to Sky Cable as COO from 2005 to 2012. He became President in 2013.

A new Director-General at Bangladesh Television



Mr Haroon-or-Rashid started his term as Director-General of Bangladesh Television (BTV) on 14 January 2016. He is a senior member of the country's Civil Service Administration, a cultural activist, playwright and former journalist.

Mr Haroon completed his higher education in Mass Communication and Journalism from the University of Dhaka. He received comprehensive training in Telecoms management, the development of media content, and transmission and broadcast systems from USA, Germany, Japan, Thailand, Philippines, India, Belgium, Singapore, China and Hong Kong. As a prominent playwright, Mr Haroon wrote television dramas and received many awards and certificates for his contribution in different fields of media and communication.

His predecessor Mr Abdul Mannan has been posted to a higher position in the government of Bangladesh.

ADDITIONAL FULL MEMBER

SULD TV of Mongolia

Suld TV, Noyon Suld Co Ltd of Mongolia joined the ABU as an Additional Full Member in February 2016. It is a relative newcomer in the broadcasting landscape of the country since it only started operations in July 2014.

Suld TV can reach its audience in nearly 300 sub-regions and 21 provinces (Aimag). Its signal is also received in more than 20 Asian countries through DiDish, a television satellite service. Audiences in big cities such as Ulaanbaatar, Darkhan and Erdenet are reached via IPTV operators like Univision, Skytell and MNBS. Viewers also have access via the OTT platform through the internet and www.suld.tv.mn.

This privately owned channel puts much emphasis on local and international sports broadcasts. Horse racing and wrestling attract most of their audiences in the provinces and cities. One of the largest programs in Suld TV is the live broadcast of local sports events such as the National League of Basketball and Volleyball. Weightlifting and taekwondo are also becoming popular among younger generations.

Suld TV produces 60 per cent of its broadcast content.

AFFILIATE MEMBER

Advanced Broadcast Solutions

Advanced Broadcast Solutions – Asia Pte Ltd (ABS), a new ABU Affiliate Member, is a privately owned company established on 12 June 2013 in Singapore. They operate as a solutions provider in the broadcast, corporate, education, entertainment and government segments.

ABS works as a partner with customers to provide business and technical consultation, project planning, and design services. They are a full service integration company that is able to go from project design through implementation, commissioning, and operation. They are also a turnkey organisation that distributes a wide range of brands able to meet any customer's specific needs and budget.

ABS's tagline is "Providing Solutions to tell Stories with Technology".

Younger Culture Co. Ltd

In March 2016, Younger Culture (Hong Kong) Co. Ltd-YCHK joined the ABU as an Affiliate Member. YCHK is a provider and producer of TV contents for China Mainland mainly. In China, they produce and provide TV programmes for national and provincial TV stations including CCTV-China. Their programme content focuses on TV dramas, entertainment shows, award ceremonies and singing competitions.

ASSOCIATE MEMBER

BeFM – Korea

Since 2009 BeFM operates under the Busan English Broadcasting Foundation. It operates 24 hours a day and produces more than 50% of its programmes.
This Korean FM Radio is embracing digital media through the creation of smartphone apps in order to develop closer links with the community. It produces various special events and documentaries and its focus is also on news programs. They are planning to go international in the immediate future.

Busan English Broadcasting Foundation strongly believes in the values of "Global Broadcasting", "Open Broadcasting" and "Beneficial Broadcasting".

BRTC-Belarus

The Belarusian state television and radio broadcasting company – Belteleradiocompany (BTRC) joined the ABU in February 2016 as Associate Member. It is the largest media company in Belarus and one of the biggest state media holdings in Eastern Europe. Belarusian radio started broadcasting in November 1925, while the first TV program was presented to audiences on 1 January 1956.

Headquartered in the Belarusian capital, Minsk, BTRC runs 5 radio channels and6 TV channels.

Belteleradiocompany places particular importance on the development of international cooperation and is partnered with broadcasting companies all over the world. The company has concluded a total of 63 cooperation agreements with foreign broadcasters.

2nd Media Summit on Climate Change and Disaster Risk Reduction

12-14 May 2016 • Krabi, Thailand

For more info, go to http://www.abu.org.my/Event-_-krabimediasummit2016.aspx

ABU Calendar of Events

APRIL

4-6	ABU Children Drama Co-Production	Melaka, Malaysia
12-13	ABU Technical Bureau Mid-Year Meeting	Kuala Lumpur, Malaysia
19-21	CARE 6 Meeting	Kuala Lumpur, Malaysia
19-22	ABU-SLRC Workshop & Training	Colombo, Sri Lanka
25-26	RadioAsia Conference	Beijing, China
26	Radio Song Festival	Beijing, China
27	Media 2020 Conference	Beijing, China
25-28	ABU Planning & Strategy Group Meeting	Beijing, China
TBC	ABU-MBC Technology Week	Seoul, Korea

MAY

12-13	2nd ABU Media Summit on Climate Change and DRR	Krabi, Thailand
17-19	Radio Drama Workshop	Kuala Lumpur, Malaysia
20-21	ABU Administrative Council Meeting	Nadi, Fiji
23-26	ABU-AIBD-ITU Workshop on DTT	Seoul, Korea
26-28	ABU Sports Group Conference	Colombo, Sri Lanka
31 -3 June	BroadcastAsia 2016	Singapore

MARCH

1-2	ABU News Group Meeting	Sydney, Australia
TBC	ABU Central Asia Media Forum	TBC

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Radio & TV Transmitters



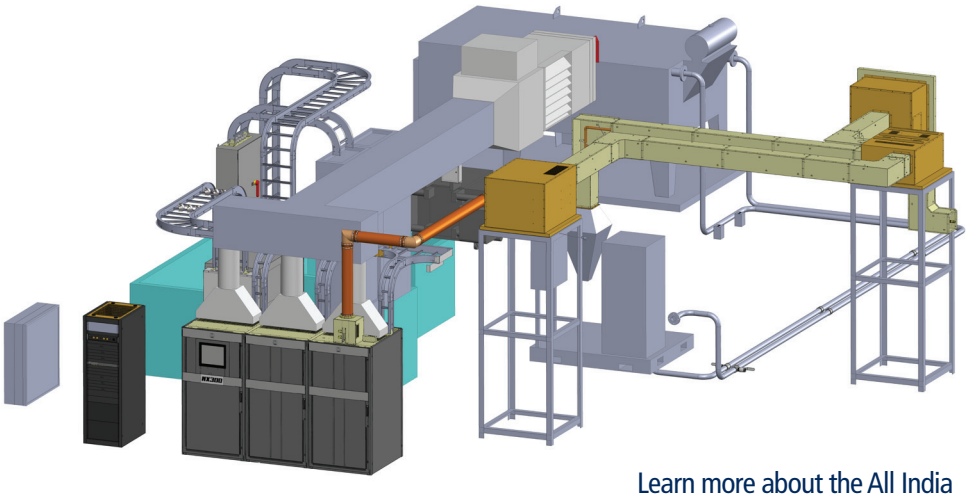
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