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Quarter 2 2021

ABU Administrative Council Plans Post-COVID Reset



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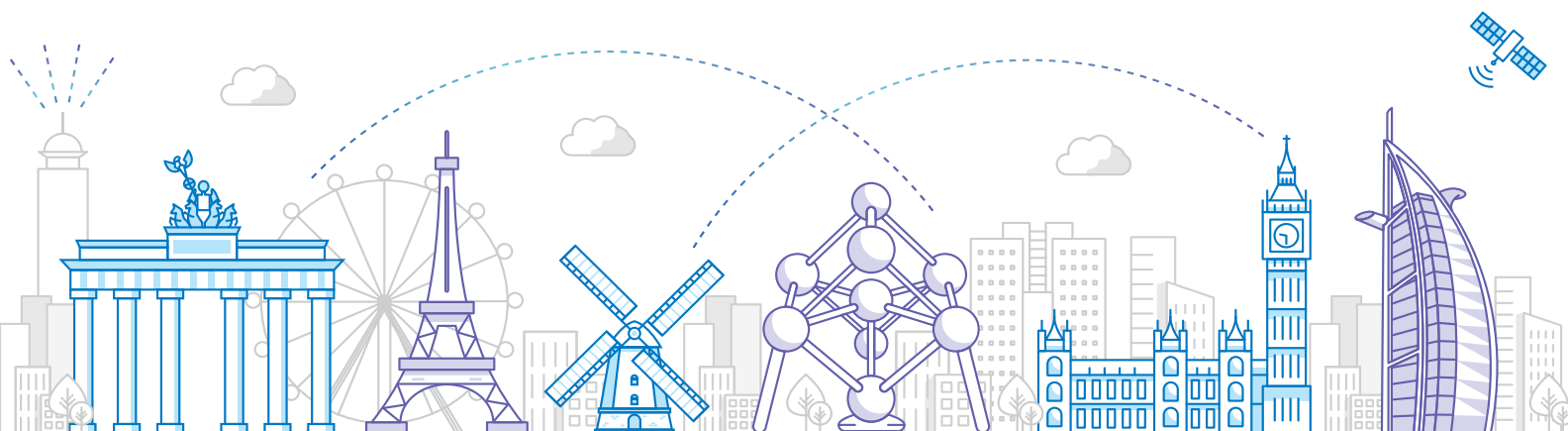
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Welcome to the 2nd edition of the ABU NEWS magazine for 2021! This is your source of information from the union's membership of broadcasters from around the world. In this edition we bring you highlights from our online events, webinars and trainings for the 2nd quarter of 2021. ABU's premier digital media and content show #ABUdigital was a one-stop comprehensive event for all things digital, featuring thought-provoking keynotes and expert talks provided an exciting learning space for content creators interested in the latest digital trends. The online edition of ABU's premier digital media show #ABUdigital offered a brand new virtual experience to its delegates on 26-27 May 2021.

Presented in an engaging talk show format hosted by Malaysian multi-artist and creative entrepreneur Nini Marini, the event featured two-days of inspiring global cases from nearly 20 speakers from Australia, China, France, India, Ireland, Japan, Qatar, Singapore, Turkey, the UK and the US on how new digital experiences, products, audiences and strategies are shaping the world of media.

This year the speakers represented key players and powerhouses in the digital media industry ranging from major broadcasters, tech giants to innovators including BBC, NHK, CGTN, AJ+, TRT, Google, Microsoft, VICE, Euronews, NewsWhip, musiq.ai, Noa, Cheil UK, NIKKEI Inc., CoderBunnyz, and Splice Media. Topics ranging from digital transformation to media innovation, from young audiences to fake news and the explosion of digital audio content were explored through a series of inspiring keynotes and expert talks divided across three main tracks.

Other events included the 67th ABU Sports Group Conference – 65 members broadcasters participated in the conference which was held on 18 & 19 May 2021. The keynote address was given by the IOC, from International Olympic Committee delegate, Ms. Ann-Sophie, the VP of TV and marketing.

We are also bringing you news from the third edition of the ABU-Rai Days. Proving that distance is not a barrier for creativity, the two day event was held in a hybrid mode, with a face – to – face gathering in Rai Milan studio and audiences from across the world joining online. The four sessions on 14 and 15 June featured in-depth discussions by the leaders of ABU and EBU and some of the most influential broadcasters in Asia and Europe about the power of media to create open, inclusive and tolerant societies.

Also we give you a glimpse at the 3rd ABU/UNI Apro MEI Joint Webinar which focused on the impact of COVID-19 on Mental Health of media professionals. As they are on the frontline of fighting the COVID pandemic, mental health issues affect disproportionately reporters and other journalists working under stress to fulfil their mission of keeping their audiences informed.

A special focus of this edition is the governance event we held online – the mid-year 111th Administrative Council Meeting.

UPCOMING EVENTS 2021

- New ABU Media Academy courses, enrol at www.abu.org.my/academy/courses/
- Radio Working Party Meeting – 21 July
- ABU Prizes Webinar feat. 2020 Digital Content Award Winner "Experience Tokyo Megaquake" – 27 July
- Children Media Hub Workshop – 17-19 August
- Media Summit on Climate Change Adaptation & Disaster Risk Reduction and Contest on Climate Change and DRR content 2021, 13 & 14 October - dates subject to change, Maldives
- Pacific Media Partnership Conference TBC, Vanuatu
- Media Academy Authentic Leadership course begins September.
Contact academy@abu.org.my for details.
- Programme Bureau Meeting – Dates TBC
- Women With the Wave Forum November 2021 - Dates to be confirmed
- ABU General Assembly 2021 - TBC
- ABU Prizes 2021 Award Ceremony – Dates TBC
- ABU TV Song Festival – Dates TBC
- RadioAsia Conference and Media 2020: Dates to be confirmed, Bali, Indonesia
- Global Summit on Media for Children, 9-11 December, 2021, Indonesia

In case of further date confirmations, changes or updates, ABU Secretariat shall inform accordingly

AUTHENTIC LEADERSHIP PROGRAM

Delivered by HEC Montréal and the ABU for Middle and Senior Media Managers

SEMINAR 1: BE A LEADER

2 sessions of 3 hours each

This is the most important skill in the eyes of organizations. However, people do not share the same vision of leadership. It is therefore important to have a shared understanding of what leadership is (and is not). A leader aligns those around him or her with the goals and priorities of the organization. It also leads them to surpass themselves and collaborate with each other. Also, since the first quality of a leader is to know himself or herself well, self-awareness must be addressed since one has to manage himself or herself before managing others.

SEMINAR 2: MASTER THE MANAGEMENT ESSENTIALS

2 sessions of 3 hours each

In a context that is growing in complexity, instability, and pressure, it is becoming essential to revisit the job of manager - its roles and responsibilities, its skills and best practices. Participants will be invited to examine their values, attitudes, beliefs, and behaviors as a manager. Particular attention will be paid to the importance, for the manager, of being proactive in the face of changes and of supporting his staff with confidence in new ways of doing things.

SEMINAR 3: BOOST YOUR LEADERSHIP SKILLS

6 sessions of 3 hours each

The responsibility of leading a team to performance has never been easy. But, in a context where we tend to lose our bearings (working from home, new generation), managers often find themselves helpless and short of solutions. The program devotes a significant portion of Module 1 to helping participants upgrade their people management skills and review their toolbox to maintain engagement, increase performance, and build loyalty among their team members.

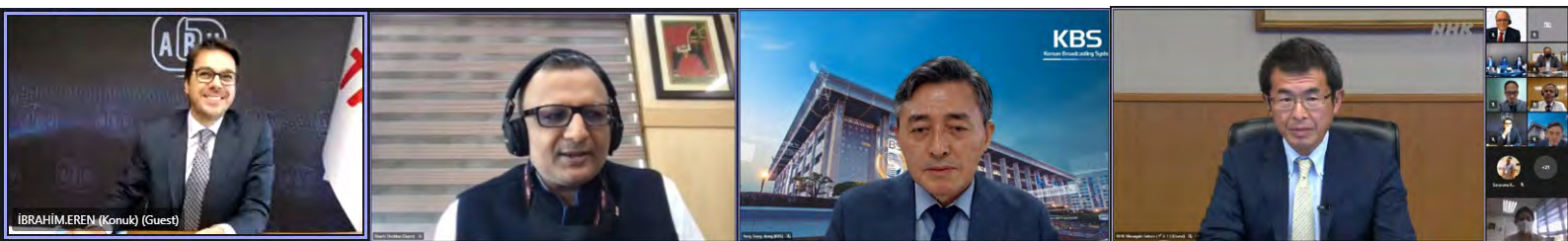
SEMINAR 4: FOCUS ON HUMAN RESOURCES TO SUCCEED

3 sessions of 3 hours each

Achieving an organization's goals depends on its people. Any manager must be comfortable with the tools that will allow him to deal effectively with the essential concerns in human resources management: aligning the interests and skills of staff with strategic priorities, avoiding selection errors, identifying and developing talent and equitably recognize contributions.

A total of about 40 hours over 14 weeks.

This is an external online course, costing \$1000. It begins in September.
Contact academy@abu.org.my for enrolment details.



111TH ACM PLANS POST- COVID RECOVERY

The ABU Administrative Council held its 111th Meeting online on 29 and 30 June 2021. In his opening remarks, the ABU President, Mr. Ibrahim Eren, welcomed all the ABU Councillors and expressed his hope that all are safe and in good health during these uncertain times. He continued that he had hoped that the 111th ACM would be in Cappadocia but the COVID 19 pandemic had made this impossible. He wished to remain optimistic and had every hope that the mid-year 2022 ACM would be in Cappadocia.

The ABU President stated that although we all missed our face-to-face meetings and discussions, we have become quite experienced in meeting each other virtually and exchanging our views through such virtual events. He encouraged the ABU Councillors to contribute to the Administrative Council. Mr Eren also thanked the ABU Secretary-General Dr. Javad Mottaghi and everyone at the ABU Secretariat for their hard work and efforts that contributed to the realization of this year's first Admin Council Meeting. By this the ABU President declared the 111th of the Administrative Council open.

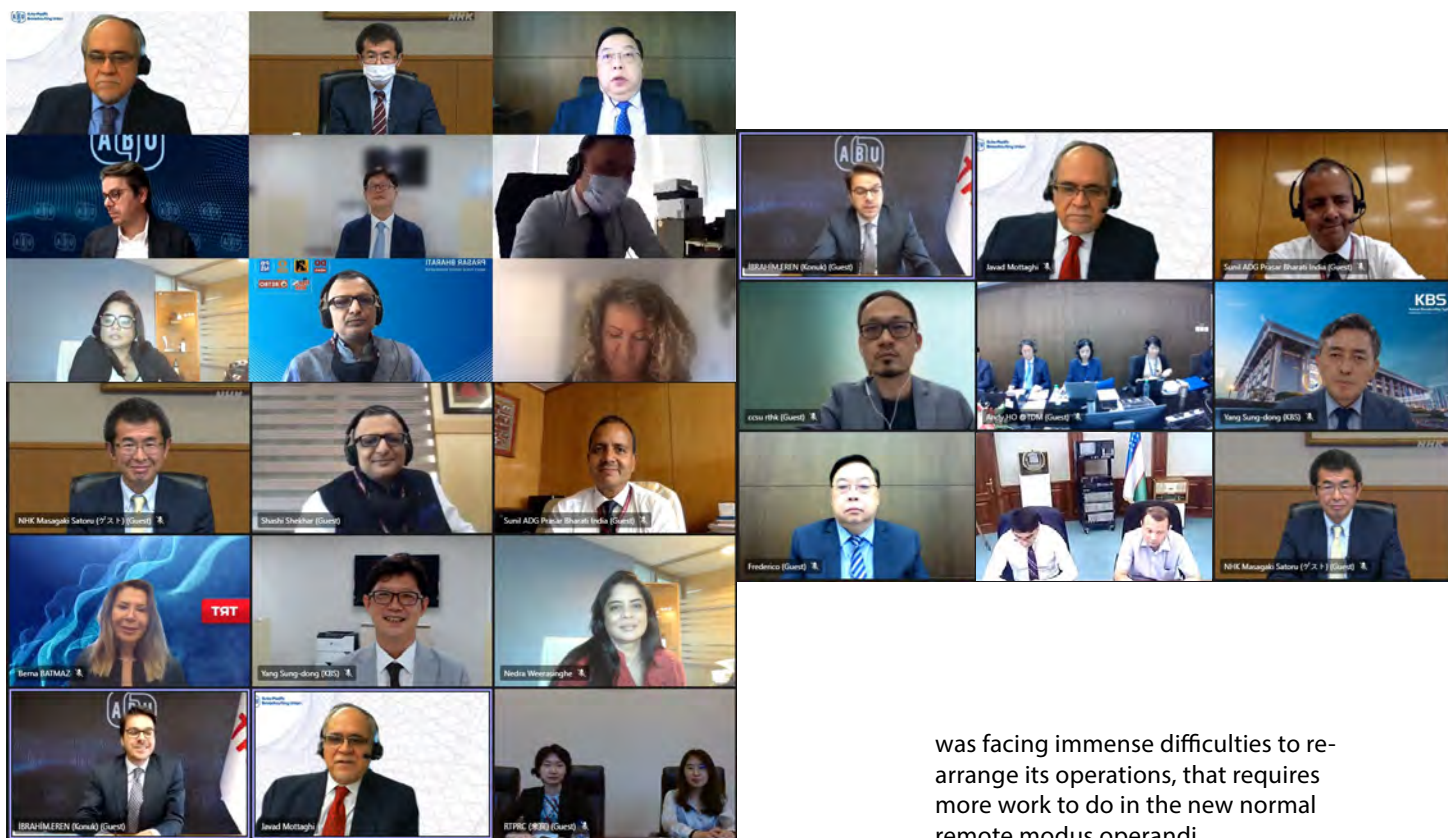
Mr. Yang Sung-dong, ABU Vice-President and President of KBS, Korea, said the world is moving fast to get vaccinated to overcome with COVID-19. However, we still need more time for the pandemic situation to actually stabilize. He added that Korea should be able to get back to its ordinary life by the end of this year.

Mr. Yang Sung-dong stated that the ABU has been coping well with the pandemic crisis. We have hosted our wonderful annual events online over the past two years, including the 111th Administrative Council Meeting. He mentioned the recently held ABU-Rai Days, a number of webinars, workshops and even training sessions, which were all successful. The ABU Vice President thanked the ABU Secretariat and expressed his satisfaction and gratitude to all staff of the ABU Secretariat. Mr Yang Sung-dong continued to say that COVID-19 has delayed some of the urgent issues including finalizing the dates and arrangements for the upcoming General Assembly and Associated Meetings, our negotiations to keep the ABU Secretariat in Malaysia and the recruitment of the ABU's next

Secretary-General, while in fact, many of our members are struggling with financial challenges. Mr Yang said that all these issues have significant impact on the future of the ABU and we are here together to cooperate and come up with ideas for the future.

Mr. Yang Sung-dong added that KBS was making efforts to 'Bring Innovations' in this unprecedented circumstances. In April this year, KBS implemented a major organizational reform. The reform aims at securing sustainability after the pandemic. As part of the change, KBS will be striving to boost audience reach of digital platforms. KBS also reduced 12% of its senior executive jobs and has been focusing to increase the TV license fee in order to increase the license fee per year, which currently takes up 46% of the KBS total revenue. This is not an easy task in this pandemic crisis, but we definitely see great opportunities to pursue this goal.

Next speaker was the NHK Executive Vice President and ABU Vice - President, Mr Masagaki Satoru. He was proud that throughout the pandemic the ABU has



continued its activities. Mr. Masagaki added that recently, he had a chance to join the ABU-Rai Days, together with colleagues from Korea, Indonesia, Switzerland, and Germany to share post-COVID strategies. He had been encouraged to hear that our fellow broadcasters around the world were bravely tackling the issues they face.

Mr Masagaki said the ABU – Rai Days had been a learning opportunity for ABU members. He expressed his wishes that in the coming days, the ABU would combine on-site and online means in its activities to make them even more effective and efficient.

Mr. Shashi Vempati, the CEO of Prasar Bharati and ABU Vice - President took up the floor. Mr. Vempati said how glad he was that during this time of disruption the ABU has been consistent in holding all meetings and delivering services online. He said that the credit goes to the ABU Secretary – General and his team. He singled out as a very good example, the content sharing and

sharing of good practices. He remarked that the second wave of COVID had hit India badly and the public service media is experiencing difficulties anywhere in the world. They had had over 1000 cases and unfortunately 100 collages had died. He expressed his hope that very soon the crisis will be over and shared that 70% of Prasar Bharati staff had had their first vaccination, while 30% had their second vaccination. Mr. Vempati was confident that very soon his organisation will achieve safe level of immunity of staff. He also expressed his hope that very soon ABU members would be able to meet physically. In conclusion Mr. Vempati said that he is looking forward meaningful deliberations in the ACM.

The last speaker, the ABU Secretary – General. Dr. Mottaghi began his remarks by thanking all ABU Councillors for their support and commitment , which enabled the ABU to battle the crisis and emerge stronger than ever. He also thanked all members for their partnership while every single member

was facing immense difficulties to re-arrange its operations, that requires more work to do in the new normal remote modus operandi.

Dr. Mottaghi informed that the ABU is well on track to implement its Three – Year Plan by the end of 2022. He said that in a way, the pandemic accelerated the implementation of certain projects including moving most of the activities online in a short period of time. He said the pandemic made us closer to members as we meet more often virtually. Dr. Mottaghi added that our bond with members had been strengthened.

The 111th Admin Council, decided that the 58th General Assembly and Associated Meetings would be held virtually. The 2021 GA was planned to be in person in Hanoi (23 – 27 November) and hosted by VOV, Vietnam. The decision to move the GA online was taken in view of the continuing spread of COVID cases in the region and the travel restrictions to Vietnam. The Secretariat is working on a compact schedule for the online 58th GA and Associated Meetings. The ACM also approved running online the re-elections and the new elections to the Administrative Council. The Report of the Secretary-General was also approved.

ABU's PSG Meeting Successful

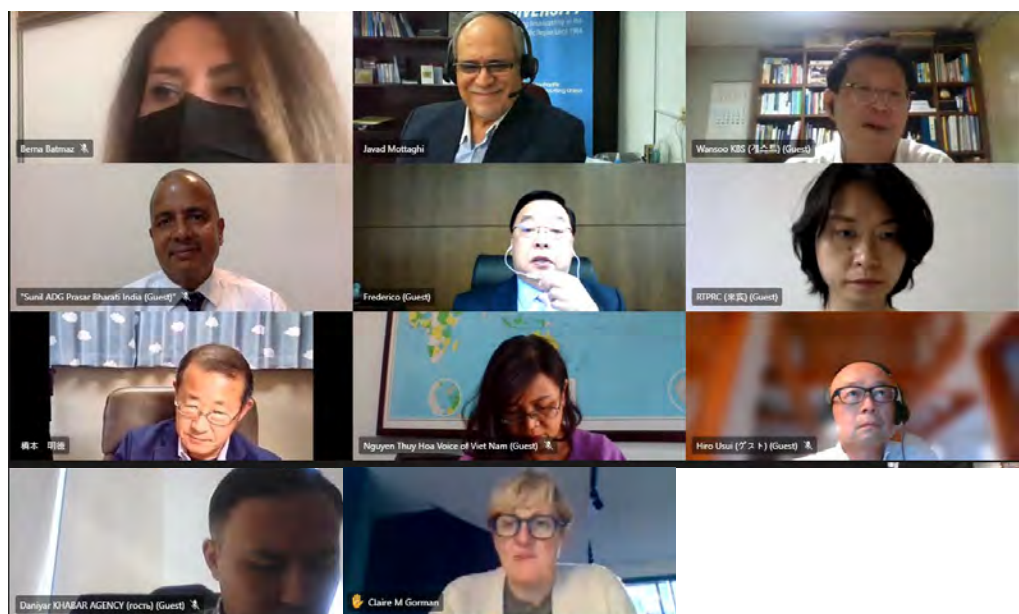
The mid – year Planning and Strategy Group meeting was held online on 20 May in accordance with the “new normal”. In his opening remarks the Chairperson of the group, Mr Frederico Rosario of Teledifusao de Macau pointed out that the COVID 19 pandemic continued to prevent face-to-face meetings, but the gatherings of the PSG has proven to be equally productive and all invited PSG members have joined the meeting.

On top of the agenda were ways to upgrade the ABU digital services to members, especially the programme content producers by providing them with specialized forums for the ABU Digital Community and ABU TV Community, similar to the long existing Radio Working Party. Its virtual format during the 2020 GA and Associated Meetings proved very effective and benefited more radio producers than the usual in- person conference.

The ABU Secretary General, Dr Javad Mottaghi, noted that more TV producers would benefit if there is a similar event to address their specific needs and interests. The idea to create an ABU Digital Working Party, which would meet once a year, was supported by the PSG, while the establishment of a TV Working Party should be further discussed within the Programme Committee.

The meeting agreed that by offering online events, the Union's reach and potential to serve members has been expanded enormously. According to the feedback from members, this is appreciated and valued because many colleagues who were never able to travel have had the opportunity to participate and benefit.

Strengthening the recently established ABU Media Academy (AMA), was



another major topic discussed. The AMA had been meeting the expectations of members from the very beginning. The Head of the Academy, Steve Ahern, pointed out that in nearly a year, they had achieved much by running dozens of courses with hundreds of participants. The PSG supported the Secretariat suggestion to add two more personnel to assist with course development and to help develop grant submissions and applications.

Improving the ABU financial position was the last area the meeting focused on. Dr Mottaghi reported that in addition to conducting a very strict policy on operational expenditure, the Secretariat had established an internal Partnership Group with the task to explore ways to bring external funding to serve members. There has been great success in developing and submitting projects with potential partners in order to seek funds. The meeting finished with the decision that the PSG should have all future mid-year gatherings online.

The Planning and Strategy Group is an advisory body that helps the Executive arm of the ABU – the Administrative Council and the ABU Secretariat– to shape the strategy of the Union by recommending future actions and projects



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#ABUdigital Adds Another Triumphant Edition to Its Legacy



The online edition of ABU's premier digital media show #ABUdigital offered a brand new virtual experience to its delegates on 26-27 May 2021. Presented in an engaging virtual talk show format hosted by Malaysian multi-artist and creative entrepreneur Nini Marini, the event featured two-days of inspiring global cases from nearly 20 speakers from Australia, China, France, India, Ireland, Japan, Qatar, Singapore, Turkey, the UK and the US on how new digital experiences, products, audiences and strategies are shaping the world of media.

This year the speakers represented key players and powerhouses in the digital media industry ranging from major broadcasters, tech giants to

innovators including BBC, NHK, CGTN, AJ+, TRT, Google, Microsoft, VICE, Euronews, NewsWhip, musiq.ai, Noa, Cheil UK, NIKKEI Inc., CoderBunnyz, and Splice Media. Topics ranging from digital transformation to media innovation, from young audiences to fake news and the explosion of digital audio content were explored through a series of inspiring keynotes and expert talks divided across 3 main tracks.

Yasu Nagahata, ABU Director of Programming said: “#ABUdigital2021 not only brought to the world the remarkable developments of digital media, but also made the ABU present a new form of online event. The style of the talk show was very entertaining and attracted the viewers much more than regular online events. I applaud the generous efforts of our great team to make this event a reality.”

More than 400 media professionals from over 40 countries and territories joined and benefitted from the event virtually this year.

#ABUdigital was launched in 2019 to facilitate an inspiring learning experience for digital content creators and managers at ABU members organisations in the Asia-Pacific region and beyond. This was the 2nd edition in the annual series following its smash-hit debut in Kuala Lumpur in July 2019.



**THE
EVENT**

**2
DAYS** / **5
KEYNOTES**

**14
EXPERT
TALKS**

FEATURED TOPICS

TRACK 1: DIGITAL EXPERIENCES & PRODUCTS

- Enter the Cult of Extreme Innovation
- Applications of Machine Learning and AI in Nikkei
- Partnering across the Media & Entertainment value chain
- Power of digital stories: Unpacking an ABU Prize Winner
- How to create audio content with Microsoft Neural Text-to-Speech
- Digital transformation of legacy newsrooms - do it or you're dead

TRACK 2: DIGITAL AUDIENCES

- Connecting with audiences in a post Covid merged media ecosystem
- Grow Younger
- Gen Z: The Connected generation. But are they the right audience for you?
- Content Production for Digital Natives: How TRT connects with Gen Z?
- Clubhouse - So, what's the big deal?

TRACK 3: DIGITAL STRATEGIES

- Creative leadership in challenging times
- From flowable contents to stockable data - NHK's digital strategy for COVID-19
- Worship your believer. They will tell you how
- Help! I'm trapped in a narrative
- Audience First
- Embracing the trend of media convergence in the 5G era

SPECIAL GUEST KEYNOTE

- A Young Tech Entrepreneur's Guide to Becoming a Changemaker

SOUNDBITES: THE SPEAKERS

Creatively far reaching, future oriented and consumer centric is how I would describe the speakers and their content at #ABUDigital2021. Advice was practical and focused on growth.

– **Múirne Laffan, Chief Growth Officer, musiq.ai/Founder, LaffanLABs**

Thanks ABU team for pulling together another fantastic event. Looking forward to the next one.

– **Riyaad Minty, Director of Digital, TRT**

Was honoured to be invited to join #ABUDigital2021. I also have to say how impressed I was by how comprehensive and well managed your event was. Really slick!

– **Matt Navarra, Social Media Consultant & Industry Commentator**

Thanks for the opportunity to contribute! Great panellists and event.

– **Paul Quigley, Co-founder & CEO, NewsWhip**

Thank you ABU for giving me a chance to be part of this. It's always a joy for me to present in ABU's events. The event was flawless, as always...

– **Tuğba Çınarlı, Head of Content Development, TRT**

Thanks so much for doing such a well-organised conference.

– **Rishad Patel, Co-founder, Splice Media**

Congratulations again on a successful event. I really enjoyed participating.

– **Yasir Khan, Editor in Chief – Digital Platforms, Euronews**

Many thanks for having me part of the line-up. Really enjoyed the other speakers.

– **Gareth Hickey, Co-founder & CEO, Noa**



It was a delight to speak at ABU Digital conference on 27 May where I spoke about "Growing Younger". We looked at the entire process of successfully reaching younger audiences.

I tried to point out that success is something that comes at the end of a long process that has to start with firm commitment internally - not just the words but money and operational freedom too. I accentuated often neglected aspect of building "safe mental spaces" internally so mistakes are embraced and disagreement encouraged so we all make better decisions together. This worked for us at AJ+.

An enormous thanks to the ABU for inviting me and to Nini Marini for being a wonderful host! Due to how Zoom webinars work I couldn't see audience reactions but I hear it was useful :).

– **Haris Alisic, Head of Audience Development & Engagement, AJ+**



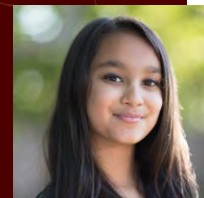
THE SPEAKERS

20
SPEAKERS

17
ORGANISATIONS

12
COUNTRIES

On 27 May, I spoke at ABU's big digital media show held in Malaysia where I shared my story and journey in the tech and entrepreneurship field! And as much as I would love to visit in person the Petronas Twin Towers or Langkawi, the archipelago of 99 islands, this time the visit was Virtual :).



What an amazing show put together with best of technology weaved together! Thank you for hosting me. ABU team, congratulations on such an amazing success!

– **Samaira Mehta, Youth Tech Entrepreneur / Founder & CEO, CoderBunnys**



It was an honour to deliver a keynote at the Asia-Pacific Broadcasting Digital conference on 27 May - the subject: Creative leadership in challenging times. I shared some of what my team and I have learnt in this profoundly testing year, and the ways of working we hope take into the future.

A huge thanks to the ABU team for inviting me, it was a fantastic event with so many interesting speakers. It was such a stellar line-up!

– **Bethan Jinkinson, Executive Editor, BBC Ideas**



THE PARTICIPANTS

491
ATTENDEES

108
ORGANISATIONS

47
COUNTRIES/
TERRITORIES

SOUNDBITE: THE HOST

I do enjoy content and discussing all things to do with it. So, when ABU contacted me last year about hosting, I instantly said yes. This is because I know that working with the ABU team would be a great experience and they certainly did not disappoint. I felt very well supported and prepared by the team and I commend them for conducting a pleasant intimate virtual production. I also found the content for the conference very interesting and the speakers involved were all so impressive. It was hard not to be slightly nervous before speaking to them online! I learned so much in two days. So thank you ABU for what felt like a personal one-on-one course on digital content for me! Congratulations to the team! Here's to many more events like this.

– **Nini Marini, Multi-artist & Creative Entrepreneur / #ABUDigital 2021 Host**

SOUNDBITES: THE ATTENDEES

Sheena Pimental (Forest Interactive, Malaysia)

Thanks a lot for having me in ABU Digital, I enjoyed the sessions a lot and the speaker line up was fantastic. The timing wasn't draggy too, which I find pleasing.

Michelle Gay Nidoy (University of Philippines)

Congratulations on the successful #ABUDigital 2021! The two days were flowing with insights and new perspectives from the speakers and even attendees too.

Sorowaia Nai Kamanalagi (FBC, Fiji)

The show and the guest speakers were very inspiring. So easy to understand and very well planned show.

Tatsuhiro Beniko (NHK, Japan)

I really enjoyed the sessions. They were so many engaging speakers and presentations. I especially liked the presentation by the 13-year-old girl. She was so great. Congratulations and I am very much looking forward to the next digital project!

Shirley Jacob (AIR, India)

Excellent Sessions. Great job ABU Team!

Saadatu Albashir (FRCN, Nigeria)

Fantastic sessions. I am so honoured and glad to have attended.

Karen Lim (Mediacorp, Singapore)

Thank you for organizing ABU Digital 2021. It was my first ABU conference and I must say it was very well coordinated with very few tech glitches.

Dr. Dipendra Kumar Mazumder (Prasar Bharati, India)

The ABU Digital 2021 had been a very GOOD EXPERIENCE. Thank you ALL at ABU for having conceived and executed the Summit. I personally feel that ABU should come out with a COMPILATION in PRINT containing all the presentations by the various invited speakers, which would be a GREAT DOCUMENTATION of the Summit and for future reference by all interested. Thank You Once again for the WONDERFUL EVENT !

Senduran Radhakrishnan (CMG, Sri Lanka)

I found the sessions insightful as a lot of practical knowledge was shared. I look forward to future sessions.





Marcello Foa, Rai President

3rd ABU-Rai Days opens in Milan and around the world



Hosted out of the Italian public broadcaster's studios in Milan with guests and participants from around Europe and the Asia-Pacific joining online through Zoom, the third edition of the annual ABU-Rai Days series this year asked: "A new world out of COVID: Can Public Service Media help create more open, inclusive and tolerant societies?"

The overwhelming consensus among speakers was that it was possible but would not be an easy task.

The tone of the first day was set by opening remarks by **Rai President Marcello Foa** and **ABU Secretary-General Dr Javad Mottaghi**.

Mr Foa thanks all those taking part, an example of the kind of cooperation

that would be critical not only during the COVID crisis but in overcoming the challenges PSM faced anyway. These included changing audience habits, static or declining revenues and strong competition. He hoped the dialogue would help to redefine what public service media were.

Dr Mottaghi thanked Rai for hosting the forum and said the same human spirit that made the dialogue possible was needed in the months and years ahead.

He said the pandemic had affected all public broadcasters to greater and lesser extents but it had not divided them, instead it had brought PSM organisations together in the face of the common enemy – COVID-19. This was a theme he took up again later in the forum.

ABU & EBU Presidents – Trust in PSM at the heart of COVID media response

Trust in public service media was at the heart of issues raised on the first day of the 2021 ABU-Rai Days Dialogue.

The forum opened with a discussion between the heads of the world's two major broadcasting unions – **Delphine Ernotte Cunci, President of the European Broadcasting Union and France Télévisions**, and **Ibrahim Eren, ABU President and Chairman & Director General of TRT Turkey**.

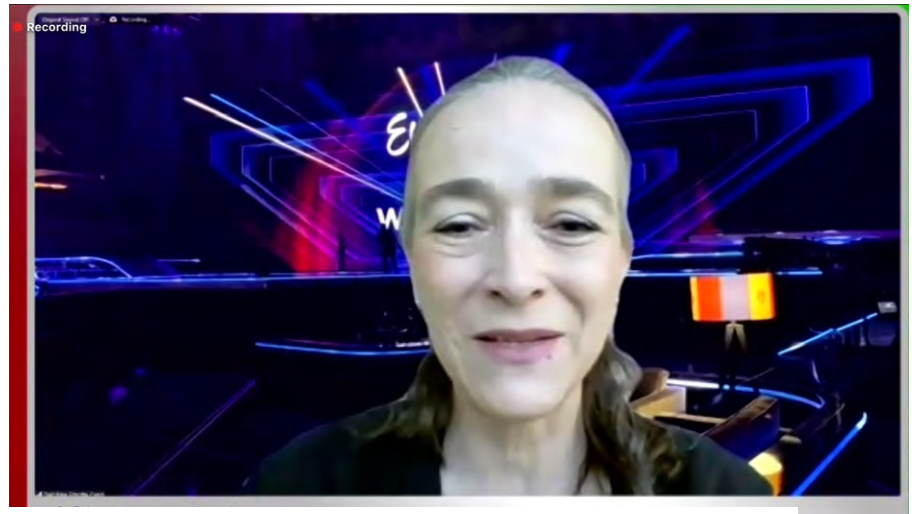
Ms Cunci said that broadcasters that were already well organised had fared best in tackling COVID and had managed to improve public value and utility. She said that although trust in PSM was generally higher than in media overall, they needed to increase their level of trust, especially in the face of commercial competition and multiplying new platforms. Alliances such as the broadcasting unions were important in addressing those competitors.

Mr Eren said PSM needed to remember their main functions to entertain, inform and educate and that they had an important role to play in nation-building. He said one of TRT's main innovations during the pandemic was to create new educational programming for children and parents to watch during lockdowns in their homes.

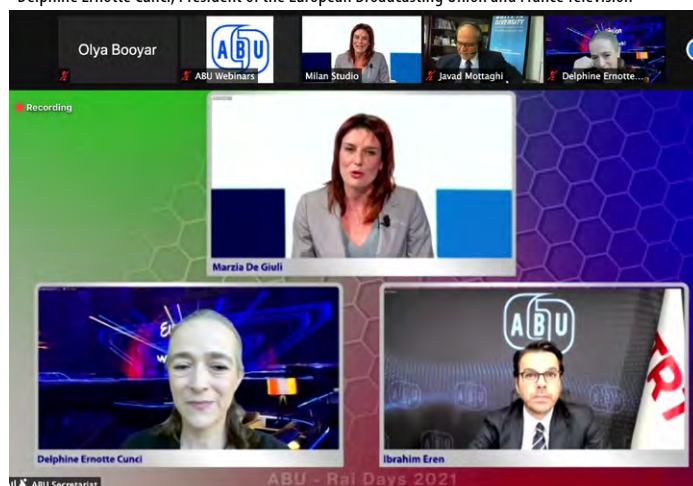
Asked about the public's confidence in PSM, he said trust in the media generally had been declining for 10 years before COVID struck and many people had become sceptical about information in general. They were actually eager for information they could trust, which PSM provided by good journalism practice and by cooperating with trustworthy institutions to get reliable information out.

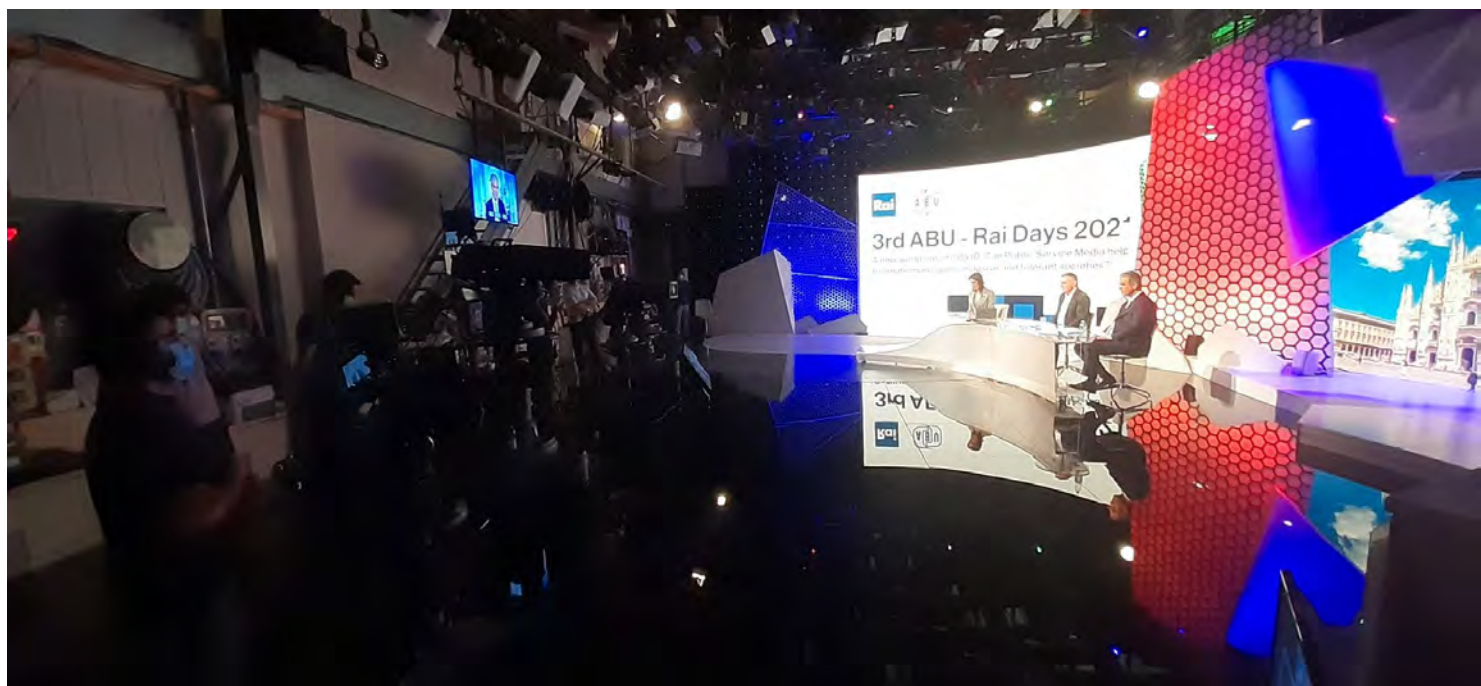


Ibrahim Eren, ABU President and Chairman & Director General of TRT Turkey



Delphine Ernotte Cunci, President of the European Broadcasting Union and France Télévision





From top: Shashi Vempati, ABU Vice-President and CEO of Prasar Bharati; Tinatin Berdenishvili, Director General of GPB Georgia; Noel Curran, EBU Director General

Public broadcasting leaders call for greater cooperation

Cooperation was one of the main themes in discussions by a super panel of public service media leaders on Day One of the 2021 ABU-Rai Days dialogue.

Several senior sector figures took part in an intercontinental super panel discussing how PSM can rebuild public confidence and trust in media and democracy.

Moderator Marzia De Giuli of Rai asked a number of questions of the panellists, beginning with Rai President Marcello Foa, who said PSM must nurture a reputation as a safe harbour for reliable information. He said public service broadcasters had to remember they were serving the people, not politicians or governments, so they had to be independent to maintain their credibility. He felt this would be helped by having strong leadership in each organisation and cooperation within and between the EBU and the ABU.

EBU Director General Noel Curran agreed that cooperation was important, as well as good journalism such as fact checking and working collaboratively with experts but he also felt that a stronger regulatory environment was required to bring some of the big media platforms to account. He said it was important to remember that while public trust in social media was low, trust remained high in public service media.

ABU Secretary-General Dr Javad Mottaghi said that PSM acted as a meeting place for the citizens who paid for it and he mentioned several challenges organisations faced through the pandemic, including staff health and safety, information flows, continuing production, the education needs of affected children and falling revenue.

Shashi Vempati, ABU Vice-President and CEO of Prasar Bharati spoke



of the importance of technology and innovation as enablers in the COVID crisis. He felt in particular that artificial intelligence (AI) could play a greater role in serving diverse populations such as the 1.3 billion people in India, as could mobile platforms, together with the use of 5G technology.

Tinatin Berdzenishvili, Director General of GPB Georgia, said the pandemic had created opportunities for national public broadcasters such as addressing her country's educational needs and how to tackle discrimination between different groups in society with COVID.

Dr Mottaghi listed several mechanisms the ABU had set up or utilised to help members during the pandemic, such as the COVID Content Exchange which over recent months had shared more than 2,000 items with around 50 organisations. The ABU Copyright-free Music Exchange had received a good response from members, as had sports exchanges and AsiaVision, which had shared 18,000 news items a year between 34 members in the Asia-Pacific and other broadcasting unions. In addition, the Union had moved many of its functions and training online and had involved about 10,000 people in more than 150 webinars.

Asked to explore the issue of cooperation further, Mr Curran said it was important PSM did not lose the momentum they had developed during the crisis, especially when many faced a loss of the revenue injected by governments to sustain their economies.

On the hardest challenges they faced, Mr Vempati said one was to maintain their reputation for trustworthiness built up over many years. He said it was possible to lose that trust if they did not ensure that everything they broadcast was accurate and reliable, especially in the current environment of very high audience levels. Ms Berdzenishvili agreed that having built up services and audiences the challenge was to maintain them after the pandemic, a response echoed by Dr Mottaghi and Mr Curran who said the crisis had provided services that audiences had flocked to but which broadcasters could not assume they would stay with once the crisis was ended.

Mr Curran said there was a danger PSM became complacent with the audience support during COVID but broadcasters would still have to deal with the ongoing threats from the big streaming giants and would need to move more into the digital space.

On a positive note, Mr Vempati said the pandemic had proved the value of digital technologies and of working together over the Internet. He said their radio service had been able to retrieve thousands of episodes of drama from their archives and had even launched programs where authors read from their own works from the safety of their own homes.

Questioned by an audience member about the role of PSM in maintaining cultures, Dr Mottaghi said the ABU motto of unity in diversity showed that cultural diversity was not a threat but a positive force that PSM were mandated to support, unlike commercial broadcasters.

Mr Foa reiterated that PSM had a duty to cover cultural events even when they didn't attract large audiences. He said Rai's broadcasting of concerts and other cultural events during lockdowns had been invaluable for audiences unable to attend in person. He did not feel private broadcasters were such a threat to PSM as the large streaming networks.

The discussion ended with a question on how to overcome the negativity engendered by the COVID crisis and Mr Curran said that while it was natural that much coverage did create negative emotions in audiences, it was important to also cover possible solutions, to give people strength and hope.

It was a good year overall for journalism, he said. PSM staff put their lives at risk to deliver news and information to people and they played an important role during the pandemic.





3rd ABU - Rai Days 2021

**Universality, Reach and Audience Fragmentation post Covid:
Can PSM drive diversity, inclusion and cooperation while remaining relevant
and competitive?**



Giuseppina Paterniti
Rai Editorial Director for
the information Offer



Nina Goswami
Creative Diversity
Lead, BBC



Francesca Scott
EBU Diversity, Equity
and Inclusion Officer



Craig McMurtrie
Editorial Director, ABC



Ambreen Jan
Director General,
PBC Pakistan

Driving diversity in public broadcasting

Public service media have a real opportunity to drive diversity and equality in a post-pandemic world, according to panellists at this year's ABU-Rai Days annual dialogue.

The panel on the second day of the 2021 dialogue was discussing "Universality, reach and audience fragmentation post COVID": and answering the question "Can PSM drive diversity, inclusion and cooperation while remaining relevant and competitive?"

The Zoom session was hosted by the Italian public broadcaster RAI from Milan with moderators Olya Booyar, ABU Head of Radio, and Simona Martorelli of Rai.

Debate was kicked off by Giuseppina Paterniti, Rai Editorial Director for the Information Offer, describing strategies to increase diversity. She

said there were different opinions and views about the pandemic so one of the responsibilities of public service broadcasters was to explore valid views, filter out misinformation and help the audience make sense of the confusion.

Nina Goswami, BBC's Head of Creative Diversity Lead spoke about the corporation's 50:50 Equality Project as a solution to bring real change on content to increase representation of women and other under-represented groups. They had used data, counting men and women on air, to create awareness and then create change. She said they removed some people, such as the Prime Minister, from the count, because they knew there would be many comments that must be included from a prime minister. But once they removed those voices where they had no control from the count, they could count everyone else and

then it made them aware of what they needed to do to make an impact to achieve the goals of this initiative.

Francesca Scott, of the EBU's Diversity, Equity and Inclusion Office, said they focused on young audiences and those living with disability and the 'newcomers' in Europe – such as migrants and refugees.

The EBU hosted online activities and conversations to make members aware of initiatives and to collect data. They aimed to transform their workforces so that audiences would see themselves represented on their screens

Ambreen Jan, Director General of PBC Pakistan, said the pandemic had brought them closer to their audiences, especially in those areas where there was not electricity or the Internet. Letters, SMS and phone calls had increased, especially from those



areas. They also supported education and connected to school children via their programs. "It has been a huge opportunity to connect and also to expand onto new platforms such as podcasts", she said. "We have moved online as the new normal and it has helped accountability."

Craig McMurtrie, Editorial Director of ABC Australia, discussed the most serious obstacles to diversity. He said it had been "a little different" because covid death rates had been very low in Australia and New Zealand and covid was not so much of a threat. This had created a different problem – complacency. To counter this they have had to bring information about the international situation so that audiences understood the situation even if it was not their lived experience. They had launched podcasts and fact check services to reach communities that may not normally watch or listen to their main services.

Panellists were asked how audiences reacted to diversity on air, especially in the pandemic.

Ms Paterniti said the public appreciated the content as it helped them understand the vulnerability of others, especially in the lockdown.

Ms McMurtrie said audiences were growing but there was a real tension between businesses and borders opening up or remaining closed. The audiences thought that there was a finite time when the authorities could continue to employ lockdowns.

Ms Goswami said the challenge was how to represent everyone. Everyone had a different response so they must create content that had a fairer representation across the board. Once they had the data they could understand how they were connecting with those diverse audiences.

She said the BBC had expanded its databases to make sure there were women there who could comment on the news and it got a 90% increase in women's representation in those programs. Audiences had noticed this, with 58% more women consuming BBC online content.

Asked about the future of radio news, Ms Jan said Radio Pakistan was already a very vibrant participant on new platforms.

Mr McMurtrie said there was a big future in audio news. They had not seen a drop in radio audiences but they had seen it in linear broadcast television. For radio being more local and relevant was a real strength.

He said radio production costs had come down which helped them to reach all their audience across a large continent. For new platforms they saw a future in smart speakers, but the big question was discovery – how would audiences discover them on these new services was the question they had to tackle.

Ms Goswami said they had had difficulty in finding spokespeople who they could use on air for stories about disability. The data helped them to understand what they needed.



Public service media must understand and build on their identity if they are to thrive in a post-pandemic world.

That was one of the core messages that came from the second expert panel on the second day of the 2021 ABU-Rai Days dialogue, hosted from Rai in Milan and conducted by Zoom around the world.

With several senior executives from public broadcasters in the Asia-Pacific and Europe and moderated by ABU Secretary-General Dr Javad Mottaghi, the panel was titled "From crisis to innovation: Turning challenges into opportunities that benefit the citizen".

The first speaker, **Masagaki Satoru, Executive Vice President of NHK Japan** and Vice President of the ABU, described how the COVID crisis had affected Japan's public broadcaster.

He said with more people tuning in and staying longer, NHK had tried to make itself a "one-stop portal" for the Japanese population across different platforms. NHK had researched all available information on the pandemic and used artificial intelligence to sort through about 200,000 papers to bring accurate information.

They had staged their annual NHK Red and White Festival under COVID restrictions using different stages and without live audiences. They had produced 2,100 programs on their educational channel with 7,000 media clips and they found that access had quadrupled.

He said they used new production methods and working styles, though television was very labour intensive, and used lots of remote material and interviews so that they had built up audiences around the world.

He was proud of how they served more reclusive people through NHK's Virtual Platform for Greater Participation.

Gilles Marchand, Director General of SRG SSR in Switzerland, said they had undergone several crises in recent years that had stress-tested them and produced a very tough organisation.

From crisis to innovation – Public Service Broadcasters rise to the challenge

He had several pieces of advice from their experiences. These included: Focus on the relationship with audiences; concentrate resources on programs; deliver legitimate services; play a useful role in the whole media ecosystem, not working alone; and define technical projects strictly.

Other advice included: trust new managers and use their innovativeness; constantly keep people up to date with what was happening; focus on output without forgetting who you are; take nothing for granted; and demonstrate resilience.

Lim Byung-Kul, Executive Vice President of KBS Korea, spoke about how they had to change news gathering and content creation and he described some of the financial and resources challenges KBS had to overcome. He said advertising shrank and there was no growth in content sales, so licence revenue was critical.

They had to look at reducing jobs and shedding 12 percent of management positions, eliminating duplication of functions and develop new integrated work processes. He stressed they needed to focus on priorities to reinforce public services.

Public opinion polls showed they were very popular with audiences, that 80 percent of participants supported increasing licence fees and that 92 percent of people said public service media were essential to society. He remained confident that they could get an increase in funding.

Frank Dieter Freiling, Senior Vice President of International Affairs at ZDF Germany, wanted to add three further pieces of advice.

One was to make use of the increase in audiences for their linear television, online and new media platforms to make ways to keep them as viewers, to let people know what was on offer and how to find them. It was an opportunity to define what in the post-pandemic world would get attention and to continue the role of public service media as a place around which people could gather.

His second point was that news was the main vehicle of increased viewing, so it needed to adapt to changed society as conversations in 2021 became more diverse, to keep viewers tuned in. For example, Germany was facing an election year which would gain a lot of attention.

Third, he said there was a demand for high-end fiction for linear television players, but no-one could shoulder the challenge themselves. New viewing habits opened up the many stories there were to tell from all over the world, so broadcasters should cooperate through more fiction platforms. He added that while viewing was up, they had to take the chance to sign up viewers for social media channels for all ages.

Iman Brotoseno, President Director of TVRI Indonesia, described how TVRI had coped with serving more than 250 million people throughout a widely spread nation while remaining true



Top from left: Dr Javad Mottaghi, ABU Secretary-General; Frank Dieter Freiling, Senior Vice President of International Affairs at ZDF Germany; Lim Byung-Kul, Executive Vice President of KBS Korea. Bottom from left: Masagaki Satoru, Executive Vice President of NHK Japan; Iman Brotoseno, President Director of TVRI Indonesia; Gilles Marchand, Director General of SRG SSR in Switzerland

to the mandate it had been given by government. He said they had provided a platform for government information and advertising across multiple provinces, and they were especially proud of their “study-from-home” education service to help children learn while they were unable to attend school. There are about 60 million children in Indonesia, and these were some of their “hottest” programs.

He added that one of their main challenges was to debunk fake news and misinformation about COVID and vaccinations.

Mr Satoru was asked to elaborate on NHK’s corporate review to make them a leaner and stronger organisation.

He said Japan had suffered an economic downturn and the harsh reality was that NHK had to reduce its receiving fees to show it shared the pain of the Japanese people.

He said they had also streamlined broadcast services, improved Internet-related operations, increased efficiency and downsized facilities and although they reduced costs on receiving fee collection they improved communications to boost audience satisfaction. He said it was important to renew the structure and strengthen governance of NHK and its affiliates.

He also spoke about NHK’s media literacy classes for primary schools, to

help children understand issues such as differences of opinions and balanced information.

He said while they had to reduce channels on TV and radio, they could not compromise on quality of content.

Asked what had been SRG SSR’s most important challenge, Mr Marchand said having four languages and cultures in Switzerland meant their audiences had become attractive to French, German and Italian broadcasters across their borders. This meant SRG SSR had to work hard to keep people together as a nation.

He also said Switzerland’s system of direct democracy meant it just needed 100,000 people to sign a petition on licence fees for the whole debate to begin again, possibly leading to another referendum undermining the public broadcaster. However, he said, they received massive support from the public and at present because of the pandemic and their coverage they felt a little safer again.

Answering the question on challenges, Frank Dieter Freiling said getting people’s attention was important. There was lots of good content around that needed marketing better to maximise audiences by raising awareness. He said, for example, the Eurovision Song Contest – one of the world’s biggest live entertainment events – was reaching new and younger audiences.

Mr Brotoseno said an important challenge with audiences eager for access to accurate information was to give them true and reliable information compared to what they would find on social media.

Mr Satoru said it was necessary to build confidence with viewers, to show them the new identity so NHK could provide services to them worthy of the fee. He said it was also important to go beyond the existing boundaries of platforms to provide variety of content in different formats, such as text content. He said they wanted to develop more two-way communications with audiences.

Dr Mottaghi asked the panellists for a 20 second takeaway from their discussions and these included integration of broadcasting platforms, the message that PSM were essential and the nurturing of confidence and trust with their audiences.

The two-day Forum was closed by Rai President Marcello Foa who thanked everyone who took part in two days of intensive, clever and constructive analysis. He thanked the people who organised the dialogue, Dr Mottaghi and the staff of the ABU and people who logged in to the discussions.

He said the identity of public service media were at the core of solutions to our problems. They united public broadcasters, which was important in difficult times ahead.



Beasts of Asia Season 2: Online kick-off workshop

Contributed by Hyunsook Chung (Executive Producer/ Director, EBS)

The series is an international coproduction led by EBS Korea, and began last year. The first season featured the countries of Korea, India, Mongolia, Bhutan, and Vietnam, and Season 2 has now - May 2021 - been officially launched, with Thai PBS, Lao TV, MRTV (Myanmar), TVRI (Indonesia), Astro (Malaysia), People's TV (Philippines), Palm Film (Cambodia) and EBS Korea as production partners. In addition to the benefits of resource-sharing and economies of scale, the idea is that, over time, co-productions like this will help to build a regional production community, sharing content and skills and making better content for Asian children.

Have you come across beasts who can talk? asks Sol, the leading "story hunter" in the cyber world of Cocoon around which these dramas revolve. The story hunters are a group of international friends who collect stories of human interactions with animals.



Why do you do that? Someone asks her. So as not to be isolated from the real world, she replies. To build a community of humans and beasts, where there are no boundaries between us.

Asia is full of myths and traditional stories featuring beasts who talk, think and intervene in human affairs. These stories are full of humour and wisdom. They play an important part in our Asian cultural identity, but also have universal value at a time when we humans have forgotten and neglected our connections to the natural world. A key point of the Beasts of Asia project is to remember these beautiful stories, to keep them alive in our children's imaginations, and to learn from them.

Of course, organising co-productions across national boundaries with broadcasters and production houses - some of whom may have less experience in original children's content production - is difficult even in normal times when travel is easy. In pandemic conditions, it gets really tough. Previous co-productions were organised on the back of face-to-face meetings and much travel between

countries to support research, scripting, filming and post-production. Covid-19 meant that every type of collaboration, from story development and writing to filming support and editing, had to be done online.

It was not easy. But I see it as not only a personal mission but as a generational opportunity to build these production links and help lay the foundations of a community of producers making and distributing quality Asian content. We owe it to our children to provide them with content which enriches their lives and helps them to learn and grow, while acknowledging their own cultural inheritance.

Whenever I launch a new project I ask myself, "are you ready for this?" Sometimes I am not convinced of the answer. Often I doubt myself. But I don't give up because I see the work as sowing seeds. Sowing seeds is not so hard if you have a great team and strong partners around you, pushing you forward. With teamwork, something usually grows. And *Beasts of Asia* is a seed that I believe will grow..

We kicked off season 2 of the drama at an online workshop on 25-28 May, organised with help from ABU, who of course understand the importance of international coproduction and high-quality content for children. Ahead of us is a long journey to put these 7 programmes on the air next year, although hopefully our collaboration will be a bit more in-person as the threat of Covid recedes. I look forward to it with huge excitement: so many countries, so many stories, so many fantastic beasts!

ABU Digital Media Working Group Meeting

22 June 2021



ABU New Media Task Group Re-branded as Digital Media Working Group

The ABU New Media Task Group, which was formed in 2016, was re-branded as the ABU Digital Media Working Group with members adopting the proposed changes in its latest meeting held online on Tuesday 22 June 2021. The rebranding comes as part of the efforts to further expand the roles and responsibilities of the Group to better serve ABU members navigate the shifts in the global digital media landscape.

Among the major changes proposed to the Task Group was the election of a Chairperson and two Vice Chairpersons to lead the Group and represent the members at ABU Programme Bureau

meetings. Following discussions, members agreed to have elections for the leadership roles online in July 2021. The Secretariat has opened the nomination period until 7 July 2021 and the date for election will be circulated to the members via email once the nomination period closes.

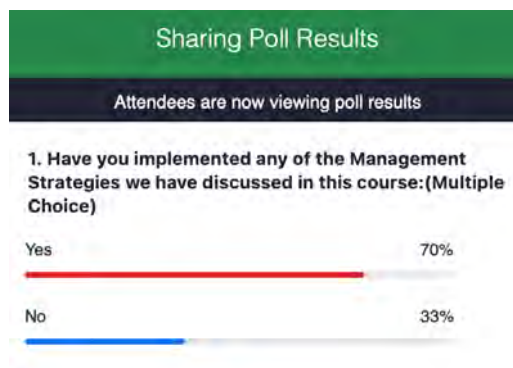
Members also agreed to increase the frequency of the Group's meetings to two per year, one occurring online and the other meeting to take place under the frame of #ABUdigital every year. The Task Group used to meet during the General Assembly and has shifted its meeting to take place as part of #ABUdigital since its launch in

2019. The increase in the meeting is to facilitate more encounters and open dialogues among members to discuss strategic challenges and opportunities to collaborate.

The online meeting on 22 June was aimed to share experiences, update members on digital activities and initiatives from the past year, discuss challenges and share strategies and priority areas among members.

The ABU Digital Media Working Group will continue the mandates of its predecessor to explore strategies and opportunities to guide members create new digital contents and increase their reach to audiences, identify needs and propose new collaborative projects and discuss trends and current challenges that are shaping the media landscape in the Asia-Pacific region and beyond.

This marks the Group's first-ever online meeting since its last get-together in Kuala Lumpur in July 2019 on the side-lines of #ABUdigital. The next meeting of DMWG is scheduled to take place online in October 2021 ahead of the ABU General Assembly in late November.



Nearly three quarters of the participants in a recent News Management course have already put improved practices into place in their newsrooms.

There were 90 participants registered for the course, which was developed by the ABU's News Department and the ABU Academy and delivered online in June.

Four webinars, as well as further research and activities on the Academy Learning Platform delivered training aimed to upgrade the skills of news managers. Professor Drew McDaniel from Ohio University was the main lecturer, along with the ABU's Head of News Wendy Everett and Academy Head Steve Ahern.

The last session of the course featured a 30 minute Q&A with ABC Australia's Director of News Gaven Morris, who discussed the strategy behind the evolution of the ABC News Department from a broadcast to a digital newsroom.

Course content also explored the effectiveness of transactional and transformational management styles in the modern news environment and analysed changing audience consumption habits.

John Kotter's Eight Step process of leading change was examined as an effective model for change management:

- Create a sense of urgency
- Build a guiding coalition

Newsroom Manager course improves leadership skills



- Develop a change vision
- Communicate the vision for buy-in
- Empower broad action
- Create short-term wins
- Don't let up
- Create a new culture

For those who missed it, the course is now available on-demand on the ABU Academy learning platform.

Responding to member requests for more management and leadership development training, the ABU Academy has developed a new course in conjunction with the Canadian HEC Business University.

Contact academy@abu.org.my for more information about upcoming courses.

CALL FOR ENTRIES ANNOUNCED FOR THE ASIAVISION ANNUAL AWARDS 2021

The Asiavision Annual Awards is accepting entries for the 2021 edition, with items uploaded on the ABU News Exchange platform between June 1, 2020 to May 31, 2021. Entries are being accepted until July 15, 2021, and 16,072 news items contributed by 32 broadcasters are all eligible for contention.

The Asiavision Annual Awards recognise excellence in broadcast journalism and honour the special skills and unique talents of Asiavision Member broadcasters and the journalists and crew who create and produce items for the News Exchange.

This year, Asiavision is proud to include an additional category "Outstanding International Coverage" aimed at recognising the increased reporting by Member broadcasters outside their home countries through the many reporters and correspondents stationed across the globe. With this new category, Asiavision hopes to acknowledge and motivate Members to cover news stories from regions outside the Membership.

Earlier this year, the 2020 edition of the Asiavision Annual Awards gala ceremony was held as a virtual ceremony, like most of the Union's activities this past year. With trophies reaching the Members via post during the past months, Members were able to celebrate their wins together with their newsroom staff.



The coveted Coverage of the Year award went to China's CCTV for its outstanding coverage of the outbreak of a novel coronavirus in Wuhan, Hubei. CCTV won the top award because their coverage of the outbreak was recognised across all major categories. Jun Liu, Producer of CCTV-AVN Desk, Ying Wang, CCTV-AVN Desk Editor celebrated their win while still continuing to provide Members with extensive coverage of the pandemic.

Earning four nominations and two wins, VTV Vietnam took home the most recognition and for Đỗ Thanh Hải, Đinh Minh Hien, Lina Pham, Nguyen Duc Toan, Đỗ Văn Huyen, Vũ Hải Anh and Nguyễn Hoài Lương, this was a motivation to propel them to even better reporting in 2021. VTV won awards for Outstanding Reporting of a News Story and Outstanding Reporting on Climate Change and Adaptation.

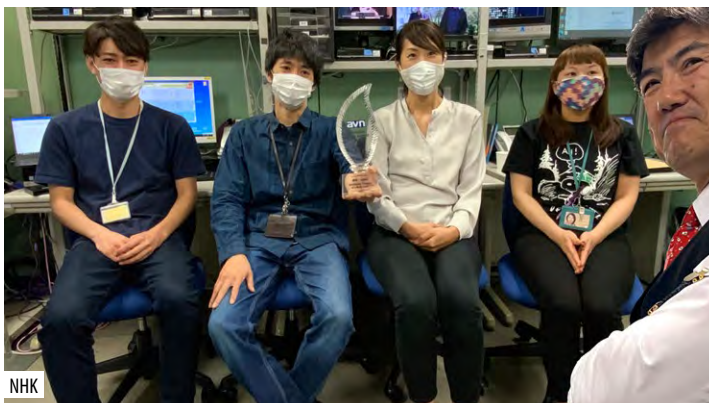




IRIB Iran also earned four nominations in 2020, and took home the prize in the most competitive category Outstanding Coverage of Breaking News. Abbas Rasouli, Nader Sahraie, Nasser Heidarzadeh, Mohammad Mousazadeh, Hossein Kheirzadeh, Arezou Abdi and Akram Azarioun celebrated their win with hopes of breaking their record in 2021.

Also topping the nominations list, NHK Japan earned four nominations and took home the coveted category of Outstanding Coverage of a News Event. The NHK team - Yamada Kengo, Hiraga Ryuta, Otsuki Waka, Takahashi Kanoko and Chiba Shigeo - celebrated their win with hopes of shining brightly in 2021, especially in the newly-introduced international coverage category.

Another double winner at the 2020 ceremony was TVB Hong Kong, who took home the prize for Outstanding Reporting of a News Story and Outstanding Visuals for a News Story. The TVB team - Hailey Jo, Keina Chiu, Sharon Tang, Caleb Loong and Raymond Cheng - were especially proud to celebrate their double win out of the three nominations they received.



2020 saw the introduction of a new category, Outstanding Reporting from the Pacific. Jack Seumanutafa, Alisa Lauano Faamaoni, Elvin Sarasopa and Deidre Tautua from SBC Samoa celebrated the win. Missing from the picture are Rosalia Setefano, Francis Vaigalepa and Gardenia Elisaia who played a key role in the win.

Additionally, KBS Korea, MCOT Thailand and FBC Fiji all earned double nominations in 2020. ABS-CBN Philippines, TV5 Mongolia, C.N.A. Singapore, EMTV Papua New Guinea, SLRC Sri Lanka, PNN Cambodia, TRT Turkey and RTM Malaysia were also nominated in the various categories of the 2020 edition of the Asiavision Annual Awards.

This year's ceremony will also be held virtually at a date to be announced. Once all entries are tallied in July, the judging will begin and will last a month.



HOW TO REACH YOUNGER AUDIENCES

with the ONE and ONLY Yusuf Omar



Asiavision Presents
Lights. Camera. **Makeup**. Action



HOW TO BE YOUR OWN MAKEUP ARTIST!

with Professional Makeup Artist

Eve Djufri

ASIAVISION's webinars and workshops put online training in the SPOTLIGHT



Wherever there are WFH television appearances and Zooms, there's a great need for professional makeup!

Being camera-ready – whether Working-From-Home or alone in the field – is quite a challenge when a pandemic is raging or broadcaster budgets don't stretch to makeup artists.

In February, Asiavision arranged a workshop with Jakarta-based professional makeup artist Eve Djufri - **How To Be Your Own Makeup Artist**. The 25-minute video tutorial showed how to be camera-ready for HD television and social media – including a section for men – and was followed by a lively Q+A session.

There was huge interest in the makeup Webinar, with more than 80 registrations from Suva through to Tel Aviv, Tokyo to Budapest, Sydney to Ulaanbaatar.

In March, the digital focus continued with a three-hour Zoom workshop - **Creating Content for Social Media** - with Malaysian digital entrepreneur Kartini Ariffin.

Using the latest e-tools for online learning including polls, Google JamBoards, breakout rooms and a vibrant Chat Feed, Ms Ariffin led an informative and highly-interactive workshop. More than 50 people from 10 countries joined in to update their skills and learn how to create a Content Plan for Social Media for their broadcasters.



(((o))) PERFECT YOUR LIVE PRESENTATION SKILLS WITH KARTINI ARIFFIN

WHAT ARE YOUR CHALLENGES WHEN DOING/ATTEMPTING LIVE PRESENTATION

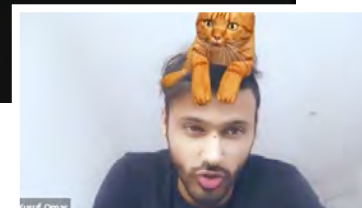
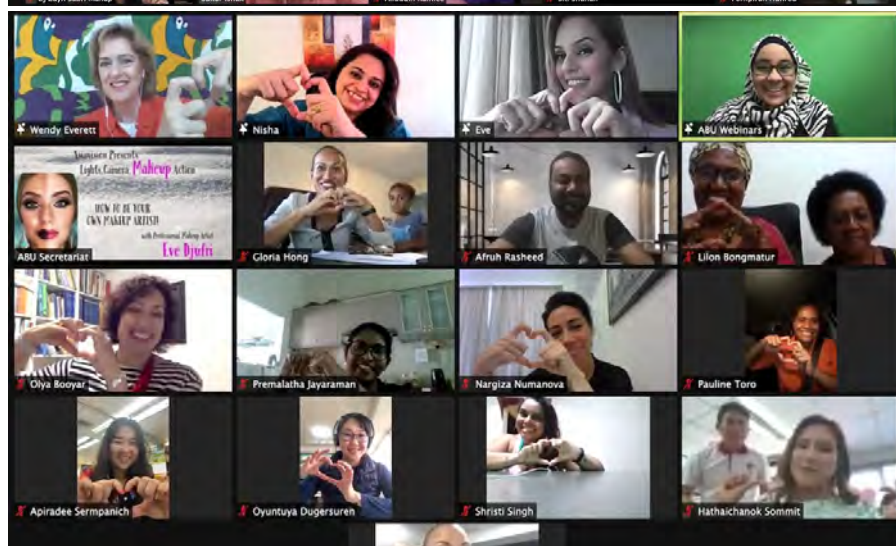


In May, Kartini was back with a four-hour interactive session – **Perfect Your LIVE Presentation Skills** – using breakout rooms so more than 30 participants from nine countries could practice their live piece-to-camera skills to stream their news on social media.

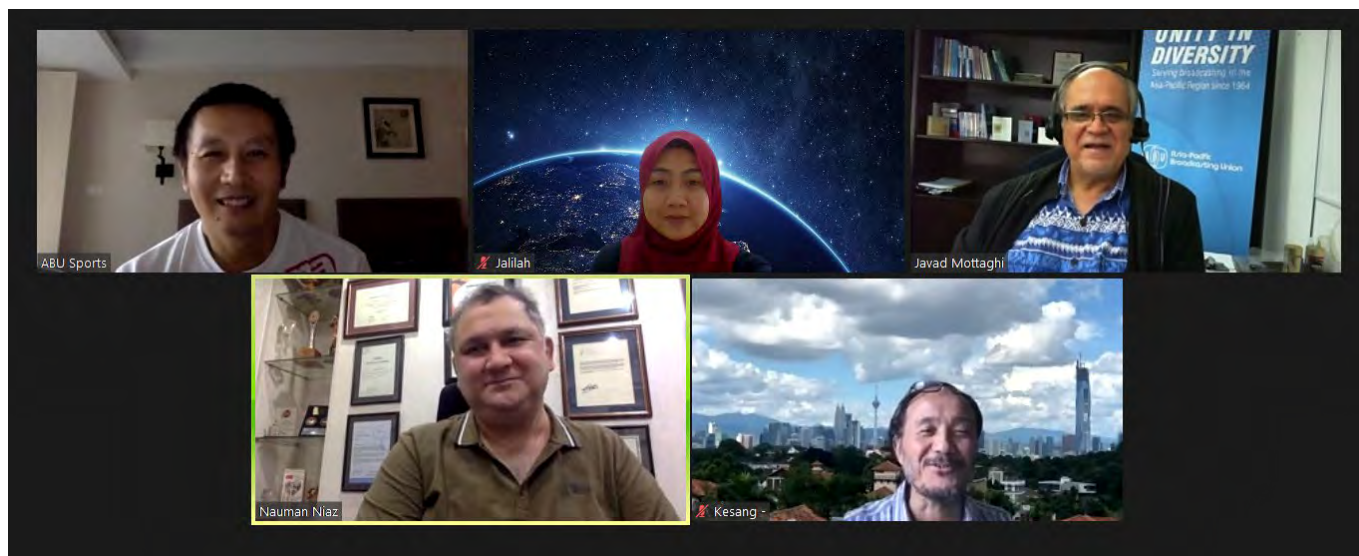
Well-known social media guru Yusuf Omar shared his Top 10 tips to target younger audiences in – **How to Reach Younger Audiences**. The April workshop was open to ABU Members as well as Asiavision broadcasters and the interest was astounding. There were registrations from 25 countries, from the Pacific to the Middle East and Europe with all of Asia and South Asia in-between.

Yusuf is a multi-award-winning journalist and co-founder of Hashtag Our Stories, a TEDx speaker and former CNN Senior Social Media Reporter.

Do you want to know exactly what Yusuf Omar's 10 TIPS TO TARGET YOUNGER AUDIENCES are? Well, all workshops are available for Targeted Training for Asiavision and ABU Members, along with Asiavision's earlier online sessions including the five-part Script Writing series.



Please get in touch with Asiavision's Project Officer and organiser extraordinaire, Shabana Jan – shabana@asiavision.org – whose talent at wrangling brilliant trainers, organising everything AND running the webinars, is the reason Asiavision's online training program has been such a success. We welcome your suggestions and requests.
– Director News, Wendy Everett



ABU delivers Tokyo 2020 to South Asia

With the Olympics just around the corner, the ABU successfully delivers the Games to its members in South Asia. Pakistan Television (PTV), is the latest among the six territories, which signed the broadcast agreement with the Union.

The deal was agreed at a meeting

between the ABU Sports, led by the Secretary General and the Director Sports & Syndication, and the Head of PTV Sports after several rounds of discussion.

Dr Javad Mottaghi said the ABU is glad to be able to deliver the Olympics to Pakistan. Dr Nauman Niaz, the head of

PTV sports thanked the ABU and said that PTV has been broadcasting the Olympics since 1976.

Meanwhile, the ABU Sports will be sending a team to Tokyo to coordinate, and facilitate the broadcast and the delivery of the Games. The team led by the Director will also communicate Pandemic related counter-measures in close coordination with IOC and the organising committee to its members.

The Olympic Games in Tokyo will take place from July 23 – August 9, 2021.



In a virtual meeting held on June 23 between ABU Sports and the Radio e Televisao De Timor-Leste, RTTL E.P. bilateral discussions highlighted the broadcasting of the Tokyo Olympics, among others.

The meeting was led by the ABU Secretary General, and the President of the Board Administration Council of Radio e Televisao De Timor-Leste, RTTL E.P also discussed other areas of mutual interest.

Dr Javad Mottaghi reassured Mr Jose Antonio Belo that ABU remains steadfast in its efforts to support for RTTL to broadcast the Olympic Games. ABU Sports, led by the Director Mr Cai Yanjiang will not only help acquire the rights to, but assist in, technical aspects.

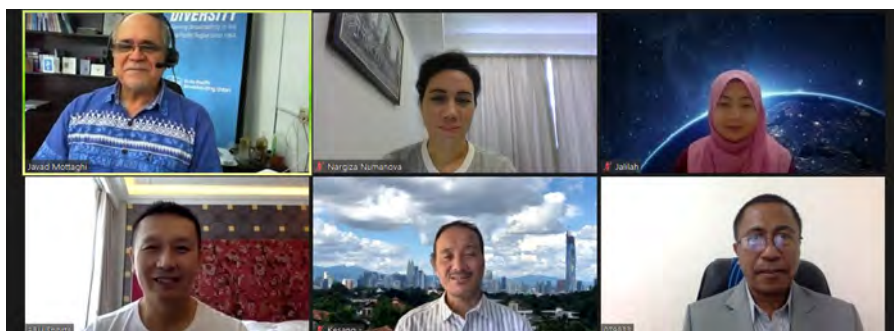
Mr Jose Antonio Belo thanked the ABU for its support and agreed to support the ABU team. He said that his team is on standby with required resources and information from their side for the Olympics.

The ABU also offered several activities and projects that RTTL can take advantage of. These include news and programming to technical and training initiatives, amongst others. The RTTL Timor will identify areas that required ABU's support and present it to the Union in due course.

ABU and RTTL Timor-Leste agree to work together on Tokyo 2020:



Mr Jose Antonio Belo, President of the Board Administration Council of Radio e Televisao De Timor-Leste, RTTL E.P



67TH ABU SPORTS GROUP CONFERENCE & ASSOCIATED MEETINGS
18 & 19 May 2021 | VIRTUAL

RESET, REVIVE, REBUILD; MOVING AHEAD TOGETHER

ABU Technology Webinar

IP Infrastructure & Applications in Broadcasting

- IP Networks, Models and Standards for All - IP Infrastructure
- Preparations for IP-based System Deployment
- IP Broadcast Control within a SMPTE-2110 Environment
- IP Eco-System Vision and Solutions
- Routing and Mixing of AoIP for Radio

Webinar on IP Infrastructure & Applications in Broadcasting 10-12 May 2021

Participants from over 180 organizations benefitted from the webinar on IP Infrastructure & Applications in Broadcasting hosted by ABU Technology. The webinar sessions were delivered by senior engineers from ABU Members, IRIB-Iran & KBS-Korea, and well-known experts from the media industry- Rohde & Schwarz, Sony and AEQ Europe.

Dr Mohieddin Moradi, Senior Researcher at IRIB R&D provided a 90-minute session on fundamentals of IP networks with detailed reference to OSI and TCP/IP models. He briefed the attendees on different standards available for implementing all-IP infrastructure and the standard organizations. He covered SMPTE's ST-2022 and ST-2110 suites, NMOS specifications, AES67 and EBU Media Node Pyramid as well.

Hae-jung Kim, Deputy-Director from KBS discussed different steps to follow in preparations for IP-based system deployment. As a project lead, he shared his experiences in setting up and operating IP-based UHD system at KBS studios. Another interesting session on IP Broadcast Control within a SMPTE-2110 Environment was presented by two speakers from Rohde & Schwarz. Yew-jin Cheong, Director of broadcast and media discussed a typical project set-up by Rohde & Schwarz for 4K IP studio. His colleague and Solution Architect, Ong Kah Keong, shared his experiences in setting up NMOS enabled and ST-2110 compliant hardware and software solutions highlighting benefits and challenges of the system.

On the final day of the 3-day series, two different sessions were covered side

by side on IP Eco-System Vision and Solutions and on Routing and Mixing of Audio over IP for Radio. Tomas Chen, Marketing Manager from Sony emphasized on end-to-end IP Live production platform with reference to its architecture and workflow, in addition to the system components used for different modes of remote production facilities. Managers from AEQ Europe, Roberto Tejero and Antonio Perez, gave glimpses of AEQ's technology and products using Dante software, hardware, and network protocols. To name a few, the company has launched Dante enabled devices: an essential IP audio codec, TALENT, to make radio from anywhere; mixing console, ATRIUM, specially designed for broadcast audio production for Radio and TV and AoIP cards for interfacing these equipment.



Mr Keiji Kodama has been appointed Senior Director, Chief of Engineering, at Japan's public broadcaster, NHK.

Mr Kodama had been Director of the Engineering Administration Department since June 2019. He took up his new position on 25 April 2021.

He joined NHK in 1987 and worked at NHK Kochi Station before joining the Engineering Administration Department in 1991.

He became the department's Deputy Head in 2016, and subsequently Director of the Information Systems Department in 2018.

Many ABU members met Mr Kodama at the annual ABU Technical Committee Meeting in Tokyo in November 2019, where he gave a welcome address at the Opening Session. In his address, he urged members to share their experiences and solutions to meet the challenges brought about by rapid technological changes in broadcasting and content delivery.

The ABU congratulates Mr Kodama on his appointment and looks forward to continuing to work closely with him.

Keiji Kodama appointed NHK Senior Director, Chief of Engineering

View from the Island State: Ms. Tham Loke Kheng, CEO, Mediacorp – Singapore



Singapore has tightened restrictions after a renewed wave of COVID-19 cases - what has Mediacorp been doing to continue serving its broadcast audience?

Like the rest of the world, Singapore has been battling COVID-19 for more than a year. Throughout these challenging times, Mediacorp, as the national media network, has stepped up its efforts to create content that keeps our audiences informed, educated and entertained, all while uplifting spirits.

This was especially the case during the nationwide “circuit breaker” in April 2020 when residents were urged to stay at home. Over a period of close to two months, we engaged viewers from different audience segments with an array of content, such as drama series and live-streams of our radio shows to keep our young engaged, and a specially produced virtual concert to show our support for the migrant worker community in Singapore.

With the recent heightened alert measures in Singapore coinciding with the regular June school holidays, we once again kicked into action quickly to ramp up our stay-home content offerings. These included a fitness at home series and a wide array of animation and edutainment programmes to keep the young ones (and their parents) happy at home.

And with misinformation a constant scourge in our fight against the virus, Mediacorp has remained a trusted source of news and information as we continue to provide timely, reliable and balanced editorial coverage on COVID-19. We also tell important stories about Singapore’s fight against the coronavirus, as seen in our special CNA Insider documentary which gave a rare behind-the-scenes look at how staff at Tan Tock Seng Hospital and the National Centre for Infectious Diseases worked hard to keep COVID-19 at bay.

Can you explain the challenges you have encountered since the pandemic started and what solutions you have found worked well for Mediacorp?

Measures to curb the transmission of the virus in Singapore meant some of our production activities had to be put on hold, while also curtailing our ability to hold physical events and shows with live audiences. At the same time, our employees have had to transition quickly to new working arrangements which required teams to be segregated and working from home as the default for the majority of staff.

However, with some invention and a strong can-do spirit, we have



uncovered bright spots by turning setbacks into opportunities wherever possible. Leveraging the digital wave, we worked around the limitations in organising physical events by collaborating with our partners for the first time to organise hugely successful health & wellness, parenting and even property fairs – all done virtually.

We found innovative ways to continue production while observing safety measures for all cast and crew. Hybrid concerts and award shows meant that while we couldn't have a live audience, we were able to connect and engage with international artistes and performers - from their living rooms right into our audiences'. And we produced short form dramas and variety shows that were shot entirely by artistes themselves using personal filming equipment, all in their own homes without any on-site production crew. One of these short dramas, Bittersweet Love, even won Best Original Award at the 2nd ASEAN-China Short Video Competition 2020, edging out more than 800 entries from countries in the region.

On the news front, our editorial teams adapted well, using technology effectively and some presenters delivering the news from their home studios.

What are Mediacorp's priorities as the main Public Service Media provider for Singapore?

As the national media network in Singapore, Mediacorp's mission is to create engaging and trusted content, as well as to connect communities and inspire people. And this unifying role we play has come to the fore especially during the pandemic, like I had mentioned earlier, to keep residents informed and entertained.

For example, during the height of the COVID-19 outbreak in Singapore, we significantly upped our content offerings as most of the population stayed home. A key programme was Get Fit With Me, an original infotainment series which featured health and fitness routines in the vernacular languages for our seniors who could no longer head outdoors to get their daily dose of exercise. Kudos to our teams for turning the production of this series around in just 48 hours, in spite of all the challenges!

Another key priority for Mediacorp is to support the government's efforts to drive public education, which is vital during the ongoing health crisis. Since the onset of the pandemic last year, we have produced close to 250 interstitials, infographics and videos delivering critical public education messages, all aired on our network's omnichannel platforms.

Last, but not least, we brought partners in the community and corporate world together, leveraging our multi-platform reach, to drive initiatives such as efforts to cheer our frontline workers and a national singalong to rally everyone to stay resilient.

In all, I believe that Mediacorp has truly demonstrated its purpose during this crisis, pooling together our collective talents and capabilities to rally the nation, keep our fellow citizens informed and entertained, and lift spirits amid the gloom.

CNA has a strong female presence in its on-screen news team. What has guided your company's vision in ensuring gender equity in the workplace?

The guiding principle for us lies in recognising each of our staff's

individual merits and abilities, and eschewing any form of discrimination in areas such as one's gender, age, race or background. In fact, we pride ourselves on having a diverse and gender-balanced workforce not just within CNA, but across the whole of Mediacorp.

And I am proud to say that this commitment to diversity starts at the top, with strong representation of females in leadership positions (six out of 11 members of our senior management team are female). This trend extends to our overall workforce as well, with slightly more than half of our current employees female.

What lessons you have learned from the pandemic that may have positive impact on the future media management system in the post pandemic era?

I believe that the pandemic, being unpredictable in nature and unprecedented in scale, has underscored the importance of being resilient, nimble, and unafraid to innovate and break new ground. This is more so considering that nobody can be sure when we will return to a pre-COVID-19 state – if ever at all.

Therefore one key lesson for Mediacorp has been to appreciate that even in adversity, there are opportunities to be uncovered. For instance, riding on the growth in both media consumption and e-commerce as more people turned to online shopping during the pandemic, we partnered leading e-commerce platform Lazada last year on a series of "shoppertainment" collaborations, the first of such in the region between an e-commerce giant and a national media network. Besides delivering sterling results, the performance-driven marketing partnership was an important avenue for us to support our local merchants and give the economy a much needed shot in the arm.

In sum, whether in the media industry or otherwise, we have to accept that change will indeed be an ever-constant in our world today and find new ways to forge ahead.

Update from Mongolia's MNB- Two Part Interview

With online media and content readily available, broadcasters operate in a competitive environment. What makes MNB relevant –especially to youth, and what do you offer that is different?

International development trends and technological advances are rapidly developing Mongolia, has approximately three million internet users and 4.3 million active mobile connections. According to a recent survey, eight out of 10 people are aged 15-60 in Mongolia, or 1.7 million people, use social media. More than 150 news websites are providing information on a daily basis, and with more than 800,000 users of multi-channel television broadcasting services, this shows just how competitive the media industry is. In such a competitive environment, MNB is diversifying its radio, television channels, and broadcast programs, internationally and nationally, through four TV channels, three radio stations, and the www.mnb.mn website. It also uses social media platforms, such as YouTube, Facebook, Twitter, and Instagram, to provide information and promote its activities. We are developing our website and mobile app in order to grow the audience and reach our viewers and listeners by using technological advancements.

What is required from policy makers to further strengthen MNB as a public service media outlet to ensure PSM succeeds in the post-pandemic world?

Viewers and decision-makers are well aware of the importance of accurate information during the pandemic. Mongolian people actively use social media, and there is a lot of misinformation, and misleading people, on social media. In such a situation, we understand the importance of supporting and strengthening the activities of MNB, and providing the public with accurate and timely information. Therefore, in the future, lawmakers need to improve the Law on Public Radio and Television, support its activities, ensure its stability, and separate it from political agendas.

MNB has been broadcasting for some time. How has it fared through this pandemic era and what lessons has it learned?

Although Mongolian National Public Radio and Television (MNB) has a long history, this is our first encounter with a global epidemic. There are laws and rules in our organization guiding us on how to deal with emergencies; we have learned a valuable lesson from the fact that we face many unforeseen problems and difficulties in the face of reality. First of all, we are discussing how to amend our rules and regulations on the organizing activities of the organization in case of natural disasters and emergencies.



Mr. Naranbaatar Myanganbuu - Chairman of the National Council of Mongolian National Broadcaster MNB

It is important to add rules and guidelines that allow journalists and artists to work safely during emergencies, to protect them from risk, to create content with limited technology, and to keep communities intact. We also realized that it was necessary to strengthen the financial capacity of the organization, and to create a contingency fund. In order to provide information in the case of a nationwide emergency, we are working to improve our work without external influence, providing different views, expanding our sources to not only government agencies but also independent networks, and further increasing our reporters and background workers' ability to work during an emergency.

How did you manage to build up your media services and what were the guiding principles on which you based your business and operating decisions?

MNB's activities are regulated by the Mongolian Law on Public Radio and Television. The transition from being a state-run radio and television network to public service media has been difficult. MNB must be financially stable and strong in order to deliver credible, balanced, and accurate information to the public in a professional manner.

According to the law, MNB is funded by broadcasting service fees, state budget support, social advertisements, donations, and assistance. From the point of view of international principles and approaches, MNB can operate independently if it fully centralizes broadcasting service fees and provides a basis for funding. In our country, due to its small population, large territory, unequal income, lack of understanding of broadcasting service fees, and government approval to increase broadcasting service tariffs, broadcasting service fees are not the main source of funding for MNB. Therefore, it is important to fully centralize broadcasting service fees, improve the centralization mechanism, increase the tariffs for broadcasting services, and raise awareness of the importance of public radio and television, and we are working to address these issues.

The multimedia, multi-platform, and global nature of modern media puts all sorts of burdens on a company's resources. What guides MNB's way forward in such an environment?

Technological advancements are creating an advantage for listeners, viewers, and media organizations. The goal of our organization is to deliver news, information, and program content to as many viewers as possible. Therefore, technological advancements increase this opportunity.

As I mentioned at the beginning of the interview, if social media is used properly, it allows the media outlet to deliver a wide range of information and content across borders. For example, we used to only listen to radio programs, but now we have radio with video. By using social media, you can quickly receive feedback from listeners and viewers and get a feel for the market. As a result, new jobs are being created, such as social network management. IPTV and the internet allow radio and television to reach more people. Therefore, it is very important for media organizations to be aware of new technological opportunities and solutions, and to implement them in their activities. MNB has been using technological advancements to the best of its ability, and pursues a policy of researching and implementing new opportunities.

The Mongolian public has the right to watch certain major sporting events, such as football's World Cup, the Olympics, and the Asian Games. The only media outlet in Mongolia that can reach nations everywhere is MNB. In your view, what legal measures should be put in place by policy makers to guarantee that MNB would have rights for broadcasting major sporting events?

In the case of Mongolia, which is sparsely populated across a vast territory and is still in the process of transitioning from a centralized political and economic system to a market economy, we have faced difficulties in purchasing broadcasting rights and in meeting the technical requirements for the direct transmission of continental, global, and international competitions.

However, Mongolian National Public Radio and Television and commercial television networks have been

broadcasting international competitions and content. However, radio and television stations lack the ability to pay for live broadcasts and recover market costs. Therefore, I would like to express my opinion that the government should provide certain financial and technical support to the media in order to obtain the rights to broadcast international sports competitions, especially those with the participation of our national teams and athletes.

In the face of developments such as the rise of digital media and the pandemic, there is still a need for a publicly-funded media in the digital media world. There is also a need for the state to support public service media in going digital and benefitting from new technology. What plans are in place for MNB to go digital?

Radio waves generated by a generator in Mongolian territory and included in the national radio frequency allocation table are state property. As the owner of these radio waves, the State issues the right to use radio frequencies and radio frequency bands to others under the terms and conditions specified in the Law on Radio Waves. In August 2014, Mongolia transferred to digital TV broadcasting.

Accordingly, MNB TV's equipment was switched to digital technology in 2017. In terms of radio broadcasting, however, Mongolia has not yet switched to digital technology. This is due to the fact that state-owned analog broadcasting stations are obsolete, spare parts for equipment are scarce, systems consume a lot of electricity, stations do not operate at full capacity, and radio broadcasts are not available in some regions. For some reason, radio programming, which is an important strategic tool, is not available to listeners. Although MNB and the state-owned organizations in charge of the retransmission stations are aware of the situation, they are concerned that the government is not taking significant measures.

MNB has always had a productive partnership with ABU. MNB has also hosted several ABU activities, including its General Assembly in 2009. What international role can MNB play to further strengthen its partnership with other broadcasters through the ABU?

Yes, we were pleased to host the ABU General Assembly in Mongolia in 2009, under the auspices of the Prime Minister of Mongolia. Because of this, MNB will continue to be an active leading organization in the Asia-Pacific region.

How important is educational programming to effective PSM provision?

Promoting quality education to support the country's economic development, eradicate poverty, reduce inequality, and ensure gender equality is part of the sustainable development goals of the United Nations and Mongolia. Therefore, the creation and distribution of educational and cognitive content for the public is a priority policy for MNB.

Mongolian National Radio and Mongolian National Television have special departments for children and education, with many years of history, and produce a wide range of programs. In addition, during the COVID-19 pandemic, the Government of Mongolia prepared televised lessons for secondary school children, and broadcast them in 2020 and 2021, which provided significant experience in how to prepare educational and training content in the future. MNB has extensive experience in creating content with regional radio and television artists under the ABU's projects and programs. Therefore, we believe that there is an opportunity to further strengthen this cooperation, explore new content, and further expand its scope.

What is MNB doing to ensure its success as a PSM provider?

First of all, as a national broadcaster with public status in Mongolia, we are focusing on strengthening our activities within the frame of the Law on Public Radio and Television. Moreover, we are paying much attention to improving and strengthening the Law on Public Radio and Television in the future. MNB's focus is on strengthening the professional capacity and skills of journalists and artists, with the goal of being a credible, balanced, realistic, pluralistic, and independent media outlet. Strengthening the financial and economic capacity of the organization is a key factor for independent media, and there are plans to gradually improve the public funding mechanism.

Mr. Burenbaatar Agvaandash, Director-General of MNB



With online media and content readily available, broadcasters should operate in a competitive environment. What makes MNB, as public service media (PSM), relevant –especially to youth, and what do you offer that is different?

I agree that the new market reality has a negative impact on broadcasting, but we see this as an opportunity to more effectively fulfill our public duty. Our fundamental weakness is that we have not yet taken up enough space online, or on new media platforms, as there is a fundamental difference between the content that should be on social media and the content that is in high demand. Our current project, New Media, is about the new media environment; the goal of which is to provide young people with important knowledge and information in a format they are interested in. In general, we are trying very hard to tackle the new media environment.

What is needed from policy makers to further strengthen MNB as public service media to ensure it succeeds in the post-pandemic world?

We see the need for close cooperation with the media to restore public confidence and support, in terms of

media's impact on national security and interests. These include improved governance and independence. Political support is also needed to help PSM adapt to the new business environment. We have a long-term policy to reduce our dependence on state budget support. Good governance and sustainability are the keys to achieving this.

MNB has been broadcasting for some time. How has it fared through this pandemic and what lessons has it learned?

The new pandemic environment has repeatedly reminded us of the need to improve risk management. Because of this unique environment, we face real operational and financial risks. Therefore, risk management needs to be closely integrated with operational and financial management, without worrying about stabilizing the situation and its normalization.

How did you manage to build up your media services, and what were the guiding principles on which you based your business and operating decisions?

In a rapidly changing business environment, our overall focus can

be summarized as the cost-effective management of social media development. Yes, PSM needs to change. As part of this evolution, commercial income sources can be increased. However, we will always be mindful of our legal obligations and affirm the *raison d'être* of this organization.

The multimedia, multi-platform, and global nature of modern media puts all sorts of burdens on a company's resources. What guides MNB's way forward in such an environment?

It is true that traditional broadcasting has its problems. In this new environment, we strive to change the mindset of our organization. According to the Law on Public Radio and Television, we are obliged to develop democratic values, spread our traditions and heritage, and promote our country internationally, not just through broadcasting. This is the general line that we are building. It's up to us to decide which channels and platforms we use to fulfill this role. Therefore, we are revising our strategy in this area, and updating our production and budgeting policies

The Mongolian public has the right to watch certain major sporting events, such as the football World Cup, Olympics, and the Asian Games. The only media outlet in Mongolia that can reach nations everywhere is MNB. In your view, what legal measures should be put in place by policy makers to guarantee that MNB has the broadcasting rights for major sporting events.

We fully agree that our viewers have the right to watch all this content. Those are programs with current character and commercial. Commercial TV channels in our country are successfully working to bring this content to the public. As an organization funded by state budget support and fees, we need to keep a close eye on how these funds are spent effectively. Since we live in a country with a small market, we are careful about this issue, in order to prevent some of the consequences of competition with commercial TV channels and hindering the growth of their income.

In the face of developments such as the rise of digital media and the pandemic, there is still a need for publicly-funded media in the digital media world. There is also a need for the state to support PSM going digital and benefitting from new technology. What plans are in place for MNB to go digital?

As I stated earlier, in order for MNB to fulfill its legal obligations, it must be guaranteed that it will fit all types of screens. This may seem like a problem, but digital media is a new source of income. Again, this is an opportunity. MNB has a big goal of not only entering this market, but also paving the way for the media industry. One of these plans is the New Media project.

MNB has always had a production partnership with ABU. MNB has also hosted several ABU activities, including its General Assembly in 2009. What international role can MNB play to further strengthen its partnership with other broadcasters through the ABU.

Digital media, a pandemic, multi-platform competition, and maintaining public support are challenges facing not only MNB but PSM around the world. Every PSM outlet is experimenting with various ways to adapt to this new environment. We also hope to find a suitable solution, share our experience with similar organizations, and be in the vanguard. We are confident that MNB can set an example of how PSM should work, and how it can change and innovate quickly.

How important is educational programming to effective PSM provision? What is MNB doing to ensure its success as a PSM provider?

I think the purpose of PSM is to educate and inform the public. We do not view education in the narrow sense of broadcasting short-term lessons or simply providing information. Our priorities in the near future will be STEM, language, and EQ. We are working on content that will provide knowledge and information in these areas.

Pandemic and PSM with DW

Mr Peter Limbourg – Director-General, Deutsche Welle (DW), Germany

What are the most important lessons learned in the pandemic for DW as Germany's international broadcaster and from managerial perspective, what changes, if any, will your organisation keep after the pandemic?

The most important thing we have learned is that our employees in all departments of DW have grown closer as a team. They continue to impress me every day. Everyone is working in the interest of our audiences, who have been using our offerings more and more during the ongoing pandemic.

The trust in public Service Media has risen since the beginning of the COVID pandemic with more and more people turning to traditional sources of information for news about the spread of the virus or the vaccines used against the virus. The question is whether this is a temporary change in audience behaviour or a more stable tendency that would restore, at least partially, the positions of traditional media?

I don't believe so. Especially in times of crisis, people, no matter where, turn to quality journalism and reliable sources of information. Most of the traditional media outlets have evolved into multimedia organizations, providing their users with content on the platforms they prefer using. Whether it's traditional linear or new digital media, quality journalism is key to engage the audience.

The safety of journalists. Until recently the biggest danger was coming from warring factions in countries in conflict, but with the pandemic this has also changed and one of the main tasks for media managers is to protect their staff. How do you do that without compromising on the right of the audience to have timely and objective information on the pandemic?

The safety of our employees, staff and freelancers alike, is our top priority under any circumstances. That is not different to the times before the pandemic. We have the responsibility to enable everyone at DW to safely continue producing journalistic content which meets the high standards our audiences are expecting. Like many media organizations, we have been working under special circumstances for quite a while now and have adjusted our processes. We have rolled out video conferencing software for the entire company including the foreign bureaus and regular freelancers. We have compensated for the travel restrictions by assigning more reporters on the ground in our key regions. Most importantly, though, we took a leap early on and did not just enable our employees to work in a so-called home office, but we went straight through to create a mobile working environment. For those colleagues who have to work, say in our studio production or other essential areas in our offices, we naturally have developed



reliable systems ranging from physically distancing the workstations, air filtering to testing. For all correspondents in the field, we continue to provide support and risk-assessment around the clock by our own travel security team, who are very experienced. They also have an eye on the potential scenarios journalists might encounter related to the pandemic, be it while covering protests or working during a curfew, for instance. So, a year into the pandemic, we have done far more than only adjust to the circumstances, we have maintained control over our circumstances.

The spread of disinformation has become a real threat in recent years. At some extent this is due to the quick advance of new technologies and new media. Is traditional media capable to counter the so called infodemic and what are the measures that can be taken by individual media outlets and by the industry as a whole?

In times of digital and social media, verification and fact checking have become key skills for journalists across

newsrooms worldwide. All media are called upon to work together in opposing the infodemic by offering their audiences reliable information, first of all, but also by explaining to their audiences how to identify disinformation.

We are putting a strong emphasis on fact-checking at DW. This has become part of our daily diet, so to speak. We need to double-check our own content, of course, because the validity of sources has suffered from the dense digital fog that is out there. But we also pick pieces of alleged information apart which are being disseminated on Social Media and point out the mechanics of disinformation to our users. We need to increase the media literacy not only of journalists around the work, but also of our users. Our DW Akademie is running programs in quite a number of countries to raise awareness for this problem and to train more and more experts, so journalism can make a positive impact.

There is constant pressure on broadcasters to achieve better

ratings - is there a line between serving the public interest in the best possible way and at the same time performing well in the ratings? What is more important - to have more listeners and viewers or to deal with the real problems of society even when they do not make exciting television or radio?

The answer is clear. Journalists have to be able to comprehensively report about the real problems of society. But that does not mean that you are losing ratings when you offer quality journalism. At DW, we provide our users with context, background information and different perspectives on topics that are relevant to them. Another vital factor is engagement with our audiences. Our reporting can only be as good as our local knowledge. This is being widely appreciated by our global audiences. The numbers for TV and also radio are absolutely stable, also thanks to the impressive reach of our partners across Asia. And the growth of our steady digital usage mark to more than one billion monthly users is another indicator that we are listening to our audiences.



Mr. Liviu Popescu, the recently appointed Acting General Director of Radio Romania (RO - ROR), has an extensive experience in media, public policies, governmental affairs, crisis management and public relations/communications.

With a Bachelor's Degree in Journalism and Mass Communication Science at the University of Bucharest and a Masters in Journalism and Political Communication at the National University of Political Studies and Public Administration, Mr. Popescu started his career as a reporter, editor and producer at Radio Delta RFI. He was also producer at the Romanian section of BBC World Service in London and Editor-in-Chief at the News Department of the Romanian Television (TVR).

Mr. Popescu has held, over time, leadership positions in various radio and TV stations as TVR, RealitateaTV, Prima TV, Radio Pro FM, Radio Total.

As Editor-in-Chief at TVR (The Romanian Public Television), and also member of the Public Television's Steering Committee, Liviu Popescu played an important role in implementing the first stage of TVR's news digitization.

Mr. Popescu has also experience in academia, as he worked for a period of time as an associate professor, within the Faculty of Journalism and Communication Science, the University of Bucharest, teaching ethics and radio/TV production.

Radio Romania gets new General Director



Radio Romania General Director to Move On

Mr. Georgica Severin left Radio Romania. He was previously a Senator in the Romanian Parliament from 2008 to 2016. During this time he was President of the Culture and Media Committee and a member of the Special Committee for the Evaluation of Democracy and Rule of Law. He was also a member of the Culture, Arts and Mass Information Means, the Foreign Policy Committee and the Legal Matters, Appointments, Discipline, Immunities and Validations Committee.

From 2009 to 2012 he was a member of the Romanian Delegation at the Parliamentary Assembly of La Francophonie. He has also been President of the Romania – Switzerland Parliamentary Friendship Group.

In stating his appreciation for Mr Severin's long-

standing partnership with the ABU, Dr. Javad Mottaghi stated: "Radio Romania has a strong influence on the improving relationships between the Asia-Pacific and our colleagues in Europe, acting as a bridge for public broadcasters in both continents."

He was instrumental in arranging the Media2020 initiative, which has been a powerful forum for discussing major issues and for sharing practical solutions to problems around the world.

Dr Mottaghi further stated to Mr Severin: "On behalf of the ABU and its members, the Administrative Council, Secretariat staff and, of course, myself, please accept our very best wishes for the years ahead as you undertake the next part of your journey through challenging times."

ABC Appoints New Head of International Services



The ABC has appointed respected media executive Claire Gorman as Head International Services, an expanded role that reflects the ABC's commitment to communities in the Indo-Pacific region. Claire has been acting in the role of Head International Strategy since November, and in this new expanded role of Head International Services will manage both the International Strategy team and the International Development team.

Claire's impressive career at the ABC over almost two decades has included Policy Advisor for ABC Radio, Senior Investigator at A&CA, Policy and Strategy Manager in Commercial, Editorial Policies Advisor, and Manager International Strategy. ABC Director of Strategy Mark Tapley said Claire will bring many years of experience both inside and outside the ABC to the role. "Bringing together the two internationally-focussed teams in the ABC - International Development and International Strategy - demonstrates the ABC's full commitment to audiences and the media sector in the Indo-Pacific region," he said. "Given her experience in Canberra in development assistance and researching human rights, and her work across PNG, China, Indonesia, Myanmar, Laos, Cambodia, and Malaysia, Claire is an excellent candidate for this role."

"The new Head International Services, with the support of the Corporation, will be focussed on continuing to strengthen our portfolio of international channels, to enhance our digital offering, and to engage with the media sectors across the Indo-Pacific region, and indeed globally." Claire will officially start as Head International Services on Monday 24 May.

ZDF Television Council Elects New DG



Dr. Norbert Himmler has been elected as the new Director General (DG) of German public-service television broadcaster ZDF based in Mainz, Rhineland-Palatinate, Germany. Since April 2012 he had been Program Director, ZDF and had held senior roles in the organisation previous to that. He will take over the DG's office on March 15th 2022.

The present DG, Dr Thomas Bellut, will continue to lead ZDF until 14th March 2022. He has held the role of DG since March 2012. Prior to that role, he had held several positions in the organisation including Head of Editorial, Producer and Program Director.



On being informed of the changeover in leadership, Dr Javad Mottaghi, Secretary -General of the ABU expressed his sincere congratulations to Dr Thomas Bellut for his invaluable partnership with ABU and for leading ZDF so successfully for a decade. He also congratulated Dr. Himmler for his appointment and extended his hope for further, extended mutual cooperation between the ABU and ZDF."



**ABU
ENGINEERING AWARDS
2021**

**WE INVITE YOU TO
SUBMIT YOUR ENTRIES**

**BROADCAST
ENGINEERING
EXCELLENCE**

**ENGINEERING
INDUSTRY
EXCELLENCE**

**GREEN
BROADCAST
ENGINEERING**

**DEVELOPING
BROADCASTERS'
EXCELLENCE**



Three men in suits are shown holding awards. The man on the left is holding a framed certificate. The man in the middle is holding a star-shaped trophy. The man on the right is holding a small trophy. They are standing in front of a backdrop that includes the year '2017'.



Update from Indonesia's TVRI - Mr. Iman Brotoseno, President Director



Can you explain the challenges you have encountered since the pandemic started and what solutions have you found that worked well for TVRI in delivering your commitments to your audiences?

The whole world had been struggling to deal with the global pandemic and the world community faces much uncertainty regarding the new situation.

Due to the surging increase of COVID-19 cases in the country, Indonesia resorted to boosting the vaccination program against the lingering coronavirus disease. The Indonesian Health Ministry recorded the highest daily hike in the COVID-19 cases of 8,892 infections since late February. The daily increase in the COVID-19 cases in Indonesia was recorded at 7,465, bringing the total cases to 1,901,490 since March 2020 when the first case was detected.

President Joko Widodo asked for the acceleration of the mass vaccinations in Indonesia to meet the target of 700,000 shots per day in June and 1,000,000 injections in a day by July.

Since then, TVRI, as a public service works hard to deliver educational information so that it can assist in handling Covid-19 as well as the vaccinations program initiated by the Indonesian government

During the pandemic, the Indonesian government wants to ensure everyone has access to accurate information about Covid-19 and removing harmful content from all media platforms. The government wants the people to keep connected so that it makes it easier for people to request or offer help in their communities.

TVRI realizes its duties as a Public Broadcasting Institution in providing information services, education, healthy entertainment, social control, and adhesives, as well as preserving the nation's culture for the benefit of all levels of society through the implementation of television broadcasting that reaches the entire territory of the Republic of Indonesia. TVRI maximises its programs and news to fight Covid-19. The implementation of the PSBB policy due to the Covid-19 pandemic has made people carry out more activities at home. In addition

to the internet, television is one of the entertainment and information media that is accessed by most of the population who must stay at home.

How has COVID affected the way TVRI and its' staff operate now and will that become the new normal for you?

TVRI as an institution also applies limited working hours by implementing the Work From Home and Zoom Meeting program. This has become The New Normal for TVRI since last year. Various activities outside the office have been eliminated, as well as the number of assignments outside the city or abroad.

The downturn in the world economy due to COVID-19 must have hit Indonesia hard like every nation, bringing hardship in many sectors of society. How does TVRI's services help at times like this?

I think we are currently living in the phase of the "new norm" since no one has yet been able to predict the end of this pandemic. However, we hope that the situation is getting better little by little. We as public broadcasting media in particular, have strategic roles, to help the government in providing reliable information and boost the public confidence to revive the country's economy together. Given our wide coverage to various levels of society and does not require expensive costs to access us. With the lockdown or restrictions in various regions, the public is competing to get the latest information, and this should be used by the public broadcasting media to prove our relevance.

We ensure that we have enough coverage to expose the activities carried out by the government to revive the economy. First, we broadcast all the right information about the vaccines.

Next, we also focus our attention on the programs relating to the government efforts to help small and medium industries. We encourage society to opt and use the local products by giving them insights on how the quality of the local products can compete with the big industries.

Thirdly, amid the "stay at home" or "work from home" notion, it's understandable if people get weary of the situation. Therefore, we help to promote the super-priority destination designed by the Ministry of Tourism and Creative Economy. The 5 destinations are Lake Toba, Borobudur, Mandalika, Labuan Bajo and Likupang. People can visit a local destination, or even work from that destination.

The multimedia, multiplatform and global nature of modern media imposes all sorts of burdens on the resources of companies. What guides TVRI's way forward in such an environment?

During the Covid-19 pandemic, I would like to say that the trend has shifted to favor conventional media like TVRI. We tried to make this difficult situation an opportunity by consistently providing the basic needs of people with dependable and trustworthy information. We can prove our capacity and relevancy in this digital era and I think we already did.

TVRI, as a Public Broadcasting Media, faces unprecedented challenges to rebuild and strengthen public confidence and trust. "Fake news" and "alternative facts" can be harmful and already reverberating in the public sphere around the world.

Firstly, TVRI will remove all the false claims about covid-19 news and information by giving the people the recent news about COVID-19.

As well as the information about vaccines had been rolling out around the world. TVRI has started removing false claims about these vaccines that have been debunked by public health experts on social media platforms. This is another way that we are applying our policy to remove misinformation about the virus that could lead to imminent physical harm.

What are the most important lessons that you learned from this global crisis?

The Covid-19 pandemic has helped provide a way for TVRI to manifest itself as a means of unifying the nation. As

a public broadcasting institution, TVRI is still being challenged to provide quality information, education, healthy entertainment, and preserve the nation's culture. The Broadcasting Law is one of the entry points to this matter.

How do you envision the ABU and TVRI partnering further in the post-COVID-19 era?

TVRI's highly cooperative relationship with the Asia Pacific Broadcasting Union will continue to be improved. During the Covid-19 pandemic, several TVRI activities with ABU experienced cancellations or delays. However, TVRI continues to participate in many annual events with ABU such as program exchanges and production collaborations such as the ABU Prizes, ABU TV Song Festival, ABU Care, ABU Robocon, and several online workshops such as the 2021 ABU Prize Workshop.

TVRI will be hosting the Global Summit on Media for Children in Jakarta in partnership with ABU. This shows the important role that TVRI will be playing to address issues related to children across the globe. In your perspective what role Media should play to secure future generation's lives?

TVRI will be the host of the 2021 Global Summit on Media for Children with the theme "Diverse Media for Diverse Children" which is planned to take place next December in Jogjakarta. This international meeting is expected to make a positive contribution to the growth and development of broadcast content in the country, especially children's programs. The Indonesian government strongly supports this event following the struggle for the protection of children and adolescents in broadcast content.

Regarding being the host of the Global Summit Media Children 2021 activity, this activity is a dedication to children. We see that children and adolescents are a group that is vulnerable to the impact of disinformation. TVRI is very concerned about the protection of children and youth in the context of broadcast content. TVRI is committed to providing special awards for quality children's broadcast programs in broadcasting institutions.

Voice From Afghanistan- Mr Ali Kasemi Managing Director Ariana Television Network



How did you manage to build up your media services and what were the guiding principles on which you based your business and operating decisions?

We felt a responsibility for connecting Afghans via media services and built a business around it that was national in reach and inclusive for all. Guiding principles include service to all Afghans (i.e. broadcast in multiple languages); unbiased news coverage; advocacy and promotion of women in our team, both on air and in our technical roles; and maximum use of technology to reach as many Afghans as possible, wherever they may be watching or listening.

The multiplatform and global nature of modern media imposes all sorts of burdens on the resources of companies. What guides your way forward in such an environment?

We are somewhat fortunate here as we have literally “grown up” in a triple play environment. In concert with our mobile telephony “sister” - Afghan Wireless - we have observed and capitalized on the

growing convergence of the two communications media - tv/radio and telephony - and been fortunate to watch Afghan Wireless actively deploy 4G around the nation. Thus, we have grown together as this new Multiplatform approach has emerged. Additionally, it is important to note that ATN launched in Sept 2005. Therefore, we did not have a legacy network that was depreciating over time. We took advantage of our late start to technically leapfrog some of the interim stages of technology to where we are today.

What are the main solutions to profitability in today's challenging pandemic environment?

We operate in a very fragile economic market at present. Therefore, we have to be extremely efficient in our operations and stretch every investment to achieve maximum return. In sum, we have to do more for less, and we know that our customers are doing the same. We try our best to be creative in our ad sales and partnership structures that reflect the tough market for all Afghan firms right now. We also are developing new



revenue streams as mentioned above via new channels such as telephony and are grateful to our international content providers for understanding the challenging market in which we operate.

Can you explain the challenges you have encountered since the pandemic started and what solutions have you found that worked well for Ariana?

COVID has had two (2) significant impacts on our operation. First, like all companies, we had to adjust work styles of our team to navigate restrictions around social distancing etc. This was not easy given media's need to have production teams working in close cooperation with one another. Second, COVID re-emphasized the critical importance ATN has in providing the public with information, news, and - at times - a dramatic/comedic "release" from the world around us. For a population in need of guidance, counsel, and entertainment, ATN was there - and continues to be there.

What role do you believe that broadcasters can play for public education in Afghanistan.

Broadcasters worldwide impact public education but we believe it is even more impactful in Afghanistan for two (2) specific reasons: 1) Afghanistan is a very "young" country - demographics skew heavily towards the 18-35 year old range and this is a generation that has grown up voraciously listening to radio, watching TV and - more recently - consuming social media. For example, ATN's social media is amongst the most frequently visited content sites in the nation. Therefore, we have a "voice" that is trusted and accessed regularly so we believe and we are proud to be sharing information, news and content as part of the nation's education; and 2) Afghanistan is a very diverse nation - ethnically, geographically, demographically, etc. Thus, ATN's ability to connect and share a "window to the world" for Afghans helps ensure a national understanding - education if you like - of what is happening north

to south, east to west in our complex and dynamic country.

How can media empower and promote gender equality in Afghanistan?

ATN has championed gender equality since our inception. We are proud to have almost one third of our team and dedicated programming for women. This shows substantial progress in Afghanistan where only a few years ago, women were not allowed to receive education or employment. We also recognize that women members of our team often face additional challenges as the recent tragic death of Ms. Khaira sadly demonstrated, but we support them to our fullest capacity as they are key to the nation's - and industry's - future. Similarly, we are proud to have children's programming that features young girls as strong role models for youngsters as they grow up. It is our mission not only to provide opportunity within ATN, but to share this emphasis and our belief in the importance of inclusion in our programming as much as possible.



Photo: ATN, ariananews.af/

Ariana News' female anchor Mina Khairi killed in Kabul blast

Ariana News and Ariana Television female anchor Mina Khairi and her mother were killed on 02 March in a blast in the west of Kabul. The Afghan authorities confirmed through DNA tests that two of the victims of the Kabul blast were Khairi and her mother. According to Khairi's family members, Mina's sister, who has also sustained serious injuries in the explosion, is currently hospitalized for treatment.

Mina Khairi started working as a presenter and announcer of radio and television programs in May 2017 with Ariana News and Ariana. The blast took place in the Pul-e-Sokhta area in PD6 in the west of Kabul city on Thursday evening. At least four civilians were killed and five others wounded in the explosion.

This comes amid a surge in explosions targeting civilians in the western parts of Kabul city in the past few days. Meanwhile, the Reporters without Borders (RSF) has formally asked the International Criminal Court

chief prosecutor Fatou Bensouda to investigate murders of journalists and media workers in Afghanistan since March 2020. RSF has asked Bensouda to investigate these murders – which the organization said Wednesday could be regarded as war crimes – under article 15 of the ICC's Rome statute. The latest media victims were three women working for Enekaas TV in the eastern city of Jalalabad, who were gunned down while on their way home.

Before that, Voice of Ghor radio station director Besmellah Adel Imaq was shot dead as he was returning home in Firoz Koh, the capital of the central province of Ghor, on 1 January. Imaq was the fifth media worker to be killed in the space of two months.

The others were Mohammad Aliyas Dayee of Radio Free Europe/Radio Liberty's Pashto-language service, who was murdered in Lashkargah on 12 November; Malalai Maiwand, a TV presenter and representative of the Centre for the Protection of Afghan Women Journalists (CPAWJ), and her driver Taher Khan, who were murdered in Jalalabad on 10 December; and Rahmatollah Nekzad, a reporter for international media, who was gunned down in Ghazni on 21 December 2020.

Upon hearing the news, Dr Javad Mottaghi stated, "it is with much sorrow and dismay that we have learned of this tragic event. Our hearts go out to the relatives of the victims of this terrorist attack and our thoughts remain with our friends and colleagues at Ariana TV in Afghanistan."

Mr Ali Kasemi, Managing Director of Ariana stated: "Mina Khairy was a kind-hearted, talented and educated Afghan woman with a ton of potential and the World at her feet. Unfortunately like Mina, thousands of innocent civilians unjustly lose their lives in Afghanistan's relentless 40 year plus war. It is truly disappointing that in this day and age and with all the information and knowledge available to humanity, that we have not been able to ascertain peace and bring sustainability to Afghanistan."



18 June 2021, Mr. Sunil, Additional Director General (Global Outreach), Prasar Bharati was elected unopposed as the President of Broadcast Engineering Society (BES) for the term of 2021-23.

The Broadcast Engineering Society (India), headquartered at New Delhi and with 12 Local Chapters spread across the country, was established in 1987 and is registered with the Registrar of Societies, Delhi, India. BES aims to promote the advancement and dissemination of knowledge & practices of broadcasting in the field of Radio, Television & other media and to enhance the knowledge of broadcast engineering professionals. To meet these objectives, the Society conducts conferences, seminars, tutorials and exhibitions regularly.

The signature event of the society, BES Expo, an International conference and exhibition, is conducted every year in New Delhi. All major Exhibitors, delegates and visitors from India and abroad participate in this event. Every EXPO has a theme on the current broadcast situation. BES EXPOs have been approved by Ministry of Information & Broadcasting, Govt. of India and endorsed by the International Association of Broadcast Manufacturers (IABM) and DRM.

Mr. Sunil, elected President of BES for the term 2021-2023

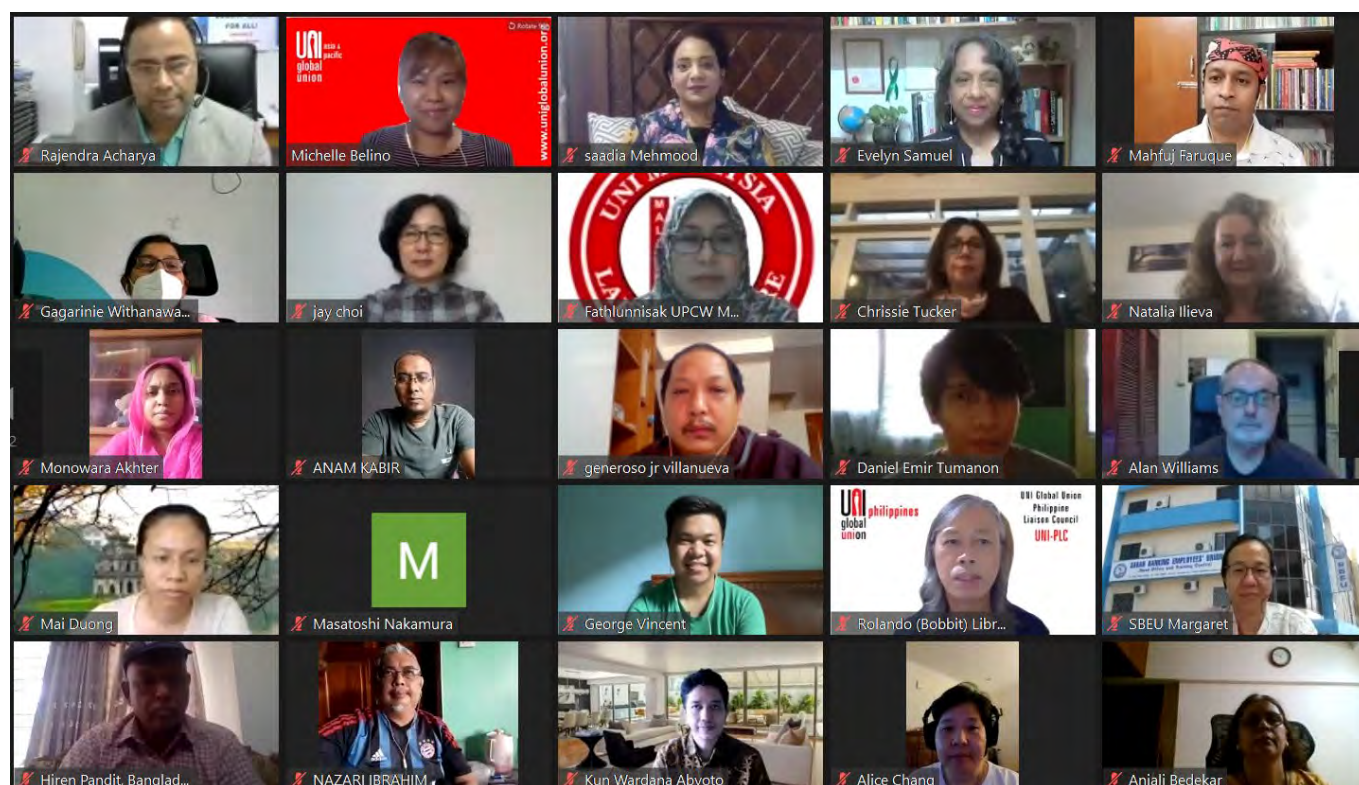
These events have been supported by Prasar Bharati, ABU, UNESCO, Society of Broadcast Engineers, USA, Ministry of Communications & IT, Govt of India and IGNOU. 37 leading organizations in the country are its Corporate Members. The Society brings out a quarterly technical journal, known as BES Review it has also brought out other publications. Society also promotes technical innovations and excellence, by facilitating prestigious BES Awards to individuals for their outstanding contributions in the field of Broadcast engineering every year.

Shri Sunil with 33 years of experience in Broadcasting is the Additional Director General Prasar Bharati and Head of International Relations, Marketing, Global Distribution, Central Archives & External Services Division of All India Radio has graduated in Engineering

with a Masters in Management and has headed the Planning of Transmitters, Satellite, Capital Procurement. Rich experience in installation of Broadcasting Projects in India and overseas.

Has been a member of the Technical Advisory Group of Department of Space & Secretary of Broadcast Engineering Society of India. Winner of the Asia Pacific Broadcasting Union (ABU) Broadcast Excellence Awards 2018 and recipient of IETE S N Mitra Memorial Award (2016). Currently the Vice Chairman of the Technical Bureau of ABU, International jury of the Association of International Broadcasters (AIB) London has been honoured at the World Book of Records by Union Minister of Social Justice Government of India and Union Minister of Nepal in Feb 2021.

Asia-Pacific Broadcasting Union and UNI Apro MEI wraps up 3rd Joint Webinar on Mental Health



The two organisations successfully wrapped up on 30 April 2021 the 3rd webinar addressing the mental health impact of the Covid-19 pandemic on media workers.

This is the third webinar in the three-part series of webinars jointly developed, implemented and launched in January 2021.

The aim of this webinar was to discuss and learn about the mental health effects suffered by media workers in the face of prolonged uncertainty on the future of the sector. A key goal was to examine how employers and unions can work together to mitigate the negative impact.

More than 50 participants came onboard Zoom to listen to speakers sharing their ground experience and

recommendations. The webinar was hosted and moderated by Michelle Belino, Director for UNI Apro MEI.

Natalia Ilieva, ABU Head – Secretary General's Office welcomed the participants, expressed that ABU was proud to present jointly this workshop with UNI Apro MEI as it is close to the heart of ABU's work in supporting media professionals on the front line. The pandemic had made the role of media more obvious in informing, educating and entertaining people but the mental health impact remained invisible to most.

UNI Apro Regional Secretary Rajendra Acharya in his remarks agreed with Natalia and pointed out that job cuts and company closures affected media workers' income and job



security leading to a greater sense of uncertainty and more mental pressure. The top priority of UNI Apro will be to emphasize the importance of collective bargaining and working with all the stakeholders to redress the social safety gaps.

The key speakers for the session were Generoso Villanueva Jr., ABS-CBN Employees Union-NABU Philippines and Saadia Mehmood, PTV Pakistan.

Jon Villanueva recounted the on-the-ground experience of his union and members. For the ABS-CBN workers, 6,000 direct workers were retrenched and thousands more third-party workers affected when the company was denied its broadcast franchise renewal in May 2020 due to political reprisal. Livelihood worries contributed to the most difficult aspect of mental health issues manifesting as depression which reduces the immunity level and actually rendering a person more vulnerable to being infected.

Saadia Mehmood, who works as a producer in the Pakistan Television Corporation, and an active member of the UNI MEI Working Group, gave an overview on the state of understanding mental health as an issue during the pandemic. Many countries did not recognise mental health as an issue in the early days and most are still far behind in developing mental health interventions. While media workers reporting on the Covid situation may maintain their jobs, surveys conducted by Reuters revealed a significant number of journalists are showing signs of depression. The good news is that journalists are banding together to share information and develop resources to address the mental health plague within the profession.

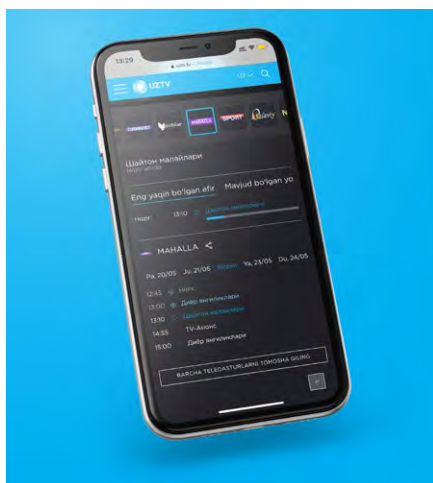
Unions can play a supporting role by working with employers to actively pay tribute to the dedicated frontline staff, developing and distributing widely safety guidelines and personal protective gear to media workers. It

can also promote active access for members equal access to information on Covid-19 and mental health issues, as well as collaborating with NGOs on matters such as training on taking care of one's safety when working in the field. Although there is still a long way to go, there are encouraging signs that mental health is being taken more seriously.

Masatoshi Nakamura, UNI Apro MEI President, in closing the session, expressed hope that the participants can keep the connection as long as the situation continue. He also paid special thanks to Natalia of ABU and Michelle, UNI Apro MEI Director, for conceptualising and realising the joint webinars which have been very useful for the unions and members.

The three-part series has ended but both ABU and UNI Apro MEI remain committed to continue to the work to tackle issues affecting media professionals during the pandemic and beyond.

National Television and Radio Company of Uzbekistan (MTRK) enhances viewer-friendly options: OTT platform launched



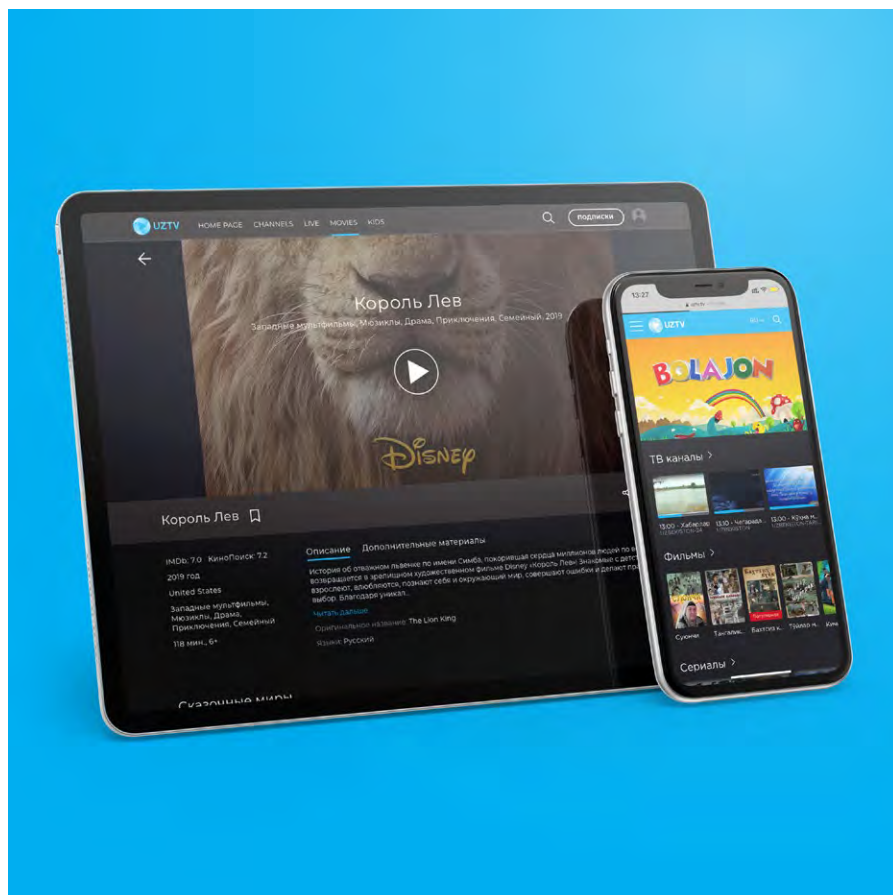
Telelevision is a mass media with the largest viewer audience and its role in up-to-date coverage of events and raising public awareness is invaluable in Uzbekistan. Information and communication technologies are transforming quickly and television remains the most popular way to address the needs of the public to receive information. Amid global developments with the telecommunications sector advancing rapidly, cutting-edge technologies are implemented into TV production and radio broadcasting systems. New media concepts such as digital, mobile and internet television are being introduced, and all this requires keeping up with processes.

For the comprehensive development of the country, and in particular to deliver on the Actions Strategy of the Republic of Uzbekistan along Five Priority Development Areas in 2017-2021, is the creation of favorable ICT infrastructure that supports software

development and secures wide-ranging assistance for that purpose. The issues of improving the system of “e-government”, in particular, the development of mobile and digital television are also priorities.

In this context, a significant step has been taken by the National Television and Radio Company of Uzbekistan (MTRK) towards raising the opportunities provided by television to a higher level and in association with partners, in order to deliver more for customers and introduce advanced technologies into the system, ensuring conditions for viewers to watch their favorite TV shows both live or recorded exist and to promptly inform countrymen and women abroad about the reforms and changes in our society.

The National Television and Radio Company of Uzbekistan has completed a step-by-step transfer to the digital broadcasting format of hardware-



studio facilities, news studios and main television complexes of other technological facilities in the system, and in the meantime carried out research integrated with the internet services on the basis of IP technology to build more amenities for consumers.

In particular, upon the transfer of TV programs into digital format, by introduction of Over-the-top (OTT) technology (the technology of delivering video content on user device via information transmission networks of various communication operators and providers) for the wider use of interactive services of the internet, extensive efforts have been undertaken in order to create opportunities to watch local TV and video contents via mobile devices and smart TV within the territory of Uzbekistan and outside.

EPG (Electronic Program Guide) system of OTT platform comprises a number of specific complexities, including the provision of detailed information on all channels and content available on the OTT platform. Within the NTRC system, individual programs and working teams were established in order to form

and launch OTT platform, as well as supervisors for selecting and forming contents, posting selected contents in the internet via OTT platform and studying views in platform.

In May 2021, the OTT platform was launched in test mode and this date became historic for the National Television and Radio Company of Uzbekistan, as well as millions of our compatriots and fans, our fellow countrymen and women, who work and study or reside abroad.

The opportunity has been realized in the internet at www.uztv.tv made available so as to to watch 13 channels of the National Television and Radio Company of Uzbekistan such as "O'zbekiston", "O'zbekiston 24", "Yoshlar", "Navo", "Bolajon", "Toshkent", "Sport", "Oilaviy", "Madaniyat va ma'rifat", "Dunyo bo'ylab", "Kinoteatr", "Mahalla" and "O'zbekiston tarixi" both in live and record format, as well as everyone's favorite unique video footages under "Retro" heading, reserved in UzTV Golden Fund. Efforts are in full swing currently to refine the design and technological aspects of the platform.



VOV Gets New President



Mr. Do Tien Sy



Prof. Dr. Nguyen The Ky, the former President of VOV-Vietnam

Mr. Do Tien Sy - Member of the Party Central Committee, Secretary of Hung Yen Provincial Party term 2020 - 2025, has been appointed as the new President of VOV with effect from 9th June 2021.

He was the member of the 12th Party Central Committee (2016-2021) and 13th Party Central Committee (2021-2026), Secretary of Hung Yen Provincial Party term 2020 – 2025, Head of the 14th National Assembly delegation of Hung Yen province (2016-2021) and the member of the 15th National Assembly (2021-2026). Mr. Do Tien Sy was born in 1965 in Dinh Du Commune, Van Lam District, Hung Yen Province. He holds a Bachelor degree in Mathematics Education and a Master degree in Business Administration.

Before VOV, Mr. Do Tien Sy had experienced many positions such as Deputy Secretary, Permanent Deputy Secretary, Secretary of Hung Yen Provincial Party Committee; Chairman

of Hung Yen Provincial People's Council; Chairman of Literature and Art Association of Hung Yen province and so on.

In congratulating Mr Sy, and recognising Prof. Dr. Ky (former VOV President) Dr. Javad Mottaghi, Secretary General of the ABU stated: "I would to thank the VOV for its hard work, commitment and leadership in moving the ABU- VOV partnership forward as well as the preparations of the General Assembly."

With regard to Prof. Dr. Nguyen The Ky, the former President of VOV-Vietnam, Dr Mottaghi stated "I would like to express my admiration for Prof. Dr. Ky's outstanding leadership and achievements during his term of office. We recognise him as the main driving force in enhancing and strengthening the ABU- VOV partnership. We wish him all the best for his future."



Newly Appointed President of VOV Mr Do Tien Sy and ABU Secretary General, Dr. Javad Mottaghi meet online 17th June, 2021

An online meeting between the new President of the Voice of Vietnam Mr Do Tien Sy and the ABU Secretary General, Dr Javad Mottaghi was held on June 17th, 2021.

Mr Do Tien Sy has been appointed as the new President of VOV with effect from 9th June 2021. He is a Member of the Party Central Committee, Secretary of Hung Yen Provincial Party term 2020 – 2025

In his welcoming speech, Mr Do Tien Sy mentioned that he is well aware of the outstanding cooperation between VOV and ABU. He also thanked the ABU Secretariat for its hard work and partnership with VOV. The VOV President emphasised on continuation of the fruitful cooperation and partnership between the two organisations and wished the Union all the success and prosperity in serving its members for many years to come.

Dr Mottaghi thanked the President for his warm wishes and for the online

meeting within two days of taking over the new role as the President. Dr. Mottaghi added that with the extensive professional experience of Mr Do Tien Sy, VOV will be further strengthened and the cooperation between the two organizations would be enhanced and expanded to a higher level. The ABU Secretary-General also mentioned that, VOV has been a great friend and an active member of the Union for years and assured that ABU will continue to provide services to VOV in all possible areas and directions.

Both parties agreed to continue a productive partnership, also with regard to hosting the ABU General Assembly in Hanoi in 2021.

Mr Ngo Minh Hien, the VOV Vice President and Ms Nguyen Thuy Hoa, the Director of International Cooperation Department were also present at this conversation.



Kara Koroi in the Gold FM studios, with her acceptance letter from AFTRS.

As part of the ABU Media Academy's MOU with the Australian Film Television and Radio School (AFTRS), Karaliana Koroi, the Program Director of Fijian Broadcasting Corporation's Gold FM, has been awarded a free place in the AFTRS 'Radio Content, Management and Leadership' course.

"I am thrilled to take on this course and I am looking forward to learning many new things that I will be able to pass on to the FBC Radio Team," said Ms Koroi.

There were 19 applications for the highly competitive free place in the remote learning course. Other suitably qualified candidates were offered a 40% discount if they wish to take the course.

The course, which has just begun, is designed for experienced radio staff who want to step up into management, content and programming roles. The industry validated certificate develops participants' programming, management and leadership skills to a professional standard.

The ABU's Head of Radio Olya Booyar is delighted with the response to the opportunity. "When we saw how many talented people had applied for this course we could see that there is a need for this type of high level developmental training for radio stations across our region. We are grateful to AFTRS for partnering with us to provide this training for our members," she said.

Ms Koroi said: "It is not only a personal achievement but one that is of great

Fiji Broadcasting Corporation Program Director receives free AFTRS Course

importance to the Fijian Broadcasting Corporation as we have always prioritised a culture of learning and development. The course will benefit the FBC and our Radio Team in many ways.

"As a Program Director, we continuously look for fresh and innovative ideas to keep our audience engaged in every way possible. Now more than ever, most people are heavily reliant on the radio than any other media to keep them informed and entertained during this pandemic. Radio's quick and interactive approach effectively engage our audience wherever they are despite the rise of digital media. Even with the inclusion of digital media, we are continuously learning new tips and tricks on how to better our content to keep the momentum going.

"To maintain our stand in being an essential medium to stay informed during crisis situations, my objective is to acquire the most from this course and become more proficient in creating content as well as improving my leadership skills in this field.

"I would like to thank the ABU and AFTRS for this wonderful initiative."

Head of the ABU Academy Steve Ahern said it was difficult for AFTRS to select the final recipient. "When we sent all the applications to AFTRS we knew that they would have a hard job to choose just one person for the free place since there were so many good applicants. It is very generous of them to also offer a substantial discount to those who want to take the course on a fee-paying basis."



Vietnamese broadcaster wins a place in the AFTRS Screen Business program

Nguyen Phuong Thao, a producer from the Vietnam Agricultural TV channel VTC16 has been awarded a free place to complete a special study program in the AFTRS Master of Arts Screen: Business course.

Thao was selected for this study program from a number of applications received through the ABU as part of the Memorandum of Understanding signed between the Asia Pacific Broadcasting Union and the Australian Film Television and Radio School at the ABU General Assembly last year.

Due to the difficulties being faced by media during the Covid pandemic, Thao was thinking of leaving her job and taking up employment as a teacher. Then she received the good news about being accepted into this course.

"It was breath-taking waiting for the reply... I burst with happiness reading the email announcing that I was selected for AFTRS.

"It answered all of what I needed in order to engage myself back to media. So, I refused the teaching job.

"MASB is known as Australian's foremost creative screen business course. It guides learners to the use and monetization of new technology through highly developed creative screen business models. By learning this, I can contribute more to the development of my organization... I will have to work hard to follow the course and transform what I learn into reality.

"It's my honor to be selected in the first enrollment co-organized by ABU and AFTRS. This honor also is a responsibility for what I will be taught and given. My special thanks go to ABU and AFTRS for choosing me."

Nguyen Phuong Thao joins Karaliana Koroi as the second recipient of free course places from AFTRS.



VBTC Wins Five Media Excellence Awards



The Vanuatu Broadcasting & Television Corporation scooped five of the seven media excellence awards at the inaugural Vanuatu National Media Awards organised by the country's media association.

The winners were:

Youth station (Paradise FM) deejay, Miss Sharon Nichols, for Outstanding Reporting on COVID-19. Her entry was based on events surrounding the discovery in Port Vila of the body of a crew from a foreign oil tanker who was infected with the virus and later buried in Vanuatu.

Journalist Mrs. Premilla Hinge-Vagaha for Outstanding Reporting on Climate Change & Adaptation. Her entry focused on the different weather phenomenon in Vanuatu and the construction of a traditional farea on Nguna Island built to withstand a category five cyclone.

Journalist Miss Leah Lowonbu for Outstanding Social Media Campaign. Her entry was based on the campaign to buy new incubators for the Vila Central hospital, and, women front line workers during Covid-19.

Cameraman and video editor Mr. Philip Merika for Outstanding Visuals for a News Story. His entry was based on the arrival of the vaccines in Vanuatu.

Veteran media personality Mrs. Malonie Albert for Outstanding Reporting on Gender & Inclusion. Her entry was an extensive collection of television, radio and online content to celebrate the achievements of women in Vanuatu.

Commenting on the achievements, VBTC's Chief Executive Officer, Francis Herman, acknowledged the five winners and the team that works behind the scenes to support the everyday work of these winners.

"What's also special is that four of our winners are women and apart from long time journalist Mrs. Malonie Albert, the others are media practitioners who are relatively new to the media industry."

Their achievement demonstrates that VBTC is on the road to recovery under the strategic reform program now underway at Broadcasting House – a reform program that places enormous emphasis on building human capacity and creating quality content.

Herman also congratulated Daily Post/Buzz FM personality Mrs. Kizzy Kalsakau who won Outstanding Reporting for a News Story, and veteran Capital 107FM personality Mr. Harry Atisson for Outstanding Sports Reporter.

Vanuatu's Head of State HE Pastor Tallis Moses Obed joined 500 guests at the Media Awards Gala Dinner on Friday July 02nd at the National Convention Centre where the awards ceremony was held.

The major sponsor of the inaugural Vanuatu Media Awards was the New Zealand High Commission.



Long time NHK and ABU Colleague Retires

Mr Takahisa (Taka) Furukawa left NHK on May 31 and NHK threw a large, online farewell event on his last day, on which a short video message from the ABU secretariat was shown. In the video Dr Javad Mottaghi, ABU Secretary General expressed his gratitude and appreciation to Mr Furukawa.

Mr Furukawa served as interpreter for the then-ABU president Mr. Ebisawa from 1999 and was also involved in organizing three ABU GAs in Tokyo (2002, 2010, and 2019). ABU has been

a big part of his career at NHK. It was a great surprise gift for him to have a clip from the ABU.

He joined NHK (Japan Broadcasting Corporation) in 1992 as English announcer for NHK Radio Japan. From 1999-2007 he served as ABU liaison in International Relations, From 2007-2011 he was head of the English anchor team and contributed to the launch of 24-hour service of NHK World Japan, and also committed to the international broadcasting of the Great East Japan Earthquake in 2011.



ABU CENTRAL ASIA MEDIA FORUM 2021

15 JULY 2021 - VIRTUAL EDITION
14:00-16:00MYT (GMT +7)

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15 ИЮЛЯ 2021 ГОДА – ВИРТУАЛЬНОЕ МЕРОПРИЯТИЕ
14:00-16:00MYT (GMT +7)



IN MEMORIAM



It is with sorrow that the ABU announces that Mr. Chandra Prasad Neupane, the President of the Broadcasting Association of Nepal (BAN) passed away. He was hospitalized after testing Covid-19 positive and unfortunately passed away while undergoing treatment.

Mr Neupane was founder and station manager of Saptakoshi FM Itahari, Nepal. He was elected President of the Broadcasting Association of Nepal on 8th April 2018. He was also a founder of BAN. He worked as center member and General Secretary in the organization. He is survived by a son, a daughter, his wife and parents.

He played an important role in the development of Nepal's radio and was active in radio operations of Saptakoshi FM for the past 20 years. He was also honoured with various awards given by the Nepal Government.

On hearing of his passing, Dr Javad Mottaghi, Secretary General of the ABU stated: "On behalf of the ABU members and Secretariat, I would like to express my sincere sympathy and condolences to his family and friends in Nepal. We stand with his family and the colleagues of Broadcasting Association of Nepal in this difficult time. We pray for our brother Chandra Prasad Neupane to rest in peace and for his family and friends to be strong to cope with this tragedy."



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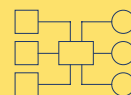
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