

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

ABU news

Quarter 3 2017



54th ABU

GENERAL ASSEMBLY & ASSOCIATED MEETINGS

Chengdu, Sichuan, China

30 October - 4 November 2017

MEDIA IN TIMES OF UNCERTAINTY

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Mr Ko Dae-young, ABU President at ABU Headquarters



Mr Ryoichi Ueda, NHK President hopes better partnership with ABU

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Robocon 2017 winner received their prize in Tokyo

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"Media in times of Uncertainty" is the central theme of the ABU General Assembly this year from 29 October to 4 November in Chengdu, Sichuan Province, China. Delegates are very eager to express themselves on this challenging topic.

Media has always been interesting with all forms of challenges facing humanity such as conflict, poverty, refugees from war, economic migrants and escapees from climate change. Media uncertainty exists in every area of its operations and media practitioners have to make new and crucial strategic decisions – how to reach fragmented audiences on different platforms.

Today in our highly connected world, breaking news reaches the audience through social media networks more quickly than ever before. Radio and television content is being consumed anytime, anywhere and on various platforms. Are we ready to face the challenges in a rapidly-changing digital media landscape? How much is this unprecedented technological development affecting traditional media? What is the impact of new media in times of natural calamities? Do media organisations today need more of a road map to deal with crisis management? What is the new role of public broadcasting in nation development?

These relevant issues will be further discussed during the two flagship forums which will take place on the last day of the General Assembly. The Forum 1 of the Super Panel session will include discussions by top experts on **Content and Services for Diverse Audiences and Nation Development: Go Local**. Forum 2 will focus on the debate **"Social Media vs Traditional Media"**. The theme of the Professional Discussion session will be **"Winning Strategies: Change Management and Leadership for the Future"**.

The ABU expresses its deepest gratitude to the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT-China) and Sichuan Radio and Television (SRTV) for hosting the 2017 ABU General Assembly and Associated Meetings in Chengdu.

As with previous years, this edition of ABU News focuses on all these and also contains the full GA agenda as well as background information on the workshops, seminars, meetings and formal sessions for the week long events.

In this edition, the SAPPRFT Minister, Honorable Nie Chenxi, the President of the ABU, Mr Ko Dae-young, Mr Zou Jixiang and Mr Liu Cheng'an from Sichuan Television as well as the Union's Secretary-General, Dr Javad Mottaghi have kindly accepted to share their views and thoughts on the coming General Assembly.

We also bring you reports on the activities of the Union that took place during the last four months and some information on our members. Worth mentioning is the successful ABU Robocon Contest hosted by NHK-Japan in Tokyo and another laudable event was the Pacific Media Partnership Conference held successfully in Honiara, Solomon Islands.

The ABU Secretariat is ready once more to take the annual challenge in Chengdu. We have the support of the ABU President who visited our headquarters in Kuala Lumpur last August. Mr Ko Dae-young said "I fully understand how hard all of you are working. I have seen this for myself and from the many reports about the Union's activities I regularly receive. I am very grateful for your efforts. I thank you for contributing to the development of broadcasting and serving the viewers and members"

Shortly after the GA, the final edition of ABU News for this year will be released and will be packed with reports and analysis of all the workshops, meetings and formal proceedings that took place in Chengdu. The ABU is expecting more than 1000 delegates, speakers, guests and exhibitors and this year the GA is coinciding with the Sichuan TV Festival at the same venue.

ABU News would like to take this opportunity to wish all delegates highly enriching and fruitful deliberations at the General Assembly and Associated Meetings. Enjoy your reading. See you in Chengdu.



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President's Welcome

I have the great pleasure of welcoming all of the ABU colleagues joining the 54th ABU General Assembly and Associated Meetings in Chengdu, the capital city of China's Sichuan province. This event is to be held between October 30 and November 4, 2017 under the theme of "Media in Times of Uncertainty".

First and foremost, I would like to express my sincere gratitude to the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) and the Sichuan Radio and Television for their contributions to the Union's most important event. I would also like to thank the ABU Secretariat led by Dr. Javad Mottaghi for efficiently orchestrating the newly scheduled annual meeting.

Chengdu is known for being a departure point of the Tea Horse Road, the oldest trade route in human history. As a historic location, the Tea Horse Road was created about 200 years before the famous Silk Road. Ancient merchants traveled across this highly dangerous road which is over 4,000 meters in height for the purpose of exchanging Chinese tea and Tibetan horses. In 2007, KBS' award-winning documentary series, Asian Corridor in Heaven, introduced the legendary journey which stretched for almost 6,000 km. The ambitious series offered audiences a chance to discover the spectacular scenery of dizzying heights and mountains covered with snow. The incredibly inspiring documentary portrayed the strong nature of mankind.

We have been together in discussing and confronting the fact that we are faced with a huge disturbance and that we need to work together towards finding new courses of action.

The ever-evolving technology has created a whirlwind of the so-called Fourth Industrial Revolution, and brought significant changes in every aspect of our lives at an unprecedented rate. Media is no exception of course. All of public, state-owned and commercial broadcasters are struggling to come up with new strategies to survive in this time of uncertainty. As head of the ABU, I truly hope this Chengdu event will inspire the participating members to start coming up with ways to maintain their presence just as Chengdu city has for the ancient Tea and Horse Route. We need continued support from over 270 member broadcasters across more than 69 countries. I have full confidence that your extensive and reliable insights, based on a wealth of experience and creative ideas, will bring out the best in serving an audience of 3.5 billion in Asia-Pacific amid the rapidly-changing digital media landscape.

Lastly, I send my heartfelt and deepest condolences to the families and friends of the people affected by the earthquake in Sichuan Province and wish for a speedy recovery.

I hope the 54th ABU General Assembly and Associated Meetings will be remembered as the most successful annual event of the Union by serving its members with reliable insights. Thank you.



Ko Dae-young
President
Asia-Pacific Broadcasting Union

ABU Secretary-General's Welcome

Dear members of the ABU Family,

Welcome to the 54th ABU General Assembly and Associated Meetings and one of the most dynamic Chinese cities - Chengdu.

We live in times of unprecedented change. The power dynamics present in the world today are shifting from their traditional centres. The world is more unpredictable than ever. Making sense of unexpected developments and educating our audiences about the issues that matter to their lives, so they can make informed choices, is the most important task for us as broadcasters. We have to work harder than ever to “translate” to our listeners and viewers what happens in the world. The digital revolution has made the world literally a global village. Our audiences are now active makers of news and contributors of stories. The challenge to serve them has never been bigger. But the digital revolution provides us also with opportunities to reach audiences beyond our reach in the past and to connect the unconnected to the global and national processes.

The theme of this year's General Assembly is Media in Times of Uncertainty. The key outcome of our discussions will be identifying successful strategies to get our organisations in shape in order to face the challenges. First, we need to know the main challenges we face in terms of finance, technology, human capital and audience reach. We don't have a crystal ball to predict the future but at least we can figure out different scenarios and prepare for them.

This General Assembly is part of an ongoing process which we know has to be revisited every so often for the consideration of such things as the march of modern technology and the unprecedented changes we are facing. It is part of a process of life-long learning and knowledge refreshment, so that we don't lose touch with the new reality facing today's media.

It is a necessary debate to which you are all invited thanks to the generosity of our highly active and excellent hosts – The State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) and Sichuan Radio and Television.



Javad Mottaghi, Ph.D., BEng.
Secretary-General
Asia-Pacific Broadcasting Union

Message From H.E. Nie Chenxi, SAPPRT Minister, People's Republic of China



The 54th General Assembly and Associated Meetings of the Asia-Pacific Broadcasting Union (ABU) will be convened in Chengdu, China from 30 October to 4 November 2017. I wish to express, on behalf of the State Administration of Press, Publication, Radio, Film and Television (SAPPRT) of China, my sincere welcome, to all the participants and friends from home and abroad.

At the Belt and Road Forum for International Cooperation held in Beijing in May 2017, Chinese President Xi Jinping unfolded a blueprint of prosperity, opening up and innovating for the future Belt and Road that serves world peace and connects different civilisations and has built a broad consensus. It is against this background that the 54th General Assembly and Associated Meetings of the ABU is hosted in China. It provides an important platform for the media in the Asia-Pacific region to deepen cooperation and people-to-people exchanges and a wonderful opportunity for us to join efforts with world media to promote the building of the Belt and the Road.

Amid a new wave of scientific and technological revolution, the global media landscape is undergoing unprecedented profound changes, and has entered a new age of development. Themed as "Media In Times of Uncertainty", the 54th General Assembly and Associated Meetings of the ABU will gather participants representing 274 member organisations from 69 countries and regions to share views on how to further address challenges of the new age and drive innovation and development. SAPPRT stands committed to make the coming event a complete success and give its continuous support to the ABU in playing a more constructive role in contributing media exchanges and common development in and across the region.

Looking forward to meeting you all in Chengdu, China. With our joint efforts, I believe that the 54th General Assembly and Associated Meetings of the ABU will be a highly fruitful and successful event.

Nie Chenxi
Minister

State Administration of Press, Publication, Radio, Film and Television
People's Republic of China

Message from Sichuan Radio and Television

Distinguished members of the Asia-Pacific Broadcasting Union:

The 54th Asia-Pacific Broadcasting Union General Assembly and Associated Meetings will be held from October 30 to November 4 2017 in Chengdu, the capital city of Sichuan Province. As one of the important cities along “the Belt and Road Initiative” and “Yangtze River Economic Zone” and the world’s western gateway to China, Sichuan is the hometown of the giant panda, the birthplace of the world’s earliest paper money “jiaozi” and the hometown of Deng Xiaoping the chief architect of China’s reform, opening-up and socialist modernisation.

Located in southwest China, Sichuan covers an area of 486,000 square kilometers and has been reputed as “The Land of Abundance” since ancient times. Sichuan is a province with abundant resources, a large population, a developed economy and profound culture. It is the No. 3 most populous province with a total population of 91 million, has the No. 6 economic aggregate of 3.26 trillion yuan and the largest water resources, as well as vanadium and titanium reserves in China. The famous scenic areas of Jiuzhaigou Valley, Huanglong, Mount Qingcheng, Dujiangyan Irrigation System, Mount Emei, Leshan Giant Buddha and Giant Panda Sanctuaries make Sichuan a province with the second most numerous World Cultural and Natural Heritage sites in China. More than 80% of China’s wild pandas live here. The unique landforms and natural landscapes, precious gene bank of wild biology and biodiversity, render unparalleled beauty in Sichuan. Today’s Sichuan Province has become China’s new frontier of opening-up, the inland opening-up highland and the most attractive area for investment in western China.



Zou Jixiang, Director General of Sichuan Press, Publication, Radio, Film and Television Bureau,



Liu Cheng'an, President and Chief Editor of Sichuan Radio and Television

2017 (14th) Sichuan TV Festival (SCTVF) and the 54th ABU General Assembly will be held together at the same place. Through the years, SCTVF has developed into one of the most influential media festivals in Asia, with the largest forum of the industry. It serves as an important platform for the international film & TV cultural exchange and international and domestic content and equipment trading. We sincerely invite the ABU GA delegates to participate in the rich activities of SCTVF, such as the exhibitions, screenings, forums and conferences etc. to reinforce exchange and cooperation.

Our excursion will give the delegates a chance to feel the beautiful and richly endowed Sichuan. During the excursion, we will visit Chengdu Research Base of Giant Panda Breeding and Dujiangyan Irrigation System to experience at first hand the charm of Ba-Shu Culture.

Currently, Sichuan Radio and Television is going global with an open and cooperative attitude, spreading the voices from Sichuan, as well as our nation as a whole. Under the leadership of SAPPRFT, with the joint efforts made by all the colleagues at the ABU secretariat in the Kuala Lumpur office and all of us here, we have made sufficient preparation for the General Assembly. We will go all out to make it a successful gathering!

Wherever you are from, Sichuan, this beautiful, prosperous and harmonious city will always welcome you with open arms.

Zou Jixiang, Director General of Sichuan Press, Publication, Radio, Film and Television Bureau, and Liu Cheng'an, President and Chief Editor of Sichuan Radio and Television



54th ABU

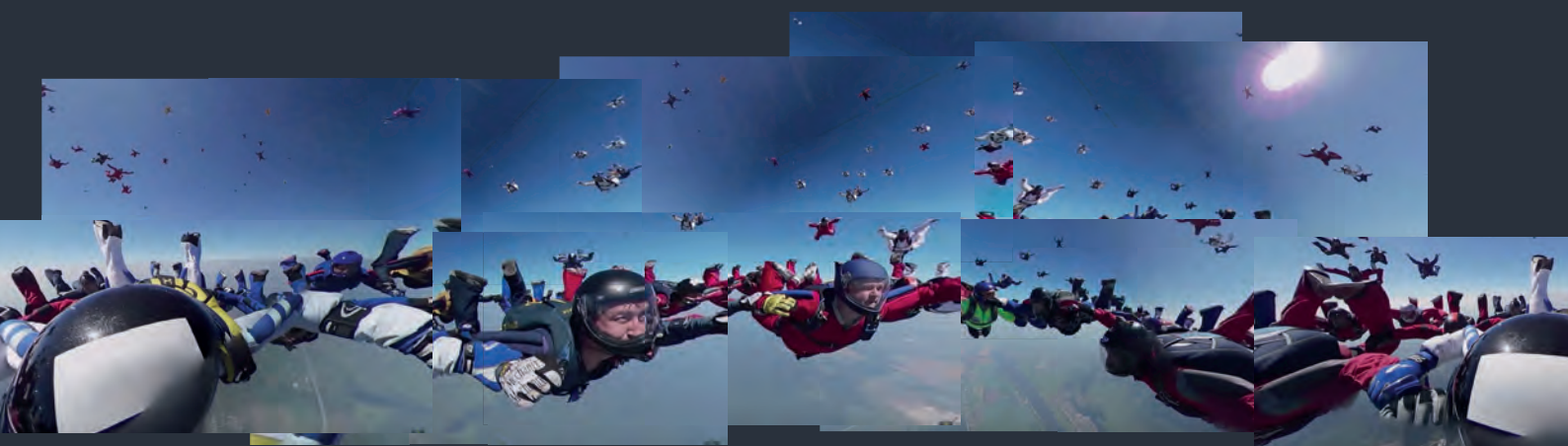
GENERAL ASSEMBLY & ASSOCIATED MEETINGS

Chengdu, Sichuan, China
30 October - 4 November 2017

DATE-TIME	MEETINGS	VENUE
Sunday 29 October		
14:00 – 18:00	Programme Bureau Meeting	Chenghua Hall
Monday 30 October		
09:00 – 10:30	Sports Broadcast Rights Committee Meeting	Room 4
09:00 – 12:30	Radio Working Party Meeting	Room 2
11:00 – 12:30	Sports Finance Committee Meeting	Room 4
14:00 – 17:30	Sports Group Meeting	Room 1
14:00 – 17:30	Programme Committee Meeting	Room 2
16:00 – 18:00	Technical Bureau Meeting	Room 3
14:00 – 18:00	Meeting Planning & Strategy Group Meeting	Room 4
Tuesday 31 October		
09:00 – 17:30	Sports Group Meeting	Room 1
09:00 – 17:30	Programme Committee Meeting	Room 2
09:00 – 17:30	Technical Committee Meeting	Room 3
19:00 – 20:00	Meeting of the Presidency	Chenghua Hall
Wednesday 1 November		
09:00 – 17:30	Technical Committee Meeting	Room 3
09:00 – 17:30	Women With The Wave Forum	Room 2
09:00 – 17:30	Quality Management Workshop	Room 1
09:00 – 12:30	Deepening Media Cooperation under the Belt and Road Initiative	Banquet Hall
10:30 – 17:00	Administrative Council (Council Members only)	Gaoxin Hall
19:00 – 19:50	Welcome Cocktail Party	Next to SRT Café S1 SRT Studio
20:00 – 22:00	ABU TV SONG FESTIVAL (LIVE BROADCAST)	
Thursday 2 November		
07:20 – 17:00	EXCURSION (Buses leave hotels at 07:20)	
17:00 – 18:00	President's News Conference	Jingui Hall, Floor 6
19:00 – 21:00	Welcome Dinner hosted by SAPPRFT & Sichuan Provincial People's Government	Crystal Hall, Floor 5
Friday 3 November		
09:00 – 16:30	Official Opening of 54th General Assembly (Live Transmission) & 1st Plenary Session	Crystal Hall, Floor 5
16:30 – 17:30	Visiting the 14th Sichuan TV Festival	
19:00 – 21:00	Presentation of ABU Prizes	Crystal Hall, Floor 5
Saturday 4 November		
09:00 – 11:15	General Assembly: Super Panel Session Forum 1: Content and Services for Diverse Audiences and Nation Development: Go Local Forum 2: Social Media vs Traditional Media: Reporting in the Age of Uncertainty	Crystal Hall, Floor 5
11:45 – 13:00	GA 2nd Plenary Session - Professional Discussion Winning Strategies: Change Management and Leadership for the Future	Crystal Hall, Floor 5
14:30 – 16:30	GA 3rd Plenary Session - Restricted Working Session (Full and Additional Full Members only)	Crystal Hall, Floor 5
19:00 – 21:00	NHK RECEPTION (Buses leave hotels at 18:30)	Fairmont Hotel



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Sports Group Meetings

Sports As Contents (On Members' FTA or Other Platforms)

Monday – Tuesday, 30 – 31 October

Venue: Room 1

Monday 30 October	
9:30 – 10:30	Sports Broadcast Rights Committee Meeting
10:30 – 11:00	<i>Coffee Break</i>
11:00 – 12:30	Sports Finance Committee Meeting
12:30 – 14:00	<i>Lunch Break</i>
14:00 – 14:10	Opening Remarks by ABU Sports Chairman
14:10 – 14:20	Welcome Remarks by Sichuan Radio & Television
14:20 – 14:35	Keynote Address
14:35 – 14:45	Opening Remarks by ABU Secretary-General
14:45 – 15:00	Report by ABU Sports
15:00 – 16:45	Members Forum
15:20 – 16:40	<i>Group Photo + Coffee Break</i>
16:45 – 17:30	Up-Coming Events
Tuesday 31 October	
09:00 – 10:30	Industry Presentation + Q & A with Moderator
10:30 – 11:00	<i>Coffee Break</i>
11:00 – 12:00	Panel Discussion Speakers
11:00 – 11:20	Speakers Make a Pitch of the Topic/Issue
11:20 – 12:00	Panel Discussion
12:00 – 12:30	Up-Coming Events (S/B)
12:30 – 14:00	<i>Lunch Break</i>
14:00 – 17:00	Restricted Session (Full & Additional Full Members Only)
14:00 – 14:10	Opening Remarks by the Chairperson
14:10 – 14:20	Report by Chairperson – Broadcast Rights Committee
14:20 – 14:30	Report by Chairperson - Finance Committee
14:30 – 15:00	Report by ABU Sports Director – Past Year Activities
15:00 – 15:30	Discussions on ABU Sports
15:30 – 16:00	<i>Coffee Break</i>
16:00 – 17:00	Individual Meetings & Networking

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* APSTAR-5C and APSTAR-6C are currently under construction, they will replace APSTAR-5 and APSTAR-6 respectively in 2018.

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49TH STANDING PROGRAMME COMMITTEE

Monday – Tuesday, 30 – 31 October
Venue: Room 2

Document No. PC 17/1

Monday 30 OCTOBER

14:00 – 14:20	1. Welcome and Opening Remarks 1-1. Welcome Remarks 1-2. Opening Remarks
14:20 – 15:00	2. Report of Programme/Copyright Activities (Nov 2016 - Oct 2017) 2-1. Programme Activities 2-2. Legal & Copyright Activities
15:00 – 15:15	3. Report of the Programme Bureau (PB) Vice-chair of the PB/PC will report on the discussion at the 5th and 6th Programme Bureau (PB) meetings.
15:15 – 15:45	<i>Coffee Break</i>
15:45 – 17:15	4. Expert Dialogue Panel 1

Tuesday 31 October

09:00 – 09:10	5. Report of the Radio Working Party (RWP) Chairperson of the RWP meeting and Head of Radio will report on the outcome of the meeting on the previous day and make recommendation on radio activities.
09:10 – 09:20	6. Reports from Partner Organisations 6-1. Asia-Pacific Institute for Broadcasting Development (AIBD) 6-2. Institute of Broadcasting and Information Tun Abdul Razak (IPTAR)
09:20 – 10:00	7. Members' Forum: Successful Activities & Future Perspective In this session, members will share the experience of successful programme activities in the past year. Also, new initiative ideas and progress report of ongoing projects at ABU will be presented and discussed. Each presentation will be given <u>maximum 5 minutes</u> .
10:00 – 10:30	8. Special Session 1 "Know Our Host -Radio and TV Content in China-" This session gives our members the opportunity to know more about broadcasting industry in the host country, China. Speakers from various backgrounds will give us the overview of current media environment of China, focusing on content making.
10:30 – 11:00	<i>Coffee Break</i>
11:00 – 12:00	9. Special Session 2 "Voices of the Members" This session gives our members the opportunity to present/talk what challenges they are facing, and to discuss what other members or ABU Programme Department can do for them. This is a free/open discussion session.
12:00 – 12:30	10. Legal and Copyright Session
12:30 – 14:00	<i>Lunch Break</i>
14:00 – 15:30	11. Expert Dialogue Panel 2
15:30 – 16:00	<i>Coffee Break</i>
16:00 – 17:30	12. Invitation to Future Events/Activities In this session, various invitations to future events/activities by our members are made. Each presentation will be given <u>maximum 5 minutes</u> .
17:30 – 18:00	13. Election of the Chairperson of the PC 14. Any Other Matters 15. Closing



广电领域音频技术



ABU Technical Bureau & Committee Meetings

Monday – Wednesday, 30 October – 1 November
Venue: Room 3

Monday 30 October		Wednesday 01 November	
16:00 – 18:00	Technical Bureau Meeting (Restricted to Members of the ABU Technical Bureau)	09:00 – 09:30	Keynote Presentation UHD/4K in China - CCTV
Tuesday 31 October		09:30 – 10:30	Technology Debate
09:00 – 10:30	OPENING SESSION • ABU Engineering Awards • Announcements & Presentation of Citations and Technical Review Prizes Technological Inspirations 1. DVB 2. VR 3. Tokyo 2020 Olympics & UHD 2	10:30 – 11:00	<i>Coffee Break</i>
10:30 – 11:00	<i>Coffee Break</i>	11:00 – 12:15	Summary From Topic Area Chairmen: • Production • Transmission • Training & Services • Spectrum
11:00 – 12:30	Director's Report • Bureau Proposals • WRC-19 Preparations	12:15 – 12:30	New in study groups Accessibility – IRG – AVA of ITU-T SG9
12:30 – 14:00	<i>Lunch Break</i>	12:30 – 14:00	<i>Lunch Break</i>
14:00 – 15:30	Strategic Issues 1. IP for Media – Standards and Interoperability - IABM 2. Cyber Security - NABA 3. EBU-flow – EBU 4. DTMB NGB for DTT - SAPPRFT 5. Digitalisation of Broadcasting - RRI	14:00 – 15:00	The Host Presents: Media Convergence 1. Media Convergence in TV practice By CCTV 2. Media Convergence in Radio practice By SMG 3. TVOS-Smart TV Operation System By ABS (All be hosted by Mr Dingwenhua)- RTPRC-China
15:30 – 16:00	<i>Coffee Break</i>	15:00 – 15:30	News Recommendations & Decisions of the Technical Committee
16:00 – 17:30	Members' Present 1. Radio on TV - RTHK 2. CDR (China Digital Radio) - China 3. Mediacorp New Campus 4. Emergency Warning System (EWS) - DVB 5. MPEG-H interactive and immersive audio for broadcasting - Fraunhofer 6. 5G in Broadcasting and Media - SpaceTech TV Engineering 7. DG - ASBU <i>Networking with ABU TLOs</i>	15:30 – 16:00	<i>Coffee Break</i>
		16:00 – 17:30	Updates from Status Reports - Useful to Know 1. New Members 2. Sister Unions & International Organisations (AIBD,ASBU,EBU,WorldDAB/CRA,DRM,DVB,IABM,etc) 3. Summary & Closing

ABU Radio Working Party

Monday, 30 October
Venue: Room 2

Chair: **Ms Shanthi Bhaghirathan**, Group Director, Capital Maharaja, Sri Lanka

Vice Chair: **Mr Soleman Yusuf**, Program And Production Director, RRI, Indonesia

Ms Kartini Binti Kamalul Ariffin, Director, Im4u Radio, Malaysia

Mr Fayyaz Sheheryar, Director General, All India Radio

09:00 – 09:15	• Welcome Address: Tatsuhiro Beniko, Director Programming, ABU • Opening Address: SAPPRFT
09:15 – 10:00	Confirmation of Chairperson of Radio Working Party Confirmation of Vice-Chairpersons of Radio Working Party Opening Remarks: Chair, RWP Approval of the agenda
10:00 – 10:15	Radio Activities Undertaken: Olya Booyar, Head of Radio Programming • ABU Prizes – Radio • In-Country Workshops • RadioAsia 2017 Conference, Bangkok • International Workshop on Radio Drama • Progress of ABU Music Exchange (AMX) • Upcoming Events: - ABU Drama Festival - Our Stories - ABU Digital Storytelling initiative - ABU Kids - ABU Radio Song Festival 2018 - RadioAsia 2018
10:15 – 10:30	Lunch Break
10:30 – 11:00	Members' Showcase: Innovative and ground-breaking initiatives undertaken by our members during the past year.
11:00 – 11:30	Turning In To The Podcast Revolution Masterclass Presentation
11:30 – 12:00	The Business of Radio – Expert Showcase Getting Breakfast Right The business of being a Content Director Animating the Oral History Archive Understanding your audience's media consumption
12:00 – 12:30	Future Focus: Strategy for Development of ABU Radio Activities

Quality Management Workshop

Quality Journalism:
A Central Issue

Wednesday, 1 November
Venue: Crystal Hall, Room 1

Fake news, post-truth and propaganda are flourishing all over the world. Social networks give an increasing audience to information sources of dubious origins, while competition from the web imposes growing financial pressures on newsrooms which strive to deliver quality information. Access of the general public to fact-checked independent news is at stake. A public opinion under the influence of biased information is a real danger. In such a context, the added value of quality journalism becomes essential. A recent update of the media quality management standard ISAS MEDIA 9001 provides media companies with the tools necessary to emphasise their quality by clarifying their organisation, ensuring the efficient management of the newsroom and other media resources and making sure to deliver the right product to the right audience. In the meantime, new digital asset management and certification technologies make it feasible to efficiently filter the huge input of heterogeneous data entering the newsroom. Our workshop is meant for media managers seeking new tools to develop the quality, credibility and efficiency of their newsrooms and other content production units.

08:30 – 09:00	Registration
09:15 – 10:30	Introduction and Background • Building Public Trust in Media Landscape • Impacts of Fake News • Digital Asset Management • Digital Asset Certification • Added value of Certification ISAS MEDIA 9001
10:30 – 11:00	Coffee Break
11:00 – 12:30	Lessons learnt : Testimonials from Certified Media
12:30 – 14:00	Lunch Break
14:00 – 16:00	Workshop What are the key success factors to make news of public interest devoid of any conflict of interest?
16:00 – 16:30	Coffee Break
16:30 – 17:30	Conclusion

6th Women With The Wave High Level Forum Series

Broadcasting For All: Diversity and Inclusion in the Media

Wednesday, 1 November Venue: Room 2



Broadcasting Board of Governors



08:30 – 09:00	Registration
09:00 – 09:05	Welcome and Opening Remarks
09:05 – 09:30	Opening Ceremony Host Welcoming Remarks - ABU Welcoming Remarks - Keynote Speaker
09:30 – 10:00	Session 1: Global Progress with Gender and Diversity in Society and the Media Representatives of international organisations such as UNESCO and UN WOMEN outline the latest developments in achieving gender balance and diversity and inclusion in the media. Introduction of GAMAG (Global Alliance on Media and Gender)
10:00 – 10:40	Session 2: Regional Activities by Media, Broadcasting and Communication Associations (Panel Discussion) ABU, ASBU, AUB and ITU share their experiences in implementing gender-balanced and diversity policies in broadcasting organisations
10:40 – 11:00	<i>Networking Break</i>
11:00 – 11:30	Session 3: Snapshot of Gender and Diversity in the Media in China Leading speakers outline the media representation and coverage of society in China in regard to the participation and content for gender and diversity groups
11:30 – 12:30	Session 4: Showcase of Gender and Diversity Content, Part 1 Broadcasters from across the regions showcase content that promotes gender and diversity in their areas and provide background about production experiences and outcomes that influence and raise awareness across communities
12:30 – 13:30	<i>Lunch</i>
13:30 – 14:30	Session 5: Demonstration and Outcomes of Gender and Diversity Planning in the Media Workshop Demonstration and outline of the 2017 regional workshops that provided broadcasting and media organisations with the practical tools and knowhow to develop gender and diversity plans and implementation strategies
14:30 – 15:00	Session 6: Disability and Accessibility in the Media (Panel Discussion) Disability media experts discuss the latest issues and developments about the participation and access for people with disabilities in the media
15:00 – 15:30	<i>Networking Break</i>
15:30 – 16:00	Session 7: Showcase of Gender and Diversity Content, Part 2 Broadcasters from across the regions showcase content that promotes gender and diversity in their areas and provide background about production experiences and outcomes that influence and raise awareness across communities
16:00 – 16:30	Session 8: Snapshot of Gender and Diversity in the Media in the Pacific Broadcasters outline the current gender and diversity developments in communities and the media across the Pacific region
16:30 – 17:00	Session 9: Snapshot of Gender and Diversity in the Media in Central Asia Broadcasters outline the current gender and diversity developments in communities and the media across the Central Asia region
17:00 – 17:30	Session 10: Takeaway Ideas on how the Media can make a difference – what works and how to support diversity! Collection and summary of ideas and case studies for enhancing diversity and inclusion in the media
17:30	Conference Summary and Wrap up

GA Excursion in Sichuan

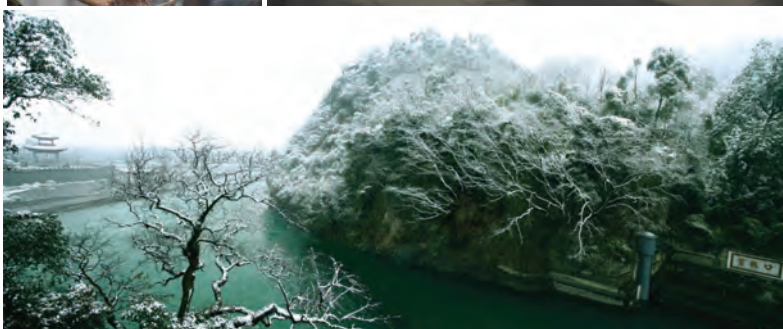
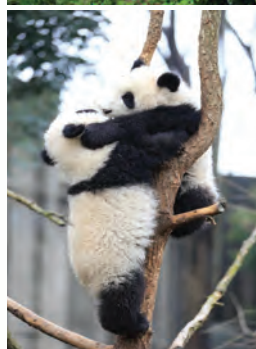
Delegates will take one day off for a historical and memorable excursion in Sichuan on Thursday 2 November. Sichuan Television will bring you to the Chengdu Research Base of Giant Panda Breeding and to visit the Irrigation System in Dujiangyan City.

Located in the northern suburbs of Chengdu City and covering an area of 250 acres, Chengdu Research Base of Giant Panda Breeding is known to be one of the best tourist destinations in China. It is a conservation and research institution for rare and endangered animals, most notably the giant panda. The Panda Base boasts a reputation as a specific place integrating scientific research on giant pandas, public education, and educational tourism. Considered as a national treasure, the Panda Base is also a refuge and place of peace and happiness for humans.

Dujiangyan City is well known for the world-famous Dujiangyan Irrigation System and is reputed as the "Source of the Land of Abundance". Located in the central section of Sichuan Province and the northwestern edge of Chengdu Plain, Dujiangyan City stands in the watershed of the upper reaches and the middle reaches of Minjiang River. It is 48 km away from Chengdu, the capital of Sichuan Province and covers an area of 1,208 km².

Dujiangyan has mountains covering 60%, rivers 10% and lands 30% of the total area and is endowed with abundant natural resources. With well preserved biological diversity, there are 3,012 kinds of plants and 11,000 kinds of animals including 35 national key protected animals such as the Giant Panda and the Golden Monkey and 46 endangered plants such as the dove tree and the Ginkgo.

Dujiangyan City boasts the world heritage site - Dujiangyan Irrigation System which was built more than two thousand years ago and still functions properly. Dujiangyan Irrigation system is a great project and famous around the world.



54th ABU General Assembly - Opening Ceremony, Day 1 & 2

Friday – Saturday, 3 – 4 November 2017
Venue: Crystal Hall (Floor 5)

Friday 3 November 2017 - Day 1		
07:45 – 08:45	Registration at Conference Venue	
08:45 – 08:55	Delegates to be seated	
09:00 – 09:45	Opening Ceremony	
09:45 – 10.15	Coffee Break	
Plenary Session 1		
10:15 – 12:15	1. President's Opening Remarks	
	2. Confirmation of Agenda	GA 54/2
	3. Communications	
	4. Welcome to Observers	
	5. Working Procedures for the 54th General Assembly	GA 54/5
	6. Confirmation of Minutes from the Plenary sessions of the 53rd General Assembly held in Bali	GAM 161 GAM 162 GAM 163
	7. Secretary-General's Report 7.1 SG's Annual Report and Presentation 7.2 Highlights of Major ABU Activities	GA 54/7.1 GA 54/7.2
12:15 – 13:45	Lunch Break	
13:45 – 15:00	8. Members' Forum 8.1 Programme Committee 8.2 Technical Committee 8.3 Sports Group Meeting 8.4 News Group Meeting 8.5 Intellectual Property & Legal Committee	
	9. Chairperson's Report – Planning & Strategy Group	
15:00 – 15:30	Coffee Break	
15:30 – 16:30	10. Financial Matters 10.1 Financial Report For 2015/2016 10.2 Auditors' Report For 2015/2016 10.3 2017/2018 Budget 10.4 Appointment of Auditors for 2016/2017 10.5 Other Financial Matters	GA 54/10.1 GA 54/10.2 GA 54/10.3 GA 54/10.4 GA 54/10.5
	11. Members' Stories: Innovation and Creativity In Action	GA 54/11
	12. Future ABU Meetings	GA 54/12
	13. Other Business	



54th ABU

GENERAL ASSEMBLY & ASSOCIATED MEETINGS

Chengdu, Sichuan, China

30 October - 4 November 2017

Saturday 4 November 2017 - Day 2

09:00 – 10:00	14. Super Panel Session: Forum 1 Content and Services for Diverse Audiences and Nation Development: Go Local	GA54/14
10:15 – 11:15	Super Panel Session: Forum 2 Social Media vs Traditional Media: Reporting in the Age of Uncertainty	
11:15 – 11:45	<i>Coffee Break</i>	
11:45 – 13:00	PLENARY SESSION 2 15. Professional Discussion: Winning Strategies: Change Management and Leadership for the Future	GA54/15
13:00 – 14:30	<i>Lunch Break</i>	
14:30 – 16:30	PLENARY SESSION 3 RESTRICTED SESSION (Open to Full and Additional Full Members only) 16. Recommendations of the Administrative Council 17. Membership Matters 18. Elections to the Administrative Council 19. Elections of the Vice President	GA54/16 GA54/17 GA54/18 GA54/19

Venue for Future GAs

YEAR	CITY	COUNTRY	HOST
2017	Chengdu	China	SAPPRFT & Sichuan TV
2018	Ashgabat	Turkmenistan	TVTM
2019	Tokyo	Japan	NHK
2020	Hanoi	Vietnam	VOV
2021	Nadi	Fiji	Fiji TV & FBC
2022	Yangon	Myanmar	MRTV
2023	Seoul	South Korea	KBS
2024	TBC	TBC	TBC
2025	Tokyo	Japan	NHK
2026	Tashkent	Uzbekistan	MRTK

2017 ABU PRIZES

This year ABU PRIZES has attracted more than 260 entries for radio and TV categories, and 50 pre-selection juries spent nearly two months for the pre-selection.

We are pleased to present the list of the finalists in the seven TV and six Radio categories. There is also a Special Jury Prize in each medium from all the entries received, to recognise the work of producers whose entries are creative and innovative despite having limited resources.

The winners of each category will be announced at the ABU Prizes Award Ceremony on 3 November 2017 in Chengdu, China, during the 54th ABU General Assembly.



2017

2017 RADIO FINALISTS

DRAMA	Radio Romania (ROR) Romania	Explosive
	Japan Broadcasting Corporation (NHK) Japan	The Piano That Awaits You
	Islamic Republic of Iran Broadcasting (IRIB) Iran	The Last Photo
	The Voice of Vietnam (VOV) Vietnam	Through The Field
DOCUMENTARY	Radio Television Hong Kong (RTHK) Hong Kong	The Symphony of Sounds: Archiving Sounds: Archiving Our City
	Japan Broadcasting Corporation (NHK) Japan	Dogs And Cats: The Hidden Victims Of War
	RT Channel (RT) Russia	Golden Gamble
	All India Radio (AIR) India	The Phoenix of Bhopal Disaster
NEWS REPORTING	Hungarian Public Service Media (MTVA) Hungary	From Forest To Home - History Of The Sherwood Homeless Community - Closely
	Radio Republik Indonesia (RRI) Indonesia	For The Diamond, Life Becomes The Best
	Islamic Republic of Iran Broadcasting (IRIB) Iran	Zero Point
	Bangladesh NGOs Network for Radio and Communication (BNNRC) Bangladesh	Investigation Report on Child Rape and Consequences
COMMUNITY SERVICE ANNOUNCEMENT	iM4U Radio Sdn. Bhd.(IM4U)	Anti-Bully Campaign
	Bangladesh Betar (BB) Bangladesh	No Tolerance To Violence
	China Radio International (CRI) China	Correctly Using The Headlight Beam
	All India Radio (AIR) India	If There Is Will...There Is A Way
INTERACTIVE PROGRAMME	Korean Broadcasting System (KBS) Korea	KBS World Radio Special: The 3rd Korean Language Video Contest <Speak Korean, Dream High>
	China Radio International (CRI) China	2020: China, Us & Me
	Bangladesh NGOs Network for Radio and Communication (BNNRC) Bangladesh	Wake Up Women
	The Voice of Vietnam (VOV) Vietnam	If There Is Only One Day To Live
INNOVATIVE PROGRAMME	China National Radio (CNR) China	Marquis Of Haihun
	Radio Television Hong Kong (RTHK) Hong Kong	Madly Musical
	Soroush Multimedia Corporation (SMC) Iran	Life Through Sound
	All India Radio (AIR) India	In Me...I Am Alive
ABU PERSPECTIVE AWARDS	China National Radio (CNR) China	Rooted
	Bangladesh Betar (BB) Bangladesh	Climate Change; And Child Refugee
	China Radio International (CRI) China	The Way Home
	All India Radio (AIR) India	Lord Spreads Grains

2017 TV FINALISTS

DRAMA	The Japan Commercial Broadcasters Association (JBA) - WOWOW Inc Japan	Cold Case Japan #6 "The Love Letter"
	Seoul Broadcasting System (SBS) South Korea	Dr Romantic
	Munhwa Broadcasting Corporation (MBC) South Korea	The Rebel
	Islamic Republic of Iran Broadcasting (IRIB) Iran	Beluga
DOCUMENTARY	Korean Broadcasting System (KBS) South Korea	KBS Special 3-Part Documentary "A Cruel Gift"
	Mediacorp Pte. Ltd. (Mediacorp) Singapore	Asian Century - Death of Mao
	Korean Educational Broadcasting System (EBS) South Korea	Qin Shi Huang, the King of Eternal Empire
	Japan Broadcasting Corporation (NHK) Japan	Never-Ending Man: Hayao Miyazaki
	Westdeutscher Rundfunk Germany	Solitary
	Vietnam Television Vietnam	Vietnam- My Heart
NEWS REPORTING	France 24 France	Uzbekistan: Behind the Scenes of A Dictatorship
	Turkish Radio Television Corporation (TRT) Turkey	Fighting Daesh: Qayyara Celebrates
	Soroush Multimedia Corporation (SMC) Iran	These four hours
	RT Channel (RT) Russia	Libya Heat
CHILDREN	RadioTelevisione Italiana (RAI) Italy	Yo Yo
	KiKA - Der Kinderkanal von ARD und ZDF Germany	Super Wings, Episode "Runaway Rex"
	Thai Public Broadcasting Service (Thai PBS) Thailand	House Of Little Scientists_Spider
	Japan Broadcasting Corporation (NHK) Japan	NINJABOYS: Quest for the Cosmic Front "Journey to the Black Hole"
ENTERTAINMENT	Mediacorp Pte. Ltd. (Mediacorp) Singapore	Eat List Star
	Korea Educational Broadcasting System (EBS) South Korea	Runaway Mom
	The Japan Commercial Broadcasters Association (JBA)-CBC Television Co. Ltd Japan	A Journey Along Isuzu River - Ise Jingu's Divine Living Forest
	Deutsche Welle (DW) Germany	Learning From Athens: Documenta 14
SPORTS	The Japan Commercial Broadcasters Association (JBA)-Fuji Television Network, Inc Japan	B. League
	Attitude Pictures Ltd New Zealand	Being Us Nathan and Michael
	Japan Broadcasting Corporation (NHK) Japan	MIRACLE BODY: Russia's Golden Mermaids
	Islamic Republic of Iran Broadcasting (IRIB) Iran	The Yellow Day
ABU PERSPECTIVE AWARDS	Mediacorp Pte. Ltd. (Mediacorp) Singapore	On The Red Dot - In My Parents' Shoes (Ep 2)
	Munhwa Broadcasting Corporation (MBC) South Korea	Human Documentary Love "My Name is Shin Song-hyuk"
	Japan Broadcasting Corporation (NHK) Japan	Expressions From the Obscure
	The Japan Commercial Broadcasters Association (JBA)-Tokyo TV Japan	Can I Follow You Home?

2017 SPECIAL JURY PRIZE FINALISTS

RADIO SPECIAL JURY PRIZE FINALISTS

CATEGORY	ORG.	TITLE
DRAMA	National Radio and Television of Afghanistan (RTA) Afghanistan	Siah Moi And Jalali
DOCUMENTARY	Bhutan Broadcasting Service (BBS) Bhutan	Importance Of Breastfeeding And Its Practice In Bhutan
COMMUNITY SERVICE ANNOUNCEMENT	Bangladesh NGOs Network for Radio and Communication (BNNRC) Bangladesh	Campaign For Promoting Transgender Rights
INTERACTIVE PROGRAMMES	The Voice of Vietnam (VOV) Vietnam	If there is only one day to live

TV SPECIAL JURY PRIZE FINALISTS

CATEGORY	ORG.	TITLE
NEWS REPORTING	Media Niugini Limited (MNL) – EMTV Papua New Guinea	It Is Not Over
DRAMA	JSC “Khabar Agency” Kazakhstan	An Unexpected Family
	Sri Lanka Rupavahini Corporation (SLRC) Sri Lanka	Departure
ABU PERSPECTIVE AWARD	Attitude Pictures Ltd New Zealand	Tetraplegia: Tragedy to Triumph



AWARD SPONSORS



www.abu.org.my/abuprizes

Super Panel Session

Saturday, 4 November
Venue: Crystal Hall, Floor 5

09:00 – 10:00

Forum 1: Content and Services for Diverse Audiences and Nation Development: Go Local

The digital revolution had redrawn the rules of the broadcasting game. It has moved the industry from broadcasting to narrowcasting - a completely new scenario for the broadcasters, especially the public service broadcasters, whose sole purpose of existence is to serve their diverse audiences and every section of the society regardless of gender, race, age and abilities, for betterment of the whole nation. Is this notion of service outdated in the age of choice of media and how to consume it? Or, the digital technology provides the key to serve every listener and viewer with timely, relevant and entertaining content?

A panel of global experts and practitioners will share their experience of using the digital transition to serve their audiences better. Are the broadcasters spending too little on local programmes and buying in too much cheap international fare? Is the balance right? How to build up tolerance and understanding between differed segments of the societies with different language, cultural and religious background?

10:15 – 11:15

Forum 2: Social Media vs Traditional Media: Reporting in the Age of Uncertainty

Many broadcasters across the Asia-Pacific region need to face up to market pressures coming from social media and Internet Radio and TV by widening the scope of their content. There is enough width but where is the depth in programming? Does the public broadcaster spend enough on serious programmes or even enough on high quality entertainment? Is a serious current affair or in depth research for documentaries on its death bed as everybody chases ratings? But is there not up market advertising already available for high class programmes? How newsrooms deal with the growing trend of policy makers and other key decision – makers addressing the masses through Twitter and FaceBook?

Social media offers opportunities for openness, participation, collaboration and interactivity, which facilitate citizens' engagement in all topics of importance. Its many platforms can be usefully harnessed. Citizens can ask questions and solicit information on issues and events which affect their lives. They participate in debates and discussions share their insights and ideas and offer the feedback critical for the functioning of a healthy society. How can broadcasters link effectively with social media as a place of conversation?

This session will gather accomplished broadcast experts who will express their views on this dominant subject.

Profession Discussion Session

Winning Strategies: Change Management and Leadership for the Future

Saturday, 4 November
Venue: Crystal Hall, Floor 5

11:45 – 13:00

We live in a world where nothing can be taken for granted. Disillusion with the political establishment in the US, UK and parts of Europe has created new scenarios and bringing populists into power.

Hundreds of millions of people across the globe are on the move fleeing conflict and poverty. Refugees from war, economic migrants and escapees from climate change are moving to safer places all over the world, thus creating even more anger in societies already divided between the have and have-nots. Leaps in technology allow the world to become literally a Global Village. The world is now both divided and yet interconnected economically as never before. Old Cold War enemies USA and Russia are fighting to expand their spheres of influence. New players are entering the game. China is edging forward to become the biggest economic power.

We are in the midst of a new world order with Internet and Social Media reaching people, who had never been part of the global network. While the great powers shape new alliances **the only certainty is uncertainty.**

This presents immense challenges to the media in all its forms to serve its audiences, while finding ways to harness the potential of the new technology and social media to engage audiences. For media uncertainty exists in every area of its operations. Media practitioners have to make new and crucial strategic decisions – how to reach fragmented audiences on different platforms; how to engage the population for nation building and achieving the Sustainable Development Goals, while neutralizing rumour and innuendo; how to secure the financial future of their organisations through creative marketing and programmes, while offering new services to improve people's lives.

Profession Discussion is one of the sessions which will analyse the situation and attempt to offer optional strategies for the future.

2017 ABU TV Song Festival

Fourteen artists from fourteen countries will perform at the 6th ABU TV Song Festival in Chengdu, China

This festival is a celebration of popular music featuring high-profile musical talent from around the Asia-Pacific, brought together by member broadcasters. The performances will be held at a Gala Night on Wednesday 1 November as part of the 54th ABU General Assembly at S1 Studio of Sichuan Radio and Television. The show will be recorded and made available to ABU members for broadcast.

The ABU is happy to announce that the African Union of Broadcasting (AUB) is joining the festival this year. Participating organisations are:

1. Afghanistan – RTA
2. China – SRT
3. Hong Kong – TVB
4. India – DD
5. Indonesia – TVRI
6. Japan – NHK
7. Kazakhstan – Khabar Agency
8. Korea – KBS
9. Macau – TDM
10. Malaysia – RTM
11. Maldives – PSM
12. Turkmenistan – TVTM
13. Vietnam – VTV
14. Zambia – AUB

For further detail about the profile of the artists/singers and their performing songs, please go to <http://www.abu.org.my/tvsf>



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Social Media Policy for Broadcasters: A Comprehensive Guide

The handbook entitled Social Media Policy for Broadcasters: a Comprehensive Guide was developed as an initiative that could deepen ABU's commitment to assist in the development of broadcasting in the region and promote the collective interests of its members. It contains the first ABU survey that identifies a profile of social media use and practices in developing a social media policy among members in the region.

The survey findings reveal, among others, that media organisations use social media for various business purposes, notably for publishing breaking news and other news articles as well as for external communications; their experience in using social media is generally positive; majority of respondent media organisations have a social media policy. They apply one general social media policy for all social media platforms they use; media organisations engage in some kind of a process in developing and adopting a social media policy. But their approach to this process varies, and a committee or task force is responsible for handling the development, review and finalisation of their social media policy.

Divided into 5 chapters, this handbook covers broader issues on broadcasting and social media highlighting current practices in social media use, ABU survey on social media policy and its findings, guidelines to develop and adopt a social media and values critical to social media policy and its use policy. This handbook also includes a special chapter on Legal Aspects of Social Media Usage by Broadcasters penned by Seemantani Sharma, Legal and Intellectual Property Services Officer at ABU.

We believe that broadcasters need a social media policy that can help maximise the potentials of social media and effectively manage behaviour of their stakeholders - employees, talents, suppliers and audiences when engaging online.

The publication has four purposes, namely; (a) to identify some existing practices in using social media and the adoption of a social media policy in the region; (b) to understand the need for a social media policy; (b) to help ABU members in their efforts to draft and/or improve social media policies and guidelines; and (c) to encourage proper use of social media sites in order to maximise benefits and mitigate risks of social media tools.

The very purpose of this handbook goes beyond providing a guide on desirable and undesirable behaviour on social media platforms. The goal is to offer ABU members an approach in helping their employees become more productive, adaptive and effective in the fast changing media environment. With this handbook, broadcasters can explore opportunities to help create a social media engagement that is pleasant and fruitful, source content for quality programmes and expand viewers' reach and loyalty. In the process, their efforts can contribute towards the growth and sustainability of their media business.

This publication also serves as a practical reference material or guide for broadcasters engaging in social media. While ABU members can use it to enhance their existing social media policy, others who are new and unfamiliar with social media will find this book relevant in their efforts to develop a social media policy.



This book is not intended to be an exhaustive guide in developing a social media policy. Neither should it be relied upon as legal advice. Broadcasters can select from a variety of approaches to developing their policy: build a social media policy organically and, as challenges emerge, permit it to evolve and change; adopt existing guidelines from other media organisations. They can also build a separate policy for each social media platform.

This handbook was authored by Jose Maria G. Carlos. His broadcasting career spans over three decades, taking on work as a news reporter, anchor, producer, and news manager for various TV networks in the Philippines. He continues to serve the industry as editorial director for CNN Philippines where he is exposed to both broadcast and digital news work, including social media.

ABU President's Video Message at Media 2020 Conference in Sinaia, Romania

My dear friends and colleagues from EBU and ABU, EBU President Mr Jean Paul Philippot, Radio Romania President, Mr Georgica Severin and ABU Secretary-General, Dr Javad Mottaghi.

It's my great pleasure and honour to address you at the opening of Media 2020 Conference. Although I can't be with you at this moment in the beautiful Romanian city of Sinaia, I'd like to heartily congratulate you on the great event. I'm very sad and sorry that I cannot be part of this great conference. As you're well aware, tensions have highly escalated around the Korean Peninsula following North Korea's nuclear test conducted on September 3rd. The role and responsibility of KBS as the nation's primary public service media is most significant at this critical time when national and regional peace and security are threatened.

I believe my fellow journalists will fully understand the inevitable circumstances where I find it very difficult to leave KBS and Korea. All my colleagues at KBS and I are trying our best to fulfill our mission as Korea's major PSM to keep Korean audiences well-informed of the grave situation surrounding the Korean Peninsula and to keep the nation properly-prepared for possible risks and dangers.

The theme of the third edition of Media 2020 is ***How Can Asia-Europe Cooperation Help New Media Challenges?***

The Panels will discuss a wide variety of issues regarding digital and new media, ranging from its development to responsibility and diversity. I would like to congratulate you on the achievements you've made over the past two years of Media 2020. I'm confident that this year's event will be as successful. This is a forum where we can gather our experience, knowledge and wisdom to prepare for the 21st century.

I hope we can have a lively debate, while gathering brave and intellectually challenging ideas about our future.

Thank you very much.

Mr Ko-Dae young
ABU President and President & CEO of KBS-Korea





Romania's Culture Minister Lucian Romascanu opening Media 2020 Conference in Sinaia

Broadcasters unite to meet challenges

Media trends, diversity and tolerance, content sharing, younger audiences and social media were just some of the key issues challenging delegates to the 2017 ABU Media2020 Dialogue in Romania.

Under the banner "How can Asia-Europe cooperation help meet new media challenges", the conference saw more than 150 delegates from 32 countries across Europe and the Asia-Pacific gather in Sinaia to discuss the challenges facing broadcasting during an era of great change.

Co-hosted by Radio Romania, this was the third conference in the Media2020 Dialogue series.

In welcoming delegates, ABU Secretary General Dr Javad Mottaghi reminded the conference that in today's world nothing could be taken for granted and disruption was the new watchword.

"The world is both divided and interconnected as never before," he said. "We are in the midst of a new world order where media and the Internet reaches people like never before."

"The only certainty is uncertainty. Media companies need to navigate the uncertainty."

Romania's Culture Minister Lucian Romascanu hoped the conference in Sinaia was "more than having a technical discussion".

"This conference is about building bridges between cultures," he said. "We bring together our souls and this is the basis for peace."

Public broadcasters needed to understand how important the media were to people and the responsibility they held for providing accurate and reliable information.

"Media's role comes from the constitution of the country - to inform and educate people," he said. "It is more important than ever in these times that we bring the right information to people in order to retain peace all around the world."

The conference was co-hosted by Radio Romania, whose Acting Director General, Georgica Severin, welcomed delegates from the Asia-Pacific and Europe to discuss topics of common interest.

"By the year 2020 broadcasting will have undergone major transformations that will continue to challenge us," he said.

"We need to increase our content and make it more appealing and targeted to younger audiences, and we should be proactive in recognising the challenges we face every day."



Acting Director General of Radio Romania, Mr. Georgica Severin



ABU Secretary-General, Dr. Javad Mottaghi



ABU President Mr Ko Dae-young greeted the delegates via a video link and spoke about the importance that broadcasters must place on public trust and their responsibility to their audiences.

Steve Ahern, of Asia Radio Today, described how the conference commenced with speakers laying out the key trends in media development, especially the role of public broadcasters in a time of fragmenting audience attention and increasing competition.

David Jordan, Director of Editorial Policy and Standards at the BBC, said that public service media were “the glue in our society”.

He said that some media tended to polarise the community, but the job of public service broadcasters had never been to coalesce the population to a

single view, but to reflect the many views of people in the country.

Fayyaz Sheheryar, the Director General of All India Radio, said the biggest problem facing his country’s national broadcaster was to “reach the last man”, to get media to every person in the country at the lowest cost to them.

And he urged broadcasters to continue to focus on content, saying that the problem of people in South Asia was loss of identity in the face of so much foreign media, which the media could correct by bringing them the world in their own dialect.

Sally-Ann Wilson, CEO of the Public Media Alliance, reminded broadcasters that, in the face of new media challenges, some traditional strength were still important to broadcasters, such as bringing people together and quality storytelling.

She also urged broadcasters to “invest in media literacy” to let people know who was selling something and why, including the selling of political policy ideas.

As well as Romanian hosts, international speakers, Dr Mottaghi and ABU President Mr Ko Dae-Young, other members of the ABU Secretariat who gave presentations, joined panels or moderated discussions at the conference included ABU Director of Programming Tatsuhiro Beniko and Head of Radio Ms Olya Booyar.

Media2020 combined with the two-day Public Broadcasting (PBI) Conference in Romania.



Speakers at Session on Diversity and Tolerance. Photo: Steve Ahern

Dialogue showcases tolerance in action

Delegates to this year's ABU Media2020 Dialogue in Romania were treated to real life examples of public broadcasters fostering social cohesion.

During a session on diversity and tolerance at the conference in Sinaia co-hosted by Radio Romania, broadcasters from both the Asia-Pacific and Europe quoted practical examples of how to reinforce the core values of modern diverse societies.

Asia Radio Today's Steve Ahern says the solutions ranged from on-air programming to on-the-ground practical assistance.

France Medias Monde's John Maguire said that, given the current political sensitivities in Europe about migrants, his organisation decided to "develop a strategy to deliver good education and information to migrants".

France Medias Monde, DW Germany and ANSA Italy aligned to work out a good strategy to help displaced people.

"We found that almost all the displaced people had mobile phones and they all needed information relevant to them, so we initiated a website information service for them," he said. The result was www.infomigrants.net.

RAI's Simona Martorelli quoted studies showing that public service media played a big role in achieving social cohesion, and the Italian public broadcaster had identified some key social priorities: migration, gender balance, physical and mental disabilities, and it was prioritising coverage of these issues in its programming.

"No one would go on a dangerous boat unless the risks of the sea seemed safer than the land they came from," Ms

Martorelli said. "We have tried to foster a discussion about the refugee crisis, with the message that together we are much stronger, more alive and free."

Iranian broadcaster and academic Mohammed Hossein Tamjidi told how IRIB's Kindness Wall campaign resulted in the installation of a series of clothing hooks to a wall in Tehran. Listeners who had spare clothes could hang them on the wall and people in need could come and anonymously take what they needed.

Another successful campaign for reciprocal tolerance and acceptance was the Lebanese broadcaster's (Radio Liban) approach to the huge number of refugees flooding in from war-torn Syria and Iraq.

They ran a "We will come and visit you" campaign to minimise fears in the Lebanese population that the refugees would remain in the country, while still promoting the need for them to be looked after until they were able to return home. It was a campaign to combat hate speech and to reinforce the message that the refugees should one day go home.

The campaign said: "You are welcome to visit us, but we will come and visit you in your home someday soon." It calmed the population of Lebanon about refugees and gave the refugees the challenge to go back home and be ready to invite the people who helped them when they were in need.

Building trust in media among young people

One of the more youthful delegates at this year's ABU Media2020 Dialogue in Romania had some words of advice for broadcasters trying to engage with young people.

"There is an important conversation going on in social media and we are not listening," ORF Austria's Social Media Coordinator Patrick Swanson told the conference in Sinaia co-hosted by Radio Romania.

During a session "Who do we trust: the challenges facing the media", he urged broadcasters not to ignore those who were criticising them on social media.

"You have to counter the haters and propagandist critics on social media to stay relevant in this new media age," said the 27-year-old social media journalist.

He told the story of ORF's coverage of riots in Austria, which critics said the national broadcaster was ignoring for political reasons. They were getting hammered for bias, but that was not true.

They researched their archives and looked into how many times they had covered the riots. It turned out they had 12 stories on the riots, so they decided to turn it around.

"We made a two-minute video where we cut all 12 stories together and put it on Facebook, saying we had some critical comments but may be you would like to see this video. We have covered this.

"Within an hour there was silence, the criticism stopped. We had re-established credibility.

"Eighty per cent of young people don't trust media," said Mr Swanson. "We should all be doing something about that."



Mr Akinori Hashimoto, Executive Controller at NHK-Japan



Mr Patrick Swanson of ORF-Austria



Speakers talked about trust in social media



Dr. Dan Santa, Director of International Relations-Radio Romania

Keeping Abreast of Public Media Community

PBI (Public Broadcasters International) had its 26th annual conference on September 12 and 13, 2017 in Sinaia, Romania hosted by Radio Romania. It attracted more than 150 attendants (more than 100 from 36 countries abroad).

The conference is the biggest gathering of world public broadcasters discussing the relevant topics to the public media and offers a chance for nonmembers to observe what is going on in the public media community. Among the ABU members, NHK-Japan, KBS-Korea, TDM-Macau, AIR-India, RRI-Indonesia, PSM-Maldives, BTV-Bangladesh, Bangladesh Betar-Bangladesh and HUM TV-Pakistan sent their delegates. This year, there were more participants from Asia as the host organized the Media 2020, the dialogue between the East and the West of the media professionals one day earlier with the ABU.

In the opening key-note address, Mr Jean-Paul Philippot, President of the European Broadcasting Union (EBU) stressed the danger of the simplistic thinking of populism and

reminded that the PSM (Public Service Media) should be the defenders of the openness and richness of our culture and asked members for more investment in creativeness. Mr Ryoichi Ueda, President of NHK-Japan followed explaining NHK's new three-year plan in which 6 core values are introduced; its service should maintain the accurate and fair information basis and for the safety and security of the society. NHK is presently trying to introduce cutting edge technology for high-quality cultural experience as well.

The biggest theme this year was the "Populism and PSM at the time of Fake News". The discussion covered the extent of the fake news spread by the social media and the "fact checking" efforts by different public broadcasters.

Next year the PBI annual conference will come back to Asia after seven years. It will be held from October 23 to 25 in Seoul, hosted by KBS.

Mr Toshiyuki Sato was reelected as the Secretary-General of the PBI for another three-year term.

PSM for Defending the Cultural Values and Diversity

This was the theme of a panel discussion scheduled during the PBI with the interventions of top media professionals from 5 countries and 4 continents. It was a relevant debate and a highly useful exchange of experiences on the topics of culture and diversity in the field of public broadcasting.

The panel, moderated by Dan Santa Ph.D., Director of International Relations-Radio Romania, featured Hubert Lacroix, President and CEO CBC-Radio Canada, Lalia Behidj, Cooperation and International Relations-Radio Algeria, Claudio Cappon, Secretary General- Co.Pe.A.M, Fayyaz Sheheryar, Director General-All India Radio, Florin Brusten, Secretary General-Radio Romania Regional studios and Attila Szasz, Deputy Chief Editor-Radio Romania Târgu-Mureş.

The panel aimed and succeeded in giving different answers to the role of public media services as major platforms for cultural, ethnic and religious diversity to be expressed.

Vietnam's Lak Hong University won the ABU ROBOCON 2017

Three thousand five hundred audience members were present at the Ota Ward Gymnasium in Tokyo and very excited with the robot contests. Hosted by NHK, Japan Broadcasting Corporation for the fourth time, the 16th ABU ROBOCON which took place on August 27 marked another new history for ROBOCON, with exciting matches by robots made by 19 teams from 18 countries and regions. With "The Landing Disk", which was inspired by Japanese traditional room game "Tosenkyo" as the main theme, audience members were amazed by the skillful ejection of discs by robots targeted at the top of various pillars.

After 4 hours of heated games, the final match was between Malaysia and Vietnam, and Lak Hong University from Vietnam won the Grand Prix. The ABU ROBOCON Award, which is presented to the most excellent robot in terms of ingenuity and high technical skill, also went to Lak Hong University.

This time, NHK live webcasted the contest in 12 languages by using an automatic translation system from English to each language and was accessed by 2 million people thus confirming the huge potential of this event.

The President of the NHK, Mr Ryoichi Ueda speaking at the opening of the contest in Tokyo welcomed all participants and thanked the organisers for this event dedicated to the youth and science.

Participating organisations were: Northeastern University-China, DD-India, ERTU-Egypt, FIJI TV-Fiji, IRIB-Iran, ITN-Sri Lanka, NHK-Japan, KA-Kazakhstan, KBS-Korea, MNB-Mongolia, Modernine TV/MCOT-Thailand, NTV-Nepal, PTV-Pakistan, RTHK-Hong Kong, RTM-Malaysia, TVK-Cambodia, TVRI-Indonesia and VTV-Vietnam.



NHK President, Mr Ryoichi Ueda speaking at Robocon contest in Tokyo



Lak Hong University participants held proudly the Vietnamese national flag after their victory against Malaysia



The contest took place at Ota Ward Gymnasium in Tokyo

The next ABU ROBOCON 2018 will be held in Nin Bin, Vietnam, hosted by VTV, Vietnam Television. The theme of the contest is "Shuttlecock Throwing", which was officially announced during the Tokyo contest.

Quality and Approach Essential in Children's Programmes



From left: Hanizah Hamza-ABU Head TV, Dr Chung Hyunsook-Chair, Sakura Ono-Vice Chair and Mai Sasayama-NHK Educational commenting on the participants' programmes

The ABU Children TV Item Exchange and Meeting was held from 3-7 July 2017 in Bangkok, and was hosted by Thai PBS. More than 40 producers including nearly 20 from Thailand attended the meeting.

Chaired by Dr Chung Hyunsook, EBS-Korea and Ms Sakura Ono, NHK-Japan, the producers spent the first three days screening short video clips brought by them. In total, 150 clips covering three categories including those from the EBU Erfurt Item Exchange were screened.

"I am very happy that in recent years, many of the clips from our members have made significant progress in production quality and also the approach to the theme", Dr Chung Hyunsook said.

Members who participated in the meeting were: BBS-Bhutan, CCTV-China, EBS- Korea, Lao TV, NBT-Thailand, PSM-

Maldives, RTM-Malaysia, SLRC-Sri Lanka, Thai PBS-Thailand and VTV-Vietnam.

It was the second time that Thai PBS hosted the ABU Children TV Programme Item-Exchange Meeting. The public broadcaster of Thailand said that they are proud for having contributed to productive events for broadcasters in the region and the meeting just held in Bangkok was full of joy, complacency and creativity.

They also believe that good programmes can be "a tool to develop children's potential for social development which is in line with the UN Sustainable Development Goals". Thai PBS added that the Item-Exchange event was an excellent opportunity for broadcasters to learn more from producers coming from different backgrounds in terms of technique, content, and producing items for international audiences.



(Left) Dr S.D. Chantrawatanakul-Director, Academic Institute of Public Media for Thai PBS



Photos: Thai PBS



Participants shared their views on how to make their stories more engaging

Dynamic and Productive discussions on Children's Drama



Thailand, TVRI-Indonesia and VTV-Vietnam. BBS-Bhutan, EBS-Korea and RTHK-Hong Kong joined via Skype.

One of the participants, Ms Shahiya Moosa, drama producer from PSM-Maldives said the meeting was a great platform to share innovative ideas with colleagues from other countries and get to know more about the broadcasting procedures of these countries. "An interesting sector which I gained information on is the content. It is strongly based on their beliefs, religion and culture which I believe is very important in the field of media. This helps to create a global production which can be accepted all around the world."



The second Producers' Meeting of the 14th ABU Children TV Drama Co-production meeting was held from 18-20 July 2017 in Hanoi, Vietnam, and was hosted by VTV.

After the first meeting in Kuala Lumpur this April, 20 producers from 11 participating organisations presented their latest synopsis or scripts and discussed how they can make their stories more engaging and easy to understand for young audiences in the Asia-Pacific region.

Participating organisations were: BTV-Bangladesh, CCTV-China, NHK-Japan, RTB-Brunei, RTM-Malaysia, Thai PBS-

Shahiya added that with the help of the Executive Producer, Mr Takahashi the meeting proved to be a very fruitful platform which helped in bringing out the best in the stories and make them more dramatic. Moreover, she said, the group discussions were very dynamic and productive.



Drama Production Workshop at VTV

By Executive Producer, Yoichiro Takahashi

The two-day workshop on drama production was held from 21–22 July at VTV in Vietnam following the ABU Children's Drama Series meeting. There were 13 participants consisting of young directors, cameramen and editors most of whom with no previous experience of producing fiction.

With a task of producing short drama with no dialogue, they were divided into two teams to work on the entire process of drama production from brushing up their ideas, script writing, filming, editing and completing their film for screening.

Taking half a day to weave their respective plot, Team A came up with a story that featured a young man's fear and conflict, with an effective use of various fantasies and delusions, as he faces his job interview. Team B portrayed a man and a woman, both participants in an international conference, as they overcome their language barrier through a certain incident that brings them closer. Both stories were interesting and both filled with plenty of entertaining elements such as comedy, action, suspense and horror.

Despite initial concerns, filming progressed flawlessly. While detailed

continuity was promptly kept and followed, elaborate shots that made full use of drones were also filmed. I take my hat off to VTV staff members for their agility and swiftness. Consequently, two charming stories, with just the right amount of humor scattered throughout, were completed and I was delighted to witness the exchange of warm compliments during the discussion afterwards.

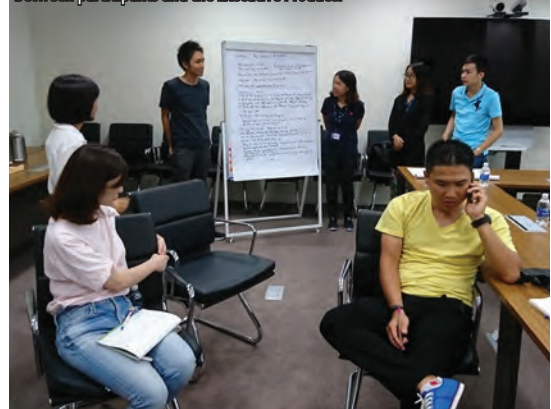
With technological innovation taking place in the last few years, equipment has become more convenient to use and as a result, the workflow of video production by broadcasters in the Asia-Pacific has also become simplified. In this context, it is now possible to produce, drama for instance, without necessarily requiring extensive organisation.

I believe the work of producing programmes within a limited amount of time and budget by making use of one's ideas and mobility is all about going back to the basics of the television medium. To make drama with such a beginner's mind will no doubt expand television drama and ultimately lead to the opening up a new possibilities of expression.

Two young directors from Japan also took part in the workshop

this time and they seemed to have been quite stimulated by VTV staff members' highly motivated attitude towards drama production. While mutual exchange among television broadcasters is being called for, it remains true that producers working in the field do not, unless they are given special opportunities, really know how their colleagues in neighboring countries are producing their programmes. It is my sincere hope and expectation that the communication that took place at this workshop will act as a catalyst and will give birth to new ideas for international co-productions that utilise the strengths of mutual production styles.

New ideas for international co-productions were discussed between participants and the Executive Producer





ABU Documentaries for Global Audience

The ABU DOC Screening and Exchange Meeting was held from 1-2 August 2017 in Kuala Lumpur, Malaysia. Over 20 producers from 11 participating organisations were present including 3 observers.

The meeting was moderated by three experts, Mr Kenichi Imamura from NHK Enterprise-Japan, Ms Keiko Bang of Bang Production Singapore and Mr Hakim Amir of ASTRO Malaysia. Diversified genres of documentaries were screened, followed by active discussions and many practical suggestions were offered by the moderators relating to how they can make their stories more appealing and engaging for global audiences.

This year's Producers' Choice Award went to VTV-Vietnam for their documentary - Road To School Series: Deadline. It depicts the stories of 4 pupils who live in different areas of Vietnam going through tough challenges in order to get a proper education.

The 1st ABU DOC Working Party Meeting was held on 3 August 2017 and the idea of having this group is to facilitate the documentary activities of the ABU. For the time being, no selections of Chairperson, co-chairs and committee members were named, as participants needed to report to their superiors back home to confirm if their respective organisations are keen to be part of it.

Participating countries were: BTV-Bangladesh, CCTV-China, NHK-Japan, TV3-Malaysia, RTM-Malaysia, Thai PBS-Thailand, MNB-Mongolia, TV Derana-Sri Lanka and 3 observers - Capital TV-Malaysia, Tokyo Doc-Japan and Lensa Sri Kandi- Malaysia. Renowned documentary expert from China, Mr Zhao Qi joined the meeting via Skype.

Ms Thiptawan Teeranaipong from THAI PBS-Thailand said that the workshop provided participants with "extraordinary and fruitful insight about the documentary production and related fields".



K. Imamura-NHK Enterprise



Ms Keiko BANG-BANG Singapore

ABU Online Course – Going Mobile



The ABU conducted the first 4-week online course on Going Mobile – Broadcasting in the Digital World which was organised by the Programme Department through the ABU Media Learning Center (MLC) – Online. Nearly 100 participants from ABU member organisations from around the Asia-Pacific and beyond took part in the course and it was well received by the participating organisations.

Recognising the increasing need of broadcasters to understand the changing dynamics of broadcasting in a highly mobile, digital world, the course focused on how mobile devices are revolutionising the way content is created and distributed to appeal to the new age audiences.

The ABU received nearly 200 registrations for the course. In total, 98 participants from 13 member organisations representing 11 countries completed the course and received their Certificate of Participation.

The course was delivered through 4 Virtual Classroom sessions via the GoToWebinar platform divided over 4 weeks

from 19 July 2017 to 8 August 2017. In addition to the online classroom sessions, participants also worked on their assessments offline each week. The course was facilitated by Steve Ahern of Ahern Media & Training (AMT).

The main objective of the online course was to make participants understand how mobile technology is changing the broadcast industry and how broadcasters can adopt a mobile-first mindset.

Participants learned the key strategies, ingredients and stages as well as tools and tips for creating compelling mobile content. They also learned how to capture compelling video and images and produce impactful visual stories with their smartphones using mobile apps.

Participating organisations were: ACORAB-Nepal, NTV-Nepal, Metro TV-Indonesia, TRT-Turkey, NMA-Egypt, Radio Today-Bangladesh, Cherry FM-Myanmar, PBC-Pakistan, Radio Liban-Lebanon, Radio Plus-Mauritius, MRTV-Myanmar and TDM-Macau.

Radio drama in the Digital Century – ABU SONIC becomes a reality



ABU SONIC Radio Drama Festival is the Union's newest initiative to support and enhance radio drama in the Asia-Pacific for the Digital Century. At its core, it is the audio equivalent of a film festival that showcases excellence in radio drama production in all its forms, from traditional stand-alone radio dramas to contemporary multi-platform audio productions.

The Festival will be the most prestigious radio drama showcase and forum in the Asia-Pacific region and is open to all radio members of the ABU plus – for the first time – independent producers of Radio Drama.

Radio Republik Indonesia (RRI) will host the inaugural ABU Sonic Radio Drama Festival in Yogyakarta, Indonesia, from 27-29 November 2017.

As well as the traditional forms of radio dramas, participants will have the chance to hear, discuss and vote on their favourites in three new categories: multimedia radio-based drama, radio drama made by younger people and docudramas.

All Radio drama productions entered into ABU SONIC will be considered on their on-air qualities – concept, content, technical and artistic production and innovation – but those in the multimedia sections will also be assessed on the core drama plus the way such tools as online or mobile data, text, video or other illustrations enhance the storytelling, dramatic effects and the audiences overall enjoyment of the production.

An **ABU Sonic Grand Prize** will recognise the overall best radio drama chosen during the Festival, from the five categories.

The three-day festival will include expert masterclasses, coaching sessions and workshops on all forms of drama production and storytelling techniques.

Head of Radio Olya Booyar says the Festival is of audio storytelling and an indicator of the importance the ABU places on radio drama as a continuing and expanding radio form. "The Asia-Pacific has a long and rich history of storytelling and radio dramas. ABU Sonic is a celebration of that tradition and an extension of it to new platforms," she says. "Not only is radio drama evolving in the digital age, but in some senses it is becoming more important as broadcasters work to tell great stories about their cultures and the lives of people in new ways".

ABU backs launch of Top Level Domain for radio



The ABU has thrown its weight behind the launch of a new scheme to make online radio stations easier to find around the world. The new **.radio** top level domain name (TLD) is now available to anyone in the radio industry – companies, nonprofits or individuals – wanting to improve their online brands.

The European Broadcasting Union is administering the **.radio** scheme and for a two-month launch period from 23 August 2017, members of the ABU and other unions were given the first chance to register the name of their choice and to have that name, brand or call sign embedded forever in perhaps the best URL on earth. After 31 October 2017, **.radio** domain names will be registered on a first-come first-served basis, which means ABU radio members could lose out on their preferred **.radio** domain name to another radio organisation anywhere in the world.

ABU Head of Radio Olya Booyar says the **.radio** system will provide “cut through” in an increasingly crowded Internet address system. “With a TLD address, all you need is your name, call sign or station ID before the **.radio** and you can be found by anyone on earth,” she says. “Although you can continue using your existing web addresses, using **.radio** means people won’t need to know whether you are an org, com, co, net, edu or any of the hundreds of other lower level domain codes. They won’t even need to know your country code; your registered name **.radio** will do it all.”

To request a **.radio** domain, interested parties should contact a registrar (company selling internet domains) provided that registrar has signed an agreement to sell **.radio** domains. Or people can contact the EBU, which will act as a reseller (www.register.radio). At any time, an owner of a domain can transfer it from one registrar to another.



World .radio Advisory Board (WRAB) members: (l-r) Giacomo Mazzone (EBU), Simon Spanswick (AIB), Olya Booyar (ABU), Graham Dixon (EBU), Alain Artero (EBU)

The price for registering a **.radio** domain name will be different for companies and individuals; it will depend on the registrar offering the product and on whether additional services are included in the annual fee, such as hosting and mailing. For companies, a **.radio** TLD will cost between 220 and 250 Euros per domain each year. For individuals, the price will be much lower at around €25.

The **.radio** system is unusual in the Internet world in that it is being run for the benefit of the whole radio industry and amateur enthusiasts and is reserved for people and companies with active interest in the radio sector.

The following categories will be accepted for the use of a **.radio** domain:

- Radio broadcasting stations.
- Unions of Broadcasters.
- Internet radios.
- Radio Amateurs.
- Radio professionals (journalists, radio hosts, DJs, ...)
- Radio-related companies selling radio goods and services.
- Radio products and services.

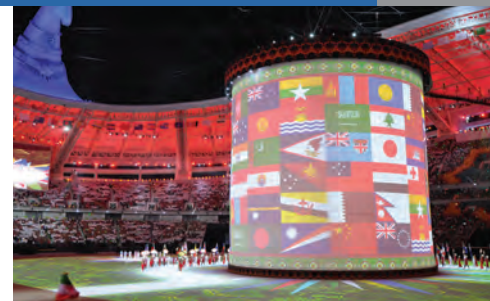
The EBU’s **.radio** TLD Manager Alain Artero says: “The TLD will be focused on content and matters specific to radio and we want to prevent speculators and cybersquatting in this TLD. This extension will therefore rapidly become a high-value internet space for websites, mail systems and other internet applications.”

The EBU’s Head of Radio, Graham Dixon said that, after four years of preparation, the launch had been successful, but he urged genuine radio operator that is was “far, far better” to secure domains in the two-month launch period, rather than waiting for the scheme to be opened to everyone, which could be risk stations, networks and radio professionals seeing their preferred **.radio** URL snatched by someone else.

All the information is on the new scheme’s website and there is a video explaining the system in simple, straightforward language.

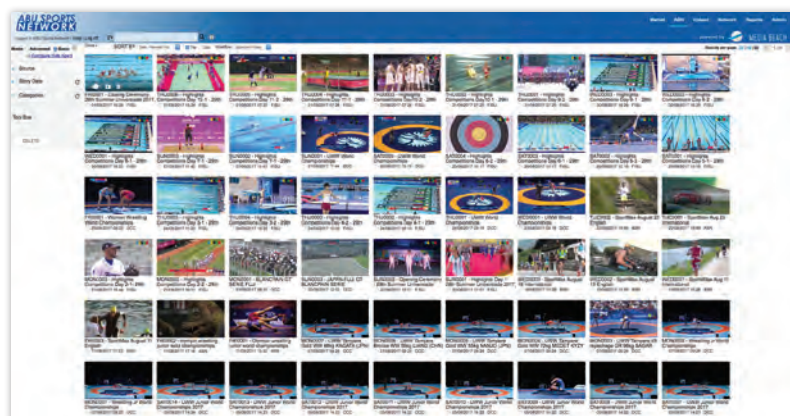
For more specific information, ABU members can contact the ABU Head of Radio.

AIMAG 2017 in Ashgabat



The 5th Asian Indoor and Martial Arts Games (AIMAG) were held from 17-27 September 2017 in Turkmenistan at the Ashgabat Olympic Complex - a unique facility in the Central Asian region.

There were about 6000 athletes and official delegates from 64 countries competing in more than 20 disciplines. We bring you today some pictures of the wonderful opening ceremony and more reports to follow in our next edition.



ABU Sports & Entertainment Network fast picking up

The ABU Sports and Entertainment Network (ASN) is a Content Sharing Platform launched by ABU Sports during the last ABU General Assembly in Bali 2016.

As of today, the Network has twenty three (23) subscribed members including the International University Games Federation, FISU. The members are from Afghanistan, India, Sri Lanka, Thailand, Indonesia, Malaysia, Fiji, Papua New Guinea, Uzbekistan, Kyrgyzstan among others. The latest member to join the club is NTV Nepal and others like SATV Bangladesh and CCTV China are in the process.

In terms of content distribution and sharing, the contribution from members is yet to pick up. However, ABU Sports kept the platform active, by uploading several news clips as well as highlights of major world championships. In the past month alone, the ASN saw new content on a daily basis on

sporting disciplines like - wrestling, archery, sailing etc. The FISU also distributed the highlights of the 2017 Summer University Games in Taipei, Taiwan via ASN.

The ABU Sports has also secured a half an hour magazine programme for free. The programme, called SportsMax is uploaded every week to the platform. It comes with English commentary as well as international sound with script.

The ABU's target is to achieve at least 30 members by the end of the year. The participation and commitment of members towards this is critical to share right free local, and regional content among themselves to enrich sports content in Television programming.



Delegates at PMPC 2017 committed to enhance broadcasting development in the whole Pacific region

'Connecting the Unconnected' Pacific Broadcasters Commit to Digital Age

Radio and television executives in the Pacific have resolved to expand digital broadcasting services to listeners and viewers in their countries across the region. The commitment came at the Asia-Pacific Broadcasting Union's Pacific Media Partnership Conference 2017 held from 15-17 August in Honiara, Solomon Islands.

Delivering the Prime Minister's opening address, Solomon Islands Minister for Communication and Aviation, Hon. Peter Shanel Agovaka, MP noted that his Government was "trying to connect the unconnected" in the country. He said that in a large archipelago, such as Solomon Islands where 80% of the people live in small villages, it was a challenge to link the nation to new digital technologies. However, the Minister noted that two important legal instruments, one a national ICT policy and the other a digital broadcasting policy, had already been implemented last year, thus paving the way for a move from analogue to new digital delivery platforms.

Pacific Media Partnership Conference (PMPC) Chairperson, Ms Faieaea Lei Sam-Matafeo from Samoa, outlined how broadcasters in the Pacific region faced unique problems and said that



L-R: Mr Ashley Wickham, CEO/General Manager-SIBC, Dr Javad Mottaghi, ABU SG, Hon. Peter Shanel Agovaka - Solomon Islands Minister for Communication and Aviation, , Dr Martin Hadlow, Partner-Consulting Panel Ltd, Australia and Dr Amal Punchihewa, ABU Technology Director

they were "hungry for knowledge" to enable them to address key issues. She called for the meeting to be the leader in forging a concrete plan which could address some of the difficulties facing the sector. In responding to her remarks, Robert Luke Iroga, Chairman of the Board of the host agency, the Solomon Islands Broadcasting Corporation (SIBC), said that his organisation would listen intently to the conference proceedings as it was facing similar challenges to those being encountered elsewhere.

ABU Secretary-General, Dr. Javad Mottaghi, assured the PMPC of the ABU's assistance with technical advisory services and in other fields of support, such as the provision of radio/TV programme content, broadcast news exchange, training, capacity-building as

well as in legal and copyright matters. The ABU's Director of Technology and Innovation, Dr. Amal Punchihewa, said that key conference partner the ITU had produced 10 road maps specifically for the PMPC and that these would provide delegates with potential avenues to pursue as they made decisions on digital change.

The PMPC, which had the theme Television: Islanders on Screen, was jointly sponsored by the ABU, ITU, Solomons Telekom Television (TTV) and the SIBC. It brought together executives and experts from 14 countries and the proceedings included case studies, country reports and specialist engineering sessions.

The next PMPC will be held in Nadi, Fiji from the 5-7 February 2018.

ASIA-PACIFIC BROADCASTING UNION PACIFIC MEDIA PARTNERSHIP CONFERENCE 2017

HONIARA, SOLOMON ISLANDS
15TH-17TH AUGUST, 2017

HONIARA STATEMENT

PREAMBLE

Radio and television broadcasters in the island nations of the Pacific face specific difficulties and challenges. This is particularly so in the present global environment of technological change and digital disruption. The migration of existing analogue equipment to new international engineering standards and formats is creating a problematic situation for both broadcasting organisations and their audiences alike. The financial cost of replacing and updating transmission and receiving equipment is often prohibited, while the development of programming content to address new audiences in a mobile, digital landscape requires additional resources often not readily available to small radio and television organisations and operators.

Broadcasting has a vital place in democratic development in the island societies of the Pacific. The remoteness of nations scattered across the world's largest ocean places additional responsibilities on radio and television stations as key components in national cohesion, cultural and linguistic expression, nation-building, outreach and development. While our cultures are enduring, our traditions strong, and our people creative, entrepreneurial and open to change, the digital age requires us to operate in an expansive new environment which includes a competitive content-delivery framework that is also open to well-resourced global players.

At the Pacific Media Partnership 2017 in Honiara, the Hon. Minister of Communication and Aviation of the Solomon Islands Government invited us to operate as inclusively as possible within the geographical boundaries of our nations and to deliver digital services to even the most remote dwellers and villages. He called on us to "try to connect the unconnected" thus ensuring that the benefits of the new digital world are available to all our citizens.

COMMITMENT

We, the delegates to the Pacific Media Partnership Conference 2017 in Honiara, Solomon Islands thank the Asia-Pacific Broadcasting Union, the International Telecommunications Union, the Solomon Islands Government and the PMPC 2017 hosts, the Solomon Islands Broadcasting Corporation (SIBC) and Solomons Telekom Television (TTV), for initiating this important regional event.

Recognising the outcomes of previous PMPC regional meetings and the theme of PMPC 2017, Islanders on Screen, we reinforce our commitment to the task of providing audiences in all parts of our scattered nations with a range of programme content, news and information, delivered both terrestrially and in digital form, which enables our fellow citizens to more actively participate in the national conversation, to benefit from the human richness which our societies offer, and to enjoy a climate in which freedom of expression thrives.

Following three days of productive, amicable and professionally rich discussions and exchanges in the city of Honiara, Solomon Islands we:

- call upon fellow broadcasters throughout the Pacific to continue to seek creative solutions to the challenges now facing us all and to embrace the exciting possibilities afforded by new technologies in a digital and mobile age;
- commit ourselves to taking positive and proactive measures in our own organisations in producing quality on-air and digital product to ensure that listeners and viewers in our nations are able to embrace the benefits of digital media and its possibilities;
- seek the support and assistance of regional bodies, such as the ABU, and UN agencies, like the ITU and UNESCO, in fields as varied as human capacity building, spectrum management, digital roll-out, customized technical advisory services, copyright, legal



issues, media law, community radio/TV, market research, archiving, programme exchange and international collaboration;

- invite the Working Group established at PMPC 2017 to continue its work in enabling our conversation to continue, thus ensuring that our regional partnership is productive and supportive in a 'Pacific way' to enable us to further develop our capacities and capabilities;
- ask the Asia-Pacific Broadcasting Union to (a) broaden its membership in the islands region by inviting all broadcast media to join ABU; (b) ensure our requests for ABU assistance are considered carefully and responded to; and (c) share the benefits of ABU membership across the region equitably.
- encourage governments, civil society, research institutions, international agencies and other parties to develop partnerships with broadcasting organisations in the Pacific to enhance the delivery of professional messages and public information, education and the broader global conversation.

CONCLUSION

We stand as partners and creative entities and are keen and willing to play our role in the international community of nations. We recognise the vast benefits of digital technologies, whether mobile phones, digital radio/TV transmission or social media, and embrace the possibilities afforded. Further, we ask that our Pacific voices, as expressed at the PMPC 2017, be heard on the broader global stage and in major international forums. To conclude, we invite all broadcasters, stakeholders and fellow interested parties to gather in Nadi, Fiji from the 5-7 February 2018 for the next Pacific Media Partnership Conference.

Honiara.
17th August, 2017



ABU, AIBD, ASBU and DAB+ stressed on the technical fundamentals used for Digital Radio to participants

DAB+ Workshop in Kuala Lumpur

The third regional workshop on Digital Radio broadcasting in collaboration with the Asia-Pacific Broadcasting Union (ABU), the Arab States Broadcasting Union (ASBU) and WorldDAB was held at the AIBD training premises in Kuala Lumpur, Malaysia from 10 - 14 July 2017. The event was hosted by AIBD for the second time and was jointly organised by four organisations. The five-day course covered most of the technical fundamentals used for Digital Radio.

Thirty three participants from eleven AIBD, ASBU and ABU member countries attended the workshop. Fifteen sessions covered a wide range of topics from a practical perspective to provide delegates with the tools necessary to plan and deploy DAB+ networks having understood the fundamental principles and concepts in DAB+ technologies.

Mr Chang Jin, Director of AIBD, Dr Adnan from the ASBU and Dr Amal Punchihewa, Director, ABU Technology

and Innovation welcomed delegates to the workshop. Presentations were from Alex Ng of Gates-Air on transmitter technology, and Mr Albert Tseng from Keystone Semiconductors on receivers, as well as proxy presentations from Factum Radioscape and an All In Media augmented presentation by Dr Les Sabel and Dr Punchihewa. Participants were briefed on analogue to digital conversion, audio compression and audio codecs.

The workshop featured a hands-on group exercise, where delegates were asked to plan the DAB+ rollout for a fictitious country of their making, including aspects of transmission, networking, services, regulation and timelines.

Exercise outputs were presented and it showed everyone had obtained a clear understanding of the material presented, and was keen to move forward and apply their new knowledge to the planning and deployment of DAB+ in their own countries.

There was a separate session for RF coverage focusing on spectrum and regulation overview, coverage planning, propagation, RF network design, single & multi-frequency networks and RF interference. Participants also learned how to plan, design and implement a digital radio network.

ABU 2017 Technology Webinar Series



This year, the ABU Technology Webinars series was held from 2-25 August 2017. Participation was offered free of charge to ABU members and others in the industry interested

in broadcast technologies and their applications.

The webinar sessions were run twice each day with one morning session, repeated in the afternoon. This was to facilitate the participation of attendees from different time zones. Each webinar session was around 60 minutes in duration, starting with presentation(s) on the subject matter by experts, followed by a Question and Answer session.

The webinar sessions were grouped under six main themes, with a total of 36 sessions over 18 days being

presented throughout the month long festival. The themes were as follows:-

- Digital Radio
- Media Management and Workflow Enhancements
- DTT Implementation and Enhancements
- Advanced Audio Applications
- IP Technologies in Broadcasting
- OTT and IBB Technologies

The ABU Webinar festival this year received over 340 registrations from participants within and outside the region. The event recorded attendance of more than 1200 participant-sessions.



ABU DIGITAL BROADCASTING SYMPOSIUM 2018

ENHANCING MULTIPLATFORM CONTENT

CONFERENCE • EXHIBITION • WORKSHOPS

The use of multiple devices to consume media is the norm in today's world. Broadcasters and content developers need to understand this and take advantage by creating content suitable for consumption on these platforms and devices. Just like going digital is a must, content is still key for success in the current media market.

The theme of the 2018 ABU's Digital Broadcasting Symposium is "Enhancing Multiplatform Content" which aims to address technologies and techniques essential to develop appropriate and engaging content required to target the changing behaviour and demand of audiences.

Save the dates
5-8 March 2018

Kuala Lumpur

dbs@abu.org.my • www.abu.org.my/dbsymposium



New Team Elected for ABU News Group

The 2017 ABU News Group meeting in Singapore elected a new team of office bearers. The new News Group chairperson is Mr Abdul Muis Shefi, the Director of News of RTM-Malaysia. He succeeds to Mr Joao Francisco Pinto of TDM-Macau.

The two new Vice-Chairpersons are Mr

Ryoji Ito of NHK-Japan and Mr Ibrahim Khaleel of PSM-Maldives. The new team was elected for a three-year term.

The election of the new team took place during the News Group meeting held on 26 July 2017 in Singapore and was hosted by Mediacorp. The meeting brought together top decision

makers from 30 out of the 34 members of Asiavision (AVN). AVN is the daily TV news exchange program which is now conducted solely via an online platform.

This annual gathering reviews the activities and operations of AVN as well as discusses views and actions to take the AVN forward. Members presented their case studies and other presentations focused on mobile journalism and fake news.

A total of 75 delegates attended the News Group meeting.

AVN Monthly Award Winners



The latest Asiavision monthly awards winners are CCTV-China for August, NHK-Japan for July and IRIB-Iran for June.

CCTV won the August award for its coverage of the deadly 7.0 magnitude earthquake that struck China's southwest Sichuan province. The provincial government said at least

13 people were killed and 175 others were injured in the late evening quake on 8 August. The quake zone sits in a region that has been hit by at least three major tectonic earthquakes and other geological disasters over the past decade. The epicentre of the quake was in Zhangzha Township in Jiuzhaigou County.

The July award went to NHK for its coverage of the unprecedented heavy rains that battered southwestern Japan for days.

Parts of Fukuoka prefecture, on the island of Kyushu, were hit by nearly 600 millimetres of rain in two days, about



double the amount that usually falls in all of July. The death toll for Fukuoka and Oita prefectures was 16 and over 100,000 residents were ordered to evacuate their homes.



IRIB earned the June award for its coverage of the coordinated twin terror attacks on Iran's Parliament (Majlis) and the Mausoleum of the late founder of the Islamic Republic Imam Khomeini in the capital Tehran.

The Deash terrorist group claimed responsibility for the June 7 attacks. At least 17 people lost their lives and nearly 50 others were wounded in the assaults, which involved shootings and blasts.

Mr Chee Hong Tat – Senior Minister of State for Communications and Information and Health of Singapore



Mr Walter Fernandez, Editor-in-Chief, Mediacorp



M. Bernas-Mediacorp, J. Lee-RTHK, N. Kudo-NHK, Y. Ohashi-NHK and E. Chizhikov – RT Russia spoke on new audiences on new platforms

Winning New Audiences

The third edition of the Global News Forum (GNF) in Singapore took place on 26-27 July 2017 with a keynote address by the Senior Minister of State for Communications and Information, and Health Mr Chee Hong Tat.

Mr Chee's address was on the Future of Television News. The forum attracted over 150 delegates from more than 40 countries. It is jointly organized by Mediacorp of Singapore and the Asia-Pacific Broadcasting Union (ABU).

Media organisations around the world have to find innovative solutions in their attempt to reach and retain new audiences, the 3rd Global News Forum was told. Yoshiyuki Ohashi of NHK's video production division said media organisations have to deliver what young people wanted to see.

The panellists for this session included Noriko Kudo, director of media strategy and cooperation, NHK, Eduard Chizhikov, head of RT 360-degree, a Russian channel, James Lee, Head of English newsroom, RTHK, and Miguel Bernas, lead, digital marketing and audience development, Mediacorp.

James Lee of RTHK said people now do not want to wait until they get home to watch TV. He added that there is a need to produce for different kinds of audience. In RTHK's case, he said radio is still alive as it is used by the older generation.

Miguel of Mediacorp noted that consumers are now very selective, and each one of them has a different preference. He said broadcasters have to figure out how to format the content for their different delivery platforms. "We try by starting with Facebook, so as to get them then to go to our website," said Miguel.

RT 360's Eduard said people are not used to watching TV like before. "They are all looking at social media or the web now," he said, and noted that bloggers are producing great local content compared to broadcasters.

NHK's Noriko said young people would not go back to watching TV. "It is their choice, so we have to think how to re-allocate our resources," she said, underlying that "We have to be present on all platforms."



R.Reyes-ABS CBN, J.Harley- Twitter, D.Samanthi-BBC and S.Chia-Mediacorp discussed about journalism in social media

Responding to Disruption in the Media Landscape

The rise of social media in the media landscape has caused traditional media to innovate and re-organise in order to ensure their very survival. The head of integrated news and current affairs of ABS-CBN of the Philippines, Ms Regina Reyes said traditional media have no

choice but to tailor their content to different audiences.

Speaking in a panel discussion at the 3rd Global News Forum (GNF) in Singapore, the way of delivering content too has changed a lot with the arrival of social media in the digital era.

The 3rd GNF, held from 26-27 July 2017, was jointly organised by Mediacorp of Singapore and the Asia-Pacific Broadcasting Union (ABU). The session on Responding to Disruption in the Media Landscape was moderated by Steven Chia, presenter and editor at Mediacorp's Channel NewsAsia. The panel also consisted of Twitter's Jonathan Harley who is director of content partnerships, and Samanthi Dissanayake, the Asia editor of BBC website.

Ms Reyes said Facebook initially drove digits to ABS-CBN's website but now the young generation do not click on the link but just read the headlines. "Our influence is starting to wane," she added.

Twitter's Jonathan said the last 10 years saw the launch of smartphones and this has shaken up the way news is delivered. He said bite-sized videos now reign supreme and there is an emergence of quality journalism in social media. He added that businesses and traditional broadcasters would need to put digital at the heart of the news editorial network.

Ms Samanthi said videos for social media have changed a lot and there are now new formats and underlined that videos that go viral have a clear focus. She added that newsrooms would need to commercialise to face the social media challenge and find funding to produce quality journalism.

Media Ethics and Media Freedom

There is a much freer and open information landscape today, but quality is lacking, says Aidan White, Director of the Ethical Journalism Network. He pointed out other regarded expressions, fake news and the deliberate intention to deceive seem to pervade in journalism.

He mentioned the five principles of quality journalism as being accurate and fact based, independent, impartial, humanity (do no harm), as well as accountable and transparent. Mr White said that in the news and media industry, people will go to the trusted brands and sources and added that media technology companies are also seen to be taking responsibility for information they put out.

The session was moderated by Graham Ellis, the deputy director of BBC Radio. Mr White was joined on the panel by Dr Chandra Muzaffar, president of the International Movement for a Just World, Malaysia, and Dr Khaldun Malek, a senior research fellow at Universiti Kebangsaan Malaysia (UKM).



Dr K. Malek-UKM, A. White-EJN, Dr C. Muzaffar-Just World and G. Hills- BBC at the session on Media Ethics

Dr Chandra agreed that the landscape is freer now with more avenues opened, but he wondered "if we have become more responsible." He said the fake news challenge facing us all today, runs much deeper as the truth can be hidden and added that society as a whole must not let this continue.

"It is our responsibility to tell the truth," said Dr Chandra.

Dr Khaldun of UKM said the young do care about freedom of expression and information. He underlined that the young's pursuit of freedom of expression and information has turned difficult following their sense of distrust of the mainstream media.



ABU members for the benefit of their audiences.

The Secretary-General Dr Mottaghi said that the ABU recognises the necessity of the attempts to breach the gap between developed and developing members. He shared that KBS is considering donating some technical equipment, but noted that this initiative needs to be thought through in more detail.

In another meeting, all Secretariat staff members introduced themselves. Mr Ko said "I fully understand how hard all of you are working. I have seen this for myself and from the many reports about the Union's activities I regularly receive. I am very grateful for your efforts. I thank you for contributing to the development of broadcasting and serving the viewers and members"

Dr Motaghi thanked all the staff members. He said that with only 35 people and with a limited budget, the Secretariat is serving over 270 members with over 100 annual activities.

As part of his visit to Kuala Lumpur, Mr Ko Dae-young also paid a courtesy visit to the Director General of RTM-Malaysia, Dato' Haji Abu Bakar Ab. Rahim in Angkasapuri. Discussions focused on future partnership between KBS and RTM.

ABU President met Staff in Kuala Lumpur

The ABU President, Mr Ko Dae-young paid a visit to the ABU Headquarters in Kuala Lumpur, Malaysia. After a working session with the Secretary-General and the Directors, he met the whole Secretariat staff.

Mr Ko Dae-young who is also the President and Chief Executive Officer of KBS-Korea started his visit at the ABU with a meeting with Dr Javad Mottaghi. The ABU President then had a working session with all the Directors who briefly presented the main responsibilities of their respective department. Mr Ko said that he fully understands the difficulty in

serving members from such diverse backgrounds but the ABU should find a way to lead members to help members from developing countries in order to narrow the gap between them.

The ABU President praised the work of the Secretariat and pledged the support of KBS. He noted that there are many workshops but reducing the gap between members requires a more systematic approach. He added that soon details and substantial plans should be started. Mr Ko expressed his sincere appreciation for the efforts and hard work of the Secretariat staff and appealed to all to continue to serve



Kazakhstan Members deepen cooperation with the ABU

JSC Khabar Agency will host the 2018 RadioAsia Conference, Radio Song Festival, Media 2020 and Central Asia Media Forum (CAMF) in Astana. This was confirmed following a meeting last June between its Board Chairman, Ms Alma Akhmetzhanova and Dr Javad Mottaghi, ABU Secretary-General.

The Kazakhstan public broadcaster is also looking for the possibility to host the 2022 ABU General Assembly and Associated Meetings. JSC Khabar Agency showed great interest in the ABU events such as Robocon, TV Song Festival and ABU Prizes as well as the news exchange network-Asiavision. They also want to work with the Union on New Media initiatives.

Dr Mottaghi also met the CEO of Kazmedia, Mr Mirbolat Auyupov and Dr Yerlik Karazhan, Deputy General Director. They will consider hosting RadioAsia, Media 2020, Radio Song Festival and CAMF in 2018 in partnership with Khabar Agency. They will also join the Digital Broadcasting Symposium next year in Kuala Lumpur.

The TV and Radio Corporation of Kazakhstan has expressed its interest to join the ABU as a member. Mr Erlan Karin, Chairman of the Board said that the organisation has 4 Radio Stations, 3 TV Channels and 14 regional stations.

Dr Javad Mottaghi also met Ms Lazzat Ramazanova, Head of the Secretariat of the Chairman of Presidium, National Chamber of Entrepreneurs of the Republic of Kazakhstan, "Atameken". A delegation from this organisation will attend the ABU GA in Chengdu.

The ABU Secretary-General ended his visit at Astana TV where Ms Lyazzat Tanysbai, Director-General explained all the operations of the state-of-the-art studios.

Ms Lazzat Ramazanova of Atameken-Kazakhstan showed interest in the ABU General Assembly



A visit at the Kazmedia Studios

L-R: Mr M. Auyupov Kazmedia CEO, Dr J. Mottaghi and Dr Y. Karazhan DDG of Kazmedia

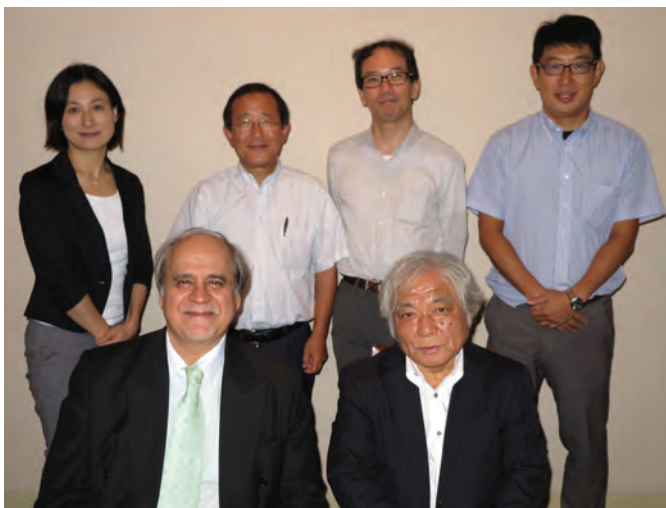




NHK-Japan reiterates Support to the ABU



ABU Secretary-General met Mr Ryoichi Ueda in Tokyo



Working session with ABU Vice President- Mr Hikaru Doumoto and Mr A. Hashimoto of NHK-Japan

The President of NHK, Mr Ryoichi Ueda reaffirmed that the ABU will continue to benefit from the support of his organisation at various levels.

The ABU Secretary-General had a fruitful meeting with Mr Ueda on 25 August 2017 in Tokyo. Dr Javad Mottaghi submitted to the NHK President an updated report on the major activities and future initiatives of the Union. The two men exchanged their views on the challenges and opportunities of the ABU. Mr Ueda also confirmed his participation at the ABU General Assembly in Chengdu.

Other senior officers of the NHK were present at the meeting: Mr Hiroshi Araki, Senior Director and Member of the Executive Board, Mr Keichi Imamura, Managing Director, NHK World and Global Strategy, Mr Akinori Hashimoto, Executive Controller, General Broadcasting Administration and Mr Koichi Okumura, Senior Manager, Global Strategy Division.

Dr Mottaghi also met Mr Hikaru Doumoto, ABU Vice-President and Executive Vice- President of NHK. He was briefed on ABU's progress since the Administrative Council meeting last May in Hoi-An, Vietnam.

NHK is well ahead in planning to host the 2019 ABU General Assembly and its Associated Meetings in Tokyo. Mr Akinori Hashimoto arranged a visit to Hyatt Regency Hotel, Tokyo, which will be the main venue for the meetings. NHK has almost finalised the required arrangements for the 2019 GA and Associated Meetings in Tokyo.

WBU Top Executives met in Dublin

The World Broadcasting Unions' Secretaries-General and Directors-General Meeting was held in Dublin on 1 July 2017. This high-level meeting which gathered representatives from the Asia-Pacific Broadcasting Union (ABU), the African Union of Broadcasting (AUB), the International Association of Broadcasters (IAB), the Arab States Broadcasting Union (ASBU), and the North American Broadcasters Association (NABA) was hosted by the European Broadcasting Union (EBU).

Mr Michael McEwen, Director of the NABA and Head of the WBU Secretariat welcomed the new Director General of the EBU, Mr Noel Curran and Mr J. Jimenez of the AIB as new members of the WBU. He also thanked Ms Ingrid Deltenre who has served as EBU



Representatives of all broadcasting unions joined the WBU meeting in Dublin

Director General for the last eight years.

Concerning the WIPO Broadcaster Treaty, the WBU took note that the SCCR meeting in Geneva had not resulted in the hoped-for recommendations required to proceed to a Diplomatic Conference (DipCon). It is now hoped that that could be achieved in 2018 or early 2019.

At the WBU Sports Committee, Ms Ingrid Deltenre elaborated on the EBU strategy. The EBU would have an exclusive mandate to negotiate for sports rights and that would necessitate more creative selling and bundling of rights and pursuing pay-TV operators, as well as "hybrid" agreements with entities such as banks or private equity companies.

The WBU Technical Committee saw the presentation of the report by Mr Simon Fell, EBU Director of Technology. The committee hoped to make cyber security a globally concerted venture among broadcasters, increasing the pressure on vendors to comply with more stringent security standards. Contributions and engagement on the topic from international broadcasters were crucial.

The EBU Head of Radio Mr Graham Dixon reported on the outreach work of Alain Artero and the dotRadio group. More concerted promotions were occurring through the new www.nic.radio site, LinkedIn, and the @getdotradio Twitter feed. He noted in particular that

DGs and SGs should reach out to radio members to ensure they applied for the domain name in the two month period from the end of August to the end of October, during which time names would be allocated with mediation and negotiation to obtain best-fit solutions for all applicants.

The different Unions presented their own report. The ABU Secretary-General reported briefly that the ABU had launched a long-term action plan up to 2022, including content-oriented change and reducing the gaps among regions. Dr Javad Mottaghi also mentioned areas of concern such as risk and gender equality. He informed the meeting that the ABU membership is increasing, in particular from commercial broadcasters. The ABU Secretariat had been asked to be cautious when accepting new members.

TVTM-Turkmenistan will host 2018 ABU GA

A delegation from TVTM in Turkmenistan visited the ABU Secretariat from 20–21 July and discussed matters related to AIMAG 2017 and the 2018 ABU General Assembly

The TVTM delegation consisted of Mr Yazmurat Annayev, Head of International Department and Mr Begench Geldymammedov, Chief Editor–Coordinator. H.E Mr Yazkuli, the Ambassador of Turkmenistan to Malaysia also joined the meeting.

The 2018 ABU General Assembly and Associated Meetings will be held from 30 September–5 October 2018 in Ashgabat. Preparations for this event have already started and a small ABU delegation will visit Ashgabat soon to discuss about other details. A TVTM delegation will join the ABU Secretariat



Mr Y. Annayev and B. Geldymammedov had various workings session with ABU colleagues

in Chengdu so as to examine the smooth unfolding of the GA and other meetings.

Discussions also centred on the 5th Asian Indoor and Martial Arts Games (AIMAG) which took place in September 2017 in Ashgabat. The ABU promised to facilitate the coverage of the games with the participation of members from Macau, Maldives, Mongolia, Bhutan, Nepal, Sri Lanka, Kyrgyzstan, Korea, Uzbekistan, Papua New Guinea, Thailand and Bangladesh.

New Head at Thai PBS

Associated Professor Dr Wilasinee Phiphitkul was appointed Director General of Thai Public Broadcasting Service (Thai PBS) in July 2017.

For the past two years, she has served as Deputy Director General of Thai PBS. From 2005 - 2016, Dr Wilasinee was Director and Senior Director of Thai Health Promotion Foundation. Previously she was a Faculty Member and Deputy Dean, Faculty of Communication Arts at Chulalongkorn University. She started her career in 1985 as Project Officer and Training Director, Press Development Institute of Thailand and from 1991 to 1993 she was a Faculty Member and Assistant Dean at Yonok University.

Dr Wilasinee Phiphitkul holds a B.A and an M.A in Communication Arts from Chulalongkorn University, Thailand, an M.A in Women's Studies, University of Kent at Canterbury, UK when she also got her PH.D in the same field.

Her areas of expertise include Public Organizational Strategy and Management and Policy Development, Civic Network Management and Partnership, Media and Journalism for Social Change, Media Theory and Research as well as Media and Gender.



RTA-Afghanistan Study Tour at ABU

Farhad Ahmad Noori, International News Studio Deputy and Mohammad Ismail Alizai, News Broadcasting Director at RTA were on a study tour at the ABU during the last week of August 2017.

Their visit in Kuala Lumpur was arranged following the recent visit to RTA in Kabul by the ABU Secretary-General, Dr Javad Mottaghi and the ABU Head of Studio Technology and Training, Nadeem Ahmed. The national radio and television of Afghanistan requested the ABU to analyse training requirements and further identify areas of mutual cooperation. Discussions were held with all relevant departments of RTA including the TV Broadcast, Radio Broadcast, News Channel, Art and Literature, Technical, IT, Sports, Policy and Planning and HR departments.

After meeting all senior staff at the ABU, Farhad and Mohammad said they learned a lot in terms of quality programmes shared among ABU members, new approaches and high levels of news items exchanged through Asiavision, the availability of various training facilities and workshops as well as the necessity to be updated on the latest broadcast technologies.

The RTA will seek the assistance of the ABU in organising training sessions for its staff of the 13 provincial stations around the country in addition to the staff based in Kabul.



F.A Noori and M. Alizai of RTA-Afghanistan will collaborate on the media centre project of their station



More importantly, the ABU will support the Afghan national broadcaster to set up their Media Training Centre in Kabul.

The ABU also arranged some productive meetings between RTA's colleagues and the Asia-Pacific Institute for Broadcasting Development (AIBD), the Tun Abdul Razak Broadcasting Institute (IPPTAR) and Radio Television of Malaysia (RTM).

TRT-Turkey has a New Director General

Mr Ibrahim Eren was appointed in July 2017 as the new Director General of Turkish Radio Television Corporation (TRT). He succeeds to Mr Senol Goka who served as head of the Turkish public broadcaster for the last two and half years.

The new Director General started his professional career working for leading media firms in arts and culture,



producing documentaries, animated films, promotional films and advertorials for local and international clients.

In July 2013, Mr Ibrahim Eren was appointed as Deputy Director General of TRT and in 2014, he launched Turkey's first international news channel, TRT World. Mr Eren is also the Chairman of the Executive Board of TIAK A.S (Television Audience Research

Committee Joint Stock Company), and a member of the Board of Directors at Turk Telekom. He is also a Director of International Emmy.

The new Director General graduated from Bogazici University's Faculty of Economics and Administration Sciences in 2004 and has a Masters in Media Management from the University of Westminster in London.

Tham Loke Kheng is new Mediacorp CEO

Mediacorp has a new CEO and Board Director since September 1. Ms Tham Loke Kheng succeeds Shaun Seow who has joined Temasek.

Tham is an industry veteran with extensive media experience, especially in content and marketing. She has held senior management and leadership roles in terrestrial free-to-air TV, Pay TV and broadband services in leading Asian operators in Singapore, Taiwan and most recently, Hong Kong.

A graduate of National University of Singapore, Tham started work in 1988 at Singapore Broadcasting Corporation, an antecedent of Mediacorp, where she spent eight years. In 2015, she was named Content Asia's Asia Media Woman of the Year, in recognition of

her contribution to the development of the Pay TV industry in Asia over the years.

Mediacorp Chairman, Ernest Wong, said that Tham was a natural choice to lead Mediacorp as the company focuses its efforts on capturing audiences and advertising revenue in a disrupted media industry.

Tham said of her appointment: *"Returning to Mediacorp is a truly meaningful homecoming for me. My passion for media was discovered on Caldecott Hill and I am truly excited to be able to lead Mediacorp into its next phase of development, as the company evolves from a free-to-air broadcaster to a diversified, digital-first media organisation."*



Tribute to Legendary Sports Broadcaster



Former legendary football broadcaster Les Murray died on 31 July 2017 in Australia at the age of 71 after a long period of illness. He was honoured with a state funeral in Sydney.

He had served as Chair of ABU Sports Group for more than 10 years. Murray was also a member of the FIFA Ethics Committee and that was indicative of the respect he held in the game, both at home and abroad.

The Special Broadcasting Service (SBS) where he worked for more than three decades said in a statement that “Les will be remembered not just for his 35-year contribution to football in Australia, but for being a much-loved colleague, mentor and friend who has left a unique legacy”.

SBS Managing Director Michael Ebeid said Murray was an inspiration to many and Australians know Les as Mr Football, who began working with SBS when it launched as a television broadcaster in 1980. His role went far beyond being a football commentator.

The ABU Secretary-General, Dr Javad Mottaghi said that with the passing of Les Murray, the Union loses not only a close friend but also a respected sports media professional. Dr Mottaghi expressed his sincere condolence to Les Murray’s family and all his colleagues at SBS-Australia, in the Asia-Pacific region and worldwide.

Power House Ltd – Sri Lanka is a new Additional Full Member

Power House Limited is a broadcasting organisation based in Colombo, Sri Lanka and is comprised of one TV station (TV Derana) and one Radio station (FM Derana).



TV Derana is a Free-to-air Terrestrial Television channel which was launched on 11 October 2005. The channel is also available on digital medium through Dialog Satellite television and SLT PEO TV. Its mission is to be the premium Sinhala entertainment channel upholding Sri Lankan values. TV Derana broadcasts 18 hours a day from 6 am with back-to-back entertainment and news content. The channel has expanded its reach to a country-wide coverage over 95% of its target groups via five sub-stations.

FM Derana is a Sinhala language FM radio channel launched on 29 March 2009 extending the promise of 'Embracing novelty while upholding values' to the Sri Lankan radio industry.

Tuvalu Broadcasting Corporation (TVBC) – New Additional Full Member

Tuvalu is a small archipelago in the Pacific Islands with a population of about 11,000 people. It has two national radio networks, comprised of AM Radio network covering all Tuvalu Islands and the FM radio covering the capital Funafuti. Through its two radio channels, TVBC delivers comprehensive programs and services which reflect the interests of the people of Tuvalu. There is no television on the island and all programmes are broadcast in English and Tuvaluan.



The public broadcaster is committed to delivering innovative, entertaining and trustworthy programs and services to the population. TVBC wants to strengthen their presence on different platforms. They are presently working on different projects such as the improvement of internet connectivity, the introduction of television and the revival of some publication projects.

In its Strategic Plan 2017-2019, TVBC reiterates its commitment to prioritising learning and development activities. They are presently empowering and training their staff to face the challenges and opportunities of the changing media environment.

Apalya Technologies-India joined ABU as Affiliate Member

Apalya Technologies Private Limited is based in Hyderabad, India. It was founded in 2005 to take advantage of the growing demand for live television events and video on demand in the mobile space.

Apalya Technologies Private Limited provides video streaming managed services to telecom operators, handset manufacturers and content owners in India and now in Sri Lanka and Indonesia. It offers myplex, an entertainment service that offers on-demand and live TV content across a selection of Hollywood and Indian movies, TV shows, video clips, and trailers, as well as a selection of live TV channels and other entertainment-related content.

As of December 2015, Apalya Technologies Private Limited operates as a subsidiary of U Digital Content Private Limited.



Pathshala-Bangladesh is a new Affiliate Member

Pathshala South Asian Media Institute (Pathshala) started its operations in 1998 with its Department of Photography which is recognised as an institution offering the highest quality education in photography currently available in Bangladesh.

On 22 March 2010, Pathshala South Asian Media Institute launched its Department of Film and Television (OFT). This department offers a wide range of professional courses in TV Production, TV Reporting, TV Program Presentation, Video Editing, Cinematography and Camera Operation, Filmmaking, Graphics and Animation, Film and Television Acting and a yearlong course for a Diploma in Film and Television.



Drik is a sister concern of Pathshala South Asian Media Institute. Established in 1989, its major areas of expertise are advocacy, awareness campaigns and the production of communication material.

ABU Calendar of Events

OCTOBER

30	Sports Rights & Finance Committee Meetings	Chengdu, China
	Sports Group Conference	
	Radio Working Party	
	Technical Bureau Meeting	
	Planning & Strategy Group Meeting	
31	Sports Group Meeting	Chengdu, China
	Programme Committee	
	Technical Committee	
	Women With the Wave Forum	

NOVEMBER

1	Administrative Council Meeting	Chengdu, China
	Quality Management Workshop	
	Technical Committee	
	ABU TV Song Festival	
2	President's News Conference	Chengdu, China
3	ABU General Assembly – DAY 1	Chengdu, China
	ABU Prizes Award Ceremony	
4	ABU General Assembly – DAY 2	Chengdu, China
27-29	ABU Sonic Radio Drama Festival	Yogyakarta, Indonesia

DECEMBER

4-7	World Summit on Media For Children	Manchester, UK
4-8	ABU Workshop on Engineering Fundamentals	Kuala Lumpur, Malaysia

Media Summit on Climate Change and Disaster Risk Reduction



Living With
Climate Change:
Media Solutions for
Sustainable Future

Pacific Media Partnership Conference



ABU Asia-Pacific Broadcasting Union

PACIFIC MEDIA
PARTNERSHIP
CONFERENCE
2018

NADI, FIJI • 2018

Nadi, Fiji
5 – 7 February 2018

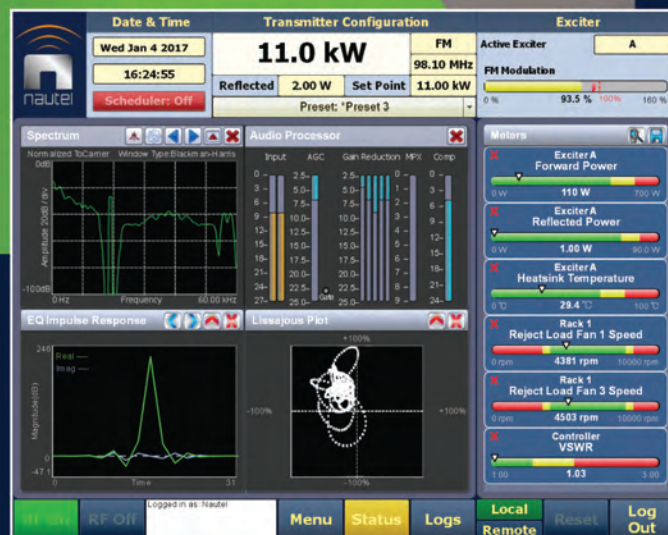


FM AND MW TRANSMITTERS REAL TIME BUILT-IN INSTRUMENTATION

Nautel offers the industry's broadest portfolio of digital and analog solid-state transmission platforms including 1 kW – 2 MW AM-MW, 300 W – 88 kW FM radio transmitters, and solutions for DRM and HD Radio.

DIGITAL BROADCAST SOLUTIONS

Nautel is a leader in digital radio with robust, easy-to-deploy, digital-capable transmitters and components. Our major transmitter families – VS, GV and NX – are designed from the ground-up for DRM and HD Radio transmission.



MONITORING AND CONTROL

Nautel transmitters offer comprehensive monitoring and control instrumentation via touch screen or web, outstanding reliability, compact footprints, high efficiency, easy maintenance, and 24/7 support.



nautel.com
Making Digital Broadcasting Work.

