

ABU news

Quarter 4 2016



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A graphic element consisting of three overlapping diamond shapes in yellow, dark blue, and teal, positioned to the left of the ASIASAT logo.

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Mr Hikaru Doumoto and Dr Javad Mottaghi
congratulated the newly elected ABU President



Starts

GA 2016
WBU
Conference

Technology

Legal

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Programming

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A

Fresh Start

New heads and new initiatives were confirmed at the 53rd ABU General Assembly in Bali, Indonesia. The year 2017 will surely bring the ABU to new heights with the election of a new Chairman and a new Vice Chairman as well as new Chairpersons for two committees.

All the meetings in Bali were undoubtedly rich in discussions and the 700 delegates present were excited to learn about the new projects to be implemented in the course of 2017. An International Dance Festival, a Radio Storytelling Festival, a Radio Drama Festival and a Song Contest for the Asia-Pacific region coupled with the launch of the ABU Sports & Entertainment Network will keep members even busier soon.

The ABU puts on record the exceptional organisation of the meetings by Radio Republik Indonesia (RRI). All the effort made by the RRI staff under the leadership of its President Director, Mr Mohammad Rohanudin, the Indonesian Ministry of Communication and Information Technology, TVRI and all the staff of Westin Resort Nusa Dua in Bali will remain a great memory for us all for a long time to come. We express our heartfelt thanks to the organisers for the success of all the meetings, the ABU Prizes, the TV Song Festival and the excursion.

"Media for the Future" was the main theme of this most important gathering of the ABU and it was discussed and analysed in depth in all speeches and presentations. The topics ranged from 4K/8K technologies and the New Media to the revival of some radio activities and content management on all existing and new delivery platforms. Broadcasting for ALL – Diversity and Inclusion in the Media was once again an opportunity to consider the participation of all vulnerable groups in content.

Another laudable initiative is the setting up of the ABU Alumni. To protect the values of the big ABU family, retired or leaving broadcasting professionals from member countries will remain on board and continue to contribute to some ABU activities.

The Bali Declaration resumes the commitment and future action members will embark upon.

The General Assembly has been enriched with the World Broadcasting Unions Conference on October 26 where representatives of five international unions – NABA, ABU, EBU, ASBU and AUB pledged to foster broadcasting development worldwide. Focus was on close cooperation on new technologies, content, climate change and sports.

This edition will take you to Bali for an overview of all discussions and decisions reached by ABU members. The WBU Declaration sets new guidelines for future action on international broadcasting.

Have a pleasant reading.

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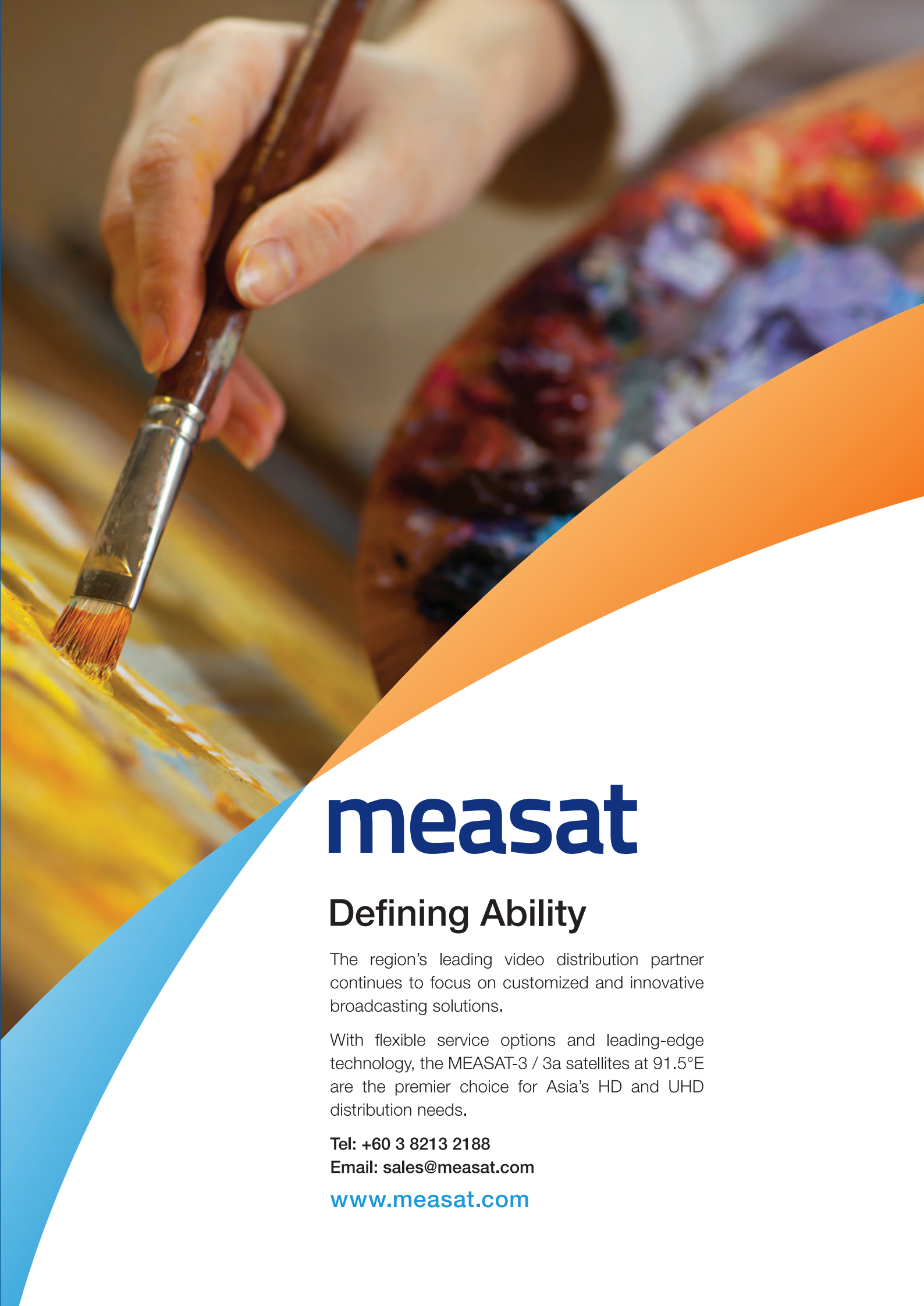
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Honourable Indonesian Minister of Communication & Information Technology, Mr Rudiantara hitting the gong at the Opening Ceremony



Honourable Mr Rudiantara, Minister of Communication & Information Technology of Indonesia



Media for the Future - New Challenges Ahead



Balinese dancers performed at the Opening Ceremony

Nearly 700 delegates from more than 60 countries attended the 53rd General Assembly and its Associated Meetings from 18-25 October 2016 in Bali, Indonesia. This most important gathering of the ABU was hosted by Radio Republik Indonesia (RRI). At the Opening Ceremony of the 2-day General Assembly, the speakers unanimously pointed out that broadcasters face huge challenges as they aim to offer the best services to their audiences and at the same time remain competitive in the industry in regards to the rapid technological development taking place.

Broadcasters have a mission to deliver "the right content" to the audience, said the Indonesian Minister of Communication and Information Technology. Honourable Mr Rudiantara



**Mr Hikaru Doumoto,
ABU Acting
President**



**Mr Mohammad
Rohanudin,
President
Director of RRI**



**Dr Javad
Mottaghi, ABU
Secretary-General**

added that he is aware of the various challenges broadcasters are facing today in the Asia-Pacific region due to digitalisation and social media. Indonesia has a population of 254 million people, about 300 ethnic groups speaking 740 languages and the archipelago consists of 17,000 islands. The Minister pointed out that it's a huge task for Indonesia to manage the one thousand licensed broadcasters throughout the country but more importantly he has the responsibility to use all available resources to meet the challenges of the broadcasting industry where the priority remains the public.

In his welcoming speech, Mr Mohammad Rohanudin, President Director of Radio Republik Indonesia laid emphasis on the protection of the diverse audiences in the region. He pleaded for more action on the part of broadcasters to further promote unity and a sense of togetherness among the people of the region.

For Mr Hikaru Doumoto, Acting President of the ABU, "to overcome difficulties and adapt to a new environment, it is crucial for broadcasters to share information and learn from each other's success. We must work beyond the borders of broadcasting and telecommunications and increase our ability to offer better content to our audience. The bigger the challenge, the greater the opportunity is to strengthen the unity among members."

Dr Javad Mottaghi, the ABU Secretary General urged delegates present to fully understand our role in promoting social development. He underlined that "While broadcasting naturally involves trying to please as many listeners and viewers as possible, we must never lose sight of our responsibilities to minorities in our communities. Ethnic minorities, the disadvantaged and disabled, women's education and a variety of other related concerns must be highlighted. It is our duty to target all of our potential audience and not merely the majority."

The Opening Ceremony was marked by exceptional performances by some highly talented Indonesian artists demonstrating the richness of the Balinese culture.

New Innovative Activities to be Implemented in 2017

From October 2015 to October 2016, more than one hundred activities have been implemented serving more than 1550 professionals from 200 member organisations in 16 countries. In his report, the ABU Secretary-General, Dr Javad Mottaghi expressed his satisfaction concerning the activities run by the Union according to the Short-Term Plan (2012-2013), the Mid Term Plan (2014-2015) and he announced new projects for the Long Term Plan (2016-2020).

The year 2017 starts with new initiatives such as the ABU International Dance Festival, the ABU Sports Network, the ABU Digital Strategy and other events related to digital media. Dr Mottaghi said that the future vision of the ABU is



Dr Javad Mottaghi presenting the ABU Annual Report

two-fold: Strengthening the current activities and initiating new projects.

He recalled that the number of ABU members has increased from 192 in 2010 to 279 in 2016 and Asiavision has today 31 members compared to 19 in 2010. Progress has also been achieved in the revenue of the Union which is growing to a satisfactory level year after year.

The ABU Secretary-General thanked all members for the success of some key events in their respective countries such as: 2016 RadioAsia and Radio Song Festival in Beijing, China, 3rd Media Summit on Climate Change and Disaster Risk Reduction in Krabi, Thailand, ROBOCON in Bangkok, Thailand and PMPC in Papua New Guinea.

ABU General Assembly to be Shortened



ABU PSG members after their meeting in Bali

The ABU General Assembly and its Associated Meetings will run on six days as from 2017 instead of seven and a half days. Mr Frederico

Rosario, Chairperson of the Planning and Strategy Group (PSG) in his report in Bali pointed out that parallel meetings will be encouraged and this

will result in time and cost savings.

He also announced that the ABU Copyright Committee will be renamed as the ABU Intellectual Property and Legal Committee. This is to accurately reflect the scope of issues within an enlarged mandate of the new committee.

Mr Rosario informed the General Assembly that the ABU is planning to set up the ABU Alumni. It will be an opportunity for retired or leaving media professionals from member countries to stay in touch with the Union and to contribute to its activities.

The Chairperson of the PSG also mentioned two amendments to the ABU Statutes and the wish of the Union to accede to an international status.

All the recommendations put forward by the PSG were approved by both the Administrative Council and the General Assembly.



Members present at the 102nd ABU Administrative Council Meeting in Bali

The ABU is Gaining Global Recognition



This statement was made by the Acting President of the ABU in his opening remarks of the 102nd Administrative Council meeting (ACM) in Bali. Mr Hikaru Doumoto was referring to the active participation of ABU members from the Asia-Pacific region and beyond in the numerous activities of the Union over the past year. He added that the Administrative Council recognises the effort and contribution of the ABU Secretariat and the Secretary-General in the success of the ABU in performing its major activities.

Mr Doumoto was joined by Mr Şenol GÖKA, ABU Vice President and Dr Javad Mottaghi, ABU Secretary-General in expressing all their heartfelt thanks to

Mr Mohammad Rohanudin, President Director of Radio Republik Indonesia for hosting the 53rd ABU General Assembly and its Associated Meetings.

Dr Mottaghi informed the meeting that for the ABU Long Term Plan (2016-2020), more services will be implemented in more countries. He recalled that during the past year there were more than 100 activities run in 16 countries where more than 5500 media professionals were concerned. New projects started in 2016 such as the ABU Music Exchange and the ABU Sports Network are attracting more and more members. Other on-going activities like the Radio Song Festival, the RadioAsia, TV Song Festival, the ABU Prizes, Robocon, PMPC and DBS are becoming

increasingly popular year after year. Dr Mottaghi added that in 2017 there will be some important activities related to New Media and more training workshops will be conducted for journalists. Bhutan and Papua New Guinea are first on the list.

The ABU Secretary-General also explained the reasons behind the resignation of some members during 2016. Some have been facing financial constraints while others think that the ABU is not important for them. Some other members have been suspended due to their failure to honour their outstanding debts. As of today, the ABU has 275 members in 69 countries.

The venues for the future General Assemblies and Associated Meetings have also been announced. China will host the events in 2017 in Chengdu. In 2018, the venue will be Ashgabat, Turkmenistan. The meetings will be in Tokyo- Japan in 2019. RTM will be the host in 2020 where the meetings will take place in Kuala Lumpur. The other GAs are scheduled as follows: 2021- Either Thailand or Bangladesh, 2022- Myanmar (TBC), 2023-Seoul, South Korea, 2024- TBC, 2025- Tokyo, Japan and 2026- Uzbekistan. Communication is underway between the ABU and all the host countries.

The 102nd ACM approved the minutes of the 101st ACM held in May 2016 in Fiji. The 103rd ACM is scheduled to take place on 19 May 2017 in Da Nang, Vietnam.



Mr Hikaru Doumoto and Dr Javad Mottaghi congratulated the newly elected ABU President

The 53rd ABU General Assembly in Bali, Indonesia concluded on 25 October 2016 with the election of Mr Ko Dae-young, President and CEO of Korean Broadcasting System (KBS) as new President and Ms Supriya Sahu, Director General of Doordarshan-India as new Vice president of the Asia-Pacific Broadcasting Union.

Mr Ko Dae-young who has been elected unanimously has more than 30 years' experience in public broadcasting and was appointed in November 2015 as the 22nd President and CEO of Korean Broadcasting System (KBS).

Mr Ko Dae-young, President & CEO of KBS-Korea elected President of the ABU

Mr Ko Dae-young: "I vow to serve our members with utmost sincerity and integrity"

Upon his election, Mr Ko Dae-young said that he humbly and gratefully accepts the grand responsibility as ABU president and is honoured to serve this great union.

He promised that members will be heard and given the support they seek within the Union. He will make sure that the ABU becomes a great venue where members share and learn as well as a place that offers assistance and guidance in times of need. Mr Ko added that the Union will be a great classroom for quality content production, news coverage, mobile and digital distribution and other strategies. The new ABU President pointed out that "We have to keep educating ourselves to stay relevant and essential in this fast changing media landscape".



Mr Ko Dae-young delivered his speech just after his election

Mr Ko Dae-young added that throughout the sessions and conversations at this General Assembly, we've come to understand the grave challenges facing us. We have to adapt to the changes in the new media world where faster and better platforms change not only content production but also its promotion and distribution.

He also stressed on his responsibilities both at the KBS and now at the ABU: "With our traditional media structure, we can't serve our fragmented audiences who are getting more diverse, digital and mobile. We have to introduce new workflows and learn new skills and develop new formats and content for the new platforms. In May I conducted a sweeping re-structural change at KBS in order to adjust to the new media environment."

The new ABU President concluded that "For more than half a century, the ABU has prospered with innumerable success stories. Our union will continue to be strong and influential only when each and every member stays successful. We will firmly stand together and together we will succeed."

Ms Supriya Sahu, Director General of Doordarshan- India elected ABU Vice President



radio stations in various parts of the country. She also handled licensing and regulation of private TV channels.

Ms Supriya Sahu worked extensively with Doordarshan and All India Radio on the expansion and the modernisation of their network. She also handled the allocation of planned programmes of Prasar Bharati, including content funding.

Ms Supriya Sahu joins the other two Vice Presidents of the ABU, Mr Hikaru Doumoto, Executive Vice President of NHK-Japan and Mr Şenol Göka, Director General of TRT-Turkey.

Both the new President and the Vice President started their term with immediate effect and will continue their service to the ABU for the next three years from January 2017.

In a video message, Ms Supriya Sahu said it's an honour for her to be one of the three Vice Presidents of the ABU, the largest broadcasting union in the world. She looks forward to having the full support of all ABU members and working together with them for the benefit of the broadcasting sector in the Asia-Pacific region.

Ms Supriya Sahu, a senior Indian Administrative Service officer was appointed earlier this year as Director General of Doordarshan, the public

service broadcaster of India. Prior to this she was Joint Secretary in the Ministry of Information and Broadcasting.

During her tenure she headed a team working on the installation of around 30 million set top boxes needed for the digitisation of Cable TV channels in India. She has rich experience in working on content regulation and policy matters relating to Television ratings, DTH and community Radio. She is well known for her work in setting up more than 150 community

MNL-Papua New Guinea and RRI-Indonesia join the Administrative Council

Three seats of the Administrative Council (AC) were also up for election. ABU members re-elected KBS-Korea and elected MNL-Papua New Guinea and RRI-Indonesia as new members to the Administrative Council. The term of the newly elected members of the Administrative Council will be for three years. With effect from 1 January 2017, the Administrative Councillors are:

1. National Radio and Television of Afghanistan (RTA)
2. Media Niugini Limited (MNL), Papua New Guinea (MNL)
3. Radio and Television of the People's Republic of China (RTPRC)
4. Radio Republik Indonesia (RRI)
5. Radio Television Hong Kong (RTHK)
6. Islamic Republic of Iran Broadcasting (IRIB)
7. Doordarshan/ Prasar Bharati, India (DD)
8. Nippon Hoso Kyokai, Japan (NHK)
9. Kazmedia Ortalygy Management Company Ltd. (KMO)
10. Korean Broadcasting System (KBS)
11. Radio Television Malaysia (RTM)
12. Teledifusao de Macau (TDM)
13. HUM Network Limited, Pakistan (HUM TV)
14. Sri Lanka Rupavahini Corporation (SLRC)
15. Turkish Radio and Television Corporation (TRT)
16. National Television and Radio Company of Uzbekistan (MTRK)
17. Vietnam Television (VTV).



Building Members' Trust through Sustainable Management

ABU Acting President, Mr Hikaru Doumoto addressing the media in Bali



At a press conference on 23 October 2016 at the Westin Hotel in Bali, the Acting President of the ABU, Mr Hikaru Doumoto said that the ABU General Assembly offers a great opportunity for members to share ideas and experiences in order to face new challenges in different sectors of the broadcasting industry. For many years and through various activities, the ABU has remained an ideal platform to promote broadcasting development in different parts of the Asia-Pacific region.

Mr Hikaru Doumoto also talked about the importance of public broadcasters in disaster preparedness. He said that the region is highly vulnerable and our mission is to help save human lives. Referring to ABU activities and services, he said that the General Assembly helps in building member's trust through the sustainable management of the Union.

The President Director of the Radio Republik Indonesia, Mr Mohammad Rohanudin said his organisation, RRI is proud to host the ABU General Assembly for the second time. He also explained to the press the importance of RRI Play, an application created by RRI which helps reach the maximum audience in Indonesia with its population of more than 250 million people.

The ABU will support RRI and TVRI during the ASIAN Games scheduled in Jakarta in 2018. Dr Javad Mottaghi, Secretary-General of the Union recalled all the services recently provided to members in some big sports events such as the Incheon Games in Korea in 2014 and more recently during the Olympics Games in Rio.



Mr M. Rohanudin, RRI President Director (middle) welcomed all delegates at the ABU General Assembly



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The Super Panel Session comprised of two forums

Super Panel Session - Media Meets Climate Change and Disaster Challenges

Mr Ko Dae-young, KBS President & CEO was among the panellists in Forum 1



The media is currently playing a more significant role in the dissemination of news and programmes on climate change and disaster preparedness. But what are the real challenges facing media in this endeavour? Do broadcasters in the Asia-Pacific region have enough resources and skills to help prevent the loss of human lives and mitigate damages?

These were among the topics raised during the discussions which gathered experienced and accomplished media experts at the first forum of the Super Panel session. The moderator was Mr Joao Francisco Pinto, Portuguese News and Programme Controller at TDM-Macau and ABU News Group Chair.

Mr Ko Dae-young, President and CEO of KBS-Korea believed that public broadcasters should know how to manage Disaster Broadcasts in the digital era. He said that the audience needs Alert Notifications, Immediate Information and Disaster Forecasts and that the mobile phone is the most appropriate tool to reach the maximum

number of people anywhere in any country.

Fiji was hit severely this year by monster cyclone Winston causing the death of 44 people. Mr Nouzab Fareed, Executive Director of Fiji TV said that although there were limited means available, they had to devise ways and means to inform the population about the disaster.

Mr Hiroshi Araki, Managing Director, News and International Affairs at NHK-Japan explained how they created a special App in June 2016 to disseminate fresh news about any disaster. The initiative proved to be successful during the last earthquake in the country.

Nepal is known to be highly vulnerable with earthquakes, avalanches and floods. Mr Bin Bahadur Shahi, Executive Director of KIRDARC explained about the efforts of his organisation in bridging communities and policy makers. Nepal is eager to learn new techniques of disaster preparedness from more experienced countries.



(From left: Ms Niken Widiastuti, DG Information & Public Communication, Indonesia; Mr Nouzab Fareed, Executive Director – Fiji TV; Mr Bin Bahadur Shahi, Executive Director of KIRDARC-Nepal; Mr Hiroshi Araki, MD News & International Affairs, NHK-Japan

Protecting human lives before, during and after disaster is mandatory. Ms Niken Widiastuti, Director General Information and Public Communication in the Indonesian government announced that today in her country the Broadcasting Laws cater for disaster preparedness and the Disaster Information System Plans 2016 is a priority for the Ministry of Communication and Information Technology.

The panellists replied to some relevant comments and questions from the floor. Attendees learned that in the United States, there is a Climate Investment Fund. The Fijian government is presently upgrading the transmission networks to allow a countrywide coverage of AM and FM radio service and Nepal is proposing the creation of a Climate Justice Movement.



Broadcasting For All: Diversity and Inclusion in the Media

The media has the fundamental task of promoting cohesion. Broadcasting is beyond race, colour, religion, and culture. Radio and television content should be inclusive of society as

a whole. Special care should be addressed to minority groups and people with cognitive disabilities. All these points were raised during the second forum of the Super Panel session moderated by Mr Anothai Udomsilp, Director of ThaiPBS Academic Institute of Public Media in Thailand.

The panellists came from various backgrounds: Mr Hanafis Rais-Member of Commission 1 of the Indonesian House of Parliament, Ms Shanthi

Bhaghirathan-Group Director of MBC Networks, Sri Lanka, Ms Natasha Eves-External Affairs Manager at SBS Australia, Ms Robyn Scott-Vincent, CEO of Attitude Pictures-New Zealand, Ms Faiasea Matafeo-Managing Director of Samoa Broadcasting Corporation and Mr Dan Buckingham, General Manager, The Attitude Group, New Zealand. It was unanimous among all of them that diversity and inclusion of all groups in the media helps promote nation building and social harmony.



Quality Content for the Future – Social Media is a Must

Ms Oyundari Tsagaan,
General Director,
MNB-Mongolia



Ms Niken Widiastuti, DG Information & Public
Communication, Indonesia and Dr Dan Santa,
Head of International Relations, Radio Romania



Demand for high quality content is constantly increasing not only in traditional media but also on the various delivery platforms brought by the Internet and digitalisation. The Professional Discussion session this year focused on cost effective and innovative strategies to meet these new challenges broadcasters are facing today. The session was moderated by Mr Russell Isaac, Media Consultant, UK.

The panellists included Dr Dan Santa, Head of International Relations at Radio Romania, Ms Niken Widiastuti, Director General Information and Public Communication in the Indonesian government, Ms Oyundari Tsagaan, General Director, MNB-Mongolia and Ms Jinsook Lee, President and CEO of Daejeon MBC, Korea.

Dr Dan Santa said that public radio needs to have a refreshed strategy due to fierce competition from Internet radio and social media. He cited innovative activities by radio Romania such as the RadioRo Festival and the Grand Prix Nova which are highly appreciated by listeners not only in Europe but as well as in some Asian countries.

Social Media was in all the discussions. Ms Tsagaan explained how MNB-Mongolia created Facebook groups and after some research, her production



**Ms Niken Widiastuti,
DG Information
& Public
Communication,
Indonesia**



**Dr Dan Santa, Head
of International
Relations, Radio
Romania**



**Mr Russell Isaac,
Media Consultant,
UK**



**Ms Jinsook Lee,
President & CEO of
Daejeon MBC-Korea**

team worked together with young people and created appropriate TV content.

Ms Jinsook Lee pleaded for a New Media Format for Content. In Korea, Daejeon MBC has succeeded in incorporating social media in all its major programmes. Today, she added that more than one million people can log on to the programmes at the same time.

Talking about 'mediamorphosis', Ms Niken said that the authorities in Indonesia are fully aware of the revolution which is taking place in information technology. She added that lots of effort is being put in to go completely digital at both radio and television levels. She believed that Internet is drastically changing the media landscape and that Over The Top (OTT) technology should be further encouraged.



**Ms Tsagaan of MNB-Mongolia and Ms
Jinsook Lee of Daejeon MBC-Korea**

PROGRAMME COMMITTEE MEETING

BALI, 20 - 21 OCTOBER 2016



Mr Tatsuihiro Beniko, ABU Director Programming, Ms Lai Kai Yan, ABU Team Assistant, Ms Vijay Sadhu, ABU Head of Radio, Dr Javad Mottaghi, ABU Secretary-General, Mr Mistam, Head of RRI Supervisory Board, Ms Hanizah Hamzah, ABU Head of TV, Mr Jaeheon Song, Chairman of ABU Programming Committee, Mr Hideki Tazuke, Vice Chairman of ABU Programming Committee and Mr Rashad Hamdhoon, ABU New Media Manager

Programme Committee Meeting – New Projects Ahead



Mr Tatsuihiro Beniko, ABU Programming Director and Mr Jaeheon Song, Chairman of ABU Programming Committee

- Mr Mistam, Head of RRI Supervisory Board: "The ABU GA is an opportunity for strategic discussions with positive thinking".
- Line-up of new activities in 2017 and Focus on New Media
- Mr Young Jun Lorenzo Lee of KBS-Korea elected Chairperson of the ABU Programme Committee

2016 has been a productive year for the ABU Programme Department. Its 30 activities included new events such as the ABU Music Exchange, the Radio Drama Workshop, the Storytelling Workshop and preliminary discussions for the forthcoming ABU International Dance Festival, the ABU Asia-Pacific Song Contest, the ABU Storytelling Festival, and Generation What?

In his opening remarks, Mr Mistam, Head of the Supervisory Board of RRI-Indonesia said that the ABU General Assembly and its Associated Meetings give an opportunity to all members and delegates to focus on strategic discussions. He added that the Bali gathering aims at strengthening

ABU's principles of diversity, uniformity and inclusion in the broadcasting sector throughout the Asia-Pacific region.

Dr Javad Mottaghi, the ABU Secretary-General pointed out that the main task of the Union is to promote unity in diversity. He said that "we are here to focus on commonalities and see any differences as opportunities and not threats."

Mr Tatsuihiro Beniko, Director of Programming, Ms Hanizah Hamzah, Head of TV and Ms Vijay Sadhu, Head of Radio made an overview of all radio and television activities implemented during the past year. The Programme Committee took note of the new initiatives such as the ABU Drama Festival which is



Dr Javad Mottaghi announcing more resources will be allocated to content management



Ms Vijay Sadhu, ABU Head of Radio



Ms Hanizah Hamzah, ABU Head of TV



Mr Rashad Hamdhoon, ABU New Media Manager

expected to be held in November next year, hosted by RRI- Indonesia and the ABU Story Telling Festival to take place in 2017 or 2018. The ABU Asia-Pacific Song Contest is still under discussions.

The 1st ABU Dance Festival is scheduled to be held in Hyderabad, India, in January 2017. With two categories, traditional dance and contemporary dance, this festival will showcase cultural diversities as well as unity in our region. With huge effort being put in by Doordarshan, India, and the ABU secretariat, 12 organisations are expected to take part in this inaugural event.



New Media to consolidate ABU Programming

This year a new unit focusing on new media, social media and Internet activities, was set up at the ABU Programme Department. The ABU Facebook and Twitter accounts were also created. A New Media Action Plan and a New Media Task Group were also launched. At the first New Media Task Group meeting which was held in Balic, new initiative ideas like on-line survey projects, as well as workshops and training sessions focusing on new media were suggested and discussed.



Left to Right: Mr Soleman Yusuf, RRI-Indonesia, Mr Young Jun Lorenzo, KBS-Korea and Mr Keizo Izuta, NHK-Japan

A New PC Chairperson

The Programme Committee Meeting concluded with the election of Mr Young Jun Lorenzo Lee as Chairman of the ABU Programme Bureau and Programme Committee for 2016-2018. Mr Lee is Executive Director Programming and Marketing at KBS-Korea.

The two Vice Chairmen newly elected are Mr Soleman Yusuf, Director of Programme and Production at RRI-Indonesia and Mr Keizo Izuta, Head of

Science Programmes Division at NHK-Japan. The ten current members of the Programme Bureau have all been unanimously re-elected. They will all serve for a term of two years.

The ABU expresses its sincere gratitude to the outgoing Chairman and Vice Chairman, Mr Jaeheon Song from KBS-Korea and Mr Hideki Tazuke from NHK-Japan respectively for their remarkable contribution to the programme activities of the Union.

Generation WHAT? To be Launched in Asia by 2018

This is a web-based survey conceived for young generations by broadcasters with the support of the European Union and UNESCO. Social media is a major component of the exercise.

The ABU programming department announced in Bali that such a project forms part of the new initiatives to be implemented as soon as possible. Generation WHAT? was first launched in France some years back and the response was highly impressive with

80 million results across Europe. Young people aged between 18 and 34 are asked to answer more than 100 questions and all data received from the survey helps broadcasters to produce and air programmes and documentaries related to youth matters, education and family issues.

Speaking at the Programming Committee meeting in Bali, Mr Adam Sharpe, Consultant, Social and Human Sciences – UNESCO Bangkok said that broadcasters said that Generation



WHAT? can help create a new kind of television/radio programme for the broadcasters in this region.

It is reported that following the huge success in Europe, the project will be implemented as from next year in the Middle East and later in Asia.

The last GA for Vijay Sadhu - Head of ABU Radio Programming



Vijay Sadhu joined the Asia-Pacific Broadcasting Union (ABU) in 2005 to take up the position of Senior Executive for Programming. She has initiated various radio programming activities in the Union, creating several forums and devising a wide range of activities. As a part of this effort, she has organised a number of radio programming conferences, content developmental workshops and radio song festivals every year.

Over the years, Vijay has contributed extensively in the setting up of the ABU Radio Working Party, the ABU Radio Song Festival, the ABU Radio News Exchange, the Media 2020 Conference, Sports feeds for the ABU radio broadcasters, the ABU Music Exchange and the ABU "Backpack" Workshops. She nurtured and developed the RadioAsia Conference into a powerful radio conference, attracting radio professionals from 4 continents.

Her professional experience spans more than 28 years in the field of television and radio programming and broadcasting. She has also served on the jury panel of prestigious international radio competitions like the New York Festival, Iran International Radio Festival, the Turquoise Festival of Turkey and the Grand Prix Nova Drama Festival in Romania.

Vijay Sadhu started her media career in 1980 in All India Radio – Doordarshan, the national public broadcaster of India. As a Programme Executive, she was responsible for conceptualising, directing and creating TV and radio programme content. She also took up senior management responsibilities later, rising to the position of the Deputy Director of the National Station of All India Radio. She has vast professional experience in the field of radio and television programming and broadcasting, having directed and produced more than 1400 radio and TV programmes in her career.

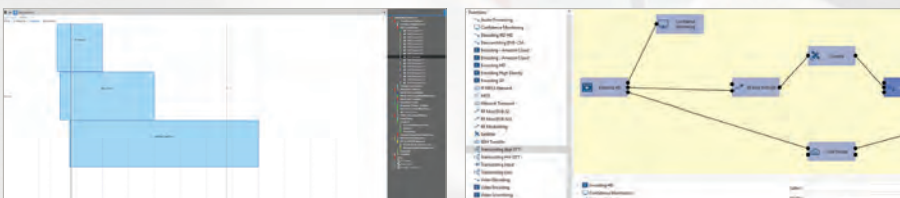
As an artist, Vijay has made many public performances playing on Sitar (the string instrument in Indian music) and on electric guitar. She holds a Master's degree in Indian instrumental classical music.

Vijay Sadhu will retire from the ABU in July 2017.

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ABU TV Song Festival – Adding Colours to Paradise Bali

The 5th ABU TV Song Festival took place on Saturday 22 October 2016 at the Bali Nusa Dua Convention Centre. The host Radio Republik Indonesia (RRI) in collaboration with Televisi Republik Indonesia (TVRI) successfully proposed a wonderful night with colourful performances to the delegates present.

This is not a competition but rather a celebration of popular music featuring high-profile musical talent from around the Asia-Pacific, brought together by member broadcasters. Thirteen artists from thirteen countries performed last night: Seeta Qasimie, ATN-Afghanistan; Mo Siman Sichuan, TV- China; Kayee Tam, TVB - Hong Kong; Novita Dewi, TVRI -Indonesia; Kyary Pamyu Pamyu, NHK-Japan; Ayree, Khabar Agency-Kazakhstan; Ailee ,KBS-Korea; Queena Tam, TDM-Macau; Laisha Junaid, PSM-Maldives; Shehara Liyanage, MTV-Sri Lanka; Nguyen Thi Pha Le, VTV-Vietnam; Lotfi Bouchnak, ASBU-Tunisia.

The one and half hour show was aired live on TVRI. The whole programme was recorded and made available to ABU members for broadcast.





Radio Working Party Meeting – Radio Still Growing

BALI, 20 OCTOBER 2016



Mr Soleman Yusuf, RRI-Indonesia, Mr Tatsuihiro Beniko, and Ms Vijay Sadhu of ABU Programming Department



- *New ABU Radio Activities in 2017*
- *RRI Play – Keeping audience engaged*
- *Ms Shanthi Bhaghirathan confirmed as RWP Chair*



Mr Tatsuihiro Beniko with Ms Shanthi Bhaghirathan, RWP Chair

The welcome address on behalf of the host was presented by Mr Soleman Yusuf, Program and Production Director of Radio Republic Indonesia. He said that RRI continues to employ new technologies to provide better broadcasting services to its large audience via new platforms. He highlighted the RRI app for RRI's on-line services.

Ms Shanthi Bhaghirathan (MBC-Sri Lanka) was confirmed as the new Chairperson of Radio Working Party and Ms Kartini Ariffin (iM4UFM-Malaysia), Mr Soleman Yusuf (RRI-Indonesia) and Mr Fayyaz Sheheyyar AIR-India) as the Vice Chairpersons.

In her opening remarks, Ms Shanthi Bhaghirathan pointed out that the RWP understands the enormous challenges facing the radio industry – including the impact of multiple platforms and digital

radio which add to competition. She said that the future of radio is strong but there is a need for the stakeholders in the radio industry to work together to harmonise the interests of the audiences and to address the requirements of new technology. She cited that producing more content could bring larger audiences but the delivery of content through different media platforms is a concern to many. She also mentioned the challenge of engaging the youth to use radio which appears to be a pervasive problem among the radio operators.

Ms Bhaghirathan stressed the need among the ABU members to have shared understanding of the problems through meaningful exchange of experiences, lessons learned and best practices. She encouraged everyone to get involved and to participate in the upcoming debate on these issues.



Report on Activities

Ms Vijay Sadhu, ABU Head of Radio Programming, outlined an extensive range of projects undertaken on behalf of members throughout the year. These included the ABU Music Exchange, the Radio Drama workshop (as a precursor to the ABU Radio Drama Festival), the Radio Song Festival, and the RadioAsia and Media 2020 conferences. In addition, Vijay referred to two major projects being developed including the ABU Drama Festival and the ABU Storytelling Festival. The Radio Working Party meeting covered a range of exciting and interesting ideas on broadcasting.

1. The Radio Working Party meeting heard a number of case studies.

Shammi Lochan from FBC- Fiji reported the importance of radio during major emergencies where radio focused on recovery.

2. Indu Shekar Sinha from the BBC-UK highlighted the development of the BBC player which allows worldwide audiences to connect to BBC radio broadcasts via their mobile phones.

3. Radio New Zealand presented "checkpoint" which couples live radio broadcast with Television visuals to enrich the experience of the audience.

4. Koichi Okumura from NHK gave a very refreshing activity connecting

people with NHK through exercise programs in the early hours of the morning, an idea which really excited and caught the attention of all the broadcasters present.

5. Radu Obreja of DRM detailed the latest developments in the DRM technologies and its applications to various markets.

6. George Ross from TWR unveiled the new digital radio incorporating the tablet technology with the focus of servicing listeners in a digital age.

7. Sutrisno Santoso briefed the RWP on RRI's content development and issues facing them.

RWP Recommendations

The Radio Working Party made several recommendations to the Programming Committee.

1. ABU PC to consider the need to facilitate program exchange among its members.
2. ABU to have more in country/regional workshops for Radio members.
3. ABU Programming Department to facilitate exchange and study programs among member broadcasters to enhance capacity/resource building of content creators.
4. ABU Programming Department to bring co-productions among members.
5. The RWP recommended that the Programming Department take into account the changing media environment including multi-platforms, web and mobile based media and social media, and the need for Radio and TV to adapt and change.

At the conclusion of the RWP meeting, a video presentation was made by the Chairperson conveying appreciation of the substantial contribution made by Vijay Sadhu in initiating and developing radio activities for the Union. She will retire from the ABU in July 2017.

2016 ABU Prizes – Praising Effort and Talent

Thirteen prizes were offered to various ABU members in seven TV and six radio categories. They were all recognised for their professionalism and excellence demonstrated in their programmes submitted to the contest.

This year's ABU Prizes attracted 271 entries for the 13 categories, the second highest number of entries since its creation.

A Special Jury Award was also given in each medium to two organisations having limited resources. The award ceremony was held at the Bali Nusa Dua Convention Centre.

RADIO WINNERS

CATEGORY	ORGANISATION	ENTRY TITLE
Drama	Islamic Republic of Iran Broadcasting (IRIB) - Iran	Vibration
Documentary	Radio Television Hong Kong (RTHK) - Hong Kong	An Age of Our Own: War Times - 70th Anniversary Commemoration of the End of WWII
News Reporting	Radio and Television of the People's Republic of China (RTPRC) China National Radio (CNR) - China	36 Days
Community Service Announcement (CSA)	All India Radio (AIR) - India	Diary of a tiger
Interactive Programme	Islamic Republic of Iran Broadcasting (IRIB) - Iran	Iranian Online
Innovative Programme	Radio and Television of the People's Republic of China (RTPRC) China National Radio (CNR) - China	Chinese Voice - Chinese New Year
Special Jury Prize	Bangladesh NGOs Network for Radio and Communication (BNNRC) Radio Chillmari - Bangladesh	The Destroyed Dream

RADIO COMMENDED ENTRIES

CATEGORY	ORGANISATION	ENTRY TITLE
Drama	Radio New Zealand (RNZ) - New Zealand	Close to You
Documentary	Munhwa Broadcasting Corporation (MBC) - Korea (South)	The Truth - The 70th Anniversary of National Liberation Day Special Documentary
News Reporting	Radio Republik Indonesia (RRI) - Indonesia	Logging of Mangrove Wood
Community Service Announcement (CSA)	Radio and Television of the People's Republic of China (RTPRC) China National Radio (CNR) - China	If Water Gets Dirty, How Can We Wash It?
Interactive Programme	Korean Broadcasting System (KBS) - Korea (South)	2016 The Republic of Korea's 1st Class "We Need to Talk"
	Radio Republik Indonesia (RRI) - Indonesia	Pro 2 Morning Sound on the Weekend "World Book Day"
Innovative Programme	iM4U Radio (iM4U fm) - Malaysia	DIYstyle 2.0
Special Jury Prize	Mongolian National Public Radio and Television (MNB) - Mongolia	We Have No Right to Bet on Our Children's Future



The Special Jury Prize went to BNNRC-Bangladesh represented by Dr Salima Rahman



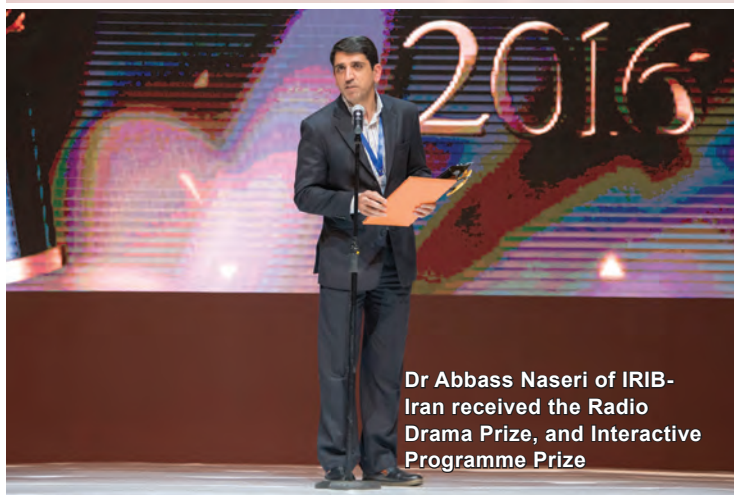
Radio News Reporting Prize, and Innovative Programme offered to Ms Feng Ying of CNR-China



Radio Documentary Prize went to RTHK-Hong Kong and presented to Ms Jace Hu



Mr Abhinay Srivastava of AIR-India was recognised for Community Service Announcement



Dr Abbass Naseri of IRIB-Iran received the Radio Drama Prize, and Interactive Programme Prize



The Radio participants were recognised for their commendable entries

TV WINNERS

CATEGORY	ORGANISATION	ENTRY TITLE
Drama	ZDF German Television (ZDF) - Germany	The German Teacher
Documentary	Korea Educational Broadcasting System (EBS) - Korea (South)	Green Animal
Entertainment	Radio and Television of the People's Republic of China (RTPRC) China Central Television (CCTV) - China	Impossible Challenge
Children	ARD Südwestrundfunk (SWR) - Germany	Lotumi and the Red Dance
News Reporting	RT Channel - Russia	Will He Ever Get Across the Channel?
Sports	Japan Broadcasting Corporation (NHK) - Japan	Spirits of the Athletes Tadahiro Nomura: The Last Shoulder Throw
ABU Perspective Award	Korean Broadcasting System (KBS) - Korea (South)	Mom and Clarinet
Special Jury Prize	Vietnam Television (VTV) - Vietnam	Way to School

TV COMMENDED ENTRIES

CATEGORY	ORGANISATION	ENTRY TITLE
Drama	ARD Südwestrundfunk (SWR) - Germany	Tatort: Rebecca
	Tokyo Broadcasting System Holdings (TBS) - Japan	Downtown Rocket
Documentary	Korean Broadcasting System (KBS) - Korea (South)	Next Human
	The Japan Commercial Broadcasters Association (JBA) Kansai Telecasting Corporation - Japan	Seeking Utamaro - The Printer from Kyoto and Ukiyo-E in Paris
Children	Islamic Republic of Iran Broadcasting (IRIB) Iran	My Decision
ABU Perspective Award	Islamic Republic of Iran Broadcasting (IRIB) Iran	Bridge



ARD-Germany, TBS-Japan, KBS-Korea, JBA-Japan and IRIB-Iran were praised by the Jury for their efforts and sense of creativity



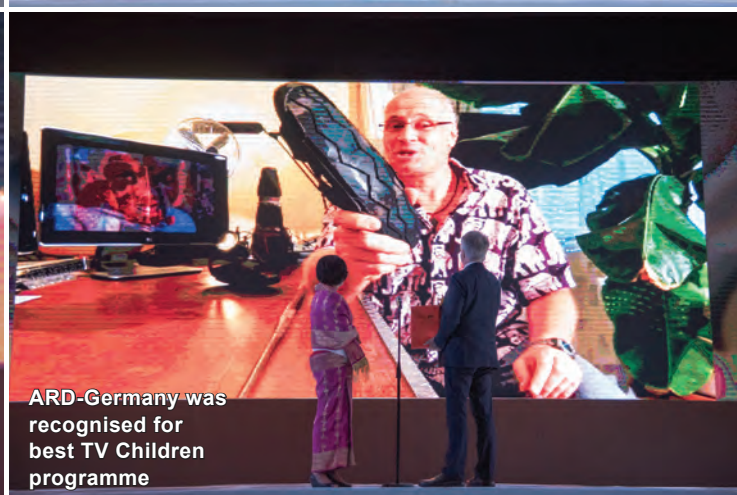
CCTV-China represented by Ms Dichun Wei received the Prize for best TV Entertainment programme



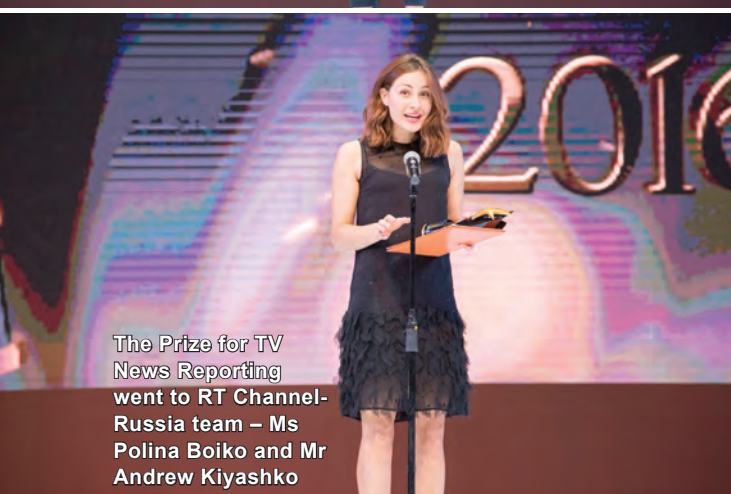
Mr David Moon of EBS-Korea received the ABU Prize for best TV Documentary



Ms Dagmar Skopalik of ZDF-Germany won the TV Drama Prize



ARD-Germany was recognised for best TV Children programme



The Prize for TV News Reporting went to RT Channel-Russia team – Ms Polina Boiko and Mr Andrew Kiyashko



Mr Toru Tateya of NHK-Japan won the Prize for TV Sports



The ABU Perspective Award was remitted to KBS-Korea



Ms Nhat Hua, Ms Ngo and Mr Nguyen of VTV-Vietnam received the Special Jury Prize

Quality Management Workshop: Interactive and Convincing



Dr David Balme, CEO of Challenge Optimum SA-Switzerland

The Quality Management Workshop's theme "A Cornerstone of Media for The Future?" was held on 22 October 2016. The objective of the workshop was to develop capacity building for broadcasters and media personnel for undertaking four key challenges: multiplatform

presence, multi generation reach, editorial independence and serving the public interest.

The Workshop was conducted by Dr David Balme, CEO of Challenge Optimum S.A from Switzerland. Mr Balme primarily highlighted the various benefits that media organisations could reap by adopting quality management. He also highlighted the procedure for becoming an ISAS certified organisation. This interactive workshop was attended by around 50 participants.

The welcome remarks were delivered by Mr Ardika, Head of Radio Republik Indonesia (RRI). Thai PBS which was recently certified by ISAS shared their experience as well as The Maharaja Group from Sri Lanka which is in the process of being certified.

The Quality Management Workshop has attracted a lot of interest from various ABU members and the Secretariat of the ABU is very confident that more members will enjoy the benefits of QM in the future ensuring the survival of their stations and also giving them a competitive edge.

The ABU Legal Department on the Move

The Intellectual Property and Legal Committee (IPLC) is the new name for the formerly known ABU Copyright Committee. This change of name was approved at the 53rd General Assembly and now reflects the wider issues around intellectual property and legal matters in the broadcasting industry.

Mr Yan Bo, IPLC Chair and Mr Nawaz Dookhee, Manager-Regulatory, Legal & IP Services at the ABU made an overview of the main activities run by the ABU Legal Department during the past year. The 22nd ABU Copyright Committee and Forum held in Malaysia in March 2016 discussed various topics such as Sports Coverage, News Protection, DRMs and Arbitration.

Furthermore, there has been a complete overhaul of the ABU Legal website. Contracts for the Programming and Technical Departments have been updated. Legal Liaison Officers have been appointed in member countries. The IPLC Terms



of Reference has been amended. Negotiations have been carried out and contracts drafted for all ABU departments. There has been regular participation in the WIPO meetings in Geneva and an E-Bulletin is being released every fortnight.

In addition, Mr Dookhee announced that more in-country workshops will be conducted in 2017 and there will be a new edition of the Copyright Handbook. The 1st IPLC Meeting and Forum will be held in Uzbekistan, hosted by MTRK in April 2017.

Women With the Wave – Diversity and Inclusion in the Media

Ms Yohana Yambise,
Indonesian Minister of
Women's Empowerment and
Child Protection



Ms Dwi Hernuningsih, Member
of RRI Supervisory Board



In broadcasting, everybody should be on board. Broadcasters must make sure that women, children, people with disabilities and other vulnerable groups be present in all their programme content. A whole day was dedicated to gender and diversity in the Media on 22 October in Bali. Participants at this high level forum – Broadcasting for All, Diversity and Inclusion in the Media commented on the progress achieved by many ABU members in this respect and what more could be done to include everybody in their broadcasting strategy.

In her welcoming remarks, the Indonesia Minister of Women's Empowerment and Child Protection, Mrs Yohana Yambise said that women are playing a major role in the whole process of national development in her country. Her priority is to eliminate all forms of discrimination against women and to help end violence against both women and children. The minister pointed out that the media in Indonesia, especially RRI, is supporting the authorities in this venture.

For her part, Mrs Dwi Hernuningsih, Member of the Supervisory Board of RRI-Indonesia expressed her gratitude to the ABU for its endless support of women's issues in the media. She added that RRI is always committed to encouraging diversity in the media.

Ms Chrissie Tucker, Manager Diversity at the Australian Broadcasting Corporation believed that gender is a key issue for all broadcasters around the world. She added that "in promoting women across the media, we can make a difference and tell stories more objectively."

The forum moderated by Russell Isaac, a Media Consultant from the UK, consisted of 8 sessions with lots of presentations and case studies as well as high level discussions by various media experts from different parts of the world.

Ms Chrissie
Tucker,
Manager
Diversity,
ABC-Australia



Mr Russell
Isaac, Media
Consultant,
UK





Technical Committee Meeting

- *Adoption of Recommendations on Cybersecurity and Close Captions & Subtitle System*
- *RRI-Indonesia: Preparing to Go Digital*
- *Bridging the Digital Divide in Asia-Pacific*
- *Mr Masakazu Iwaki re-elected Technical Committee Chair*

The Technical Committee (TC) adopted two recommendations based on its deliberations this year. The recommendations were on cyber security and system requirements for character set for subtitling and closed captions.

Cyber security was discussed at the last WBU Technical Committee and WBU meetings in Geneva and Montgomery. The ABU is planning to launch some studies and is collaborating with the North American Broadcasters Association (NABA) and the European Broadcasting Union. The objective is to prevent media organisations from being targeted in massive security attacks.

There is a growing interest with Closed Captions/Subtitles services on digital television. The ABU is presently working on the technical requirements and will help to maximise the commonality of the implementation, thus enabling easy content exchange in the Asia-Pacific region.

Lots of topics were raised during the two-day meeting chaired by Mr Masakazu Iwaki, TC Chairman, including: ABU Digital Strategy, Next generation services such as 4K and 8K UHD TV systems including High Frame Rate and High Dynamic Range, IP in media production etc. Digitalisation of Archiving and Media Asset Management, workflows, New Enhancements in Delivery, Focus on Field Production; Enhancements in EWS, content creation and delivery, the IBB and OTT new standards, technologies, features, services, low cost studios for radio and TV, and enhancing online training.

At the opening of the TC meeting, Dr Frederik Ndolu, member of the RRI Supervisory Board stated that DRM and DAB+ digital tests are being carried out in Indonesia and RRI is looking for the best solution to offer the Indonesian audience the best quality service through digital radio.

Dr Javad Mottaghi, the ABU Secretary-General appealed to



Dr Amal Punchihewa, ABU Technology Director and Mr Masakazu Iwaki, Chairman of Technical Committee



Mr Ahmed Nadeem, ABU Head of Studio Technology and Training presenting the DBS 201



ABU members who have high technological advances to support members having less resources in order to mitigate the digital divide in the region. He is happy to note that Pacific members are now well integrated in the Union's activities.

In his presentation, Mr Iwaki underlined that in 2016, 1486 participants attended the Technical Department events, 244 benefited from the online Webinar events, 192 fellowships were provided to members and over 125 resource persons addressed the events. Some of the major events to be held in 2017 are:

- Digital Broadcasting Symposium from 6-9 March 2017 in Kuala Lumpur
- Pacific Media Partnership Conference in August 2015 in Honiara hosted by Solomon Island Broadcasting Corporation-SIBC
- ABU Series of Technology Webinars
- 4th Workshop on IBB and OTT
- 2nd DAB+ Digital Radio workshop in Kuala Lumpur
- 3rd Basic Engineering training in Kuala Lumpur



Mr Masakazu Iwaki, ABU Technical Committee Chairman addressing the audience

Masakazu Iwaki re-elected TB and TC Chairman

Mr Masakazu Iwaki was re-elected Chairman of the ABU Technical Bureau and ABU Technical Committee for a new term of two years. He is Head of Human Interface Research Division Science and Technology Research Laboratories at NHK-Japan.

Three new Vice Chairmen were also elected: Mr Tharaka Mohotty of MTV-Sri Lanka, Mr Kong Bin of RTPRC-China and Mr Lasantha Samaranayake of EAP-Sri Lanka.

The 18 members elected to the ABU Technical Bureau are Phoenix TV-Hong Kong, EAP-Sri Lanka, NBT-Thailand, TBC-Tonga, MTV-Sri Lanka, NHK-Japan, TPT-Thailand, TVB-Hong Kong, TBS-Japan, IRIB-Iran, KBS-Korea, DDI-India, Mediacorp-Singapore, RTM-Malaysia, TRT-Turkey, RRI-Indonesia, SBC-Saudi Arabia and RTPRC-China.



From Left to Right: Mr Kong Bin, RTPRC-China, Mr Lasantha Samaranayake, EAP-Sri Lanka and Mr Tharaka Mohotty, MTV-Sri Lanka

The ABU Technical Committee also confirmed the appointment of Mrs Hanife Sayilir of TRT-Turkey as Topic Area Chairman for Production, Dr Narichika Hamaguchi of NHK-Japan as Topic Area Chairman for Transmission, Mr Tharaka Mohotty as Topic Area Chairman for Capacity Building and pending official confirmation from RTPRC-China, Dr Li Leilei for Spectrum Topic Area.

Recognising Excellence in Broadcast Engineering



Mr Radeep Maharjan receiving his award from Dr Frederik Ndolu, Member of RRI Supervisory Board

Winners of the 2016 ABU Engineering Awards were announced during the Technical Committee meeting in Bali.

The **ABU Developing Broadcasters' Excellence Award** was bestowed on Mr Radeep Maharjan, Senior Technical Officer -Association of Community Radio Broadcasters (ACORAB) of Nepal. Mr Maharjan was recognised for his contributions to technical services of community radio in Nepal.

The **ABU Broadcast Engineering Excellence Award** went to Mr Tharaka Gajaba Mohotty, Director Engineering, MTV/ MBC Channels – Sri Lanka and ABU Technical Committee Vice Chairman. He won the prize for his outstanding contributions to next generation broadcasting infrastructure development.

The **ABU Engineering Industry Excellence Award** was bestowed on Mr Byeong-Ryeol Park of Korean Broadcasting System (KBS). He made significant contributions to create the basis for terrestrial UHD broadcasting service.

The **ABU Green Broadcast Engineering Award** sponsored by KOBA was offered to China Central Television (CCTV-China) and to the Islamic Republic of Iran Broadcasting (IRIB). CCTV was recognized for exploration and innovation for Building the Green Data Centre while IRIB found their efforts compensated for saving energy demands for broadcasting.



The Award was presented to Mr Doo-Hyung Kang, ABU Liaison Officer at KBS on behalf of Mr Park by Dr Javad Mottaghi, ABU Secretary-General



Mr Zhuowei Huang who represented CCTV received the award from Mr Youngseok Chae, Senior Engineer at KBS



Mr Masakazu Iwaki, ABU Technical Committee Chairman presented the award to Mr T. Gajaba Mohotty



Mr Y. Chae also presented the award to Dr Abbas Naseri Taheri, Advisor to IRIB President and Director General for International Affairs of IRIB-Iran

ABU Technical Review Prize 2016

The **Best Article Award** was bestowed on a team of writers from NHK-Japan who authored "Automatic Generation System of Japanese Sign Language (JSL) with CG Animation of Fixed Pattern Weather Information". They are Mr Nobuyuki Hiruma, Ms Makiko Azuma, Mr Tsubasa uchida, Mr Shuichi Umeda, Mr Taro Miyazaki, Mr Naoto Kato and Mr seiki Inoue.

The **First Commended Article Prize** was awarded to Mr Supatrasit Suansook of the National Broadcasting and Telecommunications Commission, NBTC-Thailand who authored "Digital Terrestrial Television in Thailand: Technical Aspects".

Mr Terence Yiu of Phoenix Satellite Television Co Ltd, Phoenix TV-Hong Kong won the **Second Commended Article Prize** for his article titled: HD Broadcast Upgrade Project for Phoenix TV.

The **ABU Distinguished Service Award 2016** which is the ABU Technology's highest accolade was bestowed on Mr Yasuto Hamada, President of NHK GAKUEN (NHK Academy of Distance Learning), Japan. He was recognized for his outstanding achievements and contributions by an individual to the broadcasting industry.



Dr Narichika Hamaguchi, Senior Manager, Planning Division, Engineering Administration Department, NHK-Japan received the prize on behalf of his team from Mr Rahadian Gingging, Director of Technology and New Media at RRI



Mr Hamid Nayeri, Director of International Technical Affairs at IRIB-Iran presented the award to Mr Kachan Kannika from NBTC on behalf of Mr S. Suansook



Mr Tomohiro Saito of NHK-Japan accepted the award on behalf of Mr Yasuto Hamada from Dr Javad Mottaghi, ABU Secretary-General



Mr Terence Yiu received the award from Mr Hamid Nayeri of IRIB-Iran





ABU Sports & Entertainment Network Launched



ABU Sports Network Launch with the collaboration of Media Beach



Mr Cai Yanjiang, ABU Sports Director and Mr Jiang Heping, Sports Group Chair

The ABU Sports & Entertainment Network was launched during the 59th Sports Conference in Bali, Indonesia. Through this new content sharing platform, ABU members can now exchange audio video sports and other entertainment content.

Materials shared and exchanged can be used in whole or part for news and programmes. Initially, the platform will carry sports news clips, to which members hold the right to share and distribute. The ABU Sports will exchange programmes and live streams in the future.

The ABU Secretary-General, the Sports Group Chair and the Sports Director are all unanimous – the ABU Sports & Entertainment Network gives members the opportunity to promote their own sports events and they urged all members to be part of this resource-free platform.

The ABU has chosen Media Beach as the technical partner provider to set up this operation network which will constitute a major development in sports related services to members in the Asia-Pacific region. Media Beach has a good track-record in this field and has set up similar networks for Network Seven in Australia and CBS in Canada.

The ABU Sports Group Conference ended with the election of three new members to the Finance Committee – TVB Hong Kong, VTV Vietnam and ATN Afghanistan. They will serve the committee for the next two years.

The ABU Sports Chairperson, Jiang Heping congratulated the new members and expressed appreciation

to the out-going members, KBS Korea, CCTV China and RTM Malaysia. He said the ABU Sports will continue to seek the experiences and the expertise of the outgoing members.

The Chairman also reminded everyone of the roles and responsibilities of the committee. The Finance Committee is constituted to review and monitor prudent financial planning and management, to ensure delivery of financial targets, and make recommendations to the Sports Group.

The conference saw several members sharing their experiences ranging from the Rio Olympics to sports broadcasting in their respective countries. Presentations at the “member’s forum” were made by MNB Mongolia, TVB Hong Kong, and the Attitude Group from New Zealand.

Mr Dan Buckingham, General Manager of Attitude Group who is also a Paralympian, shared his personal experiences on Rio Paralympic production and highlighted the importance of promoting the Paralympic games in Asia and the Pacific. Dan Buckingham won a gold medal in wheelchair rugby at the Athens 2004 Paralympics.

The presentation on the status and preparation towards the 18th Asian Games Jakarta Palembang 2018 by the Vice Deputy II Games Administration of the Indonesia Asian Games Organising Committee, INASGOC was another highlight. There were also speakers from international federations and other sports rights holders.

Mr Chae Il, ABU News Director and Mr Joao Pinto, ABU News Group Chair



Asiavision on the Rise

- *One new member joined Asiavision*
- *1,700 news items exchanged in one month*
- *CNN renews AVN subscription*

Asiavision (AVN), the news exchange network is going from strength to strength. It has now 31 members from 27 countries that are exchanging news items on a daily basis. In their presentation of the AVN Activity Report at the ABU General Assembly, the Chairperson of the News Group, Mr Joao Francisco Pinto who is also the Portuguese News and Programme Controller at TDM-Macau as well as Mr Chae Il, the ABU News Director said that AVN has improved both in terms of quantity and quality.

In August 2016, the number of items exchanged was 1700, the highest in 32 years of AVN history. For the last 3 years, the situation has developed as follows:

YEAR	ITEMS EXCHANGED
2014	10,000
2015	15,000
2016	18,000 (Expected)

The increase in the number of news items exchanged daily is explained by

the efforts made by the AVN team in Kuala Lumpur and all AVN members. Mr Pinto said that firstly, there has been an improvement in the quality of the items. Secondly, using only the internet file-based protocol (ftp), members can now upload news easier and faster. Asiavision is also receiving material from its new member - PNN, a private broadcaster from Cambodia.

Asiavision also has a news exchange cooperation programme with the Arab States Broadcasting Union (ASBU) and the European Broadcasting Union (EBU). Mr Pinto announced that CNN has renewed its subscription with AVN, thus using news items from the Asia-Pacific region to broadcast around the world.

Mr Chae Il pointed out that it is imperative to improve the quality of the news items. To do this, AVN regularly organises training workshops for its members. In 2016, three workshops on Non-Linear Editing were organised in Kuala Lumpur and in two cities in Vietnam – Hanoi and Ho Chi Minh.

PNN-Cambodia is AVN's 31st Member

PNN is a commercial television channel in Cambodia and its membership to Asiavision officially started on 1 October 2016.

PNN is Cambodia's newest terrestrial, free-to-air TV channel that also broadcasts on Cambodia's DTH platform as well as the country's major cable operators. It is part of the LYP Group, one of Cambodia's biggest business conglomerates with interests in hospitality, agriculture, infrastructure, leisure and entertainment, and retail.



ABU ALUMNI – Maintaining a Lifelong Relationship

The General Assembly in Bali approved the idea to set up an ABU ALUMNI with the objective of establishing a lifelong relationship and partnership between all former ABU collaborators and the Union. It also aims to keep the friends of the ABU connected to the ABU Family.

Every year, many highly talented and experienced professionals retire or leave the ABU member organisations to pursue other opportunities. As a result, they are unable to stay in touch with the ABU Family and continue to contribute to its development. Therefore, their invaluable services to the Union and its members are lost.

The ABU highly values these partnerships and individual intellectual input and would like to keep these professionals in its fold. It is with this objective that the concept of ABU ALUMNI was conceived and approved at the 93rd ACM held in Maldives on 14 May 2012. The idea was revived at the 102nd Meeting of the Administrative Council in Bali on 22 October 2016 based on the recommendations of the ABU Planning and Strategy Group.

The ABU ALUMNI will be coordinated by the ABU Secretariat and all nominations will be made to the ABU Secretary-General. The list of nominees will then be submitted to the ABU President and the Administrative Council for their information and approval.

All potential talented individual professionals amongst the ABU Family are eligible to be a member of the ABU ALUMNI. This includes Chief Executive Officers (CEOs), senior media and broadcast professionals, Chairpersons of various ABU Committees, Directors of the ABU Secretariat and Honorary ABU Councilors.

The ABU ALUMNI members will be invited to conduct ABU training courses as consultants or resource persons from time to time. They can also deliver speeches at the relevant ABU activities and participate in some events such as DBS, PMPC, RadioAsia and the Radio Song Festival. The members can also contribute articles to ABU publications.

Membership is free.



53RD ABU
GENERAL ASSEMBLY
& ASSOCIATED MEETINGS
BALI, INDONESIA 2016



ABU BALI DECLARATION ON BROADCASTING FOR ALL: MULTICULTURALISM AND DIVERSITY

CONSIDERING and RECOGNISING that:

- 1) Broadcasters have a responsibility to provide audiences of the Asia-Pacific with knowledge as well as reliable and impartial information to improve people's lives;
- 2) Broadcasters have an ever important role to play in the encouragement of unity in diversity for future prospects, social capital building and strong economic empowerment;
- 3) Societies consist of many minorities within the mainstream population based on age, disability, gender, status, caste, race, religion, belief, sex and colour;
- 4) These minorities have both inalienable and undeniable rights to be part and inclusive of the mainstream society;

The ABU General Assembly DECLARES, EMBRACES and PLEDGES that:

- 1) ABU members devote substantial and increased radio and television broadcast airtime in both peak and shoulder periods and utilise new media to celebrate and embrace all forms of multi-culturalism and diversity;
- 2) ABU members make an effort to work alongside other stakeholders and consult national and local governmental institutions, NGOs, and civil societies in order to enhance their capacity and resources to produce research-driven programming and, in turn, evaluate and monitor the effectiveness of their efforts so that their contributions to cultural and economic diversity can be improved;
- 3) Minorities are an important component of any society and their level of participation, involvement and portrayal should be adequately catered for to have a socially cohesive force.
- 4) ABU members reiterate their 2014 Macau Commitment to reflect audience diversity in their employment policies by providing equal employment opportunities to women, persons with disabilities, ethnic minorities and members of different cultures and deliver content which reflects the diversity of society;
- 5) Broadcasters in the Asia - Pacific region should in particular avoid negative stereotyping, unrealistic portrayal of society and negative images of minorities;
- 6) ABU members further recognise their roles as broadcasters to improve the lives of people throughout the region with knowledge and information as stated in the 2012 Seoul Declaration;
- 7) ABU members will review their commitment at the ABU's 2017 General Assembly.

Adopted in Bali, Indonesia on 24 October 2016 at the Westin Hotel during the 53rd ABU General Assembly



A Glimpse of Bali's Natural Beauty and Rich Culture

Delegates took one day off for a memorable excursion in Bali organised by Radio Republik Indonesia on Sunday 23 October. The outing agenda included: Hatching release of baby turtles, a visit to the Taman Ayun Temple and Radio Pasar at Tanah Lot.





For more photos, please visit
www.abu.org.my/ga2016

Leaders of the World Broadcasting Unions Discussed all Challenges Facing the Industry



Clockwise from left: Mr Ko Dae-young, Chairman of the ABU; Ms Niken Widiastuti, DG Information & Public Communication, Indonesia; Mr Michael McEwen, Head of WBU Secretariat

Top representatives of the North American Broadcasters Association (NABA), the European Broadcasting Union (EBU), the Asia-Pacific Broadcasting Union (ABU), the Arab States Broadcasting Union (ASBU) and the African Union of Broadcasting (AUB) met together in Bali, Indonesia on Wednesday 26 October 2016 for a one-day WBU Conference. The conference with the theme “**Beyond Public Service: Public Service Media in the Digital Age**” was held in conjunction with the 53rd ABU General Assembly and was jointly organised by the ABU and Radio Republik Indonesia (RRI).

Some 30 speakers from different broadcasting organisations worldwide expressed their thoughts and shared their experiences in the five sessions. Topics were diverse and highly relevant to current and future trends in the broadcasting industry. All the sessions were interactive where speakers and delegates exchanged views on various issues such as Public Service Media, Digital Era, Sports Coverage, Low-Cost Technologies and Climate Change and Disaster Prevention.

At the opening session, Mr Michael McEwen, Director of NABA and Head of WBU Secretariat in Toronto, Canada explained why this is the second conference of the WBU since its creation in 1992. The first conference was hosted by the Caribbean Broadcasting Union in Barbados in 1995. The reason for not having a WBU Conference in more than two decades was the growth

of International Conferences and Exhibitions, which gave all the Unions the opportunity to meet in various regional settings around the world to discuss professional, technical and operating issues. Since then, the WBU has provided global solutions on key issues for its member unions with four standing committees meeting regularly and focusing on technology, operations, sports, copyright and signal piracy matters. This work is regularly reviewed by the Secretary/ Director Generals, who often add to the committees’ agenda or focus on special projects.

The new ABU President, Mr Ko Dae-young said that broadcasters should always be aware of their huge responsibilities towards audiences. He pointed out that apart from giving information on war, poverty, persecutions and refugees, radio and television should demonstrate societal values such as freedom, tolerance and non-violence. Mr Ko expressed his appreciation to the ABU for its constant role in fostering closer relations with other international broadcasting organisations.

In her keynote address, Ms Niken Widiastuti, Director General Information and Public Communication in the Indonesian government highlighted one of the fundamental roles of broadcasters – to promote peace and tolerance in society and to help save human lives with regards to climate change. She expressed the hope that that civil society be included in delegations of broadcasters worldwide. Ms Niken believed that the role of the World Broadcasting Unions is to connect the world and face the various challenges of the broadcasting industry together, be it at technology, content and management levels.



Mr Patrick Leusch, DW-Germany, Mr Young Jun Lee, ED Programming, KBS-Korea, Mr Jean Philip De Tender, Director Media-EBU, Mr Maher Abderrahmane from ASBU and Ms Esther Enkin, Ombudsman-CBC Canada.

Session 1: Public Service Media in the Digital Era

Mr Jean Philip De Tender, Director Media at the European Broadcasting Union moderated this session and the panellists were: Mr Patrick Leusch, Managing Director GMF at DW-Germany; Mr Young Jun Lee, Executive Director Programming & Marketing at KBS-Korea, Mr Maher Abderrahmane, Manager Spectrum/Afro-med News at ASBU, and Ms Esther Enkin, Ombudsman for English Services, CBC-Canada.

Mr Lee centred his presentation on the evolution of the online streaming platform, My K at KBS for both TV and Radio content. He said that technology allows broadcasters today to make mobile and online advertisements part of the revenue model.

Ms Enkin highlighted the importance of digital audience and research in order to better understand the taste of the audience. She believes that social media represents a 'rosy future' for broadcasters, substantiating that in the USA where 65% of people get their news from Facebook, Google and Twitter.

Broadcasters should use all available platforms to enter the digital world and this is not enough, said Mr Leusch. He thinks that a strategy should be developed for every single market and broadcasters should mix platforms according to digital standards and habits.

Mr Abderramane underlined the importance of good governance in today's broadcasting industry. He explained how positive changes occurred at Tunisian radio and television after the Arab Spring. The revolution gave rise to a new governance challenge and he pointed out that good governance should be in line with the latest technology so that the audience is satisfied with the news, sports events and other programmes offered to them. He concluded by saying that the digital landscape is redefining the role of the media.





Ms Shanthi Bhaghirathan, MBC/MTV-Sri Lanka, Mr Brandon Oelofse, RNW-Netherlands, Ms Natasha Eves, SBS-Australia, Mr Gregoire Ndjaka, DG-AUB and Prof Dr. Chandra Muzaffar, President of JUST-Malaysia.



Session 2: Breaking the Circle of Violence – Media for Peace and Tolerance

This session was moderated by Mr Brandon Oelofse, Senior Trainer at RNW-Netherlands and the panellists were: Prof. Dr Chandra Muzaffar, President of JUST-Malaysia, Ms Shanthi Bhaghirathan, Group Director MBC Network-Sri Lanka, Ms Natasha Eves, External Affairs Manager, SBS-Australia and Mr Gregoire Ndjaka, Director General of AUB.

Prof. Muzaffar said that good management of resources leads to less conflict and more peace. One way to avoid violence is to give maximum satisfaction to all groups in society and at the same time, radio and television content should be to the satisfaction to all groups of listeners and viewers. He added that we should avoid at all costs the control of resources by a minority group.

Talking about the effects of post-war and pluriculturalism in Sri Lanka, Ms Bhaghirathan said that the media should be the true catalyst of change. MTV-MBC, she said has been an active stakeholder in the national process and nation building. She believes that media remains a powerful tool

to promote peace in any country and today social media interacts with traditional media to bring change.

Ms Natasha Eves thinks that today media should be very vigilant in tackling issues related to radicalism. There could be counter effects as media has witnessed this year in Paris and Brussels. She is convinced that the media has a crucial role to play in building social cohesion. She recalled that SBS Australia is known to constantly reflect the diversity of the Australian audiences.

Radio is the most powerful media in Africa. During the Rwanda Genocide, a radio promoted interethnic violence which caused the killing of about 100,000 people. Mr Ndjaka said that today it is no more the case. Stakeholders have come together to discuss how media can help prevent conflict and violence. Policy makers are aware that the media is helping to win other battles such as Ebola, Malaria, and HIV Aids. Lots of effort has been put in for the media today to be a key player in bringing social justice, peace and the respect of human rights.



Session 3: Re-Strategising Broadcasting Unions for Better Sports Coverage

The moderator of this session was Mr Jiang Heping of CCTV-China and also Chair of the ABU Sports Group. The panellists were: Mr Abdelrahim Suleiman, Director General of ASBU-Tunis, Mr Stephen Kuerten, Director Eurovision Services and Sports –EBU, Mr George Lomotey, Channel Manager, GTV Sports- Ghana Broadcasting Corporation and AUB Director of Sports, and Mr John West, EVP Sports, TVNZ-New Zealand.

Mr Kuerten said that sport is becoming a vehicle to transport other goods and this is why at the EBU, we favour bundles of sports events. The value of the sports rights is a pressing issue that needs close attention. He gave the example of new business cases in China which constitute a big threat and challenge to all broadcasters in the world. It is also time to think of the match Media Rights v/s Broadcast Rights.

Mr Lomotey made an overview of the difficult situation for African broadcasters to acquire big sports events. The AUB is keen to cooperate with ABU members and other Unions to satisfy the huge sports audience of the African continent.

One of the main challenges for the broadcasting unions is to manage the diverse needs of their members. The choice of sports events varies and is not the same in different countries. John West thinks that the Union should be able to strike a balance and at the same time define strategies for new media.

Mr Suleiman was among the other speakers who agreed that sports broadcasting has to meet the challenges of new media and how to cope with the 3D, HD, 4K, 8K and VR technologies.



Mr Abdelrahim Suleiman, DG-ASBU, Mr Stephen Kuerten from EBU, Mr Jiang Heping, CCTV-China, Mr George Lomotey from AUB and Mr John West, TVNZ-New Zealand.



Session 4: Low-Cost Technologies for Radio and TV Broadcasting Services



Mr Bassil Zoubi, ASBU-Tunis, Dr Riyadh Najm, WBU Speaker, Mr Robert Plummer from NABA and Mr Riyaz Sayed-Khaiyum, CEO- FBC Fiji



The Director of the ASBU Technical Department, Mr Bassil Zoubi moderated this session and the panellists were: Mr Robert Plummer, Vice Chair Technical Committee-NABA, Mr Simon Fell, Director Technology & Innovation, EBU, Dr Riyadh Najm, WBU Speaker and Riyaz Sayed-Khaiyum, CEO of FBC-Fiji.

Mr Simon Fell joined the conference through skype from the USA. He advised broadcasters to have recourse to websites, social media and live streaming in order to cut costs. All of us should opt for 'Smart Production'. Mr Fell added that a better utilisation of technologies and equipment together with a digital mind set will result in big savings for any broadcaster.

Mr Bob Plummer also thinks that cross-media and multi-skilled staff as well as economy on hardware and some software are helping various broadcasters around the world to succeed in cost-savings.

Maintaining the basic strategies will also help. Dr Riyadh Najm said that to make broadcasting cheaper, we should choose good technology at a reasonable price, ensure good planning of all resources and watch the operation costs closely. He added that it is important to know what and to whom to deliver.

The Fiji Broadcasting Corporation is already a low-cost organisation with an initial investment of less than 12 million USD five years ago. Mr Riaz said that hopefully, they will go digital by the end of 2017 and presently they are benefitting a lot in terms of technical assistance and content from KBS-Korea, TRT-Turkey, IRIB-Iran and EBS-Korea.



Mr Russell Issac, Media Consultant-UK, Mr Akinori Hashimoto, NHK-Japan, Mr Patrick Leusch, DW-Germany, Ms Esther Enkin, Ombudsman-CBC Canada and Mr Michael McEwen, Head of WBU Secretariat

Session 5: Saving Lives – Media on the Frontline of Climate Change and Disaster Prevention



This last session of the WBU Conference was moderated by Mr Michael McEwen, Director General of the NABA. Four panellists intervened in this session: Mr Akinori Hashimoto, Executive Controller, NHK-Japan, Mr Russell Isaac, Media Consultant, England, Mr Patrick Leusch, Managing Director, GMF-DW Germany and Ms Esther Enkin, Ombudsman for English Services, CBC-Canada.

NHK-Japan is known not only in the Asia-Pacific region but also around the world for having put in place highly sophisticated systems to cover disasters and to disseminate disaster news as rapidly as possible to the Japanese population. Mr Hashimoto gave details about the Robot Cameras, Internet Protocol Cameras, IP Mothership, iphone reporting, L Screen and NHK Newsweb and Apps for Prevention.

Mr Isaac underlined that the media should be Pivotal, Positive and Proactive. He asked the question – How can small ABU member countries cope with climate change? He thinks there is a strong need for training and is convinced that the ABU and the WBU can help.

Mr Leusch and Ms Enkin showcased some examples of what is being done in their own country and about the cooperation policies with other regions of the world in matters of climate change.



Mr Jean Philip De Tender, Director Media-EBU, Mr Michael McEwen, Head of WBU Secretariat, Dr Javad Mottaghi, ABU Secretary-General, Mr Abdelrahim Suleiman, DG-ASBU and Mr Gregoire Ndjaka, DG-AUB

WBU Leaders are Committed to Strengthen Cooperation



Mr Michael McEwen – Director of North American Broadcasters Association and Head of WBU Secretariat:

"We will put Climate Change and Disaster Prevention regularly on the WBU agenda"

Mr Jean Philip de Tender – Director Media, European Broadcasting Union:

"Our Unions should work together to face the challenges of the digital era in today's connected world."

Mr Abdelrahim Suleiman - Director General , Arab States Broadcasting Union

"With more training and capacity building for our members, we will be stronger together."

Mr Gregoire Ndjaka – Director General , African Union of Broadcasting

"We are impressed by the management of climate change issues by broadcasters in the Asia-Pacific Region. The AUB needs this kind of support."

Dr Javad Mottaghi – Secretary General, Asia-Pacific Broadcasting Union

"Time to deliver more on the outcome of this conference. Let's think globally and act locally."



World Broadcasting Unions' Conference Unites in Furthering Industry and Global Goals

On October 26 2016, members and participants of the World Broadcasting Unions concluded a successful one-day WBU Conference in Bali, Indonesia. The Conference with the theme **BEYOND PUBLIC SERVICE: PUBLIC SERVICE MEDIA IN THE DIGITAL AGE** was hosted by the Asia-Pacific Broadcasting Union (ABU) and the Indonesian public broadcasting service Radio Republik Indonesia (RRI). It featured a broad and timely agenda that touched on themes important to global broadcasters operating in an increasingly interconnected and precarious world.

The major topics discussed included:

- Public Service Media in the Digital Era: Responsible Practices including; content production (news and entertainment) media ethics, editorial independence, financial autonomy, and public accountability.
- Breaking the Cycle of Violence: Media for Peace and Tolerance; by understanding the role of media in conflict prevention and resolution, strengthening human rights and democracy.
- Sports Coverage in the Digital Age; new opportunities but old challenges of rights fees and outdated regulations and laws.
- Low Cost Technologies for Radio & TV Broadcasting Services bringing the digital age to the developing world.

- Saving Lives: Media on the Frontline of Climate Change and Disaster Prevention; the challenge for humanity in the 21st Century

The WBU is proud to have held an event that could unite all the broadcasting unions in furthering the industry's goals of better serve listeners and viewers.

Marshall McLuhan once quipped «the human family now exists under conditions of a global village.» The WBU shares this view and remains committed to enhancing the coordination of national, regional and international efforts in establishing the best professional practices of our media services. This includes enlightening and informing our audiences in their local communities, but also in the context of their region, country and the global world around them.
–Michael McEwen, Head, WBU

About the WBU: The WBU is the coordinating body for broadcasting unions who represent broadcaster networks across the globe. It was established in 1992 as a coordinating body at the international broadcasting level. Since then, the WBU has provided global solutions on key issues for its member unions. The North American Broadcasters Association (NABA) acts as secretariat for the WBU.



The Third ABU-AIBD Workshop Focused on IT and IP Services

Young engineers from AIBD and ABU members were informed about recent developments in Information Technologies (IT) and Internet Protocol (IP) based services for media broadcasting. These were the main topics discussed during the third Regional Workshop on Engineering Fundamentals for Broadcasters from 7-11 November 2016 in Kuala Lumpur.

Forty-one engineers and technical staff from 17 organisations representing 9 countries attended the workshop which got the support of both AIBD and ABU members. Mediaprima and Astro provided the resource persons while the trainers were from Rohde & Schwarz and Microsoft.

A number of young engineers who are embarking on their careers in modern media broadcasting benefited from the course. The 5-day workshop focused on relevant fundamentals of audio and video systems, evolution, current trends and possible future scenarios in a converged media world. Topics discussed also included cloud technologies, digital audio and video processing and transmission standards, its implementation and deployment as well as a look at complementing media platforms and evolving technologies.

This is a regular human capacity building event of the ABU Technical department that is conducted annually in November.

Regional Workshop and Training on Digital Radio Broadcasting

The second regional workshop and training on Digital Radio Broadcasting was held in Kuala Lumpur, Malaysia from 21-25 November 2016. It was jointly organised by the ABU, the Arab States Broadcasting Union (ASBU), the Asia-Pacific Institute for Broadcasting Development (AIBD) and the WorldDAB.

Bridging the two regions, the Asia-Pacific and the Arab States, 35 participants from 11 ABU member countries and 5 from the ASBU attended the human capacity building event which ran for five days. Six resource personnel contributed to the course, which also had a field visit to the radio facilities of ABU member - Radio Television Malaysia (RTM).



The 5-day course aimed at imparting knowledge on the state-of-the-art digital broadcast technologies, standards and services based on DAB, especially in delivery, having primary emphasis on current DAB+ technology.

The workshop also discussed how radio broadcast organisations can explore hybrid technologies to offer evolving services. Participants also learned how to plan, design and implement a digital radio broadcast network.

ABU Webinar Festival 2016

The Webinar festival received 244 registrations from participants within the region and outside. More than 800 participant-sessions from more than 100 organisations covering nearly 40 countries attended the online event organised by the ABU Technology Department.

This year, the webinar series “ABU Festival of Technology Webinars” was held from 17 August to 09 September 2016. Participation was free of cost to all ABU members and others in the industry interested in broadcast technologies and its application.

The webinar sessions were run twice each day, one session in the morning and then the same repeated in the afternoon. This was to facilitate the participation of attendees from different time zones. Each webinar session was around 60



minutes, starting with presentation(s) by experts on the subject matter followed by a Question and Answer session.

The webinar sessions were grouped under the following six main themes, with a total of 19 days (37 webinar sessions) presented throughout the month long festival.

- Digital Radio
- Archiving, Media Management and Workflow Enhancements
- Digital Television
- Immersive Media Technologies
- Beyond HD and Alternate Delivery Platforms in Broadcast
- OTT and IBB Technologies

The next ABU Webinar Festival will be organised in August 2017.

ABU and Whiteways Systems Conduct OTT/IBB Workshop in Mauritius

The Broadcast industry worldwide is undergoing a disruption. “Gone are the days when linear television ruled the roost. Viewers want to watch content when they like it, where they like and on any device of their choice”, the Director General of the Mauritius Broadcasting Corporation (MBC), Mr Amoordialungum Pather said at the opening of the 4-day workshop on the paradise island of the Indian Ocean.

The workshop focusing on Over the Top (OTT) and Integrated Broadcast-Broadband (IBB) technologies was conducted from 31 October to 3 November 2016 by Raza Aale, Managing Director of Whiteways Systems-Singapore on behalf of the ABU. He was supported by his colleague, Mr Vijay Singh Basera, Senior Manager-Projects. The participants who were mainly engineers were updated on the new codecs, video formats and



SD to HD transition. They felt that it is imperative for the MBC to modernise its technology and provide more and better quality content to its viewers. The challenges of the Mauritian public television are the same as those being faced by the entire Broadcast industry:

- 1) Digital advertising is eating into the television advertising revenue. This resulted in TV advertising revenue being dwarfed by digital advertising giants like Google, Facebook, Apple and Amazon.
- 2) Viewers are slowly going away from Linear TV and moving towards OTT and VOD.
- 3) The quality of the programmes need to be upgraded as viewers are exposed to lots of international content.

To overcome all these threats, participants felt that MBC has to keep its loyal base of linear TV viewers,

upgrade its systems, train the personnel and improve its technology. Most importantly, they believe that MBC should launch an OTT and VOD service in order to catch the viewers who are in Mauritius, but prefer to watch on their own time and on a connected device. Lastly, MBC needs to change its programming mix in order to cater to the new generation – who do not tune into the current programming mix.

After discussions and sharing of views, MBC staff wanted to understand all the new technology that they can use to make their productions better and more appealing. Training was provided on the on graphics, virtual sets, new cameras, formats (HD vs 4K) and compression formats.

Mr Pather said that MBC is moving forward and new technologies like OTT and IBB need to be implemented.

Protecting The Art of Illusion

Article 2 of the Berne Convention enumerates “literary and artistic works” as one category of works which is copyright protected. It further reckons a potential list of such literary and artistic works. Over the years through the continued development of copyright laws, claims for protection from new categories/groups of people have emerged. This article will treat the first of three unusual categories – magic.

Recently there has been a cry out from magicians such as David Copperfield to protect magic as a form of art. According to him, a magician’s work is the creation of new ideas and if those ideas are stolen that person should be able to claim protection from the law. Magicians want magic to be legally recognised on the statute book. The crux of the problem is this – magic is about dark arts and mystery. Whereas codifying something in law tends to mean setting it down in black and white, for anyone and everyone to pore over should they so desire.ⁱ This goes to the root of the whole system of copyright laws – only expression of an idea is protected as opposed to the idea itself.

Magic which is scripted with all the provisions of originality and fixation is protected as a literary work. Scholars and practitioners have also theorised that magic is protectable under the categories of pantomime and/or choreography. In the Netherlands for instance a court ruled that tricks and illusions are not protectable *per se* and fall into the grey area of law, but when

put together into a specific sequence, as part of a magician’s routine, they effectively constitute a kind of drama, and can therefore be granted copyright protection. Nonetheless the bottom line is that magic is not an enumerated category under the Berne Convention. *“Magic is distinguishable from most copyright-protectable categories because its commercial value lies, at least in part, in the continued secrecy of the trick.”*ⁱⁱ

The internet age has accentuated the problems face by many magicians. In the olden days, a magician’s performance would be copied by another performer or copied on a VHS tape. With the use of the binary code 0 & 1, the magic of the performance is now shared instantly across the globe by a mouse click. And that is the flip-side to all this, the interconnected world has increased the speed and ease of ripping off ideas and also the copying of expression of ideas. Jeff McBride an accomplished magician had the unfortunate surprise to see one of his performances being copied by a Thai magician on YouTube and it was as described by McBride himself as *“The most carbon copy sort of duplication I have ever seen”*.

Claims from magicians have been few in court, not through the lack of trying but mostly through the limited possibility of winning any damages. In 2014, world notorious magician Teller brought a case in the US courts against a man appearing in a YouTube video performing Teller’s famous illusion “The Shadow”. Teller filed a lawsuit seeking to enjoin the defendant from performing and revealing his trick. He won.



Nawaz Dookhee,
Manager-Regulatory, Legal & IP Services

Many magicians have resorted to various other areas of the laws to protect their trade, although their fight for copyright as the area of predilection remains strong – mainly because it protects the secrecy of their illusion. However as Stone (note ii *infra*.) described, the magicians’ claim for protection is paradoxical as it prevents innovation in their own field. Patent laws have been used heavily by one magician, Kevin James, known as the “inventor” through his sheer volume of inventions patented. Patent law means full disclosure of the illusion which defeats the idea behind keeping the trick secret. Further patent litigation is very costly and enforcement is cumbersome.

The other area which can be used is the law of trade secret. The rationale is the protection of the tricks similar to world famous recipes like Coca Cola. As some writers have stated the weakness of the law of trade secret is that the onus is on the holder to guard it secret. Magicians are public performers; the principle of secrecy is somehow weakened through their live performances.

Yet another area of law which has been utilised by magicians is passing off (unfair competition). The idea is to prevent a person passing off their work as that of a reputed act. This is somehow addressed in the Magician Code of Ethics by the use of paternal rights.

For the broadcasting sector it is interesting to note that there have been few cases involving magic tricks.

The court in *Rice v. Fox Broadcasting* (US) held that an “ordinary magician” character wearing the “standard magician garb” of a black tuxedo with tails, white tuxedo shirt, black bow tie, and black cape with red lining, was not protectable.ⁱⁱⁱ The case concerned a TV series on revelation of popular magic tricks. Fox Broadcasting was sued for creating a second show that featured the same concept. In both programs, a masked magician revealed how the trick is performed. The court held in part that the “later-in-time” show format did not infringe the original show’s copyright because most of the similarities between the two were *scènes-à-faire*.^{iv}

In conclusion magic reveals a difficult subject for legislators and courts. Is the magician brotherhood strong enough to trick the law in accepting magic as a distinct category in the near future?

Nawaz Dookhee qualified from the LSE and 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. The views expressed should not be considered as legal advice and readers are advised to seek advice of legal counsel on any matter related to the subject matter of this article.

ⁱBBC News: Clive Coleman

ⁱⁱAlex Stone, *fooling Houdini: magicians, mentalists, math geeks & the hidden powers of the mind* (2012)

ⁱⁱⁱSee excellent article on the subject by Janna Brancolini “Abracadabra! - Why Copyright Protection For Magic Is Not Just An Illusion”, 2014

^{iv}*Scènes-à-faire* are scenes or sequences that “necessarily result from the choice of setting or situation.” They are the result of the work’s theme as opposed to the author’s imagination, and are often called

WIPO 33rd SCCR in Geneva



The 33rd Standing Committee on Copyright and Related Rights (SCCR) was held from 14-18 November 2016 in Geneva at the World Intellectual Property Organisation. The newly appointed Ms Sylvie Forbin, Deputy Director General gave the opening remarks. Mr Martin Moscoso Villacorta continued as the Chair while Ms Michele Woods acted as the Secretary.

The main focus of the SCCR was on the Treaty for the Protection of Broadcasting Organisations. Limitation and exceptions for libraries and archives and for educational and research institutions and for persons with other disabilities were also discussed.

The documents related to the Broadcasters Treaty were SCCR/27/2 REV., SCCR/27/6, SCCR/30/5, SCCR/31/3, SCCR/32/3, SCCR/33/3 and SCCR/33/5 as well as informal charts and non – papers prepared by the Chair. The papers prepared jointly by the delegation of Latin America on the Broadcasters Treaty were welcomed favourably by the delegates. The document SCCR/33/5 titled, “*Note on the Draft Treaty to Protect Broadcasting Organisations*” was submitted by Argentina, Colombia and Mexico.

The ABU was represented at the WIPO by Dr Yan Bo (Deputy Director, Copyright and Legal Affairs Office CCTV – China and Chairperson of ABU IPLC), Mr Masataka Hirano (NHK – Japan), Mr Nawaz Dookhee (ABU Legal Manager) and Ms Seemantani Sharma (ABU Legal and Intellectual Property Services Officer). The ABU had a constructive meeting with the delegations of the Asia – Pacific Group, which is headed by India.

With the conclusion of the 33rd SCCR, Mr Martin Moscoso Villacorta of Peru, who served as the Chair of the SCCR closed the event. The next 34th SCCR will take place from 1-5 May 2017.

Asiavision Monthly Award Winners

The latest winners are DDI-India and CCTV-China.

Doordarshan-India won the November award for its coverage of the derailment of an express train in Uttar Pradesh that claimed many lives. The Indore-Patna express train derailed near the industrial town of Kanpur on 20 November.



A total of 14 carriages crumpled into one another in the derailment, leaving many people trapped inside the coaches. At least 146 lives were lost in the tragedy.

DDI also won the October award for its coverage of a deadly fire at a hospital in the eastern Indian state of Odisha. At least 19 patients were killed and over 100 others injured in the fire that broke out in the ICU wing of the Institute of Medical Sciences & SUM hospital in Bhubaneswar on the evening of 17 October.



The blaze was suspected to have been started by an electrical short circuit in the dialysis ward on the first floor of the private hospital and then spread to the nearby Intensive Care Unit.



CCTV won the September award for its coverage of super typhoon Meranti which wreaked havoc as it made landfall in south-eastern Chinese province of Fujian. Meranti caused serious damage to trees and water-supply facilities in the province while some 2.6 million households also suffered blackouts.

Thousands of troops were deployed for rescue and relief work. Meranti, which made landfall in Fujian province in the early hours of the morning of 15 September, was the most powerful typhoon so far this year.

VTV-Vietnam Won the ASEAN Best Contribution Award

Vietnam Television has won this year's ASEAN Contribution Award, sponsored annually by Asiavision. The ASEAN Television News Exchange Awards (ATN) is a pioneering platform to disseminate information on activities in the ASEAN Community.

ATN was introduced in January 1998 to allow the television networks of ASEAN member states to promote community-building efforts and instill awareness of ASEAN among the region's people. ATN also aims to unite and inspire people in the ASEAN community under the motto 'One Vision, One Identity, One Community'.

In appreciation of the efforts and contributions, ASIAVISION (AVN) has contributed fully to the operation of the ATN. It has helped in expanding the exposure of ATN to members of the organisation. This year saw the ASIAVISION Best Contribution Award given to Vietnam Television (VTV) of the People's Socialist Republic of Vietnam.

The award presentation was officiated by His Excellency Savankhone Razmouny, Deputy Minister of Information, Culture and Tourism, Lao PDR. The winner was announced by Mr. Mawardi bin Haji Mohammad, the Acting Director of Information as Chairman of the Sub-Committee of ASEAN-COCI in the field of Information (SCI).

Mr. Mawardi said that the recipient for this year's award, Vietnam Television (VTV), was recognised for its dedication and continuous active and invaluable contribution to this news exchange project. Vietnam Television, a longtime member of the ATN, is an active broadcaster and shows support to the progress and success of the ATN.

He also expressed appreciation for Brunei as the country coordinator of the ATN as well as to all member states of ASEAN for their cooperation, continued support and contributions to the ATN.



Mr Mawardi bin Haji Mohammad, Brunei's Acting Director of Information, with Mr Savankhone Razmouny, the Deputy Minister of Information, Culture and Tourism of Laos.

The prize presentation ceremony was held during the Gala Dinner in honour of the delegations of ASEAN member countries attending the 51st Meeting of ASEAN-COCI.



ABU Supported TV Journalism Training in Dhaka, Bangladesh

Designed for either the working journalists doing the same thing for years together or for the new entrants coming up with bubbling new ideas in the business of TV News, the training programme turned out to be a great learning experience for both parties. The ABU supported Basic Training in TV Journalism was hosted by Bangladesh TV (BTV) in Dhaka from 19 to 26 September 2016. Fifteen participants were drawn from the experienced as well as new Producers, Reporters and Camerapersons of the state TV broadcaster. Mr Snehasis Sur, a senior TV Journalist of India's Public Service TV Broadcaster, Doordarshan and a reputed Media Trainer, was deputed by ABU as the Trainer.

The main advantage of this international training programme was that the participants and the trainer all spoke in their mother tongue, which made the training most effective. Another thrust area of the training was to improve the capacity to handle content as well as technique and to see its reflection on the screen within the training period itself.

Another experiment which made the training a fulfilling experience was having ample opportunity for interaction. Several hands-on

exercises on improving presentation techniques, ensuring better camera work and quality sound recording also contributed much towards the success of the training programme. The main topics deliberated on in the training included: reporting, editing, making voiced over news capsules, interview techniques including single camera interviews edited by camera and single camera set piece interviews to give the effect of double camera work, TV news management and safety of journalists and anchoring techniques, among others. Four telecast worthy news stories, which came out as part of the training exercises were highly praised. A short TV Report on the Training Programme itself was also produced by the participants.

Shafiullah Suman and Siddiquir Ramahan spoke on behalf of the fellow participants to say that the training was very useful and fruitful for them as they could find newer dimensions in what they have been doing so far and also learnt new techniques on how to conduct single camera interviews live and many other techniques which, they said, would definitely make a significant improvement on the screen. The regular preview of the afternoon news bulletins of the channel allowed participants to identify the shortcomings and also



discuss the remedies and better ways of handling them.

The Training Programme was inaugurated by Md. Harun-Or-Rashid, the Director General of BTV. The completion Certificates were given away by the country's Minister of State for Finance and Development Mr Abdul Mannan at the Valedictory Session. The Director General stressed the need for capacity building of the employees of all sections of the state broadcaster and thanked the ABU for supporting such activities.



ABU-AIBD Regional Workshop Explores Impact of New Media on Broadcasting

A regional workshop on New Media for Broadcasters organised by the ABU in collaboration with the AIBD was held in Kuala Lumpur, Malaysia from 21-23 November 2016. The workshop focused on exploring new media trends and tools to create and promote content and increase audiences as well as developing digital content and multimedia stories using a variety of new approaches.

The workshop attracted more than 25 participants from ABU Member organisations representing 8 countries.

The aim of the 3-day interactive workshop was to help participants understand the impact of new media on traditional media practices, particularly in content creation and audience engagement, and how broadcast media organisations are adapting to digital ways of doing things. Participants also learned how to apply key new media and social media tools, trends and approaches in their daily working life.

Major topics covered in the workshop ranged from social media and digital content to audience engagement and mobile technology. The workshop was conducted by Mr Steve Ahern, Managing Director of Ahern Media and Training.



Two ABU Staff recognised in 2016



Geraldine Peters
- Assistant, ABU
Technology and Kesang
- Senior Project Manager, ABU
Sports this year share the trophy
for the Staff of the Year.

The ABU Secretary-General expressed his thanks to all the ABU staff for their dedication and commitment at work during the past year. Dr Javad Mottaghi said that it is not easy task to designate the staff of the year even the choice is made after consultation with the Directors.

He added that 2016 has been a very busy year and the ABU team has spared no efforts in providing the best services to its members.

Two Sri Lankan Journalists Impressed by AVN Operations

Under the ABU Attachment Programme, Ms Gayathri Yogendran and Ms Nimali Makumbura, both journalists at the Sri Lanka Rupavahini Corporation (SLRC) visited the Asiavision (AVN) centre in Kuala Lumpur from 16-18 November 2016.

All the operations of the Asiavision were explained to them by the officers there led by Tan Hock Guan, AVN Senior Editor. Our two guests observed the way news material is uploaded and downloaded. They said they had never experienced such an exercise before. It was also an opportunity for the two journalists to understand the concept of newsworthiness for the Asia-Pacific region.

Gayathri and Nimali also visited other departments of the ABU. They now have an idea of how News, Programme, Technical and Sports Departments operate with the common objective of offering the best services to the 275 ABU members in 69 countries. The attachment programme also included some working sessions at RTM-Malaysia.





KBS President & CEO recognised at Asian Television Awards

KBS President & CEO, Mr Ko Dae-young who is also the ABU President has received an Award for Outstanding Contribution to Asian Television in recognition of his contributions to the broadcast and television industry at this year's Asian Television Awards.

The award which was remitted to Mr Ko on 1 December 2016 at Suntec Singapore recognised the efforts made by KBS-Korea to produce distinctive TV content such as *Descendants of the Sun* which has taken Asia by storm.

Mr Ko said that the award will be fresh encouragement for KBS producers who are always striving to create outstanding programs. He added that he will continue his efforts to make content which can be universally engaged by both local and global audiences. KBS has been leading the Korean-Wave epitomised in such drama series as *Winter Sonata* and the most recently *Descendants of the Sun* and *Love in the Moonlight*.

Mr Raymond Wong, Chairman of Asian Television Awards said that Mr Ko made an impact on Asian Television industry with his exceptional business acumen and positive drive.

Farewell to Former ABU Vice President, Mr Jawhar Sircar

The ABU Secretariat expresses its deep appreciation and gratitude to Mr Jawhar Sircar, ex-Chief Executive Officer of Prasar Bharati, India and ex-Vice President of the Union. Prasar Bharati runs the two broadcasting networks of India: Doordarshan and All India Radio.

We all recall the intensive support and cooperative attitude of Mr Sircar during his tenure at the ABU during the last two years. Mr Sircar was elected Vice President of the ABU at the 51st General Assembly in Macau in October 2014.

On November 4 this year, Mr Sircar resigned as CEO of Prasar Bharati after having served in this position for nearly four years. Before this, he was Secretary of the Ministry of Culture, Government of India from late 2008 to February 2012. It is reported that he has been able to break new ground and introduce digital technologies and cut down obsolescence at Prasar Bharati.

Mr Jawhar Sircar graduated in Political Science from Presidency College, India. He did his Masters in Ancient Indian History and Culture from Calcutta University and a second Masters in Sociology, with Social Anthropology. He also studied at the University of Cambridge and the University of Sussex in the UK. Mr Sircar regularly contributes articles to some famous publications in India.



A New Acting CEO for Prasar Bharati-India

Public broadcaster Prasar Bharati has named Mr Suresh Chandra Panda as Acting Chief Executive Officer. He succeeds Jawhar Sircar who resigned in November 2016. Prasar Bharati runs Doordarshan and All India Radio.



Mr Suresh Chandra Panda has joined as Member (Personnel), Prasar Bharati (India's Public Service Broadcaster) on 27 March 2015. He is an IAS officer of the 1981 batch of Assam Meghalaya Cadre and retired as Special Secretary & Financial Adviser in the Ministry of Home Affairs on 28 February 2015.

Mr Panda has a Post Graduate degree in Political Science from Utkal University, Odisha, M. Phil in Public Administration from Punjab University and MBA (Public Services) from University of Birmingham, U.K.

During his long and outstanding stint in public service, Mr Panda handled many important Ministries/Departments and offices in Government of India as well as State Governments of Assam and Odisha. Before joining IAS, he was an IPS officer of the 1978 batch of Uttar Pradesh Cadre, where for his exemplary services he was decorated with the President's Medal.

Mr Nie Chenxi appointed New Minister of SAPPRFT-China



The Chinese government has appointed Mr Nie Chenxi as Minister of the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) following the retirement of Mr Cai Fuchao. Mr Nie has been a Vice Minister SAPPRFT since October 2012, and concurrently President of China Central Television (CCTV) since April 2015.

Mr Nie is a computer programming major and had worked for the Hebei Provincial Bureau of Statistics and served in other administrative positions in Hebei. He was also the Director of the Publicity Department of the Hebei Provincial Committee of the Communist Party of China in 2006.

A New Head at AsiaSat

Andrew Jordan was appointed as Executive Director, President and CEO of Asia Satellite Telecommunications Company Limited (AsiaSat) on 1 November 2016. He has over 25 years of experience in the satellite industry.

Mr Jordan was the General Manager in the Marketing Department of AsiaSat from 1991 to 1993. Prior to re-joining AsiaSat, he held executive positions with several satellite operators. He has also led complex deal negotiations in China, Hong Kong SAR, Australia, Italy and the United Kingdom.

He holds a Bachelor Degree in Chinese from School of Oriental and African Studies, the University of London.



GAUDEAMUS Radio Romania Book Fair 2016 Attracted 125,000 Visitors

GAUDEAMUS International Book and Education Fair 2016 took place between 16-20 November in the Central Pavilion of Romexpo Exhibitions Centre in Bucharest, Romania. The event, having reached its 23rd edition, is the only book fair in the world initiated and organised by a public radio service: Radio Romania.

One hundred and twenty five thousand visitors attended the fair where 300 exhibitors from 5 countries were present. Romanian and foreign publishing houses, book distribution agencies, educational institutions, professional associations, cultural and educational non-governmental organisations, museums, and libraries participated. The 850 accompanying events comprised of book launchings, book signing sessions, professional debates and forums and creative workshops.

The Guest of Honour of GAUDEAMUS 2016 was China, supported by the State Administration of Press, Publication, Radio, Film and Television of China, through China National Publications Import Export (Group) Corporation. Next year, the main guest will be the United States of America.



RRI-Indonesia Won DRM Enterprise Award 2016

Radio Republik Indonesia (RRI) engineers won the 2016 DRM Enterprise Award Asia Pacific Region 2016, jointly sponsored with SAS, the leader in analytics.

Based in Denpasar, Indonesia, Mr Salwan, Manager of Technology and New Media Director; Mr Ketut Suandi, Assistant Manager Transmitter, and Mr Cok Dalem Javadi, Staff of Technology and New Media unit are recognised for their support and hard work in running a DRM AM trial in 2016.

The award aims to stimulate interest in the DRM standard in various parts of the world that would benefit from the full introduction of digital radio. The RRI engineers, on the beautiful island of Bali, were selected to receive the award in recognition of their work in preparing a medium wave transmitter to broadcast in DRM during the Asia-Pacific Broadcasting Union's General



Assembly in October.

On behalf of RRI, Mr R.Gingging, CTO, also proudly congratulated his staff for having engaged and worked so well together with consortium representatives thus quickly learning about new digital opportunities for radio broadcasting.

Ruxandra Obreja, DRM Consortium Chair, congratulated the local RRI engineers as "their work shows how quickly DRM can become part of day-to-day activities. This proved that the Indonesian public broadcaster has the talent and capacity to test the latest digital technologies in their effort to future proof public broadcasting."

2016 Asia-Pacific Child Rights Award for Television

GMA Network of the Philippines won the 2016 Asia-Pacific Child Rights Award for its television documentary titled '**Written on the Water**'. The programme highlights the dangerous trip to school for students who must wade through the sea and climb a mountain to go to school.

The CRA Award was remitted to the winner at the ABU Prizes award ceremony in Bali on 24 October 2016. Mr Andy Brown, Regional Communication Specialist at UNICEF presented the award to Mr Jayson Bernard Santos from GMA Network-Philippines.

Every day, children in Matnog, Sorsogon, prepare for a two-hour hard trip to school. The fastest route requires them to walk across the sea, while the tide is low, and then trek up a mountain. Apart from risking their lives on the way to school, the children are met with a shortage of classrooms and textbooks.

Commenting on the winning documentary Dr Javad Mottaghi, ABU Secretary-General, said "**Written on the Water** sends a clear message to parents, teachers, social groups, and other local and international organisations. This message is that sacrifice, determination and hard

work starts at a very young age due to socio-economic conditions which the children are not responsible for. It's our moral duty to help them by any means and pray for their future."

Christopher Slaughter, CEO of CASBAA said that "Our industry reaches hundreds of millions of people around the world daily. It is heartening to see our medium being leveraged as a platform not just for entertainment, but in the service of such a worthy cause as alleviating the plight of children in need."

Watch the winning documentary:
<https://youtu.be/h0KUC2B91Y0>



New Members

Two New Affiliate Members

PromaxBDA - Singapore

Promax was established in 1956 as a non-profit, full-service, membership driven association for promotion and marketing professionals working in broadcast media. In 1997, the Broadcast Design Association (BDA), who had partnered Promax for years on their annual conference, officially joined forces with Promax and the association became PromaxBDA.

PromaxBDA represents more 10,000 companies and individuals at nearly every major media organisation, marketing agency, research company, strategy partner, creative studio and technology provider and is considered to be the leading global resource for education, community, creative inspiration and career development in the media & media marketing sectors worldwide.

Drawn from more than 65 countries, and with conferences taking place in Asia, Africa, Australia, New Zealand, Europe, South America, the United States and the UK, PromaxBDA is a truly international organisation uniting the individuals who are in the driver's seat of the media marketing industry.

promaxbda
asia pacific

MediaGeniX – Singapore

MediaGeniX has delivered state-of-the-art software for radio and television channels since 1992. Their integrated software suite WHATS'On has developed into the most advanced broadcast management solution. It is the backbone for broadcasters, on-demand service providers, and platform/telco operators worldwide as it includes long- and short-time scheduling, media and rights management and reporting. With WHATS'On customers schedule content in line with strategic, editorial, budgetary, operational and regulatory requirements, and have the central hub they need to streamline workflows and optimise core processes.

Over 1,700 channels and on-demand services are managed with WHATS'On, with 9,500+ users at more than 65 media networks, worldwide.



International Dance Festival



This new ABU activity is more of a showcase than a competition. The objective is to create a bridge between young people from different parts of the Asia-Pacific region, through dance as an international language. They will be amateur dancers between the ages of 18 and 25. The festival will include all genres of dance which will be grouped into folk, classical, street and creative categories.

The first edition of the ABU International Dance Festival will be held in Hyderabad on 15 January 2017, hosted by Doordarshan-India.

Digital Broadcasting Symposium 2017



The ABU Digital Broadcasting Symposium 2017 will take place at The Royale Chulan Hotel, Kuala Lumpur from 6-9 March.

The 4-day composite event with its international conference, industry exhibition and focused workshops will showcase advancing technologies, content strategies, and effective business ideas and solutions to address current and future challenges within the industry.

The DBS2017 with the theme "***Digitise, Digitalise & Dominate***", will focus on the importance of embracing and implementing digital technologies in every aspect of the broadcast and media value chain, from infrastructure to content development and even its delivery. This is in order to be a dominant player in the current market space. With industry's leading solution providers and experts, the DBS2017 will provide a platform to share expertise, learn from experiences and network with like-minded colleagues. **Registration is now open. Please proceed to book your seat online at www.abu.org.my/dbsymposium. For further details please contact us at dbs@abu.org.my**

IPLC and CAMF 2017 in Uzbekistan



The ex-Copyright Committee, now renamed the **Intellectual Property and Legal Committee (IPLC)** will take place from 10-12 April 2017 in Tashkent. This will be the first meeting of the renamed committee and members are invited to participate within this enlarged mandate of this committee by their Copyright and Legal Department. The theme of the committee is yet to be finalised and the ABU is inviting suggestions on issues making headlines in the broadcasting sector or the Intellectual world.

At the same time, the **3rd ABU Central Asia Media Forum (CAMF)** will be held at the same venue in Tashkent. The initial preparations for the event have just started and we will be announcing the details to our members shortly. The two day CAMF event comprising of a pre-conference day of workshops and a full day conference, will address topics of interest to our members and the media industry in the region.

Both events will be hosted by ABU member, The National TV and Radio of Uzbekistan (MTRK).

2017 RadioAsia Conference



The next ABU's RadioAsia Conference will be held from 26-28 April 2017 in Bangkok and will be hosted by the National Broadcasting Services of Thailand (NBT). The event will be comprised of a two and a half-day conference and two workshops conducted by members and industry partners. Exceptionally, the 5th ABU Radio Song Festival will not take place in 2017 in Thailand due to the demise of the Thai King. Further details will be communicated later.

ABU Calendar of Events

JANUARY

15	ABU International Dance Festival	Hyderabad, India
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FEBRUARY

February	Generation What? 1st Steering Group Meeting	Bangkok, Thailand
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MARCH

6-9	Digital Broadcasting Symposium	Kuala Lumpur, Malaysia
13-17	ABU-ASBU DTV Training Workshop	Tunis, Tunisia
14-16	Asiavision Coordinators Meeting	Maldives
March	ABU Prizes 2017 Call for Entry	
March	Working Group Meeting for ABU Radio Drama Festival	TBC
March	ABU Prizes Backpack Workshop (Radio)	China

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