

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

ABU news

Quarter 1 2022

ABU DBS 2022

EVOLVING MEDIA WORKFLOWS



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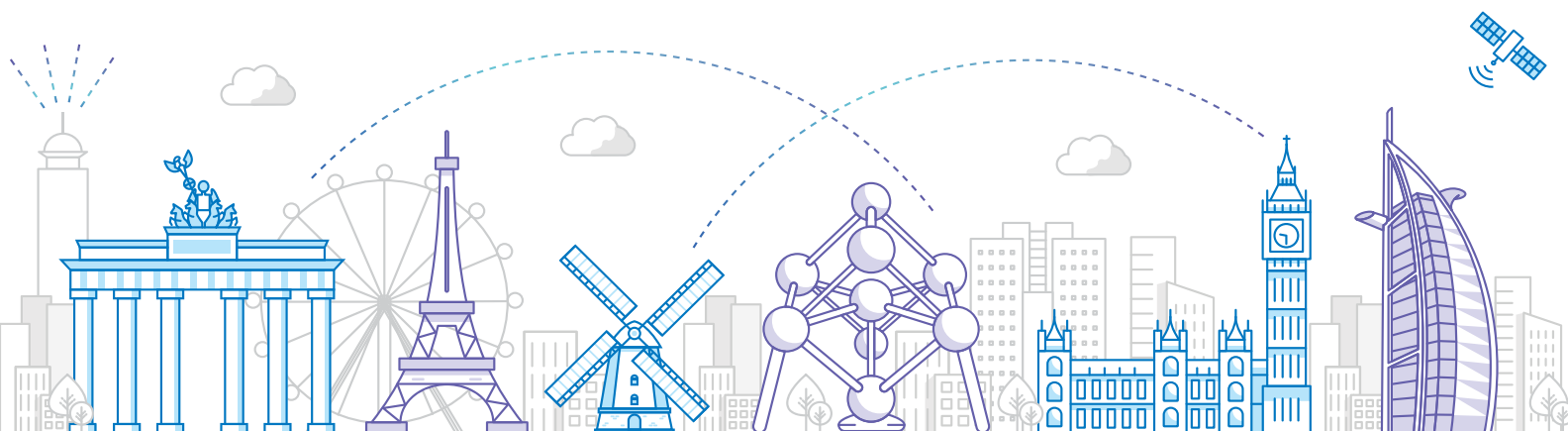
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Everyone at the ABU Secretariat sends warm greetings to all readers of the Q1 2022 issue of the ABU News.

In this issue we report on recent ABU activities and look forward to upcoming events. Almost all of our activities are still taking place virtually but we hope this will be the year that sees the return of more face-to-face events – something as important in broadcasting as in any other industry.

Our most significant event so far this year has been the 2022 Digital Broadcasting Symposium, which took place virtually on 21-24 March and drew more than 1,000 participants.

The theme was 'Evolving Media Workflows' and the symposium covered a lot of ground, with a focus on online technologies and remote broadcast operations.

There was a widespread feeling among participants that the pandemic has changed the way broadcasters operate forever and that new technologies will drive this change.

With the Russian invasion of Ukraine continuing, we report on how the ABU and its members are responding.

Japan's public broadcaster, NHK, has started to provide news in Ukrainian on the website of its international service NHK WORLD-JAPAN, as well as Ukrainian subtitles for its 24-hour English live video streaming. And the ABU's daily news exchange, Asiavision, has moved its operations into 24/7 mode to bring members the best possible coverage of this war.

This issue also includes interviews with Mr Kim Eui-chul, the recently appointed President and CEO of Korean public broadcaster KBS, and Ms Joan Warner, the outgoing CEO of Commercial Radio Australia.

Upcoming ABU activities you can read about include a major new event, ABU TV-CON, which will take place in May. A convention of TV producers, by TV producers, for TV producers, it promises an informal atmosphere, with comedy, music and much else.

The ABU Media Academy has an extensive range of courses set for the months ahead. The ABU's premier digital media show, #ABUdigital, returns for its third instalment in June. And the News Department continues The Deep Brief, a new, informal news briefing for journalists by experts on hot issues in the news.

The global dimension of the ABU's work is continuing in 2022 with projects in partnership with the United Nations Office for Disaster Risk Reduction (UNDRR), UNESCO, and other international agencies. It's a vital part of our work.

We also have an expanded section, Members' Stories, with news about the things ABU members are doing, including how they covered World Radio Day on 13 February.

Happy reading.

UPCOMING EVENTS 2022

- **ABU Prizes Webinar 2022 - From the Jury's perspective** - 5 April, Zoom Webinar
- **Everything you need to know about the new ABU Prizes category – PODCASTING** - 12 April, Zoom Webinar
- **TV-CON 2022** - 17-18 May, Zoom Webinar
- **ABU Children Media Hub Workshop** - June
- **#ABUdigital2022** - 15-16 June, Zoom Webinar
- **Entry Deadline of ABU Prizes 2022** - 30 June, by correspondence
- **ABU-Rai Days** - June, Zoom Webinar
- **6th ABU New Media Task Group Meeting** - June, Zoom Meeting
- **ABU Prizes 2022 Pre-selection** - 30 June - 30 July, by correspondence

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

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ABU DBS 2022 sees a big turnout

The ABU Digital Broadcasting Symposium 2022, held virtually on 21-24 March, attracted more than 1,000 participants including many top speakers from the region and beyond.

A flagship ABU annual event, the symposium featured 12 sessions and five workshops devoted to a wide range of technologies of importance to broadcasters as they embrace the digital era.

Normally held in Kuala Lumpur, it took place online for the second year in a row.

The theme this year was 'Evolving Media Workflows'. Given the ongoing Covid-19 pandemic, a focus was on online technologies and remote broadcast operations and management. But much else was covered too.

The participants represented 345 organisations in 92 countries. They heard from more than 65 speakers, from broadcasting CEOs to an extensive range of solutions providers.

The symposium's Principal Sponsor was MYTV Broadcasting Sdn Bhd, the premier infrastructure and network facilities provider for digital TV services in Malaysia.



Malaysia-based solutions provider IPSB Technology was Major Sponsor, along with its partners axle.ai, Arista and AWS.

Mr Shashi Shekhar Vempati, CEO of India's public broadcaster Prasar Bharati and ABU Vice-President, gave the opening address.

Mr Mohamad Helmi Harith, Group Chief Executive Officer of Altel Holdings, the parent company of MYTV Broadcasting, delivered the industry keynote.

MYTV also held a workshop on the opening day addressing the strategies and challenges of the transition from analogue to digital. MYTV's CEO, Mr Mazlan Mahadi, moderated it.

In his welcome remarks, the ABU Secretary-General, Dr Javad Mottaghi, summed up the aims of DBS 2022: to examine how digital technologies were bringing innovation, improving efficiency, creating new revenue streams and driving the development of more creative content.

Many ABU members took part in the symposium, including speakers and moderators from Australia, China, India, Iran, Malaysia, Japan, Singapore and Turkey.

As is the case each year, DBS provided international and regional exposure for ABU members and the media

industry alike. It highlighted the latest technologies and solutions to help broadcasters take informed decisions in an ever-changing industry.

Topics discussed ranged from artificial intelligence, AR and VR to big data, and from mobile journalism to cyber security.

Two DBS sessions were devoted to 5G technology and how it can help broadcasters. The first focused on 'Advances in Media Delivery – 5G and Beyond' and the second on '5G applications in Media Productions and Contributions'.

There was recognition, too, that advancing technologies brought the need for broadcasters to acquire new skills, especially remote production technologies needed to navigate the pandemic.

Technological developments that would normally take 10 years had occurred in only two years, Mr Subodh Aggarwal of TVU Networks said. He predicted life for broadcasters would not be the same again.

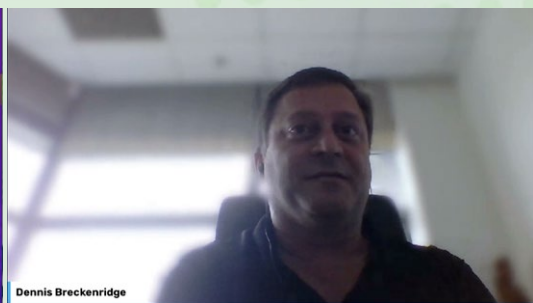
Dr Fintan Mc Kiernan of Ideal Systems, moderating a session, said the new technologies might be more efficient and flexible but broadcasters needed new skills to handle them. There was a lot to learn.



Ruxandra Obreja



Ts Hazizul Jaya Ab Rahim RTM



Dennis Breckenridge



Lindsay



A. Raza



Yuichiro Asami

The symposium looked not just at the future but at preserving the past, with a heartfelt plea for broadcasters to digitalise their archives and save them for future generations.

Mr Aale Raza, Director of integrated systems provider Whiteways Systems, said those who did would see a surge of interest from viewers or listeners interested in the history and culture of their nation.

ABU members described how they were meeting a profusion of challenges brought by rapid technological advances and the effects of the pandemic.

Mr Dennis Breckenridge of Elevate Broadcast described how a four-hour live international awards show had to be changed from physical to virtual because of the pandemic.

Using cloud technology, his company had created a virtual theatre and a virtual red carpet, with control rooms in Singapore and Sydney, and live feeds coming in from six other Asia-Pacific locations.

Mr Yuichiro Asami of NHK spoke about how camera viewfinders were failing to keep up with the quality of ultra-high-definition television. TV screens were getting bigger and better compared to

the tiny viewfinders, which did not offer enough resolution.

He described how NHK was using new technologies to design a more effective, person-oriented focus control system for UHD TV.

Mr Hazizul Jaya Ab Rahim of RTM-Malaysia described how RTM was introducing AR, VR and MR into its programmes and some of the challenges this presented.

DBS 2022 also focused on digital radio standards, with DRM and WorldDAB each holding a workshop to update participants on latest developments.

The Chair of the WorldDAB Technical Committee, Mr Lindsay Cornell of the BBC, said DAB+ was establishing itself as the core future platform for radio in Europe. It was also well established in Australia and trials were going on in Southeast Asia, North Africa and the Middle East.

The Chair of the DRM consortium, Ms Ruxandra Obreja, quoted leaders from the Asia-Pacific region who saw radio as relevant and crucial. She said DRM offered both conventional audio and data services and could deliver free-to-air information and education to everybody without the internet.



ABU VP urges members to lead digital standardisation efforts

ABU Vice-President Shashi Shekhar Vempati has urged ABU broadcasters to lead the way in establishing standards for digital innovation.

Mr Vempati, CEO of India's public broadcaster Prasar Bharati, was giving the opening address at the ABU Digital Broadcasting Symposium, DBS 2022.

He said the role of a public broadcaster became immensely important in a time of crisis such as the Covid-19 pandemic.

"The crisis has brought to the fore the importance of traditional broadcasting even as we digitally innovate to meet diverse audience needs through new

tools, technologies and algorithms," he said. He called on ABU broadcasters to lead standardisation efforts in this direction.

It was public broadcasters who had worked round the clock during the pandemic to get critical information to citizens and advise them on how to cope.

Mr Vempati said a public broadcaster also had a huge role to play in keeping education going for children at a time when schools were being shut.

Prasar Bharati had repurposed more than 20 TV channels to be of use to students who were confined

to their homes, along with many other channels already dedicated to education.

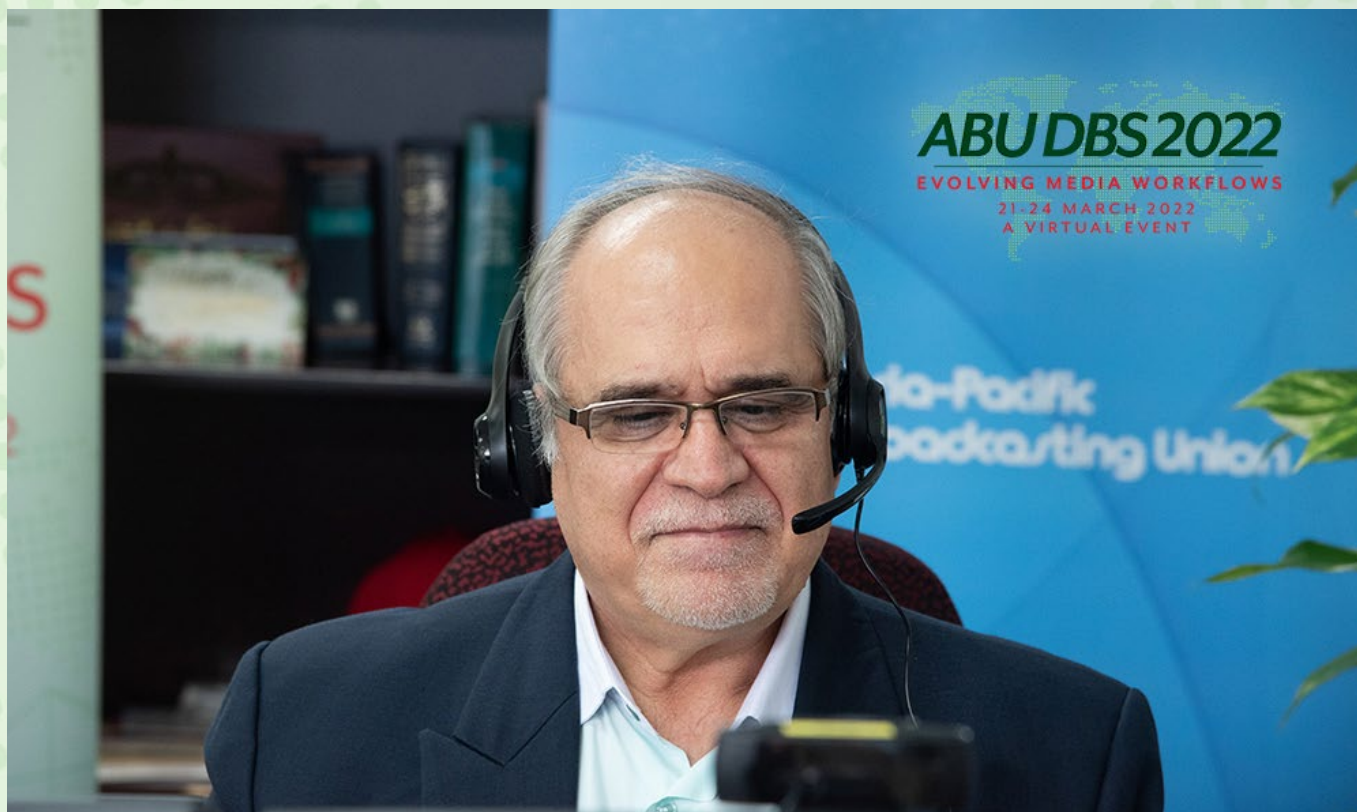
Mr Vempati said broadcasting in the digital age needed to be more personal and interactive. "The audience want to be part of the story," he said. Broadcasters now had a whole new set of digital tools and technologies to help them meet this need.

He said Prasar Bharati, for its part, was working on direct-to-mobile broadcasting with signals delivered directly to smartphones, tablets and other smart devices.

This would open up a whole new class of broadcasting services where one could take advantage of the broadcast infrastructure.

Mr Vempati said the future lay at the intersection of traditional broadcasting, digital technologies, the internet, artificial intelligence (AI), algorithms and all sorts of new-age tools for augmented reality and virtual reality.

While traditional broadcasting continued to be important, especially during a crisis, it had become far more interactive, far more intelligent and far more enriched with all the new technologies, he said.



Pandemic has sped up use of new technologies, SG says

The past two years have seen accelerated development and implementation of digital technologies by many broadcasters, the ABU Secretary-General, Dr Javad Mottaghi, has said.

In a welcome address to the ABU Digital Broadcasting Symposium 2022 on 21 March, he said broadcasters had found innovating digital solutions, such as remote productions and remote operations, to keep the show running.

"Some of the digital solutions that we thought would take a few years to realise are now widely in use in many organisations."

The media, like other industries, had faced several challenges, both in terms of keeping its audience and finding ways to maintain its operations and businesses afloat.

"Regardless of this situation our responsibility as broadcasters to inform, educate and entertain our audiences has not changed," he said.

"This is a time for all broadcasters to work together and help each other. There are many areas where broadcasters can share their expertise and resources with fellow broadcasters to help them in these difficult times. Together, we have been able to get through this difficult period."

Dr Mottaghi said the Secretariat had wanted to hold this year's symposium as a physical event but was unable to do so due to the restrictions still in place because of the pandemic.

"Although we are presenting this year's DBS as a virtual event, we are bringing to you professionals and trusted industry partners and solution providers, sharing their views and expertise on broadcast technology and developments around the industry."



Helmi Harith

Welcome to DBS 2022 Virtual event. The LIVE sessions will start fr



PRINCIPAL SPONSOR



Remote production offered broadcasters important opportunities with the right technologies in place, the ABU Digital Broadcasting Symposium heard.

In his industry keynote on the opening day, Mr Helmi Harith, Group CEO of Altel Holdings, said many broadcasters had quickly adopted remote production during the lockdown period, which had seemed far-fetched pre-pandemic.

Such workflows were now becoming more widespread for all kinds of live programming, he said.

“With the right technologies in place, remote production essentially offers broadcasters the opportunity to produce more revenue-generating content to meet rapidly growing demand, while simultaneously creating efficiencies as we can now focus on optimising the use of our resources to produce more high-quality content for our viewers.”

Mr Helmi said with the rapid flow from TV to social media, the internet and digital platforms, staying relevant in broadcasting was indeed challenging but necessary for long term viability.

The need to transform was constant. And transforming meant shifting from serving a TV audience to serving audiences no matter where they were.

He said DBS “has always been a much-valued platform for sharing knowledge and best practises” and the access to technical information it offered was particularly important as broadcasters manoeuvred their way through the unpredictable and challenging years ahead.

Remote production has much to offer, broadcasters told

When war breaks, Asiavision adapts

Moving Asiavision operations 24/7 for complete coverage of the Russian invasion of Ukraine

Once again, Asiavision members proved the true spirit of unity and the collective power of journalism as members were quick to share coverage of the Russian invasion of Ukraine.

Adapting to the severity of the situation, Asiavision's editorial operations were also changed to include round-the-clock coverage of the war, with the editorial team working 24 hours, seven days a week.

While a majority of the coverage from Europe is provided to members via Asiavision's sister exchange Eurovision, AVN member broadcasters have also provided news from their home front, including massive repatriation efforts, rescue operations, assistance to refugees and reactions and responses from various governments and politicians.

Asiavision members have also uploaded a number of human-interest stories – including children donating flowers and cards to Ukrainian embassies, along with heart-warming stories of fund-raising and activities to show solidarity with those affected by the war.

Asiavision's more well-resourced members shared immediate coverage of scenes from within Ukraine and its borders, as well as the numerous diplomatic efforts to de-escalate the tensions within Europe. Working closely with Eurovision, the sister union has agreed to allow the use, if needed, of the 2021 surplus quota of Eurovision items to accommodate coverage of the war.

Eurovision is also providing members access to live reporting and stand-up facilities in various locations to help cover this major news story including in Kyiv, Lviv, Moscow, New York City, Washington DC, Brussels and along the Polish border.

This new arrangement will last while the war continues, to give Asiavision members around-the-clock coverage from as many angles as possible – on the ground in Ukraine, along with government and institutional responses from across the world.



The President of the Olympic International Committee, Thomas Bach, has spoken out against Russia's invasion of Ukraine and said Olympic competitions or events should not take place in Russia or Belarus.

"The horrifying images and reports of the invasion of Ukraine by the Russian army shocked the world," Mr Bach says in [a message posted on the ABU website](#).

"Every day we are more devastated by seeing so much human suffering, anxiety, desperation and destruction. In the meantime, millions of Ukrainians, most of them women and children had to flee from the brutal acts of war to other countries. Our hearts, our feelings, our emotions go out to all these innocent victims."

He describes the war in Ukraine as unique because of the global response to it and the far-reaching consequences for the world, making it a turning point in world history.

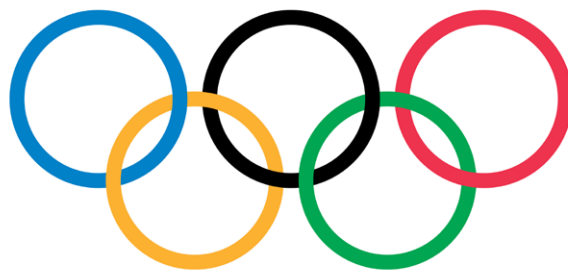
"This situation forces us – and gives us the opportunity – to clearly define the principles and values that constitute the Olympic Movement and guide us.

"Therefore, sports competitions or events should not take place in the territory of the Russian Federation or the Republic of Belarus. No national or state symbols of any kind of these countries should be displayed at any event organised by the Olympic Movement."

Mr Bach urges every sports organisation in the world to protect the integrity, fairness and safety of their competitions by not allowing Russian and Belarusian athletes to take part or in special circumstances to at least prohibit any identification of their nationality.

"At the same time, we will strengthen our solidarity efforts with the Ukrainian Olympic Community. Many of them are living in Ukraine under unbearable conditions, many of them have had to flee. We are overwhelmed by the show of solidarity from the entire Olympic Movement."

IOC President condemns Russian invasion of Ukraine



Thomas Bach, President of the Olympic International Committee. (Photo - IOC / Greg Martin)

NHK WORLD-JAPAN, the international service of Japan's public broadcaster NHK, started to provide news in Ukrainian on its website from 14 March.

It provides regular updates on the latest on Ukraine, including developments in the international community and information on activities in Japan aimed at supporting the people of Ukraine.

To access, click on the link below.

<https://www3.nhk.or.jp/nhkworld/uk/news/>

NHK WORLD-JAPAN also provides Ukrainian subtitles for its 24-hour English live video streaming. The translations are generated by artificial intelligence technology.

To access, click on the link below.

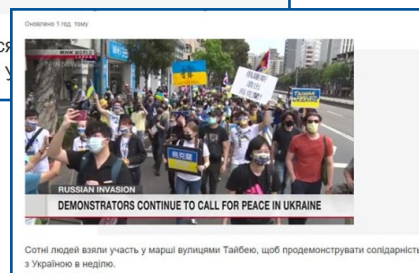
https://www3.nhk.or.jp/nhkworld/uk/live_cc/

NHK WORLD-JAPAN provides news and programmes on radio and the internet in these 20 languages: Arabic, Bengali, Burmese, Chinese, English, French, Japanese, Hindi, Indonesian, Hangul, Persian, Portuguese, Russian, Spanish, Swahili, Thai, Turkish, Ukrainian, Urdu and Vietnamese.

NHK WORLD-JAPAN website starts delivering news in Ukrainian



Команда медичних волонтерів з Японії готується до евакуйованим у прикордонному місті в сусідній У



Сотні людей взяли участь у марші вулицями Тайбею, щоб продемонструвати солідарність з Україною в неділю.

Amid continuing fighting in Ukraine, the World Broadcasting Unions (WBU) has issued a statement on the need for journalists to be allowed to operate freely and without hindrance.

The full text of the [WBU statement](#) reads:

"As the situation between Russia and Ukraine escalates, access to trusted, factual, and impartial information is more critical than ever.

"All media broadcasters and the World Broadcasting Unions' members are focused on doing our job for the public in difficult circumstances and we will not hesitate to condemn any infringements or violations of press freedom.

"It is vital for journalists to be allowed to continue to operate both freely and safely, and report without hindrance.

WBU statement on Ukraine and freedom of the press

Supporting media freedom must be prioritized, not despite these challenging circumstances, but because of them."

Based in Toronto, the WBU is the coordinating body for regional broadcasting unions around the world, including the ABU.

**World
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Unions**



W E L C O M E

ABU-IRIB Workshop on Interactive Media Services

A look into latest media technologies and solutions developed in-house to address the challenges and requirements by IRIB Iran.

The latest media technologies were the focus of an online workshop held jointly by Islamic Republic of Iran Broadcasting (IRIB) and ABU Technology.

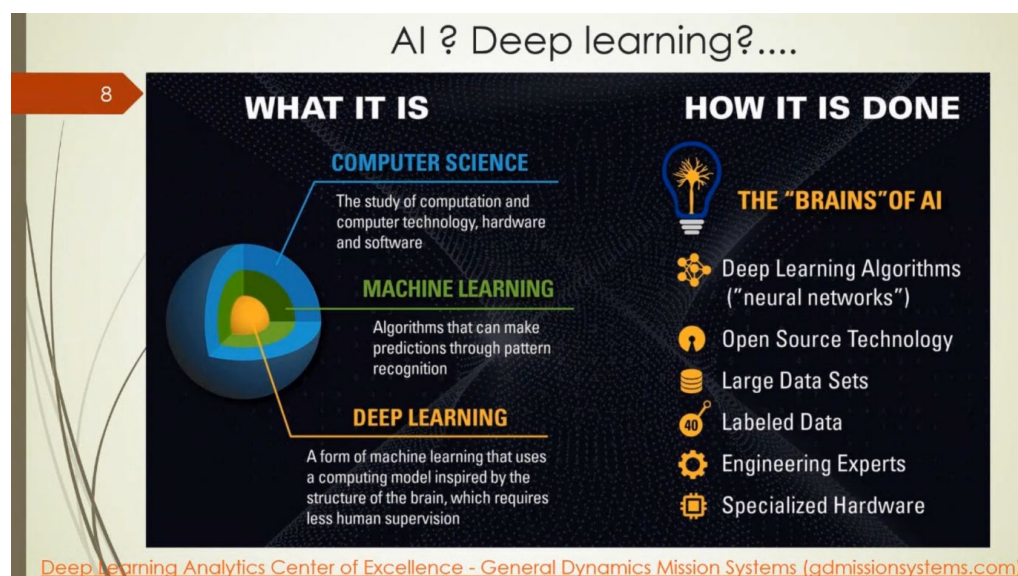
The three-day workshop on 'Interactive Media Services' on 7-9 February featured sessions covering technologies such as AI applications in broadcasting, Image & Video Annotation, Intelligent Automatic Music & Text Generation, Deep Fake Detection and IP solutions for Broadcasters.

Experts from IRIB shared their experiences and solutions developed in-house to address broadcasting challenges and requirements. Also discussed were other technologies such as Quantum Theory, FPGA, IT Service Management and their applications.

The opening speaker, Dr Mohammad Asgari, Head of the ICT Centre at IRIB, described the services run by the centre and discussed the pros and cons of these in-house IT solutions. Several other senior IRIB specialists gave presentations during the workshop.

Each session was interactive, ending with a question-and-answer session. Close to 300 participants from 37 countries in Asia, Europe and Africa took part.

ABU-IRIB workshop looks at latest technologies





'The only way is to create distinctive, extraordinary content'

Interview with the President and CEO of KBS, Kim Eui-chul

How important is the role of public service media such as KBS in an age when audiences are fragmented and there are so many different sources of news and information?

It's true that today's audiences can enjoy quality content from various channels from terrestrial television to OTT services, YouTube, SNS, and many more. In particular, giant global media service providers with massive capital showed a rapid market penetration in Korea. Amid the flood of content, the only way for KBS to sustain is to create distinctive, extraordinary content, which is rarely delivered by commercial media services.

I believe that the role of Public Service Media becomes more important when we're seeing an increased number of commercial media. A PSM has a profound mission to provide public interested content as well as trusted news, not just the facts. We cannot easily expect these services from commercial media. As the primary PSM of Korea, KBS will continue to serve the nation with even more vital responsibilities.

It seems to be a global trend that younger viewers are watching less television and instead turning to mobile devices. How is KBS meeting this challenge?

The way audiences reach content has changed. 'Where' they can access content matters more than 'When' they can enjoy the content. Nowadays, people consume media content through various digital devices rather than TV sets. In terms of supply and demand of content, it is now audiences or media consumers who are leading the media industry, not media service providers. In fact, the world of media has already changed.

A recent survey released by the Korean Communications Commission shows that more than 90 percent of the survey respondents in their teens and twenties enjoy OTT services. Apparently, younger generations are more likely to choose what they want to watch.

KBS has its own OTT platform, 'my K', and provides content through 'Wavve', an OTT platform created together with other Korean terrestrial broadcasters. KBS is also continuing efforts to deliver more content via global OTT platforms.

On the entertainment front, KBS's series continue to prove popular, with historical dramas usually earning high ratings. Do you feel Korean viewers have a growing interest in the country's history?

KBS has produced numerous epic dramas, and they have been all loved by audiences. However, KBS' epic series have only been delivered through the commercial-free **KBS 1TV** channel. Profitability has been always the issue of making epic dramas. For that reason, KBS decided to suspend the production of epic series since 2016.

Fortunately, KBS resumed its epic drama production from the end of 2021. Audiences' demand for 'historically factual' epic drama has been enormous and KBS made a bold decision to revive the series. '**The King of Tears, Lee Bangwon**' is a newly produced epic series of KBS, which is based on personal and historical records of **Lee Bangwon**, the third king of the Joseon Dynasty. The drama presents a realistic portrayal of the era, and is currently enjoying an overwhelming response and high viewer ratings.

Historically accurate epic series help the public enhance their national awareness of history. KBS will continue to commit itself to producing epic series, and strive to fulfill its exclusive missions.

Epic dramas provide a great opportunity for Korea to promote its history and cultural heritage at home and abroad. A fusion epic drama is a genre that can attract more audiences, and I would like to emphasize the significance of this new genre. 'The King's Affection', a fusion epic series, was aired between October and December in 2021 through **KBS 2TV**. The drama enjoyed great popularity as it was also streamed on Netflix. It remained strong for 10 weeks on the list of most-watched non-English TV shows on Netflix, and ranked second on the weekly non-English TV chart for the second week of November 2021. This excellent performance showcases the media brand and value of KBS as the world's leading powerhouse of quality content production.

To what extent is the ongoing pandemic continuing to affect KBS's operations?

Although KBS is a Public Service Media organization, its licence fee income constitutes less than half of its total revenue. The rest is from advertisement and content sales. Due to the COVID-19 pandemic, economic activities have slowed down which in turn reduces income from advertisements. In 2020, the income from advertisements saw a drop of approximately 6 percent compared to the previous year.

But as people spend more time indoors and watch more TV, demand for TV advertisements grew accordingly, thereby we are fortunately seeing a rebound in advertisement income as of 2021.

However, if the pandemic continues, it would be inevitable to have negative impacts on advertisement income as the economy keeps slowing down. As the primary PSM in the country, KBS should keep providing essential information to help overcome the current crisis as soon as possible, and create helpful content for our economic recovery.

How important is KBS's role in keeping people informed about the pandemic and the challenges it presents in their daily lives?

As the nation's primary emergency broadcaster, starting from 20 January 2020, when Korea had its very first confirmed case, KBS has run a '**COVID-19 Emergency Broadcast Operation**'. Over the last two years, a total of 24,590 news items on COVID-19 was broadcast 34,978 times. The cumulative number of viewers stands at 7.18 billion while 683.7 million viewers watched a total of 40 TV programs on COVID-19. The total cumulative number of viewers is 7.79 billion with an average reach of 151 times per person. These figures prove how much KBS has dedicated itself to serving and helping the nation overcome the current crisis.

According to a recent survey on perspectives of Koreans, respondents access information regarding COVID-19 mostly through TV channels (52.4 percent) and web portals (32.2 percent), and it turned out KBS is the most-watched media brand with 48.2 percent. These results show that the media and TV broadcasts serve as essential

news providers, and the survey results reaffirmed the vital role of KBS as the nation's emergency broadcaster.

Over the last two years, in terms of handling pandemic-related news, KBS has brought up timely and vital issues and items to provide essential information enough to recover from the pandemic. KBS will continue to deliver accurate information rapidly, and do its best to respond and overcome the current crisis by providing information regarding everyday lives preemptively.

KBS plays a leading role in ABU activities. How valuable do you consider the partnership between KBS and the ABU?

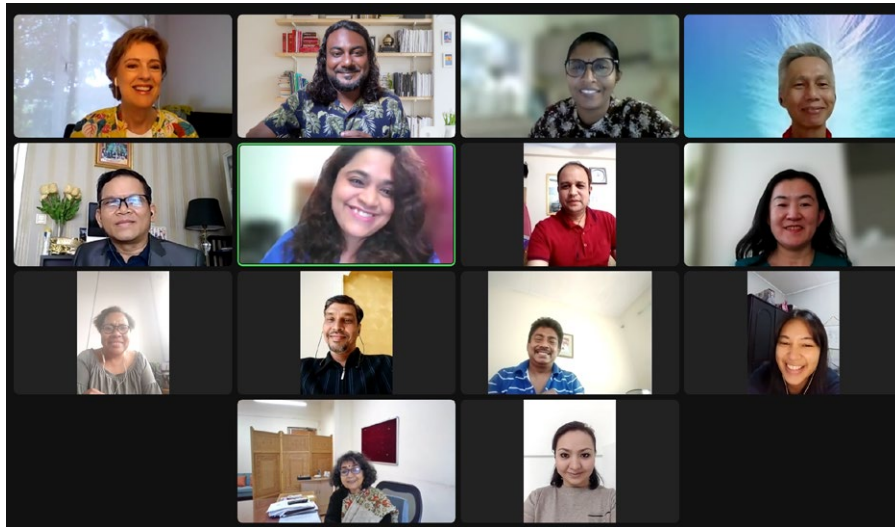
KBS joined the ABU in 1964 as a founding member. Former Presidents of KBS played leadership roles, contributing to the ABU Administrative Council and its Presidency Group. KBS successfully hosted the 2012 ABU General Assembly in Seoul. And in 2023, KBS is bringing the 60th ABU General Assembly again to Seoul, in celebration of KBS' 50th anniversary of public broadcasting in Korea.

I would like to work more closely with members of the ABU. And I am willing to take part as a member of the ABU leadership group. KBS is happy to share our expertise and experience by cooperating with members of the ABU, the world's largest international media organisation. KBS will also continue our efforts to evolve and grow together with other ABU members. Most of all, KBS will always value and keep the partnership with the ABU Secretariat and its members. Thank you.

Kim Eui-chul, the 25th President and CEO of Korean Broadcasting System, took office and commenced his tenure on 10 December 2021. Mr Kim has an extensive background in news and current affairs production since joining KBS as a journalist in 1990. He was head of Investigative News. He served as Executive Managing Director of News, followed by CEO of KBS Business, a subsidiary company of KBS, responsible for managing assorted facilities and businesses of KBS. Born in 1962, Mr Kim will lead KBS as President and CEO for a three-year term until 9 December 2024.

Time of death: When is it too early to call?

Asiavision Editors Discuss Planning for the Inevitable



Asiavision Editors-in-Chief Meeting - February 2022.

The February edition of the Editors-in-Chief Meeting for Asiavision members saw a lively discussion on ***Procedures to prepare Obituaries and plan for Breaking News coverage of untimely deaths***. As different cultures approached death in different ways, the discussion was important to understand the sensitivities members had and how members prepared in advance with obit packages and breaking news planning before the death of prominent figures.

Sincha Dimara, Head of News and Current Affairs at EMTV Papua New Guinea, said that her newsroom pre-planned for such circumstances and gave examples of how EMTV prepared for the death of PNG's founding father Sir Michael Somare. She said that the broadcaster had prepared obit packages ready to be aired and updated them the moment Sir Michael went to hospital.

She also noted that apart from preparing obit packages, it was also vital for broadcasters to consider their

coverage plans in advance. She said that by assessing the scope of the funeral coverage and the logistics involved once Sir Michael died, EMTV identified that they would need help from other broadcasters and began planning for collaboration as part of the inevitable.

This very coverage earned EMTV the Award for Outstanding Reporting from the Pacific at the Asiavision Annual Awards 2021, proving how vital planning is, and the fruits of their labour for a job well-executed.

Nitin Sapre, Assistant Director News at DDI India, said that DDI relied on its library content, to ensure b-rolls and interviews were readily available from the archives for such an event. He gave the example of the recent death of legendary singer Lata Mangeshkar, where DDI used songs with clearance already available to ensure there were no legal claims about the content they broadcast, or that they shared with AVN members.

Wendy Everett, Director of News at ABU, asked whether members had obit packages ready in case an eminent head of state died. This led to an interesting discussion with members generally agreeing that when the current heads of governments enjoyed a healthy lifestyle, no such plans were in place, and other members noted that as a lot of material was readily available in the archives, it would just be a matter of putting it together.

Other Members noted that it was vital that broadcasters prepared for the inevitable and untimely demise of high-profile figures as they were at more risk of such incidents. They said that a "good send-off" required well-planned reporting and the best and use of the most appropriate footage and bites - so, having material prepared in advance would be not only wise, but essential.

Prasad Dodangodage, Assistant Director Foreign News at Sri Lanka's SLRC, said that during the civil war in Sri Lanka, SLRC had the practice of being always ready for such incidents. But, he said, as the country returned to normal, the newsroom now relied on library material, and worked closely with the press offices of prominent



EMTV, Papua New Guinea celebrate their win at the 2021 Asiavision Annual Awards for their coverage of Sir Michael Somare's death

figures to ensure immediate coverage of such events.

Prasad also noted that for high-profile figures, SLRC producers tailored packages regularly for annual events like anniversaries. He said these packages were readily available for use as backgrounders and obit packages, should they be needed.

Sincha Dimara noted that as broadcasters, it was not only about the station being ready, but being ready for the country as a whole. Preparing well, she said, meant doing justice to the statesmen and women who served the country and its people, so coverage and planning should be taken seriously as it was the final act of respect paid to these prominent people.

Abdullah Mamun, Producer (News) from BTV Bangladesh, said that for statesmen and women, like the head of state and government, BTV worked closely with their offices to ensure immediate coverage, but for other prominent figures, if they were hospitalised etc, then preparations were made for the inevitable.

Ritsuko Arai, Deputy Director, Media Cooperation and Rights in NHK's News Room, noted that it was common practice for individual reporters covering politics to keep private records for themselves, with material ready for such an event. For the station at large though, she said that NHK began preparations when a prominent figure was hospitalised etc.

Based on the forum discussion, Asiavision members agreed to include b-roll footage of prominent figures - such as archive material and highlights from their careers - in items to update the condition of their health; and should members have obit packages prepared, they will share them with the Asiavision Editorial team so that the items can immediately be made available for members during breaking news.

With the high demand and need for proper skills to prepare for the untimely and unlikely, the ABU News Department will include extensive training on the topic of Obit Preparation in its 2022 calendar of workshops for Asiavision members.

Asiavision's newest member – Ariana Television, Afghanistan

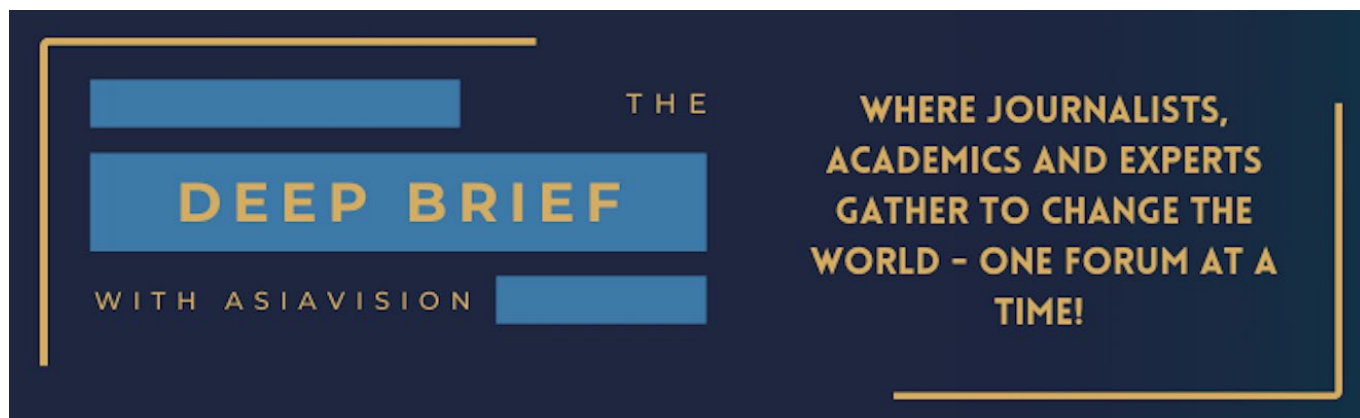


Asiavision has welcomed a new member – Ariana Television, a private television network, based in Kabul, Afghanistan.

Ariana Television Network (ATN) was launched in 2005 by Afghan-American businessman Ehsan Bayat – founder and chairman of the Bayat Group, Afghanistan's largest private company which also owns the Afghan Wireless Communication Company. The next year, ATN started broadcasting internationally.

ATN is a strong ABU member and is one of the leading television broadcasters in Afghanistan. It has terrestrial coverage in 33 of the country's 34 provinces. ATN has social, cultural, political and entertainment programmes that focus on showing pure Afghan culture.

Ariana Television Network's prospective membership was discussed at the January Editors-in-Chief meeting and Members were then canvassed for their support. ATN becomes Asiavision's 32nd Member.



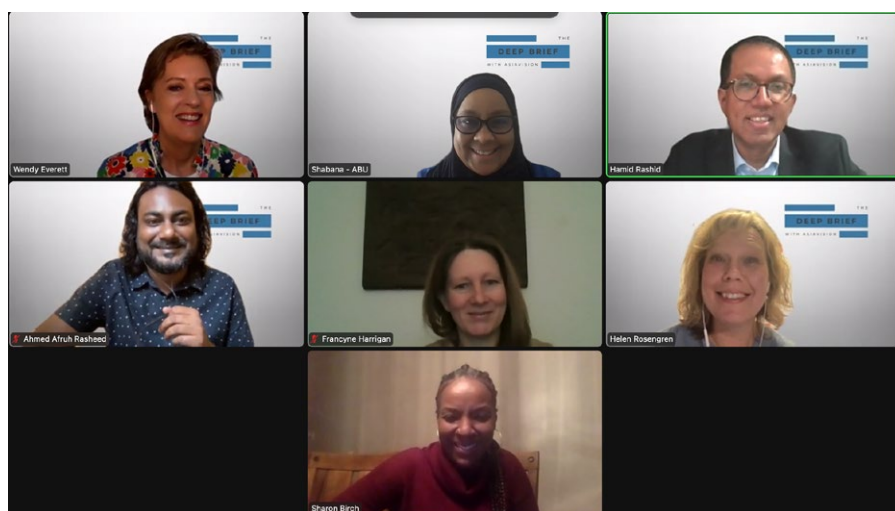
News Department launches The Deep Brief

At the January Editors-in-Chief Meeting, the News Department launched a new initiative, The Deep Brief – an informal news briefing for journalists to engage with the best experts or academics to give deep background on a current affairs topic of interest, so journalists and editors get a deep understanding of the subject through expert knowledge and insight.

Newsroom leaders at the E-i-C contributed their ideas for subjects to be included in the monthly sessions. Key areas they wanted to highlight included the financial and economic insecurities of the pandemic, climate change, and mental health of journalists.

As a result, February featured two editions of the The Deep Brief – an early, embargoed look into the IPCC (United Nations Intergovernmental Panel on Climate Change) Working Group II Report (February 8), run in collaboration with the Secretary-General's office, and a special session for Asia-Pacific reporters on the UN's World Economic Situation and Prospects 2022 Report (February 16).

The first briefing was moderated by Andrej Mahecic, the IPCC's Head of Communications and Media Relations, with presentations by the Co-Chairs



of the Working Group II of the IPCC for the Sixth Assessment cycle Hans-Otto Pörtner and Debra Roberts.

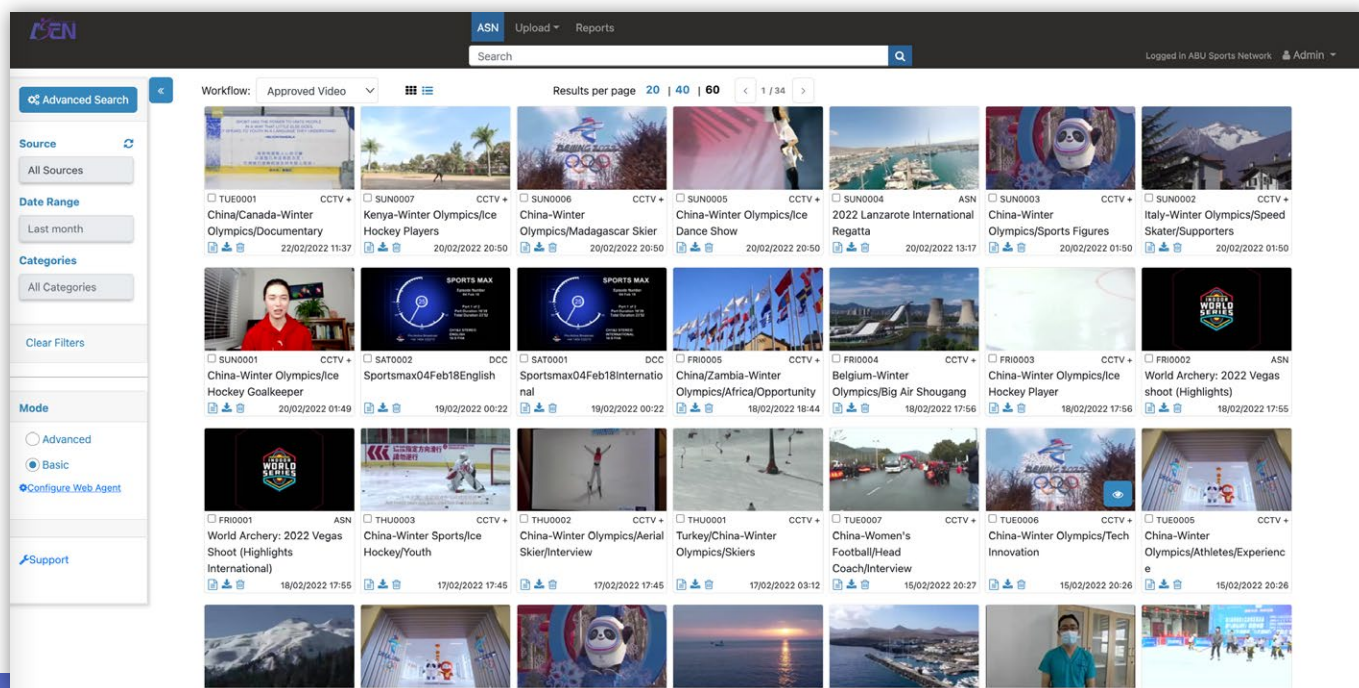
This exclusive preview was part of the ABU-led WBU/UNDRR MEDIA SAVING LIVES initiative which aims to enhance the capacity of ABU Members to produce content on climate change adaptation and disaster prevention.

The second briefing, 'Navigating the financial and economic uncertainties of the Pandemic', focused on the World Economic Situation and Prospects for 2022 presented by Hamid Rashid, Lead author and Chief of the Global Economic Monitoring Branch, Economic Analysis and Policy Division,

UN DESA.

The World Economic Situation and Prospects 2022, the UN's flagship report on the global economy, warns that with the pandemic far from over, the growth outlook remains uncertain. The session examined the recovery of the global economy from the COVID-19 pandemic as new waves of infection, labour market challenges, lingering supply-side constraints and rising inflationary pressures persist.

In March, The Deep Brief looked into the Ukraine/Russia conflict with an in-depth academic perspective, delivered by professors from the Asia-Europe Institute at University Malaya.



ABU Sports helped take the Beijing 2022 Winter Olympics to over 1.6 billion people in South and Southeast Asia.

The games ended with a spectacular display of sports, culture and fireworks on 20 February. The President of the International Olympic Committee, Thomas Bach, said the unforgettable experience was possible only because of the gracious host, the Chinese people.

The ABU Sports & Entertainment Network (ASEN) delivered content related to Beijing 2022 on a daily basis. CCTV+ uploaded over 60 stories to the network during the event for use by ABU members and partners.

Regular users included BTV-Bangladesh, MBC-Mauritius, TDM-Macau, FBC-Fiji, DD-India, ATN & ASBU among others.

The ABU Sports Director, Cai Yanjiang, highlighted the importance of ASEN and content exchange during major events. Mr Cai underlined the need for other members to join and contribute to the platform to further enhance the exchange.

Almost 3,000 athletes competed in 109 events across 15 disciplines in Beijing. The Winter Paralympics took place in Beijing from 4 to 13 March. The next Winter Olympics will take place in Milan-Cortina in Italy in 2026.

ABU helps take 2022 Winter Olympics to 1.6 billion people

'Radio shines in a crisis'

Joan Warner stepped down at the end of March after 21 years as CEO of Commercial Radio Australia, the body representing the interests of commercial radio broadcasters throughout the country. Shortly before leaving, she spoke to ABU News.



As you prepare to finish your term with Commercial Radio Australia, how do you see the future of commercial radio in the country?

I'm very optimistic about the future of commercial radio and I think we are in very good shape to continue to provide relevance and accessibility to audiences. Ninety-five million Australians listen to commercial radio each week and the research we conduct consistently tells us that it's important to listeners that entertainment and news is delivered to them in a local voice.

Commercial has been evolving and investing in digital innovation which I believe is a major key to its success in the future.

Most listening is still done using AM/FM broadcast radio, but we've seen robust growth in listening online, via mobile apps, station websites and aggregators such as iHeartradio and Radioapp. Podcasting too, has seen explosive growth in content and commercial radio networks have harnessed the platform to become major content creators.

Voice technology is also a massive area of development and Australian radio is leading the world in forming partnerships with Google and Amazon Alexa to enable live and local radio to be easily accessed on voice-assisted smart speakers.

Australian radio is also delivering clients and agencies with more validated and verified data and insights into audiences to keep pace with digital innovation. Last year we launched Radio360 a hybrid media measurement system which allows us to capture and report on radio listening everywhere, on every device. Live streaming data integrated into official audited currency by mid this year is going to provide more granular data on radio's growing digital audiences.

Recent figures show a steady increase in advertising revenue for Australian commercial radio after two challenging years for everyone. Is this trend likely to continue?

Yes, it's been a challenging couple of years, but while audience media consumption habits may have changed during the roller coaster of COVID lockdowns and re-openings, we have seen radio listening remain strong. The fast-moving Omicron variant and its associated disruptions threw us a curve ball as we moved into 2022, but ad revenue recorded year on year in January remained positive.

I'd expect that the trend in ad revenue growth will continue throughout the year with an increase in consumer confidence and spending. There is also strong advertiser interest in

digital audio platforms such as digital radio and podcasting, and networks are investing in those areas as new revenue opportunities.

Australia suffers many disasters, from floods to bushfires. What is the role of commercial radio in providing disaster news and information?

Radio shines in a crisis, and this has been particularly true during the global pandemic and Australian natural disasters with people seeking the most up to date and accurate local news and information.

Broadcast radio is often the last communications channel still working when mobile networks are down or congested during a natural disaster. These disasters often impact regional and remote Australian towns which has seen many print outlets and television news services have closed. Commercial radio is vital in supporting these communities in a crisis.

As people escape a fast-moving bush fire in their area, for example, they are more than likely receive the latest safety information via car radio. As a result, CRA is continually active in advocating that new and connected cars entering Australia have local broadcast radio prominent on car entertainment screens.



From the top: Suranga Jayalath, Geethanjali Ranawaka and Haruyuki Ichinohashi.

Calls for upgraded copyright protection for broadcasters



Professor Zhang Zhao

Speakers at an ABU forum on protecting broadcasters against signal piracy have stressed the need for international regulations on the issue to be upgraded.

The virtual forum took place on the second and final day of the 6th ABU Intellectual Property and Legal Committee (IPLC) in March.

The Director General of the National Intellectual Property Office of Sri Lanka, Ms Geethanjali Ranawaka, said it was important that the legal framework protecting broadcasters be upgraded.

This should include changes to the definition of broadcasting to cover all digital methods of transmitting content.

Professor Zhang Zhao of the Copyright Management Centre, China Media Group, described the steps CMG had taken to protect the copyright on its coverage of the 2022 Winter Olympics in Beijing.

Despite this, there had been some domestic and international infringements, he said. He called for an urgent upgrade of the 1961 Rome Convention protecting the copyright of broadcasters.

Mr Suranga Jayalath, Legal and Group Director of The Capital Maharaja Organization Limited, Sri Lanka, shared this view. "Digital piracy is one of the most important threats facing sports rights holders today," he said.

Mr Jayalath, who is also Chairperson of the ABU IPLC, said the Rome Convention defined broadcasting as the transmission "by wireless means" of images and sounds.

The treaty did not provide adequate means to control piracy of broadcasts on the internet, mobile, webcasting or any other digital methods.

Mr Haruyuki Ichinohashi of the Copyright & Contracts Division, NHK-Japan, moderated the forum.



Delegates meet to update and expand ABU Prizes

Delegates from 12 ABU members met online to review and update the ABU Prizes, bringing in a number of changes they hope will attract more entries.

The ABU Prizes Reform Working Party (RWP) meeting was chaired by Ms Yuki Yoshida of NHK-Japan and attended by delegates from ABC-Australia, CMG-China, RTHK-Hong Kong, AIR-India, IRIB-Iran, NHK, Khabar Agency-Kazakhstan, KBS-Korea, RTM-Malaysia, Thai PBS, TRT-Turkey and VTV-Vietnam.

The ABU Secretariat prepared some discussion points to be reviewed and members took part in lively debates with ideas from a variety of angles, keeping in mind the core value of ABU Prizes.

The working party approved the introduction of a Radio-Podcasting category and dropping the Radio-Docudrama Category, in which the number of entries had declined over the years.

The new Podcasting prize will be for an audio feature (or one episode of a series) made specifically for listening on-demand from online. Entries should be story-driven (i.e. not a news report or single interview), demonstrating the special qualities of podcasting to connect to individual listeners.

The RWP then discussed the TV Children category and agreed to include educational content. The category description now reads: Any programme, including educational

programme, targeted at viewers below 11 years of age (elementary level).

The meeting also agreed to allow two entries per organisation for the Digital Content Award, to encourage more digital production by members, in preparation for possible expansion of this category in the future.

Themes for the next two annual ABU Perspective Awards were decided. "Resilience" will be the theme for 2022 with "Green and Sharing" for 2023. The ABU Perspective Prize is for a programme that best delivers the message of the ABU perspective on the theme of global issue chosen by ABU members and illustrated through their local issue in any genre.

"Resilience" will reward programmes that show how individuals or communities have drawn on inner strengths to confront great challenges and overcome them, while "Green and Sharing" programmes must tell how people have come together on projects large or small to improve the environment or fight global warming where they live.

ABU Prizes for 2022 were launched on 30 March and the Programme Department will accept entries until 30 June.

About the ABU Prizes 2022

The ABU Prizes 2022 is now accepting entries
(30 March 2022 – 30 June 2022).



This award recognizes notable media
contents produced by ABU members.

RADIO CATEGORIES:

#	CATEGORY	DESCRIPTION
1	Drama	A single episode drama or one episode of a series. Each organization is eligible to enter two items in this category: one short-form drama (15 minutes and under) and one long-form drama (16-60 minutes).
2	Podcast	An audio feature (or one episode of a series) made specifically for listening on-demand from online. Entries should be story-driven (i.e. not a news report or single interview), demonstrating the special qualities of podcasting to connect to individual listeners.
3	Documentary	A single documentary or a feature or one of a series.
4	News Reporting	Topical coverage of a single news event.
5	Community Service Announcement (CSA)	Campaigns or announcements on a single issue that is of public interest, and which is not more than 90 seconds duration. The CSA should aim at creating public awareness within its cultural context. Such a CSA should be produced in-house.
6	On Air Personality	Work of a single on-air personality, either a single performance or a compilation. This could include DJ, host, presenter, anchor, news reader, traffic reporter, news reporter and/or correspondent.
7	ABU Perspective Award	A programme that best delivers the message of ABU perspective on the theme of global issue chosen by ABU members and illustrated through their local issue in any form. Theme for 2022: "Resilience" Programmes that encompass psychological strength to cope with stress and hardship where people are able to call on in times of need to carry them through without falling apart.

TELEVISION CATEGORIES:

#	CATEGORY	DESCRIPTION
1	Drama	A single episode drama or one episode of a series/serials.
2	Documentary	A single documentary or a feature or one of a series.
3	Entertainment	Any non-drama, non-documentary, non-news programme entertaining to all.
4	Children	Any programme, including educational programme, targeted at viewers below 11 years of age (elementary level).
5	News Reporting	Topical coverage of a single news event.
6	Sports	A single programme about sports which includes event coverage, commentary, talk shows or documentary.
7	ABU Perspective Award	A programme that best delivers the message of ABU perspective on the theme of global issue chosen by ABU members and illustrated through their local issue in any form. Theme for 2022: "Resilience" Programmes that encompass psychological strength to cope with stress and hardship where people are able to call on in times of need to carry them through without falling apart.

DIGITAL MEDIA CATEGORY:

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

ABU TV-CON – a new activity from ABU Programme Department

It is a conference and a convention of TV producers, by TV producers, for TV producers. Unlike the usual conference with a serious and formal atmosphere, ABU TV-CON will be a stage show with comedy and music mixed in, letting all participants gain information and have fun at the same time.

ABU TV-CON will be hosted from Kuala Lumpur, Malaysia on 17 and 18 May 2022, as a hybrid conference, streamed over the internet so programme makers can attend from around the world.

This first event will feature great presentations and discussions, many of which will include video footage, by past ABU Prize winners as well as top media creators. Participants will be introduced to new ideas and techniques for future TV productions. As well as sharing information on TV production in the Asia-Pacific region, the event is designed to improve production capabilities and support international co-productions.

For many years, the ABU Programme Department has been organising well-received seminars and workshop sessions in specific genres such as documentaries, children's programmes and dramas. This has encouraged the ABU Programme Department to run more activities in other genres such as entertainment or educational programming. TV-CON will include those new TV genres.

ABU TV-CON will help the development of TV programme production, encourage young programme makers and strengthen relationships between all producers, as well as introducing current activities from the Programme Department such as the ABU Prizes, TV Song Festivals, ABU Doc and the Children Media Hub Workshop. We hope to make this a regular annual event. Please join us in May.



17 -18 May 2022

Ken Watanabe, a World-class Actor from Japan, will Appear on TV-CON

Ken Watanabe will talk about his acting theory, his career in Hollywood, digital media, and much more. Don't miss his exclusive interview at TV-CON.

Ken was born on 21 October 1959 in Uonuma, Japan. He made his first TV appearance in 1983. In 1987, his big career breakthrough came when he starred in a leading role in the Japanese national TV drama series *Dokuganryu Masamune* (NHK). He has appeared in numerous TV dramas, movies, and theatrical performances.

In *The Last Samurai* (2003), he was nominated for the 76th Academy Awards and the 61st Golden Globe Awards for Best Supporting Actor. He has appeared in many Hollywood blockbuster films such as *Batman Begins* (2005), *Memoirs of a Geisha* (2005), *Letters from Iwo Jima* (2006), *Inception* (2010), *GODZILLA* (2014), *Pokémon Detective Pikachu* (2019), and *Godzilla: King of the Monsters* (2019).



Ken made his Broadway debut in 2015 in the Lincoln Center Theater's revival production of *The King and I* in the title role, and he received his first Tony Award nomination for Best Performance by a Leading Actor in a Musical at the 69th Tony Awards for his role.

ABU Webinar

Japan's challenge with BPO to strengthen trust

24 February 2022 - 2 PM MYT (GMT +8)

Jun Ogawa

Secretariat, International Affairs Officer, BPO Japan
(Broadcasting Ethics & Program Improvement Organization)



For broadcasters, earning trust 'requires daily effort'

The trust that audiences place in broadcasters is an asset that can be achieved only through daily effort, a veteran Japanese broadcaster has told an ABU webinar.

Jun Ogawa, International Affairs Officer of the Japan Broadcasting Ethics & Programme Improvement Organisation, BPO, was speaking at a webinar on 24 February on how the organisation helps strengthen trust between broadcasters and the public.

Japan's public and commercial broadcasters set up the BPO in 2003. It aims to improve the quality of broadcasting and promote higher ethical standards while ensuring freedom of speech and expression.

Mr Ogawa described how the organisation, whose members are independent non-broadcasters, listens to the voices of the people through its three committees.

One picks up broadcasting ethics issues through audience voices and media reports. The second acts on complaints from individuals and the third looks at whether youth programmes are suitable for their audience.

He said the BPO is not regulatory and does not impose penalties. Instead it asks broadcasters to take their own action.

He said its work helps create greater public trust for broadcasters, giving them a stronger shield to protect themselves from other outside pressures.

Asked whether an organisation like the BPO could work elsewhere in Asia, Mr Ogawa said that in countries with fewer broadcasters, individual stations could consider setting up similar organisations.

The Head of the ABU Media Academy, Steve Ahern, moderated the webinar, organised by the ABU Programme Department.



#ABUdigital

15-16 June 2022 - Virtual

SPEAKER ANNOUNCEMENT



PAYAL ARORA
DIGITAL ANTHROPOLOGIST



TIMANDRA HARKNESS
DATA SCIENTIST



DAVE GIBSON
BBC



MAY YEE CHEN
WUNDERMAN THOMPSON



SEBASTIAN MARCOLIN
RAI



NICHOLAS SAGAU
REV MEDIA GROUP



PETAH MARIAN
FUTURIST & FORECASTER



FANG FEI
MANGO TV

#ABUdigital set to return virtually on 15-16 June for its third edition

ABU's premier digital media show #ABUdigital is set to return for its third installment on **15-16 June 2022** hosted as a virtual event. Launched in 2019, #ABUdigital is a knowledge sharing space discussing evolving digital media trends targeted at media professionals in the Asia-Pacific region.

This year's edition will have a great line-up of speakers with an exciting programme packed with insights featuring the following four tracks:

Track 1: A New Age of Storytellers

Track 2: The Power of Platforms

Track 3: The Connected Audiences

Track 4: New Waves of Disruptions

Day 1 (15 June) will focus on **Creators & Storytellers** featuring some selected examples on how storytelling is evolving in the digital space, and **Platforms & Apps** to explore the crucial role platforms play in digital content creation and distribution.

Day 2 (16 June) will look into the relationship between **Audiences & Data** and curating data-driven content fit for all platforms and audiences, and the **Metaverse & Digital Future** exploring what the future of internet has in store for the media world.

Registration is now open at <http://digital.abu.org.my/>



(As of 25 February, 2022)

COVID-19 Content Database

Total 37 contents (Total 2533)

51 members registered under APV solidarity platform



(As of 25 February, 2022)

- 38 items uploaded, including 21 programmes and 17 songs

- Total duration of programmes 538 minutes

- Total duration of songs 87 minutes

- Total duration of all uploaded content 625 minutes

- Total number of downloaded 7 items



ABU Children Media Hub Workshop participants meet face-to-face

Twenty participants from three Malaysian organisations, RTM, Media Prima and IPPTAR, have taken part in an ABU Children Media Hub Workshop in Kuala Lumpur on International Co-production.

The trainer was Dr Chung Hyunsook from EBS-Korea. The workshop on 28-29 March served as a general introduction to three vital aspects of the international co-production process: generating and evaluating ideas, pitching ideas for backing and funding, and collaborating with teams and colleagues.

"I found all the participants to be very passionate about their work, and eager to share their experience, express their views and talk about problems they've encountered," Dr Chung said.

"It was a memorable experience, and I hope to keep in touch with these colleagues and perhaps have opportunities to meet and work with them in the future."

The Deputy CEO of Media Prima, Nina Yusof, praised Dr Chung for explaining the fundamentals of international co-production and giving participants clear initial guidelines on producing quality programmes.

For the first time in a long while, participants met face-to-face, with strict precautions in place including PCR tests, social distancing, disinfecting, ventilating and using masks.



ABU Media Academy offers leadership training course again in 2022

by Steve Ahern, Head of ABU Media Academy



Canada's HEC Business University teamed up with the ABU Media Academy in 2021 to deliver a leadership and management course, which was highly successful.

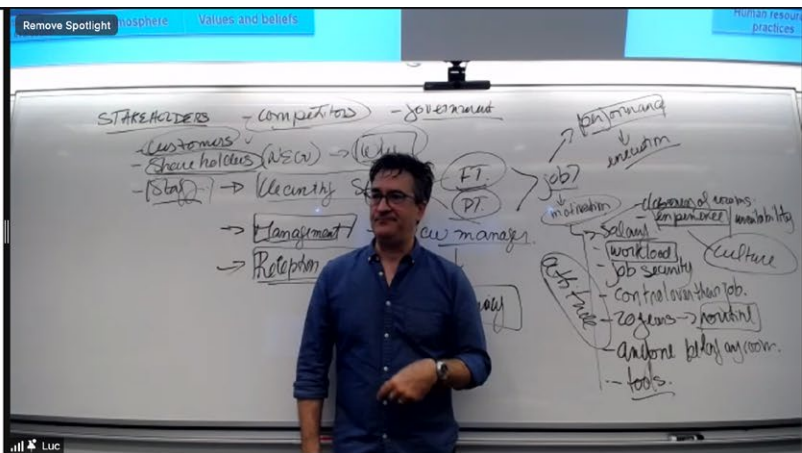
One of last year's participants summed up their reaction to the course saying: "I feel very re-energised and the tips, knowledge and skills gained will enable me to add value to my leadership that I believe will create positive impact."

To satisfy the high demand for management training from members, the Authentic Leadership course will be offered again this year, beginning in May.

Academic staff from HEC delivered last year's course across four leadership topics:

- Be a Leader
- Master the Management Essentials
- Boost your Leadership Skills
- Focus on Human Resources to Succeed

Knowledge (technical and professional)			Relational skills		Skills (technical and professional)		
Motivation							
Values	Meaning of work	Autonomy	Power and control	Feedback	Safety and advancement	quality of life at work	Roles and tasks
Tools							
Technology operations			IT		Job description		
Organisation							
Management style		Work methods		Relations and coordination		Acquired rights	
Organisational systems							
Human resources practices		Compensation and performance evaluation		Work atmosphere		Values and beliefs	



Luc Bélanger-Martin outlined four essential elements for successful

François Lafortune reviewed successful communication methods

More details about HEC are available at <https://esmbao-abu.hec.ca>





ABU Media Academy launches 2 flagship new courses

The first edition of the ABU Media Academy Magazine for 2022 is now available, with details of two flagship new courses.

The first is called Positive Peace Journalism, developed as part of UNESCO's Together for Peace (T4P) project.

Participants will come to understand the principles of solutions-focused journalism and apply that methodology to create news and current affairs reports, features and other peace related content for social media, radio and television platforms. It is now open for applications.

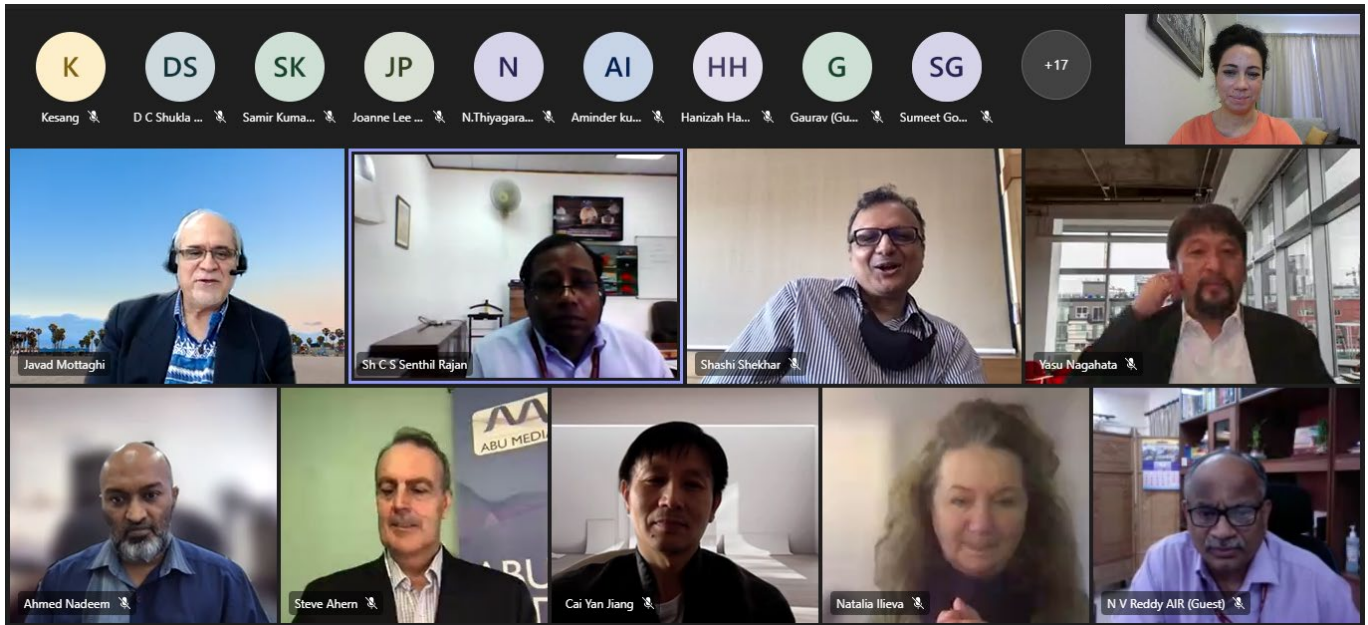
The other new flagship course is about Investigative Journalism, titled 'Prevention is the Best Defence: Empowering Investigative Journalism in Public Broadcasting in the Digital Age'.

The ABU's News Department and the Media Academy have developed this remote learning course for journalists and broadcasters with support from the Global Media Defence Fund.

The magazine contains the Media Academy's training calendar for the year, which also includes online courses, live webinars and masterclasses.

The magazine is available [here](#).





The ABU Team had a productive meeting with the ABU Vice President, Shashi Vempati, on 28 March.

Shri Mayank Kumar Agrawal, Director General, Doordarshan, and Shri N.V Reddy, Director General, AIR, Sunil, Additional Director General, International Relations (Eng & IR), Shri C S Senthil Rajan, Additional Director General, (RNU/VVIP), Doordarshan, and Raman Kumar, Director of International Relations, were among senior colleagues from Prasar Bharati, DD and AIR who joined Mr Vempati in this meeting.

From the ABU Secretariat, all Directors and senior colleagues joined the ABU Secretary-General in presenting an updated report to Mr Vempati on ABU News, Technology, Sports, Academy, developmental projects and programming and listening to his comments and instructions.

At the end of the meeting, Mr Vempati and Dr Mottaghi agreed to initiate a joint PB, DD, AIR ABU Task Group to prepare a long-term "Partnership Action Plan" and present it to Mr Vempati for his consideration. Mr Sunil, Additional Director General, International Relations (Eng & IR), will be chairing this special task group.

ABU Secretariat team meets with ABU Vice President



The COVID pandemic has shown the importance of public service broadcasters as audiences turn to trusted news, an ABU master class has heard.

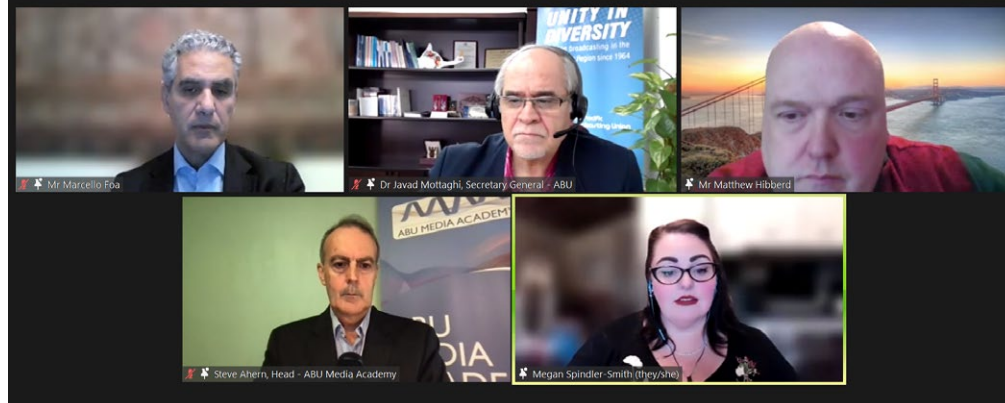
The master class on Leadership and Management for Post COVID Media Transformation on 30 March featured speakers from Switzerland, Australia and Italy.

Prof. Matthew Hibberd of Università Svizzera Italiana in Switzerland said the pandemic had changed audience viewing habits irrevocably.

While the giant streaming companies had benefited, so had public service broadcasters, with viewers and listeners turning to news they could trust, he said.

This was despite it being an uneven playing field, with some public broadcasters having to operate under stricter regulations than the giant streaming companies.

Megan Spindler-Smith of ABC-Australia said broadcasters in the post-COVID era



Audiences 'turn to news they can trust'

needed strategic managers who could be the architects of change.

With people spending much more time on mobile devices, broadcasters needed to share their content on many platforms, she said. Staff needed to be multi-skilled to carry this out.

Marcello Foa of Catholic University in Milan, Italy said public service broadcasters should protect their identities and markets to survive in the new, more competitive media

landscape. Flexibility and creativity would make the difference.

He said it was important for them to provide balanced news and accountability. They also needed to be open, flexible and ready to implement decisions quickly.

The ABU Secretary-General, Dr Javad Mottaghi, introduced the speakers and the Head of the ABU Media Academy, Steve Ahern, moderated the discussion.



Italy's Rai invites ABU members to enter Prix Italia

ABU Member Rai Italy is inviting fellow ABU broadcasters to submit entries for this year's Prix Italia, an international competition for radio, TV and web programmes and projects.

Entry is free this year and the theme is Sustainability. The closing date for entries is 20 May.

The competition is divided into three sections: for radio programmes, for TV programmes and for web projects. Each section is divided into three categories and each entrant can submit one programme in each category, for a total of nine programmes.

The juries will begin their pre-evaluation work in June and the festival will take place in Bari in southern Italy on 3-7 October. ABU members are welcome to attend the festival.

Rai says the competition is a simple way to showcase the work of Asian broadcasters to an international audience and to show the level of commitment they have to their communities in terms of sustainability.

See [here](#) for more information on Prix Italia and how to submit entries.

New JSC “Khabar Agency” Chairman of the Board appointed

Mr Berik Uali has been appointed Chairman of the Board of JSC “Khabar Agency” in the Republic of Kazakhstan with effect from March 2022.

Before taking up the post, Mr Uali was Press Secretary to the President of the Republic of Kazakhstan, a position he held from 2019.

The ABU Secretary-General, Dr Javad Mottaghi, has congratulated him on his appointment and said he looked forward to continuing the close relationship between JSC “Khabar Agency” and the ABU.

From 1997 to 2012, Mr Uali held several positions in the media including journalist, editor of information programmes at JSC “Khabar Agency”, TAN TV Company, NTK TV channel, Channel 31 LLP and head of the anti-corruption media centre at Nur Media LLP.

From 2012 to 2015, he was Deputy Head of the Akim’s Office, Head of the Press Service of the Akim’s Office and Head of the Internal Policy and Religious Affairs Department of the Akimat of South Kazakhstan Region.

Mr Uali served as Advisor to the Minister for Investments and Development,



Director of the Information Support Department and Head of the Internal Policy Department of the Akimat of Zhambyl region between 2016 and 2019.

He holds three degrees, in Film Studies, Journalism and Jurisprudence. Among other honours, he holds the badge of the Presidential Administration “Minsiz kyzmeti ushin” (badge for Outstanding Services).



Yerlan Bekkhozhin steps down as JSC “Khabar Agency” Chairman

Mr Yerlan Bekkhozhin has stepped down as Chairman of the Board of JSC “Khabar Agency”, a position he held since August 2019.

Mr Bekkhozhin is continuing to work for the development of the media in the Republic of Kazakhstan.

During his career he has been an anchor for various national television outlets in Almaty and run the

national branch of the state TV and radio company “MIR”.

He was also Director of presidential television and radio broadcasting Unite in Nur-Sultan before being appointed Chairman of the Board of JSC “Khabar Agency”.

The ABU Secretary-General, Dr Javad Mottaghi, expressed his appreciation to Mr Bekkhozhin for his contributions towards the ABU during his term of office.

GENDER EQUALITY IN THE MEDIA: MAKING IT HAPPEN



Moderator:



CHRISSE TUCKER
ABU Chair
Diversity & Inclusion
Task Group,
Australia

Panelists:



MIRANDA HOLT
50:50 Project,
External Partners Lead,
BBC, UK



RHIANNON HOBBS
5050 Equality Co-Lead,
ABC News, Australia



HASE ERIKO
Senior Producer,
Media Design
Department,
NHK, Japan



RIITTA JAALINOJA
Executive Producer,
Academy of Journalism,
Yle Finnish Broadcasting
Company, Finland



CAROLINE HEMMINGTON
BECTU
Assistant National Secretary,
BBC team, UK

ABU Members mark International Women's Day with equality as key word

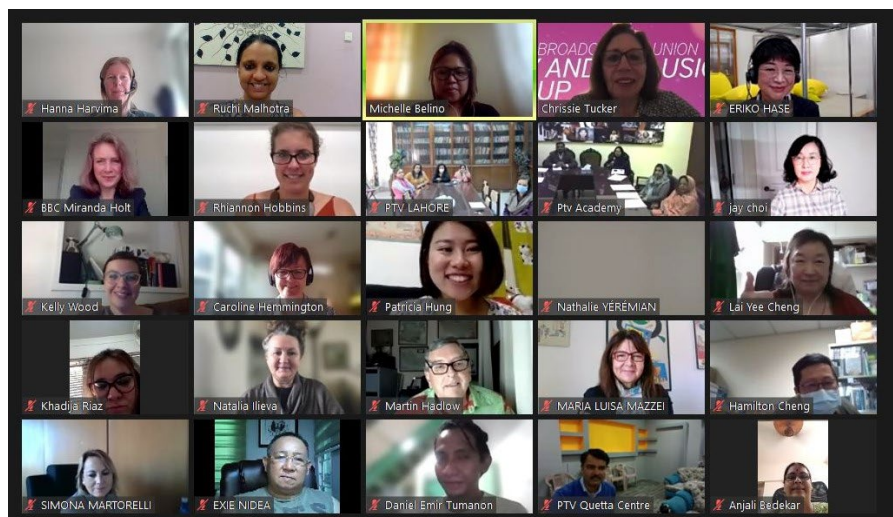
Gender Equality in the Media: Making it Happen

The ABU, in partnership with UNI Apro Mei, held a webinar, entitled Gender Equality in the Media: Making it Happen, on 7 March. The BBC's Miranda Holt told participants that 730 teams within the BBC, mostly in news and content, were implementing the project, as were 135 partners in 29 countries.

She said the project was proving that more diverse content was possible. Younger users of BBC content were highly appreciative of the greater representation of women in content, she said.

Rhiannon Hobbins of ABC News in Australia, which joined the project in 2019, said good advances had been made in gender equality in the areas of news, analysis and investigation.

"Our efforts to achieve gender diversity were really enthusiastically received by people both inside and outside the ABC."



The photos and clips have been posted on all Rai's social media profiles and on the personal social media of the talent using trending hashtags. From 4 to 11 March special programmes were broadcast on all Rai TV, radio and digital platforms, with in-depth analysis by gender balanced hosts and guests attending the shows.

The hosts wore t-shirts and pins with the logo in support of the initiative and the commitment to achieve gender equality. Wide national and regional coverage of all institutional initiatives taking place was ensured by the news bulletins.

Rai's Press Office has published all the information on the website and a press release was handed to all media outlets. On 8 March, Rai's Chairwoman and CEO signed an agreement to become a partner of the BBC 50:50 Gender Equality project. Rai will start monitoring and counting the presence of women and men in various TV, radio and online programmes.

Rai is represented in the EBU Gender and Equality Steering Group as well as in the ABU Diversity and Inclusion Task Group.

Rai also launched a 'Leader She Survey' and a 'No women, no panel' campaign to ensure gender diversity in on-air programming in accordance with the European Commission's 'No women no panel' initiative. In 2020 Rai announced a media partnership with The Women 20 – the G20 engagement group focused on gender equality and women's empowerment.

In 2021, Rai launched the "gender equality" project, coordinated by an inter-directional working table, aimed at promoting actions to improve gender equality within the company.

To stay in tune with the changing times the company has introduced new programmes; to mention just one, 'La prima donna che' is a series of portraits reflecting on truly exceptional women from history by highlighting 30 who were the first to achieve titles or awards in their field, including sport, science, art, entertainment, and politics.

The series was a success on the flagship channel Rai 1 and RaiPlay.

Hase Eriko of Japan's NHK said the public broadcaster had joined the 50:50 Equality Project in January 2021. Because of widespread interest, it was now looking to expand it. She quoted a producer as saying: "Gender is now on the back of everyone's mind."

Ms Hase said the challenge had started modestly with six programmes taking part. "But over the past year, programme after programme, not only in Tokyo headquarters but in regional bureaus, expressed their interest."

Riitta Jaalinoja of Finland's YLE said her country was a frontrunner when it came to gender equality but traditionally women had been just as under-represented in news and programme content as in most media.

Challenges remained but after joining the BBC-led project in 2019, YLE was making important strides forward. "The idea is to get 50:50 in the big picture, not necessarily in every story or programme."

Caroline Hemmington, who represents the BBC division in the union BECTU, said the union was obviously in favour of diversity. The key challenges included changing the internal culture and the need to ensure there was no tokenism. The webinar moderator, Chrissie Tucker, said the 50:50 project had commenced only in 2017 and in a short time had achieved many successes.

FBC-Fiji celebrates achievements of women

The Fijian Broadcasting Corporation celebrates 8th March each year as a

day which highlights the amazing achievements of the women of the island nation.

At the same time FBC continues its campaign for greater progress towards gender equality. This year the theme of the International Women's Day was Break the Bias. The celebration included a speech from Mr Riyaz Sayed Khaiyum, CEO of FBC, stressing the Diversity and Inclusion goals, which was followed by cake cutting. The FBC men also hosted morning tea for the female staff of the company.

Radio Fiji Two has also undertaken initiatives to Promote Diversity and Inclusion. An International Women's Day programme was broadcast in support of gender diversity, including awareness on air and in social media. It contained interviews and vox-pop with people of different linguistic, cultural and social backgrounds. Radio Fiji Two will continue its efforts in promoting and enhancing Diversity and Inclusion through the reach it has in the community.

Rai-Italy highlights gender equality

This year the Italian broadcaster Rai has put in place a new communication campaign highlighting the principle of equality between genders, using a simple, effective and iconic image: the equals sign.

The message Rai wants to promote is that men and women are equal and together they fight against inequalities. Rai has involved in the new campaign Rai talent who posed by mimicking the equals sign symbol (Diverse but Equal).

Niroshan Premarathne appointed Chairman of ITN-Sri Lanka

The ABU Secretary-General, Dr Javad Mottaghi, has congratulated the new Chairman of Sri Lanka's Independent Television Network (ITN), Mr Niroshan Premarathne, on his appointment.

A former ITN presenter, Mr Premarathne was a member of parliament from 2015 to 2020, representing the Matara district in the southwest of the country. He took up his new post on 4 January.

Dr Mottaghi extended his warm congratulations on Mr Premarathne's appointment. He said the ABU had enjoyed a productive partnership with ITN over the years and he looked forward to expanding this partnership.

ITN was launched in April 1979 as a private company and was Sri Lanka's first television network. It was taken over by the government shortly afterwards.

Self-financed, it operates two television channels and two radio channels, broadcasting in Sinhala, Tamil and English. Its coverage extends to 99 percent of Sri Lanka.



Mongolian President meets ABU Robocon runners-up

Mongolia's President U. Khurelsukh has met the team of Mongolian students who finished as runners-up in the annual ABU Robocon contest in December.

A team from the Mongolian University of Science and Technology (MUST) and the National Defence University (MNDU) finished second behind Indonesia's Sepuluh Nopember Institute of Technology after a heated contest on 12 December.

The President said he hoped Robocon would develop the engineering mindset of young people and increase their desire to study engineering, Mongolia's official news agency Montame reported. This would lead to Mongolia having the best possible engineers.

Shandong Radio and TV in China hosted Robocon 2021, which took place online for the first time in the contest's history. It attracted 21 teams from 10 Asia-Pacific countries and regions. In 2019, Mongolia hosted Robocon in Ulaanbaatar, with Mongolian National Broadcasting (MNB) playing host.



Malaysia's new Broadcasting DG wants to strengthen RTM



Malaysia's new Director General of Broadcasting, Datuk Che Roslan Che Daud, has said he wants to further strengthen the national broadcaster, Radio Television Malaysia.

Datuk Che Roslan took up the post on 3 January, succeeding Datuk Ruzain Idris.

He said that as well as enhancing the credibility of RTM and the level of government broadcasting, he hoped to contribute revenue to the government because of the high costs of fighting the COVID-19 pandemic.

He promised to continue the good relations and existing cooperation with international broadcasting agencies.

The ABU Secretary-General, Dr Javad Mottaghi, congratulated Datuk Che Roslan on his appointment and said he was confident that the ABU/RTM partnership would be further strengthened.

Datuk Che Roslan was previously the Deputy Secretary General (Planning and Development) at the Ministry of Federal Territories.

Prasar Bharati signs MOU with Australian broadcaster SBS



Indian public broadcaster Prasar Bharati and Australian broadcaster SBS have signed a memorandum of understanding on exchanging radio and television programmes.

Prasar Bharati's NewsOnAir app described the MoU as a major development towards media collaboration. It will explore the possibility of exchanging programmes in the fields of culture, education, science, entertainment, sports, news, travel, and music and arts.

The agreement came as the two

prime ministers, Narendra Modi and Scott Morrison, held the second India-Australia Virtual Summit on 21 March to review the progress on various initiatives under their strategic partnership.

The two leaders welcomed the move, expressing their hope that it would enable the two broadcasters to strengthen media collaboration between their nations.

The MoU will enlarge the reach of Doordarshan News in English, Hindi and other Indian languages to the Indian

diaspora in Australia. Doordarshan, the public TV broadcaster, forms part of Prasar Bharati.

It will also open opportunities for the two broadcasters to explore co-production and joint broadcasting of programmes, which may include areas such as cookery, arts and culture, and tourism.

The two broadcasters may also exchange personnel and organise training of staff to share knowledge on technical knowhow and programme production

Dr Norbert Himmler takes the helm at Germany's ZDF

Dr Norbert Himmler is the new Director General of German public service television broadcaster ZDF. He took up the post on 16 March.

He succeeds Dr Thomas Bellut, who led the broadcaster for the past 10 years.

Dr Himmler joined ZDF as a freelancer in the news department in 1997. In 1999 he became an editor and reporter with ZDF domestic bureau in Rhineland-Palatinate.

After rising through the ranks in news and programming, he became Programme Director of ZDF in April 2012, a position



he held until being appointed Director General.

Since 2017, he has also been Chairman of the Management Board of 3sat, a free-to-air German-language public service television channel.

Born in Mainz, Dr Himmler holds a doctorate from the Ludwig-Maximilians-University in Munich at Geschwister-Scholl-Institute for Political Science, Department of International Politics.



At a farewell ceremony for Dr Bellut in Mainz, President Steinmeier said he had made "made ZDF a successful brand of trust".

In light of the war in Ukraine, the President emphasised the great importance of press freedom. "I thank all the journalists who report from the war zones under unimaginably difficult conditions."

Freedom of the press was a hard-won and contested value, he said. "Without it, democracies cannot survive in the long run; with it, autocracies cannot survive."

"Hardly anyone knows this better than Thomas Bellut. You are passionately committed to the fight for international press freedom."

"Journalism is – far too often – life-threatening. But journalism is also vital for survival, and for all of us, for liberal democracy," President Steinmeier said.

"That's why I thank all journalists for their courageous work – and protecting their work is the job of all of us."

German President praises outgoing ZDF DG

President Frank-Walter Steinmeier of Germany has praised the achievements of the outgoing Director General of public service broadcaster ZDF, Dr Thomas Bellut, who stepped down after leading the organisation for 10 years.

Bangladesh Betar Director General appointed

Mr Ahmed Quamruzzaman has been appointed Director General of Bangladesh Betar, the country's public radio broadcaster.

His appointment took effect on 7 February. He had earlier held the same post from 11 January to 30 December 2021.

Mr Quamruzzaman joined Bangladesh Betar in 1986 as Assistant Radio Engineer. After holding various positions in radio engineering and

broadcasting, he became Chief Engineer in October 2014.

During his 36-year career he has played a key role in transforming Bangladesh Betar into a modern broadcasting organisation able to compete with private FM stations and the international broadcasting media.

He helped launch its FM broadcasting channels across the country. It also broadcasts today via satellite, live streaming and mobile apps.



Ford Ennals named new Commercial Radio Australia CEO



Ford Ennals is the new CEO of Commercial Radio Australia, the industry body representing the interests of commercial radio broadcasters throughout the country.

Mr Ennals, formerly CEO of Digital Radio UK, replaced Joan Warner, who stepped down at the end of March.

He has wide experience in media transformation and digitisation from his time as founding CEO of Digital UK and most recently as CEO of Digital Radio UK.

Digital UK was a consortium of British commercial and public service broadcasters including the BBC, ITV,

Channel 4 and Channel Five. Mr Ennals was responsible for working with broadcasters and the UK Government to successfully convert UK homes to digital TV.

At Digital Radio UK, he led the UK radio industry's transition to digital listening, working with the BBC, Global, Bauer and Arqiva, among others.

Mr Ennals said: "Australia is one of the most advanced and dynamic radio and audio markets in the world and I am truly excited to be joining the Australian radio sector at what is an inflection point in its history."

Commercial Radio Australia's Chairman, Grant Blackley, said: "Ford brings a unique combination of skills and experience to the role having worked with major global brands with a deep understanding of marketing and customers, and leading both the television and radio sectors into the digital age in the UK with great success."

Mr Blackley paid tribute to Ms Warner for her "outstanding tenure" at CRA. "Her dynamic leadership over the past 21 years has been instrumental in the growth of commercial radio in Australia," he said.

New Chairman of SLRC-Sri Lanka named



The ABU Secretary-General, Dr Javad Mottaghi, has expressed his congratulations to Mr Sonala Gunawardana on his appointment as Chairman of SLRC, Sri Lanka's national television network.

Dr Mottaghi said he looked forward to working closely with Mr Gunawardana, who took up the position in January, succeeding Mr Reginald Cooray.

Mr Gunawardana had previously served as the Chairman of the National Library of Sri Lanka.

In an interview shortly after his appointment, he expressed his determination to bring positive change to SLRC.

He told the Daily News newspaper the television market in Sri Lanka was "very competitive" but said he believed the programmes of SLRC were better than those of the private channels.

New Zealand's TVNZ and RNZ to merge



New Zealand broadcasters TVNZ and RNZ will merge next year, the government has announced.

Both will become part of a new public media organisation, the Broadcasting Minister, Kris Faafoi, said. The announcement follows a two-and-a-half-year internal debate within the government.

Mr Faafoi said he expected the new organisation would be operating by July next year and would provide more services online.

TVNZ and RNZ will initially keep their separate identities, operating as subsidiaries of the new entity, but the government has not ruled out

subsuming them fully into the new organisation after a transition period.

The new organisation would be "built on the best of both RNZ and TVNZ", Mr Faafoi said.

"New Zealanders are among some of the most adaptive audiences when it comes to accessing content in different ways; like their phones rather than television and radio, and from internet-based platforms," he said.

"We must be sure our public media can adapt to those audience changes."

Mr Faafoi acknowledged that TVNZ and RNZ staff might be uneasy about change. He did not rule out job cuts but said that was not the purpose of the merger.

Since RNZ's running costs exceed the profits TVNZ normally makes from advertising sales, the new organisation is expected to be non-profit, continuing to make money from advertising but also receiving government funding, reports said.



CMG hosts Olympic forum

In the lead-up to the Winter Games, China Media Group, a rights-holding broadcaster, hosted a forum on 26 January under the Theme 'Together for a High-tech Winter Olympics'.

Representatives of 145 media agencies and international organisations from 78 countries and regions attended the event online.

The President and Editor-in-Chief of CMG, Shen Haixiong, said he hoped the forum would inject new dynamics into the innovative development of the global media industry and contribute to the success of Beijing 2022.

The President of the International Olympic Committee, Thomas Bach, expressed his appreciation to CMG, members of the media and rights-holding broadcasters.

ABU says farewell to Geraldine

Staff at the ABU Secretariat said farewell to one of their longest-serving colleagues when Geraldine Peters-Williams retired on 5 March.

Geraldine, who was Project Coordinator in the Technology Department, joined the ABU in January 1996 – a time before the Secretariat had a website or email – and served the ABU through 26 years of tremendous change, technological and otherwise.

While helping ensure the department ran smoothly amid this transformation,

she worked with three Secretaries-General and five Directors of the Technology Department.

Geraldine was a key member of the team who organised the annual Digital Broadcasting Symposium, which grew from modest beginnings in 2005 to become one of the ABU's flagship events.

The Secretary-General, Dr Javad Mottaghi, placed on record his sincere thanks and appreciation to Geraldine for her outstanding contributions towards the ABU.



"Geraldine was an asset to the ABU Secretariat and we will miss her. We wish her a happy retirement and all good wishes for the years to come."

ABU Secretariat welcomes three new colleagues



Three Malaysians have recently joined the ABU Secretariat in Kuala Lumpur.

Najwa A'liah Fairuz has joined the ABU Technology Department as Assistant to the Director.

Ms Najwa joined the ABU from Karex Berhad, a private Malaysian company, where she worked as a Strategic Partnership Executive.

Her responsibilities included communications, branding, business development and liaising with Southeast Asian countries for product promotion and development.

Ms Najwa holds a Bachelor's Degree (Hons) in Applied Language Studies and a Diploma in Public Administration.

Fariza Ibrahim has joined the Secretariat as Finance Officer.

Ms Fariza has 19 years of working experience in Accounts and Administration. Prior to joining the ABU, she worked at the Road Engineering Association of Asia and Australasia (REAAA) as an Accounts and Administration Executive for 12 years.

She holds a Bachelor of Business Administration (Hons), majoring in Finance and Diploma in Banking Studies, from Universiti Teknologi Mara (UiTM), Malaysia.

Sharzuan Mat has joined the IT Department as Systems Support Officer.

Mr Sharzuan has about 10 years of experience in IT support and system management. He has worked in the medical, legal and oil and gas industries in the past. He holds a bachelor's degree in Engineering Technology.



World Radio Day 2022 fell on 13 February. It has been marked each year since 2012 as a UNESCO initiative. Many countries in the Asia-Pacific region celebrated the day.

Saudi Arabia launches first news radio station

The Saudi Broadcasting Authority (SBA) launched the country's first news radio station to coincide with World Radio Day.

Known as Al-Ekhbariya Radio, it is a radio branch of the Al-Ekhbariya TV channel and aims at focusing on local specialised content.

The Saudi Press Agency quoted SBA's CEO, Mohammed bin Fahd Al-Harithi, as saying the launch came within the framework of the authority's strategy towards distributing media discourse across all platforms and shifting towards specialised media to meet the different tastes of the society.

PBC DG says radio 'most effective medium' during disasters

The Director General of Pakistan Broadcasting Corporation (PBC), Muhammad Asim Khichi, described radio as the most effective and popular medium in disseminating information during catastrophes and natural calamities.

In a message marking World Radio Day, he said radio had vast outreach even in the time of modern technology and in the presence of other modes of communication.

PBC's Radio Pakistan held special programmes to mark the day, including talk shows, features and impressions of people from different walks of life.

Radio crucial in fight against fake news, says Cambodian PM

Radio broadcasting institutions have been crucial in the fight against fake news on social media in Cambodia, Prime Minister Hun Sen said in a message to mark World Radio Day.

He said this year's World Radio Day theme, 'Radio and Trust', was particularly apt in a world embroiled in geopolitical conflicts which had escalated tensions and worsened the COVID-19 pandemic.

Mr Hun Sen praised journalists worldwide, including radio journalists "who have overcome all obstacles to fulfil their duties in difficult stages".

Tongans speak of radio's vital role in times of disaster

The Tonga Broadcasting Commission marked World Radio Day with a talkback show on the significance of radio, especially during disasters.

The show gave people an opportunity to talk about the value of radio in their daily lives.

Meanwhile, Radio and Television Tonga News interviewed people in the capital, Nuku'alofa, who spoke of the vital role of radio in helping them prepare for natural disasters.

Radio 'an amazing medium', says Indian PM

India's Prime Minister, Narendra Modi, said radio remained an integral part of people's lives and was an amazing medium to connect people.

"World Radio Day greetings to all radio listeners and those who enrich this outstanding medium with their talent as well as creativity," he said on Twitter.

Mr Modi is himself a regular radio host. He presents a programme called Mann Ki Baat on All India Radio, which the government says is aimed at establishing a dialogue with citizens on issues of day-to-day governance.

Malaysian PM says radio will remain relevant

Malaysia's Prime Minister, Datuk Seri Ismail Sabri Yaakob, said radio had become a close friend to people in the country and would continue to be relevant in the future.

In remarks celebrating World Radio Day, he said he wanted radio stations to continue with their role in disseminating the latest information.

Mr Ismail Sabri said radio was now the wake-up call in the morning, company in the afternoon and entertainment in the evening. It had become a necessity and a close friend.



(Photo: Japan Embassy, Colombo)

Sri Lanka's PM thanks Japan for SLRC support

Sri Lanka's Prime Minister, Mahinda Rajapaksa, has expressed his appreciation to Japan for its long-standing support for Sri Lanka's national television broadcaster, SLRC.

Mr Rajapaksa presented a token of appreciation to the Japanese Ambassador, Mizukoshi Hideaki, at a function in Colombo on 11 March marking SLRC's recent 40th anniversary.

SLRC was launched in February 1982 with financial support and expertise from Japan. Since then, its facilities and equipment have been upgraded with continuous Japanese support, using Japanese technology.



Shane Warne and Leigh Sales (Photo: ABC)

Repeat of Shane Warne interview a ratings hit for ABC

A repeat of Australian cricketer Shane Warne's 2018 interview with 7:30 host Leigh Sales on 7 March proved a ratings hit for the ABC.

The interview helped lift the public broadcaster to second place in the ratings ahead of Channel 10 and Seven, the Daily Mail reports.

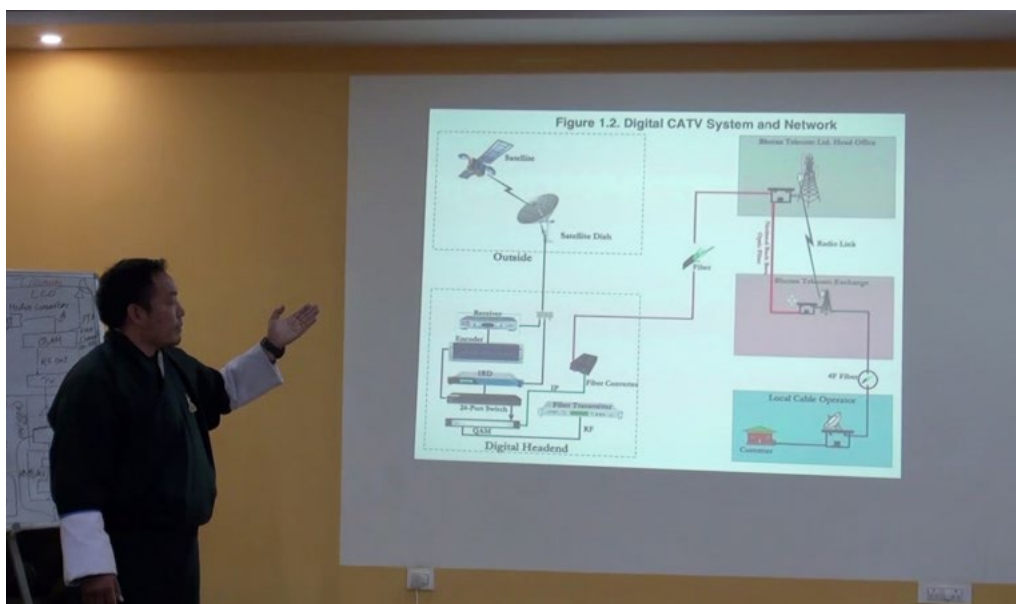
Warne died on 4 March at the age of 52 after suffering a heart attack while on holiday at a resort on the Thai island of Ko Samui. He is considered one of the greatest bowlers in cricket history.

Bhutan aims to complete digitalising cable TV by year's end

Bhutan aims to complete the digitalisation of cable TV by the end of this year, BBS reports.

Officials say more than 60 of the country's 90 local cable operators have already gone digital. The local operators are being connected to two multi-service operators.

The digitalisation programme began in the capital, Thimphu, in 2018. The focus is now on five districts in the more rural east of the country.



(Photo: BBS)



Media Prima and SBS collaborate on TV reality show

Malaysia's Media Prima has collaborated with Korea's Seoul Broadcasting System (SBS) to produce a Malaysian edition of a Korean hit reality show.

Media Prima's content company, Primeworks Studios, worked with SBS on the joint production of Master in the House Malaysia, based on a popular SBS show.

The co-production went to air on Media Prima's TV3 on 15 January.

KBS seeks Guinness World Record for its oldest entertainer

Korean public broadcaster KBS is seeking a Guinness World Record for its oldest entertainer, a 94-year-old TV host.

Song Hae has hosted KBS' National Singing Contest for 34 years since 1988, becoming an icon of Korean television.

KBS has submitted an application for him to win a Guinness World Record as the world's oldest TV music talent show host.



(Photo: KBS)

NHK airs 8K series on animal mating behaviour

The 8K satellite channel of Japan's public broadcaster NHK aired 'The Mating Game', a new five-part series on animal mating behaviour, in January.

The series was produced by NHK and UK-based Silverbacks Films for BBC and Discovery, co-produced with Bilibili and France Télévisions.

NHK was involved with filming that took place in 22 countries on six continents.

Presenting China's stories well 'remains CMG's mission'

The President of China Media Group (CMG), Shen Haixiong, has said that presenting China's stories well to global audiences remains CMG's mission.

Mr Shen said CMG had served as a witness to the remarkable past and recorded the country's achievements through its dedicated work. He said China's overseas broadcasting services would continue this in 2022.

CNN Digital Worldwide appoints new head of Asia-Pacific

CNN Digital Worldwide has promoted Steve George to Director of CNN Digital for the Asia-Pacific region, based in Hong Kong.

He is responsible for digital content, strategy and publishing and leads a team of digital producers, reporters and editors across the region. Before this role, Mr George was a Senior News Editor for CNN Digital.



(Photo: CNN International)

All India Radio doubles transmissions in 6 languages

The External Services Division of All India Radio (AIR) expanded its transmissions in six neighbouring languages – Dari, Pashto, Baluchi, Mandarin Chinese, Nepali and Tibetan – from 3 January.

AIR said the broadcast duration in each of these languages had been doubled from the existing one to 1.5 hours per day to three hours per day.

Australian commercial radio audiences increase in 2021

Commercial radio in Australia performed strongly in 2021, with audiences up 1.3 percent to a record 11.2 million in the five metropolitan capitals.

Joan Warner, CEO of the industry body Commercial Radio Australia, said nearly 140,000 listeners were gained during the year across multiple platforms.

Because of the pandemic, the share of listening at home increased to 50 percent, up from 9 percent in 2019.

Mediacorp editor-in-chief joins NY festivals board

The Editor-in-Chief of Singapore's Mediacorp, Walter Fernandez, has been appointed to the New York Festivals' TV and Film Awards advisory board.

The awards honour content in all lengths and forms from around the world, covering categories such as news programmes, documentaries and entertainment programmes.



(Photo: Mediacorp)

Malaysian footballer and TV pundit Shebby Singh dies

Serbegeth 'Shebby' Singh, a former Malaysian national footballer who later became a television football analyst, has died at the age of 61.

Mr Singh played as a defender 61 times for Malaysia from 1982 to 1991. He later turned to broadcasting, becoming a TV football pundit for Asian sports channels including Astro SuperSport, FOX Sports and ESPN Asia.



(Photo: Sky Sports)

India's Doordarshan reaches more than 6 billion viewers in 2021

India's public television service, Doordarshan (DD), reached more than 6 billion viewers across the country in 2021, government figures show.

Similarly, more than 185 YouTube channels of DD and All India Radio together registered more than billion views in 2021.

Vietnamese TV channel to promote Korean culture

A Vietnamese TV channel has signed an agreement with seven provincial cities and counties in the Republic of Korea on popularising Korean culture in Vietnam, VOV World reports.

The deal was signed between VTC10 channel of Vietnam's VTC Digital Television Network and seven Korean localities, who will partner with VTC10 in producing Korean content that will air on the Vietnamese channel's "Best in Korea" programme.

Radio Pakistan to continue boosting agriculture

Radio Pakistan will continue playing its role in boosting the agriculture sector in the country, its Director General, Muhammad Asim Khichi, has said.

He was speaking in a newly launched Radio Pakistan programme titled "Zarkhez Pakistan", which provides information on agriculture.

Mr Khichi said most of the population lived in rural areas and Radio Pakistan would keep them informed on new agriculture technologies.

Comedian Yoo Jae-suk wins MBC Grand Prize

Comedian Yoo Jae-suk, host of popular variety show Running Man and arguably the biggest television celebrity in Korean broadcasting, won the Grand Prize at the MBC Entertainment Awards.

The 49-year-old comedian has won numerous Grand Prizes over the years from South Korea's three major broadcasters KBS, SBS and MBC.

This year's award recognised Yoo's dedication and performances on MBC's hit reality show Hangout With Yoo.





Fiji's FBC welcomes women visitors from afar

Sixteen women from one of Fiji's most outlying islands say it was an honour to visit the Fijian Broadcasting Corporation's Radio Fiji One studio in the capital, Suva.

The visit by the women from the island of Doi in the Oni-i-Lau group marked a special milestone in their lives, FBC reported. The island group lies more than 400 kilometres southeast of Suva on the main island of Viti Levu.

Doi Women's Association Chair Nanise Vosa said it was not only the first time for them to see a radio studio but for many it was the first time to set foot on Viti Levu.

She said it was a privilege to visit the Radio Fiji One studio and see how it operated.

"We are so fortunate to be here today. We travelled for five days to reach

Suva. Being here today is an honour. We always listen to Radio Fiji One's programmes because this is the only station we can listen to in the Lau Group."

Ms Vosa said the women had been brought to the main island for three weeks of vocational training to help empower them with business skills to earn an income back in the village.



Korea's KBS wins praise for its COVID emergency content

Korea's public broadcaster, KBS, has been praised for its emergency content during the COVID-19 pandemic.

The Public Media Alliance (PMA), a global association of public broadcasters, described KBS' emergency content as "exemplary" and said it had played a crucial role during the pandemic.

The PMA cited new research that said KBS' COVID coverage had "made a significant contribution to the nation".

The research – conducted by the KBS Public Media Institute, Dongduk Women's University, and Kongju National University – assessed KBS' emergency broadcasting over a two-year period, from 20 January 2020 to 31 December 2021.

It detailed how much COVID coverage KBS had provided to the public, including nearly 25,000 news items on KBS TV and 40 TV programmes dedicated to the virus. It also launched the Integrated Newsroom Service, which became the platform for all its COVID content.

The PMA said that from the very start of the pandemic, KBS had recognised its public mission to provide vital information to the population, which drove decision-making processes throughout the organisation.

The alliance said similar trends could be seen among public broadcasters elsewhere. It praised both NHK-Japan and Radio New Zealand for their emergency broadcasting.

For more on this from KBS see [here](#). For more from the PMA see [here](#).



Doordarshan's coverage of India's Republic Day a global hit

The coverage by India's public television broadcaster Doordarshan (DD) of the Republic Day parade on 26 January proved a global hit, government figures show.

Its coverage on its TV network clocked 23 million views, while its YouTube channel notched up 26 million, according to figures released by the Ministry of Information and Broadcasting.

More than 180 channels across India carried DD's live coverage for almost three hours – a total of 3.2 billion TV viewing minutes.

DD also made inroads into international audiences through its coverage of the parade. It registered a sizeable increase in viewership in more than 140 countries including the US, Saudi Arabia, France, Germany, Australia, Japan, Canada, Pakistan, New Zealand the United Arab Emirates.

DD won widespread praise on social media for its coverage the celebrations, which for the first time included live aerial shots of the flypast by the Indian Air Force.

Japan's TBS looks to expand its global presence

Tokyo Broadcasting System Television (TBS) is looking to expand its presence around the world by investing in international shows and striking new co-production partnerships, Television Business International has reported.

The company's global producer Ichikawa Ryutaro unveiled its new strategy at the South By South West (SXSW) festival in Austin, Texas.

"From production companies to start ups, we are open-minded to any kind of company within and around the entertainment industry. Tokyo Broadcasting System is about to transform into a whole new company," Mr Ichikawa said.

TBS will be looking for global partners for co-production of creative content for the global and Japanese audience,

co-production of live entertainment for the global audience, strategic co-investment in global content and combining cutting edge technology to create top-notch entertainment, Yahoo! Entertainment reported.

TBS has recently partnered with global platforms Netflix and Disney Plus, and with international content creators, including South Korea's CJ ENM and India's Zee Entertainment Enterprises.

The Netflix deal began with a TBS series 'Japan Sinks: People of Hope' and a reality TV show 'The Future Diary'.

TBS's most famous shows include the drama series 'Naoki Hanzawa' and the sports entertainment shows 'Ninja Warrior' and 'Takeshi's Castle'.

Singapore media companies serve 'broader mission', says minister

Singapore media companies serve a "broader mission" beyond commercial success, playing an important role in informing and engaging citizens, the Communications and Information Minister, Josephine Teo, has said.

Mrs Teo was speaking during a debate in parliament, Channel NewsAsia reports.

"Our local media, like media outlets across the world, have seen their advertising and subscription revenue drastically reduced, buffeted by the rise of digital content platforms and new avenues for free content," she said.

While Singapore's local media companies – Mediacorp and SPH Media – enjoyed "good reach" of 96 percent of Singaporeans, Mrs Teo said there were no "easy answers" on how to monetise this reach.

"We hope that they can become self-sustaining, but it remains to be seen whether or when this can happen."



(Photo: CNA)

This was why the government was putting its support behind SPH Media Trust, she said. The government announced in February that it would provide the company with up to Singapore \$900 million (US\$661 million) in funding over the next five years.

Turning to how the media could better meet the needs of different demographics, Mrs Teo pointed out how Mediacorp was working with its news broadcasters, as well as clan associations, to identify new talent to

sustain dialect radio news broadcasts.

She said Mediacorp was also producing an animation series on sustainability and environmental awareness, to help families understand why it was important and how they could contribute.

"Left to the free market, such programmes are unlikely to be viable. I, therefore, urge members to give our local media and journalists the fullest support because they deserve it," she said.

Australia's ABC expands its regional and rural coverage

Australia's ABC says it has significantly expanded its regional and rural coverage following its recruitment of 55 regionally based journalists, which is anticipated will boost the number of its employees working outside capital cities to more than 600.

The new regional roles were made possible through commercial deals struck with Facebook and Google in November last year, following the passage of the Federal Government's News Media Bargaining Code earlier in 2021.

The ABC had said any net revenues resulting from an agreement with Google and Facebook would be invested in supporting regional and rural public interest journalism.

Speaking at the opening of the ABC's first-ever bureau in Charleville in South West Queensland, Managing Director David Anderson said the ABC had moved fast over the summer to advertise and recruit in every state and in the Northern Territory.

Mr Anderson said there had been strong interest in the roles, with more than 580 applications received.

"I can't think of a better way to start our 90th year than increasing and expanding our coverage in regional and rural Australia, particularly in areas where to date the ABC has not had a presence," he said.

The ABC said the 55 positions would have a big impact on its ability to cover regional issues, from the larger regional centres to remoter communities.

It would mean more stories, better coverage and specialist reporting on the issues that matter to people living in the regions and important insights into regional and rural Australia for people residing in Australia's capital cities.

Charleville is one of ten new locations for the ABC along with Batemans Bay, Warragul, Carnarvon, Hervey Bay, Gladstone, Whyalla, Northam, Swan Hill and Victor Harbor.

The ABC has boosted the number of journalists in nine existing bureaus in Horsham, Burnie, Dubbo, Wagga Wagga, Katherine, Esperance, Karratha, Longreach and Toowoomba.

The ABC now has journalists in 58 locations across the country.

ADDITIONAL FULL MEMBER

RNK-Cambodia joins ABU as Additional Full Member

National Radio of Kampuchea (RNK) joined the ABU as an Additional Full Member in February 2022.

RNK is a state-owned radio station that aims to serve as a bridge between the government's solutions and the people's concerns.

Launched in 1974, RNK is the only AM station in Cambodia that is deemed to be a national broadcaster with frequency AM918KHz. It has the widest coverage in terms of signal propagation, reaching an estimated 95 percent of the population.

Its primary vision is to serve the public interest with quality, balanced, up-to-date programmes that can provide rapid information and facilitate dialogue between government, citizens, civil society and the private sector.

Currently on air for 19 hours a day, RNK broadcasts and produces useful programmes, up to date news and features, and live talk shows for the audiences.

Beside broadcasting via an analogue platform, RNK also has its own digital platforms such as its website, YouTube channel, Facebook page, Telegram channel and many other popular social media platforms to serve the people in this digital era.



AFFILIATE MEMBERS



Canara Lighting joins ABU as Affiliate Member

Canara Lighting is the global leader in the business of providing broadcasting and TV studio lighting systems for over 45 years.

They are the biggest manufacturer of specialised lighting equipment in South Asia and Middle East Asia. Their world class, fully integrated manufacturing facility is located at Mangalore, India.

Canara provides one stop service from concept to commissioning. This includes consulting, designing, manufacturing, research & development, installation,

commissioning, training and after sales service.

Canara Lighting provides complete turnkey solutions for TV studios. The product range covers latest technology LED lighting fixtures, grid and rigging equipment (both fixed and motorised), cable management system, electrical panels and lighting consoles. Their products are in line with international standards and are CE certified.

Canara Lighting has installed many high-end TV studio lighting projects in Asia, Middle East, Africa and Eastern Europe. Over 1000 installations are working in different parts of the world with total satisfaction. The customer



is assured of trouble free and efficient product delivery and services at competitive prices.

Canara Lighting equipment and lighting solutions are also used effectively in film studio lighting, auditorium and convention centre stage lighting, stadium indoor and outdoor lighting, sound and light show including façade lighting, 3D projection mapping and musical fountains.

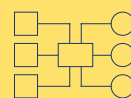


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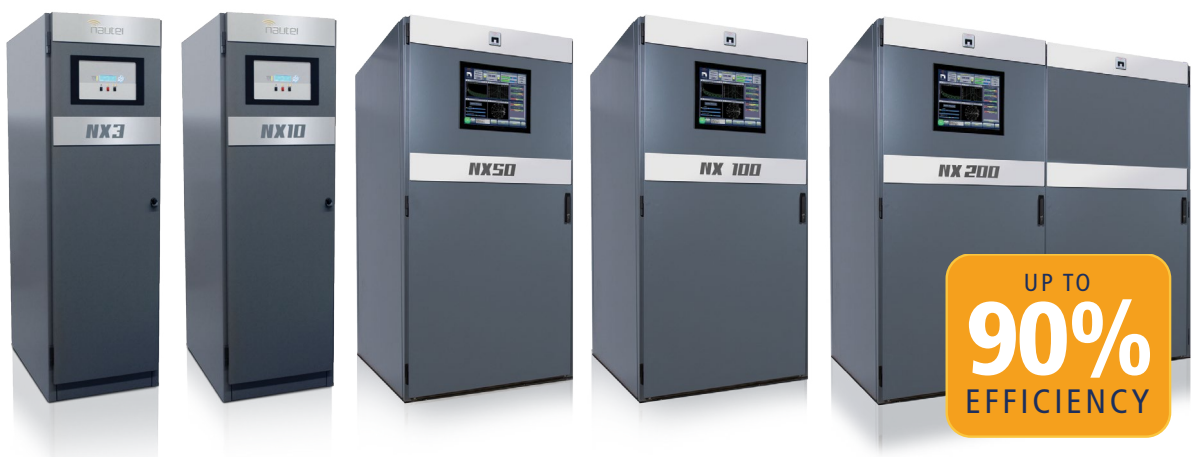
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