

# ABU news

Quarter 2 2022

## Spotlight on new ideas and trends



# Your trusted partner for global content delivery

Leveraging Telstra's total global network assets for  
fully managed media content transmission.



Major events  
& tours



International  
Remote Production



Occasional  
Use



Next Generation  
Linear Distribution



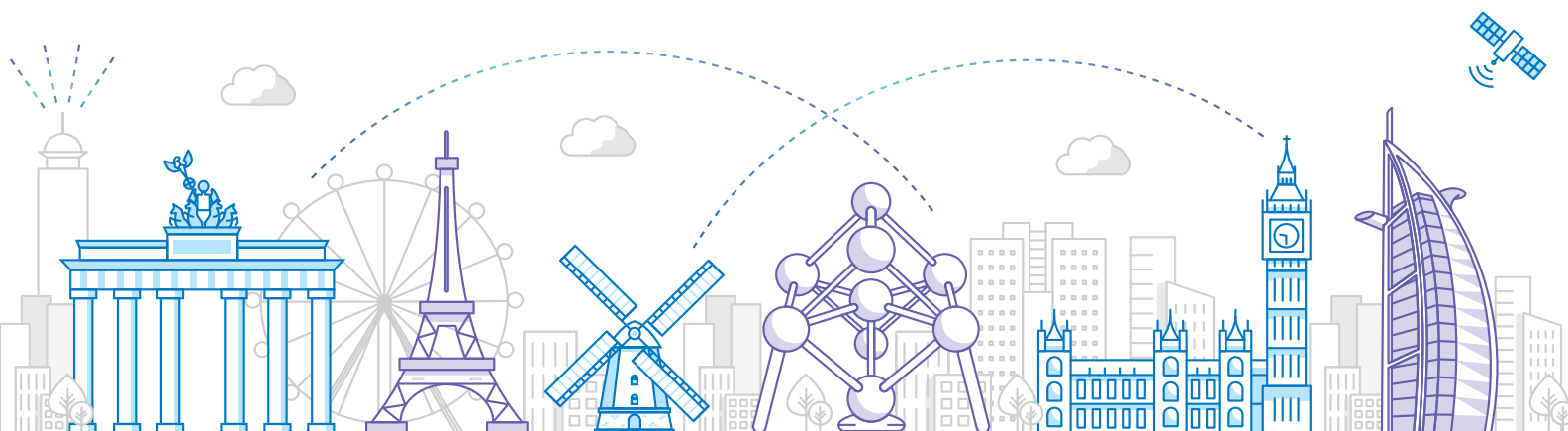
IP Transit

At Telstra Broadcast Services we're available 24/7 – talk to us.

 +61 2 8258 7979

 [TelstraBroadcast@team.telstra.com](mailto:TelstraBroadcast@team.telstra.com)

 [telstra.com/broadcastservices](https://telstra.com/broadcastservices)



# CONTENTS

## PROGRAMMING

- 06 ABU TV-CON a fast-moving mix of entertainment and humour
- 08 #ABUdigital2022 explores latest tech trends and the digital future
- 13 Digital all the way: participants unleash the power of digital storytelling in 3-day online workshop
- 14 PMPC22 a window on the wonderful world of apps
- 17 ABU Prizes workshops help member broadcasters
- 18 13 teams to compete in ABU Robocon 2022
- 18 ABU-Rai Days 2022 on the road back to normal
- 19 ABU and Radiodays Asia join forces for radio Super Conference

## TECHNOLOGY

- 20 ABU holds forum on cybersecurity and the media

## ASIAVISION

- 22 New categories in Asiavision Annual Awards
- 23 Day one working-from-work
- 24 Investigative Journalism training and mentorship – ABU online training starts mid-year
- 26 DDI-India to host News Group Meeting and Global News Forum

## ABU MEDIA ACADEMY

- 27 Insights into writing TV and film scripts

## SPORTS

- 28 ABU Sports Group Conference looks at key coverage issues
- 29 Birmingham Commonwealth Games 2022
- 29 UN General Assembly welcomes Qatar's hosting of World Cup
- 29 IPL cricket media rights sell for more than \$5.6 billion

## GPDRR

- 30 ABU leads global coverage of 2022GPDRR

## NEW MEMBERS

- 31 SBS-Australia and Pebble-UK join the ABU

## ABU MATTERS

- 32 India's Prasar Bharati to host ABU General Assembly 2022
- 33 ABU President meets Secretariat team
- 34 Shashi Shekhar Vempati steps down as ABU Vice President
- 35 KBS to continue cooperation with ABU
- 35 ABU Secretariat team meets KBS President
- 36 MBC President and ABU Secretary-General share insights
- 36 TRT co-production Triangle of Sadness wins top Cannes award
- 37 EBS President and Secretary-General meet in Seoul

- 37 Building a culture of media tolerance and understanding
- 38 Mid-year PSG meeting held online
- 38 ABU forum looks at broadcasters and the digital giants
- 39 Hayashi Rie appointed Executive Director at NHK
- 39 Singapore's Mediacorp wins 36 awards at New York Festivals
- 40 ABU SG lauds professionalism of Malaysia's RTM
- 40 Maria Ressa opens Global Media Forum in Bonn
- 41 RTM and ABU launch Partnership Task Group
- 41 ABU organises two WSIS sessions
- 42 Interview with Mr Berik Uali, Chairman of Khabar Agency, Kazakhstan
- 44 Khabar Agency pledges to strengthen cooperation with ABU
- 45 Zhaina Slambek named Director of Khabar TV Channel
- 45 Germany's ZDF appoints two new directors
- 46 WBU Statement on the Assassination of Al Jazeera Journalist Shireen Abu Akleh
- 46 UN Security Council condemns killing of Aljazeera journalist
- 47 DW honours two Ukrainian journalists
- 47 EBU launches campaign for journalist safety
- 48 NHK provides tips in Ukrainian for daily life in Japan
- 48 Japan media watchdog cautions TV shows using pain for laughs
- 49 Cambodia thanks Vietnam's VOV for broadcasting support
- 49 Fiji launches its first media press club
- 50 Australia's ABC celebrates its 90th birthday
- 50 Cate Blanchett wishes the ABC a happy 90th
- 51 ABC chair Ita Buttrose calls for press freedom reforms
- 51 New DGs appointed at LNTV and LNR in Laos
- 51 Public media in New Zealand to get big funding boost
- 52 Wendy Everett completes term as ABU News Director
- 53 ABU Secretariat welcomes new Director of News
- 53 Fiji's FBC receives mobile journalism kits from Australia
- 54 Prasar Bharati holds conclave on Direct to Mobile technology
- 55 Veteran Vanuatu journalist Malonie Albert dies
- 55 Korea's oldest TV talent show host dies at 95

## MEMBERS' STORIES

- 56 Turkey's TRT launches French-language service
- 56 NHK STRL researches screens that can be rolled up
- 56 Singapore minister praises media's pandemic role
- 56 Fiji TV and Prasar Bharati agree to cooperate
- 57 Radio Pakistan 'a historic asset'
- 57 Philippine state broadcasters join forces for poll coverage
- 57 Radio Nepal 'needs to expand services'
- 57 DD India 'now the country's no 1 news channel'
- 58 KBS encourages the public to use its archives
- 58 China's CMG launches media action on environment
- 58 Media Prima's radio listeners increase, study shows
- 58 Brunei's RTB turns 65
- 59 Go digital, Cambodian PM urges traditional media
- 59 Doordarshan pet care show wins award
- 59 Australian commercial radio ad revenue up strongly

## VOLUME 41 / QUARTER 2 2022

### **Publisher**

Dr Javad Mottaghi  
javad@abu.org.my

### **Editor**

Alan Williams  
alan@abu.org.my

### **Media Communications Designer**

Nadzim Zainal

### **Contributors**

Cai Yanjiang  
Ahmed Nadeem  
Yasu Nagahata  
Wendy Everett  
Steve Ahern  
Shree Bhadra Wagle  
Dr Veysel Binbay  
Natalia Ilieva  
Hanizah Hamzah  
Olya Booyar  
Nargiza Numanova  
Kesang  
Hamdhoon Rashad  
Ahmed Afruh Rasheed  
Ruchi Malhotra

### **Address**

Asia-Pacific Broadcasting Union  
2nd Floor, IPPTAR Building,  
Angkasapuri,  
50614 Kuala Lumpur, Malaysia

Tel: +60 3 2282 3592

Fax: +60 3 2282 5292

Website: www.abu.org.my

*For advertising enquiries,  
please contact the Editor. Editorial  
contributions are welcome. ABU  
News is supplied free of charge to  
ABU members and is available by  
subscription to others. Subscription  
is US\$25 per year.*

Things are on the move at the ABU in two important ways.

After more than two years of running almost all its activities online because of the global pandemic, the Union and its members are cautiously moving towards a return of face-to-face meetings.

At the same time, the ABU is introducing exciting new activities to continue to serve members in the best possible way amid these ever-changing times.

After holding its annual General Assembly and Associated Meetings virtually in 2020 and 2021, it is set to hold this year's GA as a physical event, thanks to India's public broadcaster, Prasar Bharati, which has kindly offered to host the meetings in New Delhi.

And Khabar Agency in Kazakhstan will host the 113th Administrative Council Meeting in Nursultan on 26 August. It looks forward to warmly welcoming members who can travel and will provide online coverage for others.

This issue includes an interview with Khabar Agency's Chairman, Berik Uali. He discusses the broadcaster's role in Kazakh society and how he sees social media as assistants not competitors.

Many other activities are still being held virtually but confidence is growing that some of them, too, will soon become face-to-face events once again.

An example is ABU Robocon, the popular annual robot contest among college teams. This year's final will take place online in August but the organisers are aiming to hold the 2023 final as a physical event in Cambodia. National Television of Cambodia (TVK) has already offered to play host.

Despite the pandemic, the ABU has succeeded in delivering all its projects and services online. On the sports front, for instance, it has successfully acquired the rights to the Commonwealth Games in Birmingham in August for member countries of ASEAN and has set up a top-class production team to provide feeds for members.

The ABU has meanwhile held an enthralling new event, ABU TV-CON. It's like nothing else the Union has held before – lively, fast-moving, full of humour and with a Hollywood star as a special guest.

This quarter has also seen #ABUdigital 2022, a cutting-edge show that explores the latest tech trends, and the annual Pacific Media Partnership Conference, which allows broadcasters in the Pacific to share their view and expertise.

We have full reports on these and other ABU events. We hope you'll enjoy reading about them.

## UPCOMING EVENTS 2022

- **ABU-Rai Days** - 4-5 July, Rome, Italy
- **RadioAsia** - 4-5 September, Kuala Lumpur
- **RadioDays Asia** - 6-7 September, Kuala Lumpur
- **2022 News Group Meeting & Global News Forum** - 3-5 October, New Delhi, India
- **ABU General Assembly and Associated Meetings** - 25-30 November, New Delhi, India

Published by the  
Asia-Pacific Broadcasting Union





# The ABU family expresses its sincere sympathy and condolences to the people of Afghanistan

In a message to ABU members in Afghanistan, the Secretary-General, Dr Javad Mottaghi, has described as heartbreaking the loss of over 1,000 lives in the earthquake that hit Paktika province on 22 June.

“This tragedy couldn’t have struck in more difficult times as Afghanistan is going through a transition period with so many challenges,” he said.

“However, I am confident that even with this compounded challenge our Afghanistan members will continue to offer the people timely information and hope for the future.”

He said the ABU was ready to provide immediate assistance to members in the form of online Disaster Risk Reduction media training, to increase their capacity to inform and educate people about possible future disasters.

He encouraged members to take up the opportunity, which would be followed by more tailored training to empower the media in Afghanistan to save lives.

Two members in Afghanistan have already responded positively, saying they would like to accept the offer of ABU training.



# ABU TV-CON a fast-moving mix of entertainment and humour

The ABU's newest event, TV-CON, has ended after two days of presentations, interviews, debates, a musical performance – and lots of jokes!



Hosted by “the godfather of stand-up comedy in Malaysia,” Harith Iskander, on 17-18 May from the IPPTAR studio in Kuala Lumpur, the live hybrid event featured speakers from many countries and was billed as a convention of TV producers, by TV producers, for TV producers.

A fast-moving mix of interviews, presentations, debates, and music, it followed a hybrid format. Hosted from a studio in Kuala Lumpur, Malaysia, it featured speakers in Japan, Korea, China, Singapore, Nepal, Turkey, Thailand, Myanmar, Mauritius, Australia, Fiji, the United States, Italy, Germany, Russia, and the Netherlands.

A highlight on both days was a special exclusive interview with a Hollywood A-lister from Japan, Ken Watanabe, by the ABU Programme Director, Yasu Nagahata. Ken talked about his career in Hollywood and looked back at his early years on TV and radio. He also shared his own opinions on diversity

in the film industry, digital media including his way of interacting with social media posts, and his activity in the disaster-affected area in the northern part of Japan.

Keynote speakers were Vikram Channa, VP Content & Products Greater China & SEA, Discovery Networks Asia-Pacific, and Keiko Bang, CEO of Bang Singapore Pte Ltd, a pan-Asian entertainment company. Both spoke of the opportunities and rewards for TV programme makers in Asia.

All presentations were introduced by the genre, such as drama, kids, entertainment, and documentary. Including last year's ABU Prizes winners, all speakers were highly experienced TV producers and gave amazing presentations on their productions using videos and many photos.

The speakers and their topics are as follows. Drama: Larry Zheng (SMG-China), a substitute for the director,





Shen Yen, on ABU Prize-winning "With You." Yoichiro Takahashi (NHK-Japan) on ABU Children's Drama Co-production and Jinsu Shin (EBS-Korea) on the 17th series Producers' choice award of the 17th series, "MANGO IS A PENGUIN NOT AN OWL ...". Kids: Markus Tomsche (WDR-Germany) on ABU Prize-winning "The Show with the Elephant: We are having a baby!" Hyunsook Chung (EBS-Korea) on international co-production, and "Beast of Asia." Entertainment: Lu Xiao Bo (CCTV-China) on ABU Prize-winning "China in a Classics." Kotaro Urakami (NEP-Japan) on 8K production. Documentary: Duilio Giammaria (RAI-Italy) on ABU Prize-winning "Breathless."

In addition, the ABU Robocon Deputy Secretariat Chief, Tomohiro Arai of NHK Enterprises, introduced the annual robot contest for students and gave an update on this year's tournament.

"Is TV a better media than other media?" There were exciting, light-hearted, quick-fire debates on the merits of TV versus digital media production, and TV versus radio. TV producers Shivanee Thapa Basnyat (NTV-Nepal) and Jan-Willem Bult (Netherlands) stated "TV is better media!" to digital media producers Riyaad Minty (TRT-Tukey) and Soobass Latchman (MBC-Mauritius) on Day 1, and to radio producers, Kara

Koroi (FBC-Fiji) and Russell Torrance (ABC-Australia) on Day 2.

On Day 1, 7 ABU members (Phoenix TV, Thai PBS, RAI, SMG, VGTRK, MRTV, and NHK) participated in a ground-breaking session called "60 Seconds Pitch" and promoted their projects in one minute.

On Day 2, Malaysian singer-songwriter OJA gave a special performance, singing a classic Malaysian song, "Hijau" to make this event brilliant.

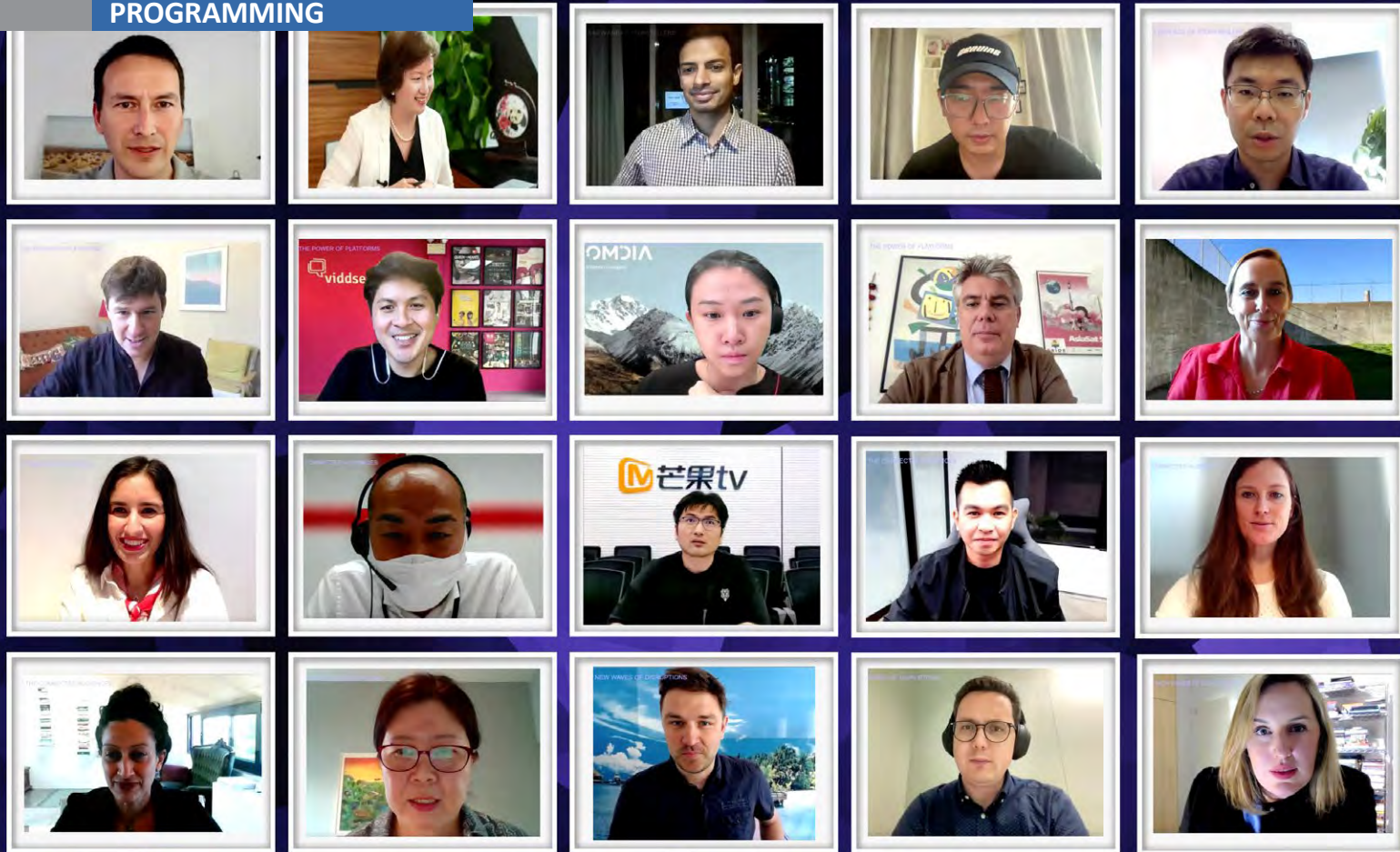
ABU Head of TV, Hanizah Hamzah, with the emcee, closed the event by announcing the upcoming activities of the Programme Department.

TV-CON is the first event aimed at strengthening the relationships among producers in our region and improving the knowledge and skills of programme production in all TV genres, which is very different from past international conferences by the ABU Programme Department. It was supported by a grant from Japan's Hosono Bunka Foundation, which promotes the cultural and technological development of broadcasting.

The ABU plans to make it an annual event and is looking forward to having great support from members!







# #ABUdigital2022 explores latest tech trends and the digital future

## #ABUdigital2022 IN NUMBERS

2 days

4 tracks

4 keynotes

16 expert talks

After two action-packed days filled with inspiring talks from 20 speakers from 11 countries across Asia and Europe, another edition of #ABUdigital show has concluded with valuable expert insights on subjects ranging from storytelling, platforms, audiences, big data and personalisation to XR, metaverse, Web3, deep fakes and future trends, among others.

This edition of #ABUdigital, the ABU's premier digital media show, stepped into the future of a digital world focusing on how the world is being transformed before people's eyes and what the digital future holds. The show featured four tracks on storytellers/creators, platforms/systems, audiences/data and metaverse/digital future.

The two-day virtual show, on 15-16 June, had speakers joining from Australia, Belgium, China, France, Germany, Italy, Japan, Malaysia, Netherlands, Singapore and the UK representing organisations such as

BBC, CGTN, Deutsche Welle, Euronews, Mango TV, Mediahuis, NHK, Omdia, REV Media Group, SBS, Viddsee, Tencent, Wunderman Thompson and YOUKU.

Kicking the event off, the ABU Director of Programming, Yasu Nagahata, expressed his gratitude to all speakers and participants.

## A New Age of Storytellers

The track on A New Age of Storytellers focused on how storytelling is evolving in the digital space and how content creators are unlocking their limitless potential in the digital universe.

In the opening keynote, Ezra Eeman, Change Director, Mediahuis, spoke on **the new dimensions of storytelling** and pointed to the new dimensions of screens and touchpoints media makers have to master to stay relevant in this digital day and age.





*#ABUdigital gets better by the year! The speaker line-up was refreshing and varied. I had a great time learning from the futurists, analysts, creators, platforms and more. After two days of learning, it is clear to me that the need to collaborate to create should be inbuilt in everyone in order to take on abstract concepts like the metaverse. The more localised the projects, the better the learning. Most importantly however is to know your audience, go to them and tell stories they want to hear in a manner they would like to receive them. Thank you ABU for inviting me to host this invigorating conference!*

**– Nini Marini, Multi-artist & #ABUdigital2022 Host**

“Social is where discovery and influence starts,” he said, extolling the opportunities of digital social media platforms for content creators. “Every moment has its opportunity.”

Zhang Shilei, Director of CGTN Digital, shared **how CGTN uses new tech to stay a step ahead in storytelling**, focusing on the digital development of CGTN’s experience in the field and technological applications in different scenes such as online technologies like 5G, interactive technologies like VR and blockchain technology.

Akash Arora, Digital Editor and Journalist, SBS, gave a talk on **digital noise and how to rise above it** to make a story stand out in the age of information clutter. He told the attendees the trick is to look at the big story of the day everyone’s covering but find a strand no one’s explored yet and make it the top line.

In the final talk of the track, Zhou Wang, Director of Randong Studio of Platform Operation Department, Tencent, showed how **the art and tech are one** with examples of how Tencent creates more attractive content with upgraded technology and enhance viewing experience for their subscribers at home and abroad.

## The Power of Platforms

The track on the Power of Platforms explored how media organisations are re-evaluating the role platforms play in content creation and distribution in this

## The Speakers

**20** speakers  
**11** countries  
**17** organisations

## The Participants

**388** attendees  
**36** countries/  
territories  
**67** organisations

Age of Digital Platforms and how they are harnessing the power of platforms to re-build and innovate themselves.

The track featured a keynote from Zhou Peng, Head of International Operation & Content Distribution, YOUKU on the topic **Connecting Souls: Platforms for the Young (and Young-at-Heart)**. He described how streaming platforms like YOUKU are playing the role of connecting younger audiences, using social networks and content localisation.

BBC Senior Social Content Producer, Dave Gibson offered insight into how one of the world’s largest global broadcasters developed a TikTok strategy with young audiences at its heart and how the BBC develops TikTok content specific to the platform and how it encourages ‘**Super Engagements**’.

Derek Tan, Co-founder and Chief Commercial Officer, Viddsee, a Singapore-based storyteller platform for short premium content powered by AI, shared how they cultivate a creator economy and uncover the trends and changes in content distribution and consumer behaviour to design **storytelling for tomorrow’s audience**.

TRACK 1: A NEW AGE OF STORYTELLING



#ABUdigital2020

Jun Wen Woo, Senior Analyst, Omdia, spoke on **the rise of online video in Asia Pacific**, highlighting that the online video market is growing fast in the region, driven by the increased demand of online viewing. She said that the success of digital players like Netflix, Amazon Prime Video, Disney+ and HBO Max will continue to disrupt the fast growing and dynamic online video market and traditional broadcasters must also diversify their strategy towards online to adapt to the changing consumer behaviour.

Sebastian Marcolin, RaiPlay & Digital Manager, Rai, shared some insights on **the success story of Sanremo 2021 vs Sanremo 2022**, the last two editions of Sanremo Festival, which generated an extraordinary response on Rai's social platforms and significantly increased the audience of Rai's in-house OTT service RaiPlay.

## The Connected Audiences

The track on The Connected Audiences looked at how media-makers are using data to better connect with audiences and to what extent data-driven content and personalisation are the future.

In her thought-provoking keynote, Timandra Harkness, a broadcaster, presenter, author and data expert, said that we are living in **the personalised century** and the 21st century is the century of 9 billion different media channels, one for every person on Earth.

Everyone expected their own unique stream of content, curated by themselves, their human networks and data-driven algorithms. "This is the driving force – the idea that each of us is different," she said.

Esra Dogramaci, Managing Editor Digital, SBS, offered some **tried and tested crash course digital strategies** on how to engineer for success without gaming algorithms or paying for performance. She shared a simple formula and easy steps on how to apply digital strategy to a newsroom setting: understand your audience + know your digital identity = success.

Takaki Ichitaka, Technical Producer, Media Development & Strategy Center,

Next billion users, next billion journalists?

#ABUDigital

Payal Arora

@3Lmantra



*"I was glad to be part of a timely discussion on the significant shifts in the global media sphere and its intersections with diverse users, content, and platforms. From my end, my keynote focused on the rise of the next billion users as potential citizen journalists and co-creators of media content and the implications for the future of journalism and our information diet. #ABUDigital brought together important stakeholders to engage with these ideas, and orchestrated a space for critical reflection to jointly move forward in building resilient media systems."*

– Payal Arora, Digital Anthropologist & Author



service media can effectively engage audiences with a serious topic in an entertaining and non-preachy way, encouraging people to take action for positive change.

Fang Fei, Vice President, Mango TV, introduced in detail the process and outcomes of Mango TV's **productivity evolution in the context of Big Data** and how Mango TV has developed infrastructure and a series of products and applications based on big data and artificial intelligence algorithms for the actual production environment.

Nicholas Sagau, Chief Operating Officer, REV Media Group and Technology Transformation Officer, Media Prima, shared how REV Media Group, the leading digital publisher in Malaysia, uses its best in class technologies to provide the best experience for its audience, utilising **first-party data to create a more data-driven newsroom**.

Alina Fichter, Head of Digital Format Production & Lab, DW, Germany's international public service broadcaster, shared insights on their **user centered format development** process and how innovation methods help tell more relevant stories to their users through "Unseen", a video series created for young South East Asians.

NHK shared the experience from their latest initiative "**Virtual NHK**", a VR platform co-developed with a tech venture. This interactive format allows Japanese audiences to participate in a special experience, that can never be realised in real life, from home. This project examined how public







## New Waves of Disruptions

The track, New Waves of Disruptions, shone a light on how the digital world is being transformed and the new concepts to emerge, including the metaverse.

Payal Arora, digital anthropologist and author, gave a keynote on **Next Billion Users, Next Billion Journalists?** She looked at whether cheap mobile phones and data plans could give low-income communities in the developing world a voice not just as speakers but as authors and reporters.

Social media users could build credibility by showing their authentic self far more than large organisations, she said. Leisure, pleasure, joy and play were pathways to sustainable engagement.

Chen May Yee, Asia Pacific Director, Wunderman Thompson Intelligence, gave a talk on **media and the metaverse** with insights on how news organisations should approach the metaverse when new technologies offer new ways of storytelling for journalists but also new ways to amplify misinformation.



*"Journalism, especially the kind of public service journalism ABU champions, is so crucial to a functioning society so I'm happy to have been involved in this conference. 20 years ago, people were asking 'what is the internet' the same way we are now asking 'what is the metaverse.' We know now how the internet upended the news industry. In the same way, the metaverse is going to bring opportunity and dangers that we are only just starting to figure out and we can't afford not to pay attention."*

– **Chen May Yee, Asia Pacific Director, Wunderman Thompson Intelligence**

## Featured Topics at #ABUdigital2022

### TRACK 1: A NEW AGE OF STORYTELLERS

- The new dimensions of storytelling
- How CGTN uses new tech to stay a step ahead in storytelling
- Digital noise and how to rise above it
- The art and tech are one

### TRACK 2: THE POWER OF PLATFORMS

- Connecting Souls: Platforms for the Young (and Young-at-Heart)
- BBC Tik Tok and Super Engagements
- Storytelling for Tomorrow's Audience
- The rise of online video in Asia Pacific
- Sanremo, a success story: Sanremo 2021 vs Sanremo 2022, an explosion on social media

### TRACK 3: THE CONNECTED AUDIENCES

- The Personalised Century
- Tried and tested crash course digital strategies
- Productivity Evolution in the Context of Big Data
- Virtual NHK
- First-party data role in creating a more data-driven newsroom
- How to develop successful user centric formats

### TRACK 4: NEWS WAVES OF DISRUPTIONS

- Next billion users, next billion journalists?
- Media and the Metaverse
- Rather Immersed: A No-Nonsense Look at XR and the Metaverse
- What you and your newsroom need to know before diving into the metaverse
- In search of the truth: decentralisation, deep fakes and the future of media

Alexander Plaum, Innovation Manager, DW, provided a **no-nonsense look at XR and the metaverse** on what XR actually means, how it's relevant, and what news media organisations can do with it. He reiterated that while the tech has surely become impressive and somewhat useful, a brand new era of computing, digital journalism and metaverse markets might not quite be upon us.

Thomas Seymat, Editorial Projects & Development Manager, Euronews, showed **what newsrooms need to know before diving into the metaverse** and how to approach new technologies and disruptions as a newsroom leader or as a journalist. He shared learnings

and tips based on his unique perspective on the ongoing industry discussion about the metaverse.

The conference closed with a look into the future with a talk titled **In search of the truth: decentralisation, deep fakes and the future of media** by Petah Marian, a futurist & forecaster based in Australia. Petah said that as media platforms strive to tell objective truths, fragmentation and new technologies will create new pathways to audiences but also new challenges as well.



TRACK 4: NEW WAVES OF DISRUPTIONS

## What you and your newsroom need to know before diving into the metaverse



#ABUdigital2020



*"I'm very grateful for the opportunity to speak at #ABUdigital2022, the first event in Asia I take part in. Amidst stellar speakers presenting cutting-edge digital trends, I hope my presentation will help managers and journalists remember that no matter the innovation journey they embark on, the audience must be the focus, always."*

**– Thomas Seymat, Editorial Projects & Development Manager, Euronews**

Beyond the rise of creator-led newsletter platforms, she said Web 3 is creating opportunities around audience and creator-owned media, opening up space for often marginalised voices, while the rise of deep fakes and new ways of interpreting data are set to create new challenges for journalists.

Hosted by Malaysian multi-artist Nini Marini, #ABUdigital2022 drew more than 180 participants each day. In total, more than 380 media professionals representing more than 65 organisations from over 35 countries and territories benefitted from the event virtually this year.

"ABUdigital has done it again! Engaging speakers and intriguing topics. My favourite sessions this time were the ones under the "New Waves of Disruption" track, especially those by Payal Arora and Petah Marian," said Shobha Janardanan, Audience and

Engagement Producer, TRT who was a participant in this year's virtual event.

"ABU Digital showcased recent digital innovations related to new and digital media. It is a learning opportunity coupled with digital networking. This year's ABU Digital showed me that there are different ways of media innovation to achieve audience engagement and open-minded learning can unlock potential and I hope to discover mine," said Mehedi Shahnewaz Jalil, Assistant Controller of News, Bangladesh Betar, sharing his learning experience from this year's edition.

#ABUdigital was launched in 2019 to facilitate a meeting space designed to give an inspiring learning experience for digital content creators and managers in the Asia-Pacific region. This was the 3rd edition in the annual series following its debut in Kuala Lumpur in July 2019.

TRACK 4: NEW WAVES OF DISRUPTIONS

Future Narrative x Asia Pacific Broadcasting Union

## DECENTRALISATION, DEEP FAKES AND THE FUTURE OF MEDIA

Petah Marian  
Founder

#ABUdigital2020



*"I was really impressed by the broad range of speakers and the really fascinating*

*insights from different areas of the media industry."*

**– Petah Marian, Futurist & Forecasters**

*"#ABUdigital = Lots of interesting people from lots of interesting places discussing lots of interesting trends and technologies + really useful feedback and insights from Asian media pros and audiences."*

**– Alex Plaum, Innovation Manager, DW**







# Digital all the way: participants unleash the power of digital storytelling in 3-day online workshop

**"T**he key to creating a powerful digital story is to remember that you are speaking to your audience in their world and to make the content feel relevant in their lives and on the platforms they are in. If you can relate to your audience and make them feel something, then half the battle is won," Laura Gibson told the participants of the ABU Digital Media Workshop which ran as a three-day online event on 28-30 March 2022.

Laura, a seasoned social media consultant from the UK with over 10 years of experience in creating social content, campaigns and strategies for the BBC, ITV, Promax UK and Cheil UK, was at the helm of leading the 6th

edition of the annual digital media workshop titled "Unleashing the Power of Digital Shorts".

Over the course of three strategic sessions delivered in three days, she coached the participants to create digital shorts while exploring what impact they make in the wider digital and social media strategies within media organisations.

"I loved getting to see the work created by the participants and hear what areas they felt they needed guidance on. It was great to see some actionable outcomes that participants can now take back to their organisations and begin to implement," Laura remarked

on the contributions from the participants in the workshop.

Participants gained hands-on experience on producing quality digital stories across various platforms ranging from TikTok, Instagram, Snapchat and YouTube as well as setting up a winning social and digital media content strategy for their organisations.

"It was a great workshop as we learned a lot about the importance of storytelling in the digital world. Something new I learned from this workshop is the standard process of constructing a story from an image and writing social media content strategy for an organisation," Amin Bayervand, a participant from IRIB, said sharing his learning outcomes from the workshop.

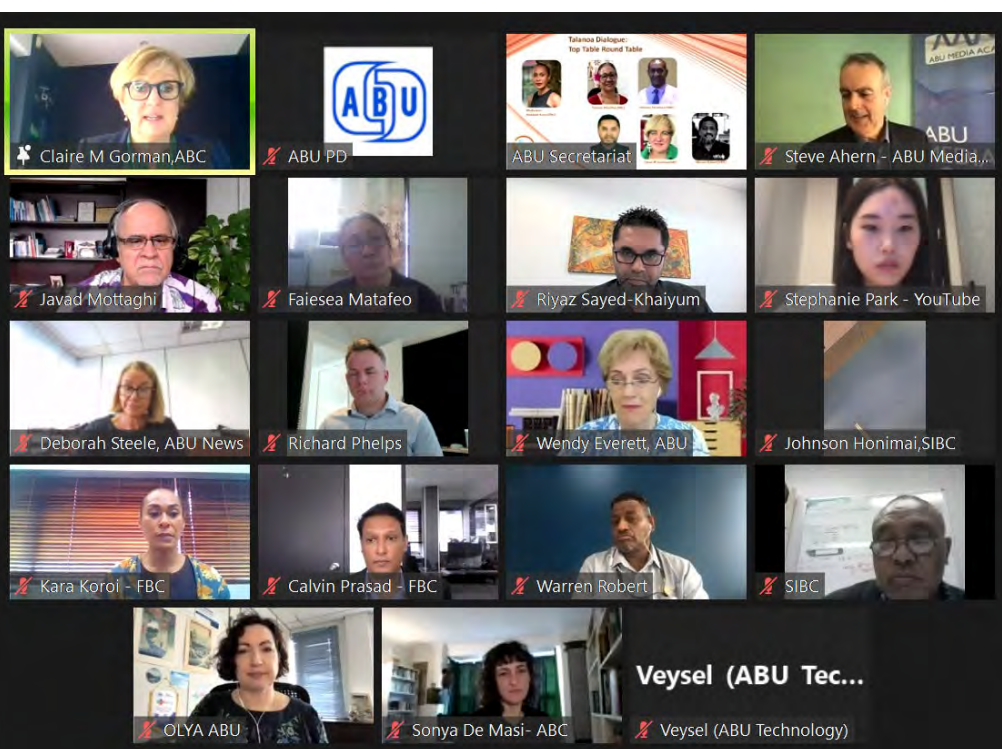
At the conclusion of the workshop, participants walked away with up-to-the-minute tools, techniques, and insights required to create impactful stories on social platforms for digital audiences.

"My biggest take-away from this workshop is the subtle art of turning an ordinary post into something meaningful. I also learned different planning strategies for different social media platforms and the group work helped me think in new ways and bring new perspectives which I hope will help me in my future endeavour of working with digital media," Mehedi Shahnawaz Jalil, a participant from Bangladesh Betar, said, summarising his learning experience from the workshop.

More than 20 participants from 7 countries attended the workshop. Participating organisations included BB-Bangladesh, RTB-Brunei, IRIB-Iran, RTM-Malaysia, VON-Nigeria, PEMRA-Pakistan and ABS-CBN-Philippines.

ABU Digital Media Workshop (previously ran under ABU New Media Workshop) is an annual hands-on, practical event targeted for media professionals to share key insights into the trends shaping digital media landscape. Now in its 6th year running, previous editions were organised in Kuala Lumpur, Macau-China, and Mauritius.

# PMPC22 a window on the wonderful world of apps



who also spoke of the history of the PMPC since its inauguration by 25 Pacific Islands member organisations in 2010.

While venues had changed each year, since 2020 meetings had been held online and he said he looked forward to being able to hold the next forum in person again.

Dr Mottaghi said the ABU was now providing more than 160 conferences, workshops and other joint initiatives and he invited all participants to register for two of the most important later this year – the Global News Forum in October and the ABU General Assembly in November.

The conference then moved into its first session, the Talanoa Dialogue, a top table round table in which several leaders of the region's broadcasters offered updates on the challenges they were facing and solutions to address them. The session was moderated by Karalaini Koroi of the Fiji Broadcasting Corporation.

Discussions were kicked off by Ms Matafeo of SBC who said Samoa had just begun to feel the full effects of the pandemic, though the corporation itself had been facing up to challenges for the past two years, during which time 80 percent of her staff had tested positive for COVID. While things had been tough financially, they had been given invaluable help by regional partners such as the ABC in Australia and Pasifika media from New Zealand.

"The best survival strategy we had was sharing skills, knowledge and experiences," she said.

The ABU guided Pacific radio and television professionals on a journey through the exciting world of broadcasting apps during the 12th Pacific Media Partnership Conference.

Although the two-hour Zoom forum on 23 June was described by PMPC chair Faiese Matafeo as one the shortest on record, she said it had been "one of the most useful conferences ever", thanks to the participation of Pacific Islands media leaders and experts in the field of broadcasting apps.

At the start, she had welcomed participants to the event "after two very tough years" due to the COVID-19 pandemic, sentiments echoed by ABU Secretary General Dr Javad Mottaghi,



FBC Chief Executive Riyaz Sayed-Khaiyum said the whole of the Fijian economy had been hit by COVID, especially the tourism industry at its core. This had in turn hit FBC revenue and staffing.

"We lost 90 percent of our revenue overnight," he said. "And 63 members of staff tested positive to COVID, one of whom lost her husband to the disease."

He said that for the worst two weeks, FBC had run its newsroom without any staff on the premises, though the way they had coped had taught them important lessons for the future. It had reinforced their drive to establish an alternative centre out of the city on higher ground, specifically to cope with disaster resilience and recovery.

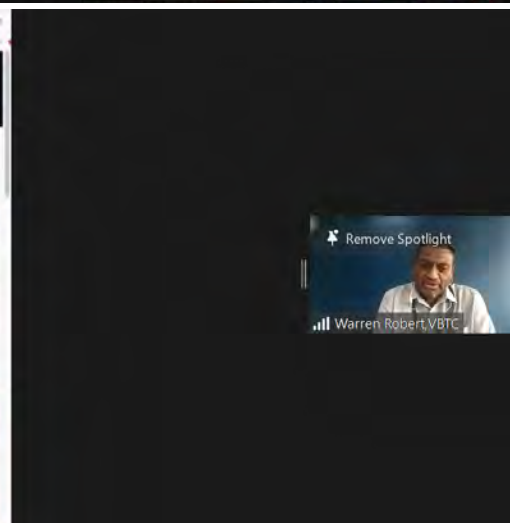
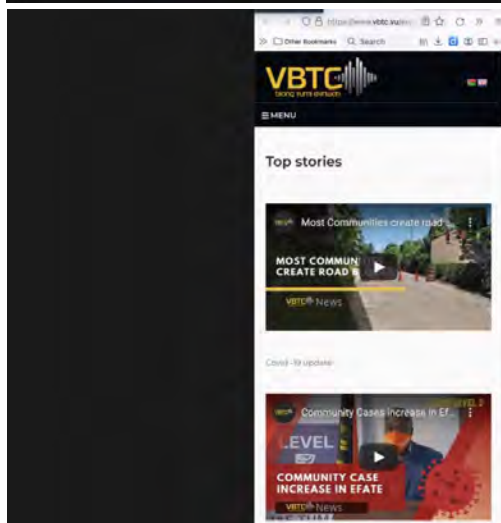
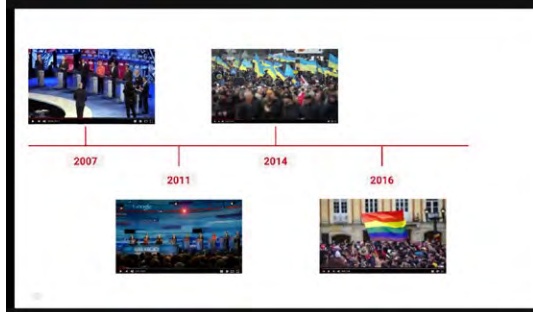
The ABC's Claire Gorman said Australia's strict border controls externally and internally had reduced the impact of COVID while creating challenges for the national broadcaster. And while they had been faced with cuts through efficiency dividends, the Coalition government had committed to maintaining funding because of the workload of the pandemic.

She said support from the new Labor government meant the ABC could make more funds available to create audio and video content to share with Pacific Islands colleagues, a process that would also increase programming about the region to inform the ABC's domestic viewers and listeners.

The SIBC's Johnson Honimae joined the conference on his mobile phone because the Solomon Islands was experiencing loss of internet services. He said the biggest financial challenge SIBC faced now was in getting payment for the special contracted services they had provided for government departments during the pandemic.

But otherwise things were not too bad, as the SIBC would shortly celebrate its 70th anniversary and had just won awards for Newsroom of the Year and Journalist of the Year from the nation's media association.

He said that from the start of the pandemic he had made a pledge not to miss a bulletin, lose one hour of broadcasting or make any officers unemployed.



"We have achieved those aims," he said. "And we won two awards!"

The Vanuatu Broadcasting and Television Corporation (VBTC) had not laid off any staff either, though Acting CEO Warren Roberts said their financial situation was precarious, with 57 percent of their budget coming from non-government funding. They had even tried to make up the shortfall by activities such as renting out rooms in their building.

Steve Ahern, Head of the ABU Academy, moderated the next session, a 360-degree look at broadcasting apps, what they are and how they can be used to better run the business and serve audiences.

He went through the value of apps in keeping up with audiences who are spending more time on their mobile devices, in connecting with younger people, for reaching populations in more remote areas not covered

by terrestrial transmission and for obtaining analytics data about who was using their services.

"We need to fish where the fish are," he said.

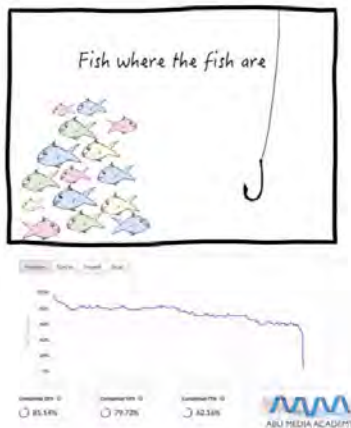
Apps came in all shapes and sizes including responsive websites, self-built, provider-built and third-party apps, social media feeds, podcasts and video-on-demand and co-productions and collaborations.

There were several issues to consider, including choosing the app features and accessing analytics data, the cost and staffing of setup, running and maintenance, interoperability with other platforms and the cost to audiences who needed data plans to access content.

He highlighted some different models around the world before asking Mr Roberts to describe VBTC's experiences in starting their own app.

## Why?

- Audience has moved, they are consuming content via smart phones
- Reach young audiences
- Difficult to penetrate some locations via transmission
- Proves that you are modern
- Get better analytics



He led the discussion through some of the most important considerations in setting up a broadcasting app, based on what he called his "Secret Sauce".

He showed a number of systems at work and stressed issues such as deciding what you wanted to achieve, who you wanted to reach and what kind of analytics data you wanted to obtain from the app itself.

As well as discussing the kind of practical features that could be built into an app, he spoke of getting the balance right between one's business objectives, user needs and focusing on one's strengths.

He spent some time talking about how to decide on the kind, quality and amount of data a broadcaster might want to extract from app users and the importance of establishing trust with audiences that their data would not be misused.

He reminded the conference that many countries – and blocs such as the European Union – had strict rules on what personal data can be harvested and how it can be used.

The final speaker was Stephanie Park, YouTube's Singapore-based Asia-Pacific Program Manager, who led the conference through the essential aspects of YouTube's news channel.

She pointed out that YouTube had more than two billion users each month, of whom more than 10 million watched authoritative news content each day.

"YouTube audiences want authentic digital video storytelling on a regular basis," she said.

Ms Park told how Pacific broadcasters could use the YouTube news platform to gain wider distribution of their content and explained the main issues of Best Practices the company expected of its users.

The conference was drawn to a close by Ms Matafeo, who thanked all the speakers and participants.

"It was just what we needed right now," she said.

## 12th ABU Pacific Media Partnership Conference

*"Making Apps Work For You"*  
23 JUNE, 2022

CALVIN PRASAD | DIGITAL MEDIA SPECIALIST | SUVA, FIJI



Mr Roberts said the app-based approach had proved cheaper than having broadcasting transmitters in outlying islands and it had also sparked interest from NGOs eager to share content with their website.

FBC had built its own app and Digital Media Specialist Calvin Prasad demonstrated to participants how it worked and how it connected to audiences and advertisers.

He said the app worked on both iOS and Android devices and had been installed more than 85,000 times – mostly on Android phones in Fiji – providing a one-stop-shop for news, videos, TV programmes and livestreams of FBC's six radio channels.

He said he welcomed interest from other broadcasters and would be happy to help them establish their own platform. The CEO, Mr Sayed-Khaiyum, said he could do a great deal for ABU members.

The next presentation came from Richard Phelps, Senior Digital Producer at All in Media, a company that has to-date developed apps for more than 8,000 radio groups around the world.





# ABU Prizes workshops help member broadcasters

**A**BU senior staff and guest specialists have held several special sessions to help member organisations to prepare entries for this year's ABU Prizes.

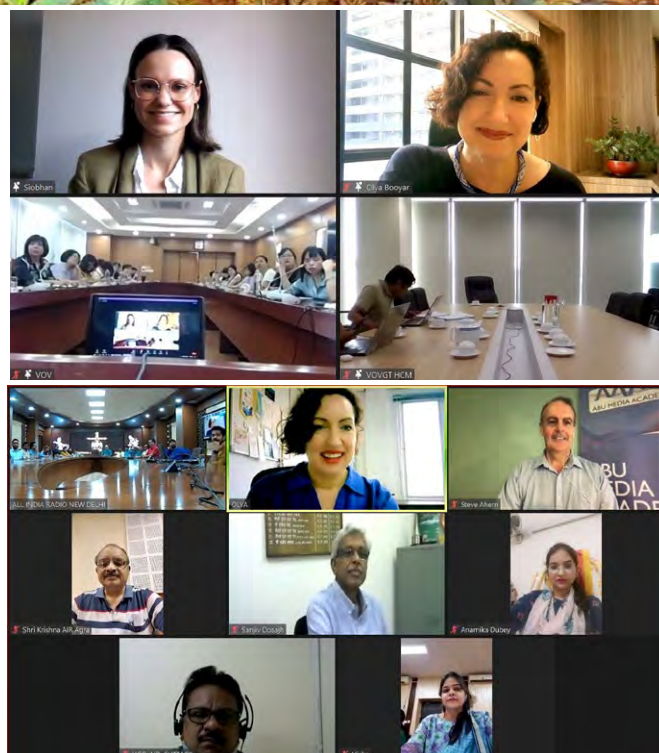
The first, introducing the newest ABU Prizes category, Podcasting, was run online with Dr Siobhan McHugh – podcast producer, consultant, critic, author and academic whose podcasts have won six gold trophies at New York Festivals.

More than 40 participants heard Dr McHugh explain how to deploy the special qualities of podcast production in crafting award-winning stories.

The second, on Making Successful Documentaries, was also run online by the ABU Head of Radio, Olya Booyar, and ABC-Australia documentary producer Siobhan Marin for 20 Voice of Vietnam colleagues.

A companion workshop for VOV, on Community Service Announcements and On-Air Personality category, presented by Head of the ABU Media Academy Steve Ahern, preceded this.

Then 20 Radio Republik Indonesia producers from 18 broadcasting centres around the nation came together



in Bali for a two-day ABU Prizes workshop on all Prizes categories, which also included a session on social media content production with Sanne Breimer, a journalist, trainer and digital consultant.

In the fourth special seminar, Olya Booyar and the Head of the ABU Media Academy, Steve Ahern, presented a successful online ABU Prizes workshop for 22 producers from All India Radio.

Olya said the energy, expertise and enthusiasm that flowed through the workshops were a joy to experience and boded well for some top quality entries in this year's ABU Prizes.

"It is our hope that their experiences will continue to percolate out into all participating organisations and then into the wider ABU membership. We look forward to receiving many excellent entries this year," she said.

**T**hirteen teams from across Asia will compete in ABU Robocon 2022, the ABU's popular annual robot contest among college teams.

The final on 21 August will be hosted in New Delhi by India's public TV broadcaster Doordarshan and will take place online.

Teams from Cambodia, China, Egypt, Fiji, Hong Kong-China, India (two teams as host), Indonesia, Japan, Malaysia, Mongolia, Nepal and Thailand will take part.

This year the contest will be based on Lagori, an ancient game originating in southern India. Two teams compete, the Seeker and the Hitter. After the Seeker has built a stone tower, the Hitter throws balls to knock it down and then throws balls at the Seeker players to prevent them rebuilding it.

Each game consists of two rounds, with the two teams reversing roles in the second. Each team must therefore build two robots.



## 13 teams to compete in ABU Robocon 2022

Last year saw a team from Indonesia, Sepuluh Nopember Institute of Technology, take the title. Shandong Radio and TV hosted Robocon 2021, supported by the National Radio and Television Administration of China.

Robocon 2023 will be hosted by National Television of Cambodia (TVK) in August 2023. The organisers hope to make it a physical contest, as it was before the global pandemic.

## ABU-Rai Days 2022 on the road back to normal



## ABU - Rai Days 2022

**Digital Transformation**  
**A new age of audience-led evolution**

Rome, 4<sup>th</sup> – 5<sup>th</sup> July 2022

Rai, Viale Mazzini 14

**I**t may be too early to say things are back to normal, but this year's annual ABU-RAI Days conference will certainly be a step towards it.

For the first time since the start of the COVID-19 pandemic, the forum will be staged face-to-face in Rome, at the headquarters of the Italian national broadcaster RAI. Participants will also be able to take part remotely via Zoom.

This is the fourth on the series and this year asks an important question, made all-the-more urgent by COVID

limitations: "Are our audiences now in charge or is this the dawn of the transformation of Public Service Broadcasting?"

The forum will be a chance to explore the different pathways of the digital transformation that lead towards a new era of global collaboration.

Already scheduled to take part are more than 40 broadcasting leaders and experts from the ABU, the European Broadcasting Union (EBU), the African Union of Broadcasters (AUB), hosts RAI,

and several independent commercial content producers and broadcasters from around the world.

They will take part in 12 separate and highly focused sessions ranging from overviews of the current situation internationally, organisations sharing their plans for the future and practical showcases showing how solutions are already being applied on the ground to the problems coming over the horizon, especially at the intersection of new digital technologies and changing audiences.



ASIA-PACIFIC BROADCASTING UNION  
**Radio Asia**  
2022

Smart, Social and Everywhere  
4-5 SEPTEMBER

**Kuala Lumpur, Malaysia**

**Radiodays**  
**ASIA 2022**

Sound of the Future in Asia-Pacific  
6-7 SEPTEMBER

# ABU and Radiodays Asia join forces for radio Super Conference

Broadcasters in the Asia-Pacific will enjoy a feast of radio-making as two major international events are held back-to-back in Kuala Lumpur on 4-7 September this year. The Asia-Pacific Broadcasting Union and Radiodays Asia, a non-profit radio and audio event, are collaborating to create the biggest radio meeting point in the Asia-Pacific.

The Super Conference will start with the ABU's annual flagship radio event ABU Radio Asia followed by Radiodays Asia, a two-day international radio and podcast event, now in its third year.

Joining forces to run the two events back-to-back in the same week provides an effective offering to broadcasters in the Asia-Pacific, with a wider programme that makes it possible to attend both events on the same trip.

ABU Secretary-General Dr Javad Mottaghi says he is delighted to be working with Radiodays Asia to bring to the Asia-Pacific a Super Conference of such magnitude.

"We take radio and digital media very seriously in our region, so it will be wonderful to share our experience, expertise and enthusiasm with colleagues from around the world," he said. "I hope September's event will be the start of a long partnership."

Anders Held, Founder of Radiodays Europe and Radiodays Asia; now Project Director for Radiodays Asia, says that the collaboration is for the benefit of broadcasters in the Asia-Pacific and making this a bigger,

better, and more important annual meeting point.

"We are pleased to partner with the ABU, with members in 70 countries. It is important that we, as an industry, work together to meet the challenges of the ever-changing radio-audio-podcast business."

More information and the registration link for the Super Conference is available [here](#).

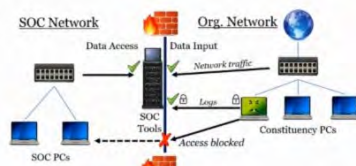
**ABU  
MUSIC  
EXCHANGE**

**As of 25 May 2022**

- 15 items uploaded, including 6 programmes and 9 songs.
- Total duration of all uploaded content 115 minutes
- Total number of downloaded 7 items

## Cyber Security Concerns in Broadcast Industry and Possible Solutions

1. Building the SOC
  - Mapping the SOC Functions
  - SOC Planning
  - SOC tools and Technology
2. SOC Operations
  - Data Collection
    - Detection
    - Triage
      - Investigation
      - Incident Response Planning
3. Continuous Assessment and Improvement
  - Staff retention , metrics and effective executions , analytic assessment , adversary emulation and SOC testing



Thomas Gunkel



Imad Nasereddin



John Maizels

# ABU holds forum on cybersecurity and the media

Cybersecurity is an essential topic of discussion in the media industry. A proliferation of internet-connected devices and global networks exposes users to potential cyber-attacks – and there have been such attacks targeted at media organisations.

To that end, ABU Technology held a Virtual Forum on Cybersecurity & Media on 24-25 May 2022.

The forum discussed the latest tools, technologies and best practices to mitigate these risks in the media industry. Experts from IRIB-Iran and Skyline Communications in Germany and a senior broadcast engineer in Australia shared recommendations to safeguard broadcasters' networks from potential attacks.

Imad Nasereddin, Network Admin and Analyst at IRIB-Iran, spoke on cybersecurity concerns in the broadcast industry and possible

solutions. He said that to overcome the challenges of broadcast and media security concerns, the standard IT processes and architectures must be properly adapted and deployed to meet the specific requirements of broadcast applications and operations. And he stressed the need for building a security operations centre with proper planning, tools and technology.

Representing Skyline Communications, Thomas Gunkel spoke on 'Digital Transformation in the media business – evolving towards an agile-driven operation'. He said that to succeed and operate securely in a data-driven future, the combination of cultural philosophies, practices and tools were essential.

He cited the example of a DevOps solution that his company had developed to meet the requirements of the emerging ICT media and

broadband segment for easy, safe and secured evolution of such services. It aimed to shorten the systems development life cycle and provide continuous delivery with high software quality.

The second day of the forum dealt with cybersecurity in everyday life. John Maizels, a broadcast expert and trainer from Australia, said the risk of cyber-attacks was something broadcasters had to live with.

He cited some of the reasons for these attacks and discussed case studies of recent cyber-attacks on media organisations. He recommended that broadcasters have in place regular mitigation strategies and have a solid Plan B for recovery.

The three sessions included question and answer segments. Close to 250 participants from 40 countries in Asia, Europe and Africa attended the forum.



# Dear ABU Member,

## The ABU invites applications for the post of Secretary-General, Asia-Pacific Broadcasting Union-ABU

The present Secretary-General will be leading the Secretariat up to the end of December 2022. The ABU is therefore seeking to recruit a high-caliber professional as Secretary-General. The Secretary-General Designate will start working at the ABU Secretariat once the formalities for visa and work permit are completed.

Applications are invited from suitably qualified persons to fill the important position of the ABU Secretary-General.

The Secretary-General is the administrative head, editorial and creative leader of the Asia-Pacific Broadcasting Union's Secretariat, reporting to the ABU President, and responsible for leading and managing the ABU Secretariat located in Kuala Lumpur, Malaysia, and implementing the decisions of the ABU Administrative Council and General Assembly.

### The key responsibilities of the Secretary-General are to:

- Develop and implement strategic initiatives to achieve the Union's vision, mission and objectives as stated in the ABU Statutes.
- Promote and project a positive image of the ABU globally by nurturing fruitful partnerships and cooperation with other international organizations.
- Provide leadership to and oversee the operations of the ABU's Secretariat and all its departments to ensure that they provide quality and timely services to members.
- Manage the finances of the Secretariat, control the assets and funds of the ABU, and oversee the preparation of budgets, operational expenses and financial reports.

The successful candidate will be appointed for a three-year term, with a possible three-year extension.

### **APPLICATIONS:**

Applications should be accompanied by a detailed CV and work history, a covering letter of a maximum of 1,000 words outlining why the candidate believes he or she could successfully fill this role, details of current salary and allowances, the period of notice to be given to the applicant's existing employer, and a passport size photograph. The age of applicants may preferably be less than 60 years. Candidates up to 62 years old will also be included in the selection by the Recruitment Task Group.

Applicants are also invited to nominate 4 referees (2 bosses, 1 colleague and 1 subordinate).

Applications should be sent by email to the following 3 addresses:

**Mr. HASHIMOTO Akinori,**  
Executive Controller, General Media Admin., NHK  
(Japan Broadcasting Corp.)  
**hashimoto.a-gy@nhk.or.jp – main**  
CC: kuroiwa.m-fy@nhk.or.jp – backup  
CC: DQG10121@nifty.ne.jp – backup

For your reference, the postal address and telephone number are shown as follows.

Postal Address:  
Mr. HASHIMOTO Akinori  
Global Strategy Division, NHK WORLD Department,  
2-2-1, Jinnan, Shibuya-ku, Tokyo, 1508001, JAPAN  
Telephone number: +81-3-5455-7754  
FAX number: +81-3-5478-6557

**The closing date for the submission of applications will be 31st July 2022.**

### Candidates will be assessed against the following selection criteria:

- Proven track record of leadership and management in a broadcasting or similar media organization as Chief Executive Officer, Director-General or similar very senior management position.
- Demonstrated strong inter-cultural and inter-personal skills with the ability to generate consensus and influence outcomes among people of diverse backgrounds, cultures and nationalities.
- Minimum 5 years of experience in planning and implementing strategic media initiatives in an international broadcasting context.
- High-level financial management experience including the preparation of budgets and financial reports.
- Excellent working knowledge of media and broadcasting issues in the Asia-Pacific region and familiarity with and understanding of the work of the ABU and its membership.
- Ability to promote and project a positive image of the ABU and to build fruitful relationships with other international organizations.
- Very high-level writing and communication skills in English are a pre-requisite, but a working knowledge of other languages in the region would be an advantage.
- Knowledge about new technology, multiplatform delivery systems, UHD 4K& 8K, cybersecurity / IP-based media network, VR, AR and MR Technologies in broadcasting, big data and AI Technologies and 5G Technology.
- Proficiency and self-sufficiency with use of IT and new media
- A Master's university degree in a relevant discipline will be an added value.
- Applicants must be citizens of a country within the Asia-Pacific region.



# New categories in AsiaVision Annual Awards



Editors of VTV International Minh Đức, Thanh Hải, Thanh Trung and Lam Oanh celebrate their win in 2021 for "Coverage of the Year".

The AsiaVision Annual Awards being presented at the 2022 News Group Meeting and Global News Forum in New Delhi, India in October will feature two new categories.

All AsiaVision members are eligible to compete in the full range of categories, using items uploaded on the ABU News Exchange platform between 1 June 2021 to 31 May 2022. The entry period is open until 15 July 2022, and all 17,163 news items contributed by 32 broadcasters are eligible.

In 2021, AsiaVision introduced "Outstanding International Coverage" recognising the increased reporting from members outside their home country through the many reporters stationed across the globe. As this category catered to newsrooms with larger operations, the 2022 cycle is introducing "Outstanding Reporting from a Small Newsroom" to recognise the excellent journalistic contributions by newsrooms with fewer resources.

The 2021-2022 cycle featured major sporting events including the Tokyo 2020 Summer Olympics, Beijing 2021 Winter Olympics and the Hanoi 2021 Southeast Asian Games. Coverage of these events was enhanced by a joint effort from AsiaVision members who provided many stories from the

sports venues to reactions and heart-warming stories from the athletes' home bases. In recognition of these excellent stories, and the many other sporting stories exchanged by members, a new category "Outstanding Sports Reporting" is introduced for the 2022 Awards.

In total, eight awards will be presented at the AsiaVision Annual Awards 2022 ceremony, to recognise excellence in broadcast journalism and honour the special skills and unique talents of AsiaVision Member broadcasters and the journalists and crew who create and produce stories for the News Exchange. They are:

- Outstanding Coverage of a Breaking News
- Outstanding Coverage of a News Event
- Outstanding Visuals for a News Story
- Outstanding Reporting for a News Story
- Outstanding Reporting on Climate Change and Adaptation
- Outstanding Sports Reporting
- Outstanding Reporting from a Small Newsroom
- Coverage of the Year

After two years of holding the ceremony virtually, this year's Awards will be presented in-person at the Gala Dinner on 4 October 2022, at the Global News Forum in New Delhi, India.



# Day one working-from-work

**17 May 2022**

Exactly 26 months after Asiavision started working-from-home at the beginning of Malaysia's pandemic lockdown, the News Department returned to a much-invigorated workplace.

So much is new!

There's been a total refurbishment of the South Wing at the ABU Secretariat at Angkasapuri.

The windowless newsroom has been divided in two for the Publications Department and the ABU Media Academy, each office with glass fronts. The Publications room has lost two walls and is now an open-plan Newsroom with wall-to-wall windows. It's light and bright, a place where plants can grow and people can focus and connect again.

Day One celebrations welcomed the new Director of News, Deborah Steele, who takes over from Wendy Everett on 1 July. Along with the new premises and personnel come many new skills developed during the pandemic and a hybrid approach to a flexible work model that best supports Asiavision and the News Department's many activities.



# Investigative Journalism training and mentorship – ABU online training starts mid-year



The first Investigative Journalism Masterclass: Associate Professor Joseph Fernandez, ABU Senior Editor Afruh Rasheed, Director of News Wendy Everett, Media Academy Head Steve Ahern.

**W**atch out for the ABU's online interactive course on **Investigative Journalism** to give reporters and producers the skills to develop in-depth reports while protecting themselves and their broadcasters from legal action.

An initiative of the ABU's Media Academy and News Department, Module One of the programme featured six interactive, online masterclasses, available live and on replay. The last of these was held at the end of June.

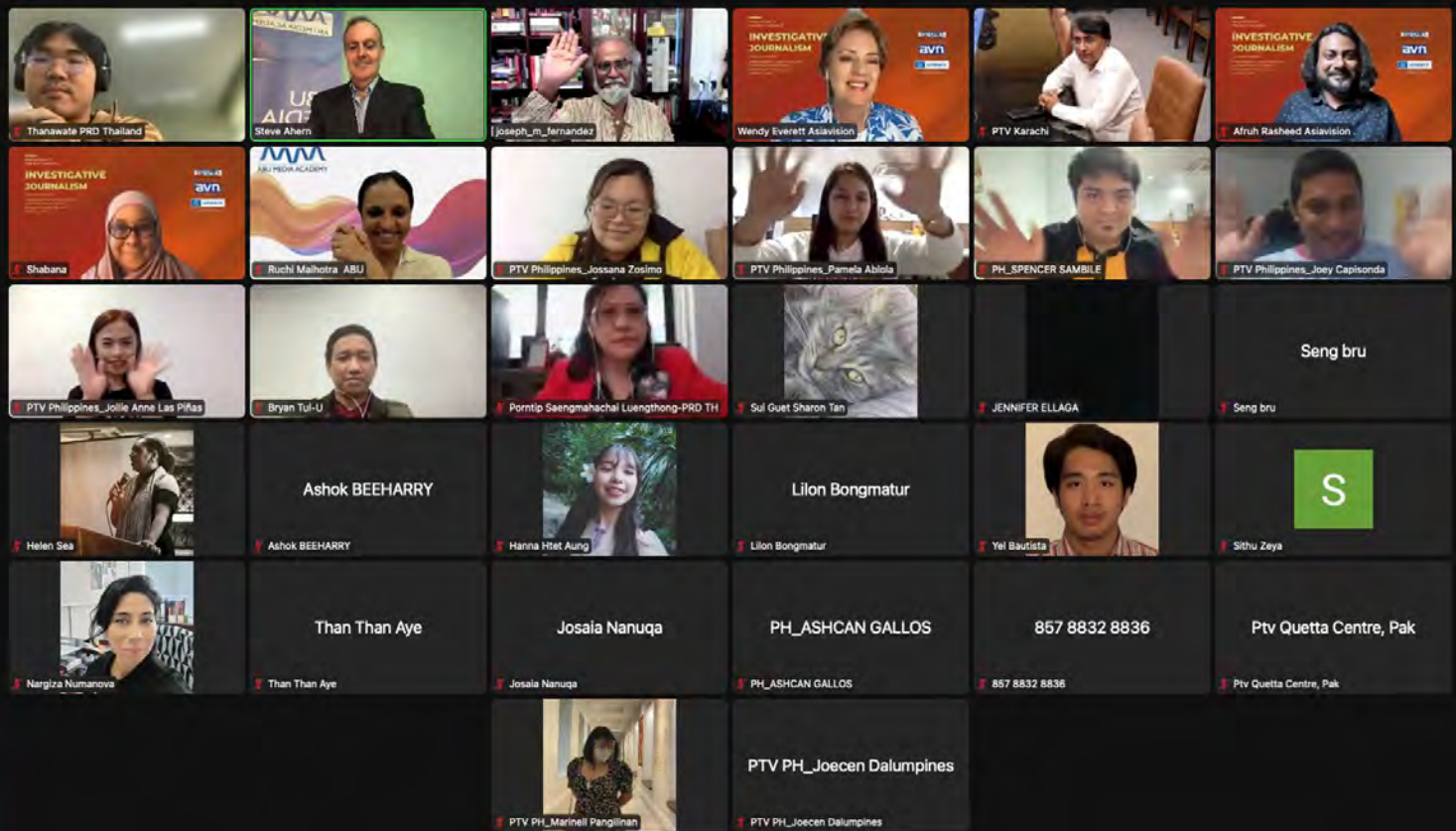
The 18-month project is funded by UNESCO's Global Media Defence Fund and titled **Prevention is the Best Defence: Empowering Investigative Journalism in Public Broadcasting in the Digital Age**.

It has attracted great interest with more than 100 people from 22 countries registering for the Masterclass Series.

The **masterclasses** were presented by:

- Dr Joseph M Fernandez, Adjunct Associate Professor, Curtin University, Western Australia
  - Legal frameworks on defamation, sedition, incitement, contempt of court and privacy





Dr Joseph M Fernandez from Curtin University detailing the legal frameworks investigative journalists need to know

- Dr Janine M Little, Senior Lecturer in Journalism, Deakin University, Victoria, Australia  
→ Ethics of Investigative Reporting
- Dr Phil Rees, Director of Investigative Journalism at Al Jazeera  
→ Methodology of Investigative Reporting: Source trails  
→ Presenting investigative news stories
- Dr Fred Vallance-Jones, Associate Professor, University of Kings College, Canada  
→ Digital investigative tools: Big data analysis and intelligence
- Dr Julie Posetti, Global Director of Research, International Centre for Journalists (ICFJ)  
→ Working through misinformation, disinformation and mal-information

Module Two starts mid-year and will include the full Masterclass Series, along with further lectures and tutorials based on the different legal jurisdictions around the region. Part Two is designed as Targeted Training for individual broadcasters and training departments. All aspects will be available on the ABU's Learning Platform and groups or individuals can work through the programme at their own pace.

A feature of Module Two will be mentorship by the ABU's senior trainers to guide and support journalists and newsrooms to develop and produce their own investigative reports – which is the focus of Module Three.

To register your early interest, please contact the Head of the ABU Media Academy, Steve Ahern ([steve@abu.org.my](mailto:steve@abu.org.my))



# GLOBAL NEWS FORUM

TRUTH AND TRUST  
IN TIMES OF CRISIS

New Delhi, October 3-5 2022

## DDI-India to host News Group Meeting and Global News Forum

Join us at the ABU News Group meeting and the Global News Forum in New Delhi on 3-5 October 2022.

Hosted by DDI India, both events will be held at the Taj Palace Hotel.

The theme for the Global News Forum is 'Truth and trust at times of crisis'.

The Global News Forum attracts the CEOs of media organisations from across Asia and the Pacific, as well as newsroom leaders, directors, producers and reporters. It is a unique opportunity for news leaders to discuss and debate new trends and issues in the context of global media developments.

This year's forum will include information, ideas and insights on:

- Conflict reporting, including the war in Ukraine

- Rising prices and the impact of inflation
- Refreshing your COVID-19 coverage
- Planning for disasters, including the effects of climate change
- The role of social media
- Enhancing audience trust

The forum will be followed by a half-day masterclass on 5 October on building audiences during times of crisis.

The Global News Forum is open to all ABU members and partners. We are especially keen for Asiavision members to attend this unique opportunity to meet with speakers and news leaders from around the world. The Asiavision Awards will be presented at a special dinner on 4 October

Register here by July 30 <https://bit.ly/39ANip9>





# Insights into writing TV and film scripts

## 8 SEQUENCE APPROACH

ACT 1  
ACT 2A

1. BUDDY TRIES TO UNDERSTAND THE DIVISIONS BETWEEN THE TOWN IN RELATION TO THE MINISTER'S FORK IN THE ROAD SPEECH.
2. BUDDY LEARNS THAT HIS FAMILY ARE FORCED TO MAKE A DECISION TO LEAVE BELFAST. FORK IN THE ROAD.
3. BUDDY TAKES ON ADULT RESPONSIBILITIES- HE WORKS TO BETTER HIMSELF AND HE IS REWARDED BY HIS SWEETHEART'S ATTENTION/GRANDFATHER, HAPPY PLACE.
4. BUDDY REALISES THAT HIS OLD WORLD IS UNDER THE GREATER DANGERS - HE IS IN DANGER OF LOSING POP, CATHERINE AND LIFE IN BELFAST.

The AFTRS Expert series of lectures has begun again for this year.

In the first session, AFTRS Head of Screen Business Peter Herbert talked about five new trends influencing film and television this year.

"The Netflix Effect is more like the tide than a wave," said Peter, explaining that Netflix seemed dominant when it was first introduced, but now the tide is going out and audiences are returning to television and other on demand services again. It is important for broadcasters to have some kind of on-demand video service so that they can catch those viewers again when the Netflix tide goes out.

One of his other points was that "content is not always king". He urged broadcasters to make programmes where "culture is king", because audiences are crying out to see more of their own culture reflected on their screens now, more than ever, after COVID deprived them of cultural contact for so long.

In the second session, well known scriptwriter, script editor and director Pia Aquilla, who now teaches at AFTRS, discussed what works well in a screen play. Using the film *Belfast* as her example, Pia analysed the plot and characters to learn more about successful ways to make drama.

Characters usually have to struggle to survive in a powerful drama and there is usually some form of inner or outer turmoil for the main character.

The drama's plot needs a greater message behind it than just the story.

When developing a plot, first think of the message you want to convey in the drama, then develop the story around it. "Put metaphors and allegories into the story to highlight your meaning as the plot progresses," she told participants.

One metaphor used in the film *Belfast* was children fighting with sticks as swords and garbage bin lids as shields, a metaphor for the looming conflicts between Catholics and Protestants in Northern Ireland, one of the major themes in the film.

The AFTRS Experts series continues in June and July from the ABU Media Academy. Register [here](#).

The [Australian Film Television and Radio School](#) (AFTRS) is Australia's elite media university.



ABU Asia-Pacific Broadcasting Union

# 69<sup>TH</sup> ABU SPORTS GROUP CONFERENCE & ASSOCIATED MEETINGS

7 & 8 June 2022

## ABU Sports Group Conference looks at key coverage issues

Public broadcasters needed to adapt to the changing market, he said, pledging that ABU Sports would work alongside members to help them find the right answers.

The conference included a members forum and an exchange of information session featuring four presentations.

Surender Singh of DD Sports Channel in India looked at how the country's public broadcaster, Prasar Bharati, was covering important sports events.

Jingsi Li of China Media Group spoke on the making of 'One Dream', a 60-minute CGTN documentary celebrating the Beijing Winter Olympics, which was made widely available.

Ahmad Shafiq Mirza of RTM-Malaysia described how the broadcaster covered the 2022 SEA Games in Hanoi. And Darang S. Candra of Niko partners gave an insight into online gaming in Asia and the Pacific.

The next Sports Group Conference will take place as a physical event in New Delhi on 25-26 November 2022 as part of the ABU General Assembly and Associated Meetings.

The ABU Sports Group Conference took place online on 8 June and addressed some of the key issues involving broadcasters' sports coverage.

The conference was chaired by the Sports Group Chair, Lorraine Yuen of TVB-Hong Kong. The ABU Secretary-General, Dr Javad Mottaghi, welcomed participants.

In his report, the Director ABU Sports, Cai Yanjiang, noted that the current sports media market was volatile, with many events making a comeback after the pandemic but others being postponed because of fresh Covid-19 outbreaks.





# Birmingham Commonwealth Games 2022

The ABU has acquired for members in the 10 ASEAN territories the media rights of the Commonwealth Games 2022, to be held from 28 July to 8 August. This is also good content for non-Commonwealth nations audience with its world class athletes and teams in many sports. The Sports Department has set up a high-calibre production team and will provide multi-channel feeds for members.

## UN General Assembly welcomes Qatar's hosting of World Cup



The United Nations General Assembly has welcomed the upcoming FIFA World Cup in Qatar as the first such event to be held in the Middle East.

In a resolution passed on 8 May, it encouraged the relevant authorities to exert every effort to ensure that the 2022 tournament leaves a lasting legacy for peace and development in the region.

The General Assembly also emphasised that sport has an important role to play in the promotion of peace and development, respect for human rights, gender equality and the empowerment of women and girls, in particular football, given its universal popularity.

The assembly expressed its support for the launch of "Healthy 2022 World Cup — Creating Legacy for Sport and Health", a multi-year collaboration among the International Federation of Association Football, the World Health Organisation (WHO) and Qatar. This aims to make the 2022 World Cup a beacon for the promotion of healthy lives, physical and mental health and psychosocial well-being.

The World Cup is scheduled to be held from 21 November to 18 December 2022.

## IPL cricket media rights sell for more than \$5.6 billion

The television and digital rights for the Indian Premier League cricket tournament for the next five years have been sold for more than US\$5.6 billion.

Disney Star – the current broadcast rights-holders – won the Indian sub-continent TV rights for 2023-2027 for the rupee equivalent of more than \$3 billion at the media rights auction on 13 June.

Viacom18, a network backed by Mukesh Ambani, India's richest man, secured the digital rights for the sub-continent with a bid worth \$2.63 billion dollars.

With 410 matches to be played over the five-year period, Disney Star is effectively paying more than \$7.3 million to screen each match.

The Board of Control for Cricket in India (BCCI) will earn over two-and-a-half times more than at the last auction in 2018.



GLOBAL PLATFORM FOR  
DISASTER RISK REDUCTION



INDONESIA  
23-28 MAY 2022



World  
Broadcasting  
Unions



UNDRR  
UN Office for Disaster Risk Reduction

## Syndicated Coverage of the 7th Session of the Global Platform for Disaster Risk Reduction

23 – 28 May 2022  
Bali, Indonesia



through the daily news exchanges of the ABU, ASBU, CBU, AUB, COPEAM and EBU. The feed was also provided to China Radio International.

The WBU joint effort in covering the 2022GPDRR was recognised and highly praised by the Special Representative of the UN Secretary-General for DRR, Mami. Please see Ms Mami's exclusive interview with the WBU team: <https://www.abu.org.my/videos/>

For the first time in the ABU DRR work, the reporting was taken to social media platforms – Twitter, Facebook, Instagram @mediasavelives. A Medium account was also set up especially for this project.

Most of the efforts on social media were put into the Instagram account @mediasavelives that was set up especially for this project. Over the course of five days, the content on Instagram reached on average more than 2,400 people, with reels being the most popular format.

The ABU-led syndicated coverage guaranteed a massive global, regional and national distribution of stories through the unions' networks of over 200 national broadcasters.

# ABU leads global coverage of 2022GPDRR

As part of Phase 2 of the WBU/ UNDRR MEDIA SAVING LIVES, the ABU organised world-wide coverage of the 7th Global Platform for Disaster Risk Reduction, held from 23 to 28 May 2022 in Bali, Indonesia.

The Global Platform (GP2022) for Disaster Risk Reduction (DRR) is the world's foremost gathering on reducing disaster risk and building resilience of communities and nations. It takes place every two years. The first global platform was held in 2007.

A team of 22 journalists from the Asia-Pacific, Arab, African, Caribbean and European regions provided a daily feed of news, reports and interviews.

A total of over 100 items were produced during the five days of the global event and distributed through the participating unions' news exchanges in English and Arabic.

As well as contributing to the syndicated coverage pool of stories, the teams were filing daily reports to their stations.

The journalists were nominated by members of the World Broadcasting Unions (WBU). The multi-national team worked closely with the ABU members in Indonesia, TVRI and RRI, who were host broadcasters for the 2022GPDRR.

The TV stories and interviews, produced at the event location, were distributed



## ADDITIONAL FULL MEMBER

### SBS-Australia joins ABU as Additional Full Member

The Special Broadcasting Service (SBS) joined the ABU as an Additional Full Member in June 2022. (TBC)

As Australia's most diverse broadcaster, SBS holds a unique place in the Australian media landscape, inspiring all Australians to explore, respect and celebrate our diverse world and in doing so, contributes to an inclusive and cohesive society.

Today, SBS is a modern, multiplatform media organisation with a free-to-air TV portfolio spanning six distinctive channels in SBS, NITV, SBS VICELAND, SBS Food, SBS World Movies and SBS WorldWatch; an extensive radio network providing over 60 communities with services in their own language; and an innovative digital offering, including SBS On Demand, available to audiences anytime and anywhere.

SBS was founded on the belief that all Australians, regardless of geography, age, cultural background or language skills, should have access to high quality, independent, culturally relevant Australian media, and be able to participate in public life.

SBS was established as an independent statutory authority on 1 January 1978 under the Broadcasting Act 1942. In 1991 the Special Broadcasting Service Act 1991 (SBS Act) came into effect and SBS became a corporation.



## AFFILIATE MEMBER

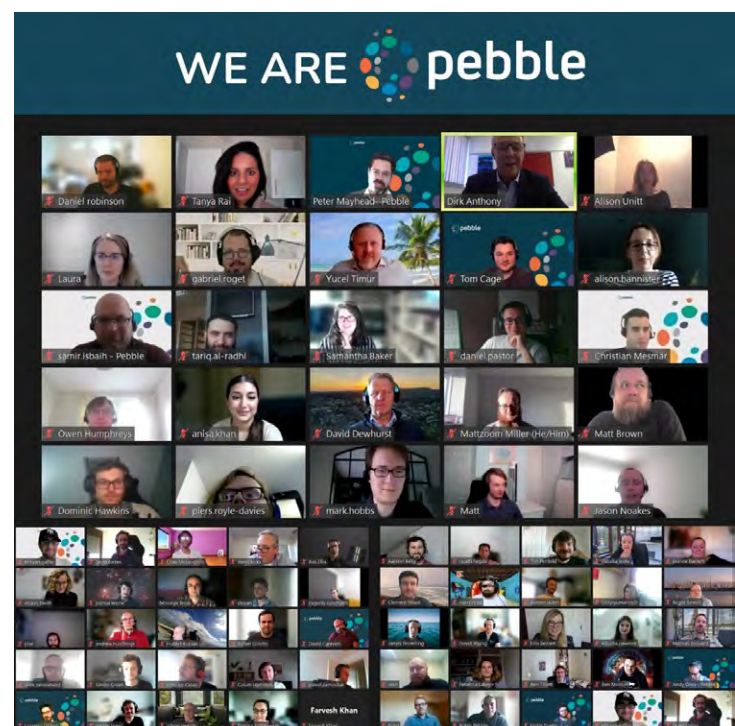
### Pebble joins ABU as an Affiliate Member

Pebble-UK joined the ABU as an Affiliate Member in June 2022.

Brilliantly delivering world class automation, playout and management solutions to the broadcast community, Pebble's mission is to support broadcasters as they adapt to compete with new entrants in the video media space by providing solutions to support their transition from traditional broadcast infrastructure to more flexible IP-based technologies.

Since its formation in 2000, Pebble has commissioned systems in more than 70 countries, with proven installations ranging from single up to over 150 channels in operation, and more than 1500 channels currently on air under the control of our automation technology. An innovative, agile company, Pebble is focused on discovering its customers' requirements and pain points, designing solutions which will address these elegantly and efficiently, and delivering and supporting these professionally and in accordance with its users' needs.

Pebble is a world leader in designing and delivering automation, integrated channel and virtualised playout solutions, with scalable products designed for applications of all sizes. They have a highly valued customer base in the APAC region and the company are actively showcasing their newest developments to the market.



# 59<sup>th</sup> ABU GA 2022

Serving the People:  
Media's Role in Times of Crisis

New Delhi, India  
25-30 November, 2022

## India's Prasar Bharati to host ABU General Assembly 2022

**T**he 59th ABU General Assembly and Associated Meetings will be hosted by India's public broadcaster, Prasar Bharati, in New Delhi from 25 to 30 November 2022.

It will be the first face-to-face General Assembly after two years of running the GA and other meetings online. All ABU members are invited to attend.

The General Assembly itself will be held on 29 and 30 November. The theme for this year's Assembly is Serving the People: Media's Role in Times of Crisis.

The days before the General Assembly will include meetings of the Administrative Council, the Radio Working Party, the Programme Committee, the Sports Group and the Technical Committee, as well as the ABU Prizes and TV Song Festival and the Women with the Wave forum.

The ABU Vice-President and CEO of Prasar Bharati, Mr Shashi Shekhar Vempati, invited ABU members to attend in an invitation to the ABU President, Mr Masagaki Satoru, who is Executive Vice President of NHK-Japan.

"The GA 2022 shall serve as an opportunity to share with Broadcast Media leaders from across the Asia Pacific and other regions the transformational journey of independent India over the past 75 years," he said.

The ABU Secretary-General, Dr Javad Mottaghi, expressed his thanks to Prasar Bharati for hosting the General Assembly and Associated Meetings.

The ABU will soon circulate the registration form to members as well as the required information for their travelling plans to New Delhi.





The ABU Secretariat team held a productive meeting with the ABU President, Mr Masagaki Satoru, on 13 April and briefed him on a wide range of activities. The hour-long meeting took place virtually.

Mr Masagaki, who is also Executive Vice President of NHK-Japan, noted that the ABU had been able to transfer many of its activities online during the pandemic and continue its valuable contributions to members.

He expressed his appreciation for the work the ABU team had put in. He said the best ABU activities were those that members could access easily and effectively.

Mr Masagaki said both physical and virtual meetings had their advantages and encouraged the ABU to combine the two to get more members involved in high-quality activities now that the world needed to coexist with COVID.

At the same time, he urged the ABU team to select activities they really needed to do and focus on the things that were the most important.

The ABU Secretary-General, Dr Javad Mottaghi, said all ABU departments were grateful to NHK for all the help it was giving them.

Directors and senior executives from the ABU Secretariat joined the meeting and shared their projects.

Also attending the meeting were senior NHK representatives including Mr Hashimoto Akinori, Executive Controller, General Media Administration.

# ABU President meets Secretariat team



**M**r Shashi Shekhar Vempati has stepped down as ABU Vice President after completing his term as Chief Executive Officer of India's public broadcaster, Prasar Bharati.

Mr Vempati became Vice President on 16 December 2020 on his election at that year's General Assembly. He had been Prasar Bharati's CEO since June 2017.

"It has been my privilege to work with all of you under the umbrella of this great Union, which plays a pivotal role in the development and transformation of public service broadcasters in this rapidly changing digital environment," Mr Vempati said in a letter to the ABU Secretary-General, Dr Javad Mottaghi.

"I am confident that Prasar Bharati will remain dedicated to continuing its enthusiastic involvements in ABU activities and will always maintain working in harmony with the ABU family."

Dr Mottaghi paid tribute to Mr Vempati, describing him as a great leader who had become the backbone of change in the ABU.

"We have always appreciated your wisdom and visionary advice to move faster to full digital utilisation of the collective power of members.

"Under your wise watch, the fruitful partnership of ABU with our very active members All India Radio and Doordarshan moved to a new level.

"Our members are grateful for the knowledge transfer from India to other countries in the Asia-Pacific and India's unwavering support for the development of the media industry in the region."

Dr Mottaghi noted that as Prasar Bharati's youngest CEO and the first non-bureaucrat to hold the crucial post, Mr Vempati had shown a deep understanding and knowledge of the challenges of public service broadcasters in the digital age.

More importantly, he had led DDI and AIR through enabling them to meet these challenges adequately and made

# Shashi Shekhar Vempati steps down as ABU Vice President



a difference in how they served the people.

"It is my personal honour, on behalf of the ABU members, to express our gratitude for your dedicated service to the Union and your commitment to spread democracy and pluralism through media."

Before taking over as Prasar Bharati CEO, Mr Vempati had a long stint with Infosys Technologies and then managed a digital news media start-up, Niti Digital.

An author and a columnist, he has published on politics, public policy and emerging areas of technology like Artificial Intelligence and Broadcast-Broadband Convergence.



# KBS to continue cooperation with ABU



**M**r Kim Eui-chul, President and CEO of Korean public broadcaster KBS, met the ABU Secretary-General, Dr Javad Mottaghi, at KBS headquarters in Seoul on 15 June.

They engaged in an extensive exchange of views on various issues surrounding the ABU and its members, including the promotion of substantial ties of cooperation between KBS and the ABU.

The two sides agreed to engage in shared efforts to further advance the co-operative relations between KBS and the ABU in the lead up to the 2023 ABU General Assembly in Seoul.

KBS hosted the General Assembly in 1985 and 2012. The 2012 Seoul GA was a huge success with approximately 1,000 member delegates and media professionals from over 50 countries participating.

During the meeting, Dr Mottaghi delivered a presentation on the outcomes of the Three-Year Action Plan carried out by the ABU since 2019. He encouraged KBS to maintain its strong presence in the Union.

The ABU will resume its face-to-face Administrative Council meeting and General Assembly this year and he

expressed his wish to see the KBS delegation attend the events in person. The ABU brought its annual meetings online over the past two years due to the global pandemic.

KBS has been a devoted member of the ABU since its foundation in 1964. Currently serving as a member of the ABU Administrative Council, KBS has been demonstrating a leadership role in various joint missions and activities organised by the Union, such as the 'Change Asia Rescue the Earth' (CARE) documentary co-production, Documentary Exchange Meeting and TV Song Festival.

**T**he President and CEO of Korean Broadcasting System (KBS), Mr Kim Eui-chul, has encouraged the ABU to continue providing its members with quality services and dedication.

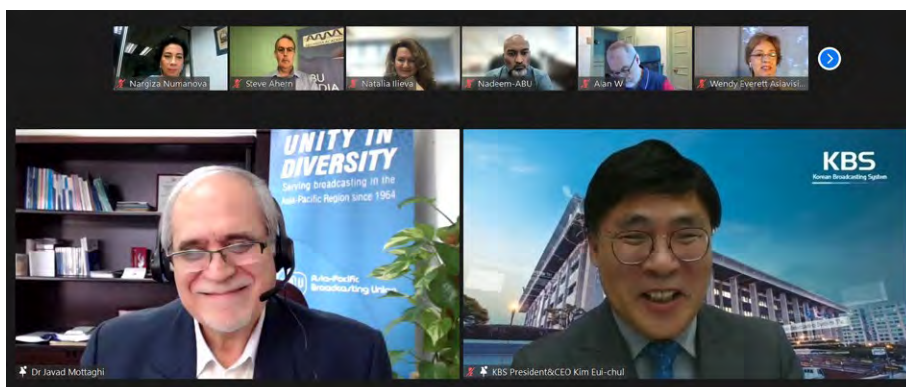
Mr Kim was speaking on 12 April at a virtual meeting with the ABU Secretary-General, Dr Javad Mottaghi, and ABU senior executives.

He said the past two years had seen significant changes to the media industry, with many activities going online and the digital transformation accelerating.

After being briefed by ABU directors on the work of their departments, Mr Kim praised the ABU for the diversity of activities and events it was providing. He said the ABU's primary role was to assist its members with their needs and challenges and urged it to continue playing a pivotal role.

Dr Mottaghi spoke of the key leadership role KBS had played in the ABU, including holding the Presidency five times. KBS had initiated many important ABU activities, he said.

Also attending the meeting were senior KBS representatives.



## ABU Secretariat team meets KBS President



# MBC President and ABU Secretary-General share insights

The ABU Secretary-General, Dr Javad Mottaghi, visited Munhwa Broadcasting Corporation (MBC) in Seoul, the Republic of Korea on 16 June and had a meeting with Sung Jae Park, President and CEO of MBC.

The two leaders shared their experience and relations between the ABU and MBC over the past years and exchanged insights and plans including the roles of public broadcasters in this ever-changing media industry. It was meaningful that both leaders confirmed their commitment to the further

development of the public media sector.

President Park also wished his best for the ABU General Assembly 2022, the first face-to-face GA after two years of running the GA and other meetings online.

"We are pleased to be a proud partner with the ABU, with 250 members from all around the world," he said. "The upcoming ABU General Assembly will be an epitome of global knowledge sharing in the media business."



Swedish director Ruben Ostlund has captured the Cannes Film Festival's Palme d'Or top prize for the second time in five years with Triangle of Sadness, a biting social satire.

Turkey's national broadcaster, TRT, co-produced the film. Other co-producers include the BBC, ZDF/ARTE and Sveriges Television.

TRT's Director General, Prof Dr Mehmet Zahid Sobaci, congratulated the film crew on winning the top award at the festival.

Using Ostlund's cringe-inducing style, Triangle of Sadness places models and the ultra-rich on a cruise ship, only to find their status suddenly undermined when some of the characters are marooned on a desert island.

"We had one goal to really try to make an exciting film for the audience and bring thought-provoking content," he said as he accepted the statuette at a gala ceremony on the French Riviera.

"To entertain them, ask themselves questions, to go out after the screening and have something to talk about."



## TRT co-production Triangle of Sadness wins top Cannes award



# EBS President and Secretary-General meet in Seoul



**D**r Kim, Yu-yeol, President of EBS-Korea, and Dr Javad Mottaghi, ABU Secretary-General, met on 17 June 2022 at EBS headquarters in Seoul.

The two leaders talked about ways and means to further strengthen the ABU/EBS partnership. They both emphasised the necessity of paying more attention to children's educational projects in their future joint venture regional projects.

Dr Mottaghi invited EBS to play a leading role in future ABU Children Media Hub projects with a view to promoting local children's production across the region.

# Building a culture of media tolerance and understanding



**T**he ABU is to carry out a series of activities under a UNESCO project in which public broadcasters will help build a culture of tolerance and understanding.

The project is designed to counter a tsunami of disinformation in the traditional and new media during the pandemic that has led to false accusations against different communities and even hostile actions as well as a surge in domestic violence and child abuse.

The ABU has signed a contract with UNESCO for the project, titled 'Media for Building Culture of Tolerance and Understanding'. It will carry out activities in Asia and the Pacific.

The primary target group of the project are journalists in national electronic and print media in Brunei, Indonesia, Malaysia, the Philippines and Timor-Leste.

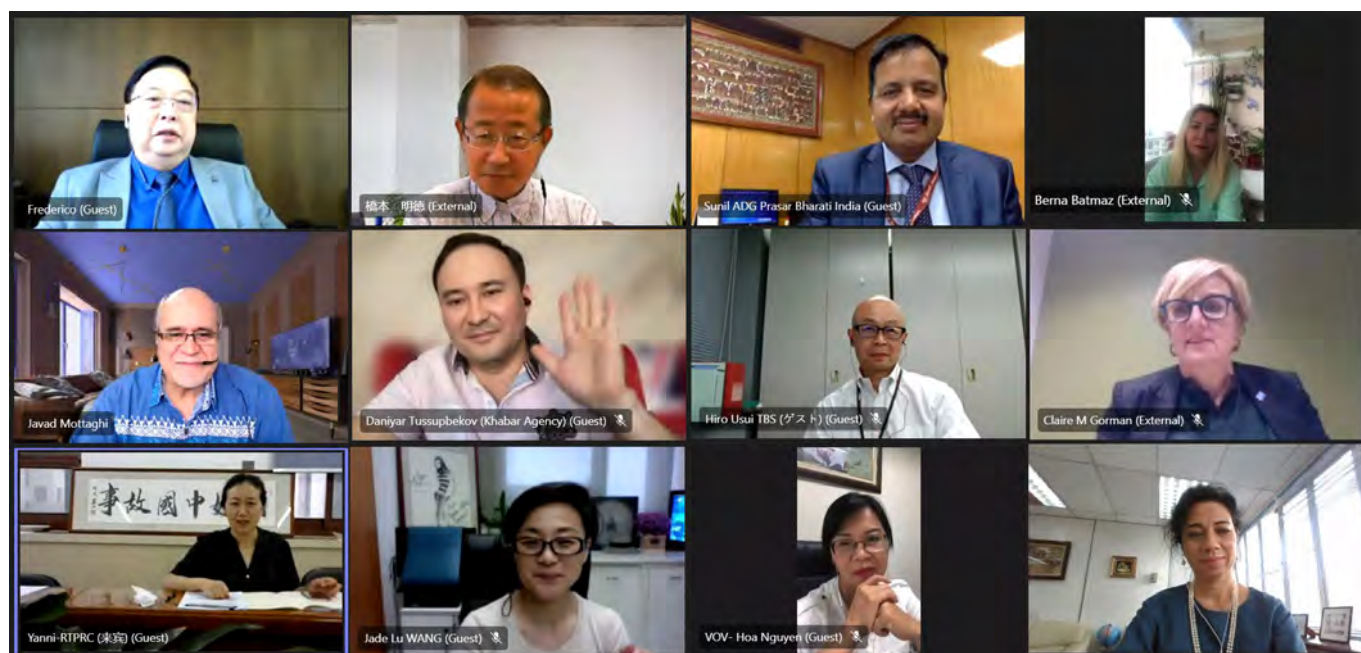
The project recognises that public broadcasters need all the support

they can get to preserve and enhance their status as a trusted source of information.

They need to build their capacity as a catalyst of changing minds, attitudes and behaviour of the public.

It's vital for broadcasters to expand their reach into social networks and new platforms to counter disinformation and hate speech and build a culture of tolerance and understanding among different groups.

# Mid-year PSG meeting held online



The mid-year ABU Planning and Strategy Group meeting took place online on 22 June. Chaired by Mr Frederico Rosario of Teledifusao de Macau (TDM), the group serves as a think tank for the ABU Secretariat, discussing key issues facing the Union and putting forward recommendations.



**A**n ABU online forum has looked at how broadcasters are working with global service providers – and some of the benefits and challenges this brings.

‘The Digital Giants: Friend or Foe to Broadcast Media?’, the forum highlighted the complex nature of the relationship. Three representatives of major broadcasters gave widely differing answers: One said: “Friend. We don’t see ourselves are having foes.” A second said: “Not a friend – yet.” And a third said: “Frenemy – part friend, part enemy.”

Moderated by the ABU’s Steve Ahern, the two-hour forum brought together Michael Carrington of ABC-Australia, Takehiko Kusaba of NHK-Japan, Riyaad Minty of TRT-Turkey and Suranga Jayalath of MBC/MTV-Sri Lanka.

They agreed that while making their content available to global giants like Netflix brought in valuable revenue and meant a wider reach for their content, there was a corresponding loss of attribution and difficulty in obtaining data on their programmes.

There was concern, too, about how the entry of the global giants into local markets, with their huge budgets, was

## ABU forum looks at broadcasters and the digital giants

pushing up production costs for national broadcasters – a big challenge for those with limited funding.

Another worry was the failure in some countries of the regulatory framework for video streaming services to keep pace with the rapid changes in the broadcasting industry. Better copyright protection was needed. Piracy too remained a problem.

The forum also looked at whether making their programmes available on YouTube instead of signing deals with the global giants was a viable option for broadcasters.

Despite a recognition that digital streaming is the way of the future, especially among younger viewers, panellists said terrestrial television remained essential and they were not ready to turn off their TV transmitters any time soon.



**M**s Hayashi Rie has been appointed Executive Director Responsible for Media Operations at Japan's public broadcaster, NHK.

Ms Hayashi joined NHK in 1986 and started her career as news reporter for politics and international affairs.

From 1999 to 2008, she worked for international relations as ABU liaison officer, during which she organised the ABU Tokyo 2002 General Assembly.

She became head of Global Strategy Division in 2015. She was then assigned in 2017 as Director of Kobe Station in western Japan.

In 2019, Ms Hayashi returned to Tokyo and assumed the post of Managing Director of NHK WORLD-JAPAN, leading the ABU Tokyo 2019 GA with great success.

In 2020 she joined the Executive Board of NHK as Senior Director, responsible for human resources and diversity. As of 25 April, she was promoted to Executive Director, and is responsible for all media operations, including programming, production, news, digital and international matters.



## Hayashi Rie appointed Executive Director at NHK

**S**ingapore's Mediacorp won a total of 36 awards at this year's New York Festivals TV & Film Awards in April, including three gold awards for CNA documentaries.

The company bagged three gold, 12 silver and 21 bronze awards, as well as 42 finalist honours – a total of 78 accolades.

This is the largest number of honours Mediacorp has picked up at the awards, the company said in a media release.

Mediacorp's documentary and current affairs content made up the lion's share of its haul of accolades this year. It also picked up two finalist honours at this year's New York Festivals Radio Awards.

The CNA documentary, Race To Feed The World – A Question of Space, was one of the three gold awardees this year.

## Singapore's Mediacorp wins 36 awards at New York Festivals

Another CNA documentary, Breathe Again: India's Battle With COVID, clinched the second gold award.

The final gold award went to A Deadly Ascent: Summit Fever (episode 1), which reveals the untold story of the 2019 Mount Everest tragedy, where 11 people died trying to scale the world's highest summit.



The ABU Secretary-General, Dr Javad Mottaghi, has praised Radio Televisyen Malaysia for its resilience and professionalism in supporting people through the difficult times of the pandemic.

Dr Mottaghi made the remark in a message to the national broadcaster's Director General, Dato Haji Che Roslan Che Daud, to mark its 76th anniversary on 1 April.

"Not many nations are fortunate enough to have for so long the services of such a professional and trustworthy Public Service Broadcaster," he said.

He noted that the broadcasting industry had changed beyond recognition since RTM first went to air in 1946 as Radio Malaya.

"But some things have not changed. Today, as in 1946, RTM journalists are constantly striving to serve their audiences with high quality programmes from news and sport to documentaries and entertainment."

The past few years during the COVID 19 pandemic had proved that RTM's noble service to the Malaysian people was the latest example of the professionalism and resilience of Malaysia's Public Service Broadcaster in building the nation, supporting people through difficult times and keeping morale high.

Dr Mottaghi said the ABU was happy to have such an active and dedicated member as RTM and wished it a long life in the successful service of the Malaysian people.



## ABU SG lauds professionalism of Malaysia's RTM

## Maria Ressa opens Global Media Forum in Bonn

Philippine journalist and Nobel laureate Maria Ressa has opened Deutsche Welle's Global Media Forum in Bonn.

In her opening address on 20 June, Ms Ressa focused on how journalists could rebuild the trust that had been destroyed by illiberal governments.

"The three pillars of technology, journalism and the community will help



(Photo: DW)

rebuild trust in journalism," she said. "If you don't have facts, you don't have truth; if you don't have truth, you don't have trust."

DW's Director General, Peter Limbourg, emphasised the challenges of reporting the war in Ukraine.

"This is one of the times in history when journalism can definitely prove its relevance. We cannot stop the war,

but we can contribute to decisive political action by keeping the fate of hundreds of thousands of people in the headlines," he said.

"We are facing a storm of disinformation, propaganda and censorship. When the free and independent voices work together, we can withstand this storm and make a difference."



The new Director-General of RTM-Malaysia, Dato' Haji Che Roslan, and the ABU Secretary-General, Dr Javad Mottaghi, initiated an ABU-RTM Partnership Task Group to discuss ways to further strengthen their partnership.

The task group was mandated to draft a joint action plan on activities RTM specifically may need for their own development as well as projects the ABU and RTM can offer together for the ABU membership.

The task group met on 11 April. The ABU Team was led by Olya Booyar, Head of ABU Radio. Ahmed Afruh Rasheed, Steve Ahern, Nargiza Numanova, Shabana Jan and Dr Veysel Binbay from other ABU departments also joined the meeting.

The RTM Team was led by Mr Ahmad Afandi Abu Hasim, Director, Technical Services. He was joined by Ms Nurul Fariza binti Ibrahim, Deputy Director, Radio Programmes, Mr Md Shahri Saripan, Deputy Director, Television News Section, Dr Haida Baba Zain, Head, International Relations, Mr Syazwan Naimnor bin Norazmi, Assistant Director, Asiavision Unit, and Ms Juliyana Hussain, Assistant Director, International Relations.

Dr Mottaghi, who joined the meeting briefly, expressed his willingness to further develop the ABU/RTM partnership. The group will continue its conversation with a view to drafting a joint action plan.

# RTM and ABU launch Partnership Task Group



## ABU organises two WSIS sessions

The ABU organised two sessions at the 2022 World Summit for Information Society Forum, an annual event over several months organised by the International Telecommunication Union.

The first session was on the topic "Tackling disasters and reducing risks through awareness of citizens". This

session was held on 6 April via Zoom. During the session, partners from the ABU, EBU, ITU, UNDRR and WMO presented their best practices in reaching the "last mile" and communicating with the most vulnerable people on the ground.

The second session was devoted to Emergency Warnings and Communications. It was held on 19 April with participating speakers from the ABU, UNDRR, ITU and IFRC. The Head of the Secretary-General's Office, Natalia Ilieva, represented the ABU and the Media Stakeholder Group for DRR in both sessions, which were attended by more than 150 participants.

# 'Social networks are no longer our competitors but our assistants'

In an interview with ABU News, Berik Uali, Chairman of Khabar Agency in Kazakhstan, discusses the opportunities for TV broadcasters in an ever-changing media environment.



**Khabar Agency operates several channels and reaches the whole country. What do you see as its main role in Kazakh society?**

The Khabar Agency is a television family that consists of three TV channels broadcasting in the Kazakh and Russian languages: the Khabar TV channel, the Khabar 24 information TV channel that operates 24 to 7 format, and the EL ARNA educational and entertainment channel.

Our main role is to serve Kazakhstani audience with objective, complete and comprehensive high-quality and responsible information. We support national self-consciousness, nurture the pride of Kazakhstanis for their Motherland; develop the media industry, including domestic television content producers, by ordering television products from them.

We broadcast daily life of the country and current events from the world – live on the Khabar 24 TV channel. Talk shows, large-scale TV social projects, entertaining and humorous shows, movies and TV series are shown on air on the Khabar channel. Intellectual

projects in the TED TALKS format, various debate tournaments and TV master classes are presented to the audience by EL ARNA TV channel.

In the modern media space, the Khabar TV channel is a conductor of political, socio-cultural values and well-established traditions. During its 26-year history, the channel has won the right to be called the most reliable source of state information policy and exclusive entertainment content.

Besides, we pay special attention to broadcasting the main events of big-time sports. Despite the very complicated and expensive procedure for acquiring the rights to broadcast the Olympics, the importance of showing them in Kazakhstan was obvious to us. Such events, especially with the participation of Kazakhstani athletes, have a positive effect on strengthening the patriotic feelings of citizens, stimulate the interest of the young in professional sports, and give impetus to the further development of sports in the country.

As for the EL ARNA content, now it is focused on youth audiences aged



14 to 35. We also show documentary projects and feature films created by Kazakh directors in different periods of time, the top content from the Golden Collection of the film fund of the countries of Central Asia and the Turkic world. Documentary cinema has a significant spiritual, educational value and carries not only the mission of restoring historical knowledge, but also the formation of the youth mentality and consciousness.

### **How important is the use of social media for Khabar Agency?**

What I really think is that social networks are no longer our competitors, but assistants to traditional TV channels in promoting television content to the masses. The most successful TV channels approach social media as a powerful and useful marketing tool and benefit from it, as the numbers show.

Now all of our TV channels are presented in such social networks as Instagram, Telegram, TikTok, Facebook, as well as on YouTube video hosting, including local outlets of Kazakhstan.

We understand that users of Instagram, Telegram or TikTok perceive information differently, and are also eager to consume unique content. In addition, each web site has its own rules. Meaningful creation of publications suitable for each of the social platforms is the key to success. We are actively working on creating content, monitoring global trends, analysing audience interest, the relevance of ongoing events, and taking into account new emerging tools in each social network.

Not a big secret, the importance of social media has increased during the pandemic. It was clear that with the announcement of quarantine, views on the web have also increased. All the resources of the Agency have been set to facilitate this bit of the job. Prompt posting of news and short videos on reliable topics of the pandemic were established.

As a result, the growth of subscribers for that period amounted to 500 thousand users, the number of subscribers on the official accounts of the Agency in YouTube has doubled.

To the existing Gold and three Silver buttons, three more Silver buttons of YouTube were added to our bank of awards. Isn't it wonderful? Four accounts of the Khabar Agency overcome the threshold of 100,000 subscribers and have become the most profitable in Kazakhstan.

Recently, YouTube of the Khabar 24 TV channel has passed the mark of 1.5 million subscribers. These results are the mark of quality and work sign of a huge team of the Agency, and I sincerely see it is far from the limit.

### **You are actively involved in developing the media industry in Kazakhstan. Could you share some thoughts on how you would like to see the media develop?**

The development of media has changed a lot since the appearance of the Internet. I would say, that today, the media industry operates under new rules. These rules are dictated primarily by new technologies. A modern journalist needs to master both humanitarian knowledge, and this is sociology, psychology, philosophy, and technological knowledge. Every day we observe massive processes of change, advances in the field of neurotechnology, neural networks are being created, artificial intelligence is being introduced, etc.

In my opinion, today it is necessary to avoid a formal attitude to the production of information in its broadest sense, to find interesting media techniques, arguments in order to captivate and involve the modern media consumer in the information process.

There are many technical and technological opportunities for creating an interesting media product today. And here the creative approach to the profession is important. Despite the active development of bloggers, professional knowledge, competencies and skills should still prevail.

Over the past decades, the professional level of the domestic media has generally declined; priority is given to more external forms, rather than the content of information. This can't help but be a worry.

Any real media has a basic functionality – to accompany people in their daily lives, to explain what is happening both at the global and completely local levels, to educate citizens, giving them the opportunity to consciously make political decisions and participate in management processes. The implementation of such functionality requires significant resources.

But in general, I think many players in the media sphere understand that today it is not enough just to inform. We need to help people improve the quality of their lives. Learn to navigate in the information space. Develop critical thinking. Give practical advice in various areas – from managing personal finances to solving the problems of your city, village.

In general, for visible results in media development, it is important to focus on topics such as the safety of journalists, media self-regulation, access to information, professional online journalism, freedom of expression and new media technologies. For this, first of all, it is important to exchange best practices with international representatives of the media industry, as well as to study the principles of work of foreign media.

### **How has the COVID pandemic affected Khabar Agency's operations?**

Well, no doubt, due to the COVID-19 pandemic, the traditional format of TV channels has undergone significant changes. For 57 days, being in extremely limited production conditions, the editors of the Khabar 24 channel ensured the television production process around the clock, preparing and broadcasting 1026 news releases, 489 live broadcasts from the regions of Kazakhstan, 208 broadcasts of emergency briefings and 19 hours of international stream correspondent network of the channel.

The number of materials, live broadcasts and inclusions during the period of the State of Emergency turned out to be equivalent to the annual volume under normal conditions. For this, Khabar 24 TV channel was awarded a special nomination of the TV award Tumar – for the best information support during

the pandemic in Kazakhstan.

In the shortest possible time, the Agency organised the production and daily delivery on air of the EL ARNA TV channel lessons for pupils in schools, who were to keep distance learning formats.

The main aspects of changes in the work of TV channels that have arisen in connection with the difficult epidemiological situation: reviewing business processes within the Agency, strengthening feedback from the viewers, improving content, producing new relevant products, strengthening work with partners, strengthening the technical infrastructure, taking care of the main media resources – keeping employees of the Agency in a secure bubble. And of course, the main issue for the entire media was the fall in advertising revenues.

#### How would you like to see cooperation between Khabar Agency and the ABU grow?

Indeed, following my appointment as the Chairman of the Board, I have held an online meeting with the Secretary General of the Asia-Pacific Broadcasting Union, Dr Javad Mottaghi. We discussed the development of relations between the Agency and the largest broadcasting union in the world.



The Secretary General of the Union noted that the Khabar Agency actively participates in the activities of the Union. In last year's elections, the Agency won a seat in the Admin Council of the Union for a period of three years. Dr Mottaghi will be coordinating a meeting of the Council of the Union this August. We are open and ready to host such a vital midterm event, besides this is planned to be in an offline format (plus a hybrid version for those who will not be able to travel) for the first time since the pandemic.

In the future, we plan to resolve the issues of free participation of the Agency's employees in training and webinars organised by the Union,

creating conditions for internships, and increasing the exchange of content. It is also planned to work out the issue of signing a Memorandum of Understanding and Agreement between the Agency and the Union.

In general, I would like to note that cooperation with international organisations is one of the priority areas for the development of the Agency. We are constantly expanding our international activities with broadcasters of foreign countries by signing memorandums, co-production agreements, exchange of television content and organisation of staff development courses with broadcasters from all over the world.

## Khabar Agency pledges to strengthen cooperation with ABU

The new Chairman of JSC "Khabar Agency" in Kazakhstan, Berik Uali, has said that strengthening the cooperation with the ABU is one of his organisation's main priorities.

Mr Uali, who took the position in March 2022, made the remark during a video conference with the ABU Secretary-General, Dr Javad Mottaghi, on 13 April. He confirmed that Khabar Agency would host the 113th Administrative Council Meeting in Nursultan on 26 August.

The two sides discussed strengthening their cooperation and expanding the strategic partnership, including the secondment of Khabar employees to the ABU to improve their qualifications and acquire new skills.





# Zhaina Slambek named Director of Khabar TV Channel

**Z**haina Slambek has been appointed Director of the Khabar TV Channel, which forms part of JSC "Khabar Agency" in Kazakhstan.

Ms Slambek previously worked as head and presenter on the analytical programme 'Apta' on the Qazaqstan TV channel, a position she held from 2019.

After graduating from the Faculty of Journalism at Al-Farabi Kazakh National University, she began her career at Khabar Agency, holding a range of positions from 1996 to 2014.

From 2014 to 2019 she worked on the Astana TV channel, where she presented the information and analytical programme 'Bizdin uakyt'.

Ms Slambek was awarded the Prize of the President of the Republic of Kazakhstan for her contribution to the development of domestic television journalism.

"Khabar Agency" operates three TV channels, the multi-genre channel Khabar, the around-the-clock news channel Khabar 24 and the film channel El Arna.

---

## Germany's ZDF appoints two new directors

**G**erman broadcaster ZDF has announced two appointments to its Executive Board. Nadine Bilke became the new Programme Director on 1 May and Bettina Schausten will assume the position of Editor-in-Chief on 1 October.

The Deputy Editor-in-Chief will be Anne Gellinek, who will also be in charge of

the main editorial division, News and Current Affairs. The Deputy Programme Director will be Frank Zervos, head of the editorial department TV drama/TV series I.

With the new directors, three women and three men will form the Executive Board from October.

The Director-General, Dr Norbert Himmler, said: "Nadine Bilke, Bettina Schausten, Anne Gellinek and Frank Zervos – that is a strong team for a strong ZDF."

"The newly formed management team stands for excellent journalism and innovative programme management. Together we will drive forward the digital transformation of ZDF. Our goal remains: A high-quality and valuable offering for the whole of society."

# WBU Statement on the Assassination of Al Jazeera Journalist Shireen Abu Akleh



Toronto, ON – May 25, 2022 – The WBU is profoundly shocked, saddened and extremely concerned about the assassination of Al Jazeera TV Correspondent Shireen Abu Akleh. Her colleague Ali Al-Samoudi was shot and wounded and is now in stable condition in hospital.

Abu Akleh and Al-Samoudi were clearly identified as PRESS and were standing with other journalists covering Israeli army raids in Jenin, in the northern West Bank, when shooting broke out.

This aggression is an egregious breach of UN Declaration of Press Freedom, Article 19 of the Universal Declaration of Human Rights, the Geneva Conventions and UN Security Council Resolution 2222 on the protection of journalists.

WBU condemns strongly this aggression and emphasizes the need to ensure accountability. Therefore, WBU calls for a thorough, transparent, fair and impartial investigation into

the killing of Shireen Abu Akleh and demands that Israel reverses its decision not to investigate the circumstances of her death.

The protection of journalists covering any conflict anywhere is of paramount importance to the WBU and to every global citizen who values a free press.

Journalists are the storytellers who bring light to events that seriously affect the lives of citizens in their communities and enlighten and inform regional and global communities who are also affected in our connected world. Informing citizens is journalism's prime mission and journalists must be protected in doing their work, no matter the circumstances.

The WBU calls for adherence to international law<sup>1</sup> and guaranteeing the rights of journalists to do their work without fear, especially in conflict and war zones. No journalist should be targeted for doing their job.

Our deepest condolences to Shireen Abu Akleh's family, friends, and colleagues around the world to whom she never failed to take the time to share her warmth and passion for their lives and interests.

## About WBU

The World Broadcasting Unions (WBU) was established in 1992 as a coordinating body at the international broadcasting level. Since then, the WBU has provided global solutions on key issues for its member unions. The North American Broadcasters Association (NABA) acts as secretariat for the WBU.

<sup>1</sup> **UN Declaration of Press Freedom, Article 19 of the Universal Declaration of Human Rights, and the UN Security Council's statement**

\*\*\* NABA abstains from this statement. (**NABA statement**)

## UN Security Council condemns killing of Aljazeera journalist

The UN Security Council has condemned the killing of veteran Aljazeera reporter Shireen Abu Akleh and called for an immediate probe into her death.

Ms Abu Akleh was shot dead while covering an Israeli military raid in Jenin in the occupied West Bank on 11 May.

The Security Council said its members called for "an immediate, thorough, transparent, and fair and impartial investigation into the killing, and stressed the need to ensure accountability," the BBC reported.

Ms Abu Akleh, a 51-year-old Palestinian American, was a veteran correspondent for Aljazeera's Arabic news channel and had reported on the Israel-Palestinian conflict for two decades.

Aljazeera and Palestinian authorities have accused Israeli forces of killing her. Israel said it wasn't clear whether she died from Israeli or Palestinian fire.

Aljazeera said she was wearing a blue bulletproof vest that said 'PRESS' when she was shot dead.



German international broadcaster Deutsche Welle has announced that two Ukrainian journalists, Mstyslav Chernov and Evgeniy Maloletka, have won its 2022 Freedom of Speech Award.

DW awards the prize each year for outstanding promotion of human rights and freedom of expression.

DW Director General Peter Limbourg said: "Mstyslav Chernov and Evgeniy Maloletka have a way of reporting that is painful to read and watch, but what really hurts is the truth that their reporting conveys: Russia brutally attacking Ukraine, and thereby Ukrainian civilians, under a fabricated pretence.

"While there are nuances to every story, there is no way facts can be negotiated. This is exactly what the Kremlin is doing: distorting facts, spreading misinformation.

"The Freedom of Speech Award for Mstyslav Chernov and Evgeniy Maloletka is to recognise their exceptional courage in standing up against propaganda and misinformation. It is to recognise that their fight for human rights and for the truth is a fight for democracy and free societies, for all of us, and it comes at a high price."

# DW honours two Ukrainian journalists



AP journalist and novelist Mr Chernov and freelance photojournalist Mr Maloletka are both from eastern Ukraine. Their reports and footage from the conflicts in Crimea and eastern Ukraine have been published in various international media, including the BBC, DW, The New York Times, The Washington Post and Der Spiegel.

Their report "20 days in Mariupol: The team that documented city's agony"

offers an account of Mariupol under Russian siege, with the two journalists documenting the first deaths at the city's hospital and the attack on the maternity ward with pregnant women and children in it, as well as numerous bombings.

The award ceremony took place on 20 June at the DW Global Media Forum in Bonn, Germany.

## EBU launches campaign for journalist safety

The European Broadcasting Union, the EBU, has launched a campaign to raise awareness of increased violations of journalist safety that newsrooms across Europe are reporting.

The EBU says incidents including physical, verbal, online and legal attacks are undermining the ability of public service

media to cover major news events – with implications for European democracy.

Launched on 26 April, its campaign – #OurJournalistsOurFreedom – seeks to raise awareness of the scale of the issue and call for change.

In its 'violations of press freedoms barometer', Reporters Without Borders calculates that 24 journalists have been killed in 2022 alone – six of them in Ukraine – along with two media assistants.

Liz Corbin, EBU Deputy Director Media and Head of News, said: "Reporting accurate, factual and trusted news depends on our journalists being able to report on stories safely and without hindrance.

"Unfortunately, we are seeing trends that point to journalists being seen not as neutral observers, but as the enemy. Not only is this hugely distressing to our staff, it has severe implications for how we report a story."

Japan's public broadcaster NHK has launched an online service in the Ukrainian language that provides tips for daily life in Japan. The service is for people who have evacuated from Ukraine.

NHK World-Japan set up a new website on 25 April. Its URL is <https://www.nhk.or.jp/nhkworld/uk/news/tips/>

The site offers tips on living in Japan. Visitors can find out what to do in the event of an illness, how to protect themselves if an earthquake strikes, and how to handle other situations. It also offers explanations on Japanese coins and banknotes.

Lessons in Japanese conversation and basic grammar are available as well. The site uses "Easy Japanese" short videos prepared by NHK World.

The website also provides a list of local government consultation centres that offer various kinds of support.

NHK has been offering online news services in Ukrainian since March. It has been providing updates on the situation in Ukraine and the international response. The URL is <https://www.nhk.or.jp/nhkworld/uk/news/>

# NHK provides tips in Ukrainian for daily life in Japan



## Japan media watchdog cautions TV shows using pain for laughs



A Japanese media watchdog has urged producers of TV variety shows to be more cautious about the content of their programmes so they won't encourage bullying, NHK reports.

The Broadcasting Ethics and Program Improvement Organization (BPO)

announced its recommendations on variety shows that make performers feel physical or psychological pain to draw laughter from the rest of the cast and viewers.

The BPO's youth committee had been discussing such shows since August last year in response to complaints from viewers that they could encourage bullying.

The committee says young people who watch the shows could imitate them and that could lead to bullying.

It also says seeing performers laugh at others' pain could make young people avoid intervening in cases of bullying.

The committee argues that the latest scientific findings suggest such scenes could have a negative impact on young people in development of empathy, as well as in the way they view people around them.

Back in 2007, the committee called on TV producers to reconsider violent or sexual directions for performers in variety shows.



**A** Cambodian special envoy has thanked the Voice of Vietnam (VOV) for the support it has given to Cambodia's broadcasting industry.

Ly Vann Hong made the remarks during a meeting on 10 May with VOV's President Do Tien Sy in Hanoi, VOV reported.

Mr Hong, who is General Director of the General Department of Finance and Administration of Cambodia's Ministry of Information, said VOV had supported the Cambodian broadcasting industry in equipment and training, helping modernise it on a par with regional development levels.

He expressed hope that VOV would help Cambodia accelerate a project to strengthen production, archiving and broadcasting capacity for its national television and radio stations.

Mr Do Tien Sy said the broadcasting industries in Vietnam and Cambodia had a lot of room to develop cooperation.

He proposed that the Cambodian side increase the broadcasting time of Vietnamese programmes from 15 to 30 minutes a day in Phnom Penh and six provinces with a large population of Vietnamese people.

# Cambodia thanks Vietnam's VOV for broadcasting support



(Photo: VOV)

VOV also proposed that the two sides expand their cooperation in television broadcasting, given that VOV owns up

to 15 TV channels. Mr Hong said he was very interested in this.

## Fiji launches its first media press club

**F**iji's first media press club has been launched in Suva, FBC News reports.

The Fijian Press Club is a partnership between the Fijian Media Association and the Australian High Commission that aims to develop the media industry in the country.

The club's logo is a lali, a traditional Fijian drum used as a means of communication. Its launch on 3 May came on UNESCO's World Press Freedom Day 2022.

Speaking at the launch, the association's general secretary, Stanley Simpson of Mai TV, said it marked a new dawn for the media industry in Fiji.

The media played an important role in keeping the democratic society flowing, keeping people informed and facilitating the exchange of ideas, he said.

"We never will make everyone happy and sometimes we don't live up to expectations, but every day we turn up.

"Even though we regularly get sworn at, ridiculed, belittled, physically and mentally vilified, we wake up the next morning and have a go at it again."

Chief editors from all local newsrooms were also present, vowing to unite to help create a reporting environment where journalists can thrive and report with a high standard of journalism.

# Australia's ABC celebrates its 90th birthday

Australia's national broadcaster, the ABC, turns 90 this year and is inviting all Australians to celebrate the milestone, with community events and special programming planned across television, radio, online and social platforms.

The celebrations will run across much of 2022 with the key event, a live 90-minute television special, to be broadcast on 30 June – almost 90 years to the day that the Australian Broadcasting Commission, as the ABC was then called, first went to air on 1 July 1932..

Since that time, the ABC has grown from 12 radio stations into a multi-media organisation, broadcasting from more than 66 capital city and regional locations, and around the world from 11 international bureaus.

Announcing the ABC's 90th celebration plans, Managing Director David Anderson said the anniversary was an



opportunity for all Australians to share in the ABC's rich history.

"The ABC has been part of everyday life in Australia since 1932. It has played a big part in documenting our country's development and achievements over nine decades, and has grown and adapted to changing times, in step with the nation," he said.

ABC Chair, Ita Buttrose, said the organisation's 90th celebrations were about giving back to Australians. "The ABC has always reflected Australian life. It is at its very best when it celebrates the achievements of all Australians and the things that make this country such a special place in what is the world's oldest continuous culture."

## Cate Blanchett wishes the ABC a happy 90th



Happy birthday ABC. I adore you,  
I value you, I treasure you,

*Photo: ABC*

Oscar-winning actor Cate Blanchett has heaped praise on the ABC to celebrate the national broadcaster's 90th birthday.

[Appearing in a video](#), the Australian-born actor shared her happy memories of watching the ABC as a child, while also thanking the corporation for helping her break into screen acting.

"The ABC gave me the opportunity to take my very first baby steps in front of a camera," the Lord of the Rings star revealed.

"And in fact, my very first time ever in front of a camera was in an ad for the ABC bookshop. And then I was in an episode of Police Rescue, GP, and the wonderful series Heartland," she said.

Blanchett also credited the ABC for shaping her formative years with its

Australian-centric content.

"The ABC has also been an enormous part of my childhood. Playschool, of course, but also Sweet and Sour, Four Corners, Backchat, Countdown, Earthwatch. It's a huge part of my childhood," she insisted.

Most recently, Blanchett's 2020 drama series *Stateless* aired in Australia on the ABC, months before it was released globally on Netflix.

The clip ended with a smiling Blanchett declaring: "Happy birthday ABC. I adore you, I value you, I treasure you, you're part of the way I think and feel about the world and Australia.

"Ninety years young, happy birthday," she added, blowing a kiss to the camera.



**I**ta Buttrose, Chair of Australia's ABC, has called for stronger press freedoms in Australia and greater protections for public interest journalism.

Giving the 25th annual Andrew Olle Media Lecture in Sydney on 17 June, Ms Buttrose said Australia's slide from 25th to 39th on the Global Index of Press Freedom was "simply not good enough".

She said Australia could improve its press freedoms with reforms that protected whistle blowers; a commitment that national security would not be used as an excuse to avoid disclosing uncomfortable truths; and reforms to defamation laws to protect journalists.

"Freedom of information processes should not be stalled or undermined, court cases should not be secret, and no one should be allowed to avoid answering legitimate questions," she said.

"And of course, one of the most important ways to protect press freedom is the proper funding and certainty of funding for the ABC.

"As we celebrate our 90th birthday, could anyone seriously imagine Australia without the ABC? Of course not. The ABC is brand Australia."

## ABC chair Ita Buttrose calls for press freedom reforms



Photo: ABC

## New DGs appointed at LNTV and LNR in Laos

**D**r Amkha Vongmeunka has been appointed Director General of Lao National TV, LNTV. He took up the post on 23 March 2022.

He succeeds Mr Souvanh Vilayseng, who has joined Laos National Radio (LNR) as Director General.

The ABU Secretary-General, Dr Javad Mottaghi, congratulated Dr Vongmeunka on his appointment and looked forward to working closely with him.

He also expressed his congratulations to the outgoing Director General, Mr Vilayseng, on his new role and said it would be a pleasure to continue working with him.

## Public media in New Zealand to get big funding boost

**N**ew Zealand's new public media entity that will be created by the merger of TVNZ and RNZ will receive NZ\$327 million (US\$209 million) in public funding during its first three years of operation, between 2023 and 2026.

Announcing the figure, Broadcasting Minister Kris Faafoi said the "substantially increased" funding would ensure New Zealanders could "continue to access quality local content and trusted news", the New Zealand Herald reports.

RNZ currently receives funding of just over NZ\$35 million a year from the government to support its operations, while TVNZ operates on a commercial basis and is self-funding.

"The new entity will be multi-platform and designed to reach new and existing audiences," Mr Faafoi said. "Built on the best of TVNZ and RNZ, it will better meet the challenges of technology changes and global competition."

This includes providing local news, entertainment and documentaries across a number of platforms and partnering with other New Zealand media.

Mr Faafoi reiterated that the new entity would be "not for profit" but would continue to generate commercial revenues, which have come in the past primarily from TV advertising, to supplement its taxpayer funding.



# Wendy Everett completes term as ABU News Director

The ABU Secretariat bids farewell to Wendy Everett, who completes her term as News Director at the end of June 2022.

Wendy joined the ABU in 2018 after 29 years with the Australian Broadcasting Corporation. Under her leadership, the ABU's news exchange Asiavision rose to new heights in terms of the new activities introduced and the number of news stories exchanged.

She oversaw the introduction of the Editors-in-Chief Monthly Meeting, with heads of Asiavision newsrooms exchanging ideas and sharing information, and the Deep Brief, with experts offering their insights into the big stories of the day.

In addition, 2021 saw the introduction of a Pacific News Group Meeting, a separate News Group webinar for Asiavision members in the Pacific.

Wendy placed a heavy emphasis on training for members, particularly in areas such as mobile journalism, digital and social media skills, script writing and fact checking.

At the same time, she steered Asiavision seamlessly through the Covid-19 pandemic, moving most of its activities online and ensuring it served members better than ever.

"Wendy has made an invaluable contribution to the ABU over the past four years," the Secretary-General, Dr Javad Mottaghi, said. "Her stewardship of Asiavision and the News Department has been outstanding.

"The pandemic has been challenging for broadcasters everywhere but she took it in her stride and led Asiavision with great flair. We will miss her and wish her every success in the future."





# ABU Secretariat welcomes new Director of News

**D**eborah Steele is the new ABU Director of News.

An Australian, Deborah brings decades of experience as a journalist and news leader at the Australian Broadcasting Corporation and a thorough knowledge of the ABU and its activities.

She led the ABC's Asia-Pacific news team from 2009 to 2017, overseeing Asia Pacific news and current affairs output for the ABC's international services, the ABC's television news channel and abc.net.au.

She established Australia's first 24/7 newsroom producing content for digital platforms, television and radio.

Deborah served on the ABC News Executive for five years, contributing to the division's strategic direction and policy development. She also undertook a review of news syndication, resulting in the development of new products and services.

Deborah is a former member of the ABU News Group, chair of the ABU Radio Working Party and deputy chair of the ABU Programme Committee. She has addressed numerous ABU conferences and events.



## Fiji's FBC receives mobile journalism kits from Australia

**T**he Australian High Commissioner to Fiji handed over mobile journalism (MOJO) kits to the Fijian Broadcasting Corporation on 20 June that will add to its newsroom capacity.

This initiative is part of a relationship between the FBC, the Australian government's Pacific Media Assistance

Scheme (PACMAS) and the ABC's Pacific Prepared programme.

The High Commissioner, John Feakes, said the MOJO kits, which were lightweight and could be deployed in the field, would boost climate change reporting in Fiji. He said it was exciting to see how local journalists were taking control of their own news content.

FBC's Chief Executive, Riyaz Sayed-Khaiyum, said it was a privilege to receive equipment that fitted into the system.

"This goes a long way in highlighting these issues not only about our communities, but about our country as a whole in terms of how we grapple with the growing issue of natural disaster."

Pacific Prepared presenter Fred Hooper was in the country for the handover and to visit various communities.

He said it was pleasing to work with reporters from Fiji, given their vast understanding and experiences with climate change.



India's public broadcaster Prasar Bharati has held a conclave on 'Direct to Mobile – 5G Broadband Convergence Roadmap', in collaboration with India's premier Technology Institute, the Indian Institute of Technology in Kanpur, and the Telecommunications Standards Development Society, India (TSDSI).

The conclave in New Delhi demonstrated for the first time NextGen Broadcast technology on smart phones and other smart devices, apart from releasing a joint white paper on Direct to Mobile Broadcasting by IIT Kanpur, TSDSI and Prasar Bharati.

Prasar Bharati CEO Shashi Shekhar Vempati spoke of the need for global cooperation and global adoption of D2M, citing the example of how WIFI became a ubiquitous experience after a consortium and industry bodies got together to achieve it.

There is a need to create similar ubiquity of experience and standards for Direct to Mobile broadcasting, he said.

The white paper released at the conclave envisions realising Direct to Mobile Broadcasting capabilities by convergence of Direct to Mobile and 5G Broadband and makes recommendations for various stakeholders to act on to achieve this.

## Prasar Bharati holds conclave on Direct to Mobile technology

The Principal Researcher at the Electronics and Telecommunications Research Institute (ETRI) Sung-Ik Park mentioned how earlier this year, Korean broadcasters and the Korean government got together and discussed how to implement Direct to Mobile broadcasting in Korea.

He also listed the reasons why Advanced Television Systems Committee (ATSC) 3.0 technology is most suitable for Direct-to-Mobile broadcasting.

The President of One Media, Mark A. Aitken, said D2M was the ultimate level of integration in the broadcast and broadband world. He underscored the importance of the view that what was being done in India should become the model for the world.

The White Paper on Direct-to-Mobile Broadcasting can be downloaded [here](#).



# Veteran Vanuatu journalist Malonie Albert dies

**M**alonie Albert, a Vanuatu journalist described as a role model for media freedom in the South Pacific nation, died on 1 May after an illness.

Mrs Albert spent her entire career of more than 30 years with the national broadcaster, Vanuatu Broadcasting Television Corporation (VBTC), and was its longest serving member of staff.

VBTC said that despite being ill, Mrs Albert had remained fully committed and dedicated to her work.

"She demonstrated a high level of commitment throughout her

broadcasting career. Malonie leaves behind a positive impact that touches the heart of the CEO and staff of VBTC.

"She took pride in serving the people of Vanuatu and remained the voice of Vanuatu throughout her service."

Describing her as a role model for media freedom, VBTC said: "Her voice of hope still rings in our ears."

The ABU Secretary-General, Dr Javad Mottaghi, said he was deeply saddened to hear of Mrs Albert's death. "Her passing is a great loss for broadcasting in the Pacific and we express our heartfelt condolences to her family and colleagues."



Photo: Vanuatu Politics and Home News, Twitter

Among the awards Mrs Albert won was the Independence Anniversary Medal in 2016 and an award for outstanding reporting on gender and inclusion during the National MAV Media awards in 2021.



(Photo: KBS)

# Korea's oldest TV talent show host dies at 95

**V**eteran Korean TV host Song Hae, who hosted KBS' National Singing Contest for more than 34 years, has died in Seoul at the age of 95.

In April this year, Mr Song won a Guinness World Record as the oldest TV music talent show host. At the time he said he planned to stop hosting the singing contest because of his failing health.

He tested positive for Covid-19 in March and was hospitalised twice this year for unspecified reasons, most recently in May.

Mr Song hosted the KBS show from 1988, becoming an icon of Korean television and earning the nickname "the nation's emcee".

Despite the global popularity of K-pop and the many other musical talent shows on air, his singing contest remained the highest-rated musical show in Korea.

Mr Song was born in 1927 in present-day North Korea. He worked as a comedian, actor and radio DJ until joining the National Singing Contest as host at the age of 60.

In an interview with KBS in January, he said of his career: "Everyone I have met on National Singing Contest is my life's cherished fortune. I don't have much, but they say the richest people in life are those who have been blessed to meet many different people from all walks of life."

## TRTFRANÇAIS

### Turkey's TRT launches French-language service

Turkey's public broadcaster TRT launched TRT Français, a French-language feed, in May. The new platform is part of TRT's plans to expand globally.

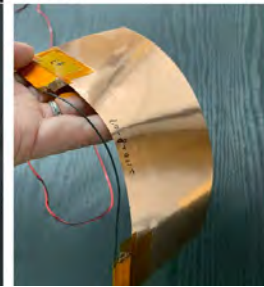
The Ankara-based organisation maintains four other international feeds: TRT World, TRT Arabi, TRT Russian and TRT Deutsch.

TRT's Director-General, Dr Mehmet Zahid Sobaci, said the organisation's newest addition was another "significant step" towards strengthening its foreign-language broadcasting.



(Photo: NHK STRL)

Back side:



### NHK STRL researches screens that can be rolled up

NHK Science & Technology Research Laboratories (STRL) are conducting research into flexible displays that can be carried around rolled up, attached like posters and installed with bends.

There is a wide range of applications for the display, including not only

making it easy to transport, install and store large screens using thin and light flexible displays but also enabling easy shape changing from a flat panel to an immersive curved panel display.

For more information see [here](#).

### Singapore minister praises media's pandemic role

Singapore's media outlets played an "honourable, rational and essential" role throughout the COVID-19 pandemic, Minister for Communications and Information Josephine Teo has said.

CNA reports that she made the remarks at the Singapore Press Club's 50th Anniversary Press Ball on 10 June.

"We could not have maintained the trust of Singaporeans over the past two years if our media had not reported the course of the pandemic truthfully and accurately," she said.



Josephine Teo. (Photo: Minister for Communications and Information)



(Photo: Indian High Commission in Suva)

### Fiji TV and Prasar Bharati agree to cooperate

India's public broadcaster, Prasar Bharati, and Fiji TV have signed a memorandum of understanding for cooperation and collaboration on broadcasting.

The High Commissioner of India in Suva announced the signing on its Twitter feed on 16 June. Prasar Bharati includes India's public TV service, Doordarshan, and All India Radio.

Fiji Television provides both free-to-air and pay-TV services to Fiji, Papua New Guinea and other countries in the Pacific.



## Radio Pakistan 'a historic asset'

Pakistan's Federal Secretary for Information and Broadcasting, Shahera Shahid, has said Radio Pakistan is a historic asset of the country and has played a pivotal role in informing, educating and entertaining the people.

She was addressing a ceremony at Radio Pakistan in Karachi on 14 June to pay tribute to the legendary singers of the country on the 75th Diamond Jubilee celebrations of Pakistan.



Radio Pakistan ceremony. (Photo: Radio Pakistan)



**PEOPLE'S TELEVISION**  
P A R A S A B A Y A N

## Philippine state broadcasters join forces for poll coverage

Philippine state-run broadcaster People's Television Network (PTNI) joined forces with other government media to provide comprehensive coverage of the national and local elections on 9 May.

PTNI partnered with the Philippine News Agency, Philippine Information Agency, Philippine Broadcasting Service-Bureau of Broadcast Services, and Intercontinental Broadcasting Corporation to cover all poll news across the country.

In addition to choosing a new President, voters elected senators, members of the House of Representatives, governors and vice governors as well as mayors, vice mayors and municipal councils across the country – more than 16,000 positions in all.

## Radio Nepal 'needs to expand services'



Radio Nepal Anniversary. (Photo: Radio Nepal)

Radio Nepal needs to expand its broadcasting services by incorporating the latest information and technologies, a government minister has said.

The Minister for Communication and Information Technology, Gyanendra Bahadur Karki, was speaking in Kathmandu. He praised the broadcaster's role during various disasters and crises like earthquakes and COVID-19 and said it should expand its coverage in rural areas so that people all over the country can receive its services.

## DD India 'now the country's no 1 news channel'

India's public broadcaster, Prasar Bharati, says its English News channel DD India has become the number one English news channel in the country in terms of reach.

It said the latest data from the Broadcast Audience Research Council showed DD India now reached more than 8 million viewers, around double that of its closest competitor.

Launched in 1995 as DD International and relaunched in early 2019 as an



English-language news channel, DD India is part of Prasar Bharati's public television network, Doordarshan.

To watch DD India on YouTube click [here](#).

## KBS encourages the public to use its archives



(Photo: KBS)

Korean public broadcaster KBS has held an event to promote its open-access visual archives platform, known as Bada, and to encourage people to use it.

A total of 62 ordinary citizens took part in an initiative to search the archives for material on the 18 May Gwangju Democratic Uprising, a popular uprising in 1980.

KBS announced six winners of the televised contest. The material selected and compiled by participants was also made available on a KBS YouTube channel. The broadcaster launched its Bada archives platform in March as one of its key priorities for 2022.

## China's CMG launches media action on environment

Major news companies of Africa have teamed up with the China Media Group (CMG) to roll out a joint initiative in environmental protection.

'Speaking for Nature Media Action for China-Africa Environment Protection' was launched in Kenya's capital Nairobi as part of the celebrations to mark World Environment Day on June 5.

More than 30 representatives from media, international organisations and government departments attended the ceremony, CGTN reports.



CMG Africa launch. (Photo: CGTN)

## Media Prima's radio listeners increase, study shows



The number of listeners to the radio network of Malaysia's Media Prima are increasing, according to a new study.

The first GfK ratings study for 2022 indicates the network is continuing to position itself as one of the most influential radio networks in Malaysia, Radioinfo Asia reports.

The radio network kicked off the year with a full line-up of fresh content, new talent and creative campaigns, resulting in promising audience numbers, Radioinfo Asia says.



## Brunei's RTB turns 65

Radio Televisyen Brunei, the country's national broadcaster, has marked its 65th anniversary.

Radio Brunei, as it was then known, went to air on 2 May 1957. Later called RTB, it launched a television service in 1975. Today, it runs three TV channels and five 24-hour radio stations that cover the whole country.





Cambodian Prime Minister Hun Sen. (Photo: Thai PBS World)

## Go digital, Cambodian PM urges traditional media

Cambodian Prime Minister Hun Sen has urged traditional media to go digital and expand their online presence amid fierce competition from online-only outlets and social media players.

Mr Hun Sen made the call as part of his message to commemorate World Press Freedom Day on 3 May, The Phnom Penh Post reports.

He said traditional media had been hit hard in the digital age, as social media and global crises like COVID-19 had accelerated society's movement towards digital services. They needed to embrace digitalisation to provide comprehensive news that would earn the trust of the public.

## Doordarshan pet care show wins award

Best Friend Forever, a pet care series shown on India's national TV broadcaster Doordarshan, has won the ENBA Award 2021 for the best in-depth Hindi series.

The Exchange4media News Broadcasting Awards (ENBA) celebrate remarkable work done by individuals and leaders in the media industry who are shaping the future of television broadcasting in India.

Best Friend Forever is a half-hour weekly live phone-in show on DD National, where two pet experts guide



(Photo: DD)

people on how to take care of their pets. It airs every Sunday evening.

All the episodes are available on the show's [YouTube channel](#).



## Australian commercial radio ad revenue up strongly

Australian commercial radio ad revenue in May was up 11.2 percent compared to May 2021, continuing months of sustained growth in the sector, according to data released on 15 June by the industry body Commercial Radio Australia.

Ad revenue for the five major Australian capital city markets totalled A\$66.273 million (US\$46 million) during the month compared to \$59.605 million a year earlier.

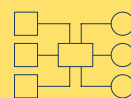


## AND KVM FEELS RIGHT.

You can't always see G&D right away. The products and solutions are often hidden. But they are systemically relevant and work. Always!

You can rely on G&D. And be absolutely certain. That's quality you can feel. When working in a control room. With every click. When installing in a server rack or at workplaces. G&D ensures that you can operate your systems securely, quickly, and in high quality over long distances. People working in control rooms can rely on G&D.

G&D simply feels right.



VISIT US!  
**GDSYS.COM**





# How Much Can You **SAVE?**



## **NX**Series

3 kW–2,000 kW Digital/Analog  
Medium Wave Transmitters

**SAVE up to \$100,000 USD each year with Nautel**

Replacing legacy technology with Nautel NX Series MW transmitters running MDCL can yield significant energy savings. With exceptional efficiency and low maintenance overhead, these transmitters are extremely cost effective to own and operate.

Calculate **YOUR SAVINGS**  
at [nautel.com/NXsavings](http://nautel.com/NXsavings)

