

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

ABU news

Quarter 4 2019

Growing Strong Together



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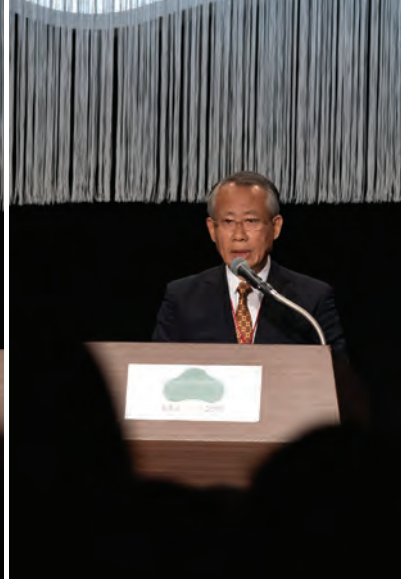


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Takaichi Sanae, Minister for Internal Affairs and Communications of Japan



NHK and ABU President Mr Ryoichi Ueda



Top: ABU Leadership team. Bottom: Delegates at the ABU General Assembly

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Welcome to the latest edition of the ABU News, the last edition for 2019. In this edition we detail the highlights, discussions and topics of the recently-concluded 56th ABU General Assembly and Associated Meetings held in Tokyo, Japan from 17- 22 November.

“Building Trust: Enriching Audience Experience” was the theme for this year’s GA. With the media landscape drastically changing, audiences are seeking more diverse and higher quality experiences through multiple platforms.

To meet their needs, broadcasters must provide services that are: **UBIQUITOUS**, such as online distribution and VOD; **SHARED**, including social media and public screenings; **ADVANCED**, embracing 4K/8K, UHD and VR; **RELIABLE**, offering trustworthy information and emergency news; and **INCLUSIVE**, ensuring content for everyone.

Meeting audiences where they are is one of the most significant missions for broadcasters and an indispensable ingredient in building trust. It was with addressing these issues in mind, that the theme for the ABU 2019 GA was conceived.

The biggest television networks in the Asia-Pacific region such as NHK-Japan, CCTV-China, TRT Turkey, RRI and TVRI, Indonesia, KBS, Korea, ABC, Australia, Doordarshan-India, and CGTN-China were among ABU members who gave input, information and dialogue about their vision and plans for the future.

As well as showcases, TV Song Festival, 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 Administrative Council completed elections and this edition reflects the outcomes of those discussions.

This edition allows you to experience and know of the discussions and events in Tokyo. We aim to bring you an extensive overview of interesting exchanges during the different meetings and panel sessions. It 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 be remiss if we did not thank the hosts of this year’s GA, NHK Japan who put on an exceptional event which provided top notch entertainment and enlightenment. Readers will also get a glimpse of the sights of the surrounding areas Tokyo, the host of the upcoming Olympic and Paralympic Games.

We hope you enjoy this edition’s news and photos from our 56th General Assembly!

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NHK hosts a spectacular 56th ABU GA and Associated Meetings

A bonanza of sights, sounds, showcases, meetings and events was successfully staged during an engaging, entertaining and most of all, enlightening, General assembly in Tokyo.

Over 600 top executives from leading broadcast companies in Asia-Pacific and beyond gathered in Tokyo for a week of networking, sharing experiences and learning under the theme Building Trust: Enhancing Audience Experience.

The highest governance body of the Union, the General Assembly, convened on 21 and 22 November, with key issues about the future of the Union high on the agenda. How not to leave any member behind the digital transformation, how to help

Asia-Pacific broadcasters navigate the challenges in the industry brought by the digital revolution and social media that have changed the way people work, live and interact.

However, the most important ABU annual gathering started with ABU Sports Group Conference, Radio Working Party and Programme Committee Meeting to be followed by Technical Committee Meeting, 8th Women With the Wave Forum, a Quality Management Workshop, Masterclass on Ethical Journalism.

The meetings included discussions on programming, technical, sports, news and copyright issues. More than 600 delegates from the Asia-Pacific region and beyond took part.

New ABU initiatives discussed included an Asia-Pacific Song Contest, to be held for the first time in China in 2020, and the Asia-Pacific View, an online content sharing platform.

On the final day, the President and CEO of KBS-Korea, Mr Yang Sung-dong, was unanimously elected a Vice-President of the ABU for a three-year term. He succeeds Ms Supriya Sahu of Doordarshan-India.

An exciting new feature of the 2019 Tokyo GA are the NHK Showcases. These high-level knowledge and experience sharing sessions, organised by the Japanese public service broadcaster, demonstrate the NHK latest technologies, content and engagement strategies to serve its diverse audiences.

What the 56th GA will be remembered for by people across the Asia-Pacific region is the entertainment provided by the TV Song Festival Gala and the oldest Radio and TV Documentary Contest, the ABU Prizes. Both show the talent and creativity of the most diverse region in the world and linking people of Asia – Pacific in a unique experience of togetherness and friendship.

The Opening Ceremony took place at THE CENTURY HALL OF THE HYATT REGENCY IN TOKYO Japan on Thursday 21 NOV 2019 and was attended by hundreds of international and local delegates. There were 3 speeches which were delivered by Ms Sanae Takaichi, Minister of Internal Affairs and Communications, Mr Ryoichi Ueda, NHK and ABU President and Dr Javad Mottaghi, Secretary General of the ABU.



A video was shown showcasing the start of the ABU, which in the same year as the last Tokyo Olympics. Miki Yamamoto, NHK Anchor addressed the audience and introduced Ms Sanae Takaichi, Minister of Internal Affairs and Communications who addressed the audience in Japanese and greeted all to the GA.

She outlined the significant achievements the ABU has achieved over the years and its success in rights negotiations, technology and cooperation towards the benefit of its members. She explained how the internet has had an increasing impact on broadcasters. She praised broadcasters for their efforts in Disaster Relief and Prevention. She highlighted the multiple typhoons experienced in Japan and how radio has helped in these situations.

She also highlighted how the role broadcasters play has brought joy to people's lives, citing the broadcasting of the Rugby World Cup in Japan. She stated how she hoped broadcasters could take the opportunity to shine when the Tokyo Olympics and Paralympics upcoming in Japan. She concluded by wishing all well in their ABU GA experience.

Mr Ryoichi Ueda, NHK and ABU President made the Keynote Address and welcomed all delegates to Tokyo and to the GA. He started off by introducing the theme of the GA and expanding upon its meaning stating: "In recent years, the environment of the broadcasting industry has changed dramatically due to the digitalization and the rise of the Internet. New platforms utilizing the

Internet are rapidly emerging, and social media has become significant means of communication."

He then offered advice for broadcasters stating: Today, our viewers opt for more diverse, high-quality and holistic viewing experience rather than simply relying on the traditional broadcasting and television programs. To earn our viewers' firm trust, we the broadcasters must now offer the best audience experience by incorporating the latest technologies and multiple platforms such as the social media while maintaining the traditional values, such as "delivering fair and accurate information".

Mr Ueda then elaborated upon the ABU and explained its history and the importance of the GA. Stating: "The ABU is characterized by the term "Diversity in Unity." The Asia-Pacific region is characterized by uniquely different regional culture, language, and economy, yet we share many common challenges as broadcasters. I believe the ABU General Assembly serves as an important forum for the members to gather together and explore ways to respond to the ever-changing demands of our viewers and to combat newly surfaced challenges in the era of new media, by sharing and exchanging our diverse experiences and insights.

Dr Javad Mottaghi, Secretary General of the ABU then took the stage and greeted the audience and addressed the audience by expounding upon the new media landscape: "Constant change seems to be the new normal. And ABU members across the globe have to keep adapting to changes

driving the broadcast industry – adapt to new technologies, to new disruptive use of technologies for information dissemination, adapt their resources, adapt their workforce and most of all, change how they serve their audiences."

He went on to praise the hosts, NHK for their tireless support of the ABU and this, the 56th General Assembly in Tokyo by stating: "We are lucky to be hosted by one of the most advanced broadcasters in the world – NHK. We would want to learn from them. But we also want to learn about the Japanese ways – how this country steeped in tradition finds ways to be an incubator of innovation and invention. We also wish to learn from all of you and take your comments and experience back home."

He finished off by explaining the goals of the GA: "We are here to share common problems, exchange ideas and strategies, to use our collective wisdom to find solutions. Because ABU is bigger than the sum of its 275 parts." I am looking forward to a stimulating discussion and partnerships under the umbrella of our motto: Unity in Diversity."

A visually-stunning, high technology performance featuring dancers in traditional and contemporary costumes, which seamlessly encapsulated the themes of diversity and unity, which are both representative of the ABU, followed for the entertainment of those present.

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Takaichi Sanae, Minister for Internal Affairs and Communications of Japan

Speech by Takaichi Sanae, Minister for Internal Affairs and Communications of Japan

I am Takaichi Sanae, Minister for Internal Affairs and Communications of Japan. Thank you very much for inviting me today.

I sincerely congratulate you on opening the 56th ABU (Asia-Pacific Broadcasting Union) General Assembly here in Tokyo.

I would like to express my heart-felt admiration for Mr. Ueda, President of the ABU and other related parties for their great contribution to the development of broadcasting in the Asia-Pacific region through ABU's various international activities such as: International exchange and mutual technical support between broadcasters; Exchange of program material; Negotiations for the FIFA World Cup broadcasting rights.

Nowadays, Internet use has become commonplace, and the ways of accessing video, audio and other contents are diversifying.

With the development of information and communication technologies such as 5G, AI, and IoT, I recognize that the environment surrounding broadcasting is going through a significant change.

I have heard that against such a backdrop and under the theme of "Building Trust: Enriching Audience Experience", discussions are going to be held on what role broadcasting

is supposed to play in an age when individuals can easily disseminate information via the Internet.

I sincerely hope this meeting will end with significant achievements.

Broadcasting can deliver information to many people in a quick and simultaneous fashion.

Taking advantage of this characteristic, it has given viewers a considerable sense of security by sending evacuation information and life support information, especially in the event of a disaster.

Another major feature of broadcasting is its ability to connect many viewers.

It is still vivid in our memory that during the Rugby World Cup held in Japan until this month, many people were united through watching the broadcast. Also, it allowed people all over the world to share in the event's moving moments.

The role played by such broadcasting is very important even while Internet use has been expanding. I hope that this role will continue to be maintained by the never-ending efforts of the broadcasters.

Next year, the Olympic and Paralympic Games will be held here in Tokyo.

I would like to see the competition

and the athletes' activities delivered to people in every country and region by the broadcasters gathered here, which will give a great boost to those Games.

I also hope that by watching programs about Japanese attractions such as its nature, food, and culture, people all over the world will have a chance to learn more about them.

In closing, I wish you all continued success and health. Again, congratulations on the opening of the General Assembly today.

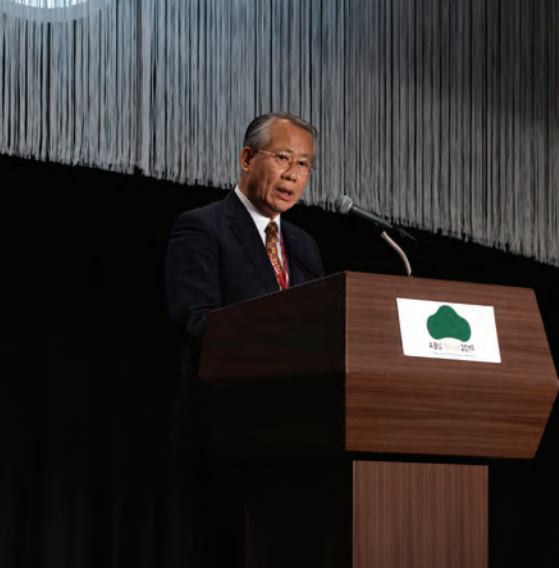
Speech of NHK and ABU President Mr Ryoichi Ueda:

Ms. Sanae Takaichi, Minister of Internal Affairs and Communications, and honored guests; Vice Presidents of ABU Mr. Sun Yusheng and Mr. Ibrahim Eren; Secretary-General of ABU Dr. Javad Mottaghi, and fellow ABU members, Good Morning!

As President of the ABU, I am truly proud and happy to be able to announce the opening of the 56th ABU General Assembly here in Tokyo today. And on behalf of NHK and as your host, I extend a warm welcome to all of you who arrived from various parts of the Asia-Pacific region and around the world to participate in this year's ABU General Assembly.

The theme of the ABU General Assembly this year is "Building Trust: Enriching Audience Experience." In recent years, the environment of the broadcasting industry has changed dramatically due to the digitalization and the rise of the Internet. New platforms utilizing the Internet are rapidly emerging, and social media has become significant means of communication. Vast expansion of information and image resources has prompted a significant reduction of television viewing, especially among the younger generation in recent days.

Today, our viewers opt for more diverse, high-quality and holistic viewing experience rather than simply relying on the traditional broadcasting and television programs. To earn our viewers' firm trust, we the broadcasters must now offer the best audience experience by incorporating the latest technologies and multiple platforms such as the social media while



NHK and ABU President Mr Ryoichi Ueda



ABU Secretary General, Dr Javad Mottaghi

maintaining the traditional values, such as “delivering fair and accurate information”.

To achieve this goal, I would like to propose to explore various ways to offer audience experience that will enhance the viewers’ trust.

ABU was established in July 1964 with eleven members. Nearly half a century later, we now have developed into a large association with 274 members from 71 nations and regions. And the number of our viewers in the Asia-Pacific region totals 3.5 billion. We have great influence as well as responsibility.

ABU is characterized by the term “Diversity in Unity.” The Asia-Pacific region is characterized by uniquely different regional culture, language, and economy, yet we share many common challenges as broadcasters.

I believe the ABU General Assembly serves as an important forum for the members to gather together and explore ways to respond to the ever-changing demands of our viewers and to combat newly surfaced challenges in the era of new media, by sharing and exchanging our diverse experiences and insights.

To support these roles of the ABU General Assembly, and as the host of this year’s meeting, NHK organized an event entitled “NHK Showcase”. It introduces various NHK projects both in content and technology to enhance our viewers’ trust. I hope that it will offer an opportunity for all of us to learn together and think together.

Lastly, Tokyo is a vibrant city where the good old traditions fuse with the cutting-edge technologies to create new values and styles. As we speak, it is going through a dynamic change

in preparation for the Olympic and Paralympic Games next year. I sincerely hope that during your stay in Tokyo and in between the busy conference schedules, you would enjoy the beautiful autumn foliage as well as the Japanese hospitality. Japan proudly offers safe and comfortable lifestyle to all that live and visit our country.

Now, my dear fellow members of the ABU, let us spend today and tomorrow exchanging our wisdom through active participation and lively discussions, and together let us carve out new opportunities to enhance cooperation and alliance for our brighter future. Thank you for your kind attention.

Speech given by ABU Secretary General, Dr Javad Mottaghi:

Ms. Takaichi Sanae, Minister of Internal Affairs and Communications, and honored guests;

Mr Ueda Ryoichi, ABU President and President, Nippon Hoso Kyokai (NHK) ABU Vice Presidents, Mr. Sun Yusheng and Mr. Ibrahim Eren; fellow ABU members and colleagues, ladies and gentlemen!

Good morning. Ohayo-Gozaimasu!

It is my great honour and pleasure to be here with you for our most important gathering of the year. The last time the General Assembly and Associated Meetings were generously hosted by the ABU founding member NHK was in 2010.

What a difference a decade makes. We live in a completely different world. The technology has changed the way we live, work and interact. It has changed the broadcast industry beyond recognition. Social media has turned the tables and changed the balance

of power. It has changed the very definition and nature of broadcasting as we knew it.

The broadcasters are not anymore in the unique, privileged position – broadcasting one to many. Anyone with a smartphone or computer can do the same.

Constant change seems to be the new normal. And ABU members across the globe have to keep adapting to changes driving the broadcast industry – adapt to new technologies, to new disruptive use of technologies for information dissemination, adapt their resources, adapt their workforce and most of all, changes how they serve their audiences. It is not enough anymore to send programmes in one-to-many approach. The successful broadcasters now make every effort to know their listeners and viewers well, interact and engage with their audiences and serve them meaningfully.

This brave new world requires us to be bold, to be creative, to take risks and walk unknown paths and to be constantly on the move. But we have one big winning card to play and that is the ABU family. No one in our Union is alone in this new brave world and should not feel alone. There is the safety net of our solidarity, partnership and collective wisdom.

We are here to share common problems, exchange ideas and strategies, to use our collective wisdom to find solutions. Because ABU is bigger than the sum of its 275 parts.

We are lucky to be hosted by one of the most advanced broadcasters in the world – NHK. We would want to learn from them. But we also want to learn about the Japanese ways – how this country steeped in tradition finds ways to be an incubator of innovation and invention. We also wish to learn from all of you and take your comments and experience back home.

I am looking forward to a stimulating discussion and partnerships under the umbrella of our motto, “Unity in Diversity”.

Arigato Gozaimasta! Thank you very much!



Clockwise L to R: Mr Hamid Nayeri, Mr Manuel Pires, Mr Suranga Jayalath, Mr Indra Singh, Mr Keizo Izuta, and Mr Cai Yanjiang

Manuel Pires, CEO TDM Macau opened a lively member's forum at the GA after lunch on the first day of the GA. 5 panellists: Mr Keizo Izuta, Vice-Chairperson of Programme Committee, Mr Hamid Nayeri, Chair of the ABU Technical Committee, Mr Cai Yanjiang, Director, ABU Sports, Mr Indra Singh, Chair of the ABU News Group and Mr Suranga Jayalath, Chair of the ABU Intellectual Property and Legal Committee spoke at length on events pertinent to their members.

Mr Keizo Izuta kicked off the forum with a presentation on the Committees Action Plan for the next 3 years and stated that 3 main goals in the plan are to be achieved. Goal number 1 is to develop further co-productions with fellow member broadcasters. The next goal is to further co production workshops. Workshops with RTA, RRI and more have been completed in the past year. New media activities, such as ABU Digital will be continued and further partnerships explored in this area.

Mr Manuel Pires opened the forum up to questions with a question from Adventist Hope Radio about the efforts to bring training to the Pacific region. Dr Javad Mottaghi, ABU Secretary General answered the question stating that needs of members in the Pacific are a focus of training and mentioned the Pacific Media Partnership Conference, webinars and other initiatives which cater to the members in the Pacific and encouraged them to contribute content and in participating in more events.

Members Forum rife with discussions on Industry Developments

Members convene to discuss pertinent issues on their operations at General Assembly

Mr Hamid Nayeri, Chair of the ABU Technical Committee then took the podium to state the Technical Bureau and Committee had very productive meetings over the 2 days and planned on how to tackle key issues for their future. One of the highlights was announcing the 2019 Engineering Awards and Technical Review Prizes receivers. He told those in attendance that the committee would be closely looking at next generation broadcasting technology including 8K technology, cybersecurity and more. He concluded by thanking the committee's supporters and sponsors.

Next to take the microphone was **Mr Cai Yanjiang, Director, ABU Sports** outlined how the Sports Department was run in a self-funding fashion and it was pressing forward with its initiatives including co-productions. He also outlined digital broadcasting and live-streaming of sports events. He ended by expressing his deep desire

for members to send their sports representatives to the ABU Sports events and workshops.

Mr Indra Singh, Chair of the ABU News Group then spoke on the initiatives, events workshops and other activities undertaken by ABU News. He spoke about AVN and how it addresses the needs the service provides its members. AVN provides a more cost effective alternative rather than buying from other, larger news agencies.

Mr Suranga Jayalath, Chair of the ABU Intellectual Property and Legal Committee then spoke about the next 3 year-action plan for the committee, which consisted of the theme of building respect for intellectual property. He asked the audience what they felt about the topic and a representative from the ABC Australia stated that it is directly connected to livelihoods and that content they can monetise is important.

Members Stories a centrepiece at GA

The Members Stories sessions at the ABU GA allowed members to showcase innovative and creative projects introduced in their organisation in the past year. This session was introduced in 2012 as part of the General Assembly's Agenda in order to provide members with a platform to share successful new models or formats of television and radio programming or initiatives of engagement with audiences.

This year's theme for Members Stories was: "Building Trust: Enriching Audience Experience". ABU asked members to find program segments or projects that showcase how they are doing this on-air, online or behind the scenes, at a time when media around the world and on all platforms are fighting to gain or regain the trust of audiences.

The following stories were short-listed from the many innovative stories the ABU received:

KBS International Radio Forum: The Role of Media in Social Integration and Peace -Earlier this year, South Korean national broadcaster KBS organised its first ever Media Peace Forum, focussed on the responsibilities of the media in building peace and creating a cohesive society.

ZDFkultur – ZDF Germany German public broadcaster ZDF launched its latest new online media content project earlier this year. ZDFkultur is a cultural space bundling not only all the linear formats of cultural content of the ZDF broadcasting family within the ZDF Mediathek, which includes cultural magazines, concerts, music festivals, operas, cabaret, theatre, cultural documentaries, literature and cinema.

Talking Houses – Radio Romania There are often thin lines between fact and myths, and Radio Romania Culture Channel's major project this year was to tell true stories about their country's history through its most solid records – its building.

Australia Talks – ABC. Australia's national public broadcaster the ABC has undertaken one of its most ambitious projects ever to gain a better understanding of the nation's population and the broadcaster's role.



James Chung, Director of International Relations, KBS



Dagmar Skopalik, Director International Relations ZDF



Left: Radu Croitoru, Manager of Radio Romania's Culture Channel. Right: David Hua, Head of International Strategy, ABC



Professional Discussion Forums Provide for Engaging and Enlightening Dialogues

A 3-themed session of panel discussions and Q&A sessions provided enlightening topics for discussions on Day 2 of the GA

The first of such sessions started on Thursday morning at 11:45 and was entitled #Digital. The 3-member panel chaired by **Mr Russel Isaac, Media Consultant** saw the participation by **Mr Ulrich Wilhelm, Chair of ARD Germany**, **Mr Hirosuke Usui, Senior Expert/Deputy President, Tokyo Broadcasting System Holdings** and moderated by **Ms Nedra Weerasinghe, Group Director, MTV Channel (Ptv) Limited (MTV)**.

Moderated by **Ms Nedra Weerasinghe, Group Director, MTV Channel (Ptv) Limited (MTV)**, the panel discussed the approach they have used as broadcasters in the digital space, and how they addressed challenges in the said approach.

The session was kicked off by **Mr Ulrich Wilhelm, Chair of ARD Germany**, who spoke of ARD Germany's strengths in both trusted and local content. He said that they have safeguarded their dominance in the linear world and are now facing great challenges to prevail within a digital environment. In their quest to advocate a European alternative ecosystem, they have

also established their own digital products and safeguarded their digital sovereignty, apart from solely relying on the GAFA ecosystem. He explained that the focus is currently on their big five products, namely OTT video platform, OTT audio platform, news & current affairs, sports and children's books. He concluded by inviting interested parties to join their 5G broadcasting pilot project effort.

Mr Hirosuke Usui, Senior Expert/Deputy President, Tokyo Broadcasting System Holdings, then spoke of their current attempts in a collaboration effort called TVer. He briefly explained how viewers are able to use this catch-up service to watch their favourite TV shows anytime via PCs, smartphones and smart TV devices. He expressed his confidence that TVer will put an end to the online piracy of TV programmes and promote actual TV viewing that offers safe and reliable content based on broadcasting standards. He raised the significance of having a set of unified rules in the creation of new online advertising market and in promoting viewers to pay online services. "TVer is emerging. It's founded in 2015,

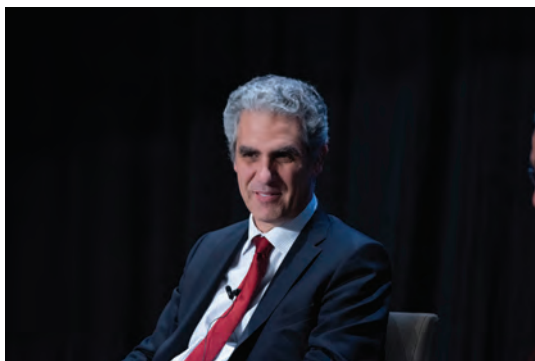
October and...increasing in the number of downloading. Now (there are) 22 million downloads as of this October". He added that there are currently over 80 million monthly views and 9 million monthly active users subsequent to the launch of the TVer TV app in early 2019. He concluded that TVer is significant because it is viewable and nominal compared to any other platforms, with a high ads completion rate that is safe for both brand and audience.

In response to a question about the delayed launch of a European-version new platform in light of the post digital age, Mr Wilhelm disagreed and said that due to the speed of innovation cycles and their ability to utilise open source solutions, timing was not an issue. When asked about the comparison of the new platform as opposed to existing ones, he stressed the benefits of its transparency algorithm and data handling, and differences in data protection. He added however, that the platform works via investments in infrastructure, and not merely being dependent on regulations.

The second session entitled Media Climate Action: The New Generation of Greens, started on Thursday afternoon. The session was moderated by **Mr Russell Isaac, Media Consultant**, and saw the participation by **Ms**



Mr Helmy Yahya, President Director, Televisi Republik Indonesia (TVRI)



Mr Marcello Foa, President of Rai, Italy



Mr Nouzab Fareed, Deputy Chairman, Fiji Television Ltd

Mami Mizutori, Assistant Secretary-General and Special Representative of the Secretary-General for Disaster Risk Reduction in the United Nations Office for Disaster Risk Reduction (UNDRR).

The moderator, **Mr Russell Isaac**, brought the audience up-to-date with his recent participation in the DRR Global Platform in Geneva, where his panel had the opportunity of making recommendations to improve and strengthen the media's role towards facilitating their proactivity in DRR issues.

Ms Mami Mizutori commenced her session by stating the significance of the media's role in regards to the implementation of DRR. Quoting Thailand PBS and Japan NHK as role models, she stressed the importance of educating the public at large on the types of risks and what actions their governments are/are not taking towards the effect.

In response to the moderator with regards to the issue of financial restrictions faced by public broadcasters, Ms Mizutori replied that the UN acknowledges the constraints, and will take the necessary actions to advocate with its sister organisations to ensure public broadcasters have the appropriate budget to develop DRR-related content.

With respect to the moderator's comment on the new generation's behaviour towards having a green future, Ms Mizutori acknowledged the importance for youths to be heard, and that their messages be enhanced. Notwithstanding this, she highlighted that youths should aim for a bigger agenda such as the achievement of carbon-neutral by 2050.

She pointed out that having the right attitude and approach prevails over having resources, hence the media and public broadcasters should

highlight two important aspects, namely on prevention i.e. what happens before disaster strikes, and solutions i.e. the achievements of others who mitigated their risks. In regards to the role of the government, she went on to say that overall, all countries are now victims of disasters and regardless of their governments' stand on the matter, it is a known fact that disasters are affecting the citizens of the world with much more frequency and intensity than ever.

In her concluding remarks, she reiterated the significance of a collaboration amongst the media, broadcasters, leaders and regulators in order to achieve the desired framework in 2030. She stated "what more undermines our lives than disasters – even if your life is saved, if your house is blown, if your livelihood, if your job is gone, if your family members are gone, it's not about the physical economic loss, it's the loss of what held you together in your life."

The final session entitled Public Service Media: Diversity and Inclusion, was moderated by **Mr Nouzab Fareed, Deputy Chairman, Fiji Television Ltd**, and saw the participation by **Mr Marcello Foa, President of Rai, Italy** and **Mr Helmy Yahya, President Director, Televisi Republik Indonesia (TVRI)**.

Moderated by **Mr Nouzab Fareed**, the panel discussed the significance of diversity and inclusion in the media, specifically concerning minorities, persons with disabilities and younger audiences.

Mr Marcello Foa said that their free OTT service, RaiPlay, had gained a lot of momentum since its inception in 2016, with 12 million registered users currently. He added that their strategy in attracting viewers was to broadcast top programmes on RaiPlay and thereafter parts are shown live over the radio and TV. In targeting youths and the younger

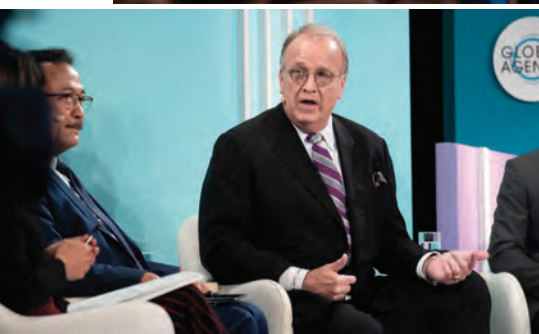
audience, they have also launched Rai YoYo and a preschool app, respectively.

He emphasised their strong support in both radio and TV in the areas of fundraising, awareness and institutional campaigns. He explained how they have ensured the inclusion of people with sensory disabilities by increasing their subtitle hours, audio descriptions and the use of sign language, and highlighted their continuous research with various partners to ensure the attention towards this special category of people is further developed.

Mr Yahya then spoke on the important role played by TVRI towards unifying diversity, considering the challenges of being a country with an extremely large population. He pointed out that as a public broadcaster, various programmes are shown on TV, however only Bahasa Indonesia is recognised as their national language, albeit the use of other local languages in 30 stations throughout the provinces of Indonesia. He emphasised their attitude on staying neutral, impartial and independent of any political party, wherein their focus was targeted towards accommodating their differences in culture, language, beliefs and religion. He stated "we recognise that we are all different but have to be in one unit". He went on to stress the importance of respecting and recognising diversity in their TV programmes by showing several video clips that promote Indonesia's tourist destinations, local products and culture.

In response to the moderator with regards to the success of their RaiPlay strategy, Mr Foa affirmed that the first two weeks had been successful, with large increases in profits.

To the moderator's comment as to how TVRI had managed the recent election campaign in Indonesia, Mr Yahya reiterated how staying neutral, impartial and independent had allowed them to effectively manage their campaign coverage.



Two-part Super Panel Forum

An intensive Super Panel Forum looked into the future role of broadcasters at the ABU General Assembly in Tokyo.

Courtesy of NHK/Alan Williams

The first session opened with a panel titled "Mass Media: Does it still Matter?" moderated by **Ms Miki Ebara, Chief International Correspondent, NHK WORLD-JAPAN.**

Four panellists looked at how broadcasters can connect better with their audiences in the face of declining television viewership, especially among young people.

Senior broadcaster **Mr Kabul Budiono of TVRI-Indonesia** said times were changing, and broadcasters needed to use social media to promote their programmes and better serve people. "We have to grab the young audience because they are the future of TV."

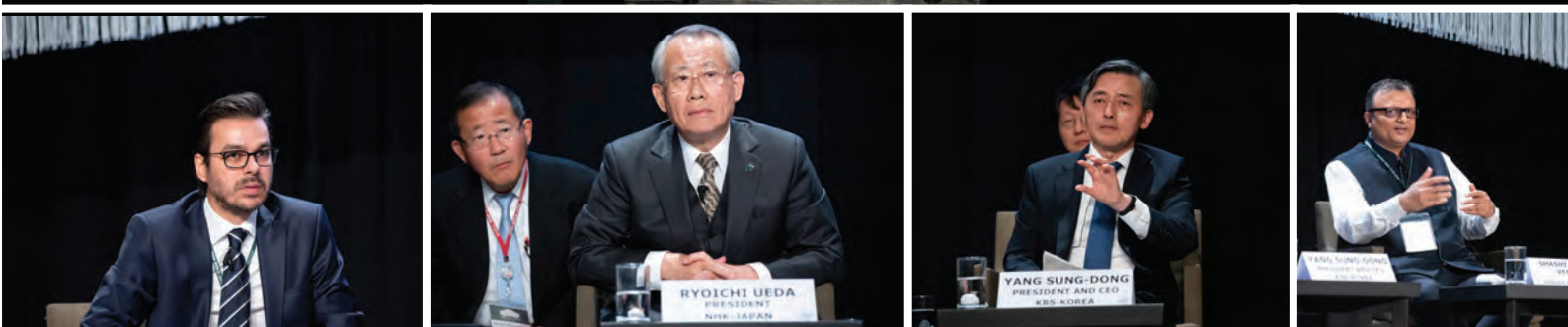
Mr David Thanh, Head of International Strategy, ABC-Australia, shared an example of an investigative report that revealed abuse of elderly in Australian health care homes using video material provided by the audiences, which led to Royal Commission to step in. He said that working closely with audiences

enabled the broadcaster to address issues that really matter to them.

Mr Al Simpkins of the Poynter Institute for Media Studies, a US-based non-profit journalism school and research organisation, said broadcasters had to reflect back to their audiences that they understood them and were there to help them, stating: "We must give audiences the information to make their own decisions but without losing our quality."

The sole representative of the new media on the panel was **Mr Michael Slonim, President of VICE Digital APAC**, a media company aimed at young adults. He said new media could learn from traditional media but had a different way of covering news. "The more you polish something, the more you water it down and lose the edge."

Panellists representing both traditional and new media agreed on one thing – that success was based on having a strong brand that people trusted.



A panel of top leaders shared their experience and insight in the second part of the Super Panel Forum which was titled “Beyond Broadcasting: New Era of Unlimited Possibilities”, moderated by the **Director General of TRT-Turkey, Mr Ibrahim Eren**.

The **President of NHK, Mr Ryoichi Ueda**, has described how Japan’s public broadcaster has embarked on its journey to transform into public service media by ensuring full delivery of crucial information to those who need it by using every device available.

Mr Ueda added that it also meant appreciating viewers’ needs, and building a close relationship and deep trust through interactive connections via social media.

“NHK’s evolution into public service media has only just begun,” he said, adding that this was the way for broadcasters to survive in the new media environment.

As a key part of this, he described how NHK’s disaster coverage was making full use of the internet and mobile devices to reach as many people as possible.

The **President and CEO of KBS-Korea, Mr Yang Sung-dong**, followed up by describing how the broadcaster uses videos of disasters contributed by viewers to supplement its coverage.

This not only kept costs down and enabled KBS to use material it could not otherwise have obtained, but helped it build trust with viewers.

“The media environment is constantly changing yet our public service value remains the same,” he said.

There was also exchanges on how digital technologies

enable broadcasters to widen their service.

Mr **Shashi Shekhar Vempati, CEO of Prasar Bharati**, said making most of social media and internet help them preserve culture and diversity, digitise their archives and transcend borders.

He said these technologies were also giving radio a new lease of life. Prasar Bharati now had an app “News on Air” that enabled listeners to download programmes of their choice from All India Radio. The ma also has 200+ over live streams. It has had over 2 million downloads.

“It has given a digital life to obsolete modes of transmission.” Services which were previously forgotten are now ‘living again’. 40 Plus languages are available on this app as well.

Noting that fake news was a downside of the growth in social media, Mr Vempati said his organisation had just set up an online operation, Prasar Bharati News Service, to counter this.

Mr Ueda and Mr Yang both spoke of the role the ABU could play in helping members meet the demands of the digital era.

“Now is the time to mobilise the power of the ABU to face challenges together and pave the way for the better future of broadcasting,” Mr Ueda said.

Mr Yang suggested broadcasters could work through the ABU to produce and share programmes on global environmental issues such as plastic waste.

Closing the forum, Mr Eren said that unlike commercial stations, public broadcasters saw their audiences “not as customers but as citizens”.

On the last day of the ABU GA 2019, A panel of top leaders shared their experience and insight in the second part of Super Panel Forum entitled "Beyond Broadcasting: New Era of Unlimited Possibilities", moderated by the Director General of TRT-Turkey, Mr Ibrahim Eren.

The President of NHK, Mr Ryoichi Ueda, has described how Japan's public broadcaster has embarked on its journey to transform into public service media by ensuring full delivery of crucial information.

He explained how the NHK is leading in, and constantly developing the technology, broadcast systems and efforts in keeping its citizens informed and updated with regards to natural disasters. He did this in the 2nd. Plenary Session on day 2 of the General Assembly.

He highlighted how NHK's 6 core values: Providing accurate, fair and impartial information, promote safety and security, create high quality cultural experiences, contribute to local communities, strengthen Japan's global connections and contribute to education and public welfare, guide its planning and public service delivery. He cited a prime example in Typhoon Hagibis, as ways in which NHK successfully used its mobile technology

and broadcast systems for informing its citizens in a timely manner.

In efforts at making NHK the best public service media (PSM) provider in the country, he stated. "The social infrastructure to deliver information to viewers anytime anywhere is essential and must incorporate the internet and latest technologies."

He expressed the desire of NHK to

work in partnership with ABU and its members stating: "With our fellow ABU members, I wish to continue to learn and explore the new ways of PSM in the digital age. Furthermore, navigating through the digital age, brings challenges to broadcasters. Now is the time to mobilise the power of the ABU and its members in cooperating with broadcasters around the world to face challenges together and to pave the way to a better future of broadcasting."



NHK and ABU President sees ABU as key partner in DRR on last day of GA

ABU and Host Organising Committee for the 2021 General Assembly in Nadi meet in Tokyo

Two productive meetings with the Host of the 2021 GA in Nadi occurred in Tokyo. The following colleagues from Fiji attended this important meeting:

Ms Deborah Weiss – Permanent Secretary for Communications, Ministry of Communications, Government of the Republic of Fiji

Miss Tupou'tuah Baravilala – Director-General Digital Government Transformation, Cybersecurity and Communications, Ministry of Communications, Government of the Republic of Fiji

Mr Halitesh K. Datt – Principle Information Officer, Department of Information, Government of the Republic of Fiji



Staff of the ABU's Office of the Secretary-General meet with the delegates from Fiji

Ms Shahana Didar – Director Major Events, Ministry of Civil Service, Fiji

Mr Nouzab Fareed – Head, Fiji TV

Mr Indra Singh – Manager News and Sports, FBC TV Mr Riyaz Sayed-Khaiyum – Head, FBC TV

Mr Vinal Raj – Manager TV Operations, FBC TV

Dr Javad Mottaghi – Secretary General, ABU

Ms Natalia Ilieva - Head of SG's Office, ABU

Ms Nargiza Numanova - Personal Assistant to SG, ABU

Ms Ruch Malhotra - Assistant SG's Office, ABU

Mr Nitesh Chand - Finance & Administration Officer of ABU



General Assembly completes elections to Administrative Council

At the conclusion of the ABU General Assembly convened in Tokyo on 22nd November, the ABU full members re-elected **KBS Korea** and **RRI, Indonesia** to serve the ABU Administrative Council for another term of three years from January 2020. **National Television and Radio Company of Uzbekistan** was also elected as a new member of the ABU Administrative Council for three years, from January 2020.

In addition, **Nepal Radio** was elected to serve as a member of the Admin Council for two years. The ABU Full Members also elected **Mr Yang Sung – dong, President and CEO of KBS Korea** as a new ABU Vice President with immediate effect. Mr Yang will continue to serve as the Vice President for three years from January 2020. The ABU Secretary

General Dr Javad Mottaghi expressed his great appreciation for the support and contribution of former ABU Vice-President Ms Supriya Sah, formerly Director General, Doordarshan – India, who stepped down earlier this year.

NHK and ABU President Mr Ryoichi Ueda congratulated Mr Yang Sung-dong, President and CEO of KBS Korea for his new position as Vice President of the ABU. At the meeting Mr Yang Sung-dong stated: "I am honored to have the chance to serve as Vice President and hope to demonstrate my leadership ability in this role and help the ABU achieve its goals." He went on to state that he hopes to share the expertise of KBS Korea with other members.

Mr Ibrahim Eren of TRT Turkey and Mr Sun Yusheng will continue to serve as

ABU Vice Presidents. The newly-elected member organisations to the AC Council as announced by the President of NHK and ABU, Mr Ryoichi Ueda were:

RRI Indonesia re-elected;

KBS Korea re-elected National Television and Radio Company of Uzbekistan and Radio Nepal.

The meeting finished with the handing over of the ABU TV Song Festival flag to the next host organisation — VTV Vietnam, who will host the next General Assembly in 2020 in Hanoi

To thank NHK for staging an excellent General Assembly this year, Dr Javad Mottaghi and Mr Yang Sung-dong jointly presented a plaque to the ABU President, who then declared the GA officially closed.



Programme Bureau meets at GA

Courtesy of NHK/Alan Williams

The Programme Committee Chairman, Mr Chang-Rok Han of KBS-Korea, chaired the bureau meeting, and reported on its discussions to the full Programme Committee on 16 November.

The bureau is an advisory body to the Programme Committee and makes suggestions for future ABU programming activities.

Participants reviewed programming activities over the past year and looked at future activities, with a view to continuing to improve services for members.



Asia-Pacific
Broadcasting Union

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Kuala Lumpur, Malaysia

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Radio activities come under the spotlight

Courtesy of NHK/Alan Williams

The focus was firmly on the importance of radio when the ABU Radio Working Party met on 17 November.

The half-day meeting included presentations on the latest artificial intelligence (AI) innovations for radio, how people can be trained as radio sports commentators in their local language, and how radio can help promote peace.

Mr Masakazu Iwaki of NHK demonstrated how the Japanese broadcaster is using AI in its radio services.

Ms Kim Kyung Hee of KBS-Korea briefed delegates on the International Radio Forum that KBS held in cooperation with the ABU in Seoul in August 2019.

The forum looked at how the media can become a more effective bridge builder and contributor to peace and social integration.

Aaron Kearney of AKS Media International described how women from Pacific Island and Australian indigenous communities have been trained to be radio sports commentators, attracting widespread praise for their work.

Radio Romania and Radio Republik Indonesia also gave presentations, and ABU Secretariat staff gave a rundown of radio activities over the past year.



Expert Panel Offers Fresh Perspectives for Broadcasters' Audience Problem



Juliet Peterson,
General Manager
Digital Content at TVNZ



Masahito Kasuga and Tatsuichiro Yasuda, Sr Producers NHK



Paul Loughrey, Head of Audience
Insights, RTÉ, Ireland

The expert panel of ABU Programme Committee meeting on 17 November 2019 at the 56th ABU General Assembly in Tokyo offered new perspectives on an issue that all broadcasters are grappling with: audiences. Under the theme **WE HAVE AN AUDIENCE PROBLEM! How are broadcasters catering to increasingly fragmented audiences**, the panel explored how challenges can be made into opportunities for broadcasters to reach to and engage audiences. The session was delivered in two-parts featuring individual presentations followed by a chat segment with each speaker moderated by Indra Singh, Manager of News and Sports at FBC. Top experts from BBC, TRT, TVNZ, RTÉ and NHK shared the strategies that they are employing to cater to hard-to reach audiences.



"I was struck by the similarities and challenges that we are all faced with. Similar to ourselves, a lot of broadcasters have positioned the audience at the heart of their strategies and especially the audience needs. Through this it seems that we are better placed to find long term solutions. Ultimately, it is about content. As Public Service Broadcasters, the challenge is to serve the right content to the audience." – Paul Loughrey, Head of Audience Insights, RTÉ, Ireland

Steve Gibbson, who is the Head of User Experience and Design at BBC, highlighted how the BBC is responding to increased competition and changing audience habits, especially with younger audiences, by reinventing the BBC's audio experience.

Riyaad Minty, Director of Digital at TRT, argued that what they are dealing with is not an audience problem, but rather

a relatability problem. He reiterated that understanding 'why' people consume content is key to building an effective strategy and as a result TRT is successfully connecting with audiences around the world on digital platforms, delivering locally produced content for a global audience.

Noting that New Zealand is not immune to the audience behaviour

changes that have been sweeping the world, Juliet Peterson, General Manager Digital Content at TVNZ, told the delegates how TVNZ has employed a digital platform strategy to capture the youth demographic who are watching less broadcast TV. She highlighted that understanding Gen Z has been critical to their success, across both acquired and commissioned content for TVNZ OnDemand.



"The panel discussed theories as to why traditional media is losing its audience reach but there was also robust discussion on whether it was the fault of media in not providing what the audience actually wants in this day and age. Majority agreed that new methods and styles of delivering programs can at least bring back the eyes and ears to the traditional media, if not we are heading towards Dooms Day in terms of numbers." – Indra Singh, Manager, News and Sports, FBC, Fiji

"The varied insights and ideas presented at the expert panel on audiences session created some excellent questions from the floor and discussion. Despite coming from differing spaces in the media, let alone disparate countries, the panellists seemed united overall by the fact that fragmenting audiences are creating challenges that require new and different ways of reaching them if we are to retain the ability to provide localised services." – Juliet Peterson, General Manager Digital Content, TVNZ, New Zealand

Meanwhile for Irish national public service media RTÉ, audience is more than just a number. Paul Loughrey, Head of Audience Insights at RTÉ, demonstrated that in order to reach audiences, understating them better is key. He stated that RTÉ's research has highlighted some key factors that determined when, why and how audiences choose to consume content which has led to the development of successful strategies to specifically target viewers and listeners in Ireland.

The panel concluded with a remarkable presentation from two senior producers from NHK highlighting the power

of audience engagement. Masahito Kasuga and Tatsuichiro Yasuda shared that the aim behind their project "#SUZU-san, here & there" is to pass down wartime memories to younger audiences in Japan who are not watching war documentaries aired on television. In light of this issue, NHK focused on everyday life stories during war delivered through formats that young people can relate to such as anime and illustrations. The results were phenomenal, not only with increasing awareness and engagement but also increased action from young people who participated and contributed to the project through social media.



Programme Committee meets at GA

Courtesy of NHK/Alan Williams



The ABU Programme Committee began its two-day meeting on 17 November, with an agenda that included two thought-provoking panel sessions.

If there was an overall theme running through both sessions, it was the need for broadcasters to find new ways to engage with younger viewers.

The Committee started with a special session of Future Co-Productions for Creating Innovative Contents where five panellists from Asia and Europe shared their views on how best create co-productions to provide an alternative to emerging new global players.

The moderator, Hakim Amir of Malaysia, said the key focus should be on engaging millennial viewers. It was a point echoed by panellists, some of whom noted that many young people were now watching less television.



Among the successful strategies highlighted by panellists was a European co-production alliance among public service broadcasters in Italy, France and Germany.

The session also heard how co-productions between various partners in Africa and overseas had attracted new viewers in Africa with their lively content.

The second session featured an expert panel who examined the issue of how broadcasters can cater to increasingly fragmented audiences.



Speakers from the UK, Turkey, New Zealand, Ireland and Japan gave their thoughts on how to respond to increased competition and changing audience habits, especially among younger people.

As one panellist noted, broadcasters can reach new audiences only by understanding them better. They need to determine why viewers and listeners choose the content they do, and develop new strategies to target them.

The meeting was chaired by Mr Chang Rok Han of KBS-Korea.



Photos courtesy of NHK

President's Press Conference with focus on ABU TV Song Festival

ABU President Mr Ryoichi Ueda (NHK, Japan) convened a press conference at NHK hall in Tokyo to announce the 2019 ABU General Assembly as well as the ABU TV Song Festival, its first-ever time to be conducted in Japan.

Mr Ueda opened the press conference and made remarks about the ABU GA and the ever-forward moving effect of technology and social media has on broadcasting. He remarked that people have more choices at their disposal regarding how they consume information and entertainment and they now seek diverse audience experiences through different platforms. Broadcasters must offer variety and use the latest technology and platforms to amplify the audience experience,

he stated. He placed high value on the General Assembly and how the Union's members can benefit from the diversity present in its membership and emphasised that the members present at the GA share and learn and overcome challenges, together.

ABU Secretary General Dr Javad Mottaghi spoke and thanked the ABU and NHK and expressed his thanks for being excellent hosts. He said he was happy to be having the GA in Tokyo since the last GA held in 2010. He went on to say the GA is an invaluable opportunity for members to discuss, network, learn and share with fellow broadcasters. "Our members are extremely varied in culture, religion and economies but face common challenges. The GA is the forum for

them to benefit from each other."

Some of the artists/groups participating in the Festival also attend the press conference and included presenters Shingo Murakami (Kanjani∞) and Yuki Sugiura (NHK). Participating artists in attendance were Dimash Kudaibergen (Kazakhstan), Hey! Say! JUMP(Japan) and a special appearance by child group Foorin and Foorin team E. The artistes took questions from the members of the press and all expressed gratitude for the occurrence of the ABU Song Festival. This joint concert by popular artists of the Asia-Pacific region has been organized alongside the ABU General Assembly since 2012 to promote the development of broadcasting culture through exchanges in the entertainment field.

ABU TV SONG FESTIVAL in Tokyo



ABU TV Song Festival a grand showcase of Asian Talent

Singers and performers from around Asia performed to an exuberant crowd of delegates and locals at NHK Hall, in central Tokyo. The program in its entirety showcased international musical acts representing ABU members, and ran for two hours.

The thousands in attendance were treated to songs sung in the languages of the performers, while translation into and from Japanese of questions and answers were given, from the artistes.

The showcase featured a performance by none other than Indian Grammy Award winning musician, A.R. Rahman.

Other artistes performing represented Kazakhstan, Turkey, Vietnam, Japan, China, Macau, Hong Kong, Indonesia, Australia and South Korea.

The lineup featured:
Adelino Da Silva, Macau/TDM
Dan Sultan, Australia/ABC
Dimash Kudaibergen, Kazakhstan/JSC
Hanin Dhiya, Indonesia/TVRI
Hey! Say! JUMP, Japan/NHK
Hoang Thuy Linh, Vietnam/VTM
Kay Tse, Hong Kong/TVB
Na Ying, China/SMG
Mustafa Sandal, Turkey/TRT
TWICE, Republic of Korea/KBS





ABU Prizes awards event held at Keio Plaza Hotel, Tokyo



The 2019 ABU Prizes ceremony, the climax of the most prestigious programme awards in Asia, occurred this week at the Keio Plaza Hotel in Tokyo's Shinjuku district and honoured the best Radio, Television and New Media content from ABU member organisations. This year the Award Presentation Ceremony makes up a part of the gala event of the ABU General Assembly's opening day. The list of prize-winners is given below:

Radio

Drama	Gray Canvas	Japan Broadcasting Corporation (NHK)-Japan
Docudrama	The darkness is only in my eyes but it is not in my future	Radio Republik Indonesia (RRI)-Indonesia
Documentary	Slow Train in Cold Pole Only Stops for You	China National Radio (CNR)-China
News Reporting	Medical Waste	Radio Republik Indonesia (RRI)-Indonesia
Community Service Announcement (CSA)	Raise our Voice	Bangladesh Betar (BB)-Bangladesh
On-Air Personality	FIJI HINDI	Fiji Broadcasting Corporation (FBC)-Fiji
ABU Perspective Award	Song from the Wordless Tongue - Story of the Silence Choir	China National Radio (CNR)-China
Radio Special Jury Prize	The House	Bangladesh Betar (BB)-Bangladesh

COMMENDED PROGRAMME (Radio)

DRAMA	The Elevator	Islamic Republic of Iran Broadcasting (IRIB)-Iran
DOCUMENTARY	A Documentary on the fifth anniversary of the Sewol Ferry Sinking	Korean Broadcasting System (KBS)-Republic of Korea
NEWS REPORTING	Is this the face of Fake News in India?	British Broadcasting Corporation (BBC Hindi)-India
ON-AIR PERSONALITY	Attorney of Fifty Million with Baek Seong-moon	Korea Educational Broadcasting System (EBS)-Republic of Korea
SPECIAL JURY PRIZE	A Job Seeker's Plight	Bhutan Broadcasting Service (BBS)- Bhutan



NEW MEDIA

ABU Digital Content Award

Goodbye Father

British Broadcasting Corporation (BBC Hindi)-India





TV

Drama	FREEDOM'S CALLING	ZDF German Television (ZDF)-Germany
Documentary	A Doctor Beside the Deathbed	Japan Broadcasting Corporation (NHK)-Japan
News Reporting	SBS 8 News - Terminator Panda: Collusion between celebrities and law enforcement authorities uncovered through Jung Joon-young's phone - The Ugly Side of K-pop Stars	Seoul Broadcasting System (SBS)-Republic of Korea
Children	BROTHERS	Vietnam Television (VTV)-Vietnam
Entertainment	Everlasting Classics (Season II)	China Central Television (CMG/CCTV)-China
Sports	14 Seconds at Rostov Japan vs. Belgium: The Real Story	Japan Broadcasting Corporation (NHK)-Japan
ABU Perspective Award	Dearest Megumi - Last Battle against the Abductions to North Korea	The Japan Commercial Broadcasters Association (JBA - Fuji Television Network, Inc.)-Japan
TV Special Jury Prize	Survive 4th episode of the documentary series 'Lost: Find: Found: Survive: Restore'	Thai Public Broadcasting Service (Thai PBS)-Thailand



COMMENDED PROGRAMME (TV)

Documentary	Whole Again	The Japan Commercial Broadcasters Association (JBA - Nagoya Broadcasting Network)-Japan
News Reporting	Forty years in the eyes of a photographer Xiao Quan	Sichuan Radio and TV (SRT)-China
ABU Perspective Award	Hell and Hope	Voice of America (VOA)-United States



NHK's Head of Sports, Mr Minoru Tahara, addressing the delegates



Members of the Sports Group in attendance

Sports Group focuses on rights issue

Courtesy of NHK/Alan Williams

The thorny issue of sports rights was on many peoples' minds when the ABU Sports Group Conference began its two-day meeting on 17 November.

The meeting was chaired by Mr Kimoon Lee of KBS-Korea, Chairman of the Sports Group.

Welcoming participants, NHK's Head of Sports, Mr Minoru Tahara, said the changing media landscape had brought more challenges and more competition for broadcasters. NHK was taking these challenges very seriously, he said.

In his report to members, the Director, ABU Sports, Mr Cai Yanjiang, outlined the successes of the Sports Department over the past 12 months as well as some of the issues that needed to be addressed.

He said Sports Group members were facing huge pressure due to the

overwhelming structural changes in the industry.

Sports was now considered less as a public resource to stimulate the public spirit and educate the youth, and more as a commercial tool attached to the sports events, he said.

Mr Cai said ABU Sports would work closely with its training partners to offer more training events to meet the requirement of members.

"In a fast changing industry, all of us have to learn, adapt and be more competitive in the modern media world."

A Members' Forum at the meeting also concentrated heavily on the issue of sports rights, with complaints that some rights holders were attempting to extract too much money from broadcasters.



Diversity and Inclusion in Focus at Women with the Wave forum at ABU GA

Contributed by Chrissie Tucker and Kristian Porter of Public Media Alliance

The MC was **Russell Isaac, Media Consultant**, United Kingdom and the Rapporteur was Kristian Porter, Editorial Manager, Public Media Alliance, United Kingdom.

Upon opening the Forum, the keynote speaker provided a snapshot of data and trends across Japan, and in relation to its position in the world, with a range of gender and diversity statistics. The data identified the economic benefits of the empowerment of women; Japan's ageing population; and the female manager ratio that is below most "developed economies". Points were made to challenge the myths of women in the workplace and the need for cultural and societal change, with input from the government, and the need for transparency regarding gender diversity. Ms Matsui stated: "The media's role is to stop promoting gender stereotypes".

Global and regional representatives from the OECD, UNESCO, UNI MEI, EBU and the ABU provided insights to the raft of gender and diversity activities taking place to enhance gender equality, diversity and inclusion in media and society.

The ABU's Gender and Diversity Champions for Media Strategy session heard from three Champions who updated the Forum on their leadership activities.

The Forum consisted of six sessions which focussed on:

- The trends and focal points relating to gender and diversity in society across regions and how international agencies (OECD, UNESCO and UNI MEI, UNI Global Union) and regional broadcasting unions (EBU and ABU) are putting into practice strategies and

At the 56th ABU General Assembly and Associated Meetings, the 8th Women With the Wave (WWW): Broadcasting for All, Diversity and Inclusion in the Media Forum was held on 19 November 2019. Delegates heard from over 30 moderators and speakers from 16 countries.

The keynote speaker at the Opening Ceremony was **Ms Kathy Matsui from Goldman Sachs Japan**, who provided a snapshot of gender and diversity data in Japan, comparative with world statistics.

The WWW Forum 2019 continued the theme of promoting gender and diversity in the media in its eighth year. There were over 70 international and local delegates attending the Forum, with five moderators and 31 speakers from 17 countries – Australia, Bangladesh, Belgium, Bhutan, China, Fiji, France, India, Italy, Japan, Russia, Sri Lanka, Thailand, Turkey, United Kingdom, United States of America and Vanuatu.



Top: Kathy Matsui, Vice Chair of Goldman Sachs Japan Co., Ltd
Bottom: Chrissie Tucker, ABU Facilitator



Russell Isaac, MC and Media Consultant, UK



Ayumi Okada, Director, NHK, Japan and Naoki Hosoda, Chief Producer, NHK, Japan



Yumiko Murakami, Head of Organisation for OECD Tokyo Centre, Japan



John Maguire, Director of International Relations and Cooperation for France Medias Monde, France



Riyaz Sayed Khaiyum, Chief Executive Officer, FBC, Fiji



Barbara Brady, Acting Head, Business Development Office, U.S. Agency of Global Media, USA



David Hua, Head International Strategy, ABC, Australia



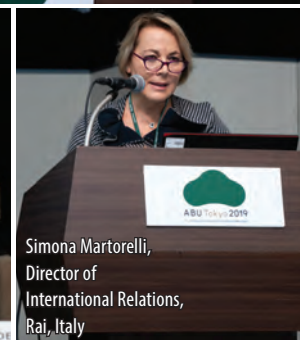
S.M. Haroon-or-Rashid, Director General, Bangladesh Television, Bangladesh



Misako Ito, Adviser in Communication and Information, UNESCO, Asia-Pacific Regional Bureau for Education, Thailand



Wang Lu (Jade), Director of English Service, China Radio International, China Media Group, China



Simona Martorelli, Director of International Relations, Rai, Italy



Tsedon Dorji, Managing Director Kuzoo FM, Bhutan and Tshering Choezom, Radio Host and Producer, Kuzoo FM Dzongka Station, Bhutan



Daphne Tepper, Director for Projects, UNI MEI, UNI Global Union - media, entertainment and arts, Belgium

activities, to enhance gender equality and diversity and inclusion through their programs.

- One year on, an update from three of the ABU Gender and Diversity Champions of Media Strategy CEOs, on their commitment and initiatives of diversity and inclusion in their organisations.ww

The remainder of the day's sessions focused on four key areas of diversity – Diversity in action: Focus on Strategies and Content in the Media. Key areas of Gender, Disability, Cultural & Religious Diversity and Generational Diversity, which featured leaders and practitioners from ABU broadcasting organisations, agencies and consultancies.

Participants heard about policies and initiatives in the workplace and viewed examples of content and accessible services that covered a broad range of diversity issues, reflecting the people and issues across the Asia-Pacific area.

The Forum highlighted the very important role that the media plays in the Asia-Pacific region to address inequality and discrimination in society by showcasing diversity, covering stories that promote all members of the community and having fair and non-stereotypical portrayal, themes and editorial policies. There is a role to bring to the attention of the public and authorities, unfair laws and non-inclusive cultural norms, that can be changed by information, discussion

and awareness-raising. Innovative programming and projects have made, and continue to make, a difference to changing attitudes and encouraging reforms, as well as providing platforms for diversity and minority groups.

Within the media workplace, there is a growing need to review employment data, policies and conditions of service, to ensure equity and inclusion based on gender, age, disability and cultural and religious diversity as well as sexual orientation and gender identity and the requirement to address discrimination, harassment, bullying and safety for employees. The benefits for media employers are that the workplace attracts, retains and celebrates diversity and a broader range of skills and perspectives and that the broadcaster's "look, feel and values" are a true reflection of all audiences, participants and contributors. The Forum will continue to present best practice, showcase innovative content, services and policies and keep gender equality, diversity and inclusion on the agenda, as well as being an integral part of all aspects of the media. Diversity in Action: Broadcasting For All.

**THANKS TO THE SPONSORS
FOR THEIR SIGNIFICANT
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FORUM:**

**THE U.S. AGENCY FOR GLOBAL
MEDIA, THE UNI GLOBAL UNION,
THE HOST BROADCASTER NHK
AND THE ABU**



Technical Bureau looks at key issues

Courtesy of NHK/Alan Williams



The ABU Technical Bureau met on 17 November to discuss important issues affecting broadcasters, including the transition to digital broadcasting.

The Bureau consists of 18 members elected from among the members of the ABU Technical Committee.

It meets twice annually, once in mid-year and once in conjunction with the General Assembly.

The meeting took place at NHK headquarters in Shibuya and was chaired by the Technical Committee Chairman, Mr Hamid D Nayeri of IRIB-Iran. Participants were also taken on a tour of NHK facilities.

Building Trust in the Media

Courtesy of NHK/Alan Williams

A two-hour Quality Management Workshop took place on 19 November as part of the ABU's annual meetings.

The workshop was designed to provide media managers with new tools to develop the quality, credibility and efficiency of their newsrooms and other content production units.

This is aimed at strengthening the trust in their media and enriching audience experiences.

The speakers were David Balme of Challenge Optimum SA and Professor Emeritus Shoji Shiba of Tsukuba University - Pictured above





The ABU Technical Committee meeting took place on the 18-19 November in Tokyo-Japan as part of the ABU's 56th General Assembly and Associated Meetings. The meeting included presentations by experts on latest technologies and updates from industry partners of advanced solutions. It also discussed key areas of concern and addressed several important issues facing the broadcasters.

The meeting also announced and presented awards to the winners of the annual Engineering Awards and the Technical Review Prizes. The winners this year included colleagues from KBS-Korea, IRIB-Iran, RTA-Afghanistan, NRTA-China, AIR-India, NBT-Thailand, and DD-India.

Some of the other highlights from the meeting include; the two keynote presentations by NHK on "TV Production Technologies Beyond 2020" and "Future Media – Diverse Vision", which provided a glimpse of the kind of technologies and applications NHK is looking at and what is to come in the near future. The session titled "Host Presents" included four presentations

ABU Technical Committee meeting occurs at ABU General Assembly

highlighting the latest research projects under development within NHK Research Laboratories. These looked at advanced terrestrial transmission technologies, live production with IP, new viewing experience with AR and broadcast video, and details on the development of integral 3D video technology.

Two sessions themed "Future Strategies" and "Advanced Technologies", included 10 invited presentations from our industry partners and members covering various topics of interest to broadcasters. These presentations discussed implementation examples and case-studies of new technologies and solutions including 4K UHD, 5G, Next-Generation Audio, and IP-based infrastructure among others.

The Technology Panel discussion focused on the theme "Future of Linear Broadcasting", with the panel sharing their experience on the way forward during this challenging time for the broadcasters. The panel collectively noted agreed that broadcasters need to be more innovative and work together in helping each other. They need to be more agile and adapt to the changes in the market.

The two-day meeting adopted two new recommendations proposed by the Technical Bureau, which addressed key areas related to broadcasting and future applications. The meeting was chaired by the Technical Committee Chairman Mr Hamid Dehghan Nayeri of IRIB-Iran and was joined by over 120 delegates representing our members.



ABU GA attendees treated to a Masterclass in Media Ethics

Mr Eric Wishart of Agence France Presse conducted a masterclass presentation on the sidelines of the GA for the benefit of journalists, broadcasters and delegates.

Mr Wishart stressed the importance of having a published code of ethics which journalists and broadcasters should preferably publish, in order to establish themselves as credible sources of news. He stated: "To establish credibility and trust, media should be transparent in their news gathering procedures and publish their codes of ethics."

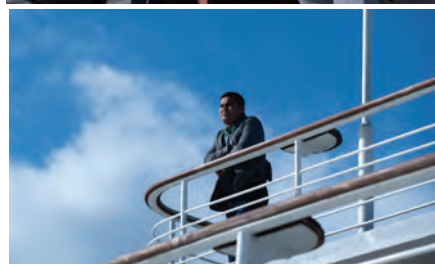
Credible media are not in the propaganda business – we must check facts and seek truth based on facts and if we must report falsehoods, we ought to call them out immediately for what they are, with verified facts."

He highlighted the need for news generators to be impartial and seek balance and to not give a platform to those promoting marginal or disproven theories. He said the duty of broadcasters is to inform while being mindful of their duty of care to victims, their families and our audiences.

Delegates at ABU GA Treated to Sights and Sounds of Tokyo

During this GA, delegates were treated to an exciting excursion in and around Tokyo. They visited the Edo-Tokyo museum, had lunch on Tokyo Bay and saw some of the 2020 Tokyo Olympics & Paralympics sites. Delegates enjoyed a cruise on Tokyo Bay and saw the busy modern sides of Tokyo from the sea.

In the afternoon, the trip visited the Meiji Shrine, the biggest shrine in Tokyo; which more than 3 million people visit during the three days of the New Year. It is also known for its vast forest, now a natural habitat for some rare animals and insects in the midst of this busy city. The blissful weather proved to be bright, sunny with the air cool and crisp, perfect sightseeing weather added to the enjoyment of all who joined.





NHK Showcase highlights latest content and technology at General Assembly

Photos courtesy of NHK



Alongside this year's ABU GA, the NHK Showcase presents the latest NHK content and technology.

The first showcase was a chance for attendees to get to know more about NHK's programs and to meet NHK producers and directors. GA participants enjoyed screenings, presentations, workshops and networking events.

The showcase featured a presentation on "A Stranger in Shanghai", a drama based on the writings of the famous Japanese writer, Ryunosuke Akutagawa.

The second showcase focused on the latest technology developed by NHK. "8K Living Room" allowed delegates to experience 8K ultra-high definition images and 22.2 multichannel sound, as well as presentations of many other cutting-edge technologies such as AI, AR, and VR.

The showcase turned into a meet-and-greet social gathering and networking opportunity for delegates in the evening during the GA.





NHK Reception an Extravaganza of Sight and Sound

NHK, host of the 2019 ABU General Assembly and Associated meetings held a grand and impressive Reception at the Hyatt Hotel on 19 November. Guests were treated to a lavish selection of cuisine, and a section of the hall was dedicated to fun and exciting games, arts and crafts and other activities for the entire gathering. A good deal of fun was had and the event proved to be an opportunity for attendees to relax and unwind after two solid days of networking, learning and meetings.



Photos courtesy of NHK



Takashi Sasaki, President TBS

TBS Reception a Festive Night of Song and Dance

Photos courtesy of TBS

TBS Japan hosted an evening of dancing, eating and drinking at the New Otani Hotel in Tokyo for the benefit of all at the 2019 ABU GA and Associated Meetings on the 20th of November. Performances, singing, eating and dancing were the highlights of the grand evening at the grand hotel with TBS presenting traditional food, dancers in costumes and musical entertainment galore.





Regional Workshop on DRM digital radio held in Kuala Lumpur



Radu Obreja, DRM Marketing Director

Alexander Zink, Senior Business Development Manager, Fraunhofer IIS



A regional workshop on DRM Digital Radio Implementation and Rollout was held in Kuala Lumpur, Malaysia from 09 to 10th October this year. About thirty-five participants from broadcasters and regulators in the Asia-Pacific Region took part in the workshop.

The workshop provided broadcasters, regulators, governments and other stakeholders with a clear understanding of the DRM digital radio broadcasting services, its technology, features and implementation methods. The workshop presented on topics such as network planning methods, step-by-step implementation examples for national DRM rollout both in AM and FM bands. The workshop offered information to broadcasters on planning a successful move from analogue to a digital radio system for a full-scale countrywide rollout.

This year, more emphasis is on the local coverage using the FM band with DRM including a look at infrastructure setup and cost considerations. The two-day workshop will shared expert knowledge and up to date information with case-studies from Indonesia, Russia, South Africa, India and the latest DRM developments around the world. The workshop included a live demonstration on setting up a DRM content server and configuring a transmission system as a hands-on exercise.

The workshop was organized by the Asia-Pacific Broadcasting Union (ABU) in partnership with the Digital Radio Mondiale (DRM) Consortium.



Flavia Voinea, Manager, Bucuresti FM Radio Romania



AHM Bazlur Rahman, CEO, BNNRC



Members of the Media Literacy Panel

ABU Radio Asia Conference and Radio Song Festival 2019 an outstanding success

The three-day Asia-Pacific Broadcasting Union (ABU) Radio Asia Conference and Radio Song Festival 2019, hosted by Bangladesh Betar and Bangladesh TV in Dhaka, concluded on a high note with a Gala performance showcasing the musical talent of the region's outstanding singers.

The theme of this year's conference was "Radio All Around Us: More than just a medium." The three day event included thought provoking sessions, showcases, workshops, a masterclass on media literacy and debate on the value of Radio in the digital age. An exhibition

of different radio collectibles and community radio was also showcased at InterContinental Dhaka.

The conference and festival were inaugurated by Dr Hasan Mahmud, MP, Honourable Minister, Ministry of Information and special guests Dr Md Murad Hasan, MP, State Minister, Ministry of Information and while Mr. Abdul Malek, Secretary, Ministry of Information, presided over the three day event.

The Song Festival 2019 Gala took place live with performers from eight

nations across the Asia-Pacific region taking to the stage, with special cultural performances from the host country opening and closing the show.

The list of participating nations and their songs are as follows:

- Bangladesh (BTV) – Anupoma Mukti – The Wind of Spring
- Indonesia (RRI) – Debora – Because I Can
- Iran (SMC) -Mohsen Mirzazadeh – Long Sea
- Maldives – Hassan Irufaan – The Surf Monster
- Nepal (Radio Tulsipur) – Prabisha



- Adhikari – My soul seeks to have you
in the dusk
- Sri Lanka (MBC) – Asanka Sahabandu – Southern Skies
 - Turkmenistan (TVTM) – Shamytrat Hojagylyyev – Smile My Darling
 - Vietnam (VOV) – Dieu Huong – Waiting for Lover on a Wharf

Sri Lanka and Iran both returned to the event for the first time since 2014. The host nation of Bangladesh made their debut appearance at the event.



Over the course of two days, participants listened to inspirational talks from experts from Ireland, Singapore, Japan and Switzerland on a variety of topics including emerging digital platforms, Artificial Intelligence, Virtual Reality, data visualisation and interactive storytelling. Participants also pitched innovative ideas and projects they would like to develop at their respective organisations. The program also featured an interactive session in which participants exchanged ideas and experiences with the experts and a working session where they presented outlines of their project proposals and received feedback from the resource team.

"The ABU Media Lab programme in Bangkok was inspiring. Participants were fully engaged in exploring opportunities, challenges and new ideas. Discussions stimulated new approaches, insights and collaboration. We all learnt something. The most common theme was the need to really understand consumers, reach them on their terms and build a connection," said Múirne Laffan, CEO and Founder of LaffanLABs, who was a co-facilitator of the programme.

With the Media Lab Days series, ABU hopes to inspire more of its members to begin experimentations of innovative digital projects within their organisations. Participating ABU members were RTB-Brunei, Thai PBS-Thailand, NBT-Thailand, ACORAB-Nepal and BBS-Bhutan. In addition, WAN-IFRA Members BERNAMA-Malaysia and Bangkok Post-Thailand also participated along with Chiang Mai University as an observer.

ABU Media Lab Days Inaugurated in Bangkok

The ABU Programme Department's brand-new initiative: ABU Media Lab Days - was unveiled in Bangkok on 16-17 December 2019 hosted by Thai Public Broadcasting Service (Thai PBS). The first edition of ABU Media Lab Days brought together a group of more than 20 content creators, digital experts and innovators from 10 countries to spend two days in Bangkok exchanging ideas, experiences and best practices in the digital field and to foster creativity and innovation across a wide variety of digital genres.

Developed in collaboration with WAN-IFRA's Global Alliance for Media Innovation, ABU Media Lab Days is a series of curated encounters aimed to facilitate creative and meaningful

dialogues among ABU Members and digital innovators to help them find new inspiration and to discuss new approaches that they are able to use back in their organisations.

"After four European editions of our own Media Labs Days, we are very honoured and proud to be part of this Asian edition organised by the ABU. It is so important for traditional media companies (from broadcasting and written press) to rethink the way they work and to try to collaborate more to find solutions together to common challenges. These workshop-type of events are a perfect opportunity to start this dialogue," said Stephen Fozard, Project Director at WAN-IFRA's Global Alliance for Media Innovation.



39th Session of Standing Committee on Copyright and Related Rights

In October 2019, the ABU Legal Division attended the 39th WIPO Standing Committee on Copyright & Related Rights (SCCR) in Geneva, Switzerland for deliberating over the negotiations on the Broadcasters Treaty. The ABU delegation comprised of Ms. Nuratul Fakriah Abdul Thalib (ABU IP and Legal Services Officer), Mr Bulent Husnu Orhun (Vice Chairperson, ABU IPLC / Senior Lawyer, TRT), Ms Bengisu Düzgüner (Legal Assistant, TRT), Ms. Junko Morinaga (Senior Manager, Copyright & Contracts Division, NHK) and Mr. Takuya Tsuji (Manager, Copyright & Contracts Division, NHK).

SCCR39 was a step forward from SCCR38 as it made progress on some of the outstanding issues. There was a further discussion on Revised Consolidation Text of the WIPO Treaty on the Protection of Broadcasting Organizations where the committee has discussions on definitions, object of protection, rights to be granted and

other issues, with a view to further clarifying various technical issues and delegations' positions. There were also supports by most of the countries to include deferred transmissions in the Treaty.

Ms Nuratul also made a statement on behalf of ABU members where she mentioned that it is necessary to make broadcaster treaty come to the reality. She added that the treaty must be future-proof therefore online signal must be included in the scope and cover all forms of online piracy and it is also important to include the catch-up services as a protection in the treaty. Furthermore, it is expected for the draft of the treaty to be produced for the next SCCR so that it could be proceed to the Diplomatic Conference within the 20-21 biennium. The Broadcasters Treaty has been maintained on the agenda of SCCR40 which will take place in the first half of 2020 at the WIPO headquarters in Geneva.

ABU CLIMATE AND DISASTER LITERACY CAMPAIGN GATHERS PACE

SECTION 1: ABU partners with UNDRR to integrate media in climate action and disaster prevention

2020 BRISBANE APCMDRR PREPARATIONS

The ABU actively participated in the planning of the 2020 Asian – Pacific Ministerial Conference for Disaster Risk Reduction (APCMDRR). It will be held in Brisbane, 23 – 26 June 2020. The Union was represented in the two - day preparatory meeting, 12 – 13 November in the Brisbane Convention and Exhibition by the Head of SG Office Ms Natalia Ilieva and Mr Martin Hadlow, a member of the ABU Alumni, who had been involved in the ABU Media Summits on Climate Action and Disaster Prevention since their inception in Jakarta in 2014.

The ABU made a presentation about its work in climate change adaptation and Disaster Risk Reduction (DRR) and suggested to the organizer, the government of Australia, to include

several sessions about the role of media in the APCMDRR, which for the first time has Pacific in its title. In many conversations on the sidelines of the conference with representatives of government and non-government organizations it became clear that the involvement of media is more than welcome. The climate emergency humanity faces requires media to go beyond covering disasters and reporting casualties and damages. The media have to be integrated in the national efforts for climate action and disaster prevention and educate people about solutions and good practices, transferring knowledge across the globe.

The bush fires encroaching Brisbane at the time of the meeting was a poignant reminder of the gravity of

the situation that requires climate emergency mind set. Over 100 participants felt the urgency to involve media for providing timely, accurate and relevant information to people in danger and prepare them for the more frequent and violent natural disasters expected as a result of rising temperatures and sea levels. The suggestion of ABU representatives for a region-wide capacity building programme for journalists on climate adaptation and disaster preparedness was well accepted by the Asia-Pacific Office of UNDRR.

Several global NGOs approached ABU to contribute copyright free videos to the repository on climate change and disaster risk reduction content ABU is developing.

WBU/UNDRR MEETING IN TOKYO

During the GA in Tokyo the ABU SG Office organized a meeting between the leadership of the World Broadcasting Unions (WBU) and the UN Secretary-General's Special Representative for DRR Ms Mami Mizutori and Stephanie Speck, UNDRR Chief- Communications, Advocacy, Knowledge Management & ICT. The ABU President Mr Ueda, the ABU SG Javad Mottaghi, the Director General of ASBU Abdulrahim Suleiman, the AUB CEO Grégoire Ndjaka and EBU CEO Eurovision Services Marco Tinnirello represented the World WBU. This is the second meeting between the UNDRR head and the unions after the meeting in May in Geneva during the Global Platform on DRR. The UNDRR understands the crucial role of media in disaster prevention. UNDRR will support a long-term project for capacity building for the unions' members on climate change adaptation and DRR.



The Head of the SG Office Ms Natalia Ilieva outlined the key unions aims, namely: to ensure resilient technical critical infrastructures, linking broadcasters with meteorological offices and national disaster offices in the region for a unified approach; increasing public awareness and preparedness through Public Service Broadcasters programming. The ABU SG Javad Mottaghi pointed out that

to achieve these aims, a long-term relationship between the unions and the UN agencies such as UNDRR and UNESCO is essential. He emphasized that an outside funding is critical to support members' efforts. He also highlighted the role of community radio for disseminating critical, life-saving information during disasters and preparing vulnerable communities to withstand future disasters.

The ASBU Director – General Mr. Abdulrahim Suleiman pointed out that climate change adaptation and disaster risk reduction through media is a priority for ASBU. He supported joint, global actions of the Unions but pointed out that the approach in the capacity building should be regional. Mr. Abdulrahim Suleiman offered some activities to be held in the ASBU Training Centre in Tunis.

The AUB CEO Grégoire Ndjaka said that for his Union the biggest problem is the capacity of journalists to cover climate change, climate change adaptation and disaster prevention. Therefore, the capacity – building for journalists was greatly needed and it was a high priority for African journalists.

Mr. Marco Tinnirello said that the EBU had been actively involved and supportive in previous discussions and was committed to participating in upcoming discussions and meetings. The ITU had offered to host another meeting between the World Broadcasting Unions and UN agencies in April 2020, and that this would be a good opportunity to shape joint capacity building projects. He continued that the unions, through their members, bring some key benefits needed in DRR: trust – Public Service Media have been traditionally seen as trustworthy and reliable news source, which is hugely important in today's environment of fake news. Furthermore, technological developments alongside traditional broadcasting methods were a bonus for disaster prevention but traditional methods continue to be important for message reach. Some

members who have had experience can offer learning and information sharing in terms of implementation of critical infrastructure practices and content production.

Ms Mami Mizutori was encouraged and delighted by the desire of the WBU to be part of the global efforts to prepare people for future disasters and lower loss of life and damages. She noted that media organisations participation is in line with the contents of the Sendai framework document for DRR. She agreed that Public Service Broadcasters bring trust, neutrality, and have shared public obligation to protect the population. Ms Mizutori admitted that there will be challenges related to costs, and the unions' structures can potentially benefit from sharing knowledge and resources. What the UN can bring is: global training and capacity building, structured partnerships, including with entities such as UNESCO and ITU. Efforts should be put into pro-active preparedness as a way to reduce risk and save lives. Such activities fit into the overall "decade of actions" as part of the Agenda 2030 and must deliver tangible results within that timeframe.

Ms Stephanie Speck noted that currently broadcasters' involvement is more or less limited to covering disasters. This reactive attitude has to be changed to active education through media of the most vulnerable people. Media should give the most vulnerable people information upfront. That is the way to prevent future disasters. Therefore, the efforts should be focused to move media work from reporting the problems to providing solutions.

The next step in the cooperation, agreed by all parties, is to develop a unified, detailed Action Plan for global media capacity – building with a 3-year timeframe. The WBU will constitute a Task Force to coordinate the project development.

As a historic breakthrough in the makeup of GA speakers, Ms Mami Mizutori contributed to the GA Professional Discussion on 22 November 2019. Under the theme *Media Climate Action: The New Generation of Greens*, the UN Secretary-General's Special Representative for DRR provided an overview of the global efforts to save lives and livelihoods and the youth climate revolution shaking the world.

ABU COVERS COP25 FOR THE WORLD



ABU/UNDRR production team:
Executive Producer: Russell Isaac
Coordinators: Brigitte Leoni and Natalia Ilieva
Reporter: Indra Singh
Camerapersons: Diego Tomas Sosa and Morgan Isaac



COP25 for Asia-Pacific, Africa, Arab countries and Latin America. The team filed daily reports from the conference, which aimed to agree the terms for global carbon market, facilitating the achievement of the national commitment for reducing the gases contributing to the planet's warming. More than 26,000 representatives of over 190 governments, global development financial institutions, EU and NGOs took part in the conference, held 2 – 13 November 2019 in Madrid. The ABU production team filed over 80 reports through Asiavision, which were shared with the news exchange networks of Arab State Broadcasters Union, African Union of Broadcasters and European Broadcasting Union.

The cooperation with the UNDRR is already bearing fruits. The UNDRR supported an ABU - led global syndicated coverage of the COP25, the annual UN Conference on Climate Change, which monitors the implementation of the 2015 Paris Climate Agreement to limit global

warming to 1.5 degrees Celsius. The COP25 was moved from Santiago, Chile, to Madrid a month before its start due to civil unrest in the Chilean capital.

The ABU assembled an international six member team, from five nationalities, which provided daily coverage of the



SECTION 2: CAPACITY BUILDING

ABU/UNESCO Africa-Asia – Pacific Twinning Workshop: “Getting the Message Across on Climate Change”

Twenty two broadcast and print journalists from fifteen countries, representing, Sub-Saharan Africa, South-East Asia and the Pacific regions, participated in the ABU Twinning Workshop entitled “Getting the Message Across on Climate Change.” The ground-breaking, pilot project was funded by the Malaysian Government through “Malaysia Funds-in-Trust,” and the United Nations Educational, Scientific, and Cultural Organization (UNESCO). The workshop took place from 7 to 12 October and was held in Kuala Lumpur with location visits to agricultural, natural, and tourist sites in

the Kuala Selangor area that are being impacted by climate change.

The workshop consisted of information sharing sessions with technical and media specialists from the Malaysian Meteorological Department, United Nations Disaster Risk Reduction, (UNDRR), International Federation of the Red Cross, Red Crescent (IFRC), Intergovernmental Panel on Climate Change (IPCC), and Food Security.

On location visits, the participants formed production teams and were able to film and record interviews

with farmers, agricultural and food security experts, environmentalists, and providers of tourism services, on the issues and challenges of climate change, climate change adaptation, and Disaster Risk Reduction (DRR). After the conclusion of the location visits the workshop participants returned to Kuala Lumpur where their respective teams prepared TV or radio production pieces guided by the expertise of long-time ABU consultant Russel Isaac. The teams then presented to the entire workshop body their respective pieces for sharing, learning, and constructive commentary.

The Kuala Lumpur Africa/Asia twinning workshop is the first step in building a world – wide network of like-minded journalist in the countries covered by the World Broadcasting Unions to mainstream climate action and disaster prevention in media output.



Al Jazeera and ABU explore opportunities for cooperation

The Acting Director – General of Al Jazeera Media Network Dr. Mostefa Souag visited the ABU headquarters in Kuala Lumpur in October of this year, accompanied by Mr. Ihtisham Henatull, Manager of International Relations and Al Jazeera's Malaysia correspondent Mr. Samer Allawi.

Dr. Souag provided an overview of the leading world broadcaster's priorities such as media freedom and freedom of speech, human rights, climate change action and adaptation and peace building and safety of journalists.

Dr. Mottaghi briefed the guests on the ABU activities in news, sport, programming, technology and the ABU outreach campaigns for climate action, diversity and inclusion in the



Acting Director – General of Al Jazeera Media Network Dr. Mostefa Souag and Dr Javad Mottaghi, ABU Secretary General

media, news and programming among other areas. Dr. Souag said: "It is wonderful that ABU offers such a wide scope of activities to help people improve their lives."

The ABU and Al Jazeera are committed to bring their partnership to a new level in order to serve the people. The main areas of mutual interest with potential for partnering, identified by are capacity – building for climate change coverage, disaster preparedness, human rights, peace journalism, safety of journalism and co-production's on the related topics.

Dr. Souag is currently Acting Director General of Al Jazeera Media Network. Prior to this, he held various positions within the network as Managing Director of Al Jazeera News Channel (Arabic), Director of News of AJA, Advisor to His Excellency Sheikh Hamad bin Thamer Al-Thani, Chairman of the Board for Al Jazeera Media Network. He also served as Director of Al Jazeera Center for Studies and was also based in London as a bureau chief.

Closer ties with Shanghai Media Group China



The ABU Secretary – General, Dr Javad Mottaghi, met with Mr. Xu Hao, Deputy Editor-in-Chief of Shanghai Media Group during the ABU GA in Tokyo and discussed ways and means to strengthen ABU/ SMG partnership. Both parties agreed to plan certain joint venture events in future.



Other members of SMG who attended the meeting were Mr. Xie Zhisheng, Manager of International Communications of International Operations, Ms. Jin Xiaoxing, Senior Manager of International Cooperations of International Operations and Ms. Aixinjueluo Bei, Anchorwoman of International Channel of Shanghai and Mr Koichi Okumura, Director, ABU Programming, also joined this meeting.

In Memoriam

Media, UNESCO Pioneer Jim Bentley Dies Aged 80



A Fijian who left a lasting legacy in media and communications training, education and development globally has died in Suva aged 80.

James Edward "Jim" Bentley died peacefully at Colo-i-Suva on Saturday, November 2, 2019.

Mr Bentley, a man of many talents, was also an author and musician. He was a friend of many, at home and around the world.

ABU interviews AESF Director General

E-sports is a global phenomenon with 380 million viewers and total revenues of US\$869 million in 2018.

The Asia-Pacific Broadcasting Union has recently signed a Memorandum of Understanding with the Asian Electronic Sports Federation (AESF) at ABU headquarters in Kuala Lumpur earlier this year. The AESF's Director General, Mr Sebastian Lau, spoke to ABU News about E-sports and its future.

1 Tell us about the AESF

The AESF is the sole competent authority for electronic sports throughout Asia which is sanctioned by the Olympic Council of Asia, OCA. Based out of Hong Kong, the AESF serves a primary role of governing, regulating and overseeing the overall development of esports in the Asian region.

2 What is the current state of "eSports" itself and the broadcasting of it?

Esports, or competitive gaming is rapidly growing in terms of viewership. It is primarily consumed online via streaming services such as Twitch, Mixer, YouTube Gaming and Facebook. In 2017, there were 192 million casual viewers and 143 million enthusiasts, making the total audience 335 million. Newzoo predicts that by 2021, the total audience count to reach over half a billion, with esports viewers making almost 300 million of it.

3 There are several differences, but more similarities between traditional sports and eSports, tell us your efforts towards the 'perfect marriage' between the two.

Esports, like traditional sports, thrives on the competitive nature of its participants as well as the effort put in by the athletes to be the best in the world. By acknowledging this fact early on, several proven formula - in terms of player development and talent

spotting implemented by traditional sports can be imparted and adjusted into the esports realm.

4 What kind of a role can ABU and traditional broadcasters play to help eSports to be more accepted generally by audiences?

Currently esports is mostly consumed by its core audience which is primarily made of those of the younger demographic. They are mostly tech-savvy and are in-tune with the latest online trends. In order to continuously grow, a wider scope is required to reach the otherwise untapped market - the Gen-X and older, as well as non-endemic brands. ABU could also be crucial in changing the unjust negative perception towards esports through various types of programs.

5 Give us some of facts and figures about eSports – its journey so far- in its efforts to become an Olympic Sport.

Over the recent few years, esports has been more of a community-driven scene in gaming, fueled by passion and interest, supported by dedicated gaming publishers and brands. One of the major steps in getting esports a global recognition was its inclusion as a 'Demonstration Game' at the 2018 Jakarta Asian Games. This move opened up esports to a wider audience which in turn, led to its inclusion as official medals event at the 2019 SEA Games in Manila.

Earlier this year, Newzoo predicted that the global esports economy is set to break the \$1 billion threshold for the first time in history. They estimated that the growth to hit \$1.79B by the year 2022. The same report also suggests that China will overtake Western Europe as the second-largest region in terms of revenues, generating revenues of \$210.3 million in 2019.



Sebastian Lau, DG of AESF

6 How big an industry is Esports?

In 2014, Amazon acquired Twitch for \$1B. Twitch is currently valued at about \$3.79B. In response, Microsoft also launched their own streaming service to rival Twitch, called Mixer.

One of the largest esports tournaments in the world, Dota 2's The Internationals is well known to be the most lucrative esports tournaments in the world. With a modest prize pool of \$1.6m in 2011, it has grown to a whopping \$34.3m for this year's tournament.

Another major tournament, League of Legends World Championship hit a peak of almost 4 million viewers this year, which was a 94% increase from the previous year. Over the course of the tournament, an astounding 137,876,707 hours of viewerships were accumulated.

To put into perspective on how big the video gaming and Esports industry are as well as their potential;

- The video games market is currently worth a whopping US\$5 billion, making it larger in value than both film and music combined.
- Goldman Sachs estimates esports viewership numbers to reach 276 million by 2022. Alongside that, revenue is also set to increase three-fold from 2018's \$900 million over the same period of time, thanks to media rights and sponsorship of brands like Coca-Cola and Toyota.

Overall it is safe to say that the industry is indeed big and continuously growing.



ABU Comings and Goings

The ABU Secretariat saw the departure of Ms. Vu Ngoc Anh from Vietnam who has been replaced by Ms. Nargiza Numanova, the new Personal Assistant to the SG. Ms Anh was a valuable team member and will be missed by all at the Secretariat.



Ms. Numanova started her career at the National Television and Radio Company of Uzbekistan (MTRK) and has worked in this area for 20 years. Nargiza has a master's degree in philology, as well as a bachelor's degree in banking. Prior to joining ABU, she was a Head of the International Relations Department of MTRK.

Nargiza was the former ABU Liaison Officer, a member of ABU Planning and Strategy Group for several years and also represented MTRK Uzbekistan at the Admin Council for three years.

Joining the ABU Technical Department is Mr Veysel Binbay, who is a Turkish National and has been working in Turkish Radio and Television Corporation (TRT) since 1998. He holds Bachelor of Engineering degree (Gazi University, Turkey), MSc (Graduate Degree, Dicle University, Turkey) and PhD (Doctorate degree, Dicle University, Turkey). He is experienced in the design, setup, and operation of analogue/hybrid/digital radio and TV broadcast systems; He also has experience in developing software.



ABU STAFF OF THE YEAR AWARD 2019

The 2019 ABU Staff of the Year Award went to Mr Nadzim Zainal, the Media Communications Designer.

Nadzim joined the ABU in June 2011 and has been serving the Union well. Nadzim was credited with working well with all the departments in the Secretariat and for being positive.

ABU Calendar of Events Q1 2020

06 -10 Jan

Regional Workshop on Engineering Fundamentals For Broadcasters

The workshop aims to provide basic engineering fundamentals for broadcast engineers and technologists who are at the beginning of their careers. The workshop focuses 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 participants to build confidence in operating in an evolving media value chain.

10 -14 Feb

A20 HFCC Global Coordination Conference

We are happy to inform you that the A20 HFCC Global Coordination Conference will be held in Haikou, Hainan province in the People's Republic of China from 10 to 14 February 2020. Participants of high frequency coordination groups, representing around 90% of the shortwave frequencies used for broadcasting in the world, will take part in this conference to coordinate shortwave frequency schedules for the A-20 (summer) season.

18 -20 Feb

ABU NEW MEDIA WORKSHOP 2020

The 4th edition of ABU New Media Workshop Once Upon a Digital Story will explore evolving storytelling formats and narratives in the digital media landscape with a focus on how storytelling concepts, formats, tools, and platforms are redefined for the tech era.

02- 03 March

4TH ABU INTELLECTUAL PROPERTY & LEGAL COMMITTEE (IPLC)

The 4th ABU Intellectual Property & Legal Committee (ex-Copyright Committee) will be held in Kuala Lumpur, Malaysia on March 2nd and March 3rd, 2020. The theme for this year's IPLC is "International Conventions and Broadcaster Rights: The Future" where it will be hosted by Asia-Pacific Broadcasting Union (ABU).

02-05 March

The ABU Digital Broadcasting Symposium

The Symposium is an annual symposium staged by the Asia-Pacific Broadcasting Union (ABU) to help fellow broadcasters go digital, with the support of the broadcasting industry.

It comprises an international conference, masterclasses and an industry exhibition showcasing the latest technologies and services providing a platform to share expertise and experiences, network with like-minded colleagues, showcase and embrace advancing technologies to help broadcasters make the right decisions.

16 Mar- 17 Mar

ABU-RAI Days 2020

The next edition of ABU-Rai Days will take place in Milan, the first Smart City in Italy, a place where planning strategies are implemented with the aim of optimizing and innovating digital services for citizens. We will bring this citizen-centric approach to ABU-Rai Days 2020.

NEW MEMBER

New Affiliate Member from China welcomed into the ABU Family

ADINNO Inc., has businesses in China, Africa, USA, Europe, and is the leading 5G+ 4K, 8K, cloud XR end to end solution provider with a unique position. ADINNO has combined both broadcasting services and technical solutions for worldwide Mobile/ Fixed operators & Cable TV/ IPTV. ADINNO offers 4K UHD based Contents and Production and OTT/ IPTV platform, together to develop its unique offering to the market.



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