

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

ABU news

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ABU RADIO SONG FESTIVAL

2016

亚洲-太平洋广播联盟
广播歌唱节



Building Bridges through Radio

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he crucial role of the media in saving lives and mitigating losses during disasters was comprehensively analysed and discussed in Krabi Province, Thailand.

The ABU through its laudable initiative of holding the 2nd Media Summit on Climate Change (CC) and Disaster Risk Reduction (DRR) successfully gained the attention of media professionals to play a better role in this endeavour. Eminent scientists and accomplished broadcasters from different parts of the world teamed up with the ABU to insist on the importance of media to assist people during disasters in many vulnerable countries of the Asia-Pacific region.

It was an appropriate time to discuss this topic considering how broadcasters in Nepal last year and more recently in Fiji this year managed to disseminate news and emergency warning signal to their audiences. They did so in spite of losing parts of their infrastructure during the deadly earthquake and the monster storm – Winston in the two respective countries.

The Krabi Action Plan was unanimously adopted and broadcasters reiterated their commitment to fully assume their role during disasters.

Finally, for the first time in the Asia-Pacific region, the ABU commenced the Best TV Programmes Awards, recognising the efforts and contribution of member countries to Climate Change and Disaster Risk Reduction issues. The ABU puts on record the excellent organisation and the warm hospitality of the host of the summit, Thai Public Broadcasting Service.

The Krabi Summit consolidates the mission of the ABU as far as the development of international broadcasting is concerned. Three weeks earlier, the ABU once more bridged the gap between East and West with the second edition of the Media 2020 Conference in Beijing, China. As was the case last year in Bucharest, Radio Romania joined hands with the ABU in gathering broadcasters from Asia and Europe who discussed various topics related to the challenges faced by the radio industry on the two continents. The conference was held in conjunction with the 2016 ABU RadioAsia and Radio Song Festival, hosted by China National Radio.

Large sections of this edition of the ABU News are dedicated to these two events which will be renewed next year in Bangladesh and Thailand.

On the technology side, we highlight the ABU's thumbprints in international conferences such as the Asia Media Summit in Incheon, South Korea and BroadcastAsia 2016 in Singapore. The publication team also brings to your attention some insights of the News Group Meeting which took place in Sydney, Australia and the latest decisions of the ABU Administrative Council held recently in Fiji.

Publisher

Dr Javad Mottaghi
javad@abu.org.my

Editor in Chief

Nanda Armoogum
nanda@abu.org.my

Media Communications Designer

Nadzim Zainal
nadzim@abu.org.my

Contributors

Javad Mottaghi
Amal Punchihewa
Beniko Tatsuhiko
Chae Il
Cai Yanjiang
Natalia Ilieva
Nawaz Dookhee
Nadeem Ahmed
Vijay Sadhu
Hanizah Hamza
Kesang
Tan Hock Guan
Nguyen Thanh Nam
Fabian Randerath
Andy Mcelroy
Hudry Muhammad
Ariza Dinga

Address

Asia-Pacific
Broadcasting Union
2nd Floor, IPPTAR Building,
Angkasapuri,
50614 Kuala Lumpur, Malaysia

Tel: +60 3 2282 3592
Fax: +60 3 2282 5292
Website: www.abu.org.my

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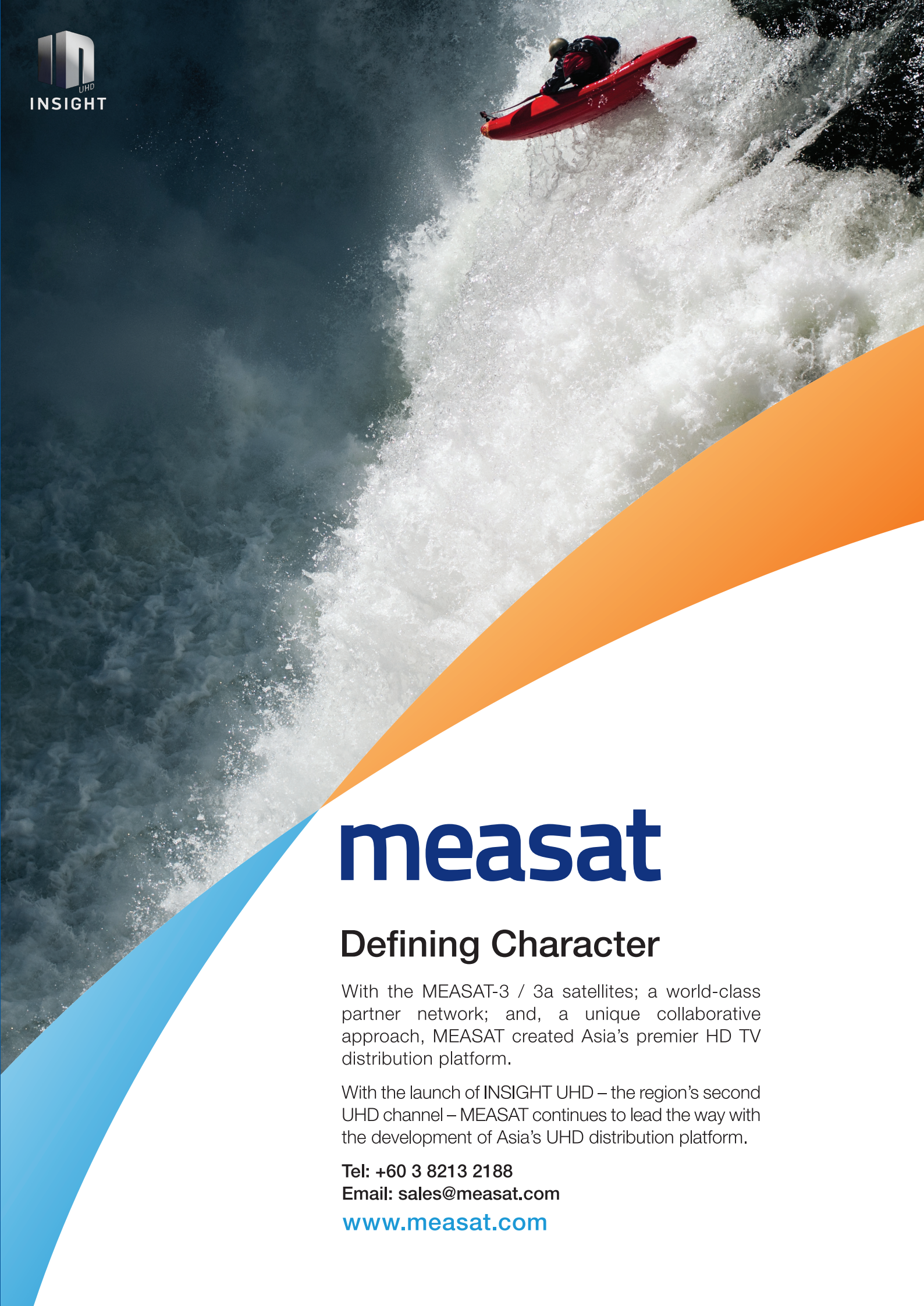
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from the editor



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2nd to Right: Mr Hikaru Doumoto-ABU Ag President, Dr Javad Mottaghi-ABU Secretary General and Mr Jawhar Sircar- ABU Vice President

101st ABU Administrative Council Meeting, Fiji

Acting President expressed his solidarity with Fiji after cyclone Winston and reiterated ABU's commitment to fully support members of the Pacific



The Administrative Council Meeting (ACM) was held in Nadi, Fiji on 20 May 2016 under the chairmanship of Mr Hikaru Doumoto, Acting President of the ABU. It approved the Secretary General's Report for the Union's Activities since the 100th ACM in Istanbul - budget and financial report. It also backed the recommendations of the Planning and Strategy Group to shorten the balloting period from 5 to 4 days for the re-election of AC members and to bring the duration of the General Assembly and Associated Meetings from seven and a half days to 6 days.

The AC also gave its approval for amending the staff regulations, changing the name of the Copyright Committee to ABU Intellectual Property and Legal Committee and acquiring International Organisation status for the ABU. It also agreed to implement the ABU TV Song Contest for a one year trial and then assess and evaluate whether to continue or not and limiting the presentation of the ABU Prizes to the content related awards and ask the other awards to be moved to appropriate platforms.

The meeting was co-hosted by two ABU members - the public service broadcaster, Fiji Broadcasting Corporation, and the main commercial channel, Fiji TV. From the 17 organisations constituting the AC, only three were not present, which shows the commitment and responsibility felt by the ABU board members to contribute to the development of the Union.

The Fiji Attorney General and Minister for Finance, Public Enterprises, Public Service and Communications, Mr Aiyaz Sayed-Khaiyum delivered the welcoming address. He briefed



Nearly all the ABU Administrative Council members were present in Fiji

the Councilors on the devastation brought by the Tropical Cyclone Winston. This has been the second strongest cyclone ever recorded. It left a trail of destruction, taking 44 lives and damaging Fiji's economy. The minister emphasised the vital role of broadcasters in crisis situations and expressed his sincere hope that the ABU will help Pacific Island countries who already suffer the effects of climate change.

In his opening remarks the Acting President Mr Hikaru Doumoto, expressed on behalf of the ABU his deepest condolences to the victims of tropical cyclone Winston and pointed out that one of ABU's priorities in the last several years is to support its members in the Pacific. Mr Doumoto pointed out that ABU is aiming to build a disaster resilient network of its members in order to strengthen the Disaster Risk Reduction in the region.

The Acting President added that the ABU has organised the Pacific Media Partnership Conference-PMPC since 2010 as one of our primary goals, thus serving our Pacific Island members better. In addition to Fiji, PMPC has been hosted by ABU members such as Tonga, Vanuatu and Samoa and this year it will be held in Papua New Guinea in August.

The ABU and the Councilors are grateful to the hosts, FBC and Fiji TV for their warm hospitality and all the arrangements made for the success of the 101st ACM in the beautiful city of Nadi.

The co-host of the AC, the Fiji TV offered the councilors a rare opportunity to visit several of the 330 beautiful islands of the country. After cruising around the councilors were able to sample the pristine turquoise water treasures of Fiji in a remote location and experience Fijian traditions in a local tribal ceremony. The ABU Vice President, Mr Jawhar Sircar was voted as a chief by his ABU tribe and has the honor of drinking the first cup of local brew cava with the local noblemen.

The next ACM is scheduled next October in conjunction with the ABU General Assembly in Bali, Indonesia.



ABU Acting President, Mr H. Doumoto and ABU Vice President, Mr J. Sircar at a tribal ceremony



Fiji TV arranged a visit to some Fijian islands for ABU Councilors



RRI-Indonesia favours Objectivity and Proximity



Radio Republik Indonesia (RRI) is the main host of this year's ABU General Assembly and Associated Meetings scheduled from 18 to 26 October 2016 in Bali. This will be the second time that the Indonesian state radio will host such an event. Since the 45th ABU GA was held in Jakarta in 2008, lots of progress has been achieved over the past eight years.

First established on September 11, 1945 by heroic broadcasters, such as Yusuf Ronodipuro, Abdurrahman Saleh, and Maladi, RRI today runs 95 stations in the capital cities of provinces and regencies. It also broadcasts to international audiences and especially in countries where Indonesian diaspora is present. One of its stations is Siaran Luar Negeri - Voice of Indonesia and the programmes are aired in eight languages namely English, German, French, Spanish, Arabic, Japanese, Chinese, and Indonesian. One of the programmes for Indonesian citizens living overseas is 'Bilik Sastra' (literature house) where short stories created/written by Indonesian workers living in foreign countries are broadcast. The Voice of Indonesia also broadcasts a Diplomatic Forum Program - a dialogue among representatives of neighbouring countries, Indonesian government officials, and civil communities.

Through its programmes, Radio Republic of Indonesia strives to build

good relationships among citizens living in the cities, villages, remote areas and especially in border areas of the country. Within the last five years, the management of RRI has set up a number of radio stations in new border and remote areas. This was done and aimed at establishing the information safety belt of the nation. Up to now, 25 radio stations have been operating in border and remote areas and this constitutes the implementation of the public broadcasting principles stating that it is an obligation to serve all citizens of Indonesia wherever they are on the archipelago.

Another priority for RRI is to be neutral and objective in its political programmes. It makes sure that the news and reports are balanced and fair especially during the Presidential Election and the elections of governors, mayors and legislators.

RRI also encourages creativity and promotes the cultural richness of the country. Some of the programmes in this context are: Festival Penyanyi Lagu Melayu (Malay Song Festival), Bintang Radio (Radio Star), Ketoprak (Javanese traditional drama) and Wayang Orang (People Puppet). It also conducts off-air activities through musical and creative activities.

As a public broadcaster, RRI makes sure that in times of disasters, the required information reaches the public as soon

as possible. The audience, through early warning signals, is informed before, during and after any disaster.

Concerning regional and international news coverage, RRI has a pool of foreign correspondents in countries like Australia, Japan, Egypt, Malaysia and Hong Kong. Indonesian students abroad, especially in the USA, Europe and other parts of Asia also give a helping hand.

On the international scene, RRI constantly consolidates its relations and cooperation with different organisations such as the ABU, Asia-Pacific Broadcasting Union and the AIBD- Asia Pacific Institute for Broadcasting Development which it has chaired since 2012. RRI has won various international prizes such as AIBD Award for Best News Feature, ABU Prize for best Children & Youth Programme in 2009, Reinhard Keune's Memorial Award in 2011 for the Best Programme Dealing with Forest Issues and ABU/KOBA Green Broadcast Engineering Award 2015 for "RRIPlay" Mobile Application.

To reach a wider audience, apart from terrestrial broadcast (FM and AM), RRI is presently using the internet, mobile apps and radio picture, especially for archipelagic cultural broadcast. People can listen to and watch the broadcast via audio streaming through the RRI web at <http://www.rri.co.id>

ABU strengthens media engagement towards Climate Change and Disaster Risk Reduction



Chairman of Board of Governors Dr Narong Petprasert and Dr Kraitsada Ruengareerat, DG of Thai PBS joining Dr Javad Mottaghi, ABU SG to kick off the Summit in Krabi

The 2nd ABU Media Summit on Climate Change and Disaster Risk Reduction met all expectations in Krabi Province, Thailand. The Krabi Media Action Plan has been unanimously adopted. Nearly 300 delegates from more than 25 countries attended the one-week event. Journalists from ABU member countries got the opportunity to upgrade their knowledge in disaster coverage. Last but not least, the ABU TV Awards was highly acclaimed by all the attendees in Krabi. For the first time, the ABU has recognised the efforts of broadcasters in the production of documentaries on Climate Change and Disaster Risk Reduction. The Summit was webcast by ThaiPBS and promoted on the ABU website, Facebook and Twitter.



ABU SG passing the Summit Flag to Dr K. Ruengareerat, Director General of Thai PBS

Hosted by Thai Public Broadcasting Service, the Summit was opened by its Director General, Dr Kraitsada Ruengareerat. He said that the media is encouraged to adopt specific disaster risk reduction communication policies and must support early warning systems and life-saving protective measures. Dr Kraitsada added that the media should also: "stimulate a culture of prevention and strong community involvement in sustained public education campaigns and public consultations at all levels of society, in accordance with national practices."

In his welcome speech, the ABU Secretary-General, Dr Javad Mottaghi reminded that Krabi was severely affected by the Indian Ocean Tsunami in 2004 where nearly 1400 people lost their lives. This dramatic situation, Dr Mottaghi said: "gives us inspiration to press ahead with the ABU Climate and Disaster Literacy Campaign. This is a campaign to use media to build strong and knowledgeable communities that are able to turn climate change challenges into opportunities and survive the brutal forces of nature."

The Summit Flag was handed over by the ABU Secretary-General to the Director of Thai PBS. This reminds us of the 1st ABU Media Summit on Climate Change and Disaster Risk Reduction held in Jakarta, Indonesia in 2014.

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Panellists discussing the crucial role of media in disaster preparedness

ABU Workshop highlights Climate Change and Food Security issues

The week-long event started with a four day ABU/FAO workshop on climate change, food security and the role of media in tackling these issues. TV and radio journalists from eight ABU member countries participated in the practical training session, which aimed to produce news stories worthy of broadcasting in their respective countries.

Experts from the UN Food and Agriculture Organisation (FAO) in the region presented a detailed account of the problems facing not only Asia-Pacific but also the whole world and highlighted the possible solutions for these problems. They stressed that there was no time for further delays and that action has to be taken now. The trainers talked about the need to bring the best practices in mitigating climate change to local communities. They said that a complex and complicated matter has to be translated by TV and radio reporters



A journalist talking to a local fisherman in Krabi

into understandable human stories which have a direct impact on the audience.

The participants were engaged in a lively and productive discussion on how to make climate change and food security stories attractive for viewers and listeners. The journalists also visited a fishery in Krabi where they interviewed both experts and local fishermen about the effect of climate change on their industry.

Media with crucial role in Disaster Risk Reduction

The 2nd ABU Summit on Climate Change and Disaster Risk Reduction (DRR) focused on the role of media in raising awareness about environmental issues and risk management. Experts, scientists and media professionals shared their thoughts and experiences regarding Climate Change and Disaster Risk Reduction.

Chris Field, professor of environmental studies at Stanford University, USA, noted that modern science has no doubt



that global warming is real and that it is man-made. He added that there are some positive developments after the signing of the Paris agreement last year. In his words: "there is technological ability to reduce the amount of CO2 emissions which now has to be combined with political will."



Journalists who participated in the ABU/FAO Workshop

ABU and Thai PBS teams put big efforts during the summit



Other speakers stressed the necessity for media to translate the scientific knowledge into positive practices. It was also an opportunity for representatives of different countries to share their personal experiences.

Effective communication and Sendai Framework

A 90-minute long session was dedicated to the Sendai Framework for Climate Change and Disaster Risk Reduction. Moderators Rajib Shaw of Kyoto University and Natalia Ilieva of the ABU recalled the importance of the Sendai Declaration which attempts to make the world safer over the next 15 years.

About ten panellists shared their views on the follow-up of the Sendai Framework in different countries of the Asia-Pacific region such as Thailand, Japan, Philippines, India and Myanmar.

Japan at the forefront of Emergency warning

NHK is continuously improving its technologies for the dissemination of Early Warning (EW) for prompt evacuation in case of disasters. Japan, being a disaster-prone country, has a lot to share with other countries in the Asia-Pacific region in terms of disaster preparedness.

Toshiyuki Sato recalled that NHK-Japan has recently been recognised as IEEE (Institute of Electrical and Electronics Engineers) Milestone. M. Iwaki, T. Ozawa and T. Kuramata shared the experiences of NHK at different levels. The Japanese public broadcaster wants 'Real Time Warning and Alerts' and in collaboration with JMA – Japan Meteorological Association, it wants to make sure that all radio and television broadcast programmes are suspended and replaced by emergency news in case of disasters. NHK is also presently enhancing the use of Information Technology for disaster preparedness. Panellists at this NHK Masterclass session also spoke about the latest technologies to help disabled people in case of disasters. Here the focus is on speech recognition and the Sign Language CG System.

ABU honours the Best TV Documentaries Climate Change

The 2nd ABU Media Summit on Climate Change and Disaster Risk Reduction finished on a high note with the announcement of the winners in this year's ABU Awards for Climate Change and DRR in Krabi, Thailand. The Award Ceremony was preceded by a colourful spectacle based on an old Thai legend. After the show and a moment of suspense, Mr Anothai Udomsilp, Director of the Academic Institute of Thai PBS and host of the Summit appeared on stage in regal attire to announce the winners. And they were: For the Best Programme on Climate Change the award went to *Whispers Of Warming*, produced by Mr Anoop Khajuria, DD, India. This is a compelling story about the life of people in the Himalayas who are on the frontline of climate change.

The Award for Best Programme on Disaster Preparedness and Disaster Risk Reduction was given to *Together We Can Do It*, BBC Media Action, Bangladesh. The producer Shihan Zuberi, conveys an optimistic view on the power of community working together to prepare for future disasters.



ABU TV Awards: Mr Anothai Udomsilp from Thai PBS with the winners - Mr Anoop Khajuria of DD India, Mr Shihan Zuberi of BBC Media Action, Bangladesh, Ms Darin Klong – UkKara of Thai PBS and Ms Elisabeth Eide representing Havard Gulldahl from NRK Norway

Ms Darin Klong - UkKara, Thai PBS, Thailand, won the Award for Most Promising Newcomer for *Wave of Change, Tsunami Lessons from Three Countries*.

The Award for Best Human Story went to the producer of *Mission Arctic*, NRK, Norway, Havard Gulldahl. The documentary follows the epic trek of four teenagers to the North Pole to see first-hand the consequences of climate change.

The 3rd ABU Media Summit on Climate Change and Disaster Risk Reduction will be held in Dhaka, Bangladesh in May 2017.



Krabi Media Action Plan

Climate change affects every aspect of human life - food and water, energy security to international security, and the health of the global economy to the health of our children. Climate change and disaster risk reduction are closely linked as future extreme weather events have the potential to increase in number, frequency and scale. At the same time, it is also an opportunity to rethink our ways and build a better, more sustainable future for all peoples and societies. The challenges of this opportunity will require our collective efforts, and **we, the broadcast media**, recognise our responsibility to use our reach across continents and into the most remote communities, to communicate, educate and inspire to collective action. Disaster Risk Reduction and saving human lives is one of the most important functions of the broadcast media.

Following the Jakarta Statement of Commitment, which was the outcome of the inaugural ABU Media Summit in 2014, and in consistency with the four priority areas highlighted in the Sendai Framework for Disaster Risk Reduction and the Voluntary Commitment statement from the Media Stakeholders Group in Sendai 2015, the participants of the 2nd ABU Media Summit on Climate Change and Disaster Risk Reduction agree to the following Krabi Media Action Plan on 13 May 2016;

- To the best of our financial, technical, and professional capacities, and to comply with any and all applicable statutory and regulatory obligations, **we, the broadcast media**, pledge to serve our viewing and listening audiences, especially the most vulnerable - the poor, women and children, older people, persons with disabilities, indigenous peoples, migrants and those that reside, labor, or earn a livelihood in "high risk" areas due to limited opportunities - through widened access to and dissemination of information, messaging and early warning pertaining to the impacts and facets of Climate Change and Disaster Risk Reduction most appropriate for our respective audiences;

- **We, the broadcast media**, have a key role and a moral and ethical responsibility to communicate information to assist individuals, communities, nations, and regions to reduce, prevent and manage risk and build resilience among communities to disasters, including those aggravated or induced by human activities, and with the relief and recovery efforts following a disaster;

- **We, the broadcast media**, will be proactive in staying abreast of the ever-evolving understanding of Climate Change and the science of

Disaster Risk Reduction (DRR), and subsequently communicate such to our audiences in a manner that is timely, comprehensible, accurate, and actionable;



- **We, the broadcast media**, will initiate or continue the Climate Change/ DRR conversation with our business and broadcast partners and affiliates, including the local, national, or regional organisations to which we ascribe;

- **We, the broadcast media**, will foster and strengthen our relationships with Climate Change/DRR stakeholders and practitioners, including governments, United Nations' agencies, International Organisations (IOs), non-Governmental Organisations (NGOs), and Community Support Organisations (CSOs), as well as private sector initiatives and public-private partnerships (PPPs), while maintaining our independence;

- **We, the broadcast media**, will avail our technical expertise and capacities to stakeholders, practitioners, or communities in the development, production, and broadcasting of Climate/Change/DRR informational stories, news pieces, and announcements;

- **We, the broadcast media**, will build on the voluntary commitment statement from the Media Stakeholders Group in Sendai 2015 and will advocate with our respective governments to ensure that they deliver on the Sendai Framework for DRR; and,

- **We, the broadcast media**, should encourage stakeholders to ask media outlets to assign "Environmental Correspondents or Units." Direct, personal links are invaluable in raising the profile of all climate change issues.

So recognised and agreed on 13 May 2016, Krabi, Thailand.

The 2nd ABU Media Summit on Climate Change and Disaster Risk Reduction adopted the Krabi Media Action Plan as a commitment to translate the meeting's findings into practical projects and link media to all stakeholders in the DRR process. The Plan will be further developed and introduced at the 7th Asian Ministerial Conference on DRR to be held in New Delhi in November 2016.

Disaster Preparedness – More than a challenge in Asia-Pacific



Radu Obreja (left) and Andrew Mcelroy.

ABU NEWS has solicited the comments of two participants/speakers at the Krabi Summit. Andrew Mcelroy of the United Nations Office for Disaster Risk Reduction (UNISDR) and Radu Obreja of Digital Radio Mondiale Consortium (DRM) commend the ABU initiative to hold the second edition of this Summit. They also express their gratitude towards media organisations for their crucial role in building a culture of climate and disaster resilience in the Asia-Pacific region.

Andrew Mcelroy believes that the Summit was a very important event for two reasons: first the issue is one of the defining development challenges of our generation; and second the broadcast media has such potential to be a positive influence to save lives and protect livelihoods by preventing and reducing disaster and climate risk.

It was also poignant to learn that the conference venue of the summit acted as a temporary hospital in the wake of the 2004 Indian Ocean tsunami. Indeed, Krabi provides an example of how community resilience and knowledge underpins effective disaster recovery. The city has bounced back after the tsunami killed more than 1,400 people locally and devastated livelihoods, especially fisheries and tourism.

He added that UNISDR strongly supports the initiative because the challenge of reducing disaster and climate risk is getting bigger especially in the region. Andrew recalls that, as the head of UNISDR, Dr Robert Glasser, told the Media Summit in his video address to delegates, the media is a key partner to implement the Sendai Framework for Disaster Risk Reduction 2015-2030 and it can really contribute to "the growing culture of disaster risk reduction."

What was really important about this meeting is that executives and journalists from television and radio

pledged to strengthen disaster and climate risk literacy, particularly among the region's most vulnerable and exposed communities. They issued the Krabi Media Action Plan in which broadcasters "recognise our responsibility to use our reach into the most remote communities and across continents to communicate, educate and inspire collective action" on climate change adaptation and disaster risk reduction.

According to Andrew, the ABU is so well respected in the region in the media world. This enables it to have significant convening power. When the ABU takes an issue on board, it opens up the opportunity for its members to really make a difference for the better. The ABU has been a strong partner of UNISDR over the years. As a result, the engagement of the media in terms of guidance to policymakers at the global and regional level has been strengthened.

Radu Obreja, for his part, points out that the ABU Media Summit on Climate Change and Disaster Risk Reduction held in Thailand this year is a logical continuation of the summit organised last year in Sendai, Japan. Such regular international events are necessary at a time when the changing climate has a visible impact on the lives of people around the world. "I found the Krabi event very well organised with subjects of major interest to all the stakeholders

involved in the activities related to CC and DRR".

DRM supports such initiatives because according to Radu, Radio is the easiest, cheapest and most effective free-to-air tool to reach people over very wide areas or people living in the most remote corners of a country, when the internet and TV fail in case of disasters. Therefore, the Digital Radio Mondiale (DRM) standard is an important tool for governments when implementing their strategies for saving the lives of millions of people.

It is paramount that the various DRR initiatives and strategies developed by individual countries are presented, discussed and possibly agreed during events of large organisations like the ABU. Such an overall co-ordination has been successfully achieved by the ABU Krabi conference.

Radu Obreja concluded that the ABU has an important role in bringing together all the stakeholders working on matters related to Climate Change, Disaster Preparedness, and Disaster Risk Reduction. The ABU's events allow the exchange of ideas and the development and possibly the implementation of common strategies towards tackling the effects of Climate Change such as natural disasters. The Digital Radio Mondiale Standard with its inbuilt Emergency Warning Functionality is able to assist ABU member countries in achieving their overall DRR goals.

Building bridges through radio

More than 250 radio professionals representing 35 countries attended the 11th ABU RadioAsia Conference from 25-26 May 2016 in Beijing, China. Delegates from Asia-Pacific, Africa, Europe and North America gathered to share experiences and facilitate ideas for the future of the radio industry.

In his opening address, Mr Cai Fuchao, Minister of State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China, said: *"RadioAsia Conference is a highly professional and international event, very conducive to promoting cooperation, a great platform for learning and exchange. We have to use this opportunity to have in depth discussion and drive the development of radio. With our creativity and innovation, we will keep abreast of the time. Working together we will create a brighter future."*

Welcoming the delegates, the President of the host organisation, China National Radio, Mr Yan Xiaoming, urged radio professionals to work together for the convergence of traditional radio with new media in a way which is inclusive and beneficial for all. He suggested that the Chinese government's *Belt and Road* initiative can be used to enhance cooperation and build bridges between countries along the ancient Silk Road and beyond.

The ABU Secretary-General, Dr Javad Mottaghi, referred to RadioAsia Conference as the only radio programming

event in the region and a unique forum that brings together innovative radio professionals, senior managers, policy makers and academics. He pointed out: "with new technologies and services, forward looking radio broadcasters are finding new ways to enrich their content and engage their audiences even further."



Mr Cai Fuchao – SAPPRET Minister



Mr Yan Xiaoming – CNR President

Dr Javad Mottaghi – ABU SG

Interactivity of Radio – Legal Issues



Phone-in programmes are the most interactive format of radio in the world, with the listeners able to participate live on a programme and their views being broadcast instantaneously on air. This was the opinion expressed by the ABU Manager-Regulatory, Legal & IP Services, Nawaz Dookhee.

He was speaking on a topic focussing on the interactivity of radio at

the RadioAsia Conference 2016 in Beijing, China. The session which was moderated by Mr Indu Shekhar, Head of Business Development, BBC World Service, India, touched on the legal issues of phone-in programmes amongst others.

Mr Dookhee stated that beyond having good storytellers and good presenters, the legal responsibilities of the presenters of talk radio should not be ignored. In a phone-in programme, the question of having a good moderator cannot be underestimated, he added. Presenting and correcting the facts as they are broadcast is crucial to ensuring good talk radio as

well as the balance of views and undue prominence of listeners.

There were many questions from the audience relating to the legal problems of internet broadcast of radio programmes. One particular question which was interesting was the jurisdictional problem associated with the broadcast of live radio online. From a pertinent question from the moderator on the importance of new media, it was stated that although new media and user generated content is changing the way radio is consumed, the importance of terrestrial radio broadcasting will still be unchallenged in the years to come as the power of traditional and digital radio is the most reliable way of connecting people in times of disasters and remoteness due to geographical and difficult terrain.

The ABU Legal Department will be more involved in this project in the future as new media and new methods of consuming radio are being superimposed on the traditional legal regulations.

Give the audience what they want



Ms Ma Li – SAPPRFT China



Mr Fayyaz Sheheryar – DG of AIR India



Mr Rhys Holleran – Media CEO, Australia

Two workshops focusing on the need to adapt radio programming in a fast changing media environment were held at the 11th RadioAsia Conference. Guests from across the Asia-Pacific participated enthusiastically in the interactive sessions.

Ben Williams from Beyond Broadcasting, UK, re-examined the role of the interview as an integral part of talk radio. He spoke about the basic principles of conducting an interview that really meets the expectations of the audience.

The theme of the second workshop was how broadcasters can utilise the power of social media to their advantage by connecting more closely to the audience. The facilitator, Steve Ahern, of Ahern Media and Training said that for the first time radio programs are made not only for the audience but also with them. Steve Ahern also moderated the session 'Radio on the Move' on the second day of the conference. The discussion focused on how content is leveraged to engage the audiences who use mobile platforms and devices to consume radio.

The speakers stressed the necessity of keeping radio relevant to the future through adapting content. Rhys Holleran, Media CEO from Australia spoke about the lessons from a growing

radio network and added that radio had all the characteristics the mobile consumer needs and that it will continue to evolve.

Yuko Asano of NHK, Japan, gave brilliant, practical examples of how the audience can be involved through popularity voting. She explained how young people who are connected to a radio web site usually only to express their opinion in a popular competition, later became new listeners. The presentation contained entertaining clips from the actual competition.

The next session focused on public service radio as a major tool for the development process and social change in many parts of the world. This was also the leitmotif in the speakers who focused on the role of public radio in education, health, environment and communal development. Tian Yuhong, Vice - President of China Radio International said that these are the best of times and the worst of times for public radio, precisely because of the challenges it is facing in the digital era. He added that while the audiences enjoy a rising number of quality options, public broadcasters are facing more and more competition.

An interesting example of an untraditional approach of using radio to promote culture was given by the Director of Radio Romania, Ovidiu Miculescu. He spoke in detail about the Gaudeamus Book Fair, an initiative of the Romanian radio that has not only encouraged young people to read but also has attracted new radio listeners for a long time. Mr Miculescu added that culture, education and public radio do not necessarily mean financial loss.

Fayyaz Sheheryar, Director-General of All India Radio made a detailed analysis of the differences between public and commercial radio. He also spoke about the history of public radio in India.

The last session of the RadioAsia Conference focused on case studies and practical examples of new strategies needed for content creation, marketing and advertising revenue from radio. The speakers engaged the participants with methods employed by smaller commercial stations and national level broadcasters to stay ahead of the competition.

ABU RADIO SONG FESTIVAL

2016 亚洲-太平洋广播联盟 广播歌唱节



ABU Radio Song Festival Gala Concert

The Gala Concert of the 4th ABU Radio Song Festival was held in the China National Radio Concert Hall.

The RadioAsia Conference ended literally on a high note with the touching performance of the world famous China National Radio's Children's Choir singing a popular folk song. The choir, dressed in pink, was the final entree in the 4th ABU Radio Song Festival. Before the little stars, singers and dancers from 12 countries performed songs chosen by the listeners of the participating ABU member radio broadcasters.

The delegates of RadioAsia Conference enjoyed music ranging from folk songs representing All India Radio and The Voice of Vietnam, to the jazzy Youth Never Ends piece, chosen by the listeners of the host organisation - China National Radio. In between these performances was the powerful operatic voice of Atajan Berdyev, who despite his love for classical music

chose to represent Turkmenistan Radio with a pop song, the Latino flavoured number by the seasoned Romanian singer, Analia Sellis and relative new comers like Eastern & Phoe Paye chosen by Padamyar, FM, Myanmar.

Several of the performers sang their own songs with guitar accompaniment starting with the choice of the National Broadcasting Services of Thailand, known simply as Ome, followed by Bathool Ahmed from the Maldives and the rising Singaporean star, Ling Kai, a favourite of the listeners of MediaCorp. The audience in the China Radio Concert Hall also had the pleasure of listening to a lively song performed by Josie Ho, who had a relatively short journey from Macau.

It was a varied, colourful and enjoyable show that was a suitable finale to another successful RadioAsia Conference. It was a night to remember with music crossing boundaries and bringing people together.



Nawapol Roadsomjit – NBT Thailand



Ling Kai – Mediacorp Singapore



Eastern & Phoe Pyae – Padamar FM, Myanmar



Atajan Berdiyev –
TVTM Turkmenistan



Wang Yi, Zhang Yingying, Ren
Yanmin, Zhenmin, Hua Shukai –
CNR China



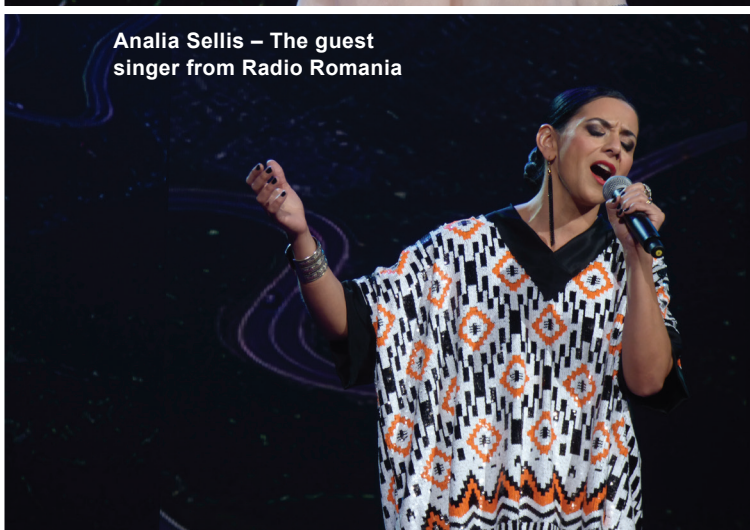
Phan Thi Thu Lan –
VOV Vietnam



Bathool Ahmed
– PSM Maldives



Josie Ho – TDM Macau



Analia Sellis – The guest
singer from Radio Romania



Thokchom
Lansana Chanu
– AIR India



Suman Gurung –
Radio Tulsipur Nepal



China Broadcasting Children's Chorus – CNR China



Seungjn Han – KBS Korea



MEDIA 2020 – Meeting of minds

The second Media 2020 Conference was held for the first time in Asia. In his welcoming speech, Dr Yan Cheng Sheng, Deputy Director-General of the International Department of the State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China, said that the conference, inaugurated last year by Radio Romania is all about the future of media which has to adapt to the new environment. He added that traditional media has been shocked by rapid development in new technologies and platforms. Dr Yan Cheng Sheng stressed: *"No media can do well under the new conditions on its own and that is why it is vital to expand the exchange of ideas and values between countries and regions."*

The President Director General of Radio Romania, Mr Ovidiu Miculescu, said he was ready to learn and to teach, to inspire and be inspired. He said that the east and the west face similar problems

and challenges and they have to act together as a team in the interest of the broadcasting industry.

The Secretary-General of the ABU, Dr Javad Mottaghi, welcomed the delegates by saying that the ultimate purpose of media remains unchanged and it is to serve the audience. What is changing are the new platforms offered by the constantly evolving technologies.

The first session of the conference was about technical innovations. It focused on the development of Ultra High Definition TV and surround sound. Ms Wang Pei, engineer for CCTV, noted that 4K TV is making rapid progress in China and this year the number of 4KTV sets is expected to go over 20 million.

Mr Toni Fiedler of Fraunhofer informed the participants about the latest development in surround sound recordings focusing especially on sporting events.

Mr T. Sato of NHK-Japan



In contrast, the second session was all about content. Mr John Maguire of France 24 gave practical examples of digital storytelling, which empowers local communities in Africa.

Mr Barry Keoghane, a media and communications specialist from Australia, asked the question: "When everyone is on every platform and we are all using the latest technology and techniques, what will separate us?" In his opinion that magic ingredient will be storytelling. He advised conference delegates to put people on air who have stories to tell. *"It is even harder to engage with an audience now with so much media competition about, but great storytellers will help you do that,"* he said.

The complex relationship between journalism and social media was discussed by a panel including Mr Toshiyuki Sato, special controller, Japan Broadcasting Corporation International, Mr Alexandre Pletser from RTBF,

Belgium, Mr Yang Jihong, New Media Department of CCTV and Mr Rhys Holleran, Media CEO Australia. All panelists were unanimous that while presenting new opportunities, social media sources of information should be treated with the necessary skepticism and should carefully be checked and verified through more traditional sources.

Digital radio was another theme of discussion with information about the spread of new technology in Europe and beyond. The delegates heard detailed accounts from Australia, Ms Joan Warner, and Europe, Mr Graham Ellis, EBU Radio Committee.

Later the participants turned their attention towards the possibilities of song festivals in Asia and Europe for promoting culture. Ms Irene Jungeun Kim spoke about the situation on the Korean music market and emphasised the need for an Asian song festival in the line of the Eurovision song contest.

Ms Oltea Serban of Radio Romania switched to classical music and informed about the forthcoming



festival RadiRo, a unique platform for radio orchestras.

The conference ended with a high level panel discussing strengthening and deepening the cooperation between Asia and the rest of the world. Representatives of the ABU and the

EBU are committed to continue to work for mutual benefit along the line of co-productions, training, exchange of programmes and launching joint projects.

The 3rd Media 2020 Conference will be held in Bucharest in September 2017.

Radio Romania had a special gift for the participants of the 2nd Media 2020 Conference in Beijing, China. The forum ended with a concert featuring the distinguished Romanian musical duo- Gabriel Croitoru (violinist) and Horia Mihail (pianist). The performance included music by famous European composers such as F. Kreisler, E. Elgar and Pablo de Sarasate as well as the most popular Romanian classical composer, George Enescu.

In fact, the programme was named after the music master – *The Violin of George Enescu*, since the virtuoso Gabriel Croitoru was playing on the violin of the great master. The duo charmed the audience with their high level of professionalism and style. The guests of the concert were reluctant to let the virtuoso musicians go so as an encore they played a popular Romanian folk song which additionally raised the temperature of a high octane performance that will remain long in the minds of those gathered in the Concert Hall of the Chinese National Radio in Beijing.

Special concert for MEDIA 2020 Conference



ABU's Children's Drama Co-production: 12th and 13th Series Updates



The ABU's Children's TV Drama Co-production meeting was held from 4 - 6 April 2016 in Melaka, Malaysia. It was graciously hosted by RTM, Melaka division. The meeting started with the screening session of the previous years' episodes, followed by proposal presentation/discussion for episodes of the following year. Eleven episodes from the 12th series were screened during the meeting where participating producers exchanged their views on each episode.

Organisations which took part in this meeting were: BTV-Bangladesh, EBS-Korea, IRIB-Iran, NHK-Japan, RTB-Brunei, RTHK-Hong Kong, RTM-Malaysia, SLRC-

Sri Lanka, Thai PBS-Thailand and TVRI-Indonesia. MNB-Mongolia joined via Skype.

With "Mental Growth" as a common theme, producers brought various drama stories focusing on issues such as friendship, bullying and children's diet.

"I am so happy with the 12th series, some of our works are using cutting edge technologies like 3D-CG, some of them with such excellent stories for children" said Mr Takahashi, Executive Producer, adding that many producers who join this co-production have been making significant progress in recent years, which shows the success of this long lasting project.

As for Miss Seulyena Lee from Korea's EBS, she found the story idea discussion session to be interesting. *"Even though all the participating producers were from different backgrounds and used different languages, we did our best to understand each other's storylines and shared detailed advice. And I found one common thing among us. All of us were trying to respect the "mind" of child audiences",* she added.

In this meeting, the "Producers' Choice" award was also introduced for the first time. Taking the form of a popularity vote among the participating producers, this award recognizes the producer deemed to have produced the best drama in this meeting.

The first "Producers' Choice" award went to a drama from IRIB-Iran, "My Decisions", with its cinema-like pictures as well as its engaging and unpredictable storyline.

The participating producers presented their ideas for the upcoming 13th series and further discussed how to develop them during the remaining days of the meeting. The next meeting will be held in Bangkok, hosted by Thai-PBS, in July 2016.

EBU Erfurt Children's TV Item Exchange

The Erfurt Meeting is held annually



The annual EBU Children's TV Item Exchange Meeting was held in Erfurt, Germany, from 18 – 19 May. Ms Sakura Ono, the vice-chair of the ABU Children's TV Item Exchange Meeting from NHK, attended the Erfurt meeting on behalf of the ABU. This year, twenty delegates from eight countries attended; this included a workshop moderator. The number of submissions was 128 in total.



A delegate addressing the meeting

The EBU selected thirty-nine items from the ABU meeting 2015, which were produced by SLRC, ThaiPBS and NHK. Among them, the clips from ThaiPBS, a series of 'the little scientist,' were well received. While screening them, EBU members were clearly smiling and complimented that the clips were very naturally shot and they could see the children really having fun.

Ahead of the screening, there was a workshop on story-telling for children's programs. Mr Andrew Brenner, a writer from the UK and working for many broadcasters, led the class. He reminded all the participants of their childhood, referring to what he has done in the past, and said that story-telling should stem from inside the directors/producers.

This year's ABU Children's TV Item Exchange and Meeting will be held in Bangkok and hosted by Thai PBS from 18 – 22 July.

Grand Prix Nova Festival - Bucharest 2016

Winners of the 4th edition of the Grand Prix Nova International Radio Festival were announced on Saturday 4th June, 2016 in Bucharest.

The award ceremony of the festival organised by Radio Romania under the High Patronage of HRH Crown Princess Margarita of Romania took place at the Elisabeta Palace in Bucharest.

The winners of the **Short Forms** category are ARTE Radio of France for "Pedal Power" by Charles Trahan. SRF of Switzerland won the second prize for "Shut the Windows! Shut the Windows!" by Gerhard Meister & Päivi Stalder. Tribord Studio of Germany for "Thinking of something I don't know" by Martin Daske came at the third place.

In the **Radio Drama** category, SRF of Switzerland won again with "So far away from life" by Ulrich Bassenge & Johannes Mayr. ACSR of Belgium took the second prize with "Pamela" by Sebastian Dicaenire and ARTE of France came third with "Traitors" – a programme by Ilana Navaro & Silvain Gire / Samuel Hirsch.

All the winners received their awards from HRH Princess Maria. This year there were 44 broadcasts from 21 countries. The President of the Jury was Katharina Rathouska, Head of Radio Drama and Literature Broadcasting Czech Radio. Other jury members were Vijay Sadhu - Senior Executive, Programming Asia-Pacific Broadcasting Union, Dmitri Plax - Writer, Producer and Director in the Radio Drama Department, of Radio Sweden, Stefano Gianotti - Composer, Author and Performer from Italy and Oana Cristea Grigorescu - Theatre critic and cultural journalist at Radio Romania Cluj.





Love binds producers at CARE6 Meeting

Seventeen participants from 12 ABU member countries gathered in Kuala Lumpur from 19-21 April 2016 for the 2nd Producers' Meeting in the context of CARE6. This is a project initiated by KBS-Korea in 2009 with aims to inform the public about the United Nations Millennium Development Goals (MDG) and to promote the social responsibilities of the media to make our society a better place for all.

"Do we believe in Love?" - is the theme of the 6th series of the project where participants will attempt to dissect Love through different angles. They are from CCTV-China, FBC-Fiji, TVRI-Indonesia, KBS-Korea, RTM-Malaysia, PBC-Palestine, SLRC-Sri-Lanka, DD-India, IRIB-Iran, NHK-Japan, VTV-Vietnam, and TRT-Turkey (Via Skype).

The productions are expected to be finished soon and the participating broadcasters will be able to screen the documentaries to their home audiences. The Executive Producer for CARE6 is Mr Chung Yong Park of KBS-Korea.

Looking at Love through Asia's eyes

Fabian Randerath, Team Leader Creative Content at FBC TV - Fiji who participated in the meeting in Kuala Lumpur has

generously agreed to give some insights on the CARE6 Project.

Participating in the documentary co-production of the CARE series always serves as a challenge for us. Established in late 2011, FBC TV is relatively new as a broadcaster in the Asia-Pacific region. Nevertheless, we have high ambitions to inform, educate and entertain the people of Fiji and also within the wider region. While in the beginning FBC TV used to import a lot of shows from overseas, we are now developing a wider range of local shows, ranging from talk shows, to music programs, a fitness show, a tech show, our very own kids show, and different programs in local languages. Documentaries are part of our programming schedule once a week but we usually do not produce these ourselves. Instead, we show some of our partner network's NHK and KBS educational documentaries, which they willingly share with us.

Therefore, taking part in this documentary co-production is a great opportunity for us to develop our capacity and lift the standard of documentaries in Fiji to an international level. Part of the condition of this meeting was that every producer needed to bring a draft edit of their documentary which was to be



Fabian Randerath

discussed and deliberated upon by the Executive Producer. This was our first challenge, yet we managed to meet this condition, despite our usual busy schedule.

This year's topic of choice is "Do we believe in Love?" which emphasises the need to look deep inside our own paradigms and beliefs at the very roots of what makes our lives happy and healthy. Love is the key, love is the core; it is the essence of all life. In a world that is full of crisis and depreciation of the values of humanity, love is a key component of society that we should not neglect.

Again, I really would like to thank the ABU and its partners for giving us the opportunity to be part of this project, and also supporting us in so many ways. After making so many new friends and also contacts for future projects across the Asia-Pacific region, I feel truly enriched and empowered to take my own production to a new level. And YES! WE believe in LOVE!



More technical advisory services to ABU members

More technical advisory services to ABU members

The ABU Technical Bureau mid-year meeting was held from 12-13 April 2016 in Kuala Lumpur in the presence of 15 bureau members.

Mr Masakazu Iwaki, the Chairman of the Technical Committee (TC) and Technical Bureau (TB) of the ABU chaired the meeting. He urged the bureau meeting to discuss strategic issues and to develop a plan that will be

incorporated in the ABU digital strategy. Mr Iwaki also initiated a study on closed captioning for digital broadcasting. The training and services topic study was revised to broaden its scope with the title Capacity Building which will focus on health & safety, modern broadcast resource management, automation, IT in broadcasting and beyond SD.

Dr Javad Mottaghi, the Secretary-General of ABU, in his welcoming speech commended the work carried out by the TB and TC. He said that

the ABU is committed to carrying out more technical advisory services (TAS) as requested by ABU members. Dr Mottaghi also emphasised the need for capacity building and bridging the digital divide in our APAC region.

The ABU Director of Technology & Innovation, Dr Amal Punchihewa presented a brief report on the activities that were carried out since the previous meeting in Istanbul and the activities that are planned for the next six months.

ABU Members discussed DTT Broadcasting at AMS 2016



The ABU participated in the second Pre-summit Regional Workshop on Enabling & Enhancing the DTT Broadcasting Experiences which was held in conjunction with the Asia Media Summit 2016 from 23-26 May in Incheon, South Korea.

The workshop was conducted in collaboration with the Asia-Pacific Institute for Broadcasting Development (AIBD) and the International Telecommunications Union (ITU). Participants reviewed, discussed and shared experiences on digitalisation

taking place especially in ASEAN and SAARC countries. Korea Communications Agency, South Korea presented its Analogue Switch Off planning and implementation programme during the workshop.

ABU members from Brunei, Thailand, India, Laos and Cambodia together with ITU experts shared their experiences with the participants, addressing the issues, challenges and possible solutions in carrying out the transition to digital transmission.



Training course reinforced ABU-ASBU cooperation

A week-long training course in Tunisia marked strong ties between the ABU and the Arab States Broadcasting Union (ASBU).

Fifteen broadcast and IT engineers attended the Integrated Broadcast Broadband Technologies, Standards & Services and OTT course at the ASBU headquarters in Tunis from 14 – 18 March 2016.

This is the second training course organised by the ABU. In 2012, the ABU conducted a Digital Television Broadcasting course and in 2014 an IPTV and Networking technologies course for the ASBU in Tunis, Tunisia.

The fifteen participants from Saudi Arabia, Sudan, Algeria, Jordan and Tunisia work in the technical and Information Technology areas of broadcasting. They examined the use

of broadband to complement traditional broadcasting. The course covered topics including the broadcasting value chain, contributions, the distribution and delivery of media, as well as over-the-top (OTT) services and integrated broadcast broadband technologies, standards and services.

Dr Adnan Salhab, Head of Training and Director of Engineering, ASBU-Damascus Training Centre, thanked the ABU and Dr Punchihewa for his continued support in capacity building in the rapidly evolving digital media. Mr Bassil Zoubi, Director of the Technical Department, ASBU said that the participants have gained understanding on these new concepts, which they could use at the appropriate time to plan and implement. Dr Punchihewa, ABU Director of Technology and Innovation pointed out that the ABU continues to work closely with the ASBU to share experiences and to assist capacity building in ICT areas.

ABU shared views on video encoding technologies at BroadcastAsia 2016



The ABU, DVB and SES jointly organised and conducted a technology full day track during BCA-2016 (31 May – 3 June) addressing rapid changes in video encoding technologies and their latest developments.

It discussed a number of relevant topics including standardisation, different UHD formats, VR, OTT multicast and the future of terrestrial broadcast. The track also provided updates on the latest DVB standards in order to streamline APAC broadcasters' business strategies.

Ten speakers from the Asia-Pacific region and beyond presented 10 sessions elaborating on standards, transport streams, VR-Virtual Reality, immersive sound, video coding, mobile delivery, UHDTV, HDR and the future of television. The Executive Director of DVB, Dr Peter Siebert and the Chairman of the track Dr Amal Punchihewa, the Director of Technology and Innovation at ABU reiterated that for the foreseeable future, broadcasting will remain as the predominant form of delivery of video and television content.

The broadcasting track 2 on 1 June and five other tracks including the exhibition were attended by a large number of ABU members. The ABU also had a booth in the exhibition.

The ABU also contributed to the forum themed "Empowering broadcasters to embrace IP" organised by ABU partner APB as a pre-conference forum on 30 May. A large number of ABU members attended the event.

Preparing for Next Generation Broadcasting



The event led to the development of some policy guidelines based on the discussions. By observing current technological developments and trends, it is important that the appropriate technology is embraced at the right time including what procedures need to be followed. This enables organisations to optimise the utilisation of limited resources thus maximising benefits for the cost incurred in producing a programme.

Some broadcast stations may have a mix of cameras capable of producing SD or HD visuals. Noting that the majority of captures (Camera and Camcoders) are able to record/operate either in SD or HD format, the correct mode is to be selected in the camera during the programme planning itself. Certain selected programmes such as Documentary, Teledramas, Operas and Musical Programmes can be captured and edited in HD format. Until HD format transmission facilities are available, television content or programmes can be transmitted (over-the-air in form of terrestrial) in SD format by down converting HD content. This can be complemented by delivery over broadband (the Internet or public internet) when the broadcaster holds the rights for it either in HD format or SD format. The non-stationary logo of the station can be used as a watermark, which enables the recognition of misuse of specific content of a given station.



An in-country Training & Workshop on “Preparing for Next Generation Broadcasting” was successfully completed with a wider participation of the SLRC – Sri Lanka Rupavahini Corporation officers from 19-22 April 2016. One hundred and sixty participants attended over four days in four different groups. Various challenges faced by the SLRC such as VOD, OTT, Interactivity, catch up and delivery to portable devices were discussed.

It is strongly recommended to use social media and to promote individual programmes that will lead to the promotion of the brand of the programme channel and the brand of the station. Promotions on the Internet & Social Media should be carried out from the planning stage to beyond the end of the series. Production staffs need to interact and engage constantly and consistently with the audience. A lack of regular and consistent use of social media results in poor efficacy.



ABU Sports embark on New Initiatives



Hon. Gayantha Karunathilake, Minister of Parliamentary Reforms and Mass Media, Sri Lanka delivering the opening address



ABU SG with Sri Lankan Minister of Parliamentary Reforms & Mass Media, Hon. G. Karunathilake

The ABU Sports Group Conference held in Colombo, Sri Lanka from 28-30 May 2016 took several steps towards enhancing cooperation among its members. These included: the content sharing platform, production and transmission service, and activities related to training.

Members shared their experiences and feedback on the initiatives and expressed their support while, there were also concerns raised over its effectiveness. Delegates said the intention behind the initiatives; however, is good for members and the union in the long run.

An entire session with a panel discussion was devoted to the initiatives with an expert from different countries and agencies. ABU Sports made comprehensive presentations with justification and technical aspects of the initiatives. Members shared their perspectives, ideas and feedback to further improve initiatives.



Mr Jiang Heping, ABU Sports Group Chair

Closing the conference, the Chairman of the ABU Sports Group, Jiang Heping said, the initiatives are not simply a plan or a proposal anymore. What we now need is action. If ABU Sports is to move ahead, such new initiatives and strategies must be welcomed and implemented.

Delivering the keynote address at the opening of the conference, the Sri Lankan Minister of Parliamentary Reforms and Mass Media, Hon. Gayantha Karunathilake described the Asia-Pacific Broadcasting Union as a tower of strength to broadcasters in Asia.

He said, the ABU has not only united broadcasters but also helped secure media rights to major sports events in a cost effective way and helped improve sports broadcasting and production standards. For Sri Lanka, sports are a great unifier, he said. They play a greater role by fostering unity among ethnic groups following the 30-year unrest in the country.

The ABU Secretary-General, Dr Javad Mottaghi said, the ABU is growing and expanding fast and so is sports broadcasting. In terms of activities, there has been a tremendous increase in News, Programmes, Technologies and of course Sports. Asia will be the focus in terms of sports, if not already, said Dr Mottaghi.

The three day conference saw several presentations from members in what is called the “members forum”. Presentations were made by delegates from Iran, Thailand, India, Afghanistan and China.

Delegates said that through the presentations members were able to understand each other better, in terms of challenges they face and opportunities. The presentations talked about the over-all sports and broadcasting situation and their perspectives in their respective countries.

The ABU and the Host Broadcast Services also signed a memorandum of understanding at the conference. The MoU is in consonant with the ABU’s New Initiatives, the Training Academy. This is expected to benefit members in terms of capacity development.

The conference also saw a presentation on up-coming events like – the Beach Games in Vietnam later this year, the SEA Games 2017 in Malaysia, and the AIMAG 2017 in Turkmenistan. Among others issues, members were also able to discuss and share ideas about several sporting events, such as the Rio Olympics.

The next Sports Group Conference will take place in Bali, Indonesia on the side-lines of the ABU General Assembly in October.





ABU committed to supporting AIRMAG 2017 in Ashgabat

Ashgabat, the capital city of Turkmenistan which will host the 5th Asian Indoor and Martial Arts Games (AIMAG) in 2017 and 5 May 2016 marked the 500-day countdown to the beginning of the games.

The ABU is actively involved in this special event which will be held in central Asia for the first time. The Union wants to make sure that the games reach the hundreds of millions of viewers in the Asia-Pacific and beyond.

To begin with, the ABU made arrangements for some international TV crews to report on the start of a horse relay on 5 May from the historic site Nisa. This former capital of the Parthian Kingdom is located near modern Ashgabat. Nisa was founded in the 3rd century BC and was reputedly the royal necropolis of the Parthian kings. Excavations at Nisa have revealed substantial buildings, many inscribed documents, and many Hellenistic art works have been uncovered, as well as a large number of ivory artefacts decorated with classical mythological scenes.

The region is also the birthplace of the famous Turkmen horse, Akhal-Teke, which is regarded as a national treasure in the country. Seventeen horsemen

on purebred horses will be traveling around all regions of Turkmenistan during the 500 days.

The 5th AIMAG is also a perfect opportunity to raise the international profile of the neutral Turkmen state. This is the reason the ABU has taken an active part in organising the international coverage of the horse march. It will include all regions of the country and will add unique colour to the AIMAG event thus enhancing the historical significance of the Asian Games hosted by Ashgabat.

The fact that exactly 17 horsemen are taking part in the march has a symbolic meaning. The 17th is the date when the 5th Asian Indoor and Martial Arts Games will commence in Ashgabat in 2017. The official opening will take place on 17 September 2017 and the participation of 17 horsemen in the festive Akhalteke march throughout the country has a direct connection with the national traditions, customs and beliefs of the Turkmen people.



AOC President – Sheikh Ahmad Al-Fahad-Al-Sabah



**HE Mr G. Berdimuhamedov,
President of Turkmenistan**

Notions like seven days of festivities, measuring seven times before cutting once, seven treasures, and seven generations are all deeply rooted in the Turkmen national heritage.

Participants in the horse march will visit historical and cultural sites across the country and the whole ceremony is meant to show respect to the heritage and the transformation of Turkmenistan in recent years. The famous Akhalteke horse features prominently on the emblem of AIMAG. Its image can also be seen on the upper part of the Olympic stadium. The inclusion of equestrian sports in the program of the 5th Asian games and the horse march to mark the 500-day countdown are all part of the effort to raise the international fame of the unique Turkmen horse.

Preparation of Olympic Village well underway

Preparation of the Olympic Village is on track. Bagtyyar Nuryyev, member of the Organising Committee said that the host city, Ashgabat, is ready to welcome thousands of athletes, officials and journalists from over 60 countries.

The Olympic Village, has more than 30 sport facilities, including a multi-purpose arena with a capacity of 15,000 spectators, a velodrome, tennis courts and a medical rehabilitation centre. The total cost of the Olympic Village was around 5 billion US dollars

and the construction was carried out by a Turkish company. The Olympic Village is ready with all the necessary infrastructure, including social, cultural and shopping centres, hotels, restaurants, cafes, shops, a car park and a monorail. The only sports arena that has yet to be completed is the 45 000 capacity stadium, similar in size to the home of Chelsea -Stamford Bridge.

The monument of neutrality, on the outskirts of Ashgabat was for some years the tallest structure in the country. It marks the policy of neutrality proclaimed by the country in the 90s. Turkmenistan is actually the first permanently neutral state officially recognised by the UN.

Turkmenistan is a new country. It gained independence in October 1991 after the collapse of the Soviet Union. However, it has a long history being part of the Silk Road connecting China with Europe and the Middle East. The monument of independence presents many figures from the proud history of Turkmenistan.

Countdown launched by the Turkmenistan President

The President of Turkmenistan, His Excellency Mr Gurbanguly Berdimuhamedov presided over the start of the horse march.

In the dramatic setting of the ancient

fortress of Nisa, the President wished success to all participants. After inspecting the Olympic Village, the Head of State, accompanied by the President of the Asian Olympic Council, Sheikh Ahmad Al-Fahad -Al-Sabah presented the flags of Turkmenistan and the Olympic Council of Asia to two of the horsemen who will take part in the first stage of the marathon. Altogether, the march will cover 5766 kilometres in 500 days and will go through all 5 regions of Turkmenistan. In the last stage of the march, the flame of the 5th AIMAG will be lit in the Galkynysh gas field. After that, the horsemen will head to Ashgabat and they will arrive at the Olympic village on the 17th of September 2017 for the official opening ceremony of the games.

Many Turkmen sportsmen with outstanding achievements in international competitions took part in the ceremony marking the 500-day countdown to the opening of the games. In an interview for the ABU, the Chairman of the Organising Committee for the games, Mr Dayanch Gulgeldiyev, said that they were confident that AIMAG in Ashgabat will be a successful event and that after the games, the capital of Turkmenistan will turn into an important sporting centre in the region thanks to the infrastructure that is already in place. He added that being a member of the ABU, The State Committee of Turkmenistan for Television, Radio and Cinematography is ready to cooperate with the union in preparation for the successful coverage of the Asian Games in 2017.

From Luxembourg to Beijing: “Live Sports Coverage” Under Turbulence



Nawaz Dookhee**,
Manager-Regulatory, Legal & IP Services

A. Introduction

Live or deferred, sports telecast simpliciter is undeniably big bucks. Rights to all sports taken together are a multi-billion dollar business. Understandably, organisers protect to the maximum their investment as these events require patience, resources and money. The legal documents protecting such sporting rights are extensive in length. Contractual laws aside, various other sources of laws are available for this purpose.ⁱ Besides the legal framework, physical measures such as fingerprinting technologies or web-crawling techniques are also put into place.

Beginning in Venice in the 15th century, through to the 1710 Statute of Anne in the UK, modern copyright laws have made in-roads in wide ranging spheres where no other fields of law could afford appropriate safeguard. Copyright protects the creation of the mind and shields the expression of an idea within a legal cocoon. The crucial international instrument for copyright is still the Berne Convention (BC), instigated by French author Victor Hugo. Following the meeting of the *Association Littéraire et Artistique Internationale* (ALAI) in Rome calling for an international mutual cooperation, the Berne Convention came to fruition in 1886, to which the UK and China are both party to. The WIPO Copyright Treaty (WCT) 1996 is an improvement on the BC for the internet/digital age.

B. Protection of live sports

Article 2 of the Berne Convention protects: “Literary and artistic works” – *which include ... dramatic...; choreographic works ... cinematographic works to which are assimilated works expressed by a process analogous to cinematography... photographic works to which are assimilated works expressed by a process analogous to photography...* (Emphasis mine)

The 1961 Rome Convention was a milestone for broadcasters. This treaty protects the “broadcasts” (also called the related or neighbouring rights) of broadcasting organisations. China is not yet a party to this convention.

One of the debatable issue disquieting both organisers and broadcasters is the classification of live sports under the BC. Can live sports as being played have enough creativity to amount to one of the works underlined above? A game although it is original while in progress, is not reproducible. The players cannot execute the same actions repeatedly in the same manner and with the same creativity/skill. Hence, the issue of protection for sports under copyright laws is on balance.

This is different for instance to a choreographed sportⁱⁱ. Such acts are rehearsed prior to them being performed and hence can be replicated time and again. Another choreographer can copy such acts and to some extent protection can be available. An artistic work can be described as any literary or artistic intellectual creation that has an individual character, regardless of its value or use, which may or may not have a material embodiment. Another core difference is that a performer as defined under the Rome Treaty does not include a sportsperson.

The ‘broadcast’ of live sports as such is protected under the Rome Convention as broadcasts. The Asser Report states: “*Similarly any unauthorised use of television broadcast whether on another TV channel or on the Internet is to be considered an infringement of the neighbouring right...*” The sportsmen may also have protection for their image, but whether the playing of a soccer game in itself for instance, attracts copyright protection is another ball game altogether!

Is there copyright protection for live sports?

The Intermediate People’s Court of Beijing upheld the lower court’s decision in favour of copyright protection for live sports events in the case of *Sina vs. iFeng*ⁱⁱⁱ. The reasoning of this case is a legal innovation in the APAC region at least^{iv}. It is not a Supreme Court decision and the ruling of the highest court is eagerly awaited (the Defendant having appealed). The judgment in *Sina* is being heralded as

the victory of sports organisers and its ambit can be wide ranging.

i. Facts of *Sina vs. iFeng*

Briefly, the facts were that Sina (an internet-based information service company) found that the defendant (*Beijing Tianying Jiuzhou Network Technology Co. Ltd – iFeng*) was advertising two prominent games of soccer on its website to which Sina had the exclusive rights. The case proceeded as a breach under copyright laws. Sina claimed that iFeng was infringing the broadcast of the TV signals of live games to the public through the use of an information network synchronisation system in the sporting event program. The defendant’s main argument was that soccer games are not subject matter of copyright law. The court found as a matter of fact that Sina had exclusive rights to broadcast the CSL games on its websites and other platforms, including but not limited to live broadcast, recorded broadcast, broadcast on demand and postponed broadcast.

The court ruled that pictures of the CSL games are protected under Chinese Copyright Law, which passed the two pronged acid-test. The interesting question was the meaning or scope of originality in a live sports game. The court held that there is originality and that pictures generated through recording of sporting events, meet the requirement of originality under Chinese copyright law, and shall be regarded as work.

ii. Facts of Football Association Premier League vs. Others (Joined cases C- 403/08 & C - 429/08) (Known as the Murphy case)

In 2011, the Grand Chamber of the European Court of Justice (ECJ) had the chance to answer the same question – whether there is copyright in live sports events? The ruling of the ECJ is unanimous on this score that there is no copyright in sports events per se.

The UK Football Association Premier League (FAPL) runs the English Premier League. FAPL’s activities include the filming of the matches and making the audio-visual content of these games

available to the public by means of TV broadcasts. FAPL licenses these rights on a national basis to individual broadcasters that have the right for those matches. FAPL claimed that the Defendants' activities were harmful to its interests as they undermine the exclusivity of the rights granted by a licence in a given territory. The ECJ held that FAPL cannot claim copyright in the Premier League matches themselves, as they cannot be categorised as works.

C. Analysis and scope of judgments on definition of works

The difference in approach is clear, explicit and unambiguous. The Chinese jurisprudence is far reaching and wider in its scope and ambit.

a. Difference - Definition of originality

The Sina judgment held that *"the originality is reflected in the fact that through different selection and production, different pictures will be created"*. The Court's statement is that: *'Originality is the key for the court to decide whether pictures of the CSL games constitute work'*. The court in Luxembourg held on the other hand that *"to be so classified [sic] the subject matter concerned would have to be original in the sense that it is the author's own intellectual creation... However sporting events cannot be regarded as intellectual creations classifiable as works... That applies in particular to football matches, which are subject to rules of the game, leaving no room for creative freedom for the purposes of copyright"*. The Luxembourg judgment further states that *"FAPL cannot claim copyright in the Premier League matches themselves, as they cannot be classified as works"*.

b. Assimilation of photographic images to works

The Sina judgment held *"through selection and arrangement of the recording cameras for sporting events, new pictures are created... Pictures generated through recording of sporting events, meet the requirement of originality under Chinese copyright law, and shall be regarded as work"*

Under the Berne Treaty, *"photographic works"* to which are assimilated works expressed by a process analogous to photography" is to be considered work. It is submitted that the Sina judgment concluded the technical process through which live sports are assimilated by a process of photography is therefore 'work'.

However, one would be excused for thinking that the ECJ judgment is fundamentally different as it held that *"Sporting events, as such, have a unique and, to that extent, original character which can transform them into subject-matter that is worthy of protection comparable to the protection of works, and that protection can be granted where appropriate..."*

D. Conclusion

The Beijing judgment, it is averred, is enlarging the category of copyright works. This plausibility may be due to the underlying absence of China's accession to the Rome Convention, thereby assimilating sports events as a broadcast (related rights). However, related rights do not require originality, an element which is the rationale in Sina. Critics have argued that in fact the Beijing judgment is protecting the programme event and not the live sports per se. Considering the number of times the Beijing court used the word "picture" (*supra.*) to aggregate it to protection of "works"; there is credibility in this argument.

The Chinese judgment is avant-gardist, liberal and ground-breaking compared to the conservatism of the ECJ. The reasoning of the Beijing Court is at least bold and states in no equivocal terms what the Luxembourg court struggles to hold – live sports can be protected under copyright laws. Moreover, with the progression of technology in the broadcasting sector, from 3D through the Ultra-High-Definition Television (UHDTV-4K) to Super High-Vision (SHV-8K) and multimedia inputs, the reasoning of the Beijing Court is more in line with the reasoning of some commentators who advocate for

copyright protection in the intelligent use and original positioning of recording cameras to provide creative images. It may also be a positive response to online digital piracy of sports in China^v which is, according to figures published by Go-Golf, the top country with 91% online piracy.

Nonetheless, the judgment in the Beijing Court raised a number of fundamental issues:

- CSL covers Chinese league games and whether the Chinese Court will be as accommodating to foreign games and afford similar protection in applying the national treatment principle is yet to be seen.
- Is the court protecting the sports programme or the sports event?
- How far is the judgment useful for games not recorded on intelligent positioning of cameras?
- How far can the individual components of the sporting event be subject to copyright? Can an individual player protest if other competitors begin to imitate his actions?^{vi}
- Where does the liability stop if sporting events become copyrightable?
- What are the economic consequences of giving protection to live sports coverage for the APAC region compared to Europe?

On the other hand, is the European Court in the Murphy case advocating a *sui generis* category of protection for live sports similar to the *sui generis* EU Database right? By restricting FAPL's claim to anthems and logos, has the ECJ not imposed a disproportionate burden of proof on potential claimant? How far is the single digital market following the Murphy case and will this be the solution to solving the problem of live sports protection in Europe? Or the WIPO Broadcasters' Treaty is the solution for such situations?

The Beijing Intermediate IP Court has in the meantime put the cat among the pigeons!

** Nawaz Dookhee (LLB, LL.M @ LSE) is a qualified barrister from the Honourable Society of the Inner Temple, UK and has been in private practice for many years. He has extensive experience in broadcasting and media related matters. He is now heading the Legal Dept. at the ABU. (nawaz@abu.org.my). The views expressed are those of the author and do not engage the ABU in any manner.

• 'Study on Sports organisers' rights in the

EU, Final Report, Feb 2014 (Asser Institute); see also T. Magoni: The Protection of Sports Event in the EU

• ⁱ"Sporting events as dramatic works in the UK copyright system, Viola Elam, LL.B, University of Florence School of Law, Florence, Italy

• ⁱⁱⁱ(2014) Beijing Chaoyang District People's Civil (IP) First Instance Record No. 40334

• ^{iv}U.S. case of Baltimore Orioles, Inc vs. Major

League Baseball Players Association, 805 F.2d 663 (7th Cir 1986), the court ruled that a baseball game is copyrightable. Reversed in the Supreme Court, 480 U.S. 941 (1987)

• ^vNew Challenges of Chinese Copyright Law in the Digital Age: A Comparative Copyright Analysis by Seagull Haiyan Song

• ^{vi}See Paul C Weller, Levelling the Playing Field: How the Law can make Sports Better for Fans



Pledge for SCCR to progress further at WIPO meeting

The 32nd SCCR- Standing Committee on Copyright and Related Rights of the World Intellectual Property Organisation (WIPO) was held in Geneva from 9 - 13 May 2016.

In his opening speech, Mr Francis Gurry, Director General of WIPO stated that the SCCR has long been on the WIPO agenda and he expects to see some progress soon. At this session, a new non-governmental organisation, the Canadian Museum of History (CMH), was approved as an accredited SCCR observer.

The discussion centred on the protection of broadcasting organisations in the first half of the 5-day conference. The documents related to this agenda item were SCCR/27/2/REV, SCCR/27/6, SCCR/30/5, SCCR/31/3 and SCCR/32/3 as well as informal charts and non-papers prepared by the Chair, Mr Martin Moscoso Villacorta of Peru.

The Committee welcomed and considered document SCCR/32/3 prepared by the Chair, entitled Revised Consolidated Text on Definitions, Object of Protection, and Rights to be Granted. The Committee requested the Chair consider the textual proposals and clarifications made during the session with respect to the definitions and the object of protection with a view to integrating them in document 32/3, which will continue to be discussed in the next meeting

scheduled to be held from 14 - 18 November 2016.

Other matters discussed in the 32nd session were limitations and exceptions, the Proposal for Analysis of Copyright Related to the Digital Environment, document SCCR/31/4 submitted by the Group of Latin American and Caribbean Countries (GRULAC) and the Resale Rights (droit de suite) document SCCR/31/5 submitted by Senegal and Congo. The Chair concluded that these matters will be on the agenda for the next SCCR session to be held in November.

Although some members supported the Chair's proposal for an extra session exclusively dedicated to discussion on the Protection of Broadcasting Organisations, the matter did not receive unanimous support and was therefore disregarded. Some members, especially the European Union (EU), considered it premature to hold sessions in addition to the ordinary sessions of the Committee.

The ABU was represented at the 32nd SCCR by Mr Yan BO (CCTV- China), Chairman of the Copyright Committee, Mr Ichinohashi (NHK -Japan), Mr Suranga (Maharaja TV-Sri Lanka) and Mr Nawaz Dookhee (ABU Legal Department). The delegation had a work session prior to the SCCR on Sunday at the EBU HQ together with delegates from ARIPI - Alliance of Latin American Intellectual Property Broadcasters and NABA- North American Broadcasters Association.



53rd
ABU
GENERAL ASSEMBLY
BALI, INDONESIA 2016

A Media for the Future

Content and Services for Diversity and Inclusion

The 53rd ABU General Assembly and Associated Meetings
will be held in Bali, Indonesia, from 18-26 October 2016.

For more details, go to:
http://www.abu.org.my/Event_-_GA2016.aspx



was dedicated to a seminar on the operations of the hosts the ABC, including a tour of its newsroom, studios and facilities. The highlight of day two was when the ABC Director of News Gaven Morris addressed the gathering.

Mr Morris said that social media has become the primary source for people to get information in the digital era. He said there are massive third party platforms available today that enabled people to have wider access to news and information.

Earlier, Emma Turner, the ABC News Insights Manager and Bronwyn Boon, Analyst with ABC Audience Insights, co-presented on Australian audience research, media trends and the ABC.

There were also presentations by Alan Sunderland, the ABC's Editorial Director, Fiona Reynolds, the Director of ABC Regional and Scott Kimpton, the Sales Manager of ABC Commercial.

Sascha Rundle, Manager Emergency Broadcasting & Community Development, in her presentation, highlighted the challenges faced in covering natural and man-made disasters. In emergency broadcasting, she said the aim is to help the public. This is when accurate and timely information needs to be disseminated. She said a broadcaster needs to work closely with, consult and engage the local authorities and emergency agencies before, during and after the event.

The third and final day of the meeting was a visit to the University of Technology Sydney (UTS) which runs one of the top journalism schools in Australia. UTS School of Communication, Professor of the Practice of Journalism Peter Fray was on hand to welcome the group and gave a briefing on the workings of his department.

Asiavision Targets Overall Improvement

The Asiavision (AVN) news exchange program has always strived to achieve improvements in its overall operations. The areas of improvement sought include increasing the number of members, getting members to contribute more and better quality news items, and intensifying AVN's training activities.

The progress made so far was presented at the 2016 ABU News Group Meeting held in Sydney, Australia from the 1 - 3 June and hosted by the Australian Broadcasting Corporation (ABC). The three-day meeting saw the participation of 54 delegates from 27 AVN members. AVN partners and invited guests including those from ASBU, ARD Germany, Reuters, AP and AFP were also present.

The ABC's Deputy Director of News, Craig McMurtrie and the ABU Secretary-General Dr Javad Mottaghi gave the welcome remarks. The meeting was conducted by the ABU News Group Chairman Joao Francisco Pinto of TDM-Macau. The AVN Centre presented its activity reports which highlighted some of the main developments that took place during the past year.

The News Department Director and Head of AVN, Mr Chae Il elaborated on the main developments of the past year. He also spoke about plans in the near future such as expanding AVN training activities and increasing the number of news items exchanged, especially over the weekends. He called on AVN members to put in the effort to make the AVN news exchange more active during weekends.

The AVN Senior Editor Tan Hock Guan shared the results of the online survey conducted ahead of the Sydney meeting. Of the 30 AVN members, 24 took part, with the promising statistic that all members make use of the news items exchanged by AVN.

The final session on day one of the meeting was a closed session which was reserved for AVN members to deliberate on internal matters. The main topic discussed in the closed session was the AVN Reserves Fund which is currently held in deposits in a bank in Singapore. The News Group chairman Mr Pinto informed members that the AVN Reserves Fund will remain with the bank in Singapore for now.

The second day of the Sydney meeting

News training workshop in Vietnam

Following the success of the training workshop held in Kuala Lumpur last February, the ABU News department has responded positively to a request by VTV-Vietnam to hold a similar workshop. The workshop which will focus once more on Non-Linear Editing will be two-fold.

From 4 - 8 July 2016, the session will be dedicated to Vietnamese journalists who will gather in Ho Chi Minh City. From 11-16 July 2016, another session in Hanoi will bring together about 20 journalists from different Asiavision member countries. Both workshops will be conducted by the South Korean trainer, Mr Choi Ki Hong.



The ABU News department intends to organise other training workshops on different topics to enhance capacity building in news sections of member countries.

SLRC, NHK and IRIB Win AVN Monthly Award

The Asiavision (AVN) monthly award was won by IRIB-Iran, NHK-Japan and SLRC-Sri Lanka for the months of March, April and May respectively.



IRIB earned the March award for its timely coverage of a terrorist bomb attack at a court compound in the Khyber-Pakhtunkhwa province in north-western Pakistan. A bomber blew himself up as Pakistani police officers tried to stop him from entering the court

building in Shabqadar on 7 March. At least eight people, including three police officers, were killed and 27 others injured in the bomb attack.

The April award went to NHK for its comprehensive coverage of a series of earthquakes that hit Kyushu Island. The first, a foreshock earthquake with a magnitude of 6.2 occurred at 21:26 JST on 14 April and the second, a main shock with a magnitude



of 7.3, struck at 01.25 JST on 16 April. The two earthquakes claimed the lives of at least 49 people and injured more than 1,000 others. The earthquakes also caused more than 44,000 people to be evacuated from their homes.

SLRC took the May award for its coverage of the floods and landslides caused by the heaviest rains the island nation had seen in 25 years. The severe weather conditions had been raging since the middle of the month and by its end, the death toll had risen to more than 90 and



more than 100 people were missing. Aranayake, in the Kegalle district, was one of the worst-hit villages. Island-wide, more than 185,000 people had to be evacuated and given temporary shelter.

ABU ROBOCON 2016 - Final set in Bangkok



The ABU Robot Contest has a constant audience and is attracting more and more participants and fans year after year.

The theme of the 15th ABU Robocon 2016 Bangkok is "Clean Energy Recharging the World" and it is reserved for undergraduate students of university, college or polytechnic in the Asia-Pacific region. This year the contest will be held on 21 August and will be hosted by MCOT-Thailand.

Many participating member countries have already completed their domestic contests and their teams have been selected. For example, VTV-Vietnam, held a final domestic contest in Ninh Binh with 32 teams participating which Lac Hong University won. In total, 79 teams entered the preliminaries for the Vietnam contest. In Indonesia, TVRI organised four regional contests, in Central Java, West Java, East Java and Riau with 79 teams in total. In the end, the Electronic Engineering Polytechnic Institute of Surabaya won the ticket to Bangkok. Over 120 teams are registered to take part in the Chinese domestic contest which will be held at the end of June.

For further details about the ABU Robocon 2016 Bangkok, please go to the ABU website at: http://www.abu.org.my/ABU_Robocon-@-ABU_Robocon_2016.aspx

PMPC 2016 - Collaborating for Broadcasting



The Pacific Media Partnership Conference 2016 will be held from 24-27 August 2016 in Port Moresby, Papua New Guinea.

The conference will be hosted by EM TV and will focus on how broadcasters could protect public free-to-air broadcasting. Some of the key requirements have been identified to lead the discussions and deliberations. Those requirements are to ensure the desired availability and technical quality of public service media services across various distribution platforms and on ubiquitous devices. Workshops and conferences also aim to discuss both technical and non-technical (regulatory, market, business, etc.) strategies to protect Public Service Media-PSM delivery as free-to-air broadcasting.

Other details including the speakers can be found at <http://www.abu.org.my/PMPC>

SBS-Australia re-joined ABU

SBS-Australia resigned from the ABU membership in May 2015 due to financial difficulties and budget cuts. Now that their financial situation is improving, they have decided to re-join the Union as Additional Full Member.

SBS is a well-known Free-to-air national public broadcaster in Australia. They provide broadcasting services of a national character in Australia, including the production and commissioning of a high volume of their own programming output. Their principal function is to provide multilingual, multicultural and Indigenous radio, television and digital media services that inform, educate and entertain all Australians, reflecting Australia's diverse society.



KFRS – Korea joined ABU as Associate Member

K-Force Radio Station is a national Free-to-air radio channel also known as Friends FM in South Korea. Since its creation in 1978, it operates under the Ministry of Defence which also runs a TV channel, a public relations organisation, a cinema production unit, a military newspaper and a media agency.

Their target audience is specific. It includes the military forces and those people who are interested in military life as well as families who have a close relative in the army. KFRS broadcasts 18 hours of programmes which they produce themselves and 6 hours of Korean Broadcasting System (KBS) programmes.

Some of their best and most popular programmes are: 'It's a Good Day', 'Love and Happiness', 'Together with the People and Soldiers' and 'Cheer Up! The Young Soldiers'.



Christian Television Service – Korea is a new Associate Member

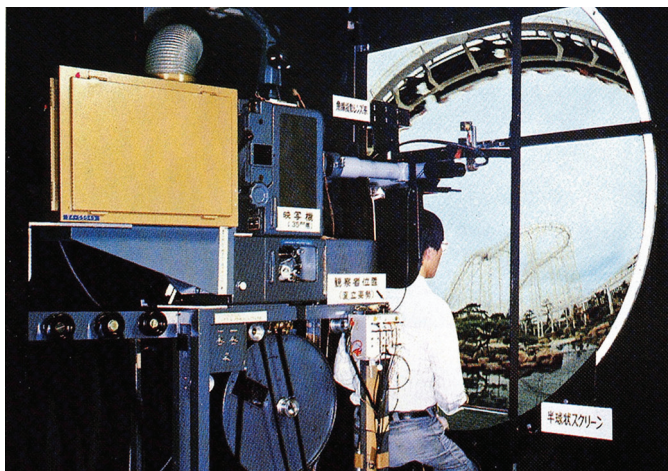
CTS- Christian Television Service is a satellite television station from Seoul, South Korea, providing Christian shows. It produces and airs Christian Gospel teachings, services and educational shows. It has 10 million subscribers in South Korea and its programmes are broadcasted worldwide.

Founded in 1995, CTS comprises of four companies: CTS TV, CTS NETWORK, CTS International and Z Road. They reach audiences in South Korea through their Cable TV (Analogue and Digital) as well as with their Sky Life Satellite Broadcasting channel. Several Satellite Service companies such as Direct TV in America, KBN (Mongolia) and IPTV-MEGATEL (New Zealand) transmit CTS signal to international audiences.

CTS broadcasts news as well as local and international programmes. The most popular programmes are amongst others "Staying Joyful Everyday"- A Talk Show where well known Korean figures are invited to share and discuss about their lives to audiences, helping them to stay positive throughout the day. "Consultation 1004 Live" is another programme focusing on law, health, and family, where experts in each field communicate live with the audiences.



IEEE Milestones for NHK-Japan



The IEEE – Institute of Electrical and Electronics Engineers has formally recognised the High Definition Television and Emergency Warning Code Signal Broadcasting Systems developed by NHK as IEEE Milestones.

Based in the United States, the IEEE is the world's largest engineering body with 430,000 members in more than 160 countries in the fields of electrical, electronic, computer and telecommunications engineering.

26 Japanese technologies received IEEE Milestones up until last year. This includes NHK's R&D who was behind the 2011 award for the First Direct Broadcast Satellite Service for transmitting broadcasts straight to homes. The latest awards bring NHK's IEEE Milestones to three.

Contributions of NHK were cited as follows:

- Many years of R&D which led to the realisation and inauguration of the high-definition broadcasting system and brought viewers high-definition, wide-screen images with a strong sense of reality.
- Many years of R&D which led to the realisation and inauguration of the world's first emergency code signal broadcasting system in 1985.

Dr Abdolali Ali Askari is the new President of IRIB-Iran

The newly-appointed President of IRIB, Dr Abdolali Ali Askari is an experienced and competent manager due to his rich managerial, media, cultural and technical background.

He has held other managerial positions in the past including as a member of the High Council for Cultural Revolution, Deputy Minister of Culture and Islamic Guidance, the Head of the Culture and Research Foundation for Occidental Studies, Dean of IRIB Faculty, IRIB Vice-President for Education as well as IRIB Vice-President for Development and Media Technology.

Dr Ali Askari holds a Ph.D in the field of industrial engineering specialising in systems and productivity from Iran University of Science and Technology. He is a member of the National Center for Cyberspace and one of the architects of Iran's High Council for Cyberspace.



He was tasked by the then president of the Islamic Republic of Iran to establish Refah chain stores in 1994 due to his executive background at the Ministry of Culture and Islamic Guidance. He also served as Chairman of the Board of Directors and CEO of the Center for Iran and International Tourism.

He is considered to be the father of Iran's digital television because he was the main founder of the accelerating trend of converting the IRIB analogue system to digital.

Dr Ali Askari received the 2010 ABU Broadcast Engineering Excellence award in Tokyo.

Ernest Wong: New Chairman-Designate of Mediacorp



Ernest Wong has been appointed as the new Chairman-Designate of Mediacorp. He served as Mediacorp's Group Chief Executive Officer and Board Director from October 2000 to September 2005. Prior to that, he was a non-executive director of its

board from April 1994 to September 2000.

Mr Wong will assume the position of Chairman at Mediacorp's Annual General Meeting in July 2016, succeeding Teo Ming Kian.

Mr Teo said: *"Ernest is best suited to take over as Chairman of Mediacorp. His past experience as CEO and Director of the company – especially in driving crucial decisions during some challenging years – places him well to guide the management in navigating an increasingly complex media landscape. I am sure that Mediacorp will continue to thrive under Ernest's stewardship."*

Mr Teo will have served as Mediacorp's Chairman for three terms totaling six years when he steps down this July.

VOV-Vietnam has new President



A / Prof. Dr Nguyen The Ky has been appointed as the 6th President of the Voice of Vietnam by Vietnamese Prime Minister. Dr Nguyen The Ky has taken office and began his new term as of March 2016.

Before joining the Voice of Vietnam-VOV, he held key positions including Deputy Director of Nghe An's Radio and Television Broadcasting Station, Editor in Chief of Nghe An's Newspaper, and Deputy Head of Nghe An Provincial Department of Communications and Education. As President of the Voice of Vietnam, A/Prof. Dr Nguyen The Ky will look after all the implementation of VOV's strategic development plans and lead the VOV into a new phase of development.

New Head at PBC-Pakistan



Ms Saba Mohsin Raza is the new Director General of Pakistan Broadcasting Corporation (PBC) as of February 2016.

She has been a high-ranking public official for many years. Prior to her appointment, she was Additional Secretary/Director General (Media) in the government. She also assumed the responsibilities of Press Secretary to the President.

Ms Mohsin is a PhD Scholar HRD and holds an MSc Economics from Quaid-e-Azam University, Islamabad.

She is the author of various publications on different subject matters.

Bangladesh Betar – New Director General



Mr Nesar Uddin Bhuiyan was appointed Director General of Bangladesh Betar in February 2016. He was formerly Additional Secretary to the Women and Children Affairs Ministry of Bangladesh.

He also worked as the Press Secretary to incumbent president Abdul Hamid and late president Zillur Rahman. Mr Nesar was DG of National Institute of Mass Communication apart from serving as information officer at 12 ministries.



A New Managing Director at Pakistan Television Corporation

Mr S. M. Imran Gardezi presently posted as Secretary, Ministry of Information, Broadcasting & Heritage is from the civil service of Pakistan. He is also Managing Director, Pakistan Television Corporation

Limited. He has served in various capacities in different departments of the Ministry of Information, Broadcasting & National Heritage including Press Secretary to the Prime Minister, Director General Pakistan Broadcasting Corporation (PBC) and Principal Information Officer, Press Information Department. He has served as Minister Press, Pakistan Embassy Washington, Minister Press,

Pakistan High Commission London, General Manager / Spokesperson PIA, Press Attaché in Hong Kong.

Mr Gardezi holds a Master Degree from Government College Lahore and on a Presidential Scholarship obtained MA Journalism from the City University, London. He was awarded Pakistan's Best Media Manager Award by APNS in 2003.

New head at SBS-Korea



Mr Kim Jinwon is the new President and Chief Executive Officer of Seoul Broadcasting System (SBS).

He started his career as a reporter at Dong-A Broadcasting System (DBS) in 1975 and later joined Munhwa Broadcasting Corporation (MBC) in 1981. He moved to SBS as one of its founding members in 1991.

Prior to being appointed President and CEO of SBS in November 2015, he served as Senior Vice President of the news division in 2005, Head of London Olympics planning division in 2010, and President and CEO of SBS Media Holdings in 2013. Mr Kim Jinwon was also the Vice President of the Korean Broadcasters Association and the

President of the National Association of Commercial Broadcasters in Korea.

He graduated from Sogang University with a BA in Media and Communication.

Farewell Sharmila



Sharmila Devi has left the ABU after five years of loyal and dedicated service to take up a new challenge. She joined the ABU in 2010 and worked for the ABU Secretary-

General as Administrative Assistant. It is known to everybody here at the ABU that Sharmila carried out her duties efficiently and enthusiastically. We will all miss her bubbly personality and wish her well in her future endeavors.

MediaGuru awarded for Audiovisual Digitisation



MediaGuru, a leading provider of digitisation and media asset management services, received a bronze Stevie® award for its Innovative Services in Audiovisual Digitisation in the category "Excellence in Innovation in Technology Industries." This recognition comes on the heels of MediaGuru's recent recognition for outstanding contribution in digitisation by SCTE.

The Asia-Pacific Stevie Awards are the only business awards program to recognise achievement in innovation in 22 nations of the Asia-Pacific region. More than 600 nominations from organisations across the Asia-Pacific region were considered in various categories this year. Gold, Silver and Bronze Stevie Award winners were determined by the average scores of more than 50 executives around the world acting as a jury.

BNNRC – Bangladesh received WSIS Prize 2016 in Geneva



AHM Bazlur Rahman, Chief Executive Officer of the Bangladesh Network for Radio and Communication, receiving the prize from Houlin Zhao, Secretary-General of ITU

Bangladesh NGO Network for Radio and Communication (BNNRC) has received the UN World Summit on the Information Society (WSIS) Prize 2016 on 3 May 2016 as part of the WSIS Forum in Geneva, Switzerland.

The WSIS forum is co-organised by ITU, UNESCO, UNCTAD, and the UNDP with the engagement of other United Nations Agencies, including WIPO, UNDESA, FAO, ILO, ITC, UNODC, UNEP, UPU, WMO, WHO, WFP, UN Women and the UN Regional Commission.

The prestigious prize was awarded in recognition of BNNRC's successful implementation of a project on Youth Women in Community Media and Journalism – the beginning of a new era in rural broadcasting journalism of Bangladesh supported by Free Press Unlimited.

The WSIS competition was among the 311 projects submitted for online voting. In addition to a total of 18 WSIS prize winners, 70 runners-up projects were also recognised as WSIS Prize 2016 Champions.

AHM Bazlur Rahman, Chief Executive Officer of BNNRC in his message said: *"We are indeed honoured to have received this award. All of us at BNNRC are extremely proud that our work has been given this appreciation and recognition by the international community."* *"Of course, the real winners," he added, "are 60 youth women community radio journalists who are working with 16 community radio stations in Bangladesh to ensure the voices of the voice-less are in line with poverty of voice."*

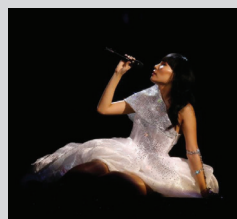
BNNRC's project highlights the "voices of the rural people" which essentially are at the core of the rural broadcasting journalism programme, especially for female journalists.

Prior to taking up their responsibilities in community radio broadcasting programmes and feature writing in local newspapers, the young women journalists, aged between 18 and 30, were exposed to customised media training in order to strengthen their understanding of reporting, news and script writing and editing during fellowship programmes that took place in 2013 and 2015.

They joined as producers, anchors and reporters in 16 regional community radio stations some of which are located in remote coastal islands and on river banks. The young women produced over 800 radio programmes and about 500 newspaper reports which largely focused on messages to free society from the traditional caste systems, good practices in health for women and children, ending early marriage, social discrimination, violence against women, promoting education, and giving more voices to marginalised people.

The goal of WSIS is to achieve a common vision, desire, and commitment to build a people-centred, inclusive and development-oriented Information Society where everyone can create, access, utilise and share information. The WSIS Forum 2016 represents the world's largest annual gathering of the 'ICT for development' community.

Incredible performance by Australia's Dami Im at 2016 Eurovision Song Contest



Australia was gripped on Saturday 14 May 2016 by a young lady who came second in the Eurovision competition in Stockholm, Sweden with her performance of the song, Sound of Silence. SBS, a member of the ABU, broadcasted the show 'live' throughout Australia and subsequently gained large audiences.

Dami Im (27) is a Korean-born Australian singer and songwriter who migrated to Australia with her family at the age of nine. She won the fifth season of X Factor Australia and subsequently received a recording contract with Sony Music Australia. She also participated in the 2014 ABU TV Song Festival in Macau.

It is the second time Australia has participated in this very famous song competition. Her success went viral on social media and she was congratulated by hundreds of thousands of people from various parts of Asia. Australian Prime Minister, Malcolm Turnbull and Opposition Leader Bill Shorten also congratulated her.

Jamala from Ukraine won the competition after singing a melancholic tune about the 1944 deportation of Crimean Tatars by Soviet authorities. Eurovision 2016 was watched by a worldwide audience of about 200 million.

ABU Calendar of Events

JULY

4-8	News Training Workshop	Ho Chi Minh, Vietnam
11-16	News Training Workshop	Hanoi, Vietnam
18-22	Children TV Item Exchange & Meeting	Bangkok, Thailand
23-25	Children Drama Co-Production 2nd Meeting	Bangkok, Thailand
26-28	ABU Radio Drama Workshop	Colombo, Sri Lanka

AUGUST

1-3	ABU DOC	Colombo, Sri Lanka
15- 9 SEP	Webinar Series	Online
21	ABU ROBOCON	Bangkok, Thailand
24-27	Pacific Media Partnership Conference	Papua New Guinea

SEPTEMBER

TBC	ABU Prizes 2016 Final Judging	TBC
8-13	International Broadcasting Convention	Amsterdam, Holland
September	ABU-MBC Technology Week	Seoul, South Korea
27-30	ABU-AIBD OTT & IBB Workshop	TBC
September	Asiavision Coordinators Meeting	TBC

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Copyright Forum
Central Asia Media Forum
Robocon Contest
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Pacific Media Partnership Conference
Sports Group Conference
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Asia-Pacific Broadcasting Union
2nd Floor, IPPTAR Building,
Angkasapuri
50614 Kuala Lumpur
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