

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

ABU news

Quarter 1 2020

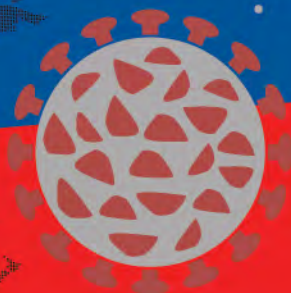
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ABU SOLIDARITY
IN RESPONSE TO COVID-19



A stylized world map in shades of blue, with the Asia-Pacific region highlighted in a lighter blue. The map is composed of a grid of lines, giving it a digital or wireframe appearance.

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(Left) Dr Murray Green, Professor of Macquarie University, Australia, with ABU Secretary-General, Dr Javad Mottaghi



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Greetings from the ABU Secretariat!

Everyone at the ABU Secretariat wishes a warm greeting to all readers of our Q1 2020 edition of the ABU News.

The last three months were challenging to say the least due to the global arrival of the COVID-19 Virus. In light of this serious global issue, this edition includes a special section highlighting the various initiatives our valued members have put into practice around the world to deal with the problem facing us all.

As our members have responded to this virus, so has the ABU, which has introduced its 'ABU SOLIDARITY IN RESPONSE TO COVID- 19', a partnership with our members designed to disseminate and share knowledge of best practices on how to deal with the global pandemic — for, and by, broadcasters. Within this section you will find best practices on facing this pandemic put into place by such organisations as NHK Japan, TRT Turkey, Prasar Bharati India, BNNRC Bangladesh, RAI Italy and more.

With new ways of working being established and many organisations facing new and never before encountered challenges, the ABU has the interests, health and safety of its members close at heart. This is why we have placed a COVID 19 resource database on our website at www.abu.org.my which anyone can access the best practices mentioned above.

Prior to the near-global shutdown of international travel, ABU held the 16th iteration of the ABU Digital Broadcasting Symposium (DBS), staged at the Istana Hotel in Kuala Lumpur from 2-5 March. The title for this year's international symposium was Collaborate and Innovate, a theme our industry professionals took up with stimulating and engaging speakers, lively debates, hands-on workshops and an industry exhibition showcasing the latest technologies and services from around the Asia-Pacific. The Best Booth Award was bestowed on media technology provider Blonde Robot. The conference's comprehensive sessions on topics of interest to broadcasters brought together expert speakers from the Asia-Pacific region and beyond.

Broadcasters, consultants, engineers, content producers, regulators and new media professionals spoke on a wide array of highly relevant topics concerning the media industry. In the first part of 2020 – and despite the mounting challenges - other meetings and events included the ABU News Department's MOJO Workshop, the 4th ABU Intellectual Property & Legal Committee meeting and more.

As always, we also bring you news about our many other happenings, about our members in Asia and the Pacific - introducing our newest members - as well as informing you about other industry activities of concern to you, our valued members. We hope you enjoy the latest issue!concern to you, our valued members. We hope you enjoy the latest issue!

UPCOMING EVENTS

NOTE: Due to the current global pandemic situation, the following events and dates are currently tentative. Please check with us for updates to this schedule:

- ABU Planning and Strategy Group (PSG): 27th August 2020 in Cappadocia - Turkey.
- ABU Administrative Council Meeting: 28 & 29 August 2020 in Cappadocia - Turkey.
- ABU Central Asia Media Forum 16 & 17 July 2020: in Tashkent. This event will be further postponed.
- ABU Media Summit on Climate Action and Disaster Preparedness on 10 & 11 August 2020 in Maldives.
- Pacific Media partnership Conference; Vanuatu, 17- 18 August 2020
- ABU ROBOCON November/ December 2020, Suva- Fiji.
- ABU - Rai Days on 17 & 18 September 2020 Milan- Italy.
- ABU GA and Associated Meetings, Hanoi 22- 27 October 2020
- ABU News Group and ABU Global News Form 2- 4 November 2020
- Radio Asia Conference, Radio Song Festival and Media 2020, from 9- 11 November 2020 in Bali.
- ABU Digital Forum on 18 & 19 November 2020, Kuala Lumpur.
- Global Summit on Media for Children 9-11 December 2020, Jakarta

RadioAsia
2020



RADIO
SONG
FESTIVAL
Bali
Indonesia 2020



MEDIA
2020

Bali Indonesia

9-12 NOV 2020

**RadioAsia
Conference**

9 & 10 November

**Radio Song
Festival**

10 November

**Media2020
Dialogue**

11 November

**Host
Excursion**

12 November

www.radioasia.org

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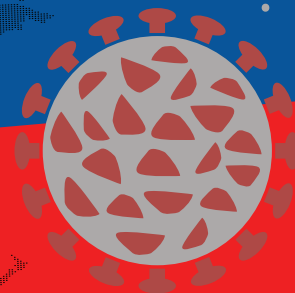
Asia-Pacific
Broadcasting
Union



Radio
România



ABU SOLIDARITY IN RESPONSE TO COVID-19



The COVID 19 pandemic has changed the way we live, work and socialise. With wide-spread lockdowns, media is relied upon as a global unifier able to provide accurate and up-to-date information about the COVID-19 pandemic spread, advice for personal protection, governments preventive measures, as well as impact on the global economy.

The pandemic has tested our members' strength and resources as never before. The ABU members showed remarkable resilience, ingenuity and commitment in ensuring the continuity of their broadcast and informing, educating and entertaining over 3 billion people across Asia – Pacific. Their programmes continue to be a reliable, trustworthy information-source that could bring hope and encouragement to the audiences.

COVID 19 is also a test for the ABU

family's solidarity. In this time of a profound crisis, many members have reached out with suggestions how to strengthen the ABU collective response to this unprecedented challenge to broadcasters – from Newsroom management guidelines to protections of staff and countering fake news and disinformation.

This is how the ABU COVID 19 Content Database was born. This will be a valuable resource to complement members' critical work of informing, educating and guiding the public on how to stay out of harm's way. Members can contribute copyright free content related to COVID 19 to be shared between members and with partners. In this way all members can benefit from valuable experiences of other countries on reporting and preventing the spread of the pandemic. We urge all members to contribute regularly and be part of ABU solidarity.

WEBINARS RELATED TO COVID 19 PANDEMIC

The COVID-19 pandemic has changed among other things, the entire environment in which journalists and producers work. There is no doubt that the virus poses a serious threat to media professionals, especially those on the ground. Media has to rapidly readjust to the new and uncharted conditions. We all have to implement contingency plans and to ensure that we continue to play our role and supply the public with reliable and potentially life-saving information. To help members in providing safety for their staff we are launching a series of Webinars. The first one is devoted to safety of staff.

In this difficult period media has to be exceptionally vigilant against the threat and possible damage caused by fake news and rumours. All the information we publish or put on air have to be checked and double checked to guarantee that we disseminate only scientifically proven and reliable data. Another set of Webinars will be devoted to fact checking, countering fake news and disinformation.

These would be followed by series on solution journalism, a new school of reporting on solutions to, and roots of, the problems.

The days, weeks and months ahead will be a test of our resolve and a test of our service to our nations. The amazing spirit of human solidarity must become even more infectious than the virus itself. Although we may have to be physically apart from each other for a while, we can come together in ways we never have before.

The ABU Secretariat wishes you to be healthy and safe. Please follow the advice of the WHO and your government; STAY SAFE.

Please, register **your organisation with the ABU COVID 19 Database and be part of the ABU Solidarity Movement. Please also nominate your APV Liaison Officer (APV LO).** The ABU contact person is **Mr Koichi Okumura**, Director ABU Programming.

Link to register for APV: <http://www.abu.org.my/apv>

The ABU Solidarity movement is growing, and we regularly receive great ideas how to unite members through joint initiatives to combat COVID 19 and raise the spirits of audiences. The latest suggestion, coming from Tokyo Broadcasting System Holdings, is to target young people, with short Public Service Messages (PSM) promoting safety and social distancing but as well some amusing, uplifting stories of young people telling how they keep amused and entertained while staying at home. Therefore, the ABU invites members to contribute to the "Solidarity for Our Future" initiative. The ABU Secretariat is inviting broadcast members to develop two types of content targeting children and young people:

1. Short PSM - 15-45 seconds posted by young people in your country, could be ordinary people, young celebrities or role models. The PSM should have a clear message STAY HOME – STAY SAFE.
2. Short Video clips (1'00" to 1'30" mins in length) produced by kids and young people who tell stories how they and friends keep amused and entertained while staying at home and following authorities lockdown. Kids and young people are very creative and sure there would be very interesting clips to watch.

ABU and Member Broadcasters in Solidarity with Responses to Covid 19

The ABU, in partnership with its members around the world, have shared best practice solutions in dealing with the global pandemic whilst continuing to serve members of the public. In this article some of the efforts being done by the ABU, and our members, are presented.



Overcoming the Coronavirus Crisis Together: NHK's Action Agenda and Covid 19 Documentary

The spread of the new coronavirus is having a huge impact around the world. The spread of unreliable information is also stoking fear and anxiety. Now, more than ever, NHK, as a public service media organization supported by receiving fees, is fulfilling its mission of delivering services of genuine public benefit.

NHK is making full use of the Internet to deliver necessary information anytime, anywhere, by focusing on six specific pillars of action. To view these six pillars, please see: <https://www.abu.org.my/wp-content/uploads/2012/04/NHK-Coronavirus-action-agenda-20200326.pdf>

In just over 3 months, the new coronavirus has spread around the world, killing thousands and paralyzing the global economy. Case studies into cluster infections in Japan offer some clues into how the pandemic began.

NHK brings reports from the frontlines of the fight against the coronavirus, around the world and in the lab as scientists race to develop effective drug treatments. To watch, please note the link below:

NHK Documentary "COVID-19: Fighting a Pandemic"
<https://www3.nhk.or.jp/nhkworld/en/tv/documentary/20200326/5001289/>

**Please take note that this programme is for viewing only. The content should not be broadcast by your organisation nor posted on your website.*

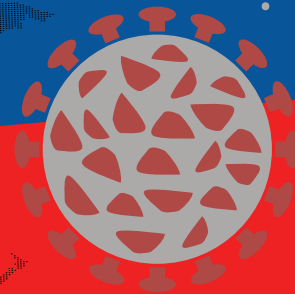


Broadcast Guidelines issued by India's Public Service Broadcaster, Prasar Bharati

India's Public Service Broadcaster, Prasar Bharati has developed special guidelines to be followed by All India Radio (AIR) and Doordarshan (DDI) to prevent further infections from COVID 19.

Among the guidelines, the following 3 TV channels will remain on a live mode to address any emergency situation. DD National – To run as it is with a reduced manpower & appropriately modified FPC DD News – To run as it is with a reduced manpower & appropriately modified FPC. Clean stream of the same to be available without ticker, and logo for relay by Hindi belt channels. DD India – To run as it is with a reduced manpower & appropriately modified FPC. Clean stream of the same to be available without ticker, and logo for relay by Hindi belt channels.

For more info please see:
http://prasarbharati.gov.in/pbcircular/Program_Related_471087.pdf



Turkish Radio and Television Corporation allocates five studios in Istanbul and three studios in Ankara for Students

Home-bound due to the coronavirus threat, Turkish students have opted for online education, while dealing with fatigue and boredom due to a lack of outdoor activities.

Turkey has launched its distance learning platform that will serve nearly 20 million primary and high school students who are currently at home since schools shut on March 12 in light of the coronavirus pandemic. Turkey's public broadcaster, Turkish Radio and Television Corporation (TRT), has allocated five studios in Istanbul and three studios in Ankara for recordings that are aired through six different channels in HD and SD.

The government, according to Gokhan Yucel, advisor to the Minister of Education, "reacted to the global pandemic within a week and created video lessons supported with EBA, which is currently one of world's most advanced state-sponsored online learning platforms."



BNNRC
Bangladesh NGOs Network for
Radio and Communication

COVID-19 Education Broadcasting through community radio in Bangladesh

ABU member Bangladesh National Network for Community Radio and Communications launched an educational programme series on COVID 19 on eighteen community stations in Bangladesh.

By sharing information and enabling two-way communication on the outbreak in local languages or dialects, the stations hope to reach rural communities with information about the virus and the precautionary measures needed to avoid infection.

The stations are part of the Bangladesh NGO's Network for Radio and Communication (BNNRC) -an advocacy group that has been mobilising stakeholders for social disaster preparedness and disaster risk reduction (DRR) since its inception. This particular initiative is based on the contention that community radio can play a vital role in building awareness among local communities.

Community radio stations speak directly about local issues and concerns and feature trusted local people in a way that nationally or regionally produced content cannot. Community radio can also reinforce COVID-19 related behaviour change communication being undertaken by civil society organisations, government health officials and locally elected bodies.

BNNRC's 5 member monitoring teams have been keeping tabs on the situation 24 hours per day and coordinating community radio programmes centrally, providing support as and when required.

For more please visit: <http://www.bnnrc.net/>



RAI Italia Adopts Coronavirus Countermeasures

In light of the serious situation in Italy, RAI has set a Task Force to help in the preparedness of the measures to be applied to all employees, tv production centres and crews in order to guarantee the appropriate safety equipment and rules, and a constant flow of information to audiences.

In Europe, Italy was the first country to have to fight the virus and RAI has therefore defined a set of guidelines, that can serve as best practices to help other Public Service Media organisations to adjust to the emergency situation.

Please see the guidelines below:
The measures that RAI has adopted are the following:

RAI has created a taskforce able to manage the company's complexity, composed of:

- The Director General,
- the Head of Legal Affairs,
- the Head of Personnel,
- the Head of the Company's Healthcare,
- the Head of Safety and Security,
- the Head of Communications,
- the Head of Production,
- a Representative of the Channels,
- the Head of Properties and
- two Representatives of the News Departments (a National representative and a local one).

The taskforce works under the direct supervision of the President and the Chief Executive Officer. In the course of these difficult weeks the taskforce has taken the following decisions:

- Only business trips of journalists working for news channels have

been authorized in order to give priority to information; journalists working and reporting for different channels and programmes from the areas where the epidemic had been spreading have been urged to return as soon as possible;

- Journalists returning from "red areas" were forbidden to enter RAI's offices (they were obliged to observe a period of quarantine);
- Since the very beginning of the outbreak, any other person different from employees entering RAI's offices, has been required to fill in a form stating he/she has not been in any "red area". Immediately after it has been prohibited to anyone who was not an employee to enter the company's venues;
- Guests of TV programmes can access TV studios pertaining to their own residence city only (i.e. a guest living in Rome can access the TV studios in Rome while a guest living in Milan can only enter the Milan studios). Any other guest has been managed through video connections using live streaming backpacks and Skype;
- Since the very beginning, spectators have not been allowed to enter TV studios, meaning that programmes have been recorded with empty seats; Some entertainment shows have been replaced by news in order to prioritise information and updates;

- Changes to the broadcasting schedule, aimed at giving priority to information, have been made, including a reduction of light entertainment programmes in order

to attract a larger audience staying at home. Moreover, there has been an optimization of news editions, reducing short editions and instead strengthening the main ones. News spaces have been created for a cross-channels distribution.

- Smart working has been promptly set up, involving 3,000 employees in a few days;
- A rotation within production and journalists teams has been foreseen in order to ensure programme continuity in the event of contagion and the consequent quarantine of a wide number of collaborators. RAI is also in the process of identifying a list of "reserve" workers to draw from;
- Emergency plans have been envisaged to facilitate transmissions from different locations both in Rome and, where needed, in Milan;
- Specific kids and educational programmes have been produced for both cultural channels and the streaming platform in order to face the closure of schools and universities;
- Thousands of masks have been bought and distributed, firstly for workers working at less than a one meter distance from colleagues and then to anybody else.
- RAI has 4 TV production centers and 17 regional headquarters;
- Frequent sanitation of the working locations has been carried out;
- In RAI's canteens and cafés, measures for employees to keep one meter distance were immediately put in place; but further to the last decree closure of company cafés was ordered and security checks in the canteen took place (foreseeing, moreover, controlled flows of people) to monitor the respect of the provisions relevant to the respect of distances;
- Four different company e-mail accounts were immediately activated for employees to address their questions and receive any kind of information;
- RAI's intranet platform keeps providing updates about the new norms, the legal provisions involving employees and operative instructions to be followed.
- In RAI's headquarters in Rome, at present, just a few employees have remained; the main entrance has been closed with the subsequent reduction of housekeeping and surveillance services.



16th Annual Digital Broadcasting Symposium-DBS 2020

March 03 of this year saw the official opening of the 2020 Digital Broadcasting Symposium-DBS in Kuala Lumpur.

DBS this year carried the theme "Collaborate and Innovate", placing importance upon working together and finding innovating solutions to the common problems the broadcast industry is facing.

This year, the topics for the conference and workshops aimed to address the ongoing challenges and help find effective solutions for the broadcasters to remain relevant and make informed decisions.

A main aim of the event was to assist Broadcasters in finding creative solutions to challenge the competition they are facing and in addressing the

need to move quickly in order to adopt a more media centric approach.

In his opening speech given to commence the conference, Dr Javad Mottaghi, Secretary General of the ABU said how new Technologies and advanced solutions, which are fast being rolled out by tech savvy organisations, are disrupting the usual flow of media delivery and distribution.

He added: "Media consumption is becoming more and more personal and the use of different platforms and devices are placing the audience more in control."

With recognition and appreciation towards sponsors, attendees and speakers alike having been expressed, he declared the symposium officially opened.

Day One of DBS consisted of engaging panel sessions. **Session 1** was titled: **Advances in Technologies & Broadcast Standards**, moderated by **Mr Kamei Masashi**, the panel discussed the advances in technologies and broadcast standards.

Dr Peter Siebert said that broadcast television will continue to be in demand, however there will be significant changes in user behaviour and pattern. He added that viewer trends towards on demand content is evolutionary, and over time, broadcast technology will be at a decline, whereas online consumption will increase. Although big screens remain the main viewing device of choice, mobile devices are more predominantly used for non-live content. Despite having to adapt to changes and advancements in technology, broadcasters are



still in a good position as they are trusted brands. He stated, *"Traditional broadcasters with a wealth of content... are well positioned and advised to embrace this trend, don't see it as threat, see it as an opportunity to extend your business."*

Session 2: Evolving Media Business – Strategies and Opportunities, moderated by **Mr Alex Reza Shariman Othman**, saw the panel discuss available strategies and opportunities on the evolving media business.

Ms Joan Warner said that radio has been, and will remain a powerful medium for regional communities to be connected and informed. She quoted the recent bushfire incident in Australia which was an indication as to how the important role of radio was essential during emergency situations and in their recovery phase. Despite increased competition, specifically in global digital platform, live and local radio have proven to show high audio listening and engagement, which include music streaming, podcasting, and catch-up radio. With regards to the future evolution of radio and expansion of DAB in Australia, she was of the opinion that there should be a new way of thinking and new platforms to

explore. One way forward is the sharing of transmission infrastructure to lower broadcasting costs and to have a more efficient use of the spectrum. She was also of the view that radio is to evolve to be hybrid, and that AI be included in its evolvement.

Mr Steve Ahern then spoke on the future of transmission and the use of shared transmission services. He began by saying that as transmission facilities get older, their asset value will decline, hence more money will be spent on maintenance, and thereafter on the purchase of new equipment to replace the older ones. He added that due to the changing media landscape and new challenges to the media business, it is time to reinvent as to not continue being in the decline phase. He stated that transmission is a level playing field and there is no competitive advantage in owning it. It is better to use the available budget to hire talent and produce great content for the audience. He encouraged all companies to check their business model and explore new ways to do things, in keeping up with the changing world.

Mr Mazlan Mahdi said that although the future in media business is still television, it is important to know how

to use it. He informed the audience that MYTV is the sole operator for DTT services in Malaysia where the broadcasters include a total of 14 television and 6 digital radio services. Based on a recent survey by Nielsen, the overall satisfaction of DTT was very high, whereby, viewers were satisfied with the improved television reception and the quality of the picture on the screen. He shared with the audience that in the migration process, which takes place between 2020 to 2022, new things will be developed for future products, for example technical codes and belting/segmented linear services. Ideally, content, network and device must all be developed parallelly in order for it to be successful. He said that there will be an increase in media consumption in smartphones over the years taking into account the time spent on the internet via smartphones amongst the younger audience. In conclusion, he said that MYTV supports the initiative from broadcasters who are interested to collaborate with them to explore other linear services, and eventually to increase the digital revenue services in Malaysia.

Mr Joseph Goddard said that there are difficult times ahead in the sector of media business, therefore it was critical for companies to have a robust marketing strategy and making sure their own commercial resources are in place. He said that broadcasters need to overcome several challenges, including to exploit the potential of their own media space to drive their audience to consume content, engage with brands and maximise revenue. He added that the prioritisation process needs to be redefined to a task-based marketing approach, and companies need to be able to use their own media space i.e. to value their air time, in order to deliver the objectives of their business. He said that it was important to prioritise the different stakeholders and it is best to work hand in hand with broadcasters to select the necessary campaign strategies to ensure that their business objectives are adhered to. Some important considerations when developing strategies are that of revenue stream, content and services, competitive threats, brand perception, and audiences. In regards to the delivery from a media perspective, key factors that influence campaign communication levels are

target audiences, lead time to launch and support, channels and media perspective, and campaign weight. In concluding, he reminded that it was important to understand the significant value of one's own media space and to spend inventory in the most effective way in the delivery of business tasks.

In response to a question from a member of the floor, **Mr Mazlan Mahdi** said that MYTV is keen to get other broadcasters to bring their digital services on the platform. MYTV now has nationwide transmission, but has yet to deploy regionalisation or targeted advertising.

In response to the moderator with regards to the slow movement of digital radio, **Ms Joan Warner** said that it is a mixed future for digital radio, therefore broadcasters need to grab as much spectrum as they can, in order to offer capabilities for free to air. She reiterated that there must be a way to compete in the broadcast field in digital platform. He added that free to air radio is a kind of invisible medium which can easily be taken for granted. Notwithstanding this, when everything is off during emergencies, it shows the importance of analogue radio, future free to air transmission and also digital. In conclusion, Mr Mazlan Mahdi said that with regards to going back to traditional media, *"we cannot deny that internet has the attractiveness and the appeal, but RF is still something that we should protect...in emergencies we can see its true potential."*



Session 3 was entitled: IBB Interoperability – Workshop presented by T-NET Japan and consisted of a case study and way of approach realising interoperability from the viewpoint of disaster management.

Mr Yoshimitsu Tsurimaki, Producer, T-NET Japan, talked about interoperability from the viewpoint of disaster management. He said that during disasters, most broadcasters cover early warning broadcasting systems and wireless emergency systems. He quoted, "some of them provide information at an appropriate timing but sometimes not. Sometimes late. Sometimes too late."

In view of this, moving forward, an advanced emergency warning system and a smart disaster information management system will be offered. Functions of urgent disaster reduction centres will also be updated in order to provide precise, targeted and

personalised information to the public at large. In concluding, he said that interoperability is pertinent, as disaster-related information should be shared but at the same time, should not cause financial burden to broadcasters.

Day 2 of DBS saw Session 5: Digital Radio, The Podcast Generation & Enhanced Audio Technologies, Moderated by **Mr Steve Ahern**, delve into radio's changing technology and how content is innovatively delivered to new audience segments, including challenges faced.

Ms Nurulhusna Mohamad Kasim was of the opinion that broadcasters have every opportunity to extend their brands, launch new services, grow audiences and increase their revenues, however it was important for an overall digital plan to be in place. The Malaysian radio landscape is a lively radio market that consists of multiple players and offers services in different languages. Based on research,





Advanced Broadcast Applications, the panel discussed media management and advanced broadcast applications.

Mr Albert Feytons said that supply chain management is new to the media and entertainment industry but “*we have a lot to learn from other industries, and we do not have to reinvent the wheel.*” He explained the four levels of maturity in supply chain and concluded by saying that it was not just about having the right tools, but the power lies in integration itself.

Mr Rob Hopkins then spoke of his web-based system that can be used across all platforms and published as an open source software. The system can be used by any radio station for Emergency Alerting. In a small community where he lives in, it is the audience that actually creates the content. He said that this allows them to be creative to come up with content and run radio shows from their communities.

Mr Roberto Musso introduced his company's new product which was a software-based vision mixer and an IP-based system. An IP platform was developed due to its interoperability. He added that with NDI, the infrastructure was user-friendly and easy to configure specifically on the management of discovery and registration.

Mr Emanuele Porfiri said that the advantages of having an open source solution i.e. cloud platform was due to its flexibility, efficiency and cost-saving benefits. He also explained about OpenStack, a cloud operating system that controls compute, storage and networking resources through a data centre.

Session 7: Advanced Broadcast Delivery Systems and 5G Technology was chaired by **Dr Les Sabel**, Founder, S-Comm Technologies and presented a case study by Mr Pavel Kokoshka of PROGIRA - the planning of a 5G Broadcast Single Frequency Network in Denmark providing planning parameters, input data and results.

The potential and progress of satellite broadcasting to overall broadcast services in Japan was given by **Mr Kamei Masashi** from NHK-STRL, which outlined the efforts of NHK in

radio was still regarded as having the highest social media engagement. In regards to the journey of consumers from radio to internet, she said, “*media is converged, as broadcasting merged with the internet, new opportunities for content arise and audiences are given greater choices, a broader range of content and more interactivity anytime, anywhere.*” She ended by stating that in order to be successful, radio needs to have 5Cs i.e. coverage, content, cost, collaboration and communication.

Ms Joan Warner then spoke on DAB's significant progress worldwide, where 529 million people are currently able to receive DAB services in 45 different countries. DAB continues to compete with global platforms but it maintains live and local radio. In her view, radio communication in the future is where all platforms provide benefits for different sections of community. In order to keep the industry healthy, broadcasters should work closely together on all aspects of radio, despite

the fact that they are competing on audience. She concluded by saying that radio must remain accessible and free to all, hence from now on broadcasters have to start planning for a sustainable broadcast future which encompasses a suite of online services that are robust, reliable and affordable.

Mr Nick Piggott gave the audience an update on hybrid radio. He explained that their company leveraged on DNS, a fundamental technology of the internet, to use with radio. With hybrid radio, more content and metadata can flow alongside audio, therefore listeners will have a better experience because of more content received. He added that with IP, better images with higher resolutions can be delivered, and adjusted to individual receivers. At the present moment, their company continues to educate and encourage the public on the benefits of hybrid radio.

Moderated by **Dr Peter Siebert**,
Session 6: Media Management and





HDTV (2k) satellite broadcasting. A comprehensive evaluation on the effect of rainfall on satellite service efficacy was given.

The last speaker, **Mr Colin Prior** from ENENSYS presented upon the interesting topic of live OTT using Multicast ABR. A focus of the presentation was of the challenging issue of OTT Video services such as Netflix. One of the topics dealt with in detail was reducing latency, with Multicast ABR.

Session 8: Media Personalisation Strategies – Applications of Big Data & Artificial Intelligence was Moderated by **Dr Fintan Mc Kiernan, CEO, IDEAL Systems** discussed media personalisation strategies.

Mr Okamoto Hiroki explained the smart protection and social media analyst systems developed by NHK. He also described a programme that they have developed for bot-detection; however, the programme does not detect fake news based on language structure or identical news in the past.

Mr Andrew Kunaselan said that they have partnered with Limecraft to obtain solutions in terms of localising content in Asia. He explained that the solution was cost-effective and able to speed up the process of generating subtitles. In regards to the process, it involves transcription between speech to text, and the creation of metadata.

Mr Colin Prior said that there was no real-time access on media campaign management, therefore in order to improve this at regional level, a solution would be to offer more targeted and appropriate advertising for each household. With this, broadcasters can make more informed programming decisions, and develop data driven campaigns. In delivering broadcast quality experience, he said that it is important to "bring broadcast world alongside the digital world."

Day 3 consisted of three engaging sessions:

Session 9: Advanced Production Technologies and All-IP Infrastructure, moderated by **Mr Lindsay Cornell**, discussed advanced production technologies and all-IP infrastructure.

Dr Kong Bin using a recorded presentation, said that people are now enjoying high quality audio-visual services in mobile environments. RTPRC-China's future plan is to make active use of broadcast networking communications on the internet, amongst others by developing new audio-visual services for radio, television and internet, and promote the integration of national television network and 5G construction.

Mr Thomas Gunkel said that there are now new challenges which have not been faced before in SDI, whereby all media flows i.e. audio, meta data and



PTP must be tracked accordingly. PTP settings must be fine-tuned according to your specific needs, which is therefore more complex. He shared several challenges in PTP, and gave a comprehensive overview on the solutions which include to automate configuration, monitor PTP performance and add security measures.

Dr Mohieddin Moradi quoted *"when you enter into an IP world, you should see new facilities, new features and new connectivity."* He went on to explain through a video recorded presentation, the design of a full IP, its opportunities and challenges. He said that different standards are used in an IP environment, and described the advantages of using an IP infrastructure, and the difference between a traditional production and an IP production.

Session 10 moderated by Mr Aale Raza and entitled: Content Delivery Networks, OTT Platforms and IBB Systems, included first panel speaker, **Mardiah Nasir**, Director & VP of Sales, IPSB Technology. Ms Mardiah started by talking about assessing consumer demand for on-demand and streaming services. She gave an engaging and enlightening presentation of recent developments and audience preferences - differences in streaming services. She also outlined how the usage of mobiles, voice recognition, AI and other innovations that are changing the landscape of broadcasting.

Mr Mika Kanerva, COO, Sofia Digital Ltd from Finland, presented *Faster than Broadcast – Ultra Low Latency OTT Streaming Today*. He presented on how operators could enter the world of OTT services without a designated set top box.

Mr Chao Yin Loong, Enterprise Architect, Akamai, Singapore spoke on latency achievable at scale via mainstream content delivery network streaming technologies.

Session 11: Industry Panel – Changing World of Broadcast Challenges, Opportunities moderated by **Mr Steve Ahern**, discussed the biggest challenges faced by the industry based on the audience survey, which are money and management.

Ms Mardiah Nasir said that broadcasters need to move, and they need to move fast. It is fine to start with small projects

and move forward from there. Notwithstanding this, a long-term plan needs to be in place, and broadcasters should invest on manpower to be able to produce the right content in light of the technical evolution.

Mr Aale Raza was of the view that broadcasters should be given the opportunity to charge their end users directly, which would then allow them to improve on their content quality. He added that public service broadcasters have a seminal role in the development of a country, therefore it is not only about broadcasting but also in the aspect of nation building.

Dr Fintan Mc Kiernan said that it was 70% cheaper to broadcast on cloud due to its low maintenance costs. Cloud technology here refers to a new technology that is cloud native, therefore instead of having multipurpose servers, companies just need to have a single stand-alone that is uni-purpose.

Mr Thomas Gunkel said that although it is good for broadcasters to charge their end users, he was of the opinion that instead of this, broadcasters must be more efficient with their money in order to have an agile operation. They need to get involved in a partnership model and their investments should be in future proof technology.

Dr Peter Siebert said that there was a lingering perception that broadcast is a dying technology, however, what should be done instead, is to make broadcast more interesting. He quoted, *"what we standardise today is the technology of tomorrow, so get more involved and bring in ideas on how you monetise content in the future."*

This year's DBS was highly successful in light of the challenges brought to bear by the Coronavirus outbreak and its impact on air travel and other aspects. Because of the overall success of the event, the ABU would like to extend its appreciation to the industry organisations who sponsored it, and also supported and attended the event by taking booths at the DBS Exhibition:

MCMC
MEDIAGENIX
IDEAL SYSTEMS
PROGIRA
TECHKNOW SOLUTIONS
T-NET JAPAN Co Ltd
VIZRT
GLOBECAST
Malaysia Healthcare Travel Council
Radio Television Malaysia
MEDIA PRIMA
IEEE Broadcast Technology Society
Content+Technology
ASIA RADIO TODAY
RADIO WORLD INTERNATIONAL
TIARA VISION SDN BHD
RADIO FREQUENCY SYSTEMS
WHITEWAY
CANARA LIGHTING
MEASAT
BLONDE ROBOT PTE LTD
STAGETEC
PROGIRA



A20 Global HFCC Conference held in Kuala Lumpur

The A20 Global Shortwave Coordination Conference was held in Kuala Lumpur, from 24-28 February. The conference provided an important forum to resolve or minimize instances of mutual interference among shortwave transmissions for the Summer (A20) season. Delegates from Short Wave Broadcasters and Frequency Management Organizations had a valuable opportunity to coordinate their frequencies directly with the frequency managers of other broadcasters in this regard. The A20 season runs from 29 March to 25 October in the calendar year 2020.



Regional Workshop on Engineering Fundamentals for Broadcasters Held in Kuala Lumpur



The Regional Workshop on Engineering Fundamentals for Broadcasters organised by the Asia-Pacific Broadcasting Union was held in Kuala Lumpur from 6- 10 January 2020. The week-long workshop was targeted at young broadcast engineers from the ABU Member organisations. It provided knowledge on fundamentals of broadcast engineering including basics of audio and video systems and the evolution of digital technologies and concepts.

The workshop helped participants learn about the basics of analogue to digital conversion of audio and video signals which is the basis of current digital technologies. It also provided

exposure on how digitisation has allowed the integration of computer and networking technologies into the broadcast workflow. It also discussed topics such as electrical power systems, contribution and distribution of media and current trends and advancements in broadcast technologies such as UHD systems, online content delivery, new media platforms and media asset management systems.

It is hoped that the knowledge gained helps participants to build confidence in performing broadcast operations in their respective workplaces. This workshop was attended by 50 participants from 16 countries representing 19 member organisations.

Everyone has a story to tell, it has never been easier



Asiavision's aim – all journalists telling news stories with their smartphones



The participation

TVRI journalists from throughout Indonesia joined together to change from the old to the new – contributing news stories faster and more efficiently is their mission.

Four successful days of workshops were headed by trainer Hashim Ahmed Hakeem and facilitated by Shabana Jan, Asiavision's Project Officer.

The Mojo Workshop provided 51 reporters with digital storytelling skills to use their smart phones as video cameras so they shoot, edit and broadcast, all on a single device.

TVRI News Director, Apni Jaya Putra, is passionate about mobile journalism and wants all his staff to move to Mojo. He was an enthusiastic leader at the workshops, showing the simple equipment that is all that is needed.

What *THEY* say...



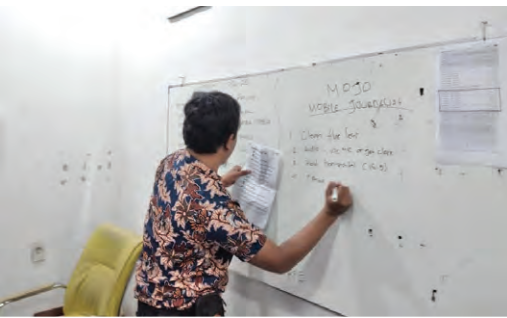
"Thank you to AVN for letting us join this workshop because you know Mojo is a new one for us. The thing that we have to understand for this Mojo workshop is [that] with the simple equipment that we bring to work every day, we can practice and we can share what is happening around us."

– Diyah Sulsel - Jakarta

"I think this workshop is so useful for me as a journalist because it's related with my career and with my job as a journalist. There are so many new ideas that I got in this workshop. How to use mobile phone to get great pictures and then how to edit your video, how to produce news quickly in seconds. This can be an improvement in my career."

– Oki Satrial - Jakarta





Arie Kadri – South Sulawesi. Back home sharing sessions with his colleagues

The Mojo journey begins

Some very talented journalists from Papua to Bali to South Kalimantan and most of Java's districts explored their creativity using their smartphones to shoot and edit news videos. Most of these reporters are from Indonesia's rural areas where there are limited facilities and so using Mojo, gives them resources at their fingertips.

Travelling back to their districts, the 51 journalist have been shooting with their smartphones, contributing Mojo stories to TVRI's television broadcasts. They are amazed that their stories are being broadcast throughout the country. They are no longer surprised at the power of the device that they have been carrying in their pockets.



"This is my first experience doing, enjoying mobile journalism. I feel so glad and happy during this course because this it is so useful for me as a journalist to use more applications."

– Kamila Aswan - Jakarta

"First of all, we would like to say thank you very much for coming and then I feel like really good to come in this class also because Mojo is really helping me and I am learning a lot. Normally we use a huge camera and then when Mojo comes, we easily know how to make video, like easy and quick as soon as possible. We send it and we share it even in social media or television. In future we are going to be really good."

– Teuneku Fajri - Aceh



"I think our Mojo workshop is very good for a journalist so we can do it every time when we are on duty."

So, let's get started to be Mojolicious!"

– Fitria Herbiyanti - Jakarta



What WE say...

"I felt very honored and impressed when Asiavision's News Director, Wendy Everett, sent an email and asked TVRI to conduct two Mojo Workshops in Jakarta."



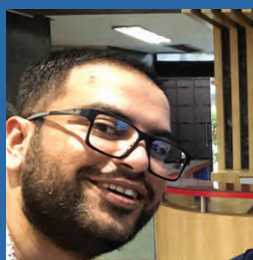
We organised more than 50 participants from our bureaus and the Mojo training went well and smoothly. Trainer Hashim was very good in delivering material related to Mobile Journalism."

A few weeks after the Mojo Training, many positive developments occurred. In addition to the number of news stories sent by correspondents to Jakarta's central newsroom becoming more and more diverse, the visuals sent were also of a higher quality."

The Mojo Training held in Jakarta reminded me of the great flood that hit Jakarta on January 1, 2020. Even though at that time I was also a victim of the flood, but with Mojo, I tried to send the visuals that I recorded and sent them directly to the AVN crew in Kuala Lumpur ."

Mojo has brought many benefits and influences and inspiration to us all."

– Muhammad Yusuf, Head of News Department , TVRI



"It has been a great pleasure sharing my experience with Indonesian journalists. They are very keen to learn new things and are sharp. Mojo will upgrade them from being good to being awesome."

– Hashim Ahmed Hakeem – MOJO Trainer

"Apni Jaya Putra, Muhammad Yusuf, Drs. Wisnugroho and the TVRI team have given their 100 percent support to ensure that this Mojo training was available to reporters from all districts."



We at Asiavision believe it is vital to encourage our Members to help their journalists adapt to the latest technology and methods and so improve their new story telling skills."

– Shabana Jan, Project Officer, Asiavision



4th ABU Intellectual Property & Legal Committee Concludes in Kuala Lumpur, Malaysia

The 4th ABU Intellectual Property and Legal Committee (IPLC) took place on March 2nd and March 3rd, 2020 in Kuala Lumpur, Malaysia. It was hosted by the Asia-Pacific Broadcasting Union. This year's meeting was the fourth meeting of the copyright committee since the change of its name to "Intellectual Property & Legal Committee" in 2016

in Kuala Lumpur, Malaysia. The theme for this year's IPLC was "International Conventions and Broadcasters' Rights: The Future"

Day One of the IPLC was the customary meeting which was a closed session for ABU's Full, Additional Full and Associate members though non-members were permitted as observers upon request. It was attended by 10 delegates from 6 countries and was chaired by Mr Murray Green, Professor of Macquarie University, Australia. ABU IPLC Chairperson, Mr. Suranga Jayalath from Sri Lanka also joined the meeting through Skype. The meeting started with opening remarks by Dr. Javad Mottaghi, ABU Secretary-General. During the course of the day, there was discussion on 39th revised consolidated text on the Broadcasters Treaty and the next step to be taken in 40th Standing Committee on Copyright and Related Rights (SCCR). Furthermore, the delegates also presented country reports and deliberated on the recent legal developments in the Asia-Pacific region.

Day Two of the IPLC was the forum which was an open session attended by 35 delegates from 6 countries. During the course of the day, pertinent presentations on legal topics were made by academicians, lawyers representing broadcasters and other relevant experts. The sections of the presentations were as follows:

Session 1: Protection for Broadcasters in Converging Era

Session 2: Regulatory and Non-Regulatory Framework for Broadcasters in this Era of Borderless Communications

Session 3: New Set of IP Rights to Broadcasters: How to Overcome Challenges in a Converging Era

The presentations were succeeded by an enlivening question and answer session. The venue for next IPLC is yet to be finalized.



MR MURRAY GREEN
Session 2 - 2



Mr Suranga Jayalath, ABU IPLC Chairperson and Legal and Group Director of the Capital Maharaja Organization Limited, Sri Lanka, joined the meeting via Skype



DR JAVAD MOTTAGHI
SECRETARY-GENERAL
ABU



MPB

MPB



ABU Live Sports Direction Training - Colombo, Sri Lanka 10- 13 March 2020

ABU Sports has completed yet another fruitful training on Sports Production. This training took place at Olympics House Colombo in Sri Lanka from 10th -13th March. ABU collaborated with Broadcast Academy France to bring the main trainer for the training, Mr Jean-Charles Vankerkoven, a very experienced Live Multi-Camera Director who has been part of several FIFA World Cups and UEFA EURO Championships. A total of 22 participants from ABU members took part in the workshop (SLRC Sri Lanka, BTV Bangladesh, PSM Maldives, V Media Maldives). Sri Lanka Rupavahini Corporation (SLRC) graciously provided the accommodation and venue for the four days worth of training.

This extensive course involved theory followed by practical exercises on the Live TV Simulator. For the practical training, participants performed coverage of a football friendly match between Sri Lanka's National Team and a foreign club. At the end of the training, participants had a better understanding on the use of the various broadcast equipment in live directing as well as camera formations and the use of each camera.



ABU Children Media Hub Launches New In-Country Workshops



Ms Luvsantseren Ariunjargal, MNB, Mongolia



Dr Chung Hyunsook, EBS, Korea



Mr Thomas Hankil NAM, EBS, Korea

As one of the major initiatives at ABU, the new in-country workshops known as the Children Media Hub will start soon. In times of digital convergence, children prefer to watch content not only on television, but also on TikTok and YouTube. The new project aims to enhance broadcasters' production skills and gain knowledge on children's programmes to remain sustainable in the competitive media environment.

The Children Media Hub offers hands-on training for the broadcasters who are keen to acquire tips in creating attractive kids' contents. Trainers visit an organization and conduct practical training for producers and content creators. The Trainers below are all professional and have extensive knowledge on children program production.

Ms Luvsantseren Ariunjargal is the chief director, program division Channel 1 at MNB, Mongolian National Public Radio and Television. She was the director of the children's program department and produced many dramas, shows and magazines for children. She won the prize at Prix Jeunesse Munich, Japan Prize and ABU Prizes for Children Category. She was also a Jury member for Prix Jeunesse International and Japan Prize.

Dr Chung Hyunsook is a senior executive producer at EBS, Korea Educational Broadcasting System. She is a specialist in the field of international children's program development and is now working on co-produced documentaries about children, families and education. She has been serving as the chairperson of ABUKIDS Children Item Exchange Meeting for over 15 years.

Mr Thomas Hankil NAM has extensive knowledge on animation. He is the project manager for educational broadcasting project in developing countries at EBS, Korea Educational Broadcasting System and he used to be responsible for commissioning Korean animations including developing, producing, licensing and investing. He had conducted program workshops for TV producers and directors of ABU members as ABU children's programs consultant.

Efforts are also underway in working with ABC-Australia, DD-India and PRIX JEUNESSE International in Germany.

Any broadcaster who produces children programs and has the passion to enhance production skills are welcome to participate in this project. For further details, please contact ABU Programming Department.

Report on Executive Producer's on-site assistance of Children's Drama 16th Series

Contributed by Takahashi Yoichiro, NHK



TVRI-Indonesia: Assisted producer Ms Debby Ribkah Wulur of TVRI Manado from 2 – 6 January 2020, during her post-production



MRTV-Myanmar : Assisted and supported producer Ms Zin Thaw San during post-production of her episode from 24 to 28 November 2019. This will be the first contribution from Myanmar in the ABU Children's Drama Series.

I paid visits to MRTV Myanmar in November and TVRI Indonesia in January to offer on-site assistance in conjunction with the ABU Children's Drama Co-production Series which is now in its 16th year. Participating in the series for the first time, MRTV Myanmar was in the process of producing a drama called "DREAM".

"DREAM" deals with a dream shared by mother and daughter who run a Mohinga, a traditional food of Myanmar, shop. It portrays, in a very detailed manner, their everyday life as they continue to hold on to their dream while going through difficulties in life.

What had impressed me was how the story did not develop around the issue, and the interest, of whether their dream will be realized or not. Their dream is always close by them

and no matter how modest it may be, having this dream begins to add, bit by bit, color to their reality.

By having an ending that focused on the importance of having a dream, instead of it coming true, this drama succeeded in leaving deep resonance much more than a mere happy ending could have.

It's no exaggeration to say that Yangon's mornings begin with Mohinga and a lot of people were visiting canteens and food stalls from early morning. Looking at many girls, with their cheeks white with applied Thanaka, working at these places, I couldn't help but see DREAM's central character in them.

TVRI Indonesia's work titled "MOVE ON" is also a drama about mother and daughter.

This drama's central character, a little girl, almost gets left out in her class because she is having little difficulty with studying but she returns to school thanks to the help from people around her.

Set in Manado, on the island of Sulawesi, the daily life there had been carefully portrayed in highly detailed manner and the camera work was also wonderful.

I was impressed with the way it had refrained from exaggerating the seriousness of the situation and driving the central character into the corner more than it was necessary for the sake of making interesting story.

I believe that this is due to writers' underlying trust towards local people. It is somewhat of an optimistic view that tells us this level of problem can somehow be solved if we can tackle it together. I also sensed this same positive attitude from many people that I encountered during my few days in Manado.

In any case, what's important is whether the portrayed story is reflecting producers' sense of realism or not. And in that respect, this drama is truly rooted in their community and specific to Manado. It is so rare these days to see a drama that has this particular sense of warmth and that is precisely why I wanted to deliver it to the children of today.

Last, but certainly not least, I would like to express my gratitude to the people of MRTV and TVRI Sulawesi Utara for kindly accepting my visit.



Positive changes in ABU Prizes 2020



The first major topic discussed was about how we encourage ABU radio members to submit short form radio drama, which becomes more and more popular among radio broadcasters, to Radio Drama Category. ABU Head of Radio pointed out that radio members tend to submit long form drama to the ABU Prize, but it's a pity many wonderful short form drama they produce miss the opportunity to win the ABU Prize. After deliberate discussion, Reform Working Party concluded to change the contest rule so each organization will be able to enter two items in this category, one short-form drama (15 minutes and under) and one long-form drama (16-60 minutes)

The second topic was about TV Sports category. In the past, two entries were allowed in this category from one organization. Considering the balance between Sports Category and other categories, Reform Working Party concluded to accept only one entry from each organization for this category.

There was also a spirited discussion on the reform of Special Jury Prize. In the past contest rules, it was defined that Special Jury Prize may be awarded from all entries received, each from radio and TV, that recognizes the work of broadcasters whose entries

Positive and constructive changes have been made to improve one of the most prestigious awards in the Asia-Pacific region.

ABU Prizes, established in 1964, aims to promote the excellence in content productions and honour the best Radio, Television and New Media contents from the member organisations.

As time goes by, some of the contest rules sometimes become unsuitable for members, so the ABU Prizes Reform

Working Party meeting has been held every two years to carry out necessary reforms.

On 15-16 January, 2020 edition of ABU Prizes Reform Working Party took place in Kuala Lumpur, Malaysia. 10 Members including AIR-India, CMG-China, Khabar Agency-Kazakhstan, NHK-Japan, RRI-Indonesia, RTM-Malaysia, ThaiPBS-Thailand, and TRT-Turkey joined the meeting and extensively discussed the topics on the contest rules, judging procedures and the operation of the Award Ceremony.

are creative and innovative despite limited production resources. However, the definition of “limited production resources” was not always clear and the questions were often raised from the ABU Prizes Jury. Considering these points, Reform Working Party decided to re-define the Special Jury Prize and removed the term “despite limited production resources” from the definition. The new definition is that Special Jury Prize may be awarded from the finalist each from radio and TV that recognize the quality work of broadcasters whose entries are creative and innovative.

ABU Perspective Award, which awards the programme that best delivers the message of the theme for the year, finalized its theme for 2020 as “Respect” and for 2021 as “Survival and Hope”.

Then the discussion moved on to the ABU Prizes Award Ceremony. Reform Working Party acknowledged that the Award Ceremony last year in Tokyo was very well organized and the format should be followed by the next Award Ceremony onwards. In the format, after the announcement of the winner, winner’s programme is introduced for 30 seconds, and MC reads out the Jury Comments, which is followed by the acceptance speech by the producers.

Towards the end of the meeting, there was an announcement from the secretariat that finalist programmes will be uploaded and become available to watch on the ABU new online platform Asia-Pacific View from this year, provided that finalists give permission to the secretariat. It will give ABU members good learning opportunities to learn from the excellent programmes.

As the chairperson of the Reform Working Party, Mr Alex Reza from RTM-Malaysia concluded the meeting by saying “Two-day endeavor delivered constructive achievements. All members of the meeting contributed to the discussion and we sincerely hope the recommendations will prove useful.”

ABU Prizes 2020 entry period is from 2 March to 5 June. Please don’t miss this opportunity and hopefully you will be on the stage of the ABU Prizes Award Ceremony on 26 October during the ABU GA and associated meetings in Hanoi, Vietnam.

ABU Prizes 2020 Categories

RADIO

CATEGORY	DESCRIPTION
Drama	A single episode drama or one episode of a series. Each organization is eligible to enter two items in this category: one short-form drama (15 minutes and under) and one long-form drama (16-60 minutes).
Docudrama	Either stand-alone or part of a drama series based on real events and presenting a non-fictional examination of the events or their participants.
Documentary	A single documentary or a feature or one of a series.
News Reporting	Topical coverage of a single news event.
Community Service Announcement (CSA)	Campaigns or announcements on a single issue that is of public interest, and which is not more than 90 seconds duration. The CSA should aim at creating public awareness within its cultural context. Such a CSA should be produced in-house.
On Air Personality	Work of a single on-air personality, either a single performance or a compilation. This could include DJ, host, presenter, anchor, news reader, traffic reporter, news reporter and/or correspondent.
ABU Perspective Award	A programme that best delivers the message of ABU perspective on the theme of global issue chosen by ABU members and illustrated through their local issue in any form. Theme for 2020: “Respect” Understanding the difference of others which includes recognizing and embracing yourself and others.

TV

CATEGORY	DESCRIPTION
Drama	A single episode drama or one episode of a series/serials.
Documentary	A single documentary or a feature or one of a series.
Entertainment	Any non-drama, non-documentary, non-news program entertaining to all.
Children	Any programme targeted at viewers below 11 years of age (elementary level).
News Reporting	Topical coverage of a single news event.
Sports	A single programme about sports which includes event coverage, commentary, talk shows or documentary.
ABU Perspective Award	A programme that best delivers the message of ABU perspective on the theme of global issue chosen by ABU members and illustrated through their local issue in any form. Theme for 2020: “Respect” Understanding the difference of others which includes recognizing and embracing yourself and others.

NEW MEDIA

CATEGORY	DESCRIPTION
Digital Content Award	Online media contents developed as an extension of existing TV or Radio programmes and/or stand-alone original productions that are tailor-made using a wide range of available digital tools.



Once Upon a Digital Story in Mauritius

"The ABU digital storytelling workshop in Mauritius was really eye-opening for me. It was so interesting to hear the challenges that broadcasters face in the Asia Pacific region as many are the same as we face in the UK. Understanding audiences and where they consume their content was a reoccurring theme throughout the two days, after all, we have to know where they are in order to target them." - Laura Gibson, Social Media Consultant (UK)

"In this workshop, we get to learn how to be active on different social media platforms and realise that creating content for social media platforms is actually fun and very easy," said Tugba Cinarli, a senior producer from TRT, who shared the extensive digital productions at TRT and led a practical session on creating content on the immensely popular social platform, TikTok.

A total of 38 participants joined the workshop which was conducted and delivered in collaboration with Le Défi Training School, marking the first time that the annual workshop was hosted in the island nation. The previous edition of ABU New Media Workshop was held in Macau, China in March 2019 hosted by Teledifusão de Macau, S. A. (TDM).

"In a world where there are more and more information and many more social media platforms, media organisations are looking for ways to stay relevant and want to understand the emerging platforms and become popular in them. ABU digital storytelling workshop in Mauritius allowed us to see that this is a problem for all the journalists and producers. In this workshop, we get to learn how to be active on different social media platforms and realise that creating content for social media platforms is actually fun and very easy." - Tugba Cinarli, Senior Producer, TRT (Turkey)

The 4th edition of ABU New Media Workshop brought together digital and social media content creators from ABU Member broadcasters in Mauritius to learn how to create media-rich digital stories, eye-catching social content and result-driven social media campaigns. The workshop was hosted by ABU Associate Member Radio Plus (Le Défi Media Group) at The Westin Turtle Bay Resort & Spa, Mauritius from 18-19 February 2020.

Under the theme Once Upon a Digital Story, this edition of the ABU New Media Workshop explored 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 digital era. During the workshop, two digital content experts from Turkey and the UK shared tips and

tricks to create engaging digital and social content on Facebook, Snapchat, Instagram, YouTube and TikTok through interactive group exercises.

"The ABU digital storytelling workshop in Mauritius was really eye-opening for me. It was so interesting to hear the challenges that broadcasters face in the Asia Pacific region as many are the same as we face in the UK," said Laura Gibson, a social media consultant from the UK, who led an interactive session on tangible practices that can be applied in the workplace.

Over the course of two days, participants learned the creative social media strategies behind popular ITV shows like Love Island and I'm A Celebrity and tried creating their own bespoke digital and social content across existing and emerging platforms.

ABU/UNESCO Media Strategy for Gender Equality and Diversity

By Chrissie Tucker, Media Diversity and Inclusion Consultant



The ABU has a new project in partnership with UNESCO which was submitted and approved in mid 2019. The "Media Strategy for Gender Equality in Employment and Content in Asia Pacific" project is specifically aligned with the International Programme for the Development of Communication (IPDC) in close consultation with the Adviser for Communication and Information in Southeast Asia (UNESCO Bangkok). It is in line with the objectives of UNESCO's Communication and Information Programme 2018-2021, particularly its Main Line of Action MLA1 "Fostering freedom of expression online and offline, promoting all aspects of the safety of journalists, advancing diversity and participation in media, and supporting independent media".

As part of this project UNESCO is putting into practice its important resource "Gender-Sensitive Indicators for Media Framework of Indicators to Gauge Gender Sensitivity in Media Operations and Content" (GSIM). This resource has an extensive list of pointers for media organizations to:

- Foster gender equality based on five main areas – gender balance at decision-making level; gender equality in work and working condition; safe working environment for women and men; equal pay; and work-life balance.
- Promote ethical codes/editorial policies in favour of gender equality in media content.
- Measure and consider gender portrayal in media content.

The ABU is an active, long-term contributor to the important area of gender, diversity and inclusion in the media across the region. The work of the ABU aims to provide leadership to its media membership through the

outreach campaign "Broadcasting for All: Gender and Diversity in the Media", which strives to make a difference and reflect all the stories through a more diverse representation of people and cultures in media employment, content and services.

The project has a timeframe of one year till the end of 2020 and has the objectives and actions to:

- Develop and implement a survey on Diversity and Inclusion in the media to assess existing policies and practices on gender equality and diversity and inclusion. The survey to be based on the GSIM and broader diversity and inclusion policies and practices across world-wide corporations including media organisations.
- Provide an analysis of the survey results with benchmarks for media organisations to measure improvements in the diversity and inclusion area.
- Respond to the baseline survey results and the identified benchmarks, by guiding and supporting some of the surveyed organisations to develop tailored Diversity and Inclusion Plans with relevant objectives and strategies, realistic timeframes, performance indicators and monitoring and evaluation processes.
- Provide support to the participating organisations with their business case and communication strategy, to maximise the effectiveness of the implementation and roll-out of their Diversity and Inclusion Plan.
- Develop and deliver regional and in-country diversity and inclusion planning workshops and webinars to the participating organisations.

Diversity and inclusion helps media organisations to enhance their business

case, content and services through: a broader range of perspectives; meeting charter and legislative provisions and community expectations; promoting a positive workplace culture and flexibility in the workplace; enhancing audience experience, connection, appeal and growth; providing a fairer, more respectful and accurate coverage and portrayal in content; and making a difference by telling all the stories and reflecting a range of faces, voices, issues and perspectives across content and platforms.

The progress of the project so far is on track with over ten ABU member organisations completing the Media Diversity and Inclusion Survey. The analysis of the results will be completed by the end of March 2020.

Broadcasters who are committed to take part in the second phase of the Project will work with the ABU Diversity and Inclusion consultant, Chrissie Tucker, to develop their own tailored Diversity and Inclusion Plans and strategic actions to support the process and implementation. The outcome is to launch their plans later in the year at the ABU General Assembly and Associated Meetings in Hanoi, Vietnam and commence operations of the objectives and actions in January 2021.

The participating broadcasters are:

- Turkish Radio Television
- Radio Republic Indonesia
- Fijian Broadcasting Corporation
- Vanuatu Broadcasting & Television Corporation
- Thai Public Broadcasting Service
- National TV and Radio Company of Uzbekistan
- Voice of Vietnam

Natalia Ilieva, Head of ABU Secretary-General's Office, has oversight of the Project.

Mr. Maeda Terunobu Assumes Office as New President of NHK



Mr. Maeda Terunobu, the new President of NHK, assumed office on January 25, 2020, and will serve a three-year term.

Mr. Maeda joined the then Fuji Bank in 1968 after graduating from the University of Tokyo and was President and Chairman of the post-merger Mizuho Financial Group. Mr. Maeda says, "I intend to work in full accordance with the public broadcasting mission."

Mr. Ryoichi Ueda, the retiring President, stepped down on January 24 upon the completion of his term.

The new President of NHK gave a speech on January 27th in Tokyo, in which he touched on a number of topics including NHK's ongoing important role as Japan's premiere public broadcaster/media organisation, and his focus for its near-future.

Mr Maeda stated: "I think the most important thing for NHK's operations in fulfilling its role as a public service broadcaster and public service media, is how to use the receiving fees which we receive from viewers and citizens efficiently and effectively to make high-quality programs. To that end, reform of operations, receiving fees and governance - the 'trinity of reforms', so to speak - is naturally what we must consistently work towards realizing."

He also announced the upcoming launch of 'NHK Plus' — NHK Plus is NHK's new online service which includes live streaming of TV broadcast and catch-up service for one week.

Below is Mr Maeda's speech in its entirety

I am Maeda Terunobu and I have just assumed office as president of NHK. I take on the post with a great sense of responsibility. Once more, I respectfully ask for your support.

As a public service media, NHK's most important mission is to deliver accurate, fair and impartial information, to provide a wide range of rich, high-quality programming, to contribute to our nation's development as a fully functioning democracy and improve its culture. In order to fulfil this mission, I want to carry out thorough and unwavering management.

In accordance with the Broadcast Law, protecting our impartiality and neutrality, ensuring the editorial freedom of programs, not allowing interference by anyone, and maintaining independence and autonomy in our broadcasting, is all a matter of course.

It is now the age of the convergence of broadcasting and the internet, and even as NHK evolves from a 'public service broadcaster' to a 'public service media', that stance will be protected.

NHK exists as an organization thanks to the money collected from all our viewers and citizens through the receiving fees. Bearing this in mind, while being conscious of costs, continuing to create high-quality programs and content that are trusted by our viewers and citizens are things we are instilling in all our staff.

From April 1st, the continuous simultaneous online streaming and program catch-up service 'NHK Plus' will fully launch. With broadcasting as our central pillar, we will deliver information through effective utilization of the internet. As we adapt to this era of great change, I think that meeting the needs of viewers and citizens, delivering trustworthy and useful information, fulfilling our position as a 'core component of the social infrastructure' is NHK's overarching role as a public service media. A trial service will begin on March 1st in order to resolve any issues that occur, with the full launch happening from April 1st.

And this year, for the first time in 56 years in this country, will see the hosting of the Tokyo Olympic and Paralympic Games. With the focus on Japan from all around the world, this represents a great opportunity. To make the most of this, coverage of the events from the Olympic and Paralympic Games will be shown in 4K and 8K, as well footage being streamed on the internet, utilizing the latest innovations and digital services, and making use of NHK's capabilities in production and technology, realizing the promise in our current three-year corporate plan to deliver 'the highest standards of broadcasting and services'. And to show the best of Japan to the world, efforts will also be made in terms of international broadcasting and services.

In terms of BS4K and BS8K, by delivering quality ultra-high-definition content from the Tokyo Olympic and Paralympic Games, we hope this will be a way to spread the new formats. Going forward, in accordance with the national roadmap for the formats, working together with the whole country, we would like to fulfil our role as a public service broadcaster and leader in this field.

In addition, in terms of our response to the large scale natural disasters which seem to be occurring every year recently, this is our most important mission as a public service broadcaster and public service media. We will also put our utmost efforts into continuing to comprehensively deliver information on disaster prevention and reduction 'to protect people's lives and livelihoods', including in response to an earthquake striking directly beneath the Tokyo metropolitan area or a Nankai Trough mega earthquake.

And as we continue to deliver broadcasting and services, we will also thoroughly implement 'work-style reforms'. As an organization, our most important operational asset is a diverse staff which is able to work in ways that are rewarding for them. In line with the "NHK Group Work Style Reform Declaration", we will move ahead in creating an environment where everyone across the NHK group organizations take pride in what they do, be healthy and work in an energetic manner.

As I said at the beginning, I think the most important thing for NHK's operations in fulfilling its role as a public service broadcaster and public service media is how to use the receiving fees which we receive from viewers and citizens efficiently and effectively to make high-quality programs. To that end, reform of operations, receiving fees and governance - the 'trinity of reforms', so to speak - is naturally what we must consistently work towards realizing.

This year is when we will put together the next three-year corporate plan, which will begin in 2021. We will move ahead quickly in seriously examining attractive broadcasting and services appropriate for a public service media, as we build the foundation for forward-looking public service media.

I think 2020 is an important year for looking at the true value of NHK as a 'public service media'. We will listen with humility to the varied opinions of our viewers, react in a timely manner and respond properly to their expectations and trust. I would like to take the lead in moving ahead with reform of NHK and its group organizations. I respectfully ask for your support.



New Executive Vice President appointed at NHK

Maeda Terunobu, President of NHK, appointed Masagaki Satoru as Executive Vice President on February 12. His term is for three years.

Speaking about the appointment, Mr Maeda said, "For NHK to achieve reforms with a sense of urgency in the changing media and social environment, we must have the right people in the top posts. Vice President Masagaki has rich experiences in the field of news affairs through his career and has also experienced a broad range of duties in NHK, and I judged him to be the right person to assist the President."

Dr Javad Mottaghi expressed his thanks to the outgoing EVP, Mr Doumoto Hikaru and for his invaluable support and contributions over the years. Dr Mottaghi conveyed a sincere message of appreciation from the ABU family for his commitment, passion and support to the cause and the work of the Union. Mr Doumoto's recent career was as follows: February 2014 – February 2020 Executive Vice President of NHK, then from October 2014 – until end of December 2017 he was Vice President of ABU.



Mr. Park Sung Jae, former Managing Director of MBC News Department, is appointed as the new President & CEO of MBC



Mr. Choi Seung-Ho

MBC officially designated former Managing Director of News Department Park Sung Jae as the new President & CEO of MBC on February 28th, after Board of Directors at the Foundation for Broadcast Culture, which is the broadcaster's largest shareholder, nominated Park with the majority support.

After joining MBC in 1993 as a journalist, Park more than fulfilled his duties as journalist in political news, social affairs news teams and finally became the Managing Director



Mr. Park Sung Jae

of News Department in June 2018. As the Managing Director of News Department, Park lead organizational changes and innovation within the department including increasing the broadcasting time of MBC News Desk, MBC's main news program.

In addition to welcoming Mr Park, the ABU would like to express its gratitude to the ex-president of MBC, Mr. Choi Seung-Ho, and acknowledge him for his cooperation and efforts and wish him all the best in his future endeavours.

Changes in positions at IRIB



Dr. Fahimdanesh being appointed by the President of IRIB



Dr. Abbas Naseri Taheri

Dr. Abbas Naseri Taheri has been appointed to the position of Bureau Chief in New Delhi for state broadcaster IRIB in Iran. Dr. Ali Fahimdanesh has replaced him as Adviser to the President of IRIB & Director, General of International Affairs.

Dr Taheri has more than 20 years of experience in the media industry including TV & radio production, news editing, budgeting, advertising, training and management. He held his role as DG of International Relations at IRIB since 2014. In addition, he has represented IRIB in ABU's Administrative Council and Planning and Strategic Group from 2015 – 2019. The ABU Secretary General Dr Javad Mottaghi wishes Dr Taheri a every successful future in his new capacity.

Dr Fahimdanesh, as Director General of International Relations, will be IRIB Representative in International Unions including the ABU. Furthermore, he will manage over 20 IRIB bureaus. Previously, he was Legal Advisor in the Embassy of the Islamic Republic of Iran in The Hague, The Netherlands. He has been honored by Iran's Ministry of Foreign Affairs and University of International Relations. The ABU Secretary General welcomes Dr Fahimdanesh to the ABU family.

Change of Management at TVB Hong Kong



Mr S K Cheong

Mr S K Cheong, General Manager of Television Broadcasts Limited, Hong Kong, will be retiring from the Company in July 2020 after more than 30 years of dedicated service in the senior management of TVB. He has been appointed as Strategic Consultant to the Board with effect from 1 Jan 2020.

Mr Cheong is a prominent figure

in the advertising and marketing industry and contributes actively to the professional development of marketing in Hong Kong.

Mr Desmond Chan, Deputy General Manager (Legal and International Operations) of Television Broadcasts Limited, Hong Kong.

Mr Chan joined TVB as General Counsel



Mr Desmond Chan

in May 2010 and was appointed as Assistant General Manager in Dec 2012, and to his current position in Jul 2016. Mr Chan is also the General Manager of TVBI Company Limited. With a solicitor background, he has had extensive experience in the telecommunications industry in Hong Kong since 1994. He currently teaches entertainment law and communications law at the University of Hong Kong.

Madam Nor Yahati Awang is new Director General at RADIO TELEVISYEN MALAYSIA (RTM)



RTM Malaysia has stated that strategic planning is the key factor in Mdm. Nor Yahati's Awang's appointment as the new Director General of Radio Televisyen Malaysia (RTM). With many years of public service experience, her entry into the Department of Broadcasting (RTM) is set to bring fresh changes to the station.

She graduated with a Bachelor Degree in Guidance and Counselling from Universiti Putra Malaysia (formerly Agricultural University of Malaysia) and holds a Master Degree in International

Development from the International University of Japan. She has served the country at major ministries, including Department of Public Services; Ministry of Finance; Ministry of Tourism & Culture; and the Education Service Commission. She also worked at Khazanah National Bhd.

Through her over 25 years in public service, she was instrumental in planning and executing many national plans in public service management, tourism and education. Ever since coming on board at RTM, she has been actively involved in the Transformation Plan, as well as preparing the station for the future.

In welcoming the New DG of RTM, the Secretary General of the ABU, Dr Javad Mottaghi expressed his wishes to further enhance and expand the already-mutually beneficial partnership between the ABU and RTM.

The ABU Secretary General also expressed his gratitude to Encik Abdul Muis Shefi, the outgoing DG, for his partnership efforts and wish him all the best for his future endeavours.

COMINGS AND GOINGS



Mai Thieu Duong, Exec. Prog Specialist, ABU Programming

Ms. Mai Thieu Duong previously worked as a journalist and producer at the

International Division of News and Current Affairs Channel (VOV1) – Vietnam for seven years. She also hosted a weekly program which provides information and knowledge on start-up, supports Vietnamese start-up companies.

During her time at VOV, she and her co-workers were recognised at the National Radio Festival 2018 and the National Press Festival 2019. She began working for the ABU in January 2020.

Joanne Lee, Finance Manager II

Joanne Lee is Malaysian and joined the ABU in February 2020. She holds a

Bachelor of Business Degree in Business Administration, majoring in Accounting from the RMIT University in Australia as well as an Associate Diploma in Accounting. She has over 20 years of accounting experience with well-established private companies and NGO. She was the ABU Finance Officer from 1996 to 1998. Prior to re-joining the ABU, she previously worked at AIBD as Finance Manager for 14 years.



Keith McEwen, former ABU Sports Group Chairman passes away



Keith McEwen standing 2nd from the right - TVNZ to Munich 1972

Keith was the New Zealand Broadcasting Corporation's delegate to the ABU's sports study group and was SSG chairman. He took over as New Zealand delegate to the SSG from Lance Cross, who later became Sir Lance Cross the Head of the IOC's Radio and Television Commission.

Keith's significant contributions to the ABU were to organise the combined force of all ABU members, initially excluding Japan and later Australia and New Zealand, to obtain the exclusive television rights for the major events of the Olympics and the Football World Cups at a reasonable rights fee. And it was because of his initiative and drive that members joined together to form a consortium and pool resources to produce extensive live coverage and distribution of the Games and World Cups.

He was a pioneer in recognising the need to harness the then rapidly developing technology for satellite transmission. In this regard many members received their first live coverage of international sport through the ABU consortium coverage. Keith not only led the negotiation and coverage arrangements for members of the consortium, but he also was the ABU's on site producer for the daily output. In the days before the Olympic Broadcasting Service offered multiple integrated world feeds, coverage and commentary had to be assembled from the feeds of various major broadcasters at the Games or from feeds at the IBC. The contacts Keith built up from within the world family of major broadcasters were crucial in enabling the ABU to cut corners, reduce costs and provide Members with high quality and low cost coverage.

For many, significant coverage of these major events would not have been possible without the consortium. It is a tribute to Keith's foresight and leadership that the ABU consortium remains to this day a major pivot for live coverage of events such as the Olympic and Commonwealth Games.

Keith often spoke strongly at World Broadcasters' meetings to ensure that the rights and interests of even the smallest of ABU members were looked after and quality was maintained. He was also a strong advocate of public service television.

Back home, as the NZBC moved through the phases of TVI (where he was head of sport 1977-83) and to TVNZ, Keith continued his involvement leading the domestic coverage team from the 1966 Commonwealth Games in Jamaica through to the 1996 Atlanta Olympics. Apart from Olympic and Commonwealth Games, he also led the domestic production teams for events such as the Rugby World Cup. Major events became his specialty after he started his radio and television career in NZBC sports as a commentator, reporter and presenter in 1964; prior to that he had worked in the NZ Civil Aviation division as a weather forecaster.

His understanding of live coverage of international sport was outstanding and his contacts were invaluable. I remember when TVNZ obtained the rights to the 1992 Albertville Winter Olympics at the very short notice of three weeks out from the event, I asked Keith to put together TVNZ's coverage. Through his contacts (again, in the days before OBS), we were able to put together not only about 40 hours of live and delayed coverage but he had the foresight to arrange for a camera at the New Zealand home of Annalise Coberger to capture live reaction of her parents as she skied her way to the silver medal in the Women's Slalom.... at that stage, the only medal ever for a Southern Hemisphere athlete at the Winter Olympics; it was brilliant television.

For his services to sport, Keith was awarded the New Zealand Order of Merit in 2005. He died in Upper Hutt, New Zealand in December 2019.

Slaheddine Maaoui - former Director-General of ASBU passes



It is with sorrow that we at the ABU must report that our colleague, Mr. Slaheddine Maaoui, former Director-General of the Arab States Broadcasting Union-ASBU, between 2006 and 2014, passed away unexpectedly from a heart attack, on December 30 2019 in Tunis, at the age of 69.

In 2007, Mr Maaoui became Director General of the Arab States Broadcasting Union (ASBU), a position he held following his election in December 2006 by the ASBU General Assembly for a four-year term. In 2010, he was re-elected for a new four-year term, after which the ASBU board wished to continue benefitting from his skills and created especially for him a new advisory structure: the Strategic Planning Group, where he was the President.

Slaheddine Maaoui was born on July 20, 1950 in Kairouan, Tunisia. In 1978, he was chosen as a member of the International Information Commission, which operates under the leadership of the United Nations and brings together the most reputable newspapers. He also continued to

provide local correspondence for Le Figaro. In 1986, he was elected as vice-president of the International Federation of Journalists.

In March 1989, he was appointed Director General of the Tunisian Radio and Television Establishment. He was then elected to the presidency of the Union of National Radios and Televisions of Africa and member of the executive council of the Union of Broadcasting of the Arab States.

From February 1991 to March 1992, he assumed the functions of advisor to the President of the Republic, then those of director general of the Tunisian Agency for External Communication from February 1992 to January 1995. He was appointed head of the Ministry of Tourism, which he assumed from January 1995 to January 2001, then as Minister Delegate to the Prime Minister, responsible for Communication, Human Rights and Relations with the Chamber of Deputies, a position he held from February 2001 to May 2002. He was then appointed as ambassador to Saudi Arabia from November 2002 to December 2006. He will be missed by all.



Former ABU staff member Ms Chua Layner passes

Ms Chua Laynar, former Administrative Assistant to the Secretary-General, passed away on 1 January. Laynar worked for the ABU from 1981 and retired in 2010. Laynar always had a smile for you and was meticulous and helpful in her work. She leaves behind her husband and two sons. She worked at the ABU for 29 years.

ABU Welcomes New Members

Additional Full Membership

The Virtual University of Pakistan

The Virtual University of Pakistan is a public sector university imparting international quality and uniform education through television and internet. The Virtual University is currently running four free-to-air educational television channels; VTV1, VTV2, VTV3 and VTV4. The transmission of our channels is beamed through PAKSAT – 1R and watched in about fifty countries of the region. The VU Television Network is self-sufficient in all aspects from pre-production, production, post-production and broadcast. It has two fully operational television studios with latest digital recording facilities.

Associate Membership

Global One Belt and One Road TV

Global One Belt and One Road TV (GOBATV) is a Thailand based TV station Thai satellites, audience can watch their TV via set top boxes. The coverage is not only in Thailand but also in Southeast Asia, southwest of China and other regions and is a private company to operate GOBATV.

GOBATV was established on 1st Mar 2018, and they are new in the broadcast television industry. 40% of its programs are produced by the company or commissioned under the editorial control, eg: the interview program “Heroes of the Belt and Road”, the talk show “Link Link”, the news report program “the View of the Belt and Road”.



Affiliate Membership

The National Association of Electronic Mass Media of Uzbekistan

The National Association of Electronic Mass Media of Uzbekistan (NAEMM), established by the decision of the foundation conference on December 2, 2003, is actively working in the field of implementing projects for the development of non – state electronic mass media, creating conditions and opportunities for their free activity, strengthening their legal, technical base and economic independence.

At this time, NAEMM unites 100 entities: non – governmental electronic mass media, of which there are more than 30 television stations, 12 radio stations and more than 50 cable television studios.



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