

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

ABU news

Quarter 1 2023

BACK IN BUSINESS



ABU DBS 2023
BACK IN BUSINESS
6-9 MARCH 2023
ROYALE CHULAN KUALA LUMPUR



Dr Javad Mottaghi completes his term



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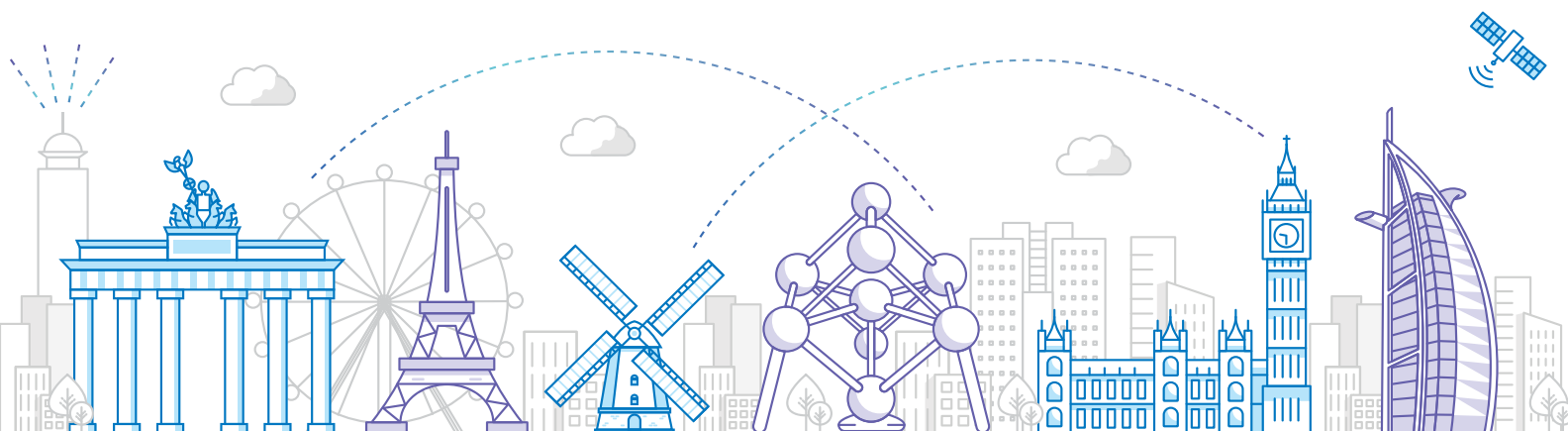
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Publisher

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
Deborah Steele
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

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Welcome to the 1st quarter 2023 edition of ABU News. The new year is bringing significant change to the ABU and its members. Readers will see this reflected in the pages of this issue.

A new ABU Acting President took office in February. Mr Kim Eui-chul of KBS-Korea succeeded Mr Masagaki Satoru of NHK-Japan, who stepped down after concluding his term as Executive Vice President of Japan's public broadcaster NHK.

The ABU Secretary-General, Dr Javad Mottaghi, completes his term at the end of March. His 13 years at the helm have seen many achievements.

Mr Ahmed Nadeem takes up the position on 1 April, the first Secretary-General to be promoted from within the Secretariat.

And the ABU's premier annual event, the Digital Broadcasting Symposium, took place person-to-person in Kuala Lumpur on 6-9 March after being held online for the past two years.

The ABU has been steadily increasing its in-person activities in recent months, as have its individual members.

The pandemic years saw the rapid growth of digital broadcasting technologies and enabled more ABU members to take part in online activities. These technologies are continuing to change the way broadcasters work. But as the Secretary-General noted in his address to DBS, nothing can take the place of a good face-to-face conversation.

In addition to the changes in leadership and the return of an in-person DBS, we look at the ABU's other latest activities – ABU-Rai Days in Florence among them.

And we shine a spotlight on ABU members and the important things they're doing, including how they covered World Radio Day.

Everyone at the ABU Secretariat sends warm greetings and hopes you enjoy this issue.

Happy reading.

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Kim Eui-chul is ABU Acting President

Mr Kim Eui-chul of the Korean Broadcasting System (KBS) is the new ABU Acting President after Mr Masagaki Satoru of NHK-Japan stepped down.

Mr Kim has been the President and CEO of KBS since 10 December 2021.

He joined KBS as a journalist in 1990 and has an extensive background in news and current affairs. His roles have included Head of Investigative News and Executive Managing Director of News.

He will lead KBS as President and CEO for a three-year term until 9 December 2024. He is also Chairman of the Korean Broadcasters Association.

Mr Kim was unanimously elected a Vice President of the ABU during the General Assembly in New Delhi in November 2022. The other Vice Presidents are Mr Yan Chengsheng of NRTA-China and Mr Sunil of Prasar Bharati-India.

KBS will host the 2023 ABU General Assembly and Associated Meetings in Seoul on 28 October-1 November. KBS celebrates its 50 years of public service broadcasting in 2023 and the ABU meetings are part of the 50th anniversary celebrations.

• See Mr Kim's message to ABU members on page 7



22 February, 2023

Dear Member of the ABU,

I am humbled to accept the generous offer to take the Acting President role for the Asia-Pacific Broadcasting Union. It is an honour and a grave responsibility to represent one of the world's most influential international bodies, particularly in this turbulent media landscape. I can promise you that I will not spare any efforts to make the most of this year. Former ABU President Masagaki Satoru demonstrated distinguished leadership and I am most grateful for his dedicated service.

The ABU is expected to see a significant change as Dr. Javad Mottaghi will soon leave the Union and Mr. Ahmed Nadeem will take over the role of Secretary-General in April this year. I assure you that I will do my best to build a stronger ABU to sustain in the ever-competitive new world. I trust our two Vice Presidents, Mr. Yan Chengsheng and Mr. Sunil would be willing to join my new journey. I would also like to take this chance to express my sincere thanks to Dr. Mottaghi for his excellence in maintaining the ABU Secretariat over the last 13 years.

KBS is bringing all of its expertise and resources to present ABU member colleagues with the most amazing General Assembly and Associated Meeting in Seoul, Korea between 28 October and 1 November, 2023. You are more than welcome to explore the latest media industry and engage with innovative content creators at KBS. I wish you good health and look forward to meeting face-to-face in Seoul. Thank you very much.

Sincerely yours,

Kim, Eui Chul

KIM Eui-chul

President and CEO, Korean Broadcasting System

Acting President, Asia-Pacific Broadcasting Union



Masagaki Satoru steps down as ABU President

Mr Masagaki Satoru has stepped down as President of the ABU after concluding his term as Executive Vice President of Japan's public broadcaster NHK.

With effect from 15 February, current ABU Vice President Mr Kim Eui-chul has assumed the role of Acting ABU President. Mr Kim is President and CEO of Korean public broadcaster KBS.

In a letter to ABU members, Mr Masagaki thanked them for the trust and cooperation they had offered him. He expressed his appreciation to the Secretary-General, Dr Javad Mottaghi, and all staff of the ABU Secretariat for their support.

"The ABU will be entering a new era in April under the leadership of a new Secretary-General, Mr Ahmed Nadeem," he said.

"I am confident that the ABU will take advantage of its forte of 'Unity in Diversity', assemble the wisdom of the many members, and give us the strength to survive through the difficult times for the broadcasting industry in our region."

Mr Masagaki joined the ABU family in 2019 at the ABU Tokyo General

Assembly where he led the NHK delegation. He was then elected ABU Vice President at the 2020 General Assembly.

He was elected unanimously as ABU President at the 2021 General Assembly. He successfully led the Union during the challenging time of COVID-19.

Mr Masagaki continued supporting the ABU in 2022 by leading the Mid-Year Administrative Council Meeting in Kazakhstan in August 2022 and the ABU General Assembly held in New Delhi in November 2022.

Dr Mottaghi expressed his sincere thanks and appreciation to Mr Masagaki on behalf of the ABU for his immense support and invaluable contribution to the Union.

"Mr Masagaki, with his great understanding, knowledge and efficiency, has been instrumental in fulfilling the duties of the Union's President in the most effective and pleasant way."

Dr Mottaghi thanked Mr Kim for agreeing to lead the ABU as Acting President. A new President will be elected at the ABU General Assembly in Seoul in October 2023.



Dr Javad Mottaghi completes term as Secretary-General

Dr Javad Mottaghi, who has been ABU Secretary-General since May 2010, completes his term on 31 March 2023 after a career of more than four decades in broadcasting.

Dr Mottaghi's service of more than 12 years has seen significant growth for the ABU, in terms of both membership and new activities. The focus has been on strengthening core events and introducing innovative new activities.

He joined the ABU from its sister organisation, the Asia-Pacific Institute for Broadcasting Development (AIBD), where he was Director for 12 years. While there he was honoured with a lifetime achievement award.

Earlier he served Iran's national broadcaster, IRIB, in various high-level roles in the field of sports, news, culture and production including launching a Sports TV Channel.

For many ABU members, the last opportunity to say farewell to Dr Mottaghi came at the General Assembly in New Delhi in November 2022.

He was given a rousing send-off and a standing ovation. He was presented with a lifetime achievement award and appointed an ABU Honorary Councillor – acknowledgments of his work that he said moved him greatly.

At an NHK reception after the ABU annual meetings ended, colleagues again paid tribute to him and a video presentation highlighting his years of service was shown as his family looked on.

He pledged to continue to support the ABU in any way he could in his new capacity as a lecturer and scholar at a Canadian university.

Dr Mottaghi led the ABU during the challenging time of COVID-19 and successfully moved all its activities online including the General Assembly and Associated Meetings in 2020 and 2021.

Reducing the digital divide among members was a key aspect of Dr Mottaghi's work, particularly during the pandemic.

A highlight of his term was initiating and launching the ABU Media Academy in July 2020.

Other ABU activities introduced during his term include the Pacific Media Partnership Conference, the Central Asia Media Forum, the ABU TV Song Festival, ABU-Rai Days, Media 2020 and Media Culture Days, the Women With the Wave Forum, #ABUDigital, ABU TV-CON and ABU CON-FEST.

Also launched were the Global News Forum, the Asia-Pacific View and the Media Summit on Climate Change and Disaster Risk Reduction.

In addition, Dr Mottaghi oversaw massive online and face-to-face capacity-building and advisory initiatives, the acquisition of media rights for several major international sporting events and the launch of the copyright free ABU Sports and Entertainment Network and the copyright free ABU Music Exchange.



Mr Ahmed Nadeem takes office as the ABU Secretary-General on 1 April 2023, succeeding Dr Javad Mottaghi.

Mr Nadeem, who is from the Maldives, was appointed by the ABU Administrative Council in New Delhi on 24 November 2022 for a three-year term.

He joined the ABU Technology Department in 2008 and has been Director, Technology & Innovation since May 2018.

An experienced electronic and ICT engineer, Mr Nadeem has over 25 years of experience in the field of broadcasting and telecommunications.

He worked as a Project Engineer at LSV Enterprises of Singapore from 2007 to 2008.

Before that he was with Television Maldives, where he worked from 1996 to 2007 as Head of Engineering.

After his appointment, Mr Nadeem told the ABU General Assembly in New Delhi an important aim would be to improve member engagement.

"We need to work more closely with you to understand your requirements so that we can streamline our work to meet your needs."

He said helping members with their digital transformation would be key to enabling them to develop and compete in the current marketplace.

Mr Nadeem holds a BTEC HND in Electrical & Electronic Engineering from Nottingham Trent University in the UK and an Honours Degree in Electrical & Electronic Engineering from the University of Hertfordshire in the UK.

He is married with four children.

Ahmed Nadeem next ABU Secretary-General

Secretary-General expresses ABU's condolences to Türkiye

On behalf of the ABU, the Secretary-General, Dr Javad Mottaghi, has expressed sincere condolences to Türkiye's public broadcaster TRT and the Turkish people on the earthquake that devastated the country on 6 February.

In a letter to TRT's Director-General, Prof. Mehmet Zahid Sobaci, on 7 February, Dr Mottaghi describes the loss of life as heart-breaking and says the ABU is ready to help in any way needed.

Dr Mottaghi writes: "We learned with great sadness about the devastating earthquake that hit Türkiye yesterday morning. Our thoughts and hearts are with the families that lost loved ones and thousands of people who have to stay in the freezing weather in open air to avoid the aftershocks.

"On behalf of Mr Masagaki Satoru, the ABU President, and the whole ABU Family, I express our sincere condolences to you and the people of Türkiye on this national tragedy. The ABU Family joins the national mourning for the victims and applauds the heroic efforts of the rescue teams who risk their own lives to search for survivors under the ruins.

"We are aware that despite serious challenges, TRT operations and staff in many parts of the country near the earthquake epicentre have been working around the clock to provide affected people with latest information and guidance. No doubt TRT will remain strong and serve the Turkish people in these dire times.

"Please remember that the ABU Family is with you and ready to help in any way needed."



Photo: TRT World - screenshot

Turkish TV channels raise millions for quake victims

Eight Turkish television channels have raised millions of dollars during an aid drive for survivors of the devastating earthquakes on 6 February.

The channels ATV, FOX, Kanal D, Kanal 7, Show TV, Star TV, TRT 1 and TV8 ran a live joint broadcast on 15 February for the campaign called 'Türkiye beats with one heart', TRT World reports.

More than nine million SMS text messages were sent with pledges to donate millions of dollars

The earthquakes killed tens of thousands of people in Türkiye and Syria and left huge numbers homeless.

Joining the fundraising broadcast by phone, Türkiye's President Recep Tayyip Erdogan said that every penny collected would be used for the welfare of the victims.

The broadcast brought together leading culture, art, business and sports figures to support the earthquake victims.

Popular TV stars from the channels urged the public to make donations to the Turkish disaster management agency AFAD and Turkish Red Crescent for the aid drive.



Secretary-General holds high-level meetings in China



Mr Le Yucheng, Vice Minister, RTPRC

Dr Javad Mottaghi, the ABU Secretary-General, visited China from 28 February to 2 March to meet the ABU Vice President Dr Yan Chengsheng and further strengthen the ABU's partnership with members in China.

Meeting RTPRC

In a meeting with RTPRC Vice Minister, Mr Le Yucheng, the future partnership with Full Member RTPRC was discussed. The two parties talked about future joint venture projects.

Dr Yan Chengsheng and Dr Yan Ni also attended this meeting. Vice Minister Le Yucheng reconfirmed China's strong willingness to continue supporting the Union.

Dr Mottaghi also met Dr Yan Chengsheng and Dr Yan Ni and discussed details of the future ABU/RTPRC partnership. The ABU Vice President Dr Yan Chengsheng reconfirmed his commitment to support the ABU.

Meeting China Media Group

Dr Mottaghi met Ms Xing Bo, CMG Vice-President and Director of Foreign Affairs Bureau, and discussed the future partnership. Ms Xing Bo expressed her wishes to further enhance and strengthen the mutual partnership.

She also agreed with Dr Mottaghi's suggestion to establish a Task Group consisting of representatives from CMG and ABU in Programming, News, Sports and Technology, mandating the ABU/CMG Task Group to draft future joint venture action plans.

Ms Xing Bo nominated Mr Hua Kai, Deputy-Director of CMG Foreign Affairs

Bureau, to represent CMG in this Task Group. Dr Mottaghi nominated Mr Cai Yanjiang, Director, ABU Sports, to represent the ABU together with colleagues from the News, Programme and Technical Departments.

Dr Yan Ni, Deputy Director-General RTPRC, Ms Qiu Tianshu, Deputy-Director of International Cooperation Division, CMG Foreign Affairs Bureau, and Ms Li Yanan, ABU Liaison Officer of International Cooperation Division, CMG Foreign Affairs Bureau, also attended this meeting.

Meeting Shandong Radio and Television Bureau and SDRT

Dr Mottaghi also visited Shandong Radio and Television Bureau and SDRT and met Dr Lyu Peng, Director General SDRT.

He also had a productive meeting with Mr Liu Guohua, Deputy Director-General, Radio and Television Administration of Shandong Province, Mr Du Xudong, Deputy Director of the Office, Radio and Television Administration of Shandong Province, Ms Wang Guijuan, Second-level Chief Staff Member of the Office, Radio and Television Administration of Shandong Province, Mr Lyu Peng, Director-General of SDRT, Mr Chen Chen, Director of General Office, SDRT, Mr Xie Xue, ABU Programme Liaison Officer/Senior Editorial Department, SDRT, Mr Song Jian, ABU Technical Liaison Officer/Director of 2021 ABU ROBOCON, Organization Office/Director of Technical Planning Department, SDRT, Mr Chen Xilin, Deputy Director of Senior Editorial Department, SDRT, Ms Zhang Qian, Chief Producer of 2021 ABU ROBOCON/Deputy Director of LiLun Programme Department, SDRT, Ms Wang Wenjia, Deputy Director of 2021 ABU ROBOCON Organization Office/Section Chief, Foreign Affairs Section of General Office, SDRT, and Mr Han Meng (Steven), ABU Liaison/Deputy Section Chief, Foreign Affairs, Section of General Office, SDRT.

The 2021 ABU ROBOCON and the ABU Prizes were among many areas that they discussed. Dr Mottaghi invited Shandong TV Station to consider hosting future ABU ROBOCON as well as the ABU General Assembly in Shandong. Dr Yan Ni, Deputy Director-General RTPRC, and Mr Wang Dongyue also attended this meeting.



Dr Mottaghi meeting former Vice Minister, Tian Jin



Meeting friends of old days

Mr Cao Yin, Director-General China Movie Channel, hosted a dinner to honour Dr Mottaghi's visit to China. Former Vice Minister, Tian Jin, Former RTPRC DG, Prof Ma, Former AIBD Director, Mr Binyuan, Dr Yan Ni, Deputy Director-General RTPRC, and Mr Wang Dongyue also attended this dinner.



Uniting for better broadcasting: ABU and OSBU to strengthen collaboration

The ABU and the OIC States Broadcasting Union (OSBU) have signed a memorandum of understanding and are developing a long-term strategic plan.

The MOU was signed at the Arab States Broadcasting Union (ASBU) General Assembly in Tunisia in January by ABU Secretary-General Dr Javad Mottaghi and Dr Amr El-Leithii, President of OSBU.

Highlighting the importance of the partnership, Dr Javad Mottaghi said, "In today's interconnected world, the spread of misinformation, hate and fear is a daily threat. This partnership will help improve understanding and opportunities for our members."

A joint working group has been formed to develop a long-term strategic partnership plan.

To kick-start the partnership, the unions have agreed to organise two joint events in 2023, one in Kuala Lumpur and one in Jeddah. In Kuala Lumpur, the ABU's Technical Department and OSBU will jointly organise a workshop on digital archiving systems. In Jeddah, ABU News and OSBU will organise a news workshop on climate change and sustainable development.

Additional short-term projects will be developed and the ABU Media Academy and other ABU departments will also provide advisory services to OSBU to support its activities.





Kim Eui-chul, KBS President and CEO. Photo: KBS

KBS President reaffirms commitment to national unity

The President and CEO of Korean public broadcaster KBS, Kim Eui-chul, reaffirmed the broadcaster's firm commitment to national unity and trust.

In his new year speech to KBS staff on 2 January, Mr Kim said KBS would continue the policy of bringing the nation together through trusted services.

"KBS remains the most trusted source of news in the country. A lighthouse always guards its place," he said. "KBS will also make efforts to create a public forum for open, fair and free discussions."

Mr Kim said KBS would mark its 50th anniversary in 2023 with a range of special projects. These include:

- Unveiling its new corporate identity design in March, the first change of its brand image since its foundation 50 years ago
- Hosting the 2023 ABU General Assembly and Associated Meetings in Seoul
- Producing special programming on the history of KBS and its public broadcasting over 50 years
- Selecting and reviewing 50 people who have contributed to KBS

During the staff address, Mr Kim also stressed his new year's priorities:

- To secure independence and autonomy in production
- To enhance fairness
- To develop creative strategies to generate diverse sources of income
- To make bold investment and strengthen content competitiveness
- Rapid decision-making and implementation
- Data-based management, reform of organisational culture

KBS celebrates 50 years as a public broadcaster

Korea's national broadcaster, KBS, has celebrated 50 years as a public broadcaster.

KBS began a television service in the early 1960s and opened the era of public broadcasting on 3 March 1973 after the enactment of the Broadcasting Act in 1972.

An event titled 'Your KBS, 50 Years of Serving the Nation' took place at KBS headquarters in Seoul on 2 March.

Speaking at the event, KBS's President and CEO, Kim Eui-chul, expressed his ambition to transform KBS into a global public service media group.

"During the history of 50 years, KBS has developed as part of the history of Korea, sharing laughter and tears with the nation," he said.

Mr Kim, who is also ABU Acting President, said KBS still faced significant challenges in 2023, including a TV licence fee unchanged for 40 years and ongoing controversy over the complete independence of public service media.

"Nevertheless, KBS dreams of a better future in the next 50 years. We are planning to bring various changes and innovations in order to transform into a powerful public media group. We would like to move forward to serve as a global public media.

"We shall prove the distinctive values of public media with accurate, in-depth information and creative, outstanding content.

"We are absolutely committed to public service missions. And we shall fulfill our responsibilities through a transparent and public funded income structure."



DBS returns face-to-face

The ABU Digital Broadcasting Symposium returned in 2023 as a face-to-face event, drawing large numbers of delegates, speakers, exhibitors and sponsors from the region and beyond.

DBS 2023 took place in Kuala Lumpur on 6-9 March. Its theme, Back in Business, reflected the welcome news that participants were meeting in person once again after two years of online symposiums.

The event at the Royale Chulan brought together more than 700 people from around 230 organisations in more than 50 countries.

It featured a conference, workshops, masterclasses and an exhibition showcasing the latest digital technologies and services.

Malaysia's Minister of Communications and Digital, Fahmi Fadzil, opened the symposium. The Director General of Radio Televisyen Malaysia, Suhaimi Sulaiman, gave the keynote address. He looked at storytelling in an era of short attention spans.

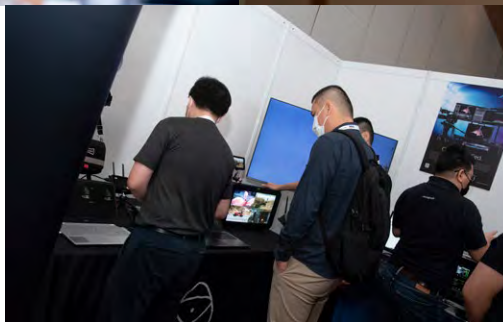




Despite returning as a physical event, DBS retained a strong focus on online broadcasting operations. One of the conference sessions was titled Moving Media Workflows to the Cloud and this was a subject on most people's minds throughout the symposium.

The conference, on 7-9 March, comprised 12 sessions. Other topics ranged from media management and digital workflow to IP-centric solutions for broadcasters, and remote production technologies and studio automation.

There was a strong focus too on embracing sustainability and serving the needs of all sections of the community.





DBS also included nine sponsored workshops on subjects of strong interest to broadcasters – everything from early warning broadcast systems to the cost-effective way to build an OB van.

In all, more than 70 speakers addressed the conference workshops and masterclasses. And the three-day exhibition brought together 33 exhibitors who occupied 43 booths.

DBS always brings together many ABU members and this year was no exception. Among members taking part were major broadcasters in China, Germany, India, Iran, Japan, Korea, Malaysia, Türkiye and the UK.





Thanks to DBS Sponsors

Playing a key role in the success of DBS 2023 were more than 50 sponsors who took part in the conference, workshops and exhibition.

The five Major Sponsors were the Malaysian Communications and Multimedia Commission (MCMC), iPSB technology and Telekom Malaysia, all from Malaysia, Whiteways Systems from Singapore and the WorldDAB forum.



'Help those left behind'

A major challenge for broadcasters was to ensure that those left behind were not disadvantaged, the Malaysian Communications and Digital Minister, Fahmi Fadzil, said.

Opening the Digital Broadcasting Symposium 2023, he stressed the importance of new technologies in reaching people in the rapidly shifting digital landscape.

"It is about helping the public come to terms, whether it's with catastrophe, disaster, epidemics, pandemics, crises; but also to shed a light and provide a space for what we need more than ever before – moral leadership."

Speaking to reporters afterwards, he said broadcasting organisations in Malaysia needed to review and re-

coordinate their business models to meet the changes in the industry.

He said it was important to ensure there was no negative impact on media organisations, especially in the broadcasting industry, with the shift to digital platforms and shrinking advertising revenue.

"I have met and discussed with various parties. This is a big issue because, in terms of advertising expenditure, which used to be very helpful for the operation of media companies, it is shrinking now."

He said it was his responsibility to ensure Malaysia had a vibrant free press so the ecosystem was preserved for the greater good.



Critical to adapt to change, ABU SG tells DBS

It is critical to understand the changes the broadcast and media industry has gone through in the past two to three years, the ABU Secretary-General, Dr Javad Mottaghi, said.

In his welcome address to the ABU Digital Broadcasting Symposium in Kuala Lumpur on 7 March, he said the industry had seen tremendous changes especially in media delivery and audience preferences in consuming media.

He said broadcasters, especially public service media, needed to explore these changes and adopt a more digital and social centric approach to take advantage of the convergence of

technologies and reposition themselves to match the current industry trends and audience demand.

"The broadcasting industry is currently faced with several challenges, both in terms of keeping its audience and letting go of outdated business practices that do not fit the current day and age."

Dr Mottaghi said new technologies and advanced solutions, which were fast being rolled out by tech-savvy organisations, were disrupting the usual flow of media delivery and distribution.

Media consumption was becoming more and more personal and the use of digital technologies to understand the preferences of the audience was key to gaining an edge over the competition.

Dr Mottaghi expressed the ABU's gratitude and appreciation to all DBS sponsors and supporters and to ABU members for their strong support and partnership.

"I would like to thank each and every one of you for your valuable contributions to this event."





Sustainability 'unites all broadcasters'



Sustainability is one thing that unites all broadcasters, Marinella Soldi, President of Italy's public broadcaster RAI, has told the ABU-Rai Days conference in Florence.

The two-day conference, hosted by RAI, took place on 13-14 February. It brought together senior broadcasters from Asia, Europe and elsewhere.

"ABU Rai Days fosters dialogue between different cultures and regions," Ms Soldi said.

"Even though we may seem different one thing unites us all, the topic of this conference – sustainability. The sustainability of our media organisations and the sustainability of the planet."

"At RAI we are trying to build our sustainability strategy around environmental, social and governance."

The ABU Secretary-General, Dr Javad Mottaghi, said the conference would give broadcasters the opportunity

to talk together to find solutions to common problems.

"There is a growing economic and digital divide," he said. "There are natural and man-made disasters facing us. Public service media must serve the public and help societies solve these challenges."

The Mayor of Florence, Dario Nardella, spoke of his pride that his city had been chosen for the conference.

"It is important for our broadcasters to concern themselves with climate because this is about our future. Raising awareness in every citizen is crucial."

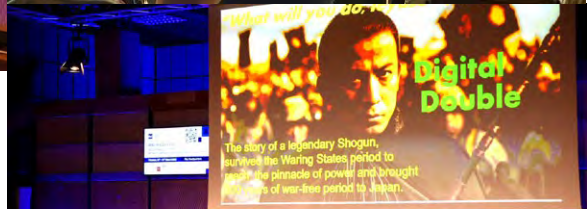
ABU-Rai Days, which featured 12 sessions, was attended in person by 68 delegates from 19 countries.

In addition, RAI live-streamed the entire event on its intranet and 600 staff logged in to view the sessions.

[With thanks to RadiolInfo Asia for contributing to this report.]



Left: Moderated by EBU Advisor, Policy & Legal, Isabelle Dochy, the speakers (r-l) – EBU CTO and CIO, Antonio Arcidiacono, ABU Director of ABU Technology, Nadeem Ahmed, ASBU Media Regulations Expert, Dr Riyadh Najm and Rai Play coordination and planning, Giacomo Marchetti showcased examples of how Public Service Media can bridge digital and technology gaps: between where they are and where they want to be, between themselves and their audiences and between media organisations who are differently resourced.



Top: The Sustainability and News Panel, moderated by RAI International Cooperation Coordinator Giuseppe Solinas, focused on reporting that is timely, trusted and viable and in particular, how sustainability – from the business end to content – can be accurately presented in the age of mistrust in news. Expert panellists included the EBU Deputy Media Director and Head of News, Liz Corbin, FBC Manager News & Sport Indra Singh (remote); Rai News Deputy Director, Francesco Giorgino and former ABS-CBN Philippines News and Current Affairs SVP Ging Reyes.



The Six-Minute Solutions session showcased innovative content projects from around the world that focused on people and sustainable development. L-R Moderator Giuseppe Solinas, Rai; Akim Mogaji, New Media Networks; Fabrizio Zappi, Rai Documentaries Director; Alexandre Pletser RTBF Women in STEM Coproduction Coordinator; Lucia Sirocchi, Rai Digital Inclusion, Chrissie Tucker ABU Diversity and Inclusion Task Group Chair (remote); and Francesca Scott, EBU Head of Diversity, Equity and Inclusion (remote).

Top: From Script to Screen showcase moderated by ABU Head of Radio Olya Booyar demonstrated examples of producing great content that fosters an inclusive information society. Expert presenters were EBU Deputy Director general Jean Philip De Tender, SBS Head of Language Content, Davide Schiappapietra and Maria Chiara Andriello from Rai Accessibility Services.

Middle: In the Special Presentation from ABU Members moderated by ABU Programming Director Yasu Nagahata, Nurashikin Zaharrudin (Happy Campers Productions Malaysia) showcased documentary production in South East Asia; and NHK Chief of Content Programming & Distribution Centre Takeshi Shibasaki demonstrated the different uses of 8K productions for TV programs as well as for Education.

Bottom: ABU-Rai Days 2023 ended on a high note with two showcases about the future of media production. Mr Takegoro Nishimura, TV Drama Program Director/Producer in NHK's Drama Program Division demonstrated the new technologies – such as virtual sets are being applied to current Drama and Entertainment Productions; and Rai's Director of Research and Innovation Gino Alberico showcased the applications of AI, 3D computer Graphics and virtual characters in various productions.



From left: Ömer Faruk Tanrıverdi, Gregoire Ndjaka, Marinella Soldi, Dr Javad Mottaghi, I. Hendrasmo

Experts advise on building sustainable media

Public service media leaders from the Asia-Pacific, Europe and Africa shared their visions of the future to help chart the way ahead for media in the years ahead.

At the 2023 ABU-Rai Days dialogue in Florence, Italy, a Superpanel hosted by RAI President Marinella Soldi addressed the topic: A Sustainable Next Generation Ecosystem.

"At RAI we divided the world into on-screen and off-screen," Ms Soldi said. "Off-screen is governance and how we manage the business. On-screen is

what we produce. We then approach our work through these lenses, it helps us be clear about what we do; we look through these lenses for sustainability too."

ABU Secretary-General Dr Javad Mottaghi urged public service media to continue winning the trust of the public, "because without trust we will not exist in the face of the many challenges facing us in this changed world".

He outlined some of the challenges faced by public service broadcasters. "The first challenge we face is that we may lose audiences to commercial stakeholders, other broadcasters plus the internet. The second challenge is understanding the audience and what they want in the new environment. The other challenges are financial, technological and the way we interact with governments."

EBU Director General Noel Curran spoke about his union's specific role and responsibilities. "We have news and current affairs responsibilities, but sometimes we report too much and explain too little," he said. "Explaining requires an investment in expertise, plus creativity and education, not just covering the day-to-day and week-to-week news events."

"Public service media are known as the most trusted medium when reporting issues of climate change. Not everyone is interested in this topic according to an EBU survey which showed 25 percent of people saying they have no interest in climate change and many others having no engagement on this topic."

"It is our job to engage audiences by using our creativity and programming to explain to them what the issues are."

He gave the example of the TV series *The Blue Planet* where 80 percent of viewers said the program inspired them to change their behaviour.

"If we seek to educate and are creative and include these issues in our drama and other areas of programming, then we can overcome the challenges of people not being interested or just thinking that it is someone else's problem," he said.

TRT-Türkiye Deputy Director General Ömer Faruk Tanriverdi spoke about some of the priorities for the national broadcaster.

News avoidance was one of the biggest challenges facing TRT, he said. After the pandemic this phenomenon had become more pronounced, but it was around long before that, because many people did not want to be constantly bombarded with relentless negative news that did not offer any solutions.

TRT was looking at new ways to expand its reach to respond to the challenge of declining audiences. It was expanding TRT international services to various new languages and increasing its video-on-demand output and podcasting.

"All TRT's high quality productions will be available on its VOD platform in 60 different languages," Mr Tanriverdi said.

Within six months, TRT would also launch a new Metaverse platform to transfer its advanced digital transmission technology and launch the world's first virtual TV station. It would also integrate AI into its offerings to deliver a more personalised experience for audiences.



RRI-Indonesia President Director I. Hendrasmo recalled that RRI and TVRI were founded after independence in 1945, but today its audiences were declining and there was changing audience behaviour, so the broadcaster needed to respond to these changes.

"Indonesian people spend 32 minutes per day listening to radio, compared with more than 3 hours listening to podcasts or using social media, so we are expanding into social media platforms and upgrading our skills as media practitioners to serve our people on all the new digital platforms," he said.

African Union of Broadcasting (AUB) Chief Executive Officer Gregoire Ndjaka discussed the challenges for sustainability in Africa. "Whatever are the problems you face, multiply that by one hundred to know what we face in Africa," he said.

"Everything is more difficult and more complicated. Public service media is one of the most important institutions trying to help solve the problems.

"Public service media has to speak in many languages and to speak in a way that reaches those who are not well educated. Everybody has to get the

message at their level so that they know what they need to change to solve the problems of sustainability and the other problems that exist in our societies.

"Add to this the fact that many of the exploiters of our land are not Africans, they are from other countries who exploit our continent. The African Union of Broadcasters is training our journalists so that they can discuss these things with our population."

In drawing the Superpanel discussion to a close, Ms Soldi recognised similar themes: How do we change behaviour? How can we be relevant, make a difference and address young audiences? What role can we play to change behaviour?

"We need to be centres of excellence so we can get the best people to work in public service media even in the face of higher salaries in private media," she said. "Then we need to get the messages across on all platforms and in content such as drama, not just in news. We often concentrate on the problems and don't focus on solutions; we need to highlight these more."

[With thanks to RadiInfo Asia for contributing to this report.]



Spotlight shines on changes needed for media

Sustainability was described as a great opportunity for media to advance, when speakers at the 2023 ABU-Rai Days in Italy drew up a list of things that had to change.

With the title 'What else must change?', the conference's second Superpanel examined key issues such as due diligence, changes in governance, operational risks, cultural alignment, and global and local competition.

Rai Sustainability ESG Deputy Director Micol Rigo told delegates in Florence that sustainability was "a great opportunity to re-establish our role in society, in the areas of environmental, social and governance".

"Organisations that do business with us have been urging us to be accountable for our sustainability."

The first pressures came in through finance compliance reporting requirements and now there was

more pressure for wider corporate sustainability reporting.

"It is a challenge, but we need to drive the change and manage the uncertainty that will come with it," he said.

"A company's responsibility is to make a profit, but what is the idea of profit? Is it just money or does it also include long-term decision-making for the good of the planet? This is an opportunity for us to become leaders in the area of sustainability."

European Broadcasting Union Director of Legal and Policy/General Counsel Richard Burnley quoted Leonardo da Vinci: 'People of accomplishment don't sit back and let things happen to them. They go out and made things happen.'

"We are trying to shape the regulations proactively within our PSM (public service media) ethical framework, not letting things happen to us.

"Software companies are putting binding clauses in their customer contracts to ensure sustainability and companies are including clauses that ensure cooperation for sustainability without compromising competition laws."

He warned: "We need to monitor our progress to avoid green washing – making false claims or claims you can't substantiate."

Quoting various academic studies, Università della Svizzera italiana Professor Matthew Hibberd urged broadcasters "to be more positive about what can be done about climate change in our coverage, show what people can do".

He also made the point that the sustainability of broadcast companies needs to be addressed too, because broadcasters were losing out to the global world of big tech and to misinformation.



Micol Rigo

Richard Burnley

Professor Matthew Hibberd

Alexandru Giboi

"Public service broadcasters have tried to keep up, but in reality have lost ground to big commercial tech companies," he said. "PSBs are also now under pressure from disinformation channels."

European News Alliance Secretary General Alexandru Giboi applied the sustainability lens to news. "We must secure the present without ruining the future," he said.

"Our public is slowly fading away, so to ensure that we still have an audience in future, media need to adapt and find the right channels to attract the younger audiences."

"News agencies have already started to do so. We are adapting our newsgathering and our output so that audiences will remain interested in the news output we have to offer, but we are not losing the responsibility we have to report the news correctly."

He pointed to a new trend where young audiences were searching directly for news on TikTok and YouTube, rather than through general search engines. Audiences now wanted

content that they were interested in to find them, they didn't want to have to go searching for it.

"The old way was to go to a press conference and quote the person who spoke about the topic. Audiences no longer want to consume that type of news. The sustainable approach to news should address the whole value chain from when the story is gathered to when it reaches the audience. If we don't connect our news to audiences, we will lose our relevance."

Journalist training and media literacy were two other areas where more work needed to be done to ensure news sustainability. "Media literacy is important so that people understand the important role that good media can play in society."

One of the legal issues facing broadcasters was the misappropriation of their signals, for example the illegal rebroadcasting of sport, according to ABU IP and Legal Committee Chair, Suranga Jayalath.

[With thanks to RadiolInfo Asia for contributing to this report.]



From left: Simona Martorelli, Micol Rigo, Roberto Natale, James Hollis, Steve Ahern, Hemini Mehta (on screen)

Broadcasters take up the sustainability challenge

Delegates to the 2023 ABU-Rai Days in Italy explored how some major broadcasters in Europe and the Asia-Pacific have taken up challenges of making their organisations and activities more sustainable.

The second session of the conference in Florence titled 'Showcasing a sustainable media industry' was moderated by RAI International Relations and European Affairs Director, Simona Martorelli.

The first speaker, Mediacorp Singapore Head, Sustainability & Lead, Production Services, James Hollis, said when he took up his role less than a year ago without a background in sustainability, he brought a bottom-up approach to implementing a more sustainable company culture by involving 70 volunteer employees to help drive the change. This was made through what the broadcaster describes as a AAA

framework: Awareness, Action and Ambition.

Awareness included having an understanding of business, regulatory, audience and employee expectations, led by a sustainability council of heads of department so that the Content Division had a commitment on sustainability.

Some examples of action included solar energy and solar trees on the roof as a shared space that staff use, virtualisation of operational servers to reduce space and use less energy, and green walls in the building where staff could harvest the vegetables each week.

As an ambition they set carbon neutral targets with expert consultants' advice.

RAI per la Sustainability ESG Director Roberto Natale and Deputy Director



Micol Rigo explained the importance of having a top-down approach to focus on the areas of Environment, Social and Governance.

An example of ESG was a television drama, *A Place in the Sun*, where one of the characters reminds the other to keep the heating temperature at home on 19 degrees.

RAI's focus on sustainability led to organisational change. The ESG activities and milestones are being tracked carefully within the organisation as change takes place.

They showed accountability in their plan where the majority of the goals were achieved or in progress.

They stressed the importance of setting goals and measuring achievements. Goals were prioritised and accountability achieved by measuring the outcomes.

ABC Radio Sydney Manager Steve Ahern is Chairman of the Green Ears project in Australia, which focuses on sustainability in the radio and audio industries. He outlined the commitment of all Australian audio broadcasters to support increased sustainable practices through this initiative.

He said transmission was generally the largest contributor to emissions although Digital (DAB+) significantly reduces power usage with its multiple shared services on one transmitter. The next largest contributors to emissions for broadcasters were usually communications (telcos, cloud computing) and buildings.

The EBU's Sustainability Lead, Hemini Mehta, highlighted organisational strategy, carbon calculators, reporting, buildings, transport and travel.

Delegates were told responsible use of the Cloud was needed and there must be transparency using metrics so that cloud carbon emissions are captured right through the chain to give a real indication of whether cloud storage and distribution really was sustainable or is just transferring costs and responsibility to someone else down the chain.

News about climate change included how to inform audiences that resonated with them, while sports and sustainability involved working with sport federations and broadcasters to explore how to make sports events in a greener way, as well as how to bring the audience on the journey.

[With thanks to RadiolInfo Asia for contributing to this report.]



Asiavision news producers focused on protocols for live crosses, ways for members to collaborate and measures to improve climate change reporting at the first face-to-face Coordinators' meeting since 2019.

The ABU News meeting was held in Putrajaya on March 7-8. Twenty-three delegates from 19 ABU members attended the event.

Each member shared their approach to major event coverage and live crosses, and discussed opportunities for collaboration beyond the daily exchange of video news items. They then workshoped ways to develop these opportunities, meet the needs of individual members and increase coverage options across the Asia-Pacific region.

The meeting included a half-day workshop on ways to improve climate change reporting.

The session featured presentations by 360info's Malaysia editor S. Vicknesan, the co-founder of the Science Media Centre and Communications Manager for WWF Malaysia Tan Su Lin and the founder of Klima Action Malaysia (KAMY), Ili Nadiyah Dzulfakar.

The speakers highlighted the importance of humanising and

More live crosses, more coverage of climate change

localising stories and telling audiences what they can do to be part of the solution.

S Vicknesan said such measures could include reducing reliance on cars and single-use plastics. He highlighted low levels of public education and awareness.

Tan Su Lin added: "Know the science but talk like a real person." She encouraged newsrooms to develop their own digital toolkit, with verified information, tips on writing climate stories, lists of local resources, initiatives and useful contacts as well as potential spokespeople.

She said newsrooms should not give a platform to climate change deniers, noting balance was not appropriate on

matters of scientific fact.

Ili Nadiyah Dzulfakar called for newsrooms to have a climate change round, or desk of dedicated climate change reporters. She said without that commitment, newsrooms lack expertise, experience and staffing to report on the most important stories.

She added: "Climate news reports in Malaysia frequently focus on disasters... follow-ups, if any, tend to be very brief and reactionary."

The Asiavision coordinators' meeting also discussed updates to the Asiavision rules, taking into account changes approved by the ABU News Group. They will be sent to members and published on the ABU news page when they are finalised.



ARD Germany joins Asiavision

ARD Germany's bureaux in Delhi and Singapore have joined Asiavision.

The Head of Video and Photo content at ARD News, Michael Wegener, says Asiavision membership will help ARD produce more news from the region.

"It is great to join forces with the largest network of Asian broadcasters to help each other cover the stories from Asia better and in more depth," he said.

"ARD's bureaux in New Delhi and Singapore report from many countries around them. By joining the Asiavision news exchange they will have access to much more material to tell more and better stories. AVN members will profit from ARD's extensive coverage from the region which we will share with them."

Mr Wegener said ARD also looked forward to exchanging best practices and experiences with Asiavision members. ARD is Germany's leading public broadcaster in news.



AVN shares 15,470 items in 2022

A tally of items uploaded to the ABU's Asiavision video news exchange shows 15,470 stories were shared between members in 2022.

That equates to more than 42 items a day, or 297 per week.

In the last quarter of 2022, there was an average of more than 300 items a week. Members exchanged 1,282 items in October, 1400 in November and 1390 in December. The top contributors were VTV Vietnam (719), TVRI Indonesia (626), DDI India (476) CCTV China (460), and NHK Japan (377).

About 47 percent of items during the quarter were same-day stories. TVB Hong Kong, TPBS Thailand, BTV Bangladesh, TRT Türkiye, SLRC Sri Lanka, DDI India, NHK Japan and VTV Vietnam led the same-day coverage, with Asiavision's newest member MTV Sri Lanka also contributing a majority of their items on the same day.

International Women's Day

The importance of ending bias and discrimination against women was highlighted during International Women's Day on 8 March.

The theme this year was #EmbraceEquity to focus attention on the call for action on accelerating gender parity.

The occasion was marked at the Asiavision Coordinators' meeting with a presentation by TVB Senior News Editor Kennie Chan, who highlighted the achievements of women and the key themes of the day.

The women of Asiavision were joined by the Editor-in-Chief of the African Union of Broadcasting, Gisele Salome Nnemi Ngah, and climate change speakers Tan Su Lin, co-founder of the Science Media Centre in Malaysia, and Ili Nadiyah Dzulfakar, the chair of Klima Action Malaysia (KAMY).



ABU News has hosted three-and-a-half days of journalism training at Asiavision member MTRK Uzbekistan.

The training in Tashkent included modules on television news writing, interviewing, live crosses, mobile journalism (Mojo) and news production.

The training was presented in Uzbek and Russian by internationally respected journalism trainer and mojo specialist Marat Sadykov.

The participants included reporters, producers and camera operators.

"We analysed 1.5-2 minute news stories on the first day of the training," said Mr Sadykov. "We discussed what had worked out and what could be improved. We also reviewed the journalist's work, their text and the camera work.

"We also practiced live seven-minute interviews and produced three minute mojo videos," he said.

Mr Sadykov said participants valued the Q&A session on news production and the opportunity to share ideas.

A story on the training was broadcast by MTRK 24.

Journalism training held in Uzbekistan



YOUR WORLD



TVRI World launches weekly Asiavision programme, 'Your World'

TVRI World has launched a weekly programme featuring the best content from the ABU's video news exchange, Asiavision (AVN).

Called 'Your World', the 27-minute program showcases stories from Asiavision members and its sister unions around the world.

It is presented by a trio of hosts: Shavira Juniar, Zulhafidz Tadore and Dhiya Ayu Fadila.

Eighteen to 20 stories are featured each week and reflect the full range of issues and events on Asiavision.

TVRI World's Manager of News, Yusuf Muhammad, says 'Your World' has an important remit: "We want to show our audiences what's happening around the world and improve their understanding of issues, opinions and cultural perspectives. Asiavision allows us to do that in an engaging and cost-effective way."

Director of ABU News, Deborah Steele, says: "This is a very exciting development for Asiavision and highlights the quality of the vision available to members. It's also a terrific demonstration of the range of headline and breaking news, human interest stories and issues-based content provided by our members each week."

'Your World' is broadcast on TVRI World every Saturday at 6.30pm Jakarta time and it is also available on [YouTube](#).

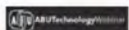
ABU Technology Webinar

Webinar on Disaster Management: simple steps you can take to Avoid the Hot-Seat



[Post-] Event analysis: was the incident REALLY a **DISASTER**?

- ▶ Who was impacted?
 - ▶ Listeners
 - ▶ Volunteers
 - ▶ Regulator
 - ▶ Creditors
 - ▶ Other stakeholders
- ▶ Did anyone really notice?
- ▶ Could you have done better?
- ▶ Will the same thing happen again?
 - ▶ What did you learn?
 - ▶ DID you learn?



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ABU holds disaster management webinar

More than 90 participants from 25 countries have taken part in an ABU webinar on disaster management.

Titled 'Disaster management: simple steps you can take to avoid the hot-seat', the webinar was livestreamed on 14 February. The presenter was John Maizels, a media consultant from Australia.

The webinar provided guidance on disaster recovery and business continuity for broadcast and media organisations. It looked at how to assess risks and the preparations needed to avoid disaster.

Mr Maizels drew from real-life incidents to provide participants with a wide range of tips on avoiding disaster and keeping the risks to their stations to a minimum.

ABU Digital Media Working Group Meeting

23 February 2023



ABU Digital Media Working Group meets

The members of the ABU Digital Media Working Group met online for its first meeting of 2023 on 23 February with the aim to catch up and hear updates on digital projects and latest developments from the group members.

During the meeting, DMWG Chairperson Riyaad Minty shared key insights based on the results of the digital assessment survey conducted among ABU members last year to better understand their digital ambitions and offerings which serves as a guide for ABU to develop and offer more tailored programmes and find common avenues to work together and collaborate on ABU-led digital projects.

The 23 members who took part in the survey were NHK (Japan), VOV (Vietnam), FBC (Fiji), TRT (Türkiye), REV Media Group (Malaysia), ABS-CBN (Philippines), TDM (Macau-China), MRTV (Myanmar), MBC/MTV (Sri Lanka), MBC (Mauritius), Thai PBS (Thailand), RAI (Italy), VUTV (Pakistan), MGTV (China), RRI (Indonesia), PB (India), SBS (Australia), TVK (Cambodia), Metro TV (Indonesia), Khabar Agency (Kazakhstan), Mediacorp (Singapore), IRIB (Iran) and ABC (Australia).

As the current term of the ABU Digital Media Working Group Chairperson and Vice Chairpersons are coming to an end in June 2023, the re-election procedures were also shared at the meeting.

The meeting was attended by Mango TV-China, TDM-Macau China, REV Media Group-Malaysia, MBC-Mauritius, MBC/MTV-Sri Lanka, Thai PBS-Thailand, TRT-Türkiye and VOV-Vietnam. The next DMWG meeting is scheduled to be held after the ABU CON-FEST in Kuala Lumpur in mid-June 2023.

Results & Insights: ABU Digital Assessment Survey 2022

- Most organisations (65-70 percent) have moved or are moving towards digital transformation in content and strategy.
- Significant percentage (56 percent) of companies are moving away from using online as pure catch up and toward online specific content.
- Live stream is part of almost everyone's online offering.
- Most players (80 percent) have local + international presence.
- TV Originals still dominate most player offering but online originals

are gaining significance with half of the players having more than 25 percent of content as online originals.

- Syndication of content is done mainly to Netflix and Amazon amongst 3rd party platforms but only about 30 percent of the players have syndicated content.
- Only 20 percent of players have a pay model for online services. With online first or exclusive online content being the premium characteristics.
- FB and Insta dominate social media presence of most players with trailers and engagement content making up the majority of posts.
- Only 40 percent of the players use social media to generate revenue with approximately 70 percent coming in the form of ad revenue.
- Social baker, Fanpage karma, similarweb and hootsuite are some of the tools used for social media analytics.
- Only 56 percent of players invest in influencer marketing with their own cast making up 63 percent and celebrities making up 21 percent of the split.
- VR/AR content hasn't picked up yet with 70 percent of players making no content at all in this space.
- Large contingent of players focused mainly on News/Documentary/Sport (+/- 80 percent) with only around 50 percent mentioning scripted and non-scripted TV shows and movies.



Thai PBS-ABU ASEAN Documentary Co-Production Screening



The ABU Programme Department in tandem with Thai PBS hosted the final screening of the Thai PBS-ABU ASEAN Documentary Co-production in Bangkok on 8 March.

Six filmmakers from TVK-Cambodia, Rekam Indonesia, LNTV-Laos, Media Prima-Malaysia, Thai PBS and VTV-Vietnam showcased their inspiring works produced under the guidance of Executive Producer Imamura Ken-ichi of NHK Enterprises.

Mr Imamura noted the challenges each producer faced during the production process and pointed to the areas for future improvement.

Each title focused on the aspirations and inspirations of ASEAN's young generation and screening was followed by a lively Q&A session between producers and the audience who shared their personal perspective on culture, identity and conflict in each story.

The documentaries covered a wide range of issues faced by young people in education, family, sports, technology, craftsmanship and agriculture with the goal of bettering the lives of their communities.

Participants highlighted creative growth, mutual learning and networking as key outcomes of their year-long journey in this new ASEAN initiative.

All six documentaries will be exchanged among the participating TV networks copyright-free to broadcast on their channels.

At the event were Dr Wilasinee Phiphitkul Thai PBS Director General; Nuttaphong Jaruwannaphong, Deputy Director General of Participation and Inclusiveness; Somyos Kiataramkul, Deputy Director General of Content Crafting and Convergence; and Thepchai Yong, Advisor to the Director General for Thai PBS World.



CARE 11 series to focus on sustainability

CARE (Change Asia Rescue the Earth), the annual documentary co-production initiative, now in its 11th year, is focused on the theme of Sustainability.

On 15-16 March, 11 organisations gathered in the hybrid meeting (four in person and seven online) in Florence, Italy following the ABU-Rai Days conference with the series' Executive Producer Fabio Mancini, Commissioning Editor at RAI Documentary productions.

Participating organisations this year are CMG/CCTV-China, Happy Campers Productions-Malaysia, MTV-Sri Lanka, NHK-Japan, RAI-Italy RTM-Malaysia, Thai PBS-Thailand, TRT-Türkiye, TVRI-Indonesia, TVTM-Turkmenistan, and VTV-Vietnam. International Radio and Television University (URTI) participated in the meeting as an observer.

All representative producers shared their story ideas and had a fruitful discussion. The screening of all documentary programmes is expected in August.



ISF GYMNASIADE
BAHRAIN 2024

ISF Gymnasiade Bahrain 2024 logo launched

The logo for ISF Gymnasiade Bahrain 2024 has been officially launched in Bahrain.

Organised by the International School Sport Federation (ISF), the Gymnasiade will be the largest sports hosted by Bahrain in terms of the number of participants.

The President of the Bahrain Olympic Committee, Shaikh Khalid bin Hamad Al khalifa, told the ceremony on 13 February that Bahrain's hosting of the event was an extension of its successful record in organising international sporting events.

The logo has two shades of blue, representing two seas, which is the meaning of 'Al Bahrain', with four athletes indicating the four pillars of the ISF.

The 10-day Gymnasiade is scheduled to start in October 2024, with 5,000 students from 80 countries taking part in 25 sports.

The sports programme will include athletics, swimming, gymnastics, basketball, boxing, taekwondo, karate, judo, table tennis, badminton, ground tennis, handball, volleyball, dancing, chess, javelin, darts and Paralympic sports.

Founded in 1972, The ISF is an international non-profit sport organisation recognised by the International Olympic Committee. It acts as the umbrella organisation and governing body for national school sport organisations around the world.



ABU Sports & Entertainment Network (ASEN)

February saw a total of 45 uploads.

The contents were downloaded 42 times by EMTV, TVRI, DDI, MBC, TDM, RTM, FBC, NBT, PSM and ASBU among others. Content distributed included the Asian Le Mans series, World Archery events, Equestrian, 2023 Ocean Race and the 2023 Freeride World Tour.

Meeting Online with partners and broadcaster/ members - finalising MOU's with ISF and World Archery. Other discussions on Speak takraw with potential partners in Malaysia, and co-production initiatives with SBA Saudi Arabia underway.

Migration of ASEN to APV in full swing. Registration and assigning user emails to begin by mid-March.



Photo courtesy of IOC

IOC grants Olympic rights to EBU and Warner Bros. Discovery

The International Olympic Committee has announced that all media rights in Europe for the four Olympic Games in the 2026-2032 period have been awarded to the European Broadcasting Union (EBU) and Warner Bros. Discovery.

This agreement, announced on 16 January, guarantees free-to-air reach for the Games through the EBU's network of public service broadcasters.

The EBU and Warner Bros. Discovery presented a joint bid to acquire all media rights across 49 territories in Europe for the XXV Olympic Winter Games Milano Cortina 2026, the Games of the XXXIV Olympiad Los Angeles 2028, the XXVI Olympic Winter Games in 2030 and the Games of the XXXV Olympiad Brisbane 2032, as well as for the Youth Olympic Games in the period.

IOC President Thomas Bach said: "We are delighted to have reached a long-term agreement with two of the world's leading media companies.

"The EBU and its members provide unparalleled broadcast expertise and reach across Europe, and Warner Bros. Discovery, through the recent combination of Warner Media and Discovery, represents one of the world's largest media

and entertainment companies across all programming genres and platforms."

Noel Curran, the EBU's Director General, said: "Sport should be for everyone. We need public service media to bring audiences together to enjoy big national moments, to inspire the next generation of athletes and to grow fanbases for new and emerging sports.

"No other media brand can guarantee so much multi-platform exposure to so many people. This deal just highlights the incredible power of public service media when we all pull together."

Starting in 2026, the EBU will hold free-to-air rights on television and digital platforms. Every EBU member will broadcast more than 200 hours of coverage of the Olympic Summer Games and at least 100 hours of the Olympic Winter Games on TV, with a broad range of radio coverage, live streaming and reporting across web, app and social media platforms.

The first IOC partnership with the EBU and its members dates back to 1956. In 2015, the IOC partnered with Warner Bros. Discovery across Europe for the 2018-2024 Olympic Games.

For more information see [here](#).



MAINSTREAMING GENDER AND DIVERSITY IN MEDIA ORGANISATIONAL POLICIES AND PLANNING PROJECT 2022-2023

Asia-Pacific Broadcasting Union, with support from UNESCO/IPDC

The United Nations Educational, Scientific and Cultural Organisation, UNESCO, has approved this project, including the granting of financial allocations, with the ABU titled 'Mainstreaming Gender and Diversity in Media Organisational Policies and Planning'.

The project is specifically aligned with the International Programme for the Development of Communication (IPDC) and funded from the IPDC programme budget.

This project was approved in June 2022 by the Bureau of the IPDC Intergovernmental Council. The ABU, with the cooperation of UNESCO New Delhi Office, undertakes activities for the overall purpose of strengthening media institutions and capacities in developing countries such as through training, network building and advocacy.

The aim and focus of the project is to increase awareness and promote gender equality, diversity and inclusion in the media in the targeted countries of the region – to facilitate change through participation, knowledge, discussion and practical application – and to make a difference with each participant on their diversity and inclusion journey.

The target countries are Bangladesh, Bhutan, India, the Maldives, Nepal and Sri Lanka.

The project timeframe is one year from 1 November 2022 to 31 October 2023.

The specific actions of the project, include:

1. Organising a capacity-building **regional workshop** addressing issues related to gender, diversity and inclusion in media.

2. Producing a **baseline survey** report to assess the gender equality and inclusion status in at least ten media organisations.
3. Developing a template for a **gender and diversity action plan** in broadcasting and sensitise media managers.

The regional workshop took place in New Delhi, India from 25 to 27 November 2022 with participants from all the target countries. The workshop introduced the project components and provided the rationale, background and detail of the objectives, activities and collaboration. Participating media organisations were given access to the workshop presentations and tools.

The workshop, the starting point of the project's journey, enabled the introduction of participants to each other and to the themes and outcomes.

As a next step, participating media in the targeted part of the Asia-Pacific region have been provided with a baseline survey to complete, to enhance the effectiveness of the project's objectives and outcomes. The survey covers a broad range of areas, to ascertain where organisations are up to, with gender equality, diversity and inclusion in employment and content.

The survey provides a snapshot of the diversity and inclusion landscape and helps to identify what is in place, and the gaps that can be addressed, by developing tailored and relevant plans, policies, training, resources and activities. It is a confidential survey and a comprehensive report will be compiled, with results, analysis and recommendations.

After all submissions received, the analysis and report of the survey to be published by 5 June 2023.



Together, the ABU and project participants, will engage and develop tailored Gender and Diversity Action Plans.

The way forward for the media in the region is to develop plans to:

- address the under representation of women in senior roles and non-traditional roles.
- create a positive work environment for all employees and potential staff.
- provide content and services that are gender inclusive and that reflect all the stories and issues, faces and voices of all of the communities in the region.
- achieve this by growing leadership capabilities for a diverse and inclusive media.

Gender and Diversity Action Plans bring together all the elements of what has been achieved, and targets for the future, in line with good business and editorial practices in the gender equality, diversity and inclusion space.

Corporations across the globe have embraced this important focus area and have in place dedicated plans as part of their mainstream corporate and business strategy. Media, especially, need to review their policies, practices and output for inclusion and representation of all peoples.

Legislation, regulation and societal influences and trends require strategic action, while world and local data point to under representation and unfairness on a range of grounds, including gender, race, disability, generational, cultural, religious and work and family balance distribution.

Factors that also need addressing include harassment, bullying, unsafe workplaces and family violence. Media

should reflect all of the diversity of their communities, audiences and consumers in the workplace and across output and content across all genres and platforms.

The project will enable a first-time, three-year plan to be developed under a generic template, with headings of Leadership; Representation; Content & Services; and Positive Work Environment.

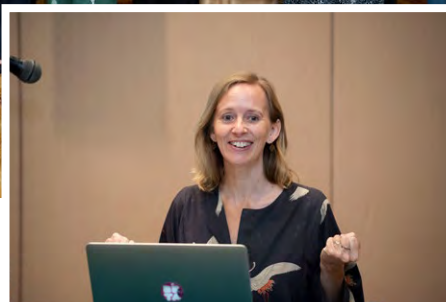
Each section will have specific, tailored and achievable actions, with timeframes and who is responsible. Along the way, workshops will be available and one-on-one consultation, to achieve a completed plan ready for launching. To support the successful development of a plan, work will also involve producing a business case and a leadership and communication strategy. Modules will also be available to support the implementation of specific plan actions, after the plans are ready to be rolled out.

The timeframe is from mid-January to 30 June 2023, which includes participating broadcasters committing to a Gender and Diversity Action Plan, taking part in online workshops and consultative discussions, completing their business case and leadership and communication strategy, and the plan itself ready for final approval and launch. The three-year time frame for implementation of the inaugural plan should commence on 1 July 2023 with an end date of 30 June 2026.

The online modules to support the implementation of specific actions in the plan will be developed and released by end September 2023.



Countering hate speech on social media



The ABU has held a two-day workshop in Kuala Lumpur on building on countering hate speech on social media.

The workshop on 18-19 January took place under a UNESCO IPDC project in which public broadcasters help building a culture of tolerance and understanding.

Part of the IPDC Project is an in-country consultancy-workshop for the managers of media organisations from targeted countries (Philippines, Malaysia, Indonesia, and Timor-Leste) on how to be more present on social media.

The workshop focused on social media strategy with extra attention to hate speech, on the elements of a successful strategy, from building a solid foundation to engaging with the audience.

Media professionals from RTM, Media Prima and Happy Campers attended the workshop led by trainer and consultant Sanne Breimer.

Participants shared their knowledge and understanding of the use of social media and exchanged views on the importance of having public service broadcasters on social media and



recognising them as a trusted source of information.

Overall, the project acknowledges 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.



Building tolerance and understanding



The International
Programme for
the Development
of Communication

The ABU has successfully implemented a UNESCO IPDC regional project titled 'Media for Building Culture of Tolerance and Understanding'. It targeted ABU members and non-members in the UNESCO Jakarta Office cluster countries – Brunei, Indonesia, Malaysia, the Philippines and Timor-Leste.

Within each of these countries, targeted media organisations were invited to join the project to increase awareness and capability for their newsrooms of the principles, skills and actions to improve and build a culture of tolerance and understanding through their journalism and content.

The project aimed to counter disinformation in the traditional and new media that in some cases, especially during the COVID pandemic, led to false accusations against different communities and even hostile actions.

The project recognised the leading role of public service broadcasters in fostering good relations between people living in increasingly diverse settings.

It also recognised that public service media 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.

The ABU Secretariat delivered a range of activities including:

- A survey for the newsrooms' policy

and content for pluralism, diversity and inclusion

- An online course with five modules covering ethical reporting, multicultural awareness, countering disinformation, and countering hate speech on social media
- Three online masterclasses to showcase examples of ethical journalism, countering hate speech and balanced conflict reporting
- Remote training by an experienced Executive Producer for production of documentaries and interviews to be broadcast by participating organisations
- Five in-country capacity-building workshops on Countering Hate Speech on Social Media in Indonesia, Malaysia, Timor-Leste and the Philippines

The outcomes of the project are increased awareness among the participating organisations of the media's responsibility to improve the rights of individuals and groups, encourage pluralism and promote diversity and inclusion in the workforce and content.

ABU members, non-members and partners were involved in the project. It was linked with two other UNESCO partnership projects - ABU/UNESCO Together 4 Peace Media Awards and an IPDC /UNESCO Delhi Office project on Mainstreaming Gender and Diversity in Media Organisational Policies and Planning.

2023 ABU/UNESCO T4P Media Awards

The winners of the 2023 ABU/UNESCO T4P Media Awards will be announced during the T4P Awards Ceremony held in association with the 7th ABU Media Summit on Climate Action and Disaster Prevention on 9 May 2023 in Maldives.

The second edition of the Awards has expanded its geographical reach. This year's Call for Entries was circulated beyond the Asia-Pacific region in order to involve the other regional broadcasting unions participating in the WBU/UNDRR Media Saving Lives initiative.

The Awards were established in 2021 in cooperation with UNESCO Bangkok Office as part of a region-wide initiative Together For Peace. This inspiring project has been launched with the support of the governments of Japan and Thailand to engage member countries in building "positive peace" world.

UNESCO launched the Together for Peace (T4P) initiative following extensive consultations with educational, cultural and media institutions from across the Asia-Pacific region. The ABU has been recognised and credited as an expert on the use of media for development, giving advice on how to leverage its unparalleled media reach for understanding, tolerance and collaboration.

The Together for Peace initiative and partnerships work towards positive peace in the region based in three critical areas that have increasing urgency in achieving the Sustainable Development Goals and "building back better" from the COVID-19 pandemic:

- Transformative Education and Social and Emotional Learning
- Humanity's Relationship with Nature, including coping with climate change and biodiversity loss
- Living Well with (Super) Diversity in the region, fostering human



**2023
T4P MEDIA AWARDS
SECOND EDITION**



flourishing and intercultural understanding

We are looking for inspiring stories of people and communities overcoming differences to work and live together, of stories about mending our ways and living in harmony with nature.

We have received many wonderful programmes covering a wide range of topics that fall in three fundamental areas, Living Ethically and Sustainability on a Shared Planet, Living Well with Super Diversity and Transformative Education. That includes building inter-group solidarity (unity in diversity) and overcoming hate speech, discrimination and oppression in all of its forms.

So far, we have received over 70 entries from 20 countries in Asia, Europe and US. Please enter the competition by sending your programmes to T4PMediaAwards@abu.org.my via WeTransfer.com or other trusted sources along with the filled out entry form. The deadline for submission is 1 April 2023.

For more information about the competition, judging process and Awards Prizes, please contact Nargiza Numanova, ABU SG's Office: nargiza@abu.org.my

ABU leads WBU/UNDRR Media Saving Lives Initiative

Phase 3 of the initiative was launched on 1 March 2023. The project is led by the ABU, which is coordinating the activities and administering the funding on behalf of the World Broadcasting Unions.

The sister unions involved in Phase 3 are the ABU, ASBU, AUB and CBU. It will run till the end of May 2023 and offer online and in-country capacity building, developing a co-production on sustainable tourism between the participating regions and developing organisational DRR action plans.

Phase 3 expands the scale and depth of the Media Saving Lives Initiative, which was conceived as a long-term organisational capacity building for 100 broadcasters in the Global South (2020 – 2025).

It aims to change the attitude in regards to Disaster Risk Reduction of participating media organisations and transform it from reactive, covering the disasters, to proactive, actively educating and engaging the populations to manage disaster risks.

Phase 3 builds on Phases 1 & 2 and expands the project geographically to include members of the Arab States Broadcasting Union in addition to the regional broadcasting unions in the Asia-Pacific, Africa and Caribbean. It also pilots three new activities:

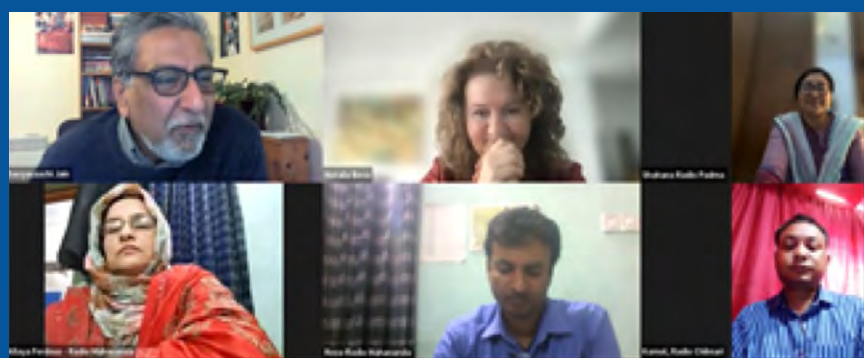
1. Capacity-building for community radio networks in Bangladesh, Bhutan, India and Nepal
2. Establishing Working Task Groups between NDMA, Met Services and Broadcasters
3. Developing generic Standard Operating Procedures for Early Warnings for Media in times of disasters.

WBU / UNDRR Global Media Saving Lives Initiative

World Broadcasting Unions

UNDRR
UN Office for Disaster Risk Reduction

Launch of WBU/UNDRR Media Saving Lives Phase 3 in Asia-Pacific



For the Asia-Pacific region Phase 3 was launched on 1 March with an online DRR Knowledge Level 1 course for the two ABU new members in Bangladesh – Bangladesh Community Radio Network and Radio Naf, which operates in Cox Bazar and serves the Rohingya refugees additionally to their traditional audiences. By the end of May 2023 seven more courses will be conducted for members in Cambodia, Laos, Samoa, Tonga, Kiribati, Tuvalu and Solomon Islands.

The main DRR tutorial sessions were covered by Dr Savvasachi Jain and covered the Early Warning Systems & CAP. For weather reporting modules, we introduced a new trainer Mr Atiq Kainen Ahmed who delivered the session in English and Bangla.

There were 36 participants representing senior management/ decision makers, technical staff and content production editors/reporters/ documentary producers.



All the participants actively participated, discussed their concerns and expressed keen interest in the enhanced knowledge and support to combat the global threat of global change disasters.

Under Phase 3, the project aims to train 25 organisations across the Asia-Pacific, Caribbean, Africa and the Arab region. The ABU team is coordinating with the other unions to deliver the DRR Knowledge Level 1 online course to their members in the African and Arab regions.



7TH ABU MEDIA SUMMIT ON CLIMATE ACTION AND DISASTER PREVENTION FROM ATOLLS TO ALPS AND ARID LANDS: COMMUNICATING THE CLIMATE CHANGE CHALLENGE

9-10 May 2023 | Maldives

The ABU climate action initiative moves to Maldives for its seventh edition of facilitating broad interaction between key players in climate change adaptation and disaster risk reduction.

This year the ABU calls its members, the members of the sister unions ASBU, AUB, CBU and EBU and its international partners to the Maldives, which like all small island nations in the world faces the existential threat of rising sea level and more frequent, unpredictable and intense weather disasters triggered by climate change.

The topic of the summit: 'From Atolls and Alps to Deserts: Getting the Message Across', highlights the interconnectivity of the world when it comes to climate change threats.

As in previous years, the summit will be a meeting point of stakeholders in climate change adaptation and mitigation as well as DRR – government agencies, private sector, media and academia.

The aim of the Maldives summit is to address prevailing climate change issues and link climate action and disaster preparedness stakeholders to media professionals for collaboration and joint practical projects.

At the same time the summit is an opportunity for media practitioners to learn first-hand of other stakeholders' work.

It will provide updates on the global efforts to avert climate crisis and

prepare people for future disasters by building their resilience and emphasise the role of media in saving lives and livelihoods.

The summit discussions will cover the results of the Climate Change Conference in Egypt in 2022 (COP27), preparations for this year COP28 in Abu Dhabi in November and the UN Secretary General's campaign Early Warnings For All and will focus on sustainable tourism.

The ABU has invited to the summit the leaders of the sister unions participating in the WBU/UNDRR Media Saving Lives and leaders of UNDRR, UNESCO, WMO and ITU to recommit to working together in a long run to empower media for Climate Action and DRR.

The rough-cut editing of the DRR cross-regional co-production features on Sustainable Tourism (part of Phase 3 of the WBU/UNDRR Media Saving Lives) will be also held in Maldives.

The ABU is grateful to its member public service media (PSM) and the government of the Maldives for hosting the summit.

The ABU Media Summit on Climate Action and Disaster Prevention was established in 2014 as part of its long-term campaign Saving Lives: Building Resilient Communities. The summit was launched in Jakarta. Since then the summit has travelled to Krabi (2016), Dhaka (2017), Fiji (2018) and Kathmandu (2019) and was held online in December 2021.

'There is still a lot of work to be done'

The Maldives' Public Service Media (PSM) and the country's government will host the 7th ABU Media Summit on Climate Action on 9-10 May 2023. In an interview with ABU News, the CEO of PSM, Ali Khalid, talks about what the media can do to tackle the effects of climate change.



Climate change is without doubt a clear and present danger for humanity. The last report of the UN "Too Little, Too Slow: Climate adaptation failure puts world at risk" calls for immediate action. What is the role of media in turning words into actions? Do you believe that traditional broadcasters and new media are doing enough to encourage governments to take quick and effective measures to turn the tide?

Well, I believe there is lot more we can do. And it's all the more relevant to Maldives, being a small island nation with inherent environmental vulnerabilities. But media works to get people's attention amid a lot of competing priorities. So somewhere down the line we get lost in what is relevant on a day-to-day basis. First of all we need to understand that many media institutions work with limited budget and limited staff capacities to communicate the climate information.

Second, we recognise that, if climate change messages do not target communicators, they will not spread widely enough, because there is a lot of technical terminology and information that needs to be explained, and because above all we need to learn, as communicators, how to talk about climate change. We do not want to create fear in the public. There is still a lot of learning to be done.

I see a two-way approach to this, i.e., while we learn from the professionals, we also have a responsibility as communicators to create content

that would encourage and push government to take actions.

The Maldives is a country particularly affected by rising temperatures and sea levels. In your opinion, what are the most urgent steps that have to be taken for the protection of the population from natural disasters. How do you see the role of media in this process?

There is still a lot of awareness to be created for the public on climate change impacts. We see climate change as a threat and as bad news. Mostly we cover news on damage, when a disaster happens, like heavy rainfall, storm surges, and related flooding causing extensive damage to public property, businesses and agricultural farms. But rarely is climate change seen as an opportunity to grow and be prepared in a sustainable way, a chance to improve our methods of farming, our way of living to adapt, to be prepared for an unprecedented event of a disaster, a chance to promote unity by our small communities, and a nation. We need to communicate a positive approach to preparedness and adaptation to the public: stories of adaptation work, by a single family, or a single community and how they transform their way of living for the better. We need to showcase these stories repeatedly, until it becomes inspiring for others to accept and apply, rather than reporting only negative content all the time.

At Public Service Media (PSM) we are working to establish a broadcasting network with the capability to alert the audience on disasters mainly tsunami. This early warning system in

our broadcasting network will prompt the public to prepare for upcoming disaster.

What are the opportunities presented by a forum like the ABU Summit for Climate Change to the Maldives in general and the Maldivian journalists in particular?

This is an excellent opportunity for learning and sharing. It will help familiarise journalists with issues and challenges facing the countries dealing climate change. It will also share best practices for crafting narratives to attract the attention of the audiences to climate change in the region. I'm hoping the forum will bring in knowledge from a regional, national and community perspective which will stir the interest of our journalists to produce evidence-based stories on climate change.

I also hope the forum will create opportunities to stress on the gaps we see in climate reporting which are often on the impact and the damages. Very little relates to the causes and the relevance to our communities. There is a need for the journalists to understand and connect climate risks, the scientific knowledge, and changing weather patterns with the impacts and produce stories the communities can understand.

The forum is also going to be an excellent networking platform for all stakeholders including policy makers, private sector, civil society leading journalists and media experts. This is a beginning, a breakthrough for climate reporting in Maldives and the region.



'The media has proven itself indispensable'

Paola Albrito, Director of the United Nations Office for Disaster Risk Reduction, UNDRR, talks to ABU News.

In the last year we have witnessed around the world an increased number of natural disasters driven by climate change with most extreme being the unprecedented floods in Pakistan. How will humanity prepare for this future?

First, it is important to note that there is no such thing as 'natural disasters' – only 'natural hazards,' because it is only when a hazard, such as a storm, harms people or assets that we count it as a disaster. And since disasters are largely the result of human decisions around how and where we live and build, humans are not powerless against disasters and there is much we can do to prevent or at least reduce their impacts.

What climate change has done is that it has made weather-related hazards

worse, which means we must double our efforts to reduce vulnerability. This includes updating and enforcing zoning rules and building codes, combating inequality and poverty, reversing environmental degradation, and evaluating projects based on whether they create or reduce risks.

In addition, we need to strengthen early warning systems around the world to ensure no one is left behind when hazards are approaching. Effective early warning and early action can reduce disaster mortality by at least eight times and reduce economic losses.

We are talking about digital divide, but can we also talk about DRR divide with less developed countries lagging behind because of lack of resources and capacity? What is UNDRR's response for this?

There is a divide when it comes to how well countries manage their risks and the availability of resources is a big factor. The least developed countries not only suffer 70 percent of disaster deaths worldwide but also suffer more economically as disasters harm their economies 10 times worse than they do rich countries.

The Sendai Framework for Disaster Risk Reduction recognised this issue as it was being drafted, which is why one of the Framework's seven targets, Target F, is dedicated to increasing international cooperation in support of developing countries.

UNDRR and other UN and international organisations do their part by focusing the majority of their technical support to help developing countries build their capacity, but more is needed. That is why we continue to call on developed countries to honour the commitments they made to increase funding dedicated to building climate and

disaster resilience. This includes making good on the \$100 billion climate finance commitment to developing countries.

The COVID crisis reinforced the significance and the role of media in times of disasters. What lessons about communications and partnership with media learned during the COVID crisis can be used to address the climate emergency and associated disaster risk? How can media become a valuable partner for the implementation of the UN campaign Early Warnings for All?

The media has proven itself an indispensable partner when it comes to disaster risk reduction. We saw that during the COVID-19 pandemic, where the media not only had to ensure that people were receiving timely and accurate risk information but also played a big role in correcting misinformation and disinformation. This is why promoting information integrity is one of the UN's communication goals for 2023.

As it relates to the Early Warnings for All, the media is critical to supporting one of the key four pillars of what makes an effective early warning system, which is warning dissemination and communication.

Weather alerts and warnings are only as good as their ability to include people to act on them, hence, we need government agencies to develop strong partnerships with media broadcasters to ensure risk information reaches all those who need it in time, and that the information is understandable and usable. And under the Early Warnings for All initiative, we need to see this accomplished in every country by the year 2027.

Since 2020 the UNDRR has been supporting a ground-breaking project with the World Broadcasting Unions Media Saving Lives which just launched its Phase 3. What is your assessment of the project so far?

We have been pleased with the results of the project thus far and

with our partnership with the World Broadcasting Unions. We have heard the same from our donors who have renewed funding for the project and we are hoping to accomplish a lot more in the next phase.

ABU members are serving the most populous and diverse region, which happens to be also most disaster-prone, sometimes referred to as the world's Disaster Super Market region – Asia Pacific. What should be the ABU role in saving lives?

It is not easy communicating around the region given its rich diversity but that is why ABU, with its wide membership and reach, is an incredibly important partner and why they represent our media stakeholder group at the regional level.

ABU can serve as a source of information for its members to empower them with knowledge on what disaster risk reduction is and how it can be achieved, so they may integrate that knowledge in their reporting and media production with an eye towards preventing hazards from becoming disasters. We have already seen this happen through the syndicated coverage and special programmes made by members, such as Japan's NHK, but we would like to see even greater pick up.

The ABU can also serve as that critical linchpin between broadcasters and government agencies to break down barriers and facilitate greater partnerships. This is not only for the sake of more effective early warning and better risk communication to the public, but also so media organisations can receive the support they need to build their own resilience and be able to function through disasters, if and when they occur.

Finally, the ABU and its members can follow and report on critical events and processes, such as implementation of the Sendai Framework for Disaster Risk Reduction and its Midterm Review, as well as make the links in reporting between DRR and sustainable development.



11TH BROADCASTING FOR ALL: DIVERSITY AND INCLUSION IN THE MEDIA WOMEN WITH THE WAVE HIGH LEVEL FORUM SERIES REPORT 2022

The 11TH BROADCASTING FOR ALL: DIVERSITY AND INCLUSION IN THE MEDIA WOMEN WITH THE WAVE HIGH LEVEL FORUM SERIES was held in New Delhi, India on 27 November 2022 at the Peacock Room, Pullman Hotel

The theme: SERVING THE PEOPLE: MEDIA'S ROLE IN TIMES OF CRISIS – THROUGH A GENDER EQUALITY, DIVERSITY AND INCLUSION LENS

The Asia-Pacific Broadcasting Union, as part of the 59th General Assembly and Associated Meetings, 2022, held in New Delhi India, with the host broadcaster, Prasar Bharati and leading sponsor organisations, presented the ABU 11th Broadcasting for All, Diversity and Inclusion in the Media – Women With the Wave Forum – showcasing gender and diversity leadership, content and participation across the media.

ABU Commitment to Gender, Diversity and Inclusion

The ABU in conjunction with ABU members and international and regional partners is committed to leading with diversity and inclusion principles and practices across the Asia-Pacific region through broadcast and online media. Overall responsibility of the ABU's diversity and inclusion activity is with the Secretary-General, supported by the ABU Diversity and Inclusion Task Group, through the objectives and actions of the ABU Diversity and Inclusion Media Action Plan.

The ABU aims to:

- promote and facilitate a culture of diversity and inclusion in media organisations;
- build on the representation, development and retention of employees from diversity groups in the media; and
- enhance the participation, connection and engagement in media content and services, that reflects the broad range of diversity in communities and audiences.

Background and Outline of the 2022 Women With the Wave Forum

Following on from the 10th Anniversary Virtual Forum held in 2021, the virtual Forum held in 2020 and the last Forum held on location in Tokyo, Japan in 2019, this year's event, provided the opportunity to resume the all-day event with face-to-face presentations and sessions. Bringing together old and new colleagues and members. All within the wonderful city of Delhi, India, brought to us by the host broadcaster and long-term member of the ABU – Prasar Bharati.



Mr Mayank Kumar Agrawal, Director General News, Doordarshan, India

In 2022, the 11th Forum in the Series, was developed in line with the General Assembly's overall theme – “Serving the People: Media's Role in Times of Crisis” through the lens of gender equality, diversity and inclusion, with international and regional presenters.

There were two case studies of the media supporting communities and employees through health crisis, conflict, major disasters and trauma – from China (recorded presentation) and Lebanon.

Many of the speakers also made references to gender and diversity issues in relation to the pandemic, climate change, catastrophic weather events and disaster risk reduction, family and societal violence to women and girls and national economic challenges.

There was an emphasis on disability with a mini workshop on mental health, a presentation of the work of Attitude Pictures, New Zealand, and a message from the National Disability Affairs Reporter, ABC, Australia. These three presentations were all delivered online and also included references to a major weather event, the pandemic lockdown and work/life balance and parenting from a disability perspective.

This year the Forum highlighted all areas of the Asia-Pacific region, with

diversity and inclusion policies and content in action – showcased by a broad range of broadcasters – from three main sub regions: South, Central and Western Asia; the Pacific; and the East and South-East Asia.

Workplace policies & initiatives and content with a focus on gender and diversity were covered, as well as overall diversity and inclusion planning and progress.

Overall, there were 25 presenters covering 28 roles, from 17 countries – Australia, Bhutan, China, Fiji, Germany, India, Indonesia, Italy, Lebanon, New Zealand, Philippines, Sri Lanka, Switzerland, Thailand, United Kingdom, Vanuatu and Vietnam. The majority of the presenters this year were women and five were men. Overall, they were from a broad range of cultural backgrounds and some of the presenters were people with disabilities. There were 176 registrations to attend the Forum.

There were two MCs, job sharing the day's schedule, from the United Kingdom and Sri Lanka, and the special KeyNote Speaker was Mr Mayank Kumar Agrawal, Director General News, Doordarshan, India.

Welcome and Opening Remarks

Akim Mogaji, partner at New Media Networks, United Kingdom, introduced the Forum and welcomed speakers and guests. **Natalia Ilieva**, Head of the ABU Secretary-General's Office provided a brief welcome and overview of the ABU's Gender and Diversity campaign and specifically, the Broadcasting for All: Women With the Wave Forum series. She cited that "we have grown a movement of people that care about diversity in the media". Sponsors and supporters were acknowledged and thanked – the host broadcaster, Prasar Bharati, the US Agency for Global Media (USAGM) and UNI APRO Global Union for Asia and Pacific.

The Keynote Speaker, **Mr Mayank Kumar Agrawal**, Director General News, Doordarshan, India, informed the audience that his organisation was one of the founding members of the ABU and provided a range of insights into the role of women in society and was proud that media, around the world, were aiming to make women equal



Session 1: ABU's Engagement and Contribution to Gender Equality, Diversity and Inclusion in the Media

partners. He expressed that women are multi-taskers and should receive more recognition across communities and at work. And that Indian broadcasters are an example of the empowerment of women, particularly in rural areas, and that empowerment of women is needed for the growth of society.

The Sessions

Session 1: ABU's Engagement and Contribution to Gender Equality, Diversity and Inclusion in the Media

First panel: **Global and Inter-Regional Connections**, led by the Moderator, **Pamela Cook**, Head of Planning and Delivery, SBS Australia, introduced the day's formal sessions with a conversation with leading international and regional organisations. Firstly, focussing on their latest gender and diversity work – strategic aims, programmes and initiatives. Then, in line with the overall theme of the Forum, the panel was asked to expand on issues their organisations have been dealing with in recent times of crisis, such as the pandemic, conflicts, disasters and climate change effects, with emphasis on support for women and girls, people with disabilities and cultural/minority groups, in workplaces and communities. The panel were then asked to comment on how the media can help in these circumstances.

Vinod Pavala, Senior Professor of Communication and UNESCO Chair on Community Media, University of Hyderabad, India outlined a new resource available, a manual to enhance women's participation in radio in India, that highlights best practice in editorial considerations of gender sensitivity. The Gender Sensitive Manual aims to provide a greater voice for women and inclusivity and to bring about meaningful change. Link here: The manual can be downloaded from the UNESCO platform: <https://unesdoc.unesco.org/ark:/48223/pf0000379941>

Community Radio dialogues took place during the pandemic, with emphasis on domestic violence and women struggling to make the situation work under the circumstances. Climate change issues affected central India, with mainly women having to carry water to their homes, due to water scarcity.

Ningrum Spicer, Regional Director of Business Development for Asia, US Agency for Global Media (USAGM) Thailand talked about how they are producing more and more programs on diversity and the need to increase the reach of female audiences through radio, phones and access to reception.

Simona Martorelli, Director, International Relations and European Affairs, RAI, Italy, reported on the need to be relevant to younger audiences, the setup of a Gender Committee, participating in the BBC 50:50 The Equality Project, an overview of a range of on-screen and off-screen policies and the Ukrainian war news translated into Ukraine language.

RAI featured a video excerpt with sign language interpreters of an Opera performance.

Hanna Harvina, Policy Director, UNI MEI, Switzerland outlined their ongoing policy and data collection work in the media including equal pay, violence and harassment in the media, issues for minority groups in relation to sexual orientation and gender identity and how the pandemic caused more problems for women – coping with work, full-time care and increased domestic violence.

Second panel: **ABU Project and Outreach** – an outline of the ABU's campaign to promote and advance gender equality, diversity and inclusion through its Media Action Plan, international and

WOMEN WITH THE WAVE

THE RRI DIVERSITY, INCLUSION AND GENDER MAINSTREAMING TEAM

The RRI Diversity, Inclusion and Gender Mainstreaming Team will have oversight of the RRI Diversity, Inclusion and Gender Mainstreaming Plan 2021 – 2023, through engagement, support and reporting of progress and outcomes.



Second panel:
ABU Project
and Outreach

Session 3: Focus on South, Central and Western Asia Media Leading with Diversity

This was the first session of the day in a three-part theme of showcasing gender equality, diversity and inclusion policies and content in action, across the different areas of the ABU membership of the Asia-Pacific region. Starting with the host broadcaster region of South, Central and Western Asia, presenters represented India, Sri Lanka and Bhutan.

Rupa Rathour Gaur, Head of Sales, Prasar Bharati, opened the session as Moderator and Presenter, with an overview of her career background, including as a Flight Lieutenant in the Defence Forces; highlighting women in non-traditional roles with a video; talked about the issues and effects of harassment; and the importance of gender equality and diversity at Prasar Bharati, citing that daily news bulletins have sign language.

As Group Director/Chief Operation Officer, Capital Maharaja Group, Sri Lanka, **Nedra Weerasinghe's** lengthy career and senior executive role, have provided her with the long-term view of the progress of gender equality and diversity in the media. Her presentation featured diversity in regard to ethnicity/race and disability, enhancing connection and engagement in media content through diversity and inclusion and exploring the challenges and opportunities of diversity and inclusion. With examples of stories and videos that highlighted disability that educated a change in the way people thought about this important area of diversity and a program, Project 25, which described a competition for 25 winners, from a diversity of communities, who were able to obtain a new home.

regional commitments and projects. Moderator/Presenter, Chrissie Tucker, Chair ABU Diversity and Inclusion Task Group, Australia, talked about the context and oversight of the work, including leadership, planning and recent publications, surveys and partnerships with UNESCO. An overarching aim is to work with ABU members to develop and implement tailored gender and diversity action plans.

Representatives from two ABU member organisations – **Nguyen Thu Ha**, Deputy Director of International Cooperation Department, VOV, Vietnam and Ibu MM Rini Purwandari, Supervisory Board Member, RRI Indonesia were posed two questions:

- What are the major aims and actions of your Gender Equality, Diversity and Inclusion Plan?

- What have you achieved so far with your Plan?

Aims for VOV are to create a work environment so that all employees feel included and respected and to use the media to introduce positive changes in diversity. Progress includes a substantial representation of women employees overall and the broadcast of a number of ethnic languages programs.

RRI's plan aims: to promote and facilitate a culture of diversity, inclusion

and gender mainstreaming; to build on the representation, development and retention of employees from diversity groups; and to enhance the participation, connection and engagement in content and services, that reflects the broad range of diversity across communities, consumers and audiences. Supported by their RRI Diversity, Inclusion and Gender Mainstreaming Team. One of their programs, Beranda Nusantara RRI, promotes diversity content for business and other current issues, with songs and cultural shows.

Session 2: Disability Themes and Stories in Content

This session was presented via Zoom from New Zealand, by the Co. Director of Attitude Pictures, **Robyn Scott-Vincent**. Attitude is the world's largest producer of disability focused content, telling authentic stories of people who live with disability.

The presentation described and showed videos that reflected families with children with disabilities: "My Perfect Family" and a recent series that focussed on families with members with disabilities, living under the difficult conditions of the pandemic lockdown, emphasising the effects of managing these conditions of isolation and without external support and contact, particularly from the perspective of single (female) parenting.



Rupa Rathour Gaur



Nedra Weerasinghe



Deki Zangmo

Deki Zangmo, Senior Television Producer, BBSC, Bhutan presented on the background to policy and issues in her country and insights to her organisation's gender representation, facilities and strict rules on harassment. Bhutan has a National Commission of Women and Children, with a strategic policy and advisory role in support of gender equality to create an enabling environment and provisions for increasing women's participation in decision making and in the workforce. Comments included that the expectation in the community is that women are the care givers, that they lose their careers to these responsibilities and that the mandatory six months' maternity leave is too short to support women.

Session 4: Serving the People through Conflict and Trauma

The main theme of the Forum is the media's role in times of crisis – through a gender equality, diversity and inclusion lens. This session is the first of two of the programme agenda that specifically looks at current areas of focus – in this case – conflict and trauma – with practical measures for media organisations through war and conflict situations, supporting employees and communities based on gender and diversity needs.

Rita Noujaim, Programme Manager, Radio Liban, Lebanon addressed the topic in relation to refugees and the Beirut Port explosion. There has been a huge influx of refugees living in Lebanon; a population of six million people and three million refugees, in a small area, which has created challenges. The Port explosion in August 2020 (the largest non-nuclear explosion in the world) was graphically shown on a video news clip and Rita described the coverage of this horrific



Rita Noujaim



Session 5: Focus on the Pacific Media Leading with Diversity

event and the trauma and demands of reportage. There were 218 killed, 7,000 wounded and 300,000 displaced. Information was also provided on the broad range of cultural events and celebration of the diversity of Lebanon.

Session 5: Focus on the Pacific Media Leading with Diversity

The MC for the afternoon sessions, **Nedra Weerasinghe**, Sri Lanka, introduced the second half of the Forum's programme, starting with Session 5.

This was the second session of the day in a three-part theme of showcasing gender equality, diversity and inclusion policies and content in action, across the different areas of the ABU membership of the Asia-Pacific region. Session 5 was moderated by **Claire M Gorman**, Head ABC international Services, ABC Australia, with the focus on the Pacific region.

The first presenter, **Nesryn Bouziane**, Manager Broadcast and Digital Services, ABC International, Australia, outlined the ABC's current Diversity and Inclusion Plan 2019-2022 and the Elevate Reconciliation Action Plan 2019-2022 (Australia's Aboriginal and Torres Strait Islander Peoples). The Plans have progressed the ABC's three strategic objectives of a diverse workforce; an inclusive workplace culture; and inclusive content, products and services, within a strategic approach of governance. The ABC strives: "For our content to be relevant and appeal to all Australians, we need our teams and creative talent, both on air and behind-the-scenes to be as diverse as the Australian communities we serve".

Riyaz Sayed Khaiyum, Chief Executive Officer, FBC, Fiji presented via a

pre-recorded video, an outline of the progress of FBC's Diversity and Inclusion Plan, which was launched in 2021 for implementation over four years. The breadth of the innovative initiatives covered cultural diversity across the network, in the workplace, content, promotions, languages and community interaction. There has been a demonstrated increase in the representation and participation of women across roles, including production, presentation and sports coverage.

SBS, Australia, was represented by **Pamela Cook**, Head of Planning and Delivery, whose talk featured the SBS Inclusion, Equity and Diversity Strategy. The background, objectives and actions, supported by employee groups, is comprehensive and detailed with four overarching pillars: An Inclusive Culture; Diverse Teams; Inclusive Content and Products; and Inclusive Operations. The SBS Elevate Reconciliation Action Plan and Commissioning Equity and Inclusion Guidelines further support the Broadcaster to effectively implement and achieve the extensive goals.

Francis Herman, Chief Executive Officer, VBTC, Vanuatu, outlined the main focus of their current Diversity and Inclusion Plan, which commenced in 2021, is to increase gender content. The challenges for women and girls in Vanuatu were described in detail: data and areas of concern were that just over half of the female population are under 25 years of age, there are 300 births a month with one third of the mothers 14 years and younger and the underage pregnancies resulted in more than 70% of babies needing early intervention due to being underweight, with ongoing disadvantage. Seventy percent of women 15-49 years have

experienced physical and /or sexual violence and most local women do not have bank accounts are therefore ineligible to access funding for small/medium business enterprise programmes.

Session 6: Mental Health Mini Workshop

A specially commissioned forty-minute workshop was prepared and delivered via Zoom in interview style, by **Fay Jackson**, CEO Vision in Mind and General Manager Inclusion, Flourish, Australia. This session was very relevant to the theme of the day, and the presentation covered four areas.

1. Fay Jackson provided an overview of her extensive background, personal and career, in mental health over the years, the importance of increasing awareness in this area and a general outline of definitions, experiences of people with mental health issues, challenges and support.
2. How media organisations can assist their employees with their mental health issues, in line with initiatives for colleagues and managers.
3. How the media can support employees on the job, when covering, witnessing and experiencing horrific events for news/stories and situations and times of crisis and trauma.
4. How the media support communities through their programming, news and content to inform, educate and entertain regarding mental health.

The background, information and perspective provided a comprehensive summary and checklist of considerations, policies and understanding of this important area of mental health in the workplace and on the job, particularly in the media.

Session 7: In-depth News Coverage of Disability Issues

From ABC, Australia, **Nas Campanella**, the ABC National Disability Affairs Reporter, prepared a ten-minute video for the Forum that focused on her current unique position as a journalist, who is blind, reporting on disability stories. Her own story was outlined, how she obtained her cadetship at the ABC, the creative technical adjustments for her role as a newsreader, highlights and interesting insights and how she devised (and obtained approval) for



Session 6: Mental Health Mini Workshop

the first-time role in News to have a dedicated position on disability stories. Nas Campanella also informed about her current personal role as a first-time parent, on maternity leave.

Session 8: Serving the People through Health Crisis

The main theme of the Forum is the media's role in times of crisis – through a gender equality, diversity and inclusion lens. This session is the second of two of the programme agenda that specifically looks at current areas of focus – in this case – health issues – with practical measures for media organisations through pandemic situations, supporting employees and communities based on gender and diversity needs.

Yang Yingjie, Director of International News Department/World News Desk, Shanghai Media Group, China addressed the topic in a prepared ten-minute video in relation to the pandemic in China. The content of the video contained a range of interesting aspects in regard to the work of SMG in this regard. Overall, in the intro, it was noted that they have 50% of female staff, of all employees and in the news area.

With reference to the pandemic, women played an important part as health workers and care givers. With the recent pandemic, the role of the media was to provide information to the people, help them to “stay connected” and keep safe. Social media played an important role for

the people and it was necessary to monitor, for accurate information. SMG broadcast many short videos to assist the community, distributed goods, particularly for the elderly, and overseas students/residents were provided with volunteer services, e.g., to navigate apps for testing. SMG female employees were able to stay at a nearby hotel together, for a period of lockdown.

Session 9: Focus on East and South-East Asia Media Leading with Diversity

This was the third session of the day in a three-part theme of showcasing gender equality, diversity and inclusion policies and content in action, across the different areas of the ABU membership of the Asia-Pacific region. Session 9 was moderated by **Chrissie Tucker**, Chair ABU Diversity and Inclusion Task Group, Australia, with the focus on East and South-East Asia region.

Regina Reyes, Senior Vice President, ABS-CBN, Philippines, who is the outgoing VP of News at the time of the Forum, approached the topic with a range of interesting and insightful recollections and reflections of her time in the media. With a particular focus on gender and the changing representation of women in senior roles and working as Television presenters, the role of Human Resources and policies and diversity in recruiting people. On leaving the organisation, her replacement is a woman, who she has mentored for the role.



Debarati Guha



Kiritikorn Naksompop Blauw



Regina Reyes

"Multiculturalism is at the heart of what we do here"! **Debarati Guha**, Director of Programs for Asia, Deutsche Welle, Germany, included a short video in her presentation which noted that DW has 32 broadcasting languages and over 140 nationalities in its employee group and that diversity management is integral to achieving diversity and inclusion. Of note, DW has the strategic goal: Boosting Diversity through people, process and products. They have joined the BBC's 50:50 The Equality Project to enhance gender content. Two content series that embrace diversity are Breaking Barriers and Her – Women in Asia portraying the lives and perspectives of diverse women in the region.

Thai PBS, Thailand was represented by **Kiritikorn Naksompop Blauw**, Editor-in-Chief, Thai PBS World. The final speaker for the day, spoke about a range of insights and perspectives from her experience and career over the years at the public broadcaster. Some points raised were that the head of the organisation is a woman, that there is a concentration on youth when recruiting for news readers and that she feels that her managers value her for her work, regardless of gender.

- **11th Women With the Wave Forum Programme**

ACKNOWLEDGEMENTS

Thank you to all who contributed to the 2022 Broadcasting for All: Women With the Wave Forum, the Host Broadcaster Prasar Bharati, the Sponsors - US Agency for Global Media (USAGM) and UNI APRO Global Union for Asia and Pacific, the Key Note Speaker, Mr Mayank Kumar Agrawal, Director General News, Doordarshan, MCs Akim Mogaji and Nedra Weerasinghe, moderators and presenters, listed in the attached programme. Mr Sunil, Additional Director General, Global Outreach and Mr Raman, Director, Global Outreach, Prasar Bharati, were the principal contacts and facilitators for speakers from India.

ABU

Javad Mottaghi (Secretary General)
Natalia Ilieva (Head, Secretary General's Office)
Ahmed Nadeem (Director Technology & Innovation)
Ruchi Malhotra (Team Assistant, Secretary General's Office)
Nadzim Zainal (Media Communications Designer)
Chrissie Tucker (Chair of ABU Diversity and Inclusion Task Group)

Chrissie Tucker

This Report written and compiled by Chrissie Tucker, Chair Diversity and Inclusion Task Group, ABU, with additional input from note taker, Joseph Grech

December 2022

Testimonials

Regina Reyes, Senior Vice President (Retd.), ABS-CBN, Philippines

I took part in the Women with the Wave forum in 2022 and it proved to be a highly enriching experience. It was a fantastic venue for women to share their accomplishments, missteps, and learnings. The sessions were lively, eye-opening and very engaging. WWW offers a great opportunity for journalists to learn from each other, and draw from their best practices on how to effectively implement the concepts of gender equality, diversity and inclusion in their newsrooms. There were also useful discussions on the resource limitations and cultural influences that slow down or limit GEDI in other organisations. We still have a long way to go in achieving gender balance and equality in many newsrooms in the region and a consistent effort to push GEDI would certainly help toward that.



Nedra Weerasinghe – Group Director/COO, Capital Maharaja Group

Today's media and cultural representations of women have a huge impact on how girls and women are viewed and view themselves – and on public attitudes to women and women's equality. Women still continue to be predominantly represented in passive and stereotyped roles in film and television. This extends beyond fictional representations, to news media. Stereotypes that diminish the value of women.

Women are powerful agents of change in all spheres. Good leaders, especially as women leaders you cannot major in minor things, you cannot lose focus. Women leaders are influential. The empowered woman influences her environment. WWW has recognised this and worked over many years towards advancing gender justice & equality. WWW has been a force recognising the case for balancing the power equation in leadership which translates to real change and inclusivity for all.

ABU's Women With the Wave (WWW) promotes and facilitates a culture of diversity and inclusion in media organisations across the pacific region.

With their many initiatives they facilitate building on representation, development and engagement in media content and services, that reflects the broad range of diversity in communities and audiences.



Debarati Guha, Director of Programmes for Asia, Deutsche Welle, Germany

Networking is key if you want to change. Therefore, the Woman with the Wave Forum (WWW) of the Asia-Pacific Broadcasting Union is an event that makes a difference. It brings together participants from all over the world. The exchange of best practices and different ideas on how to actually create an inclusive and diverse organisation was inspiring to me. I met so many smart and strong women who will not be stopped from making their voices and all other marginalised voices heard. And it showed that we are not alone. The WWW sent a strong signal that the media landscape of the 21st century is not an exclusively male one but is gradually becoming more female and diverse.





Interview with Hanna Harvima, Policy Director, UNI MEI

What made you partner with ABU for Diversity and Inclusion

We at UNI MEI have been working together with ABU for many years to promote health and safety and gender equality in the broadcasting sector in the region. To expand the discussions and the work to diversity and inclusion was a natural step. This cooperation is valuable to us and our members, and we feel that by working together we can make workplaces in the broadcasting sector more equal, more inclusive, which will benefit both the industry and the workers.

What are the plans for strengthening the cooperation between ABU and UNI – Apro MEI

We are currently discussing a work programme which will provide a framework for our future work together. Gender equality, diversity, and health and safety will continue to be key topics, and we aim to strengthen our collaboration with more

focused activities. As the industry, and the world around us, is changing, we're also looking into including new topics, in particular green production and the sustainability of the industry with regards climate change.

UNI Apro MEI had been sponsoring for Women With the Wave since its beginning in 2012. What makes this forum so unique and worthy of support from your point of view?

Women With the Wave is an important and dynamic event, and we're always delighted to take part. It brings together such a variety of women working in the sector, each bringing in their expertise and experiences. It is an opportunity to talk about important, topical issues impacting women, and to bring to the forefront individual stories that need to be told. Such stories and themes don't always have a platform but Women With the Wave provides that platform. The most recent WWW in Delhi was inspiring and, personally, I went home with new ideas and having learned a lot.

International Women's Day – initiatives, outreach campaigns, programmes:

By Debarati Guha, Director of Programmes for Asia, Deutsche Welle, Germany

DW has been a partner of the UN Women Gender Equality Media Compact since 2016. DW's goal is to increase the visibility of women not only on 8 March every year, but each day the whole year long.

That's the reason, DW is coming up with more high-quality products featuring women. For example, in 2021, we released the series "HER – Women in Asia" which has been co-produced with local partners all over South and Southeast Asia.

The idea of the show is to portrait women from different Asian societies who are facing similar challenges and how they overcome them – where we spoke about health, depression, dating, marriage and of course beauty. We are now planning to launch the third season. Here is a preview: <https://www.youtube.com/watch?v=I1ss-39sFE>

There are also similar projects like 'Breaking the Barrier', where we focus on women who broke barriers – social, economic, political barriers – to be successful in life. At this moment, we are finishing the season two of this series: <https://p.dw.com/p/3uGgs>

In DW, we make sure that women are represented as experts in all our contributions by as much as 50 percent as possible. By explaining how women make a difference, for example when female community health workers went on strike in India: <https://p.dw.com/p/48F2t>

We also do this by interviewing women pursuing seemingly unusual professions, such as an Indian female fighter pilot (<https://fb.watch/iYmCoX5osj/>) or a Bangladeshi female mountaineer who wants to climb K2 (<https://fb.watch/iYmiqo0-8H/>).

We show women who advocate for women, such as Hoda Khamosh, an Afghan online activist who fights for women rights in Afghanistan: https://twitter.com/dw_hotspotasia/status/1507024452978049026

In our talk show 'Aao Baat Karein' (Come let's talk), which is done in Hindustani to reach out to Pakistan and India, two female moderators are bridging the gap between the countries. They, for example, portraited female playback singers from both countries (<https://www.facebook.com/dw.hindi/videos/648894583102904/>).

In 2022 DW's engagement for women was recognised with the Laadli award for a report on Dalit women: <https://p.dw.com/p/421o9>

In addition to all this, we have also planned the following projects for 2023:

- Produce a series on successful LGBTQIA+ personalities in different walks of life from India, Pakistan, Bangladesh and Indonesia
- Portrait a female rapper from Kashmir
- Have a series on Indian women you should know but you don't with renowned journalist Barkha Dutt

Radio Liban (Lebanon)

By Rita Noujaim, Programme Manager, Radio Liban, Lebanon

Radio Liban invited and interviewed several eminent female professionals as doctors, lawyers, architects, artists and also men supporting women in the society.

Some of their guests were:



Faten Masri



Dr Tamara Elzein
First female Head of CNRS -National Center of Scientific Research

Inaba Nobuo takes office as NHK President

Inaba Nobuo took office as President of Japan's public media organisation NHK on 25 January.

He succeeds Maeda Terunobu, who stepped down on 24 January upon completion of his term.

After graduating from the University of Tokyo in 1974, Mr Inaba joined the Bank of Japan and was appointed to various positions including Executive Director for Financial System Stability, Executive Director and General Manager of Osaka Branch and Executive Director for Monetary Policy.

He then joined Ricoh Company, Ltd., where he served in several senior posts.

Mr Inaba said: "NHK needs to continue providing high quality news, documentaries and entertainment content to build public trust.



Photo: NHK

"I feel that creating an organisation where workers can devote themselves to production with a sense of mission to serve the public is crucial, and would like to take the lead in this effort."

NHK's Board of Governors decided last December to appoint Mr Inaba as the new President. He will serve a three-year term.

Fiji's FBC gets new acting CEO

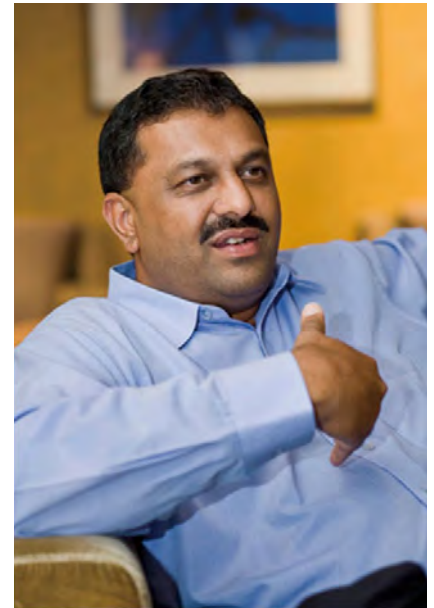


Photo: FBC

Fiji Broadcasting Corporation (FBC) has announced that experienced television professional Tarun Patel has been appointed the acting Chief Executive of the company.

Mr Patel is the former CEO of Fiji Television and was also recently a consultant to the TV company, helping it get back to a profitable state.

FBC Board Chair Ajay Bhai Amrit said Mr Patel was an experienced and qualified individual in the industry.

He said FBC was fortunate to have secured his services in the acting position.

Mr Patel starts in the role on 13 February. He succeeds Riyaz Sayed-Khaiyum as Chief Executive.

Nasrullah Md. Irfan appointed DG of Bangladesh Betar



Photo: Bangladesh Betar

Nasrullah Md. Irfan has been appointed Director General of Bangladesh Betar, the country's public radio broadcaster.

Mr Irfan joined the broadcaster in January 1991 as Programme Organiser. He has served in various capacities, most recently as Additional Director General (Programme).

He has played a significant role in leading Bangladesh Betar's digital convergence in the era of new media.

The ABU Secretary-General, Dr Javad Mottaghi, congratulated Mr Irfan on his appointment and said the ABU looked forward to working with him to strengthen their partnership and cooperation.

Suhaimi Sulaiman appointed DG of Malaysia's RTM



Photo: RTM

Broadcast personality Suhaimi Sulaiman has been appointed the new Director General of the Malaysian Broadcasting Department (RTM).

Mr Suhaimi, 61, has vowed to make RTM more efficient, reliable and dynamic for its audience.

The Minister of Communications and Digital, Fahmi Fadzil, said he was confident that Mr Suhaimi, who has served at Astro Awani and Media Prima, would bring RTM to a better level through his extensive experience

in the field of broadcasting and administration.

He hoped Mr Suhaimi would make a significant improvement and give a boost to the national broadcaster.

Mr Suhaimi started his broadcasting career with the Malaysian television channel TV3.

Before leading Sarawak Media Group, he was the CEO & Editor-in-Chief of Astro AWANI and Chairman of the Malaysian national news agency Bernama.

He holds a Bachelor's Degree in Business Administration from Portland State University, Oregon, US, and a Master's Degree in Business Administration from City University, Bellevue, Washington, US.

Steve Ahern appointed Manager of ABC Radio Sydney

Australian media executive Steve Ahern has been appointed Manager of ABC Radio Sydney.

Mr Ahern has been acting in the role since October 2022, having joined the ABC from the ABU where he was Head of the ABU Media Academy.

His international career took him to many countries in Asia, the Middle East and Africa, where he founded the Nai Media Institute in Afghanistan, delivered training in mobile journalism and radio skills for Eye Media in South Sudan, and consulted to television and digital news companies in Liberia, Azerbaijan, Egypt, Indonesia and Vietnam.

Previously the Director of Radio at AFTRS, Mr Ahern also worked for the ABC in his early career as a producer, presenter, reporter and manager in Newcastle, Canberra and Melbourne. He also held jobs in teaching and international diplomacy.

"In working across the world I have witnessed first-hand the important role a strong national broadcaster plays in a healthy society," he said. "I am delighted to be able to return to one of the world's best public broadcasters in this role."

"The team at ABC Radio Sydney are at the top of their game and every day they produce high quality content that connects with this city and keeps Sydneysiders in touch with



Photo: ABC

what's going on. I am excited to join such an amazing team of broadcasters."

The head of the ABC's Capital City Network, Warwick Tiernan, said: "Steve is one of the most experienced and most knowledgeable media executives in the country.

"He has a proven track record of getting the very best out of broadcasters and producers. We're incredibly fortunate to have his skills back in the ABC, leading the talent-packed team at ABC Radio Sydney."



Rebranding for Fiji's FBC

Fiji's Prime Minister Sitiveni Rabuka has announced a rebranded Fijian Broadcasting Corporation, with a new logo and slogan to depict the new dawn for the oldest media company in the country.

Mr Rabuka unveiled the new logo featuring the blue of the Fijian flag and images of a conch shell trumpet and traditional drum, both of which hold a significant place in Fijian culture.

The design and artwork of the logo was done by an FBC in-house team.

The Prime Minister also announced that as part of the rebrand, FBC will now have a new slogan, 'Unity in Diversity'.

The FBC Board Chair, Ajay Bhai Amrit, said the company would grow from strength to strength and continue to serve the people of Fiji with its six radio stations, three free-to-air TV channels and one pay-per-view channel.

Seemantani Sharma joins as ABU Legal Manager

Seemantani Sharma joined the Secretariat in January 2023 as ABU Legal Manager.

Seema, who hails from India, is a media, broadcast and copyright lawyer with eight years of legal experience. She recently submitted her doctoral thesis to the University of Technology Sydney. Her doctoral studies were funded by the Commonwealth of Australia.

She holds a Master of Laws (LLM) in Intellectual Property from George Washington University and a Certificate in Contract Law from Harvard University. She is fluent in English and Hindi.



Dato' Abdullah Mohamad

Dato' Abdullah Mohamad, a former ABU President who died on 27 October 2022 at the age of 91, was a major figure in the television industry in Malaysia.

Dato' Abdullah headed the national broadcaster, Radio Television Malaysia, from 1975 to 1986 as Director General of Broadcasting. He was ABU President from 1983 to 1986.

He began his broadcasting career in 1954 when he joined what was then Radio Malaya as an announcer and translator. From 1957 to 1962, he served in the Malay Division of the BBC in London as a presenter, interviewer and commentator.

Using the experience gained at the BBC, Dato' Abdullah returned to Malaysia and turned his attention to the country's new medium of television, which was launched in December 1963.

He became one of RTM's first eight TV producers and was given the responsibility of producing Sports Arena, a popular show.

Dato' Abdullah's career expanded when Radio Malaysia and TV Malaysia were merged to form Radio Television Malaysia in 1969.

He was appointed TV Programme Controller, RTM Programme Director and later Deputy Director General of Broadcasting before becoming Director General.

Among RTM's achievements under his leadership were the introduction of colour TV broadcasts in Malaysia and the expansion of television broadcasts to Sabah and Sarawak in East Malaysia.

At the same time, Dato' Abdullah played an important leadership role in the ABU for almost a decade.



Photo: RTM

He was elected Vice-President in 1977 and held the post until 1983, including serving as acting President in 1979-80.

In July 1983 he again became Acting President. And at the ABU General Assembly in Auckland in October that year he was elected President in his own right.

He held the ABU position until 1986, when he retired from RTM. He later served as Director of the ABU's sister organisation, the Asia-Pacific Institute for Broadcasting Development (AIBD).

Paying tribute to Dato' Abdullah, the ABU Secretary-General, Dr Javad Mottaghi, described him as a towering figure in the broadcasting industry in Malaysia and the region.

"He was hugely respected among ABU members as a pioneer broadcaster and contributed so much to the Union during his time as President. We will long miss him."

Dato' Abdullah leaves his wife, Datin Marion Abdullah, and four children.

WORLD RADIO DAY 2023

Radio & Peace

Radio 'must promote peace'

Radio has to give a message of peace to overcome the turmoil in the world, Bangladesh's Information and Broadcasting Minister, Dr Hasan Mahmud, has said.

Dr Hasan was speaking at a discussion in Dhaka organised by the national radio broadcaster, Bangladesh Betar (BB), to mark World Radio Day on 13 February, the Dhaka Tribune reports.

He said with the COVID pandemic and the war in Ukraine, radio needed to take on the role of raising the flag of humanity and empathy. He urged BB to produce programmes inspired by peace and humanity.

The broadcaster also organised a rally and a cultural show featuring well-known artistes to mark World Radio Day.



Photo: Dhaka Tribune



Photo: Radio Pakistan

Radio Pakistan holds 'grand dialogue'

Radio Pakistan has marked World Radio Day by holding a dialogue among FM channels, streaming channels and OTT platforms to discuss the emerging new digital broadcasting ecosystem.

What it called a "grand dialogue" took place at National Broadcasting House in Islamabad on 13 February.

Speakers stressed the need for collaboration among the key stakeholders to flourish collectively and better serve the nation with positive and constructive information.

Similar events took place at Pakistan Broadcasting Corporation stations in Lahore, Karachi, Peshawar, Quetta, Muzaffarabad and Gilgit.

Radio brings happiness, says RTM's DG

Radio plays a key role in helping people find happiness, especially in difficult times, Suhaimi Sulaiman, Director General of Malaysia's national radio broadcaster RTM, has said.

In a message to mark World Radio Day on 13 February, he said radio was more than just announcers, DJs, news and songs. Radio was about companionship and emotional connection.

"During this year's World Radio Day celebrations, let us appreciate the importance of radio and how it remains one of the most effective communications platforms and recognise the role radio plays in building peace and promoting sustainable development."



Photo: RTM



Photo: ACORAB

Nepal marks World Radio Day

World Radio Day on 13 February was marked in Nepal both by the national radio broadcaster and by community radio stations.

The Executive Director of Radio Nepal, Buddhi Bahadur KC, extended his best wishes to listeners on the occasion and pledged that the broadcaster would improve its content and technology.

He said Radio Nepal had been playing a crucial role since its establishment in 1951 by educating, informing and entertaining the people.

Meanwhile the Association of Community Radio Broadcasters Nepal (ACORAB) held a discussion in Kathmandu on 13 February on the role of radio in the political, social and economic transformation of the country.

The five speakers agreed that it should reflect the voices of all groups in society including senior citizens, children and people in rural areas.



Photo: VOV

VOV 'proud to be voice of peace'

Radio Voice of Vietnam (VOV) is always proud to be the voice of conscience and peace, its President, Do Tien Sy, has said.

My Sy was speaking at a function hosted by VOV in Hanoi on 13 February to mark World Radio Day 2023.

"More than ever, radio needs to prove its value by transmitting reliable and valuable information to contribute to reducing tension, preventing conflicts, promoting cohesion and sharing, and joining hands to build a peaceful and compassionate society," he said.

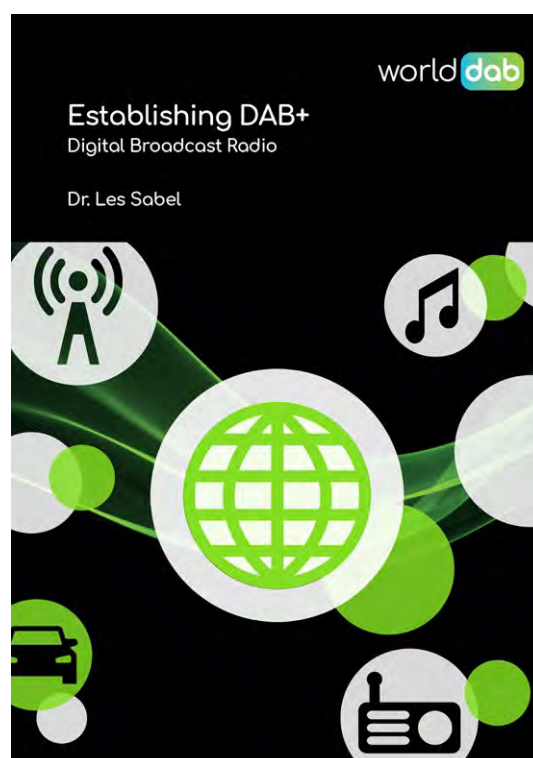
New book on DAB+ published

WorldDAB, the global industry forum for DAB digital radio, has published a new book, 'Establishing DAB+ Digital Broadcast Radio', written by broadcast technology expert Dr Les Sabel.

Launched to coincide with World Radio Day on 13 February, the free ebook offers an in-depth guide to all aspects of establishing a successful DAB digital radio service.

Dr Sabel said: "After the success of publishing a series of articles on the DAB adoption process in the Asia-Pacific Broadcasting Union (ABU) Technical Review in 2021-22, I was delighted to work with WorldDAB to capture the complete process in this essential ebook."

The book is available to read and download [here](#).



AFTRS celebrates 50 years



The Australian Film Television and Radio School, AFTRS, has launched a year of celebrations to mark 50 years since its establishment in 1973.

A gathering in Sydney brought together the inaugural class of 1973 and the incoming students of 2023 to launch a year of celebrations and creativity.

The school will have a programme of events and activities throughout the year underscoring its leading role in Australian arts.

Since 1973, AFTRS has launched the careers of over 5,000 film, television, radio and new media professionals.



Australia's ABC and Timor-Leste's RTTL sign agreement

Australia's ABC has signed a historic agreement with Timor-Leste's national broadcaster RTTL to increase content sharing and media development programmes.

As part of the agreement, ABC International Services will work with RTTL to help it establish a news service for its new English-speaking channel.

The ABC will also share content from its newsrooms and work with RTTL staff to enhance their journalism and content making skills.

The memorandum of understanding recognises both organisations' importance as cultural institutions and custodians of media archives, as well as the vital role they play in connecting and informing audiences and contributing to democracy.

The MoU builds on an existing strong relationship between the ABC and RTTL.



SIBC to launch TV station this year

The Solomon Islands national broadcaster, SIBC, will launch a television station ahead of the 2023 Pacific Games in November-December, which the country is hosting.

This was revealed by its chief executive, Johnson Honimae, after signing a broadcasting agreement with Solomon Telekom Company, RNZ reports.

The agreement would see the games coverage produced by SIBC aired nationally and internationally on the telco's TTV channel and online platforms.

The MoU is conditional on the national broadcaster securing rights for the tournament from the Pacific Games organising committee. SIBC is bidding for the rights with its New Zealand partner MMG Communications.

Mr Honimae said he was thrilled with the signing as it showed a real commitment to ensuring the Pacific Games and the future SIBC TV channel were shown nationwide.



SBS Australia puts all its audio services in one place

SBS Australia has placed all its audio services together under a new SBS Audio brand.

The move means that audiences receive SBS's full audio offering in one unified digital experience – a one-stop shop for free audio.

Improvements include better showcasing of podcasts, individual station pages and music search features.

With more than 5.6 million Australians using a language other than English at home, SBS Audio provides content for diverse communities, including in English and for those learning a new language.

Its SBS Radio 1, SBS Radio 2 and SBS Radio 3 channels broadcast news, information and entertainment in over 60 languages.

Visit SBS Audio at <https://www.sbs.com.au/audio>



Radio Star. Photo: MBC

MBC show notches up milestone

Korean broadcaster MBC's longest-running entertainment programme, 'Radio Star', aired its 800th episode on 18 January.

Despite its name, the programme is a television talk show. It premiered on 30 May 2007.

It has maintained its format as a guest-centered talk show over the past 16 years, known for the hosts' sharp questions and humorous banter.



Singapore's Mediacorp expands its reach

Singapore's Mediacorp continues to dominate the airwaves, expanding its reach to capture 3.8 million listeners weekly.

According to a Nielsen Radio Survey, its free-to-air and digital stations are the premier choice for 88.6 percent of all adults in Singapore who tune in for over 10 hours weekly.

Nine out of the top 10 spots in the ranking of stations is a Mediacorp radio station, with the top five belonging to the company.

The reigning champion is Chinese station YES 933, with 964,000 listeners after attracting an additional 30,000 listeners (3.2 percent) since the previous survey.

Listenership on Mediacorp's digital radio network achieved compound annualised growth of 17 percent over five years since 2018. This marks the fourth consecutive year of continuous gains on the digital front to reach a record 1.63 million listeners weekly, or 91.6 percent of all digital listeners.

For more information on the survey see [here](#).



Dr Pirongrong Ramasoota

Thailand's NBTC seeks closer ties with Korean broadcasters

The agency overseeing Thailand's broadcasting industry is working for greater collaboration between Thai and South Korean broadcasters.

The National Broadcasting and Telecommunications Commission (NBTC) says the aim is to elevate the potential of Thai television programmes for an international audience, the National News Bureau of Thailand reports.

Dr Pirongrong Ramasoota, a board member of the NBTC, said the commission had held talks with Korea's Content Wavve company on possible cooperation to enhance Thai TV production.

Content Wavve is a joint venture between Korean terrestrial broadcasters KBS, MBC and SBS and Korean telco SKT.

Vietnam acquires broadcast rights for 2023 SEA Games



Vietnam has become one of the first countries in Southeast Asia to acquire broadcasting rights for the 2023 SEA Games from the host country, Cambodia.

Cable television operator VTVcab, part of national broadcaster VTV, signed an agreement with Future Technology Media Corporation (Onmedia) and the Cambodian SEA Games Organising Committee (CAMSOC), the Vietnam News Agency reports.

Under the agreement, CAMSOC appointed Onmedia to distribute broadcasting rights for the Games in Vietnam.

Media rights for the SEA Games have traditionally been free among Southeast Asian broadcasters. They are being sold this year for the first time.

The Games are scheduled to take place in May.



Sheikh Abdulaziz bin Thani bin Khalid Al Thani. Photo: The Peninsula

Qatar Media Corporation puts a focus on sports

The Qatar Media Corporation provided extensive coverage of the country's National Sports Day on 14 February.

It's television and radio stations offered several hours of programmes devoted to a wide range of sporting issues, The Peninsula reports.

The TV coverage from 8am to 3pm included interviews with physicians to discuss the importance of sports and its role in preventing chronic diseases.

Qatar Radio's coverage of National Sports Day lasted from 8am to 4pm. It included interviews with specialists in nutrition, sports and mental health.



Photo: 1News

Merger of New Zealand's TVNZ and RNZ scrapped

New Zealand's Prime Minister Chris Hipkins announced the cancellation of the planned merger of the country's public broadcasters TVNZ and RNZ.

Speaking after a cabinet meeting in Auckland on 8 February, Mr Hipkins said work on the merger "will stop entirely", RNZ News reports.

"Support for public media needs to be at a lower cost and without such significant structural change," he said.

Instead, he announced that RNZ would receive an increase in funding of around NZ\$10 million (US\$6.3 million) a year to ensure it remained sustainable.

"There's no question that the broadcast media landscape has changed significantly," Mr Hipkins said.

"The private sector are experiencing that as well, so I think it is important that government looks to how we can best support making sure that there's quality New Zealand content available to a wide range of audiences.

"I think there's an easier way of doing that and ultimately that's the decision that cabinet has supported today."

The government announced the planned merger three years ago as a way to address declining audience numbers for radio and television.

It was opposed by commercial media organisations and independent production houses, who feared it would give the combined entity too much dominance.



Photo: Radio Pakistan

Radio Pakistan DG praises cooperation with China

Radio Pakistan's Director General, Tahir Hassan, has praised the longstanding cooperation between Pakistan and China in the field of media.

Mr Hassan was speaking at an event organised by FM 98 Dosti Channel in Islamabad to mark the Chinese New Year. He said media cooperation

between the two countries was continuing with more innovation.

FM 98 Dosti Channel is an internet radio station broadcast on FM in Islamabad and elsewhere in Pakistan. It was launched in 2017 by China Media Group in collaboration with Radio Pakistan and broadcasts in Urdu, Chinese and English.

Mr Hassan said Radio Pakistan had learned a lot from Dosti Channel and was now making use of those experiences.



Algernon Yau. Photo: RTHK screenshot

RTHK 'to tell good stories of the nation and Hong Kong'

Hong Kong Commerce Minister Algernon Yau has said RTHK will tell good stories of the nation and Hong Kong in the Year of the Rabbit, as the broadcaster celebrates its 95th anniversary.

Administrative Region and elsewhere learn more about Hong Kong, RTHK News reports.

"I am very confident that in the Year of the Rabbit, RTHK will shine brighter and use multimedia platforms to tell good stories of Hong Kong and China, to provide more programmes on the topics like the Basic Law, the Constitution, national security education and the Greater Bay Area," he said.

Speaking at the same function, Director of Broadcasting Eddie Cheung said a highlight of the station's 95th anniversary celebrations would be the Top Ten Chinese Gold Songs Award Concert in May.

Exhibitions would be set up in different districts to showcase the development of RTHK, he said.

"Besides telling a good China and Hong Kong story, RTHK colleagues will make sure that the station itself is one of the best stories of Hong Kong."



Photo: PTV

Pakistan's PTV gets a virtual studio

Pakistan's national broadcaster, PTV, has a new virtual studio.

The Minister for Information and Broadcasting, Marriyum Aurangzeb, and the Minister for Power, Khurram Dastgir, inaugurated the studio in Islamabad on 6 January.

Ms Aurangzeb said the studio was a milestone for PTV and would help it bridge the technology gap.

The state-of-the-art virtual set would present national, regional and international news as well as weather, sports news and current affairs programmes in an innovative way, she said.

PTV described it as the largest virtual studio in Pakistan.



MEASAT to help Malaysian rural communities

MEASAT Global Berhad, Malaysia's rural broadband service provider, is collaborating on a project to uplift rural communities and stimulate digital economic activities.

MEASAT has signed a memorandum of understanding with Parcel365 Sdn Bhd and M2B Services Sdn Bhd (collectively known as Parcel365) to work together on the Digital Village365 initiative.

Parcel365 will offer logistics and eCommerce platform services as well as training sessions at suitable CONNECTme NOW locations identified

by MEASAT.

"At MEASAT, we firmly believe in the power of the digital economy, and its ability to uplift rural communities by opening up new income streams that optimise the productivity of the residents, such as the sales of unique foods and crafts," Ganendra Selvaraj, Chief Commercial Officer, MEASAT, said.

"By partnering with Parcel365, we hope to introduce their logistics and business solutions to our CONNECTme NOW customers, to enable their eCommerce potential."



Photo: Prasar Bharati

India and Egypt to exchange programmes

India's public broadcaster Prasar Bharati and Egypt's National Media Authority are to exchange programmes for radio and television.

India and Egypt signed a memorandum of understanding in New Delhi on 25 January on the exchange of content as well as training and co-productions.

The two broadcasters will exchange radio and TV programmes of different genres including sport, news, culture and entertainment.

The MOU, which is valid for three years, also covers co-productions and staff training.

Indian cabinet approves big upgrade for Prasar Bharati

The Indian cabinet has approved the equivalent of more than US\$306 million to improve the broadcast infrastructure and network of the country's public broadcaster, Prasar Bharati.

The Information and Broadcasting Minister, Anurag Thakur, announced the allocation of more than Rs2.5 billion to upgrade the broadcaster's facilities on 4 January.

The ministry said the funding would

cover the expansion and upgrading of its broadcasting infrastructure, content development and civil work up to 2025-26.

"Prasar Bharati, as the public broadcaster of the country, is the most important vehicle of information, education, entertainment and engagement for the people especially in the remote areas of the country through Doordarshan and All India Radio (AIR)," it said.

"Prasar Bharati played a stellar role in communicating health messages and awareness to the public during the COVID pandemic."

Among other things, the project aims to increase coverage of AIR FM transmitters in the country to 66 percent by geographical area, up from the current 59 percent, and 80 percent by population, up from the present 68 percent.

AIR honoured for voting campaign

Indian public broadcaster All India Radio has won the 2023 National Media Award for electronic media for its campaign for voter awareness and education.

The Indian President, Droupadi Murmu, presented the award to the Director General of AIR's News Services Division, Dr Vasudha Gupta, on 25 January.

The day is celebrated across the country each year as National Voters' Day. It marks the foundation of the Election Commission of India on 25 January 1950.



AIR National Media Award. Photo: AIR



Fuji TV drama airs on Sri Lanka's SLRC

A drama produced by Japan's Fuji Television in 2012 has aired on Sri Lanka's national broadcaster, SLRC, to commemorate the 70th anniversary of the establishment of diplomatic relations between the two countries.

With the support of the Japanese Embassy in Sri Lanka, the 11-episode series Rich Man, Poor Woman was selected to commemorate the event.

It tells the story of the young CEO of a cutting-edge IT company and a female university student who is struggling to find a job. It was aired on SLRC after translating and dubbing.



Australia's ABC raises US\$1m for the needy

ABC Gives, the annual charity appeal by Australia's national broadcaster, has raised close to A\$1.5 million (US\$1 million) for those most in need in the lead up to the festive season.

Listeners from across the ABC's network of eight capital city radio stations

and 48 regional bureaux responded generously to the call for donations to OzHarvest, Foodbank and Tasmania's ABC Giving Tree Appeal.

The \$1.5 million raised will provide more than 2.4 million meals for vulnerable individuals, families and communities, to be distributed across the year.

For more on ABC Gives please see [here](#).



Fiji minister apologises to media

Fiji's Attorney-General Siromi Turaga has publicly apologised to journalists for the harassment and abuse they endured during the previous government's rule.

He was one of the panellists invited to speak following the launch of a report titled 'Fiji Media Industry Development Act 2010: An Analysis' organised by Dialogue Fiji, RNZ reports.

Mr Turaga gave his apology after hearing accounts from senior journalists of harassment and intimidation.

"In my capacity as Attorney-General, I publicly apologise for the actions taken by the previous administrators in terms of media freedom," he said. "A lot of people were victimised."

Mr Turaga said he truly sympathised with what the journalists had gone through.

The coalition government has begun taking steps to keeping its campaign promise of a free press by either repealing, replacing or amending the existing Media Industry Development Act.

Mr Turaga, who is also Minister for Justice, said the government held media freedom in the highest regard.



Epic series about Shanghai airs on CCTV

An epic series about the reconstruction of Shanghai after its liberation in 1949 has aired on China Central Television.

The series, 'Dawn of the Orient', is a collaboration between CCTV and Shanghai Media Group's SMG Pictures.

The series centres on efforts to

reconstruct Shanghai and revive its economy in the first year after the city's liberation in May 1949.

Shot with 4K cameras, the series has 161 main actors and more than 14,000 extras. The director, Gao Xixi, said different generations of actors had been carefully selected for the series.



Teo Nie Ching. Photo - via Facebook

Malaysia's RTM 'plays important role'

Malaysia's national broadcaster, RTM, remains the main medium for the government in disseminating true and authentic information to the people, the Deputy Minister of Communications and Digital, Teo Nie Ching, has said.

Ms Teo was speaking during a visit to RTM's headquarters at Angkasapuri in Kuala Lumpur, Bernama news agency reports.

"RTM plays a very important role, especially in helping the government to disseminate true and authentic information to the people free of charge because there are other platforms available out there (offering the same services) but for a fee," she told reporters.



Poster: CGTN

China Media Group airs Spring Festival Gala

China Media Group aired its 2023 Spring Festival Gala on 21 January as people celebrated the Spring Festival, marking the start of the Chinese New Year.

The Spring Festival Gala, also known as 'Chunwan', has taken place every year since 1983 and has become an indispensable part of the celebrations to ring in the new year, CGTN reports.

This year's gala highlighted the theme of happiness and confidence.

High-tech applications elevated the audio-visual experience to new heights. A live broadcast in 8K Ultra HD + 3D Color Sound and an 8K Ultra HD camera, independently developed by China, were used to produce the gala.

The show was aired on multiple TV channels, radio stations, and new media platforms.

CGTN's English, Spanish, French, Arabic and Russian channels and foreign new media platforms in 68 languages linked with more than 700 media outlets from more than 170 countries and regions around the world to broadcast the gala live.

FIFA targeting big crowds for Women's World Cup

The FIFA Women's World Cup 2023, to be held in Australia and New Zealand in July and August, is aiming to attract more than 100,000 fans to the stadiums on its opening day.

The opening ceremony will take place in Auckland on 20 July. On the same day, New Zealand will play Norway in Auckland and Australia will meet the Republic of Ireland in Sydney.

The first match will take place at Eden Park and the second has been relocated to Stadium Australia, the tournament's largest venue. The final will be played at Stadium Australia on 20 August.

See the [FIFA website](#) for more on the tournament.



Photo: FIFA



Photo: FIFA

5 billion followed World Cup

Around 5 billion people followed the 2022 World Cup in Qatar on an array of platforms and devices, according to figures released by FIFA.

The world football government body said the final alone, between Argentina and France on 18 December, was watched by close to 1.5 billion people around the world.

"On social media, according to Nielsen, there have been 93.6 million posts across all platforms, with a 262 billion cumulative reach and 5.95 billion engagements."

FIFA said the tournament was watched inside the stadiums by 3.4 million spectators, up from 3 million in 2018. A total of 88,966 watched the final.

See more World Cup facts and figures [here](#).

AFFILIATE MEMBERS

BCRA Bangladesh joins ABU as Affiliate Member



The Bangladesh Community Radio Association (BCRA) joined the ABU as an Affiliate Member in January 2023.

BCRA is a coordinating platform of community radio initiators in Bangladesh. It works to bring all community radio stations together to strengthen the community radio sector through lobbying, policy advocacy, resource mobilisation, capacity building, coordination, networking and technical support. It partners with the government, donors and expert groups.

In Bangladesh 19 community radio stations have been broadcasting since 2012 in hard-to-reach and coastal zones in different parts of the country for creating mass awareness on emergency lifesaving issues, access to information and raising the rural people's unheard voice.

Community radio covers about 8 million people in 28 districts and 125 upazilas (administrative regions). Community radio stations engage youth, women, adolescents, people with disabilities, indigenous

people, Dalits, and vulnerable and marginalised groups.

They reflect the local culture, language, history, heritage, diversity and strength of the community. They explore possibilities, challenges and the way forward to achieve Sustainable Development Goals and the 8th 5-year plan of the government of Bangladesh.

About 1200 staff, volunteers and community journalists are working with community radio. Sixty percent are women.



Radio Naf 99.2 FM joins ABU as Affiliate Member

Community Radio Naf 99.2 FM joined the ABU as an Affiliate Member in January 2023.

Radio Naf is a community-based radio station in the Teknaf and Ukhiya upazila (administrative region) of Cox's Bazar District, Bangladesh, established in 2012.

It is operated by the Alliance for Cooperation and Legal Aid Bangladesh (ACLAB). It broadcasts programmes for the local and Rohingya community for their social, economic, cultural and language development.

The objective of Radio Naf is to empower marginalised people, particularly women and youth, ensuring their right of access to information and technology and to achieve Sustainable Development Goals, with the assistance of development partners and community people.

Radio Naf presents programmes both on air and off air. Off-air programmes are conducted through awareness sessions, courtyard meetings and capacity building.

Radio Naf has listener groups and broadcasts programmes on disaster

risk reduction, gender-based violence, health, nutrition, early marriage, cultural diversity and much else.

Its output takes the form of magazine programmes, live broadcasts, drama, expert interviews, local songs, vox-pops and news mostly in the local language. It also distributes radio sets and conducts off-air community-based programmes with the engagement of its listener group members and volunteers.

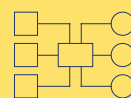


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