

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

ABU news

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ABU Administrative Council at GA 2018 Ashgabat, 2 October 2018

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Welcome to the Q4 2018 edition of the ABU News. In this edition we detail the highlights, discussions and topics of the recently-concluded 55th ABU General Assembly (GA), held in Ashgabat, Turkmenistan.

Our last edition previewed the GA and it is with this edition we bring you the outcomes of that fruitful, engaging and informative event which took place in the Yyldyz Hotel from September 30 to October 05.

The new operating environment, in which broadcasters must now succeed in, was present in many discussions during the assembly. Broadcasting is undergoing immense change and in partnership with the ABU, our GA hosts-the Turkmenistan state broadcaster TVTM, facilitated an informative, enlightening and collegial, GA in the capital.

Thriving in the New Media Era was the main theme of the GA and its Associated Meetings. More than 500 delegates from nearly 60 countries attended the various meetings and it was an extensive networking opportunity for them all.

The biggest television networks in the Asia-Pacific region such as NHK-Japan, Doordarshan-India, CCTV-China, TRT, Turkey, IRIB, Iran and CGTN-China gave input, information and dialogue about their vision and action plans for the future. Accomplished broadcasters from other organisations delivered high level speeches and made relevant presentations during the Super Panel and Professional Discussions sessions. Discussions focused on the themes of the Broadcast Landscape in Central Asia, The Future of Media Content and Broadcasting for All, Diversity and Inclusion in the Media, just to name a few.

As well as special workshops, forums and high-level panels, the GA is also the venue for important meetings of ABU committees, advisory bodies and working parties, ranging across sport, technology, programming, copyright, news, strategy, planning and administration.

Bodies such as the ABU's governing Administrative Council completed a lot of work and our report in this edition reflects the issues most concerning to members and the activities being undertaken to address them and grow the industry.

This edition allows you to experience and know of the discussions and events in Turkmenistan. We aim to bring you an extensive overview of interesting discussions and exchanges during the different meetings. In addition to our reporting on the GA, this edition also contains regular ABU News features on ongoing projects, newsworthy events and important developments in the life of the Union and its members, as well as profiles on new members and the comings and goings of new and old friends.

We at the ABU would also be remiss if we did not mention the exceptional organisation of TVTM Turkmenistan in their efforts at hosting this high-level, and well- participated in event. You will also get a glimpse of the sights of the surrounding areas within the capital city of Ashgabat, the city of love.

We hope you enjoy this edition's news and photos from our 55th General Assembly.

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State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography - TVTM, in Partnership with the ABU, Hosts a Successful and Enlightening 55th ABU General Assembly





Madam Bahargul Abdieva, Deputy Chairwoman of the Cabinet of Ministers of Turkmenistan



Mr Nurmammet Garlyyev, Chairperson of the State Committee for Television, Radio Broadcasting and Film of Turkmenistan

The ABU received a warm welcome from the hosts TVTM and befitting the importance of the event, was treated to a welcoming address from a senior member of the government of Turkmenistan which set the tone for open dialogue, fraternal ties and common understanding for the 55th GA.

The opening ceremony saw 336 International and 151 local delegates witness the launch of the event by the special guest of the opening ceremony, Madam Bahargul Abdieva, Deputy Chairwoman of the Cabinet of Ministers of Turkmenistan.

Madam Abdieva addressed the audience in the Turkmen language, welcoming all to the GA and expanded on the good and broad regional relations Turkmenistan enjoys and the value it placed on being a committed member of the ABU family, stating: "The State Committee of TV, Radio and Cinematography of Turkmenistan joined the ABU in April 2012. Within the framework of this Union's cooperation, the members of the state committee participate in various workshops. As a result of this cooperation, we established the broadcasting of some international events on Turkmen sports channel. By cooperating with ABU News group, we transformed our news to world standard and shared it with European radio channels."

Mr Nurmammet Garlyyev, Chairperson of the State Committee for Television, Radio Broadcasting and Film of Turkmenistan addressed the audience and stated his appreciation for all in attendance.

Mr Garlyyev stated: "I would like to express our great gratitude to the help



Left-right: IRIB President Dr Abdolali Ali Asgari, ABU Vice President Mr Sun Yusheng and ABU President Mr Ruichi Ueda

of ABU, The President of the ABU, Vice Presidents and its Secretary General Dr. Javad. To host this meeting makes us proud. We would like to say thank you and to welcome all of you as the host country of these ABU Meetings. Taking this opportunity now, I would like to wish every success of the ABU General Assembly and Associated Meetings."

ABU Acting President and Vice President Supriya Sahu and Mr Sun Yusheng address challenges and opportunities

ABU Acting President Ms Supriya Sahu spoke at length on the strong bonds the ABU fosters amongst its 279 members across Asia and the Pacific. She said the changing ways media is consumed by younger generations are posing challenges to the region's broadcasters and the event was a good way for broadcasters to learn and network with each other.

Ms Sahu stated: "It is a challenging time for all of us, the broadcasters in the Asia – Pacific. We have to serve our societies on many new platforms, face

new competitors and make content that people can listen to and view on the go, while maintaining the high professional standards we adhere to. It is challenging but also very rewarding that now we can reach people we were not able to reach before by harnessing the appeal of social media."

"Digitalization and fast development in the area of broadcasting have changed the paradigm of broadcasting, what we knew yesterday is no longer valid today. For all broadcasters, public service and commercial, the biggest challenge is how to take everyone along – how to make sure that the last mile connectivity is reached. How to ensure that the people in the most remote parts of the world are able to hear, to see and benefit from our work."

She ended her remarks by saying the way ahead is to ensure that the collective wisdom of broadcasters is harnessed, that we have shared responsibility to make sure that the

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Dr Javad Mottaghi addressing the crowd



benefits of broadcasting are distributed equally across the world. This could only be done by cooperation and solidarity, as well as enhancing and expanding regional and international partnerships. She said there is no doubt that such a productive dialogue can only serve to benefit our audiences and societies.

ABU Secretary General Dr Mottaghi reinforces the Strengths in Diversity amongst the ABU member body

ABU Secretary General Dr Javad Mottaghi then took the stage and greeted the audience in multiple languages. He equated the ABU as a garden made up of various flowers, coming in the form of its plethora of members. He wished all in attendance an enjoyable experience at the GA.

Dr Mottaghi stated: "We cannot build strong relationships if we refuse to have conversations and cooperation and respect our differences and protect the vulnerable and stand up

for the things that matter most. The school of thoughts we belong to, perceives diversity as an opportunity and an integral component for growth. The path to coexistence is nothing but "thinking together", and the path of "thinking together" is nothing but the path of "having dialogue with each other".

Dr Mottaghi emphasized the role and importance the GA serves in that it enables members to talk to each other and focus on common ground and commonalities. He stated that the members were at the GA to analyse their differences with the view of creating an environment of mutual understanding and benefit.

ABU Family Keeps Growing

The ABU is constantly growing. The number of members growing from 192 in 2010 to the current figure of 279. On the financial side, the ABU is ending year after year with a surplus and this allows the Union to invest more in activities for the benefit of members.



Dr Mottaghi, while presenting his report at the General Assembly said that the Union is becoming stronger and larger with to date, 279 members.

Through a video presentation, Dr Mottaghi explained to delegates how successful events organised by the ABU have benefitted members. The Digital Broadcasting Symposium in Kuala Lumpur, ABU-Rai Days, Rome, The 14th Radio Asia Conference in Astana, Kazakhstan and more.

He concluded by stating: "The meaning of "dialogue" travels far beyond that of participating in an "opposing game". Participation in dialogue is the same as "playing together" and not "playing against each other". Any individual who agrees to partake in this dialogue would be a winner. Dialogue is in fact a continuous endeavour for approaching truth and achieving common understanding."

Dr Mottaghi on behalf of the ABU, welcomed the other unions and international partners who were able to attend the 55th ABU General Assembly and thanked all of them for their presence. He introduced and warmly welcomed the delegates representing the World Broadcasting Union (WBU), namely; Mr Abdel Rahim Suleiman, Director- General Arab



Pictured above: H.E. Mr. Gurbanguly Berdimuhamedov (right), President of Turkmenistan receiving a plaque from Dr Mr. Javad Mottaghi, Secretary General of the ABU.

The ABU would like to express our sincere thanks and appreciation to His Excellency Gurbanguly Berdimuhamedov, Honourable President of Turkmenistan for kindly hosting the 55th ABU General Assembly and Associated Meetings in the magnificent white marbled city of Ashgabat.

States Broadcasting Union (ASBU) in Tunisia, and Mr Gregoire Ndjaka, Director-General, African Union of Broadcasting (AUB) in Ghana.

Dr. Mottaghi also welcomed Mr Chang Jing, Director, Asia – Pacific Institute for Broadcasting Development (AIBD) in Malaysia, Ms Salma Ibrahim Melina, Director, IPPTAR, Ms Norhyati Ismail, Special Officer, Sarawak Public Communication Unit, and all other delegates and observers from non-ABU regions.



ABU Secretary General Javad Mottaghi, DG TRT Turkey and ABU Vice President Mr Ibrahim Eren, Ms Supriya Sahu, VP ABU and DG, Doordarshan India, Mr Ryoichi Ueda, ABU and NHK Japan President and Mr Sun Yusheng, Vice President, CCTV & Executive VP CGTN – China

NHK President Ryoichi Ueda elected to serve as President of the Asia-Pacific Broadcasting Union (ABU)

behalf of all Chinese broadcasters.

Mr Ibrahim Eren of TRT Turkey is the newly elected Vice President who will work alongside his other Vice Presidents, Ms Supriya Sahu, Director General of Doordarshan India, and Mr Sun Yusheng, Vice President CCTV & Executive VP CGTN, China who will both continue to serve the ABU as Vice Presidents.

Mr Eren, upon his immediate and unanimous confirmation as new Vice President stated: "I believe in the potential that the countries and the public broadcasters from these countries have and with the support of the members I will do my best to serve the Union."

Mr Eren graduated from Bogazici University's Department of Political Science and International Relations. He then studied Media Management at the University of Westminster in London, United Kingdom.

After graduating from the University of Westminster, Mr Eren pursued his promising career in the media industry and gained experience in media management through his different positions in the communications world including Deputy Director General of the private Turkish broadcaster ATV and DG of ATV Europe, Board member for Turk Telecom, and Chairman of the Executive Board at TIAK, Turkey's TV Audience Measurement-Joint Industry Committee.

He also contributed to the creation of the first international English language news channel TRT World in Turkey along with several national projects including remarkable dramas and TV series that are highly in demand and marketed in the sector.



At the ABU General Assembly convened in the Turkmen capital of Ashgabat, Mr Ueda was elected as ABU President for a term until the end of 2021. He is the ABU's sixth President from NHK.

He pledged to discharge his duties faithfully and to the best of his abilities with the rest of the leadership of the ABU. He stated that in studying the

ABU statutes, he felt the importance of empowering the Union's members.

ABU Vice President Mr Sun Yusheng briefly wished all a good morning to all and stated it was only last year when he was sharing a stage with the President of the ABU. He conveyed his heartfelt appreciation for all member support given over the last year. Mr Sun conveyed his well-wishes for and on

ABU and NHK President Mr Ryoichi Ueda Gives Speech to General Assembly in Ashgabat

(The below speech has been condensed)

Dear ABU friends and colleagues,

First, I would like to express my sincere gratitude for the support and confidence you have shown in me. And it is with profound humility that I accept the Presidency of the ABU, a position that comes with profound responsibilities.

In the run-up to the election, I have consulted the foundational document of the Asia-Pacific Broadcasting Union, the ABU Statutes. It lays out the vision of the ABU "to empower our members to develop their broadcasting services in a dynamic media environment."

As predicted, our industry is now facing historic transformation. We are seeing the emergence of new media brought about by digitalization of broadcasting and widespread use of the internet. While they can be perceived as new rivals, they are also new partners that can connect us to ever-larger audiences. We in the broadcast media will not be able to survive unless we adapt to this change in the environment and evolve. The role played by the ABU is more necessary than ever before. What, then, must we do in the current climate?

It is crucial to strengthen cooperation and mutual support. Since its inception in 1964, the ABU has launched a great number of projects and developed strong bonds among members in a wide variety of areas. And they in turn have served as the driving force to enhance ABU's value and expand its membership.



Now that the ABU has grown larger than ever, there are also rising demands for improving the quality of the activities we offer. One other significant issue involves sharing information in the digital sphere. Currently, broadcast media in the Asia-Pacific region is transitioning into digital platforms. And as a result, many ABU members are now facing common issues on how to address and utilise this technology. When it comes to the digital field, there are many things that we can learn from one another, regardless of an organisation's size. For instance, some member organisations, which may be smaller in size, are cultivating advanced services using creative and innovative methods.

To all ABU members, we who engage in broadcast media are facing many different challenges in this digital era. And at the same time, our role as a bridge that connects people in a fragmented society is becoming more important than ever before. With it will come more opportunities for us to show that broadcast media is, and will continue to be, an indispensable presence. Let us take full advantage of new technology and know-how, while honouring our traditional value of "Unity in Diversity" and strive together in solidarity so that broadcasting in the Asia-Pacific region, the very foundation of the ABU, can continue to flourish. Thank you for your kind attention.

A Challenging Future

Mr Ryoichi Ueda, President of the Asia-Pacific Broadcasting Union (ABU) believes that member broadcasters of the ABU will be able to cope with all the new challenges while serving their audiences.

He was speaking during a press conference in Ashgabat, Turkmenistan during the 55th ABU General Assembly. Commenting on the theme of the assembly this year – **"Thriving in the New Media Era"**, Mr Ryoichi Ueda who is also the President of NHK Japan, said that the broadcasting is facing unprecedented transformation and uncertainty.

The ABU President explained to journalists the role of the Union which comprises of more than 270 members in 72 countries across the Asia-Pacific region and serves 3.5 billion viewers. He added that the activities ABU conducts are for the benefit of its' members in order to strengthen, broaden their knowledge and support them in their goals and objectives.



Mr Annasahet Seyitnazarovich, Deputy Chairman State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography Turkmenistan, Mr Ryoichi Ueda, ABU and NHK Japan President, Ms Supriya Sahu, VP ABU and DG, Doordarshan India and ABU Secretary General Javad Mottaghi

Radio Working Party and Programme Committee Meetings Conducted Successfully on Side-lines of the ABU GA

Radio Working Party- Co Production and Disaster Preparedness



On the morning of 30th September, the Radio Working Party was held and many Radio activities of the past year and the next year were discussed in a collegial and enjoyable atmosphere. Members from Bhutan, Nepal, Hong Kong, New Zealand, Japan, Indonesia and Romania showcased their successful initiatives, such as mobile Journalism, or how to engage Millennials.

NHK World Japan's disaster preparedness radio initiative "BOSAI" and Radio Romania's Sound of Your City were singled out for co-production opportunities and format sharing between Radio members.

Members also recommended finding more opportunities to work together in a practical way such as content exchange, co-production, and capacity buildings.

Programme Committee Meeting- fruitful discussions

On the afternoon of 30th September, Programme Committee meeting started with the welcome remarks by Mr Nurmammet Garlyyev, TVTM Chairman. Excellent speakers from around the world joined the meeting and shared their knowledge and experience in the panel session on the topic of digital media and marketing contents. Some of the future programming activities were also introduced in the meeting.

Ms Supriya Sahu, ABU Acting President, presented the 2nd ABU International Dance Festival, which will take place in New Delhi from 7-9 March next year.

A new project under the Golden Ribbon Initiative, together with Belt and Road Media Community in China was also introduced. It is: "New Silk Road in My Eyes." This is an international co-



Ms Supriya Sahu, ABU Acting President



production project that covers the cities along the Silk Road to explore the deep imprint of Silk Road culture.

The ABU Media Summit on Climate Change and Disaster Risk Reduction will take place in Nepal from 25 -26 next April. Dr Mahendra Bista, Executive Chairman of Nepal Television made a presentation on this important topic.

Beautiful Minds, Girls' education co-production project was also announced at the Programme Committee meeting. This project is to produce documentaries and exchange with each other among broadcasting unions including ABU.

The Annual Pacific Media Partnership Conference will take place in Samoa from 5-6 next August. Ms. Faisea Matafeo, Managing Director of SBC invited us to the beautiful island of Samoa.

Associate Professor of University of Wollongong, Ms. Siobhan McHugh, invited Radio members to the podcasting co-production, which will take place from 27 November to 2 December. This is the first time ABU conducts podcasting co-production.

At the end of the Programme Committee meeting, the election of PB, Program Bureau members and vice chairpersons were conducted. 14 Programme Bureau members for the next 2 years are BTV-Bangladesh, CCTV-China, EBS-Korea, FBC-Fiji, IRIB-Iran, KBS-Korea, MNB-Mongolia, NHK-Japan, PB-India, RRI-Indonesia, RTM-Malaysia, ThaiPBS-Thailand, TRT-Turkey, and VTV-Vietnam. For the Vice Chairpersons, two former vice chairpersons, Mr Soleman Yusuf, RRI-Indonesia and Mr Keizo Izuta, NHK-Japan were both re-elected.





ABU New Media Task Group Strengthens Focus on Digital Collaborations

The ABU New Media Task Group (NMTG) convened for its 4th annual meeting on 30 September 2018 in Ashgabat, Turkmenistan under the frame of the 55th ABU General Assembly. Established in June 2016, the ABU New Media Task Group guides the implementation and execution of online and digital initiatives for ABU members.

The successful implementation of several new media activities over the past year was reported in the meeting. Among them include ABU Webinar Series, ABU New Media Workshop 2018,

WVRF Immersive VR Masterclass at DBS, eWorkshop on Digital and Social Media Storytelling, ABU-VTV In-Country New Media Workshop and ABU-RT 360 VR Short Film Co-Production.

One of the most anticipated new media initiatives scheduled for next year is #ABUdigital, which is conceived as a meeting space for digital dreamers aimed to inspire ABU members with the latest digital trends, tools and best practices to guide them to adapt into digital ways of doing things. The event is scheduled to take place from 3-4 July 2019 in Kuala Lumpur, Malaysia. This

new initiative was tabled for discussion at the New Media Task Group meeting to gather inputs from the members present at the meeting.

Some of the members presented digital and innovative content that they are experimenting at their respective organisations and reported on the lessons learned from their digital experiences.

Member also discussed a proposal to establish a Digital Innovation Labs programme for ABU members. The aim of this programme is to establish digital innovation labs within ABU Members to experiment new forms of storytelling and generate innovative online and digital contents. Following discussions, the members present agreed that this programme would be a cost-effective way for digital collaborations among ABU members and will encourage and pave way for new experimental and digital start-ups within members. ABU will gather feedback from ABU New Media Task Group members whether create a digital innovation labs programme for its members.

The meeting was attended by NHK-Japan, TRT-Turkey, Bang Media-Singapore, TVTM-Turkmenistan and RT-Russia.



ABU Experts Panel at Programme Committee Meeting Showcases Digital Trends Shaping Future of Media Content

Digital was the buzzword at this year's Expert Panel at the Programme Committee meeting on 30 September 2018 during the 55th ABU General Assembly in Ashgabat, Turkmenistan. The Expert Panel titled "Digital Forward: The Future of Media Content" featured a collection of inspiring talks, presentations and showcases on the latest digital trends that are shaping the future of media content delivered by a diverse mix of expert speakers prominent in the digital field.

The main aim of this session was to take the audience on a journey of discovery on the latest digital trends and tools in innovating contents to foster learning and inspiration and to provoke conversations that matter. Supported by real-world examples and ground-breaking case studies, the talks also succeeded in providing a much-needed glimpse into what is shaping

the future of media content in the digital ecosystem.

The session was moderated by Keiko Bang, CEO of Bang Media-Singapore and the talks were delivered by Múirne Laffan, Former Chief Digital Officer of RTÉ-Ireland, Nahoko Matsui, Senior Manager, Digital Content Center at NHK-Japan, Riyaad Minty, Director of Digital at TRT World-Turkey and Eduard Chizhikov, Head of RT360 at RT-Russia.

The four speakers from Ireland, Japan, Turkey and Russia highlighted the importance of creating and curating content that are designed to meet the new expectations of audiences. They showcased several inspiring examples from their respective organisations that are transforming the way contents are created and delivered to specific audiences. In particular, the speakers raised the challenges faced by broadcasters in adapting their content

to digital audiences, especially when broadcasters are faced with a crisis of relevance and the increasing demand to redefine how they create content across platforms to engage audiences.

To address these issues, the speakers emphasised audience engagement as the key to success in developing and distributing digital content. In addition, inspiring the audiences and building trust in their brands were also highlighted as major success points broadcasters need to remember.

The session was delivered in an engaging format and was very well received by the delegates who attended the Programme Committee meeting. The talks also served as a curtain-raiser and a teaser to the audience on what to expect from ABU's brand new digital initiative, #ABUdigital, scheduled to take place in July 2019.

ABU Prizes 2018

Following the pre-selection and final judging session of the ABU Prizes 2018, which was held at Pacific Regency Hotel, Kuala Lumpur, Malaysia, from 29 to 31 August, 6 final juries for radio categories, 5 juries for TV categories and 5 juries for New Media category screened/listened to the shortlisted programmes (39 programmes for radio, 33 programmes for TV and 4 contents for New Media) and finalised all the winners for each category.

ABU Prizes is the most prestigious programme awards in the Asia Pacific region which honours the best Radio and Television programmes as well as New Media contents from ABU member organisations.

The winners were announced at the ABU Prizes 2018 Award Ceremony held on 4 October in Ashgabat in conjunction with 55th ABU General Assembly.



2018 RADIO WINNERS

CATEGORY	ORGANISATION	ENTRY TITLE
Drama	Islamic Republic of Iran Broadcasting - IRIB Iran	Metamorphosis
Docudrama	Korean Broadcasting System - KBS Korea	The 70th year of Jeju 4.3 Special Docudrama Trilogy <Uncle Soon-Yi>
Documentary	Radio Television Hong Kong - RTHK Hong Kong	Our Times: Our Voice
News Reporting	Radio Television Hong Kong - RTHK Hong Kong	Forgotten Little Victims
Community Service Announcement (CSA)	Radio Television Hong Kong - RTHK Hong Kong	Community Involvement Broadcasting Service - Your Voice, Your Stories
On-Air Personality	Radio Television Hong Kong - RTHK Hong Kong	The Steve James Afternoon Drive
ABU Perspective Awards	China National Radio - CNR China	Mom and Dad, I'm on my way!
SPECIAL JURY PRIZE	Bhutan Broadcasting Service Corporation - BBS Bhutan	Drive & Talk Back

2018 RADIO COMMENDED ENTRIES

CATEGORY	ORGANISATION	ENTRY TITLE
Documentary	Japan Broadcasting Corporation - NHK Japan	From the Atomic Bomb Dome
Community Service Announcement (CSA)	Shandong Radio and TV Station - SDRT China	If only humans were left in the world, how long would humans survive?
On-Air Personality	All India Radio - AIR India	Riding On Air



Mr Abdollah Khosronejad, IRIB-Iran, Drama



Left: Ms Kirindi, RTHK-Hong Kong, Documentary, and News Reporting.

Right: Ms Amen Ng, RTHK-Hong Kong, Community Service Announcement (CSA), and On-Air Personality



Ms Sorim Lee, KBS-Korea, Docudrama



Ms Sonam, BBS-Bhutan, Special Jury Prize



Mr P K. Subhash, AIR-India, On-Air Personality



Ms Junko Tanaka, NHK-Japan, Documentary



SDRT-China, Community Service Announcement (CSA)



2018 TV WINNERS

CATEGORY	ORGANISATION	ENTRY TITLE
DRAMA	Japan Broadcasting Corporation - NHK Japan	KURARA: The Dazzling Life of Hokusai's Daughter
DOCUMENTARY	The Japan Commercial Broadcasters Association - JBA - Chukyo TV Broadcasting Co. Ltd. Japan	Father in a bottle: The true intention of the investigation on A-bomb survivors
NEWS REPORTING	Korean Broadcasting System - KBS South Korea	KBS News 9, 'I am a Single mother in Korea'
CHILDREN	Korea Educational Broadcasting System - EBS South Korea	Culture and Arts Special: Winter Expedition
ENTERTAINMENT	Television Broadcasts Limited - TVB Hong Kong	Line Walker: The Hunting Game
SPORTS	The Japan Commercial Broadcasters Association, - JBA - WOWOW Inc. Japan	IPC & WOWOW Paralympic Documentary Series WHO I AM Season2 #1 The Golden Phoenix: Beatrice Vio
ABU PERSPECTIVE AWARDS	Korean Broadcasting System - KBS South Korea	<Journey on Foot> 'Homeward'
SPECIAL JURY PRIZE	Sri Lanka Rupavahini Corporation - SLRC Sri Lanka	Water Cart (Pankoraththaya)

2018 TV COMMENDED ENTRIES

CATEGORY	ORGANISATION	ENTRY TITLE
Children	Japan Broadcasting Corporation - NHK Japan	PythagoraSwitch : The Marble Brothers' Great Adventure!"
	Vietnam Television - VTV Vietnam	Khanh
ABU Perspective Award	Japan Broadcasting Corporation - NHK Japan	The Fisherman and the Forest

2018 NEW MEDIA WINNER

CATEGORY	ORGANISATION	ENTRY TITLE
Digital Content Award	Derana TV Sri Lanka	Mihintale VR Project



2018

AWARD SPONSORS



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Mr Taku Kato, NHK-Japan, Drama



Mr Kanzo Nakamura, JBA - Chukyo TV Broadcasting Co. Ltd.-Japan, Documentary



Ms. Hyejin PARK, KBS-South Korea, News Reporting



Mr. HanSeok KIM, KBS-South Korea, ABU Perspective Award



Mr. Mohanji Ranganatha, SLRC-Sri Lanka, Special Jury Prize



Mr Hoi Yeung, and Mr Tony Hung, TVB-Hong Kong, Entertainment



Mr Shinya OTA, Mr Takeharu ONO, Mr Yu NAKAJIMA, JBA - WOWOW Inc.-Japan, Sports



Ms Thai Nguyen Que, VTV-Vietnam, Children



Mr Keiichi Imamura, NHK-Japan, Children, and ABU Perspective Award

ABU TV Song Festival entertains and enlightens a packed stadium in Ashgabat

Singers and performers from around the Asia and Pacific region, from Hong Kong to Turkey, performed to an excited crowd of delegates and locals at the Ashgabat Ice Palace on October 2nd. Treated to songs sung in the languages of the performers, the showcase gave audience members from around the world, a chance to hear songs sung live from different countries.

From Korea to the Maldives, the performers brought energy, fun and original music much to the enjoyment of all in attendance.

Below is a list of the performers and their songs:

Negar Mandegar	Afghanistan (ATN)	"Delbar"
Ratu Leilani Indah Baskara	Indonesia (TVRI)	"Reach for the Stars"
Nursultan Zhexenbin	Kazakhstan (Khabar Agency)	"I'm inflamed"
Aoi Eir	Japan (NHK)	"Ignite"
Mahri Pirgulyyeva	Turkmenistan (TVTM)	"Mondjukatdy"
Thye Cho Yee	Hong Kong (TVB)	"Chasing Dream"
Indzhihan Gulmuhommetova	Russian Federation (TVTM)	"My Turkmenistan"
Gulzhigit Kalykov	Kyrgyzstan (KTRK)	"Jamgyr"
Tiboy Shalla	Africa (AUB)	"Numba"
Kushal Paul & Mehul Grover	India (DD)	Raaj Kapoor Medley
Guliz Ayla we Bahadir Taytliöz	Turkey (TRT)	"Who cares"
K.will	Korea (KBS)	"Talk Love/Please don't...."
Germano Bibi Guilherme	Macao (TDM)	"Dare to wait"
Begenç Çharyev	Turkmenistan (TVTM)	"The love"
Mohamed Abdul Ghanee & Mariyam Ashfa	Maldives (PSM)	"Flower"
Pham Khanh Linh	Vietnam (VTV)	"Back to Winter"
Fahriddin Hamdamov	Uzbekistan (TVTM)	"Come to me"
Gulshat Gurdowa and Parahat Amandurdyev	Turkmenistan (TVTM)	"Turkmenistan"
United dance group	Turkmenistan (TVTM)	"Kushtdepdi"
All participants (final)	(TVTM)	"Forward, only forward, beloved Motherland Türkmenistan"







Participants of the 63rd Sports Group Conference in Ashgabat

Thriving in the New Media Era: Sports Group Conference in Ashgabat ends on high note

The 63rd Sports Group Conference and Associated Meetings, took place on Sept 30 and Oct 1, 2019 in Ashgabat, Turkmenistan.

The conference started with the two committee meetings, where matters related to Broadcast Rights and Finance were discussed. The Sports Group commended the work and initiatives of the ABU Sports, and the reports and proposals submitted were endorsed. The opening ceremony was graced by the Minister of Sports and Youth Policy of Turkmenistan, Mr. Dayanch Gulgeldiyev, the Acting President of ABU, Ms Supriya Sahu and the ABU SecretaryGeneral, Dr Javad Mottaghi.

Delegates described the twoday conference as a success not because of the overwhelming attendance, but because it agreed to tackle concerns and issues unanimously. And more important, the Ashgabat Conference

identified targets and practical strategies.

It was underscored that media rights management and negotiation for premium sporting events continue to remain a challenge. It was pointed out the license fee keeps on snowballing with every successive event.

The Sports Group further recognised the importance unifying under the ABU banner for right acquisitions. Beside acquiring multi platform rights, the group also need to engage members as a pool for negotiation.

The presentations at the members' forum revealed that some had to sacrifice events like the Asian Games, simply because they could not afford the exorbitant license fee. The ABU Sports informed that production will continue and more emphasis will be placed on Internet

based production and transmission. Renewed collaboration with international federations and events management among others are also underscored.

Concurrently, the conference identified six redefining aspects and strategies". These are redefining television, the content, Broadcast Technology, the User, the Working Mechanism & the sphere of public opinion. To achieve these, the Sports Group called on cooperation between and among members and the Union.

The Group Chairman said the collaborative efforts and partnership must be interwoven into strategies, that of being innovative, invigorated, interconnected, inclusive and interactive. The conference ended with an invitation from QAZSPORT in Kazakhstan, the host for the 2019 mid-year Sports Group Conference.

Winners of 2018 ABU Engineering Awards announced



Broadcast Engineering Excellence Award winner was Mr Sunil of Doordarshan India



Mr Jung Haeng Un accepting the Engineering Industry Excellence Award on behalf of Mr Yong Duk Kim of Korean Broadcasting System



Winner of the ABU Green Broadcast Engineering Award is Radio Film & Television Design & Research Institute (DRFT), presented to Mr Song Zhankai.

The winners of the ABU Engineering Awards for 2018 were announced at the annual meeting of the ABU Technical Committee in Ashgabat. The two-day meeting opened today.

The Broadcast Engineering Excellence Award winner is Mr Sunil of Doordarshan India for his contributions to the modernisation and development of Doordarshan, the country's public broadcaster.

The Engineering Industry Excellence Award has been won by Mr Yong Duk Kim of Korean Broadcasting System for his outstanding contributions to the development of UHD broadcasting.

The winner of the ABU Green Broadcast Engineering Award is Radio Film & Television Design & Research Institute (DRFT) for the development and promotion of green technology in China's radio and TV projects.

The winner of the ABU Technical Review Best Article Prize is NHK-Japan for the article titled AI-Driven Smart Production, authored by Yuko Yamanouchi, Jun Goto, Yoshihiko Kawai, Takahiro Mochizuki, Shoei Sato and Atsushi Imai of the NHK Science and Technology Research Laboratories. The article appeared in the July-August-September 2018 issue.

The First Commended Article Prize has been awarded to Mr SatyaJeet Dash, Deputy Director General (Engineering), Doordarshan-India, for the article Human and Technical Resource Development for Digital File-based Solution for HD/SD TV Workflow, which appeared in the April-May-June 2018 issue of the TR.

The Second Commended Article Prize has been awarded to Mr Mostafa Darjazi, Director of Information Technology and Systems, Planning and Finance Department, Islamic Republic of Iran Broadcasting, for the article titled Analysis of the Information Technology Maturity Level of the units in the Islamic Republic of Iran Broadcasting (IRIB) based on the ISO/IEC 20000 Standard with a Fuzzy Approach, which appeared in the Q4-2017 issue of the ABU Technical Review.

The awards were sponsored by Whiteways Systems and Nautel.

Engaging and Stimulating Super Panel again a Centerpiece of the General Assembly

On 5th October 2018, in the Yyldyz Hotel's Banquet Hall, delegates gathered to hear eminent speakers discuss the theme of the Digital Age as it applies to broadcasters.

The first Forum of the Super Panel session focused on **Thriving in the New Digital Age: Content for Diverse Audiences**

The moderator **Mr Nouzab Fareed**, Chief Executive Officer, Fiji Television Limited, opened the discussion with a quote from the year 2000 when a United States executive predicted that traditional media like radio and television would die by 2012-14. Mr Fareed noted that although the prediction was wrong, it was also correct in some sense because in 2016 for the first time in the US, advertising spending on online content exceeded traditional advertising, while in Russia, online advertising surpassed that for radio and television a year later: "This means the audience is slowly being shifted."

Mr Fareed noted that a survey of millennials under-25 in the US found 60 per cent said they cannot live without Youtube or Social Media but they can live without television: "So we are in a highly fragmented industry right now." Panelists spoke about the plans their companies have for developing content for new audiences to enable the broadcast industry to survive.

Ms Nedra Weerasinghe, Group Director Head of MBC Operations, MBC Networks Limited, said the digital era was a great equaliser because it gave everyone an equal opportunity to access information freely and fast. She said that although television still dominated with 90 per cent penetration in Sri Lanka, the media landscape was changing rapidly: "In the past year and a half, the number of active social media users increased 22 per cent and those active on social media on their mobiles was up 32 per cent: "So it's very evident that we need to spend time where our audiences spend time."

"There is also a shift in content creation – the internet as a source cannot be ignored any longer so we need to connect in ways that our audiences wish to connect and we need to stay nimble and flexible. A large number



Forum 1: Thriving in the New Digital Age: Content for Diverse Audiences

Moderator: **Mr Nouzab Fareed**, Deputy Chairman, Fiji Television Limited

Panelists: **Ms Nedra Weerasinghe**, Group Director Head of MBC Operations, MBC Networks Limited, Sri Lanka

Mr Manuel Pires, Chairman of Executive Committee, TDM, Macau

Ms Sheena Hughes, Chief Executive Officer, Media Niugini Limited, Papua New Guinea

Mr Akhtar Viqar Azim, Senior Vice President, HUM Network Limited, Pakistan



Ms Nedra Weerasinghe, Group Director Head of MBC Operations, MBC Networks Limited



Mr Nouzab Fareed, Chief Executive Officer, Fiji Television Limited

of content creators and contributors have emerged with the advent of the internet and this is an extremely fast information flow."

In detailing the challenges connected with the digital era, Ms Weerasinghe gave as an example the social and cultural sensitivity of certain stories that are reported online and the context of the content. She said another problem was that most online content creators were faceless and nameless and had individual agendas: "We need to understand this when we use this as a source of information. We also need to balance and coexist between the digital and the mainstream."

Ms Weerasinghe advocated using basic rules as the basis for judging a story and to consider for example, if reporting a local story, how it would impact locally as well as internationally. She said to ensure coexistence in content creation for diverse audiences, each platform should know its place and what impact it had on its audience: "It's all to do with pluralism to understand the various layers that are created through this process."

As a broadcaster's credibility would be seen from the policies and practices they adapted, Ms Weerasinghe said companies should set some mainstream rules, for example a process to check all news reports. "Also your agenda should be transparent – you cannot run with the hounds and hunt with the hares. We have realised that embracing some core values when we are dealing with our digital audiences has been quite successful for us – we make it personal, it's simple, flexible and we are transparent as much as possible, objective and of course, you have to be innovative because in the digital space you get millions of people who are far more innovative than you, so you need

to be on your toes. And, don't forget to have fun."

In detailing the experience of TDM Macau, Chairman of Executive Committee, **Mr Manuel Pires**, said that when broadcasters use social media, they address the generation gap. He gave the example of Macau, a country whose location puts it in the path of many typhoons: "When the challenge is to provide the fastest news to our audience, social media becomes a very important platform." He said in times of emergencies, TDM relied on every platform that it had and most of the time telecommunication was the last to survive any impact so that meant social media became an important platform to use.

Mr Pires detailed two more issues connected with the subject. He said the cost of providing different content for the various platforms was difficult for smaller broadcasters, especially to buy the emerging top-of-line hardware like 4, 8 and even 12k: "How many of us have the financial capabilities to be always up-to-date?" He also noted the reliance on the telecommunications industry: "If their internet speed is fast, fine - if not, probably we lose the window of opportunity to provide the information to the community."



Mr Manuel Pires, Chairman of Executive Committee, TDM Macau

Ms Sheena Hughes, Chief Executive Officer, Media Niugini Limited, Papua New Guinea, started by detailing her company's credentials as the oldest, largest and most-viewed television station in PNG with four million viewers and 69 percent local content produced by 145 full-time staff, 95 per cent of them local. But she noted that like many other broadcasters, EMTV had its fair share of challenges and one in



Ms Sheena Hughes, Chief Executive Officer, Media Niugini Limited

particular – the new player in town, New Media: "Mass communication using digital technology such as the internet and in the form of blogs, virtual reality, social media, online print media or digital games." Ms Hughes noted that a survey showed 87 per cent of millennials were never without their smart phones and 92 per cent browsed while watching television: "These audiences are so diverse that television is, for them, boring. But what we still need to remember is that in today's world, people are still very visual even if they aren't engaged on television – video is a powerful medium that can

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help showcase both brand personalities and increase engagement. People no longer just want to read about what a brand is doing but rather they want to see it in action. And what better way to do this than to leverage social media data to learn who your audience is and then engage them with content that is visual, personalised and interesting to them, through television."

Ms Hughes said Google, Facebook and Netflix spent 60 per cent of their marketing budget in the UK on television ads: "Why such a significant investment in traditional media by New Media? Because TV works - it is still the most effective brand awareness channel and that is something that we shouldn't forget. We as broadcasters need to open that door, take New Media by the hand and find ways in which to synergise and expand the reach of our television content."

In this regard, Ms Hughes said EMTV was upgrading its mobile app so audiences can read or watch the news immediately it was available, while the app itself was being improved to be user-friendly, interactive and, above all, attractive. She said the broadcaster was a few months away from launching its video-on-demand platform to give audiences access to years of content so they can watch what they want, when they want: "New Media can be a driver for new content, a library to see what is trending and to tailor it to television. If a New Media audience is consumed by a particular activity, why not use it and add more value to it by bringing it to life through television?"

Ms Hughes noted that social media was so popular in PNG, it had become the conversation driver on many issues



as a platform where people were not afraid to express their views: "The only problem is it's all behind closed doors. We are developing a television program that opens the door to these conversations and gives a face to online discussions. This program will not only highlight the most talked about social media forum discussion but also visually show the discussions being held and where the audience can interact by getting their questions answered – hopefully steering the New Media audience towards television." Ms Hughes finished by saying that broadcasters needed to be optimistic in their choices for a way forward: "After all isn't that why we are all here? To create a platform of innovation, ideas and optimism? Because if you really look at it, television is the new television."

The final speaker, **Mr Akhtar Viqar Azim**, Senior Vice President, HUM Network TV, looked at the topic from the perspective of his country, Pakistan. He said that with the number of internet users passing four billion, New Media had changed people's entire perspective of the world, from eating a

breakfast recommended by a website, ordering lunch online to delving into social media before going to sleep. He said Pakistan was one of Asia's fastest-growing internet markets with one million new consumers signing up for smart phone access every month.

A recent report showed that Pakistanis spend two hours a day watching television which equates to 12 percent of their time. But, he said, the figures showed a significant decline in the past 10 years with the average down from two-and-a-half hours in 2008, possibly because of social media. Mr Azim said the Government of Pakistan announced a digital policy last year which included using the platform for education, to empower women and youth and to promote innovation.

Mr Azim said the television industry in Pakistan was making many plans to survive, quite a challenge when broadcasters were used to being in control and now the consumer was in control. One option was to offer live television and there the only exciting prospect was sport. He said sport was experiencing a significant growth in popularity with recent data showing that 93 of the top 100 live programs in 2015 involved sports content, compared to just 14 in 2005.

Mr Azim said this impetus needed to be combined with quality content and programs that were unique and distinctive. At the same time these programs needed to appeal to younger audiences across the country. He said that because television viewing was still a family and social activity, broadcasters still had a huge opportunity to keep family viewing intact by offering content to attract all family members.





Forum 2: Making the future work for public broadcasters

Moderator: **Ms Faiese Matafeo**, Managing Director, SBC, Samoa

Panelists: **Mr Ibrahim Eren**, Director General and Chairman, TRT, Turkey

Mr Helmy Yahya, President Director, TVRI, Indonesia

Mr Akinori Hashimoto, Executive Controller, General Broadcasting Administration, NHK, Japan

Dr Enkhmandakh Baldan, Head of National Council of MNB, Mongolia



Mr Ibrahim Eren, Director General and Chairman, TRT



Ms Faiese Matafeo, Managing Director, SBC

The topic of Forum 2 was **Making the future work for public broadcasters**.

In opening this Forum, moderator, **Ms Faiese Matafeo**, Managing Director, SBC, Samoa noted that the topic was vital concern to all broadcasters wanting to know how they would survive in a changing landscape: "If we are not able to change the global trends, we are left with just one option – to embrace them and to turn the

challenges into opportunities." She urged the Forum audience not to look at social media as the enemy but as a possible partner and to work for the development of free-view platforms and online services that would allow audiences to watch whenever and whatever they want: "Innovation does not apply to devices only and platforms but to story-telling as well – this is one of my favourite sayings so far that I'm taking home from this conference."

Panelist **Mr Ibrahim Eren**, Director General and Chairman, TRT, Turkey said the discussion on the future of public broadcasting was crucial given its increasing responsibility as a source of reliable, quality and creative content: "Of course we are facing too many challenges to remain viable and relevant in an increasing competitive media landscape."

Mr Eren described TRT as a huge organisation, a century old, with 11,000 employees, 14 television channels and 15 radio stations that were competing in a very crowded market. He gave an example of one set of TRT's competitors – with seven

drama channels producing 50-60 different programs each week. Mr Eren said the rise of digital media had not harmed the television industry as much as expected although it did have an impact on news consumption and especially newspapers - entertainment on television remained the main platform or medium for families in their homes in Turkey.

Mr Eren said that with that background, TRT launched a full organisational transformation this year to streamline the structure and establish a new employment regime. Most of TRT's staff were civil servants with jobs for life: "This is a burden for public broadcasters so we changed it by law, we went to the Parliament and now we can recruit contract staff." He said TRT was also restructuring so creating content was now the central business focus. As well simplifying the structure, TRT was tackling the bureaucracy that comes with being a public broadcaster:

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"We are also spending time and money understanding the diversity of our audience and how they consume content."

TRT's Chairman and Director General said TRT was also pursuing an aggressive global expansion to become an international trend-setter with original formats unique to its brand. "Finally, our most important investment for the future will be our investment in people as an incubator for up-and-coming producers, journalists, designers, artists, we are going to build an eco-system ensuring that we have a strong talent pipeline, qualified and motivated to create quality content. We will build the largest international film studio in the region, not in just Turkey, mainly for dramas and with state-of-art post-production resources."

However, Mr Yahya said the broadcaster's executive was working hard to attract millennials. Among its initiatives, news or any kind of activity related to TVRI was always posted on social media platforms such as Instagram, Twitter and Facebook. There was live streaming of the TVRI Hub, 29 regional stations and four digital programs could be watched from around the world. TVRI was launching a re-designed Website and focusing on special programming. Among its headline content - TVRI broadcast live content for 12 hours every day during the Asian Games in September. A new program – the Spectacular Quiz – was attracting 100 participants for every episode and, when casting any TVRI programs, there was a focus on the young generation personalities or influencers.

Mr Helmy Yahya, President Director of TVRI



The new President Director of TVRI, **Mr Helmy Yahya** said his organisation was the only public broadcaster in Indonesia and it had the same problem as TRT as almost all staff were civil servants and government employees: "That is our problem ... if they make a mistake, we can't fire them just like that." As well, 50 per cent of TVRI staff were more than 50 years old and young people were not attracted to positions because the workplace was so old-fashioned: "Because our employees are old, automatically our viewers are old too because old people make old programs."

Mr Yahya said this new approach was working and the broadcaster was looking more attractive to millennials as it increased its ratings and share along with gaining more trust from stakeholders and increasing revenue. He said this rejuvenation of content and employees with a focus on digital and an increased budget could be summed up by the hashtag #WeFightBack or #KAMIKEMBALI.

The Executive Controller, General Broadcasting Administration, NHK, Japan, **Mr Akinori Hashimoto**, said that Japan was one of the world's most disaster-prone countries with

Mr Akinori Hashimoto, Executive Controller, General Broadcasting Administration, NHK



earthquakes, tsunamis, typhoons and volcanic eruptions almost every year: "Disaster reporting is one of the most important missions of NHK as the sole public media in Japan. Our goal is to prevent disasters and mitigate damage by providing information." In his presentation on a multi-media approach to Disaster Reporting, Mr Hashimoto said NHK focused on three main platforms: a News website for PC and mobile, an original App for smartphones and interactive communication through social media.

Mr Hashimoto showed a screen shot of information on a typhoon, showing how the News website included live streaming of TV news, live pictures of robot cameras, specific news including video and script and very detailed disaster information: "This website works as a portal of disaster information from reliable sources, not only from NHK news but other external sources." He said the News and Disaster App for smartphone provided the same enormous amount of disaster information as the website, but it was personalised. For example, a data map could use the smartphone's GPS to track the rainfall for a specific location: "It allows you to forecast the rainfall for the next hour – you can easily find

Akinori Hashimoto

Executive Controller, NHK



the risks around yourself." The App also allowed critical 'push' notifications of tsunami or earthquake warnings: "In short this application provides the information you would need to survive disasters in your hand."

Mr Hashimoto said Social Media was another critical tool and its role during the Great East Japan Earthquake of 2011 showed its success as a communication aid during disasters. As well as using platforms like Twitter to provide disaster information, NHK used social media to give out practical hints like power and water supply and other vital information for evacuees. Mr Hashimoto said the social media team could provide a unique and interactive service which broadcasting could not offer such as collecting questions from disaster victims and providing answers during television programs or on Twitter. Another aspect of the ubiquitous use of smartphones was that increasingly User-Generated Content was a vital source in disaster reporting so, for the past five years, a special team had been monitoring and verifying stories from social media 24/7, enabling NHK to obtain first-hand information much earlier than before.

"TV and radio broadcast has a great advantage to disseminate crucial real-time information to millions of audience at the same time. On the other hand the internet has a great advantage to deliver personalised information that is to be customized to each user according to their needs. So, we can strengthen our disaster reporting by combining the advantages of traditional and new media. We believe that information saves lives and to achieve our goal, we still believe that content is the king and to deliver high-quality content we will keep improving our disaster reporting by actively using multi-media platforms," Mr Hashimoto said.

The final speaker, **Dr Enkhmandakh Baldan**, Head of National Council of the Mongolian National Broadcaster, said the digital technological revolution had brought dramatic and drastic transformation of the communications and media industry, especially in television and for public broadcasters. The social media revolutions had meant many problems and challenges for Mongolia where the number of social media users was growing too quickly – 81 per cent of people were now using Facebook – 2.9 million people in a country of 3.3 million. In terms of per capita use of Facebook, Mongolia was the first in Asia and 10th in the world. Mongolia had a total of 3.9 million cellphone users for a population of just 3.3 million.

Dr Baldan said these changes presented a very interesting challenge. Among 15-20-year-olds, 96 per cent used Facebook while 70 per cent of retired people were also Facebook users. Another challenge was too many television stations and broadcasters - in Ulaanbaatar alone, there were 18 broadcasters: "But in this dramatic situation we should understand that social media and the private sector in broadcast are not our enemies – we are public broadcasters obligated to exist simultaneously with social media and the private sector to provide fair and equal opportunities for our customers by learning from each other. Public broadcasters must fill the area which social media and the private sector cannot fill."

Dr Enkhmandakh Baldan, Head of National Council of the Mongolian National Broadcaster





Seventh Annual Women With the Wave Forum held Alongside the 55th ABU General Assembly



Ms Chrissie Tucker, ABU Facilitator and Ms Bairamova Gurbangul Geldiyevna, Chairperson of the National Trade Unions Center of Turkmenistan and Chairperson of the Central Committee of Women of Turkmenistan.

The Asia-Pacific Broadcasting Union, as part of the 2018 General Assembly and Associated Meetings held in Ashgabat, Turkmenistan, together with leading diversity sponsor organisations, presented the ABU 7th Women With the Wave: Broadcasting for All, Diversity and Inclusion in the Media Forum and Diversity and Inclusion Masterclass – showcasing gender and diversity best practice leadership, content and participation across the media.

For over 20 years, the global media has embraced the objectives and implementation of a range of important gender and diversity declarations, goals, action plans and activities. The Women With the Wave forum (WWW) and occasional Masterclass series, is part of the High Level Forum Series of the ABU Broadcasting for All: Gender and Diversity in the Media Initiative. The forums bring together key speakers from across regions and demonstrate the commitment and progress of diversity and inclusion in content, services and with workplace culture and participation in the media. Diversity covers a broad range of areas including gender, disability, generational, cultural, linguistic and religion and sexual orientation and gender identity.



Aims of the Forum and Masterclass

- Showcasing content and services that communicate and reflect all groups of society and tell the stories of a diverse range of people
- Demonstrating policies and best practice within the media workplace environment, with an emphasis on gender and diversity and a broader and more inclusive workforce
- Providing discussion and networking opportunities that bring together people, ideas and contacts that promote gender and diversity.

The WWW Forum and Masterclass 2018 continued the theme of promoting awareness of gender and diversity in the media. There were over 100 international and local delegates attending the Forum, with 23 moderators and speakers from 18 countries – Australia, Bangladesh, Botswana, Fiji, France, Italy, Japan, Korea, Malaysia, New Zealand, Romania, Russia, Samoa, Singapore, Sri Lanka, Turkmenistan, United Kingdom and United States of America. The MC for the WWW morning session was Riyaz Sayed Khaiyum, Chief Executive Officer, Fiji Broadcasting Corporation.

In addition to the speakers, there were three presentations provided with permission to be included in the programme, from UNESCO Thailand, Attitude Pictures, New Zealand and SBS Australia.

The Women With the Wave Forum consisted of five sessions focused on:

- The UN's work with Human Rights and equal opportunities in Turkmenistan; regional gender and diversity data and trends from Europe, Asia and Pacific and Africa; and the related activities of the EBU, Pacific media organisations, AUB and the ABU.
- Update of the origins and progress of the global #MeToo and #TimesUp campaigns of discrimination, harassment and bullying in the motion picture and media, including the activities in Asia-Pacific countries.

SUMMARY

The ABU Broadcasting for All: Diversity and Inclusion in the Media High Level Forum Series held the seventh annual Women With the Wave Forum and occasional series Masterclass on 2 October 2018, as part of the broader GA and Associated Meetings. Delegates heard from 23 speakers from 18 countries.

The Opening Ceremony had two high-profile Turkmenistan women speakers who set the tone for a programme that focussed on gender and diversity developments globally and across the Asia-Pacific region.

Regional representatives outlined gender and diversity trends across the regions of the world and activities of the broadcasting unions. The ABU Gender and Diversity Champions for Media Strategy was launched, with a panel of senior executive champions from the region. Other topics covered the #MeToo and #TimesUp global campaigns, a showcase of diversity stories and strategies for the diversity and inclusion workplace.

Building on the Forum's morning sessions, the afternoon Masterclass provided delegates with detailed frameworks, templates, strategies and ideas for Gender and Diversity Plan development, diversity-related content making and representation in the workplace. An energetic and thoughtful mini workshop focused on unconscious bias and inclusive thinking.

The ABU, in conjunction with the Turkmenistan host, State Committee for Radio and TV Broadcasting and Cinematography of Turkmenistan, launched the first-time Gender and Diversity Champions for Media Strategy at a reception on 1 October 2018.



SBS Managing Director and Head of Inclusion Steering Team
 Deputy Director of International Relations, Italy
 ahim Melina, Director IPPTAR, Kuala Lumpur, Malaysia
 Deborah Kelly, Head of Training and Communications at the Thomson Foundation, United Kingdom



- The ABU Gender and Diversity Champions for Media Strategy, with a panel of three of the inaugural ABU Champion leaders.
- Showcase of content that reflects diversity and raises issues that affect diverse groups.
- Examples of planning and strategies for increasing representation and awareness for a diverse workforce and inclusive workplace environment in the media.

The Masterclass expanded on planning, policies, strategies, content and services for gender and diversity in the media through presentations on:

- Gender and Diversity Plan development and the business case.
- Mentoring framework.
- Outline for a workplace harassment, discrimination and bullying policy and training.
- Recruitment and development strategies to increase under representation of diversity groups.
- Content makers demonstrating content and services campaigns for diversity groups.

Strategies, activities and policies were reinforced and supported by a mini workshop on unconscious bias and inclusive thinking.

LAUNCH OF THE GENDER AND DIVERSITY CHAMPIONS FOR MEDIA STRATEGY

The Broadcasting for All: Gender and Diversity in the Media initiative is one

of a suite of projects of the ABU.

On 1 October 2018, the night before the Women With The Wave and Masterclass Forum, the ABU launched its Gender and Diversity Champions for Media Strategy at a reception with local and ABU speakers, champions and supporters in attendance.

The ABU is a strong advocate and driver of gender, diversity and inclusion in the media in the Asia-Pacific region and beyond. Our work in this important area aims to provide leadership for the media to engage with gender and diversity within organisations and across communities and countries.

The Champion Strategy is a group of senior executive champions from the pool of ABU members, who will 'champion' gender and diversity in their organisations, country and the region.

The objective of the champion role is to be a figurehead and role model for diversity and inclusion, by:

- Demonstrating leadership
- Communicating a consistent message
- Encouraging and supporting initiatives
- Participating in relevant forums and activities

During 2019, the Champions will be supported by ABU to embrace their role and promote gender and diversity to "make a difference" in this important area.





CONTENT HIGHLIGHTS

Three diversity-inspired content campaigns were featured at the Women With The Wave and Masterclass Forum.

The MBC Korea Radio "WITH YOU" campaign, focused on raising the issues and promoting awareness and discussion about gender inequality. Across the region, there were 46 stories collated and translated, that were aired in ten countries.

Bang Singapore's regional "Beautiful Minds" project showcased the stories of women and girls, who had accessed education that enabled them to improve their social and economic well-being and grow their personal and work opportunities.

NHK Japan presented a campaign to address the issues of suicides of school children and young people in Japan, with a live broadcast using avatars to represent participants who were able to raise issues anonymously.

Thanks to the Sponsors for making the Forum possible:



Broadcasting
Board of
Governors



THE U.S. AGENCY FOR GLOBAL MEDIA, THE RFI, MCD, FRANCE MEDIAS MONDE, THE UNI GLOBAL UNION, ABU AND THE HOST BROADCASTER STATE COMMITTEE FOR RADIO AND TV BROADCASTING AND CINEMATOGRAPHY OF TURKMENISTAN

Chrissie Tucker, Media Diversity and Inclusion Specialist, Australia, in conjunction with Natalia Ilieva, Head of SG's Office ABU and the ABU team of contributors, designed and implemented the 2018 WWW and Masterclass Forum, Ashgabat. Turan Ali, Director, Bona Broadcasting Limited UK, contributed to the content and facilitation of the Masterclass Forum.

*A copy of the WWW and Masterclass Forum, including the full agenda, facilitators, moderators, speakers and reporters is available here:
<http://data02.abu.org.my/index.php/s/wave2018>*



GA Excursion- In and Around The City of Love, Ashgabat

Attendees of the GA enjoyed a visit to historical and culturally significant sights around Ashgabat

Attendees were entertained by a show of the Galkynsh equestrian sports group at the Akhalteke Equestrian Complex and visited the Nusay historic memorial complex.

They then visited the State Museum of State Cultural Center of Turkmenistan as well as the State Museum of State Cultural Center of Turkmenistan.

"The excursion was excellent. There was an exhibition of the national culture and folklore performances. We tasted national cuisine which were delicious and saw beautiful and local horses of Turkmenistan. We also visited Nusay Historic memorial and Museum of State Cultural Center of Turkmenistan. We enjoyed the excursion which was informative and well organised."

Ms Banu Atay- Head of Global TV Trends, TRT Turkey







DRM Digital Radio Implementation and Rollout Workshop held successfully in Kuala Lumpur

The DRM Digital Radio Implementation and Rollout Workshop- jointly organised by the Asia-Pacific Broadcasting Union, the Asia-Pacific Institute for Broadcasting Development and the Digital Radio Mondiale (DRM) Consortium, occurred on the 26 - 27 November 2018 at the Melia Hotel Kuala Lumpur.

The workshop provided broadcasters, regulators, policy makers, governments and other stakeholders with a clear understanding of the DRM digital radio broadcasting services, its technology and features, planning methods, step-by-step implementation examples and the various solutions and strategies available for anyone planning to move from analogue to a digital radio system from planning to full-scale countrywide rollout. It highlighted how to bring crystal clear sound to the wider audience on all available radio broadcasting bands.

The two-day workshop saw participants receive expert knowledge and up to date information on the current status of digital terrestrial radio broadcasting, issues & challenges faced by the industry, as well as sharing some of the case studies and experiences in transition from analogue to digital radio from the region and beyond.

"I found this workshop very informative, interactive and useful, giving me a clear picture about how DRM works"

Furthermore, all the speakers' presentations were interesting, relevant and applicable.

Thank you for organising such a helpful workshop with good engagements from the participants."

Ms Jirayu Pukboonmee, Executive Director, Manager, Audio Media Center and Radio Station, Thai-PBS

"Firstly I would like to acknowledge the ABU, AIBD and DRM for organising this workshop.

We are privileged to be here attending this workshop as it is timely where we are discussing and planning to implement DRM in our country, Papua New Guinea.

The presentations were very informative and very encouraging for us. To know that the benefits and advantage of having the DRM compared to analogue system speaks for itself. We are looking at piloting the DRM project by simulcasting with our current systems in place.

Having the geographical changes that we have and the consumption of power energy in our country is paramount. We see that what we've learnt for this past two days is very encouraging for us.

Though it is challenging for us to go back to our country to start the process of preparation and the introduction of DRM, we are optimistic that it is achievable and it can be a reality for us."

Seloka Lewangu, Transmission Engineer, National Broadcasting Corporation, Papua New Guinea
Ignas Yanam, Executive Director, Engineering Division, National Broadcasting Corporation, Papua New Guinea





ABU-AIBD Hold Joint Regional Workshop on OTT and IBB Technologies and Services

ABU in collaboration with AIBD organised the Regional Workshop on Over-The-Top (OTT) and Integrated Broadcast Broadband (IBB) Technologies and Services. The workshop addressed hybrid technologies for broadcasters that are of significant interest to all broadcasters.

The three day workshop introduced these technologies and address some of the main issues that broadcasters are facing when they want to introduce OTT and IBB services within their portfolio. It explored the technology but also look at other value added services and business opportunities that they can introduce to attain a competitive edge in the market place. Case studies from Asia-Pacific region were presented with some reference to European implementations too.

The workshop addressed some of the main market trends with the latest features and advancements of OTT and IBB technologies and services. Among the topics presented at the workshop were:

- The focus for broadcasters, telcos and content providers to provide the future TV services.
- How to make Quality Assurance and Cybersecurity strategy for OTT and IBB platforms.
- Immersive and interactive audio system and an outlook of Dolby technologies with market trends on OTT platforms.
- The latest real-life examples of HbbTV services usage in Europe
- The cost-effective solutions for smaller broadcasters to embrace the new media landscape
- Updates on EBU Flow project
- Updates from manufacturer.
- ABU recommendations on Cybersecurity and Media

Case studies from Media Prima Berhad and RTM (Radio Televisyen Malaysia) were presented. Participant were experienced several hands-on demos from Sofia Digital, Hybrid & Benchmark Broadcast Systems (S) Pte Ltd; Fraunhofer IIS, SONY and Media Prima Berhad and spent a half-day tour visit to RTM.

Over sixty participants from eighteen countries attended the workshop. Speakers were from broadcasters, solution providers and industry.

Mr Masaru Takechi, NHK Japan





WORKSHOP ON ENGINEERING FUNDAMENTALS FOR BROADCASTERS 3rd - 7th December 2018 in Kuala Lumpur

The Asia Pacific Broadcasting Union (ABU) and the Asia-Pacific Institute for Broadcasting Development (AIBD) jointly organised the Regional Workshop on Engineering Fundamentals for Broadcasters from 3rd – 7th December 2018 in Kuala Lumpur, Malaysia.

The workshop provided basic engineering fundamentals for broadcast engineers and technologists who are at the beginning of their careers. The workshop also focused on fundamentals of IT, audio and video systems, engineering techniques and applications. It will also facilitate participants to learn about the current trends and advancements in broadcast technologies. The knowledge gained will help the participants to build confidence in operating in an evolving media value chain.

By the end of the workshop participants were given input on: Basics of Audio and Video, Concepts of analogue to digital signal conversion, Signal processing in the media value chain, Multiplatform delivery and Quality of Experience, Converged media-IT-broadcast environment, Radio and TV transmission concepts, techniques and technologies And Evolving media and delivery platforms.





ABU Moves to Integrate Media in Climate Action and Disaster Preparedness

5th ABU Media Summit on Climate Action and Disaster Preparedness, 25-26 April 2019, Kathmandu

media professionals are not prepared themselves for “translating” complex data and science language and government actions into engaging relevant stories. The aim of the Nepal Summit is to address these issues and link climate action and disaster preparedness stakeholders to media professionals in concrete projects.

The Summit will be hosted by the Government of Nepal and co-organised by the ABU members Nepal TV and Nepal Radio. The Ministry of Communications and Information Technologies leads the local preparations with input and support from several other government ministries such as Ministry of Home Affairs, Ministry of Environment etc.

The 5th ABU Media Summit on Climate Action and Disaster Preparedness will mark the fourth anniversary of the devastating Gorkha Earthquake in April 2015, which claimed nearly 10,000 lives. It will take stock of the work done for rebuilding the country and communities and will set up projects to engage them through media for actions to combat climate change and prepare them for future disasters.

For more information about the Summit programme, registration, speakers etc. please contact Ms Natalia Ilieva, Head of Secretary-General's Office: natalia@abu.org.my

The warnings from the scientific community couldn't be more alarming. “The world is heading in the wrong direction to slow climate change after another year of near-record temperatures” - World Meteorological Organisation, 29 November 2018. This existential threat is confirmed by the UN Secretary General Guterres: “Climate change is moving faster than we are. It is a global issue we are all failing.”

While the world leaders gather in Katowice for the COP24 (the 24th Conference of the Parties to the United Nations Framework Convention on Climate Change) to accelerate the governments' actions to combat climate change, the ABU is opening the registration for the fifth edition of the ABU Media Summit on Climate Action and Disaster Preparedness.

ABU views the Summit in Nepal as a golden opportunity to continue its regional drive to integrate media in all climate change adaptation and disaster risk management activities undertaken on the ground by governments, NGOs and international

agencies. This is the main reason the ABU established this forum as a meetings place of all stakeholders – governmental and non-governmental agencies, science, youth, women, local authorities, private sector etc.

Undoubtedly, the media's potential to accelerate climate action and disaster preparedness hasn't been fulfilled. There is so much more the media can do in reaching and educating wide audiences. The reasons why media hasn't fulfilled this vital role are many but two are standing apart. Firstly, the media should be accepted as a partner, not just a “microphone” for disseminating other stakeholders' messages. Secondly,

5th ABU Media Summit on Climate Action and Disaster Preparedness

25th April	Summit Day 1 – Climate and Disaster Literacy
26th April	Summit Day 2 – Working Together to Build Resilient Communities
	Gala Awards Ceremony ABU Contest on Climate Action & Disaster Preparedness



Sarawak Tourism, Art, Culture, Youth and Sports Minister, Datuk Abdul Karim Rahman Hamzah (right) receiving hamper from Mr John Ng, Paralympic Council of Malaysia during Kuching 2019 WPSC Website Launching Ceremony on 29 November 2018.

Standing from left to right: Mr. Hii Chang Kee (Permanent Secretary Youth, Sports & Tourism Sarawak), YB Dato Snowdan Lawan (Assistant Minister Youth & Sports Sarawak), YB Datuk Abdul Karim Rahman Hamzah (Minister of Tourism, Art, Culture, Youth Sarawak), Dr Javad Mottaghi (Secretary General of ABU) Mr John Ng (Deputy President, Paralympic Council of Malaysia) Dr Ong Ong Kong Swee (CEO Sarawak Sports Corporation) & Mr Lawrence Chew Si Hock (Head of Secretariat - Logistics)

July 29 to Aug 4 at the Pandelega Rinong Aquatic Centre, is expected to gather 800 athletes from 80 countries accompanied by another 400 officials.

The president of the Paralympic Council of Malaysia (NPC Malaysia) Mr. SM Nasarudin Tan Sri Datuk Seri Utama SM Nasimuddin, said: "We would like to thank the IPC for the decision to award this Championships to Malaysia. This decision demonstrates the willingness of the IPC to develop NPCs worldwide by giving an opportunity to cultivate the organisational capabilities to host major international events."

He said in addition to the World Para Swimming Championship, several international events will be held during Visit Sarawak Year 2019. They include the 20th Asian Youth Tenpin Bowling Championship, Fifth CMS Borneo Open Squash 2019, World Masters Badminton Championship Kuching and 21st Master Athletics Championship 2019.

Mexico City will stage the World Para Swimming Championships this year from 30 September – 6 October together with the 2017 World Para Powerlifting Championships.

World Para Swimming Championship

29 July - 4 August 2019 Kuching Sarawak

Kuching will host the World Para Swimming Championship in July next year with around 600 swimmers from 70 countries expected to compete in the capital of Sarawak marking the 9th edition of the World Para Swimming Championships and the first time the competition will be held in Asia.

Sarawak Tourism, Arts, Culture, Youth and Sports Minister Datuk Abdul Karim Rahman Hamzah urged industry players to also upgrade facilities at restaurants, eateries, on public transportation services, hotels and tourist spots, among other things.

The event, he said, which runs from

ABU Sports Marketing Module 2 held in Colombo

A Marketing Workshop organised by the ABU Sports and its partner HBS-Host Broadcast Service was well received by the participants. The two day workshop took place in Colombo, Sri Lanka Dec 4-5, 2018 and was hosted by SLRC, the national broadcaster of Sri Lanka.

The participants, mostly commercial and sales personnel said the workshop was not only timely but relevant and appropriate. There were over 30 participants from Sri Lanka, Pakistan, Nepal, Indonesia, Malaysia and Thailand.

The workshop experts come with years of experience in the field, Mr Torrey Jay Dorsey manages sponsorship sales and delivery for Infront Sports properties in the Pan Asia region. Torrey was also one of the experts for the Marketing Workshop Module 1 in Kuala Lumpur in 2017.

Mr. Manoj Padmanabhan and Torrey Jay Dorsey are media professionals with many years of experience in Media Sponsorships and sales.



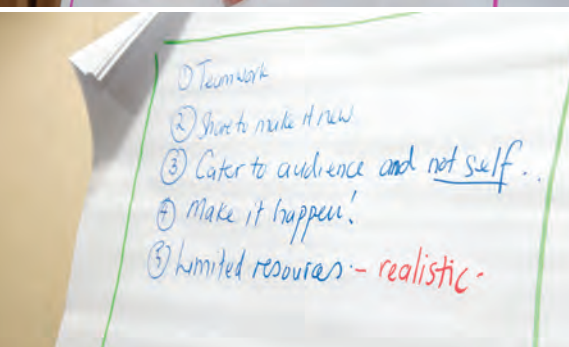
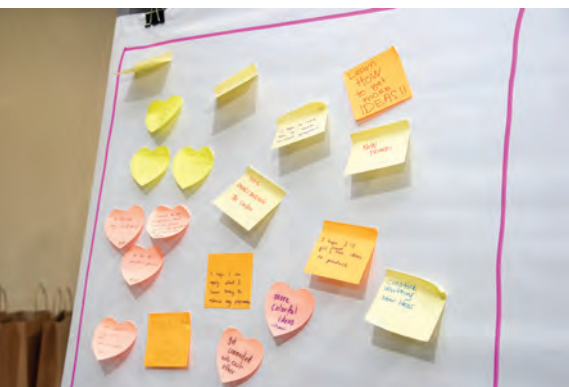
The workshop included practical skills on creating successful sponsorship package in the form of case studies. Experts shared studies and proposals on BWF (Badminton World Federation) and the Indian Super League or ISL among others. Sessions on On-Air Sponsorship and Advertising and Process of Creating packages were well received. The two day Sport Marketing Module 2 was a collaboration between ABU Sports and HBS.

ABU-IPPTAR-RTM ABU Prizes Workshop in Kuala Lumpur

With the theme of “How to develop killer ideas”, ABU-IPPTAR-RTM ABU Prizes Workshop was held at the IPPTAR Building in Kuala Lumpur from 22-23 October. 18 participants from various departments of RTM-Malaysia took part in the workshop. The first half of the workshop was done by Ms Kartini Kamalul Ariffin, media consultant and former Director of Radio, iM4U Radio, Malaysia. Starting with the effective way to relax yourself, she gave many practical tips for creating killer ideas to the participants.

“I am honoured to be part of an exciting and energetic group of participants. I hope to do more.”
-Ms Kartini, Group Trainer.

The second half of the workshop was done by Mr Hakim Amir, Assistant Vice-President of Content Development and Production Unit of ASTRO, Malaysia. He introduced many ASTRO’s popular programmes and made some advice on how to create killer ideas for marketing contents.



IRIB-AVN Stalwart Alireza Mohammadzadeh Retires

After a long and distinguished service, the Islamic Republic of Iran Broadcasting (IRIB) Asiavision news coordinator Alireza Mohammadzadeh has called it a day.

His last day in the office was on 21 September.

The efforts of Alireza and his colleagues at the IRIB-AVN desk all these years have put the Iranian public broadcaster at the forefront of the AVN news exchange program.

IRIB has always and continues to be among the most active contributors to AVN.

For the year from July 2017 to June 2018, IRIB emerged as the top AVN contributor with 2030 news items.

Fellow members and also AVN partners have always relied on IRIB for footage coming out of Iran.

Alireza and the IRIB-AVN team have always strived to meet the many requests that come their way.

Alireza is pictured at the last AVN event he attended - the ABU News Group Meeting and the 2018 Global News Forum held last July in Ho Chi Minh City, Vietnam.



Additions to the AVN Family



The Asiavision family continues to grow and now has 36 members with the addition of the Vanuatu Broadcasting & Television Corporation (VBTC) and UATV of Ukraine.

VBTC's membership application was approved on 1 October with no objection received in the balloting.

UATV's application was approved on 23 July, also with no objection during the ABU News Group meeting in Ho Chi Minh City, Vietnam.

VBTC is both the national public service broadcaster and the regulator for television and radio.

The Republic of Vanuatu is an island nation located in the South Pacific Ocean.

UATV is a round-the-clock Ukrainian television broadcasting channel that has a wide foreign audience.

UATV broadcasts news every hour in five languages: Ukrainian, English, Russian, Arabic, and Crimean Tatar.

AVN at ASBU News Committee Meeting Held in Tunis

Slimani made this proposal during the annual ASBU News Committee meeting in Tunis, Tunisia.

Mohcen said ASBU had organised many activities and festivals but not much when it concerned news.

The ASBU News Committee meeting was held from the 16-18 October 2018 at the ASBU headquarters in Tunis. Asiavision Senior Editor Tan hockguan represented the ABU at the meeting.

Among many topics, the meeting discussed the news exchange program in the Arab world and ASBU's coverage of major events outside the Arab region.

In his presentation, Tan spoke about the news exchange cooperation between ASBU and the ABU. Asiavision (AVN) is the daily TV news exchange program run by the ABU.

The ABU-ASBU cooperation agreement allows both organisations to mutually make use of each other's new items in their respective news exchange programs.

The total number of news items contributed by ASBU to AVN in 2017 was 863 and the figure for the first nine months of this year is 523 news items.



The Arab States Broadcasting Union (ASBU) aims to organise an international news industry conference along the lines of the Asia-

Pacific Broadcasting Union's Global News Forum (GNF).

The ASBU News Director Mohcen Karim

Asiavision Presents Monthly Award Winners

The winners of the monthly Asiavision award are TRT-Turkey for October, NHK-Japan for September and TVRI-Indonesia for August. TRT won the October award for its coverage of the killing of a Saudi journalist and government critic in the Saudi Consulate in Istanbul.



Jamal Khashoggi, a Washington Post columnist, went missing after he entered the Saudi Consulate on 2 October. After weeks of denial, the Saudi authorities admitted that he had been killed inside the consulate.

The September award went to NHK for its fast and comprehensive coverage of the aftermath of Typhoon Jebi which made landfall on 3 September and the Hokkaido 6.7 magnitude earthquake on 6 September.



Typhoon Jebi tore through the western parts of Japan and left at least 11 people dead and hundreds others injured. Three days later, an earthquake jolted Japan's northern-most main island and claimed at least seven lives.

TVRI took the August award for its

coverage of the multiple powerful earthquakes that rocked Indonesia's Lombok Island. The picturesque island was hit by a 6.4 magnitude quake on 29 July and again on 6 August by a 7.0 magnitude quake. Several aftershocks followed on 19 August, including a 6.3 magnitude at midday and a powerful 6.9 magnitude late in the evening.



The number of casualties since the first quake occurred has reached more than 550 deaths while hundreds of thousands more were made homeless.

Asiavision training in the Pacific, targeting TV1 Samoa

Training, coaching, teaching ... call it what you like, but workshops that focus on the core business of broadcasting are inspiring for everyone.

Spending the week with Newsroom reporters at TV1 in Apia, the television arm of longtime ABU member, Samoa Broadcasting Corporation, Director News Wendy Everett also took the opportunity to run a workshop on teamwork for the journalists and the camera operators.

And when Chief Executive Officer Faiese Matafeo joined in to share with her Newsroom staff the perspective of her many years as a news broadcaster, she coined a new slogan – 'TV1 Tala Fou: The voice and the eyes of the people of Samoa'.

It was immediately scribed on the whiteboard, along with many of the other insights from the session.

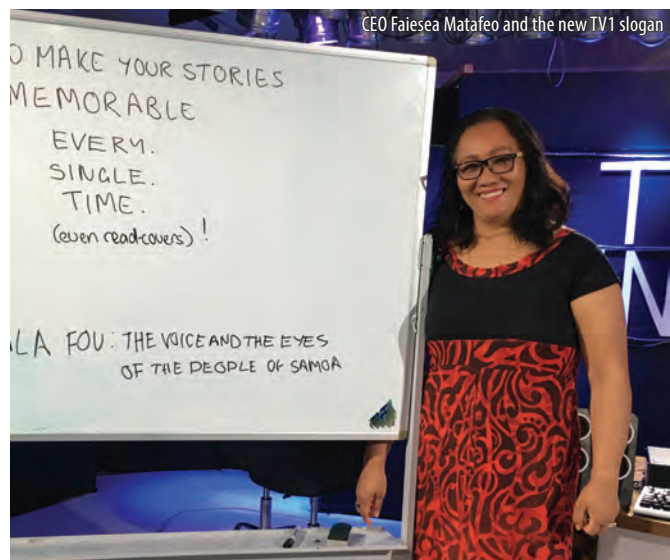
It's the way Ms Everett trains and coaches groups – they do the work, the thinking, the developing and the learning so their insights and understanding translate into skills and proficiency that lasts.

"I see myself more as a facilitator but with a mission to drill down on the fundamentals of news reporting – accurate stories that are attributed, verified, balanced and objective with scripts written to the best pictures," she said.

As well as holding workshops, Ms Everett accompanied reporters on their news gathering jobs in Apia and held individual voice and presentation coaching sessions.

"It is always the one-on-one coaching where I see the most immediate results – when you focus on a person's strengths and listen intently to their insights, the response is instant."

Ms Everett hopes to return to Apia next year for the Pacific Media Partnership Conference on August 5 and 6.



CEO Faiese Matafeo and the new TV1 slogan



CEO Faiese Matafeo and the TV1 Newsroom staff



News Manager Renee Kahukura-Josefa and reporter Alisa Faamaoni



Asiavision Director News Wendy Everett with TV1 News Anchor Lutita Anitelea



TV1 journalists and camera operators working together



One of four interviews for reporter Alisa Faamaoni's story on how to save lives



News anchor Lutita Anitelea on air

Broadcast Istanbul 2018



From right: Mr Abderrahim Suleiman - General Director of ASBU, Dr Javad Mottaghi, Mr Dahir Mahmood Gelle - Somalia Information Minister, Mr Haluk Dursun - Deputy Minister of Culture and Tourism, Turkey, Mr Yusuf Gürsoy - President of RATEM, Mr Esat Çıplak - RTUK Vice President



The Broadcast Istanbul 2018 Forum (powered by IFTV) saw many industry CEOs and other speakers engage in discussions on the innovations that the media and broadcasting sectors are facing during the digitalization process. It was an opportunity for international sector representatives to compare ideas and share thoughts in this regard.

The Broadcast Istanbul 2018 Forum hosted its guests at Elite World Europe between 15-16 November 2018. The main topics discussed were ; What is happening in radio? 25 Years Progress in Digitalizing and Is There a New Trend in Social Media?

BROADCAST ISTANBUL 2018 GUESTS OF HONOUR:

Prof. Dr. A. Haluk Dursun: Deputy Minister of Culture and Tourism, Turkey, Dahir Mahmood Gelle: Minister of Information, Somalia, Esat Çıplak: RTUK Vice President, Eng. Abderrhim Suleiman: ASBU Director General, Dr Javad Mottaghi: ABU Secretary-General ABU, Loy A.H. Alawi: General Manager, Palestine Information Ministry, Dalila Fradi: General Manager, Tunisia Public TV, Reema Mohamed Hussein El Jamrah, Deputy General Manager: Palestine Public TV, Mr. Feysal Musee Mohamed, Deputy General Manager: Somali Public Tv

ABU and NHK President Mr Ryoichi Ueda and KBS President and CEO Yang Sung-dong address PBI Conference in Seoul, Korea

The event held from October 23 to 25, in Seoul and hosted by ABU member KBS, Korea's key public service media provider, was a forum used to discuss a range of issues such as securing financial resources and attracting young audiences in the age of incessant disruption where the highest priority appears to fall on sustainability.

Since 2007, when KBS hosted its first PBI conference, there have been incredible changes to our industry. Public service media across Europe and Asia have displayed creativity and resilience in catching up with the times and accelerating themselves towards digitally enhanced communications. However, the changes in the development of the media industry have been explosive as well.

Mr Ryoichi Ueda, President of the ABU and of NHK Japan addressed the conference audience at the opening. His speech is given below:

Good morning, everyone. His Excellency Mr. Lee Nak-yeon, Prime Minister of the Republic of Korea and fellow PBI members, I am truly delighted to have this opportunity to be here in this energetic city of Seoul, and celebrate together the opening of the conference.

First, I'd like to offer my heartfelt thanks to President Yang Sung-dong of KBS and the entire staff for working so hard to organize this wonderful conference.

Our theme this year is "Media's Next Big Bang – Strategic Initiatives for Connected Platforms." It is certainly very timely.

The world is quickly changing through digitalization of broadcasting and spread of the internet. Public broadcasters cannot survive in this age



Mr Ryoichi Ueda, ABU & NHK President

of transformation, without taking full advantage of connected platforms.

At NHK, we are currently implementing a 3-year corporate plan to guide us until 2020. Its most significant policy involves our evolution from "public broadcasting" into "public service media." It requires us to become a key part of the social infrastructure that responds to our viewers' needs anytime, anywhere. We will accomplish this by making the most effective use of the internet and new technologies while maintaining broadcasting as our core operation. Later today, I will introduce some of the projects we are undertaking.

The issues that members of PBI face are common to broadcasters here in Asia. At the Asia-Pacific Broadcasting Union general assembly in Turkmenistan earlier this month, the two key topics discussed were "Thriving in the New Digital Age" and "Making the Future

Work for Public Broadcasters."

We explored how to make full use of connected platforms so that we might stay relevant to our viewers, as younger audiences shift away from television ...and more people of all ages turn toward social media. ABU is a diverse organization which includes 279 members from 73 countries and regions. And over the past few years, adapting to digitalization has been one of our central issues.

Over the next 2 days here in Seoul, I look forward to engaging in creative and stimulating discussions with my fellow PBI members. And I sincerely hope that what we share here will help us chart a promising new course for public service media around the world.

I would like to once again thank Mr. Yang Sung-dong, President and CEO of KBS. I wish you all a successful conference!

KBS President and CEO Yan Sound- dong also spoke at the event and a copy of his speech is here:

As President and CEO of KBS, I have the great pleasure of welcoming you to Public Broadcasters International Seoul 2018.

I would like to extend my sincere gratitude to Prime Minister Lee Nak-yeon, Chairman Noh Woong-rae of the Science, ICT, Broadcasting, and Communications Committee of the National Assembly, and Chairman Lee Hyo-seong of the Korea Communications Commission. They are with us this morning to express their congratulations upon the opening of PBI Seoul 2018.

Public service media has the principal mission of delivering news and information while being impartial and objective. Public service media also has many roles when it comes to community integration and development. Korea's leading public service media KBS is proud to host this year's exclusive annual forum for leaders of the public service media community after 11 years since PBI last came to Seoul in 2007.

The theme of PBI Seoul 2018 is Media's Next Big Bang: Strategic Initiatives for Connected Platforms.

We are witnessing connected platforms in the new media paradigm driven by digital and mobile innovations. The new wave of technological development creates connected platforms that refer to a phenomenon where TV, radio, telecommunications, and computers come together not just technically but also on the level of the social and economic. Public service media is faced with another huge disturbance. We are seeing media companies joining forces with the powerful global giants.

The competition is getting fiercer in this ever-changing media landscape as we have to continue to come up with new strategies to respond to new media platforms and



Mr Yang Sung-dong, KBS President and CEO

compete with blockbuster content created by the global giants.

Some public service media organizations are in serious danger as their audiences express concerns about needs to maintain public service media amid the age of content and platform explosion.

In the next two days, I will make my best efforts to create a quality forum that brings together diverse perspectives on the future vision of public service media that serves the best interests of its audiences through diverse platforms. Thank you.



ABU Secretary-General meets with Mr Choi Seung-ho, President and CEO of MBC Korea

Taking the opportunity of attending the PBI Conference in Seoul, the ABU Secretary-General met Mr Choi Seung-ho, President and CEO of MBC Korea, a full member of the ABU, and explored the possibility of expanding partnership between the ABU and MBC. Two parties will explore the possibility of establishing an annual ABU/ MBC Media Forum from 2019 onward.



ABU and Deutsche Welle Strengthen Cooperation

Mr Peter Limbourg, Director – General of Deutsche Welle (DW), the Germany's public international broadcaster, paid a short visit to the ABU Headquarters in Kuala Lumpur, Malaysia. He was accompanied by Ms Petra Schneider, Director of Sales and Distribution and Mr Klaus Bergmann, Director International Relations and ABU Liaison Officer.

The DW delegation explored with ABU Secretary – General Dr Mottaghi and the Head of ABU Office Ms Natalia Ilieva, several possibilities to bring the two organisations' cooperation to a new level. Potential new projects are: enhancing Asia – Europe dialogue between media organisations, co-productions on climate change and refugees and capacity building for ABU members through DW Academy.

DW is an Associate Member of ABU since 1966. Over the years it has contributed to the development of the media in many Asia – Pacific countries.



Left to Right: Natalia Ilieva- ABU, Ms Petra Schneider, Director of Sales and Distribution- Deutsche Welle, Mr Peter Limbourg, Director General of Deutsche Welle, Dr Javad Mottaghi, Secretary General- ABU and Mr Klaus Bergmann, Director International Relations Deutsche Welle/DW ABU Liaison Officer.

ABU Secretary – General meets Mr Chang – Hae- Rang, President and CEO of EBS Korea



The ABU Secretary – General met Mr Chang – Hae- Rang, President and CEO of EBS Korea on 26 October 2018 in Seoul. EBS has been a long standing partner of the ABU over the years.

The ABU Secretary – General Requested EBS to revive its continued partnership with ABU by seconding a professional producer to work at the ABU secretariat for two years. Mr Chang – Hae- Rang agreed to consider this partnership.



A new staff member has joined the team at ABU HQ in Kuala Lumpur



M r Shree Bhadra Wagle: Manager Production & Delivery Technologies

Mr Wagle is from Nepal and holds an M Tech (Satellite Communications, India); MBA (Management, UK); BE (EEE, India) Mr Shree served at Radio Nepal, a Government Radio Broadcaster, from 1992 to 2017 and retired as Deputy Executive Director. He was Associate Professor at Kantipur Engineering College, Nepal from Oct 2017 to Sept 2018.



Photo above: Hong Kong's broadcast gurus and veterans, as well as the parties who supported and provided their precious exhibits and The Acting Chief Executive of HK attended the Exhibition Opening Ceremony.

ABU Members RTHK Hong Kong and Radio Romania Celebrate Anniversaries

It was a month full of outstanding events for Radio Romania as the Gaudeamus International Book & Education Fair - the most important event in Romania for people in the book business and the only book fair in the world initiated and organized by a public radio service, took place in Bucharest on November 14-18. The conference "Rethinking Frames of Public Media" have benefitted from the

presence of important representatives of international media.

On the occasion of the anniversary, the President of Romania has rewarded Radio Romania with the Order of Cultural Merit – Commander Grade, as an acknowledgement of the institution's major contribution in promoting and supporting Romanian cultural, moral and civilization values.

Radio and television broadcasting is closely related to the daily lives of Hong Kong people. The broadcasting industry provides news and entertainment, bears testimony to social events, and promotes history, culture and art. To mark the 90th anniversary of broadcasting in Hong Kong in 2018, Radio Television Hong Kong organized the exhibiton of RTHK's "90 Years of Public Service Broadcasting in Hong Kong" until 25th February, 2019 in Hong Kong Heritage Museum to look back at the development of Hong Kong's broadcasting industry with RTHK as the focus through sound and image.

An opening ceremony of the exhibition was held on 6th November with The Acting Chief Executive of Hong Kong Teresa CHENG as one of the officiating guests. The officiating guests joined with hundreds of local broadcast gurus and veterans, as well as the parties who supported and provided their precious exhibits, for a massive group photo. The large-scale group photo represents a milestone in Hong Kong's broadcasting history.

How Can Education Merge with Entertainment for the Benefit of Children?

Dr Patricia Edgar AM. Is founder and inaugural head of the Australian Children's Television Foundation (ACTF). She was the architect of the Australian Children's Television Standards and founder of the World Summit Movement, hosting the first World Summit on Media for Children in Melbourne in 1995. In this article for ABU News, she explains how education ought to merge with entertainment for the benefit of children.



Patricia Edgar. (Photo by James Braund)

History and technology have exposed the inertia of Australian producers. More than broadcast television quotas is now required to serve the needs and interests of today's children. Their fundamentally changed media usage calls for a radical shift in the thinking behind the production of programs for them and in the media literacy curriculum they are taught from pre-school to Year 12.

If these policies could be combined it would be the most effective response to capturing the potential of multi- platform diverse children's programming, their social media and new technology use, and dealing with the problems social media are exposing. The comprehensive aim of such programs and curricula should be to prepare children for a new world, strengthening a desirable civil culture, through supporting schools, tertiary institutions, children's media entertainment and their transition from school to the workplace.

A fast-encroaching 'new media information order' is unstoppable and 'coddling' a generation will only exacerbate problems. We need to be clear that used responsibly, social media has many beneficial effects for the social development of children and adolescents, enhancing their education, well- being and cohesion by connecting them to peers with similar interests at home and across the globe.

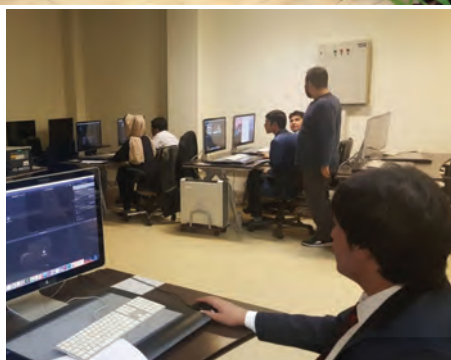
The naysayers must be kept in perspective. We know that social media can be successful in promoting conspiracy theories, racism, misogyny and hatred. Bullying, always a problem with children and teenagers, has become an epidemic on social media; revenge imaging is apparently rife, as is the transmission of abusive images, but the best way to counter cruel and negative behaviour is by education. Parents need to play their part and know how their young children engage with social media but the education system must assist them, providing lessons on appropriate use of technology.

Some activists are demanding Facebook and Apple lift their game, with investors calling for these companies to develop new software tools that would help parents control and limit their children's smart-phone use: a reasonable demand. Aligning with them are powerful tech avengers with inside Silicon Valley experience who have joined forces in the US and are finding sympathetic ears with their calls for regulation. But what happens next?

In the process we must not lose sight of the potential of these mammoth media companies. Governments do need to insist they meet their obligations, financially and ethically and accept responsibility for their adverse influences on social behaviour and the algorithms that undermine democratic processes. Regulations, however difficult to define, are required to police their uncivil behaviour, but they must be practical, adaptable and supported by an education campaign. They should include a focus on developing media as a positive resource for children.

This is an extract from a larger essay: Kids Technology and The Future, published by Australian Scholarly Publishing, 2018

News Workshop for Radio and Television of Afghanistan



IRIB held a five-day workshop for a group of RTA journalists with the aim of enhancing and strengthening media cooperation.

Exchanging technical experiences inserted in inter-media cooperation agreements, this workshop was held for nine journalists of RTA.

The workshop was held in coordination and partnership with ABU and the training courses and subjects included "advanced journalism", "mobile journalism" and "editing in news/journalism".

Mobile journalism was the key point of discussing in the workshop. IRIB is an excellent broadcast organization, equipped with the latest technologies and has experienced and talented experts.

After the collapse of the Taliban regime in Afghanistan, RTA had seen various training in different fields of media by IRIB which were useful and achieved good results for the participants. As the participants noted, the workshop was very useful for capacity buildings of the RTA news desk. The venue, the IRIB-University, is located in Tehran and was established 50 years ago.

Participants also visited editorials and news broadcast studios and at the end of the workshop and received a certificate.

ABU expresses its Condolences to AIBD Deputy Director Marcel Gomez's friends, colleagues and family



Everyone at the ABU would like to express their heartfelt condolences on the passing away of the late Marcel Gomez, a dear friend and valued colleague.

Marcel Gomez passed away on 15 November 2018. He was 59. Mr Gomez leaves behind wife, Mona and son, Richard.

Marcel Gomez was appointed Deputy Director of the Asia-Pacific Institute for Broadcasting Development (AIBD) on 14 August 2014. He joined the AIBD in 1985 and has served the Institute in various capacities until his resignation in June 2017. Prior to being appointed Deputy Director he was the Senior Programme Manager at AIBD.

During his 31 years of service to the Institute, he had implemented various training projects on diverse topics throughout the Asia-Pacific region. He has represented the Institute in many international conferences across the globe, articulating the region's concerns and responses to the changing media environment.

Marcel spent many fruitful years of his life with AIBD and was very dedicated and passionate about his commitments. His vast knowledge on the Institute and valuable contribution to AIBD would always be remembered.

A highly professional and respected member of the AIBD Management

Team, his passing would be greatly missed by colleagues, friends, and all who knew him. Prayers and fond memories are what we have to remember of our dearly departed colleague and friend Marcel Gomez, the Gentleman with the pipe and unmistakable accent.

On behalf of ABU and the management team, we convey our deepest sympathies and heartfelt condolences to his bereaved family and all concerned in the true spirit of solidarity.

"May God Bless His Soul".

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

SAVE THE DATES



ABU MEDIA SUMMIT ON CLIMATE ACTION AND DISASTER PREPAREDNESS

25-26 April 2019 | Kathmandu, Nepal



The International Istanbul Film TV Forum & Exhibition (IFTV 2019) will take place on February 14– 16, 2019 at Istanbul Lutfi Kirdar International Convention and Exhibition Center in cooperation with the Association of Radio and TV Broadcasters (RATEM) (<https://www.ratem.org/>) and CEO Event (<http://ceoevent.com.tr/>).

The IFTV 2019 Forum & Exhibition will bring together professionals from the radio, television, film, drama series, content, format and broadcast technology industries on a single platform. We also plan to host industry professionals, buyers, investors and speakers from more than a hundred countries.

For more information, please visit: <http://iftv.org/en>

New Additional Full Member

Kiri One TV/WAVE TV Kiribati is based and locally owned and is the only first digital TV Station in Kiribati broadcasting local and current affairs with support from SPC (Pacific Way) and pacifika NZ.



New Affiliate Members



China Media Group is the predominant state radio and television broadcaster in the People's Republic of China. It was founded on 21 March 2018. China Central Television (CCTV), China National Radio (CNR) and China Radio International (CRI) have merged and now operate under one umbrella-entity, called China Media Group (CMG). Mr Shen Haixiong is the President of China Media Group.



Kuzoo FM has 2 stations - one airing all content in English and the other in Dzongkha, the national language. Kuzoo is Bhutan's second largest radio station with nation-wide coverage, headquartered in the capital city of Thimphu with 15 team members.



Rekam Indonesia, established in 2017, is a digital platform, as well as an audio-visual storefront, that records a variety of archipelago treasures, which are packaged in the form of documentaries



Happy Campers Productions Sdn Bhd is a multifaceted production company operating on two main divisions. The home division of Happy Campers Productions is focused on providing production services to both local and international television networks as well as corporate clients.

ABU Calendar of Events

JANUARY

Jan 5 – Feb 1	AFC Asian Cup	UAE
17 – 19	25th BES Conference and Expo	New Delhi

FEBRUARY

13	World Radio Day	
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MARCH

2 – 12	Winter Universiade	Krasnoyarsk
4	9th ABU Programme Bureau (PB)	Kuala Lumpur
4 – 7	ABU Digital Broadcasting Symposium	Kuala Lumpur
5 – 7	ABUDOC (ABU Documentary Exchange Meeting)	Kuala Lumpur
7 – 9	2nd ABU International Dance Festival	New Delhi
8	ABU Technical Bureau Mid-Year Meeting	Kuala Lumpur
11 – 12	3rd ABU Intellectual Property & Legal Committee	Colombo
11 – 13	2019 AVN Coordinators Meeting	Jakarta
11 – 18	ABU-ASBU DTV Training	Tunis
19 – 21	ABU New Media Workshop	Macau
27 – 28	ABU-IPPTAR-RTM ABU Prizes Workshop	Kuala Lumpur
28 – 29	ABU RAI DAYS	Venice

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Mike Kernen
Director of Engineering,
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