

ABU news

Quarter 3, 2023



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Welcome to the third quarter 2023 edition of ABU News.

We are just one month away from the 60th ABU General Assembly and Associated Meetings, hosted by the Korean Broadcasting System (KBS) in Seoul, South Korea. This issue sets the stage for this milestone meeting, which will be held under the theme, "What Comes Next? The Original Question of Sustainability," aligning with two of KBS's highly acclaimed programmes.

This quarter saw several major events of the union. Among them is the introduction of the brand-new ABU CON-FEST, which brought together the union's signature content events - ABU TVCON, ABU RadioSonic, and #ABUdigital - all under one roof. We are delighted to provide you with an in-depth look into this innovative initiative, where new ideas have flourished in an era marked by disruptive technological advancements.

The ABU News Department also hosted its signature events, including the Global News Forum, where news leaders convened to address the rapidly changing media landscape driven by advancements in Artificial Intelligence. Additionally, Asiavision, ABU's news exchange, celebrated the best of its content from the past year with the Annual Asiavision Awards.

Speaking of innovations, young minds gathered once again for ABU's Robocon, marking the first in-person event since the pandemic. Fourteen universities from across the region competed for the Grand Prix in Cambodia's Phnom Penh.

This edition also includes a special interview with the new Vice-Chair of the Intellectual Property & Legal Committee, who shares his vision for the future of the committee. The quarter concluded with a vibrant celebration of the 19th Asian Games, where a formidable 75-member crew from ABU members led coverage of key sporting events.

With a promise of bringing you the highlights of the 60th ABU General Assembly and Associated Meetings in our next issue, happy reading!

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A stylized world map in light blue is overlaid on a dark blue background. The map shows the continents, with a focus on the Asia-Pacific region. The background also features subtle concentric circles and diagonal lines.

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ABU 2023 SEOUL

60th ABU General Assembly and Associated Meetings

As Korean Broadcasting System (KBS) commemorates its 50th anniversary of public broadcasting in Korea, it is gearing up to host the milestone 60th ABU General Assembly & Associated Meetings in Seoul this year.

Inspired by KBS's critically acclaimed programmes, 'What Comes Next?' and 'Original Question', this year's General Assembly aims to propel public broadcasting into uncharted territory. Both programmes are renowned for urging audiences to ask essential questions and to look for innovative solutions, rather than merely leaning on past accomplishments.

According to KBS, sustainability will be a focal topic for discussions at the assembly. Despite serving the public with resilience during the COVID-19 pandemic, heightened climate-related disasters, and global economic downturns, the public broadcasting industry faces increasing uncertainties.

In South Korea, KBS is experiencing a financial crisis due to new measures regarding the "separate collection of licence fees," which threatens to slash its funding significantly. This issue is exacerbated by a contracting terrestrial TV advertising market. However, the challenge is not unique to South Korea; reduced funding and dwindling commercial revenues are affecting public service broadcasters globally, from Asia to America and Europe.

For the 60th ABU General Assembly, KBS aspires to foster the most dynamic platform yet for exchanging opinions and sharing expertise. Moving away from the traditional practice of simply sharing members' success stories, KBS is committed to utilising the Super Panel Sessions scheduled for November 1st to address these pressing issues.

Invitations have been extended to leading figures from global technology companies and international media organisations to offer their insights on fighting the uphill battle for sustainability amid a rapidly evolving landscape.

For more information and to register for the 60th ABU General Assembly & Associated Meetings 2023, visit the [official website](#).

ABU 2023 SEOUL

60th ABU General Assembly and Associated Meetings



PRESIDENT'S MESSAGE

It is my honor and pleasure to welcome you to the 60th ABU General Assembly and Associated Meetings held in the beautiful city of Seoul. I would like to express my sincere thanks to Korean Broadcasting System for its strong support and hospitality in hosting the event.

The theme of the 2023 ABU General Assembly is "What Comes Next? Original Question for Sustainability". It is a question we keep asking ourselves in today's everchanging media environment. Profound breakthroughs in technology sector have changed audience's behavior and demand, expanded the boundary of communication and redefined forms of our media products and services. The annual meeting provides us an invaluable platform to learn from each other and explore innovative ways to rise up to challenges and find new opportunities for common development.

This year marks the 60th session of the ABU General Assembly. In the past decades, the Union has stayed true to its vision and mission, kept bringing inspiration to all members and unified us as a big family. We treasure the landmark achievements we have made and outstanding colleagues along the way. I hope all fellow members can contribute your wisdom in charting the future course for ABU. Let's work together to unleash greater potential of the Union, bringing better and more efficient services for all members by offering stronger backing for enhancing their comprehensive strength and competitiveness, and helping them better accommodate to the latest media environment.

Our world of constant and complex changes is exactly the environment in which the Union should thrive. I look forward to your active participation and contribution during the meetings, and what comes next as ABU grows to take on new roles and deliver on new fronts.

Yan Chengsheng
Acting President, ABU
Director-General of International Cooperation Department, RTPRC

ABU 2023 SEOUL

60th ABU General Assembly and Associated Meetings



Dear colleagues,

I extend my warmest greetings to you all as we convene for the 2023 General Assembly of the Asia-Pacific Broadcasting Union. It is with great pleasure and a sense of profound responsibility that I address you for the first time as the newly elected Secretary-General of ABU. I express my sincere thanks to the Korean Broadcasting System for generously hosting us in Seoul.

This General Assembly bears the theme, "What Comes Next? The Original Question of Sustainability." It is a theme that resonates deeply with the challenges and opportunities before us as broadcasters in the Asia-Pacific region. We stand at a crossroads, where the media landscape is rapidly evolving, and our roles are being redefined. It is our collective duty to navigate these changes wisely, ensuring the sustainability of our industry and its profound impact on society.

Sustainability, in the context of broadcasting, encompasses many dimensions. It includes financial sustainability, where we must continue to find innovative ways to fund quality journalism, original content, and technological advancements. It involves the environmental sustainability of our operations, where we must reduce our carbon footprint and adopt eco-friendly practices. Furthermore, we must address the ever-evolving challenges of digital media, ethical journalism, and audience engagement.

I wish to emphasize the critical importance of unity, cooperation, and shared vision among our members. The ABU is a collective of diverse cultures, languages, and broadcasting traditions. It is in this diversity that our strength lies, but it is in our unity that our collective impact is most significant.

Our General Assembly is a unique platform for dialogue, exchange, and collaboration. I encourage you to engage in fruitful discussions, share your experiences, and challenge one another with innovative ideas. Together, we can answer the "What comes next?" question with determination, foresight, and a commitment to excellence.

I look forward to a productive and enlightening General Assembly where we chart the course for the sustainability of the Asia-Pacific broadcasting industry. Let us embrace the challenges and opportunities before us, working together for the betterment of our communities and the advancement of our profession.

Thank you.

Ahmed Nadeem
Secretary-General
Asia-Pacific Broadcasting Union (ABU)

ABU 2023 SEOUL

60th ABU General Assembly and Associated Meetings

SCHEDULE OF MEETINGS

FRIDAY 27 & SATURDAY 28 OCTOBER		VENUE
27 OCT 13:00-17:00	"INSIDE KBS TOUR (MUSIC BANK, DISASTER EMERGENCY CENTER, GENDER EQUALITY CENTER, UHD 4K, ATSC 3.0, AI, VISIBLE RADIO, ETC.)	KBS Building
28 OCT 09:00-11:30		
SATURDAY 28 OCTOBER		
09:00-12:30	RADIO WORKING PARTY MEETING	KBS Art Hall
13:30-17:00	TECHNICAL COMMITTEE MEETING	KBS TS-1
13:30-17:30	PROGRAMME COMMITTEE MEETING	KBS Art Hall
14:00-19:00	PLANNING & STRATEGY GROUP MEETING (PSG members only)	KBS Main Conference Room
14:30-16:00	SPORTS MEDIA CONTENT COMMITTEE MEETING	KBS Wedding Hall
16:30-18:00	SPORTS FINANCE COMMITTEE MEETING	KBS Wedding Hall
19:00-20:00	MEETING OF THE PRESIDENCY	SG's Room
SUNDAY 29 OCTOBER		
09:00-13:00	WOMEN WITH THE WAVE	KBS Wedding Hall
09:00-17:00	TECHNICAL COMMITTEE MEETING	KBS TS-1
09:30-17:00	SPORTS GROUP CONFERENCE	KBS Art Hall
10:00-16:30	ADMINISTRATIVE COUNCIL (Council members only)	KBS Main Conference Room
18:00-21:30	WELCOME COCKTAIL PARTY – 18:00-18:45	KBS Hall
	TV SONG FESTIVAL – 19:30-21:30	
MONDAY 30 OCTOBER		
08:00-17:00	EXCURSION: SEOUL SAMSUNG INNOVATION MUSEUM, ETC.	
16:00-17:00	PRESIDENT'S NEWS CONFERENCE	KBS Audience Square
TUESDAY 31 OCTOBER		
09:00-17:00	GENERAL ASSEMBLY OFFICIAL OPENING & PLENARY SESSIONS	Conrad Grand Ballroom
19:00-21:00	PRESENTATION OF ABU PRIZES	Conrad Grand Ballroom
WEDNESDAY 1 NOVEMBER		
09:00-11:15	GENERAL ASSEMBLY SUPER PANEL SESSION FORUM 1: "WHAT COMES NEXT?" FORUM 2: "SUSTAINABILITY OF PUBLIC SERVICE MEDIA"	Conrad Grand Ballroom
11:45-13:00	GENERAL ASSEMBLY - 2ND PLENARY SESSION PROFESSIONAL DISCUSSION 1: MEDIA VS CLIMATE CRISIS: LEADING CLIMATE LITERACY AND ENGAGEMENT PROFESSIONAL DISCUSSION 2: THE FUTURE OF NEWS	
14:30-16:30	GENERAL ASSEMBLY - 3RD PLENARY SESSION RESTRICTED WORKING SESSION (Full and Additional Full members only)	
19:00-21:00	NHK RECEPTION	GLAD HOTEL

ABU 2023 SEOUL

60th ABU General Assembly and Associated Meetings

RADIO WORKING PARTY KBS ART HALL – SATURDAY 28 OCTOBER 2023

09:00-09:10	WELCOME & OPENING REMARKS
09:10-09:30	SPECIAL PRESENTATION – THE STATE OF RADIO IN KBS KBS will present an overview of their work, achievements, challenges and future opportunities.
09:30-09:35	REPORT OF ABU RADIO ACTIVITIES UNDERTAKEN: Olya Booyar , Head of Radio, reports on major initiatives in 2023.
09:35-10:15	KEY CHALLENGES AND OPPORTUNITIES FOR RADIO IN 2024 The RWP leadership team reflects on the local, regional and global developments in Radio and what they will be focussing on in 2024. Mistam , RRI Indonesia – RWP Chair Fan Xuan , CMG China – RWP Vice Chair Hamit Yaz , TRT Radio – RWP Vice Chair
10:15-10:30	Tea, coffee & networking
10:30-11:00	SPECIAL PRESENTATION – KOREA'S ODA PROGRAM FOR RADIO IN THE ASIA- PACIFIC Joonam Lee , Team Leader of Global Cooperation Team, RAPA will showcase Radio broadcasting capacity building projects supported by Korea's Official Development Assistance program in the Asia-Pacific Region and illustrate some opportunities radio broadcasters may be able to take advantage of.
11:00-11:30	AROUND THE WORLD WITH RADIO! We asked our members to share their programs, initiatives and segments that have been especially successful in the past year – we will see and hear everything from top rating programs to the newest and most surprising segments. Get ready to be surprised and inspired!
11:30-12:00	MEMBERS FORUM This is a chance for our RWP members to tell us what they would like us to focus on in the following year, to raise any questions and give feedback, but especially to propose ideas for new projects and activities, content initiatives, as well as cooperation and exchange between members. All ideas and feedback welcome!
12:00	Any other business Closing

PROGRAMME COMMITTEE MEETING

KBS ART HALL – SATURDAY 28 OCTOBER 2023

13:30-13:40	WELCOME & OPENING REMARKS
13:40-14:00	ANNOUNCEMENTS FROM ABU PROGRAMME DEPARTMENT • Report of ABU Programme Activities (Dec. 2022 - Sep. 2023) • Introduction of New Chairperson and Vice-Chairperson of the PC
14:00-14:15	REPORTS OF THE OTHER MEETINGS • Intellectual Property & Legal Committee • Programme Bureau Meeting • Radio Working Party Meeting • Digital Media Working Group
14:15-14:45	MEMBER'S FORUM: SUCCESSFUL ABU PROGRAMME ACTIVITIES In this session, the host, or any representative share the successful international activities of ABU Programme Department between Dec 2022 and Sept 2023. • Media & Culture Days (6-8 December, 2022) • Thai PBS-ABU ASEAN Documentary Co-Production (8 March, 2023) • ABU-RAI Days (13-14 March, 2023) • Multiple Drama Production Workshop (23-26 March, 2023) • CARE 11 (1-3 August, 2023) • ABU Robocon Festival (27 August, 2023) • 13th Pacific Media Partnership Conference (30 Aug-1 Sep 2023) • ABU-TVTM Days (26-27 September, 2023)
14:45-15:00	Tea, coffee & networking
15:00-16:00	SPECIAL SESSION: NEW PROGRAMS AND TECHNIQUES It features members' flagship content with new ideas / techniques on programs. • "Documentaries using extensive archival footage" Mr Taewoong Lee, Producer/Director at Documentary Department, KBS, Korea • "Music Expo 2023" Mr Hideaki Kato, Executive Producer, Special Content Development Center, NHK, Japan • "Diving into the future of communication - The digital development of CGTN's experience in the field" Ms Zhang Shiei, Director of Digital, CGTN, China
16:00-16:15	60 SECONDS PITCH! Members promote their programs, projects, events, etc. within 60 seconds!
16:15-16:40	INVITATION TO ABU FUTURE EVENTS In this session members/ABU secretariat invite you to future events of ABU. • Media and Culture Days 2023 • 14th Pacific Media Partnership Conference • ABU CON-FEST 2024 • 61st ABU General Assembly / 56th ABU PC Meeting
16:40-17:00	Any other matters Closing

ABU 2023 SEOUL

60th ABU General Assembly and Associated Meetings

TECHNICAL COMMITTEE MEETING KBS TS-1 – SATURDAY 28 OCTOBER 2023

DAY 1

13:30-14:00	TC PROCEEDINGS Welcome address Hamid Dehghan Nayeri , Chairman, ABU Technical Committee and Director, International Technical Affairs & ABU Technical Liaison Officer, IRIB-Iran Welcome address from the host Kim Byung Guk , Executive Managing Director, Technology Division, KBS-Korea Opening address Ahmed Nadeem , Secretary-General, ABU
14:00-14:30	ABU ENGINEERING AWARDS 2023 Announcement of winners of the Annual ABU Engineering Awards and Technical Review Prizes 2023
14:30-15:00	KEYNOTE PRESENTATION Emerging technologies for future public media Masakazu Iwaki , Executive Research Engineer, NHK-STRL, Japan
15:00-15:30	Tea, coffee & networking
15:30-16:00	TC PROCEEDINGS Confirmation of the agenda and TC-2022 proceedings and appointment of rapporteurs ABU Technology activity report Bureau proposals (introduction)
16:00-17:00	THE HOST PRESENTS Moderator: Cho Sung Rae , Director of Technology Management, KBS Technology Division, KBSKorea and Honorary Vice-Chairman, ABU Technical Committee AI-powered production: less repetitive, more creative Lee Yoon Jae , Deputy Manager (Team Leader), KBS Media Technical Research Institute, Korea The role and efforts of Korea for broadcasting development in the Asia-Pacific region Joonam Lee , Deputy General Manager, Radio Wave & Broadcasting Industry Strategy Division, Korea Radio Promotion Association (RAPA)
End of TC Day 1	

TECHNICAL COMMITTEE MEETING

KBS TS-1 – SUNDAY 29 OCTOBER 2023

DAY 2	
09:00-09:40	TOPIC AREA REPORTS Production Kazim Pektaş , Chief Engineer, Studio Planning Department, TRT-Türkiye Distribution Yuji Nagata , Expert Engineer, Engineering Administration Department, NHK-Japan Spectrum Dr Li Leilei , Professor, Academy of Broadcasting Planning, NRTA-China Training & Services P. Das , Advisor, Doordarshan, Prasar Bharati-India
09:40-10:15	Information exchange and status reports
10:15-10:30	Bureau proposals (final reading)
10:30-11:00	Tea, coffee & networking
11:00-12:30	ELECTION OF OFFICE BEARERS ABU TC TC Elections
12:30-13:30	Networking lunch
13:30-15:00	INVITED PRESENTATIONS ADVANCEMENTS IN BROADCAST TECHNOLOGY & SERVICES Moderator: Masashi Kamei , Senior Research Engineer, NHK STRL-Japan and Vice-Chairman, ABU Technical Committee Technical perspectives of content exchange & media accessibility for hearing-impaired (tbc) Hamid Dehghan Nayeri , Director, International Technical Affairs, IRIB-Iran Lost in transmission: Exploring the pitfalls of broadcast to mobiles Dr Peter Siebert , Adcom Member & VP, IEEE Broadcast Technology Society Emergency warnings: a co-operative approach to disaster alerting Lindsay Cornell , Principal Systems Architect, BBC and Chairman, WorldDAB Technical Committee Latest updates in DVB media delivery ecosystem (tbc) Peter MacAvock , Chairman, DVB
15:00-15:30	Tea, coffee & networking
15:30-16:30	INVITED PRESENTATIONS LATEST TECHNOLOGY IMPLEMENTATIONS AND USE CASES Moderator: Kazim Pektaş , Chief Engineer, Studio Planning Department, TRT-Türkiye and Vice-Chairman, ABU Technical Committee Developments in the digital space - An ABC case study (tbc) Joel Brydon , Head of Digital Product, ABC-Australia Asia-Pacific going big on DRM digital radio Alexander Zink , Vice Chairman DRM Consortium and Chief Business Development Manager, Fraunhofer IIS Beijing Winter Olympics 8K UHD TV International Public Signal Production Mei Jianping , Director, Data Application Department, China Media Group, China Broadcast, Content Distribution & Media Solutions Ina Lui , Senior Vice President, Commercial, Business Development and Strategy, AsiaSat
16:30-17:00	MEMBER UPDATES & CLOSING New members and updates from sister unions & international organisations Future meetings ABU DBS 2024, Kuala Lumpur, 4-7 March 2024 Appointment of Honorary Vice-Chairman from the host of the 2024 ABU General Assembly Closing remarks by TC Chairman

ABU 2023 SEOUL

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12th WWW: BROADCASTING FOR ALL: DIVERSITY AND INCLUSION IN THE MEDIA FORUM



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GOVERNORS



KBS WEDDING HALL – 29 OCTOBER 2023

08:30	REGISTRATION
OPENING SESSION	
09:00	WELCOME AND OPENING REMARKS OPENING REMARKS: ACTING PRESIDENT KBS KEYNOTE SPEAKER: (TBC)
09:30	SESSION 1 FOCUS ON KBS LEADING WITH GENDER EQUALITY – GENDER EQUALITY CENTRE OF KBS Outline of the outstanding and important work of the KBS Gender Equality Centre and how this unit is leading and making a difference with gender equality in the media in Korea and beyond.
10:00	SESSION 2 LEADERSHIP OF GENDER EQUALITY, DIVERSITY AND INCLUSION IN THE MEDIA THROUGH THE SUPPORT OF GLOBAL AND REGIONAL AGENCIES Conversation with leading global institutions about their gender equality, diversity and inclusion activities and “What Comes Next?” to promote sustainability and leadership in the diversity space, particularly with references to the media.
10:50	Morning Tea
11:10	SESSION 3 FOCUS ON DIVERSITY: LEADERSHIP AND COACHING MINI MASTERCLASS Leading with voice and vision. In keeping with the theme of leadership, a mini masterclass on leading and coaching, with a focus on gender and diversity, presented by long-term specialist in communications and media, Andrew Buchanan.
11:30	SESSION 4 LEADING WITH DIVERSITY: UNESCO IPDC MAINSTREAMING GENDER AND DIVERSITY IN MEDIA ORGANISATIONAL POLICIES AND PLANNING PROJECT 2023 Senior executives from the Asian region, demonstrate leadership in advancing and embedding gender equality, diversity and inclusion, through strategic planning and policy development in their broadcasting organisations, as part of a 2022/23 UNESCO IPDC and ABU partnership.
12:30	LAUNCH OF ABU 2024 PROGRAMMES – MENTORING AND RECOGNITION AWARDS
12:35	SEOUL DECLARATION KBS, in line with the ABU’s efforts aimed at strengthening gender equality and expanding diversity and inclusion across the media landscape, present the SEOUL DECLARATION document for acknowledgement and ratification by Forum participants. The Declaration has commitment to five steps to strengthen diversity and inclusion, regarding gender, regions, generations and socioeconomic disparities.
12:55	WRAP UP
13:00	CLOSE

ABU 2023 SEOUL

60th ABU General Assembly and Associated Meetings

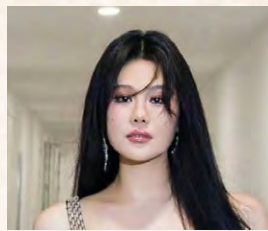
72ND ABU SPORTS GROUP CONFERENCE KBS ART HALL – SUNDAY 29 OCTOBER 2023

09:30-10:00	OPENING CEREMONY: 72ND ABU SPORTS GROUP CONFERENCE & ASSOCIATED MEETINGS Welcome remarks: Chairperson of ABU Sports Welcome remarks: Director of KBS Sports Opening keynote: President, Korean Olympic Committee & Executive Member of the IOC Opening address: Secretary-General of ABU Vote of thanks: Host, Project Director, KBS Korea
10:00-10:20	ABU SPORTS REPORT CARD FOR THE PAST YEAR & ITS PLANS: The annual report highlights major activities undertaken, and provides a comprehensive view of future events. Cai Yanjiang , Director, ABU Sports
SESSION 1: MEMBER'S FORUM	
10:20-10:40	Boundless Champions Dancing Together Seongkwon 'Bamboo' Sohn , TV & Digital Producer, Director and Editor, KBS Korea
10:40-11:00	Tea, coffee & networking
SESSION 1: MEMBER'S FORUM - CONTINUED	
11:00-11:20	Beijing Winter Olympics Mei Jianping , Director, Data Application Department Technical Administration Bureau, China Media Group (CMG)
11:20-11:35	A story about "Pin Collection" Senior Executive Producer, Sports
11:35-11:55	Pacific Games 2023 Francis Herman , Chief Executive Officer, Vanuatu Broadcasting & Television Corporation (VBTC)
11:55-12:15	Sports contents on NHK and look at Qatar World Cup Takashi George Mizutani , NHK Sports Administration Division
SESSION 2: INDUSTRY PRESENTATION	
12:15-12:35	ITTF Busan 2024 Taeksoo Kim , Secretary-General of the Organising Committee Presentation Shinny Lee , Head of the Broadcast Support Team of the LOC
12:30-14:00	Networking lunch
SESSION 2: INDUSTRY PRESENTATION – CONTINUED	
14:00-14:20	Alibaba Cloud Leon Fan , Lead Solutions Architect of Global Sports/Media/Gaming Industry, Alibaba Cloud Intelligence
14:20-14:40	World Archery Chris Wells , Head of Media and Communications
14:40-15:00	19th Asian Games & ABU Ahmad Shafiq Mirza Bin Mansor , Assistant Director, Technical Facilities, News, & Current Affairs of Radio Televisyen Malaysia (RTM)
15:00-15:30	Tea, coffee & networking
15:30-17:00	SESSION 3: (Full & Additional Full Members Only) Opening remarks: Chairperson, ABU Sports Group Report: Director, ABU Sports Report: Chairperson, Media Content Committee, KBS Korea Report: Chairperson, Finance Committee, CCTV China Interaction with ABU Sports Presentation by the Host 73rd SGC Wrap-Up & Chairperson's Closing Remarks



ABU TV Song Festival 2023 Announces a Stellar Line-up of Performers

A stellar line-up of performers representing member broadcasters across the Asia-Pacific region has been unveiled for the eagerly anticipated ABU TV Song Festival 2023. Set to take place at KBS Hall, this non-competitive gala aims to celebrate the rich tapestry of music across the region in a one-and-a-half-hour festival concert.



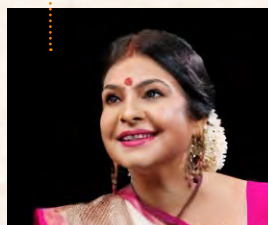
Representing the Apex of Chinese Pop: Tia Ray

Shanghai Media Group (SMG) introduces Tia Ray, an artiste who has set historical records in the Chinese music scene. Known for her sonorous voice and genre-defining soul pop, Tia Ray promises a performance that will resonate with global audiences.



The Musical Evolution of Hong Kong: Chau Kat Pui

Television Broadcasts Limited (TVB) features Chau Kat Pui, a versatile artiste with a career spanning from lead vocals to TV and media hosting. Winning the reality TV series "Midlife, Sing & Shine!" has elevated his reputation, placing him amongst Hong Kong's musical elite.



The Essence of Indian Soil: Malini Awasthi

Malini Awasthi, the folk music torchbearer from India, will represent Doordarshan (DD). A globally recognised artist, Malini has a repertoire that pays homage to the deep-rooted traditions and cultures of India. She's not just a singer; she's a celebration of India in human form.



The Versatile Virtuoso from Japan: Ayaka Hirahara

Japan Broadcasting Corporation (NHK) presents Ayaka Hirahara, who rose to fame with her single "Jupiter" in 2003. Having already established herself in the Asian music scene, Hirahara is marking her 20th anniversary with activities that promise to be a milestone in her illustrious career.

The Fresh Sensation from Korea: Mamamoo+

Host broadcaster, Korean Broadcasting System (KBS), brings forth Mamamoo+, the first unit group of the renowned K-pop ensemble MAMAMOO. The unit promises an eclectic mix of musical styles, suggesting a promising leap into a new era of K-pop.



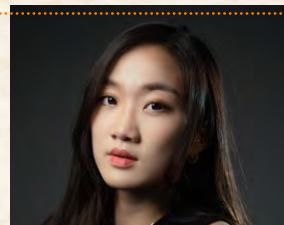
Malaysia's Melodious Marvel: Aina Abdul

Radio Televisyen Malaysia (RTM) introduces Aina Abdul, a singer whose career took off after her stint in Mentor Legend. Known for her distinct fashion sense and multiple accolades, Aina stands as a compelling figure in the Malaysian music industry.



Macau's Independent Prodigy: Winifai

Teledifusao de Macau, S.A (TDM) unveils Winifai, an independent singer-songwriter who has received multiple awards for her originals in the genres of R&B, soul, and jazz.



Sri Lanka's Rising Star: Sheron Silva

MTV Channel (Pvt) Limited (MTV) presents Sheron Silva, a young talent who gained recognition as a finalist in The Voice Sri Lanka. With a promising career ahead, Silva represents the future of Sri Lankan music.



Turkmenistan's National Treasure: Annamyradow Begmyrat

The State Committee for Television, Radiobroadcasting and Cinematography of Turkmenistan (TVTM) introduces Annamyradow Begmyrat, a multifaceted artist recognised as the "Honoured Artist of Turkmenistan."



The Melodies of Turkey: Umut Sülünoğlu & Uğur Önür

Finally, Turkish Radio Television Corporation (TRT) will feature the duo Umut Sülünoğlu and Uğur Önür, renowned for their Turkish folk music that has captivated audiences both domestically and internationally.



Adding Musical Flair from Vietnam: Lê Trung Thành

Vietnam Television (VTV) is set to make an impact at the festival with the prodigiously talented singer Lê Trung Thành, widely known as Erik. Born in 1997, Erik has captivated the Gen-Z audience in Vietnam with an array of chart-topping hits, boasting over 100 million views on YouTube.

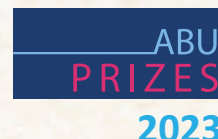


The ABU TV Song Festival 2023 promises to be an unparalleled spectacle, highlighting the diverse musical heritage of the Asia-Pacific region. With such a rich line-up of performers, the event is poised to set a new benchmark for the gala festival.

**ABU 2023
SEOUL**

60th ABU General Assembly and Associated Meetings

Finalists for ABU Prizes 2023 announced



The finalists for the ABU Prizes 2023 have been announced, celebrating the best content in Radio, Television, and Digital Media from member organisations across the Asia-Pacific region and beyond.

The annual awards, renowned as the most prestigious programme accolades in the region, will be presented at a gala event in Seoul, Korea, on 31 October 2023. The ceremony will form part of this year's ABU General Assembly.

This year's theme for the ABU Perspective Award, which honours programmes that deliver the ABU's view on global issues, is "Green and Sharing". It aims to inspire a global vision and a sense of responsibility towards creating a sustainable environment for both humanity and nature.

Full list of finalists for the ABU Prizes 2023:

DIGITAL MEDIA CATEGORY

DIGITAL CONTENT AWARDS

China Media Group-China Central Television
CMG-CCTV – China

"Finding Peace in Dying and Living: Hospice Care Services for Patients and Their Families"

China Media Group-China Global Television Network

CMG-CGTN – China

"An Animated Series: Living Image of Chinese Myth, Episode 1—Nvwa"

China Media Group-China Radio International

CMG-CRI – China

"Why We Love Dunhuang"

Thai Public Broadcasting Service

ThaiPBS – Thailand

"Thai PBS: 2023 General Election – Deciding the Future of Thailand"

RADIO CATEGORY

DRAMA

Bhutan Broadcasting Service Corporation Limited
BBSCL – Bhutan

"Memories: The Power of Talking"

China Media Group-China Radio International
CMG-CRI – China

"A Panorama of Rivers and Mountains"

China Media Group-China National Radio
CMG-CNR – China

"The Swallows Flying South – Episode I: It's Time to fly"

Norddeutscher Rundfunk

NDR – Germany

"The Supervisor"

PODCAST

China Media Group-China Radio International
CMG-CRI – China

"Bridge Builders: The Guo Family – From Busking to Hollywood to Internet Stardom"

Radio Republik Indonesia

RRI – Indonesia

"Boundary Breaking Music: Campursari"

Voice of Indonesia

VOI – Indonesia

"The Sweet Scaly Pangolin"

Mediacorp Pte Ltd

Mediacorp – Singapore

"The Serial Swindler"

The Voice of Vietnam

VOV – Vietnam

"Light in the World of Underground Sewers"

RADIO ABU PERSPECTIVE AWARDS

China Media Group-China National Radio
CMG-CNR – China

"Home"

China Media Group-China Radio International
CMG-CRI – China

"From Poor Mountain Village to UN Best Tourism Destination
—The Metamorphosis of Dazhai Village"

Shandong Radio and TV Station

SDRT – China

"Story of Norwegian Wood in China"

Korean Broadcasting System

KBS – Republic of Korea

"Climate Conversations"

The Voice of Vietnam

VOV – Vietnam

"Good Land Attracts Birds"

NEWS REPORTING

China Media Group-China National Radio

CMG-CNR – China

"Medical Companions: Walk You Through Hard Times"

Radio Republik Indonesia

RRI – Indonesia

"Save The Bornean Primates"

Munhwa Broadcasting Corporation

MBC – Republic of Korea

"Issue Focus '10.29 Tragedy, Memories and Records'"

The Voice of Vietnam

VOV – Vietnam

"The Dream of Swimming and a 7300-Day Journey"

DOCUMENTARY

Australian Broadcasting Corporation

ABC – Australia

"Dig – Saving The Franklin"

China Media Group-China National Radio

CMG-CNR – China

"My Centenarian Mother Xu Ruzhen"

Japan Broadcasting Corporation

NHK – Japan

"Life in Limbo: Tsunami Bereavements"

The Voice of Vietnam

VOV – Vietnam

"Minh Minh"

COMMUNITY SERVICE ANNOUNCEMENT

China Media Group-China Radio International
CMG-CRI – China

"Today We See You Home (rewilding pandas)"

Radio Republik Indonesia

RRI – Indonesia

"You, Just Arrow Pig"

All India Radio

AIR – India

"Let There Be Water"

The Voice of Vietnam

VOV – Vietnam

"25cm of Hair Will Help Me Blend in With Flair"

ON-AIR PERSONALITY

Australian Broadcasting Corporation

ABC – Australia

"Nesian Footy – Playing State of Origin changed Vanessa Foliaki's life in more ways than one"

Bangladesh Betar

BB – Bangladesh

"Apon Allo (Self Illumination)"

China Media Group-China National Radio

CMG-CNR – China

"When There's a Piano in the Heart"

Turkish Radio and Television Corporation

TRT – Turkey

"Frequency"

TV CATEGORY

DOCUMENTARY

Australia Broadcasting Corporation

ABC – Australia

"Foreign Correspondent (Series 2023, Episode 4: Secrets of the Sepik)"

Voice of America

VOA – United States of America

"Cause of Death: Migrant Workers and the 2022 Qatar World Cup"

JBA / Chukyo TV. Broadcasting Co., Ltd

JBA/Chukyo TV – Japan

"A Nation and Its People – When War Breaks Out"

Japan Broadcasting Corporation

NHK – Japan

"Discharged by Death"

SPORTS

Australian Broadcasting Corporation

ABC-Australia

"Bradman and Tendulkar"

China Media Group-China Global Television Network

CMG-CGTN – China

"One Dream"

China Media Group-China Central Television

CMG-CCTV-China

"The Incredible Winter"

British Broadcasting Corporation

BBC-India

"The Game-Changers of Indian Lawn Bowls"

Japan Broadcasting Corporation

NHK-Japan

"Shohei Ohtani: A Baseball Virtuoso"

ENTERTAINMENT

China Media Group-China Central Television

CMG-CCTV – China

"Journey of Chinese Art on the Scroll"

China Media Group-China Global Television Network

CMG-CGTN – China

"The Pulse"

Sichuan Radio and TV

SRT-China

"Rediscovering Sanxingdui – SCTV Full-blooming National Charm 2023 New Year's Concert"

National Radio and Television Administration

NRTA – China

"Adventures on Qingming Festival 2023"

Japan Broadcasting Corporation

NHK – Japan

"Nature's Hidden Miracles: Episode 1 The Secret Life of Plants"

DRAMA

Shanghai Media Group

SMG – China

"New Dawn"

Radiotelevisione Italiana S.P.A

RAI – Italy

"Exterior Night"

Seoul Broadcasting System

SBS – Republic of Korea

"Taxi Driver 2"

Zweites Deutsches Fernsehen

ZDF – Germany

"The Swarm"

CHILDREN

Australian Broadcasting Corporation

ABC-Australia

BTN

Japan Broadcasting Corporation

NHK-Japan

"Mitateru-phose: Let's Change Perspectives!"

Korea Educational Broadcasting System

EBS-Republic of Korea

"Peet – The Forest Detective 3"

Korea Broadcasting System

KBS-Republic of Korea

"Hello Baby Birds"

NEWS REPORTING

Media Service Support and Asset Management Fund

MTVA – Hungary

"Commentary Club"

JBA / Kansai Television Co. Ltd.

JBA/Kansai TV – Japan

"An Ex-Policeman and an Ex-Firefighter – The Messages of a Gay Couple in Japan"

Munhwa Broadcasting Corporation

MBC – Republic of Korea

"The Water is Coming"

Korea Broadcasting System

KBS – Republic of Korea

"Re: Please Catch Criminal L"

TV ABU PERSPECTIVE AWARDS

China Media Group-China Global Television Network

CMG-CGTN-China

"Human Carbon Footprint"

Televisi Republik Indonesia

TVRI – Indonesia

"The Green Hero"

Radiotelevisione Italiana S.P.A

RAI-Italy

"Plastic Connection"

Zweites Deutsches Fernsehen

ZDF-Germany

"Plan B: SOS Oceans – Rescuing Endangered Ecosystems"



ABU Prizes 2023 Final Judging



The final judging for the ABU PRIZES 2023 was conducted onsite from September 12th to 14th 2023 by jury members at Wyndham Bangsar Hotel, Kuala Lumpur, Malaysia.

The meeting started with the opening remarks by the Director of ABU Programming, Yasu Nagahata. Prior to the judging, the jury members were introduced and briefed about the judging guidelines and protocols. All entries went through the shortlisting process online by different juries from our members, and the final viewing covered only the top four to five in each category.



Five jurors for radio categories listened to the 30 programmes and chose the winners as well as commended entries. The Radio Jury consisted of senior colleagues from RTHK (Hong Kong-China), KBS (Korea), Media Prima (Malaysia), TRT (Türkiye), and VOV (Vietnam). Five jurors for TV categories who are experienced producers from ABC (Australia), TVRI (Indonesia), KBS (Korea), Media Prima (Malaysia), and RTM (Malaysia) screened the 30 finalists and selected the winners in 7 categories and commended entries.

Digital Category final judging was held online with jury members reviewing the content remotely, and rounding it off with an online discussion on September 15th. Five jurors from CCTV (China), KBS (Korea), ABS-CBN (Philippines), TRT (Türkiye), and VOV (Vietnam) expressed their opinion about the style, execution and delivery of the digital native content on the 4 shortlisted finalists competing for the Digital Content Award.

We received a total of 357 entries,

the highest in the history, this year; 129-Radio, 184-TV, and 44-Digital Media. All winners will be announced at the ABU Prizes 2023 Award Ceremony to be held on 31 October in conjunction with the 60th ABU General Assembly in Seoul, Korea. All the winners will be published on the ABU website shortly after the announcement and the ceremony.

Pics of TV & Radio Final Judging available at this link:

<https://flic.kr/s/aHBqjAUGaX>

ABU 2023 SEOUL

60th ABU General Assembly and Associated Meetings

GENERAL ASSEMBLY – AGENDA CONRAD HOTEL – TUESDAY 31 OCTOBER 2023

DAY 1

07:45-08:45 **REGISTRATION AT CONFERENCE VENUE**

08:45-09:00 **DELEGATES ARE REQUESTED TO BE SEATED**

09:00-09:30 **OPENING CEREMONY**

09:30-09:45 **Tea, coffee & networking**

09:45-12:00 **PLENARY SESSION 1**

- | | |
|--|-------------------------------|
| 1. PRESIDENT'S OPENING REMARKS | |
| 2. CONFIRMATION OF THE AGENDA | GA 60/2 |
| 3. COMMUNICATIONS AND WELCOME TO OBSERVERS | |
| 4. WORKING PROCEDURES FOR THE 60th GENERAL ASSEMBLY | GA 60/4 |
| 5. CONFIRMATION OF MINUTES FROM THE PLENARY SESSIONS OF THE 59th GENERAL ASSEMBLY FROM 29th - 30th NOVEMBER 2022 | GAM 176
GAM 177
GAM 178 |
| 6. SECRETARY-GENERAL'S REPORT | GA 60/6 |
| 6.1 SG'S ANNUAL REPORT AND PRESENTATION | |
| 6.2 HIGHLIGHTS OF MAJOR ABU ACTIVITIES | |
| 7. FINANCIAL MATTERS | GA 60/7 |
| 7.1 FINANCIAL REPORT FOR 2022/2023 | GA 60/7.1 |
| 7.2 AUDITORS' REPORT FOR 2022/2023 | GA 60/7.2 |
| 7.3 2023/2024 BUDGET | GA 60/7.3 |
| 7.4 APPOINTMENT OF AUDITORS FOR 2023/2024 | GA 60/7.4 |
| 7.5 OTHER FINANCIAL MATTERS | GA 60/7.5 |
| 8. CHAIRPERSON'S REPORT - PLANNING & STRATEGY GROUP | GA 60/8 |

12:00-13:30 **Networking Lunch**

- | | |
|---|-----------|
| 9. MEMBERS' FORUM | GA 60/9 |
| 9.1 PROGRAMME COMMITTEE | GA 60/9.1 |
| 9.2 TECHNICAL COMMITTEE | GA 60/9.2 |
| 9.3 SPORTS GROUP MEETING | GA 60/9.3 |
| 9.4 NEWS GROUP MEETING | GA 60/9.4 |
| 9.5 MEDIA ACADEMY FORUM | GA 60/9.5 |
| 9.6 INTELLECTUAL PROPERTY AND LEGAL COMMITTEE | GA 60/9.6 |
| 10. MEMBERS' SHOWCASE | GA 60/10 |
| 10.1 INNOVATIVE PROJECTS | |
| 10.2 NEW TECHNOLOGIES | |
| 10.3 AI IN MEDIA | |
| 11. FUTURE ABU MEETINGS | GA 60/11 |
| 12. OTHER BUSINESS | GA 60/12 |

15:30-16:00 **Tea, coffee & networking**

End of GA Day 1

ABU 2023 SEOUL

60th ABU General Assembly and Associated Meetings

GENERAL ASSEMBLY – AGENDA CONRAD HOTEL – WEDNESDAY 1 NOVEMBER 2023

DAY 2		
09:00-11:10	13. SUPER PANEL FORUM What Comes Next? The Real Questions of the Sustainability	GA 60/13
	09:00-10:05 Super Panel 1: "What Comes Next?"	
	10:05-11:10 Super Panel 2: "How can we secure sustainability?"	
11:10-11:40	Tea, coffee & networking	
11:40-13:00	PLENARY SESSION 2 14. PROFESSIONAL DISCUSSION	GA 60/14
	11:40-12:20 Discussion 1: Media vs Climate Crisis: Leading Climate Literacy and Engagement	
	12:20-13:00 Discussion 2: The Future of News	
13:00-14:30	Networking lunch	
14:30-16:30	PLENARY SESSION 3 RESTRICTED SESSION (OPEN TO FULL AND ADDITIONAL FULL MEMBERS ONLY)	
	15. REPORT AND RECOMMENDATIONS OF THE ADMINISTRATIVE COUNCIL	GA 60/15
	16. MEMBERSHIP MATTERS	GA 60/16
	17. RE-ELECTIONS TO THE ADMINISTRATIVE COUNCIL	GA 60/17
	18. ELECTION OF THE ABU PRESIDENT & VICE PRESIDENTS	GA 60/18
	19. VOTE OF THANKS	GA 60/19
	End of GA Day 2	



Dr Yan Chengsheng of NRTA/RTPRC, China takes over as ABU's Acting President

The Director General of International Cooperation Department, National Radio & Television Administration of China, Dr Yan Chengsheng has assumed the role of ABU Acting President.

This comes after the resignation of Kim Eui-chul as President and the Chief Executive Officer of Korean Broadcasting System (KBS), consequently stepping down as the Acting President of ABU with immediate effect.

In his letter of resignation, Kim Eui-Chul thanked ABU Secretary-General for his support and cooperation to him and KBS. Kim reiterated that KBS remains fully committed to support ABU to host the 60th ABU General Assembly & Associated Meetings to be held in Seoul as planned.

The Secretary-General Ahmed Nadeem, thanked out-going Acting President, on behalf of ABU secretariat. "I would like to place on record my sincere appreciation and gratitude to Kim Eui-Chul for his inspirational leadership, commitment and dedication as Vice-President and as Acting President", he said.

The Secretary-General also expressed his appreciation to Dr Yan Chengsheng for accepting the role of ABU Acting President until a new President is elected.

Dr Yan Chengsheng is one of the Vice-Presidents of ABU and will assume the role of ABU Acting President with effect from September 13th until the forthcoming ABU General Assembly in Seoul, where members will have the opportunity to elect a new ABU President.



Pacific Media Partnership Conference (PMPC)

Pacific broadcasters gather in Vanuatu for PMPC 2023 and reaffirm importance of media and journalistic freedom



CEOs from five Pacific members of the Asia-Pacific Broadcasting Union were among more than 90 delegates to the ABU's Pacific Media Partnership Conference, held in Vanuatu from 30 August to 01 September.

The Vanuatu Broadcasting and Television Corporation (VBTC) hosted the three-day event, which was opened by Vanuatu's Prime Minister. The ceremony was attended by the Ambassadors from Japan and China, Australia's Acting High Commissioner and a representative of the New Zealand High Commission.

In his opening address, Vanuatu's Prime Minister and Minister for Broadcasting, the Honourable Alatoi

Ishmael Kalsakau, said the Vanuatu government was honoured to host the regional gathering of media experts and practitioners.

He said an informed, professional and independent media was crucial to foster national debate on key identity and development issues.

"Earlier this year, our national parliament passed a new broadcasting law that enshrines, for the first time ever, the independence of VBTC, our national public broadcaster, while outlining its editorial responsibilities for accuracy, balance and objectivity in the context of our culture and traditions. This is why we welcome warmly our neighbours from the Pacific region, who





have similar interests and challenges and with whom we want to share our views and experience."

The conference featured discussions on the opportunities and challenges facing Pacific broadcasters, including the transition to digital platforms, the do's and don'ts of social media, the importance of improving climate reporting, and personal accounts of how Pacific broadcasters responded to COVID-19 lockdowns and natural disasters.

In a video message, the Secretary General of the ABU, Ahmed Nadeem, said the ABU would continue to support Pacific members as they deal with financial and technological challenges. "The biggest strength we have is to work in collaboration and help each other to effectively navigate these difficult times. The ABU will continue to find ways in helping our members manage the many challenges of the so-called digital divide."

The Pacific Media Partnership conference of Asia Pacific Broadcasting Union re-affirmed the importance of media and journalistic freedom. The conference in Port Vila, Vanuatu, issued an official communique to this effect.

The communique stated "At a time of unprecedented concern around the world about reduced public access to accurate, impartial and verified information, this meeting of Pacific members of the Asia-Pacific Broadcasting Union (ABU) reaffirms the importance of media and journalistic freedom".

CEOs from five Pacific members of the Asia-Pacific Broadcasting Union were among more than 90 delegates to the ABU's Pacific Media Partnership Conference.

PMPC Workshop on Do's and Don'ts of Producing Social Media (30 August)

After an overview of social platforms strategy for broadcasters, workshop experts showcase what they've learned along the way, how to improve and how to judge success, using real content examples from Pacific Broadcasters – VBTC, FBC, NBC and Pacifica TV, among others. Workshop presenters: Anthony Stewart, Digital Content Manager, ABC International; and Lauren Saylor, Breakfast Producer, smoothfm, Melbourne, Australia.



PMPC Workshop on Women & Leadership: Finding Your Voice (30 August)

This workshop was designed to help women in the media industry find their voice and gain the confidence to apply for management and leadership roles. Participants learned how to share achievements and insights in professional settings and how to speak so that people listen and act. Presented by Catherine McGrath, Managing Director Catherine McGrath Media, Australia.

This workshop was designed to help women in the media industry find their voice and gain the confidence to apply for management and leadership roles. Participants learned how to share achievements and insights in professional settings and how to speak so that people listen and act. Presented by Catherine McGrath, Managing Director Catherine McGrath Media, Australia.

PMPC Workshop: Reporting Gender Based Violence (1 September)

This workshop looked at the media's role in increasing awareness of GBV, what has worked and what could be done better as well as how we measure the impact of our coverage. The workshop was presented by Mim Fox, Associate Professor in Social Work, University of Wollongong, Australia, Claudine Ryan, Special Projects Manager, ABC International, and Faleagafulu Inga Stunzner, EP Radio Australia.



ABU Programme Department successfully launched a brand-new international content festival titled "ABU CON-FEST" in Kuala Lumpur, Malaysia from 5 to 7 July, 2023. ABU CON-FEST strategically brings together ABU's signature content events; ABU TV-CON, ABU RadioSonic and #ABUdigital all in one place with the vision to create a single gathering of producers to share new ideas and talk about creating content that matters.

186 participants from 58 organizations in 21 countries and regions participated and benefitted from this new 3-day-event. It featured 58 speakers including 4 past ABU Prizes winners, and offered 36 presentations and 5 workshops in total. Not only did ABU members gain new ideas and techniques in production, but they also developed friendships with other members.

It was sponsored by Japan's Hosono Bunka Foundation, RCS, Media Prima, Tourism of Malaysia and NHK, and supported by Malaysia Convention & Exhibition Bureau. The ABU plans to make it an annual event and is looking forward to having great support from members!

ABU CON-FEST 2023

It's truly a "Content Festival!" A new ABU event brings together the great content makers from around the world. ABU CON-FEST marks a new page of the history of ABU



"CON-FEST is a new place for networking with Content Makers from all over the world!"



ABU TV-CON 2023

ABU CON-FEST 2023 Day 1

Hosted by Malaysia's King of Swing, Sharizan Borhan on 5th July, the first in-person event featured speakers from many countries. This year ABU TV-CON, launched successfully last year, saw an engaging presentation and showcase from Korea, Australia, Japan, Thailand, China, Russia, Germany, Malaysia, India, Romania, Vanuatu, Sweden and Hong Kong-China.

Keynote speaker was Justin Deimen, Executive Director, Southeast Asian Audio-Visual Association, Singapore who spoke on reconfiguring local content strategies to become more regional and global.

After the keynote address, very talented TV producers appeared on the stage one after another to talk about the outstanding programs they had produced. All presentations were presented by genre. Each producer shared their unique creative vision and the challenges they faced while making the program. They also provided the audience with insights into the production process, including the importance of collaboration and dedication. After the presentations, there was a Q&A session with the producers.

For Sports, Seongkwon Sohn, Producer/Director from KBS-Korea made a presentation on "Boundless Champions Season 2 Dancing Together", where 5 celebrities took up the challenge with 5 national team members in Para Dance Sport. The key message of his presentation was Para Sport is the best tool to connect disable people with non-disable people.



Drama

"Total Control Season 2," Claire Gorman, Head of International Services, ABC (Australia) and Justin Fenwick, On-Air Talent Lead, spoke about the Australian television political drama series first screened on ABC TV in October 2019. Claire was on site and was Justin online.

Debate session

The future of television is changing quickly and shows how viewers crave personalized, convenient content. As data capabilities increase and more streaming services are created, the future of television will be customer-driven and vastly different from the past. The debate session titled- Revolutionising How We Consume Content, featured high-profile individuals including the Director General of RTM Malaysia-Datuk Suhaimi Sulaiman, Head of ABC Australia International Services Claire Gorman, General Director of VTV3 Vietnam- Ta Bich Loan, Executive Director of SAAVA Singapore- Justin Deimen and Director of NHK-Japan Production Centre- Yotaro Yashiki. They shared their thoughts on what steps should be taken to remain relevant, for broadcasters. The session was moderated by Hakim Amir of Sports and Media Distributor-Malaysia.



Documentary

During screening of 2022 Winner of ABU Prizes Documentary Category, "SATOYAMA Niigata: Living with Snow" Tetsunori Kikuchi, General Manager of NHK Natural History Unit spoke about their latest 2-part documentary series. It is an international co-production with ARTE France and was filmed with 8K cameras. According to him, their aim was to portray the beautiful relationship between people and nature and raise awareness of it. He talked about why they made the Series, the challenges they faced, how they filmed small creatures vividly



Showcase segment

In this segment, Thai PBS "Path of Punch" which won the ABU 17th Series Producers Choice Award was presented by Udomlak Muengpracha, Senior Producer, Thai PBS (Thailand) together with Jnani Pongpakatien, Coordinator, Global Partnership Relations.

Meanwhile, Ma Yu Qi of SRT, China presented "Full-blooming National Charm 2022 New Year's Concert" a stunning Chinese presentation style of the Charming Eastern Culture that won Special Commendation for ABU Prizes 2022, Entertainment Category.

Ekaterina Shubnaya, Project Manager, RT (Russia) spoke about "RT Documentary: Human Stories from Around the World". Their very

vast collection of films which have won multiple awards at contests and festivals, like Human Rights Press Awards, New York Festivals or US International Film & Video Festival. They also had a very successful case of uploading their documentaries on Tik Tok, breaking them down in small bits and they gathered millions of views.

Yuki Yoshida, Senior Manager, International Relations, NHK (Japan) invited participants to Japan Prize 2023, taking place from Nov 20-23 at Tokyo Japan. This year marks the 50th edition of the Japan Prize, and they were happy to announce that after 3 years of travel restrictions, they are finally able to welcome event participants from outside Japan.

60 Seconds Pitch

The speedy "60-second pitch," now a regular feature at the ABU Programme Department's meetings, featured 11 people who took the stage to promote their programs and events within 60 seconds!

- Francis Herman, Chief Executive Officer, VBTC (Vanuatu) briefly invited audience to the ABU's Pacific Media Partnership Conference to be hosted by The Vanuatu Broadcasting and Television Corporation (VBTC) at Vanuatu.
- Richard Peng Zhou, Head of International Business, YOUKU(China) spoke about "Street Dance Contest" for young generations (age under 22), to promote people-to-people exchanges and bonds through body language/ dancing postures, as well as the common development of the whole industry. Each country can hold its local contests to decide the finalists or directly designates good dancers to participate the grand final held in one country.
- "For Us – No Planet B!" Maya Götz, Head of Prix Jeunesse Foundation (Germany) shared where, with their experts, they have developed a catalogue of 12 MEDIA FORMATS for children and young people on the global warming crisis including actions they can take. The initiative encompasses a variety of genres and age-appropriate formats, ranging from a preschool show to a TikTok channel to give space to the creativity of young people.





• Jnani Pongpakatien, Coordinator, Global Partnership Relations, Thai PBS (Thailand) said their station is seeking partners to produce 20 minutes STEAM (Science, Technology, Engineering, Arts, and Mathematics) concept known as KID RANGERS, to discover endless wonders around the ASEAN region.

• Zou Chuchu, Project Director CITVC/ CHNPEC (China) International Youth Visual Media Festival, invited Generation Z creators from all over the world to participate in the creation of short videos, showcasing stories of people's hearts and minds to MY WAY, and joint efforts to create a better future under international cooperation.

• Archana Kapoor, founder of SMART Radio Mewat (India) spoke about her session on "Fake to Fact Workshop" on engaging media practitioners to understand, analyse, and identify fake news/incorrect information and learn about fact-checking tools.

• Anders Held, Founder / Project Director, Radiodays Asia (Sweden) briefly spoke about how are broadcasters coping with the challenges for traditional radio and what is next in the disruption of media.

• "Creating Content Across Multiple Platforms & Countries" Abid Hussain of Creative Stew (Malaysia) promoted his Masterclass on Creating Content Across Platforms and Countries. He talked about how they made the first Malaysian Original Amazon Prime drama series. They took the first kid to the edge of space in one of the kids

show they created for Singapore and Branded content is back in business in Malaysia and how they created one show with Grab and IQiyi.

• "360 Technology for Content" Eduard Chizhikov, Executive Producer, Lotus Production (Hong Kong) Think Digital, offered a range of different virtual reality workshops & training, from using immersive technologies like virtual reality (VR) and augmented reality (AR) for businesses and in classrooms, to how to use a 360° camera and 360° video technology.

• "Integration & Inclusion via Sports" Seongkwon Sohn, Producer/Director, KBS (Korea) touched on the topic of "Can sport provides a platform for disability awareness as regards both social and biological dimensions? How can sport serve as a tool or means of social inclusion for persons or athletes with disabilities?"

• Nurashikin Zaharuddin, Managing Director Happy Campers Productions (Malaysia) spoke about Walk The Doc International Documentary Festival initiated by Walkabout Asia to gather documentary filmmakers and content creators who recognize the importance and impact of our environment to our future world development.

Entertainment Category

Yumiko Kunitani, Program Director, NHK shared with us the production of "NHK Red and White Song Battle" known simply as Kōhaku Uta Gassen, an annual New Year's Eve television specially produced by Japanese public broadcaster NHK along with many footeages. It is broadcast live simultaneously on television and radio, nationally and internationally by the NHK network and by some overseas (mainly cable) broadcasters who buy the program.



MASTERCLASSES

ABU TV-CON also provided 2 workshops on the second day of the ABU CON-FEST.

Integration and Inclusion via Sports

The immense popularity of sport helps reach many groups and communities with important messages. Sport helps to reduce stigma and increase the social and economic integration of marginalized people, minorities and persons with disabilities. Sport can be used to bridge cultural, religious, ethnic and social divides. And its values – such as teamwork, fairness and respect for one's opponent and the rules of the game – are understood all around the world and are useful well beyond the playing field, in our personal and professional lives. In short, sport is a low-cost, high-impact tool. Seongkwon Sohn, Producer/Director, KBS(Korea) covered all these areas in his master class with about 40 attendees.

Creating Content Across Multiple Platforms And Countries

Abid Hussain, Founder/CEO of Creative Stew Malaysia, a multiple international award winning, content consultancy & media production house, in his workshop said as audience engagement demands get higher, your content has to be very good to go forward. He shared how his company ideate, produce and give end-to-end visual solutions for any fiction, nonfiction, factual or brand story. Attendees were shown how the company brought extraordinary ideas to life in any space or screen.



ABU Radio! Sonic 2023

Kartini Ariffin, former DJ, director and current media personality, hosted the Day 2 of the ABU CON-FEST. The first-ever ABU RadioSonic, re-branded from ABU RadioAsia, brought together more than 100 radio and audio content makers from across our region and around the world, including 19 speakers from 15 countries, to share experiences, showcase new content initiatives and workshop solutions to common challenges. The re-branding reflected the innovation, evolution and flux in the Radio and Audio industries. RadioSonic showcased innovative content models, featured specialist panels, presentations and workshops led by ABU members and media experts.

The event started with a video greeting montage of 12 ABU Radio members from across our vast region, welcoming delegates to the first edition of the new initiative. The highlight of the day was a keynote presentation from the Chief Strategy Officer of Futuri Media and creator of RadioGPT, Tracy Gilliam, titled "Is AI our Future". Tracy led the delegates on a journey of what Radio would look like in the not-too-distant future and said companies that haven't incorporated AI into their operating strategies by 2030 will be next to extinct. She shared many invaluable insights into how Radio companies large and small can deploy the evolving AI technology at every stage of their production and technological processes to positively transform their organisations.

The program continued with Nazri Noran, CEO of Media Prima Audio Malaysia showcasing its journey in building South East Asia's first AI DJ; and Hamit Yaz, Director of Radio TRT Turkey and Francis Herman CEO of VBTC Vanuatu outlining the challenges of delivering Radio programmes during climate and natural disasters as well as the opportunities of rebuilding stronger and more effective services that reach populations in their time of need.

A number of content showcases were presented, featuring NHK's Earth Radio, RTM Malaysia's Spooky Tales, VOV Vietnam's Indigenous Programming initiative, as well as a focus on Diversity from ROR Romania, Radio Mewat, India and RTM Malaysia.

To round off the morning, two technology showcases featured the latest AI, Cloud and App solutions. Keith Williams, Vice President, RCS (Asia-Pacific) presented 'Radio Innovations' which included an update on the rapid uptake of AI on radio across the Asia Pacific region and the latest integration of RCS Cloud products coming to market. Simon Lee, Audio Marketplace Operations Director, Triton Digital shared 5 real-life ideas from its publishers - an owned and operated platform, digital live stations, podcast network, in-stream ad replacement, and over the air programmatic ads.



The afternoon started with an interactive presentation of NHK's ABU Prizes 2020 Winning Radio Drama "The Days of Depression – A Shogi Master's Invisible Opponent" which was subsequently also produced for television audiences, with Principal Program Director Hiroki Yoshida demonstrating the differences between the key elements of the audio production that created the theatre of the mind and the techniques he deployed to achieve the visual effects for the television production. This was followed with a deep dive into the world of Podcasting, with an overview of podcast content production in Asia from Guang Jin Yeo of Singapore's 1Up Media, and a strategic overview of 'How to become a podcast network when all you have is radio content' from Manager Audio Output & Strategy ABC Radio Australia Justine Kelly.



The day ended on a high with a very dynamic 'Fake or Fact' workshops by Archana Kapoor of SMART India and Praveen Tewari of Civic Games Lab India, which challenged the participants' preconceptions and understanding of the disinformation cycle and helped them to distinguish between fact, opinion and deliberately fake content.



#ABUdigital2023

#ABUdigital graced the final day of the ABU CON-FEST. It returned to the fully in-person event for the first time since 2019. This premiere digital showcase, presented in a captivating TED Talk-style format, featured distinguished speakers hailing from Asia-Pacific Broadcasting Union's member and partner organizations across Australia, China, Hong Kong, China, Japan, Malaysia, Singapore, South Korea, Thailand, and Vietnam. This exciting event which drew the attention of TV and Radio producers was moderated by Paris Ashiqin, PR and Communication specialist in Malaysia.

Seasoned digital media experts took the stage to address various challenges and share their experiences on a wide spectrum of topics, including technology implementation, innovative content concepts, and the enhancement of user experiences. The event delved into diverse subjects such as data management, cloud computing, virtual reality, artificial intelligence, and the dynamics of social media through a series of thought-provoking keynote presentations.

The event kicked-off by Nicholas Sagau, Malaysia's Media Prima Berhad Chief Operating Officer. He talked about building direct relationship with audiences to reduce dependency

on Meta & Google data. This in turn will help broadcasters and media conglomerates gain insights into audience's interests, demographics, and behaviour. And also help produce more personalized content and advertising, noted Sagau.

#ABUdigital provided a platform to shine a spotlight on past winners of the ABU Prizes in the Digital Content Award category, showcasing outstanding entries from KBS, Korea and VOV, Vietnam. Kuk Chan Hwang and Thi Uyen Nguyen provided in-depth insights into their award-winning projects and offered their perspectives on the art of crafting exceptional digital media content. Both producers noted ABU's role in promoting human impact stories and helping audience to deal with trauma and loss amidst the COVID-19 pandemic.

The event also served as a stage to demonstrate pioneering advancements, including NHK's ground-breaking use of sign language automation in Japan. Takashi Koyano & Tetsushi Okura explained in-depth how this technology serves as a vital form of communication for persons who are born without hearing and is used to deliver real time weather and disaster alerts. They also created the Sign-Language CG videos for the ABU CON-

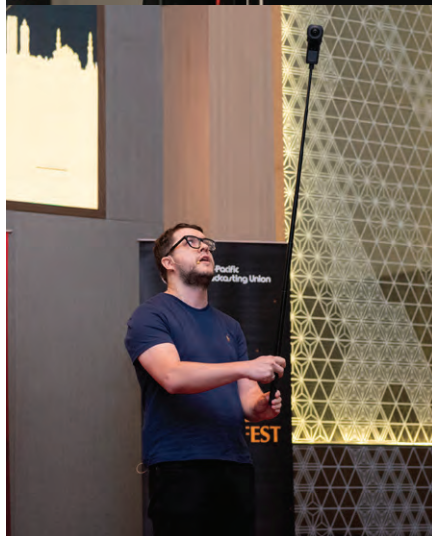




FEST which was shown on the webpage and at the venue.

Meanwhile at Mediacorp, Singapore, utilization of AI in the newsroom provides automatic transcription and keyword tagging which helps to upload more news video reports online. As speakers pointed out, artificial intelligence enabled journalists and editors to focus on quality and audience centric content.

Kanokporn Pasitphon, ThaiPBS, Thailand and Eduard Chizhikov, Lotus Production, Hong Kong, China highlighted the importance of emerging technologies during social media campaigning. Be it a strong focus on 360VR videos or tailor-made mobile applications audience needs a content that is both easily accessible and trustworthy. Both speakers also added that content comes in different forms but needs to serve the ultimate goal entertaining and informing viewers.



The program continued with a deep-dive into the world of streaming platforms from Richard Zhou Peng, Head of International Business, YOUKU China and Estee Wong, Head of Content Performance & Operation, WeTV Malaysia. Both of them noted the importance of content localization and audience engagement when marketing and promoting foreign language drama series in international markets.

The morning session of #ABUdigital concluded with a presentation from Finlayson Anak Ludan, RTM, Malaysia who talked about the importance of cloud computing and its global impact. He noted that the adoption of this technology provided data storage elasticity, reduced time in procurement and improved digitalization of RTM's internal processes.

Attendees of #ABUdigital expressed their enthusiasm for the valuable knowledge-sharing opportunities it provided. The eventful day finished with a masterclass titled "A Linear Approach to Non-Linear," led by an experienced facilitator from AFTRS in Australia. Peter Herbert talked about the history of contemporary filmmaking and how storytelling has changed over the years. This year's #ABUdigital drew participation from more than 80 media professionals representing a dozen countries, cementing its status as a significant industry gathering.

Pics of ABU CON-FEST are available at this link:

[Asia-Pacific Broadcasting Union \(ABU\)'s albums | Flickr](#)



AI in focus at 2023 Global News Forum



Generative AI dominated discussion at the 2023 Global News Forum held in Kuching, Malaysia on July 10-12.

The Forum was attended by 141 delegates, representing 35 media organisations in 29 countries, including 22 members of the Asiavision video news exchange. In total, there were 121 representatives from ABU members.

With the theme AI, Leading Change and Inspiring a Greener Future, the conference focussed on the key issues facing the news industry.

Speakers included the Director General of RTM Malaysia, Suhaimi Sulaiman, the Deputy Director General in charge of International Broadcasting at TRT Türkiye, Omer Faruk Tanriverdi, and the Group Director of CMG Sri Lanka, Chevaan Daniel.



2024 GNF to be held in Bangkok



Thai PBS Director General Wilasinee Phiphitkul invites members to Bangkok for GNF 2024.

Thailand's public broadcaster, Thai PBS, will host next year's ABU News Group meeting and the 2024 Global News Forum.

The announcement was made in Kuching by Mr Thepchai Yong, adviser to the Director General and a former television and newspaper journalist and editor.

Thai PBS says the decision to host the Global News Forum is another step in broadening its role as a leading regional public service broadcaster, with a reputation built on integrity, quality and independent reporting.

Thai PBS Director General Wilasinee Phiphitkul says it will be a great honour for Thai PBS to host the Global News Forum and it will be an opportunity to exchange experience, explore areas of cooperation and discuss challenges facing the media world.

Delegates were urged to be alert to a rapid increase in fake news and synthetic content, as the functionality of AI platforms expands to include the generation of photographs, videos and voice recordings based on text descriptions.

The Lead of AI Strategy and Solutions at Mediacorp, Willy Tan, encouraged delegates to be very clear about why they want to use AI, by assessing the value of adding new capabilities, improving efficiencies and workflows, and reducing mundane or repetitive work.





Asiavision members adopted updated rules at the closed session of the 2023 News Group Meeting in Kuching, Malaysia.

Representatives from 22 Asiavision members approved the revised Asiavision Rules on 10 July, 2023.

The rules for the ABU's video news exchange are designed for Asiavision coordinators and producers, and their managers. They explain obligations and responsibilities when uploading and downloading Asiavision content. They highlight the importance of not changing the editorial meaning of stories and encourage the use of AVN content on digital platforms, including websites and social media platforms.

Earlier, Asiavision Senior Editor Afruh Rasheed told the full meeting there were 16,028 uploads by members from 1 July 2022-30 June, 2023 of which 49 per cent were same-day stories. The top contributors were TVRI, CCTV, VTV and NHK.

The News Group Meeting also included the presentation of the new AVN platform – APV. Six members agreed to take part in the next stage of testing, from 1 August.

Other discussions at the meeting included increasing ready to broadcast content and enhancing protocols for live-crosses and ready to air-reporter packages.

The closed session of the News Group Meeting was preceded by presentations and panel discussions on issues of importance to members.

ABU News Group adopts updated Asiavision Rules





Risks and opportunities discussed at AI masterclass



A masterclass on generative AI provided a framework for understanding new developments and assessing potential opportunities and risks in news production.

Project Origin founder and co-lead Bruce MacCormack started the half-day session by highlighting how generative AI can be used to promote lies and false narratives.

He then explained the development of safeguards, including provenance tools to verify the origin and authenticity of content.

Other speakers included award winning journalist Ishan Kukreti and Andrew Pahl, Assistant Professor at the Wee Kim Wee School of Communication & Information, at Nanyang Technological University in Singapore.

Nic Newman, Senior Research Associate at the Reuters Institute for the Study of Journalism at Oxford University, highlighted the risks of reputational damage through using generative AI without proper editorial processes.

He identified two key challenges: pollution of our information ecosystem and AI driven platforms worsening the economic plight of many media companies.

Mr Newman said the opportunities included improved workflows that could free up resources for more journalism, and using AI to tailor tones and formats for specific audiences.

Asiavision Award winners announced



The winners of the annual Asiavision Awards were announced at a ceremony in Kuching.

TVRI Indonesia's Yusuf Ghazali was awarded the Director's Award, in recognition of his contribution to Asiavision over the past year and the launch of a program dedicated to the work of Asiavision members, "Your World".

NHK Japan won two awards for Best International Coverage and Best Breaking News.

Here's the full list of winners and nominees:

BEST TV NEWS STORY:

TPBS Thailand – Debate over proposed changes to lèse-majesté laws (WINNER)

VTV Vietnam – War correspondent love stories

MTRK Uzbekistan – Relics found in Akhsi settlement

TV5 Mongolia – Herdsmen battle fierce winter

TVB Hong Kong – Fire engulfs skyscraper

BEST REPORTING BY A SMALL NEWSROOM:

SLRC Sri Lanka – Political crisis erupts in Sri Lanka (WINNER)

TV5 Mongolia – Riots erupt in Ulaanbatar

MTV Sri Lanka – University students stage protests in Colombo

NTV Nepal – Residents forced to drink contaminated water

FBC Fiji – Election coverage and developments leading to a new government

BEST INTERNATIONAL REPORTING:

NHK Japan – Civil conflict in Myanmar (WINNER)

NHK Japan – Pakistan's former PM Imran Khan shot in assassination attempt

KBS South Korea – North Korea military operations

CCTV China – Deadly stampede in Yemen

CCTV China – Sudan clashes force evacuations

BEST REPORTING ON CLIMATE CHANGE AND SUSTAINABLE DEVELOPMENT

FBC Fiji – Climate change impacts and solutions (WINNER)

CCTV China – Farmers benefit from land restoration

KBS South Korea – Mining area ecosystem restored

TPBS Thailand – Reducing emissions by reducing food waste

VTV Vietnam – Youths make animated film on recycling

BEST SERIES OF REPORTS ON AN ISSUE OF PUBLIC INTEREST

TVB Hong Kong – Changes to the administration of Hong Kong (WINNER)

TPBS Thailand – Legalising cannabis use

TVRI Indonesia – Fatal kidney infection linked to cough medicine

MTV Sri Lanka – University student protests

KBS South Korea – Military service controversy

BEST SPORTS REPORT

RTM Malaysia – Johor ironman contest challenges competitors (WINNER)

FBC Fiji – Women's rugby team compete at Oceania championship

BTV Bangladesh – International runners win Dhaka marathon

TVB Hong Kong – Large turnout at Hong Kong marathon

TVTM Turkmenistan – Equestrian marathon celebrates national holiday

BEST COVERAGE OF BREAKING NEWS

NHK Japan – Former PM Shinzo Abe assassination (WINNER)

TPBS Thailand – Royal Navy warship sinks

RTM Malaysia – Former PM Najib Razak sentenced to jail

BTV Bangladesh – Deadly fire at container depot

DDI India – Suspension bridge collapses

BEST COVERAGE OF A MAJOR DISASTER

TRT Türkiye – Deadly quakes hit southern Türkiye (WINNER)

KBS South Korea – Fatal crowd crush during Halloween celebrations

TVRI Indonesia – Mt Semeru erupts

TVRI Indonesia- Earthquake hits Cianjur

CCTV China – Earthquake hits Luding County

TPBS Thailand – Fatal shooting at Thai nursery school

The 2023 Asiavision promo highlights the range and quality of stories available on the ABU's video news exchange and the diversity of perspectives.

The promo was produced in-house by Nhisha Parmanadan and launched at the Global News Forum in Kuching.

Asiavision includes breaking news, headline stories, disaster coverage and issues based content including political and business stories, environment, health, innovation and cultural stories.

The promo is available on the [ABU News – Asiavision Facebook](#) page or on the [ABU YouTube](#) channel.



New Asiavision promo launched

Asiavision welcomes new members



PBCL – New Zealand

Pasifika TV has formally joined Asiavision, giving the ABU's video news exchange access to stories from across the Pacific.

Pasifika is the broadcasting arm of Pacific Cooperation Broadcasting Limited (PCBL). It is based in New Zealand and has 25 broadcast partners in 15 Pacific island nations.

"Our new partnership is a wonderful opportunity to develop a very symbiotic relationship, with Asiavision members benefitting from much wider access to stories from the Pacific, while we help to amplify Pacific voices internationally and provide access to international news coverage," said ABU Director of News, Deborah Steele.

CEO Natasha Meleisea has already contributed to two ABU events – she was a speaker at both the Global News Forum in Kuching, and at the Pacific Media Partnership Conference in Port Vila.

SS Media - Maldives

Sun Siyam Media Pvt. Ltd (SS Media) from the Maldives has joined the ABU's video news exchange, Asiavision.

SS Media operates television channels and the longest-running online news platform in the Maldives – Sun Online.

The Chief Executive Officer of the Sun Media Group, Ibrahim Khaleel, is a former member of the ABU News Group and is enthusiastic about contributing to the continuing development of Asiavision.

SS Media is the second organisation in the Maldives to join Asiavision. PSM is already an Asiavision member.





an opportunity for university students to demonstrate their technological capabilities, share experiences, and show cultural diversity.

Noting this is the first such event hosted by Cambodia, he said the contest showcases the progress of Cambodia's robot technology to the world.

Pang Chamnan, Robocon Cambodia director of the state-run National Television of Cambodia (TVK), which co-organized the event with ABU, said "hosting such an international event has provided an opportunity for Cambodia to display the potential of its human resources in robotics as well as to showcase its culture and tradition to the world".

The competition, co-organized by ABU and NHK Japan, is an intercollegiate robot competition established in 2002. During this competition, robots vie to accomplish specific tasks within designated timeframes. The primary goal of the contest is to cultivate camaraderie among young individuals who share similar interests and are poised to lead their respective nations into the 21st century. The event aims to propel the advancement of engineering and broadcasting technologies throughout the region.

ABU Robocon 2023 was supported by Cambodia's Ministry of Information and sponsored by Panasonic Connect Co. Ltd., Toyota Motor Corporation, Mabuchi Motor Co. Ltd., Nagase Brothers Inc., ROHM Co. Ltd., Tokyo Electron, and SMC Corporation.

At the conclusion of the event, the ABU Robocon flag was formally passed from Cambodia to Vietnam, which is slated to host the 2024 edition.

ABU Robocon 2023: Casting Flowers Over Angkor Wat

Toyohashi University of Technology of Japan has won the Grand Prix of the ABU Asia-Pacific Robot Contest 2023 (ABU Robocon 2023) held in Phnom Penh, Cambodia, on Sunday, 27th August 2023.

The Japanese students nabbed the top prize beating teams from 14 universities from Cambodia, China, Egypt, India, Indonesia, Japan, Malaysia, Mongolia, Nepal, Sri Lanka, Thailand and Vietnam.

The results of the half-day competition saw Japan win the Grand Prix followed by teams from Hong Kong (SAR) in second, with China and Vietnam sharing third place.

The contest themed "Casting Flowers Over Angkor Wat" also awarded the following prizes.

- The Best Idea Award: University of Electronic Science and Technology, China

- The Best Engineering Award: Hanoi University of Industry, Vietnam
 - The Best Design Award: Chinese University of Hong Kong, China
- Special Awards were also presented at the ceremony.
- The Panasonic Connect Award: Institute of Technology, Cambodia
 - The Toyota Award: National Polytechnic Institute, Cambodia
 - The Mabuchi Motor Award: Tribhuvan University, Nepal
 - The Nagase Award: Mongolian University of Science and Technology, Mongolia
 - The Rohm Award: Universiti Teknologi Malaysia, Malaysia
 - The Tokyo Electron Award: Alexandria University, Egypt
 - The SMC Award: Gujarat Technological University, Ahmedabad, India

Speaking at the event, Cambodia's Information Minister Neth Pheaktra said this international event provided



The 15th ABU Programme Bureau Meeting

At the 15th ABU Programme Bureau Meeting was held in Kuala Lumpur on 7th July, right after the ABU CON-FEST. 22 representatives from nine organisations (ABC-Australia, NHK-Japan, KBS-Korea, Prasar Bharati-India, RTM-Malaysia, Thai PBS-Thailand, TRT-Türkiye, VTV-Vietnam, and ABU) out of 15 PB members gathered together to discuss the PD activities. The Chair and Vice-Chair of Digital Media Working Group (TRT-Türkiye and MBC-Mauritius) also attended this meeting online.

The Chairperson of the Programme Committee, Claire Gorman of ABC-Australia chaired the meeting. Yasu Nagahata, the director of ABU Programming explained about the past events and conferences and asked members what kind of activities they would like to have in the future. The participants congratulated ABU on the success of the ABU CON-FEST, and they hoped to attend it again next year and exchange ideas and opinions with members. PB members also discussed how to improve the Programme Committee and PD activities including the future ABU Prizes.

ABU Programme Bureau Meeting is held twice in a year, and next meeting is expected to be held online before the General Assembly in October.

More Pics available at this link:

[Programme Bureau Meeting - 7.7.23 | Flickr](#)



ABU KIDS @ Kuala Lumpur, MALAYSIA



As travel and meeting restrictions decline in many geographies and organizations, in-person meetings are increasing.

For those experiencing their first in-person meeting in over two years, the event can be filled with a combination of euphoria and anxiety, with relief at the return of familiar traditions coupled with surprises at how much has changed.

Especially for a first in-person meeting where participants have not seen each other in a long time, it is important to establish (or re-establish) connections and acknowledge that individuals have experienced many changes over the past years.

RTM-Malaysia, THAIPBS-Thailand, VTV-Vietnam and NHK-Japan attended the ABU KIDS meeting in Kuala Lumpur

while EBS-Korea attended online.

At the meeting ABU and attendees thanked outgoing Chairperson who's retiring from EBS, Dr Chung Hyunsook who have tirelessly contributed to ABU KIDS activities for more than 20 years.

Next chairperson.....VTV, Thai PBS, and RTM suggested NHK would be suitable to take over. NHK withheld the official acceptance and requested to decide on the activity plan and yearly schedule first.

At the meeting, participants agreed to redesign the new ABU Kids initiative. Collaborating with Japan Prize and Prix Jeunesse International are some ways to move forward.

Other pics available at this link:
<https://flic.kr/s/aHBqjAMQoZ>



ABU CARE Series 11 convenes in Langkawi, Malaysia @ Walk the Doc International Documentary Festival



The 11th series of Change Asia Rescue the Earth (CARE) documentary co-production meeting was held at MERCURE Langkawi from 1-3 August 2023.

Producers from 10 countries gathered (in person and online) for three days for the annual co-production initiative developed in cooperation with the Korean Broadcasting System (KBS) and the ABU.

Themed around projects to help achieve the now UN Sustainable Development Goals (SDGs) and aimed at creating a better future for all the people around the world, this year's productions include topics that covered the followings:

1. Vewa: A Cradle of Civilisation (CMG/

- MTV-Sri Lanka)
2. CO2 Journeys (NHK-Japan)
3. Nuspark: Preserving Traditional Malay Dance: The Zapin (RTM-Malaysia)
4. Minstrels' Veysel (TRT-Turkey)
5. "Altyn asyr" Turkmen Lake – Resource of Endless Abundance (TVTM-Turkey)
6. Forest Beyond Timber (Happy Campers Productions-Malaysia)
7. Big Friends (VTV-Vietnam)
8. I Want to Be a Balinese Dancer (TVRI-Indonesia)
9. The Return of the Yangtze Finless Porpoises (CMG/CGTN-China)
10. Spirit of Asia (THAIPBS-Thailand)

For series 11, the ABU partnered with its member, HAPPY CAMPERS PRODUCTIONS, to include ABU's

CARE Series 11 - documentary co-production meeting in the Walk the Doc International Documentary Festival's line-up. Executive Producer of the Series is Fabio Mancini of RAI-Italy and supported by Kenny Kihyung Bae of KBS-Korea.

Producers from the ABU CARE Series 11, also participated in events of the Walk the Doc festival – a platform provides filmmakers with a unique avenue to produce captivating documentaries centred around the themes of tourism, the environment, and sustainability.

This event has become a platform through which we connect with people of different classes around the world.



DAB+ Digital Radio - Technical Workshop

New developments in DAB+ systems

18-20 July 2023

Collaborative Webinar Series Shed Light on DAB+ Digital Radio Developments

The Asia-Pacific Broadcasting Union (ABU), Arab States Broadcasting Union (ASBU), and WorldDAB joined forces to host a three-day technical workshop centred around the advancements and best practices in DAB+ digital radio.

The event, drawing 513 participants from 55 countries, showcased key updates in the DAB+ ecosystem and discussed innovative ways to accelerate its implementation across various regions.

Hosted online, the workshop was divided into three thematic days, providing a comprehensive overview of the DAB+ landscape. The first day revolved around the business case for DAB+, exploring the latest standards, while also diving into discussions about the integration of DAB+ into the broader technological infrastructure, including IP and 5G networks. An update on Germany's project to integrate DAB+ emergency warning features into its national emergency warning system drew considerable attention.

Day two saw a wealth of knowledge sharing from industry leaders on how to kickstart DAB+ initiatives, focusing on the latest system features

and implementation options. A distinguished panel comprising international professionals also offered their insights on the 'Initial Steps' to get started with DAB+ broadcasting.

The concluding day of the workshop centred on DAB+ network design and implementation best practices, including discussions on small-scale DAB+. A panel session also shed light on the intricate requirements and methods essential for DAB+ measurements and monitoring.

Dr Veysel Binbay, Director of ABU Technology & Innovation; Dr Adnan Salhab, Head of the ASBU Technical Training Department; and Bernie

O'Neill, WorldDAB Project Director, opened the event by emphasising the importance of this joint venture as part of the ongoing partnership between ABU, ASBU, and WorldDAB.

The workshop also featured 14 renowned speakers from the WorldDAB forum and its stakeholders, presenting a myriad of topics that spanned across DAB+ development, technical features, and business cases.

The international scope of the workshop was underscored by the 513 attendees from a diverse set of 55 countries, a testament to the growing interest and investment in DAB+ technologies across the Asia-Pacific and beyond.



Alexander Kurz
Sales Director
DACH & CEE GatesAir



Andreas Gersak
Project Consultant
Digitalradio Deutschland



Carsten Zorger
Director
Digitalradio Büro Deutschland



Christian Strøm
Broadcast System Architect
Telenor Norge



Dave Cherry
Radio Broadcast Consultant
Dave Cherry Consulting



Hanns Wolter
Technical Director, DAB Italia
WorldDAB Spectrum & Network



Jérôme Hirigoyen
Head of Radio Business Development
& International Broadcasting,
Audiovisual Business Unit TDF



Kamel Haj Ammar
Director of Commercial Affairs
National Broadcast Network Operator,
Tunisia (ONT)



Kenny Skillen
Head of Engineering
Media & Broadcast Platforms, Arqiva



Lawrie Hallett
Operations Director
Future Digital Norfolk



Dr Les Sabel
WorldDAB APAC
Technical Group (Chair)



Lindsay Cornell
Principal Systems Architect
BBC Digital and WorldDAB Technical
Committee (Chair)



Patrick Hannon
VP Corporate Development
Frontier Smart Technologies &
President, WorldDAB



Wolfgang Peters
Managing Director
AVT Audio Video Technologies GmbH

ABU/HEC's third Authentic Leadership Course concludes with virtual graduation ceremony



The HEC/ABU Authentic Leadership Course marked its successful conclusion with a virtual graduation ceremony held on 27th September. This third cohort had 42 participants completing the comprehensive 16-week programme.

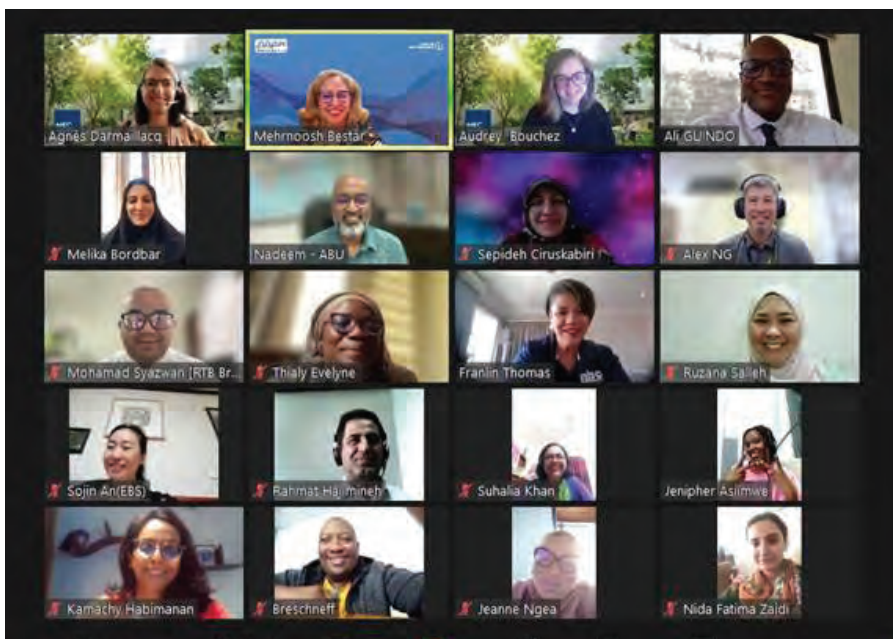
ABU Secretary-General Ahmed Nadeem congratulated all participants on the successful completion of the intensive training, and thanked the HEC for its continued cooperation in conducting the course with the ABU Media Academy.

Since the inception of this capacity-building initiative, a total of 126 participants have benefited from the courses offered by HEC, Montreal. This includes 11 staff members within the Secretariat.

The course is designed to tackle the qualities and behaviours of great leaders and their impact on organisations. It featured seven lecturers from HEC and 12 guest experts from ABU, each delivering content on a wide array of topics.

Subjects ranged from mastering the essentials of management and focusing on human resources to succeed, to the changing media landscape and the intricacies of copyright in digital content. The curriculum also included cutting-edge subjects such as cybersecurity on distribution platforms and video on demand trends.

The third course started on April 26, 2023, and wrapped up on August 9, 2023.



Unveiling the Future of Broadcasting Rights: An Exclusive Q&A with the New Vice-Chairperson of ABU IPLC



In an industry as fast-evolving as broadcasting, standing still is not an option. At the intersection of technology, law, and international affairs, you'll find committees diligently working to protect the intellectual property rights of broadcasters. One such committee is the Asia-Pacific Broadcasting Union's Intellectual Property & Legal Committee (ABU IPLC). With ever-changing digital landscapes and a multitude of common challenges such as online piracy, ABU IPLC plays a vital role in shaping the future of broadcasting rights.

In an exclusive interview, we delve into the mind of the newly elected Vice-Chairperson of ABU IPLC, who has been with NHK since 1997. A seasoned professional in corporate planning, public relations, and international affairs, their career has revolved significantly around copyright issues. Most notably, they have been deeply involved in the formation of the WIPO Broadcasters' Treaty, a legal framework aimed at modernising the protection of broadcasters' signals in this digital age.

From their extensive experience in ABU copyright committees to their vision for IPLC, our conversation is both enlightening and critical for anyone keen to understand the underpinnings of broadcasting in the Asia-Pacific region and beyond.

Can you please tell us briefly about your professional background in NHK?

I joined NHK in 1997, and I have experienced a few kinds of fields. Starting with audience relations, so far I have had experiences in corporate planning, public relations as well as copyrights, and most of them are also related with international affairs. So, I would say, my professional background could lie in both copyrights and international affairs.

For the benefit of our readers, can you please tell us about your involvement in ABU copyright committee meetings?

I was transferred to NHK's Copyright & Contracts Division in 2013, which was a start of my involvement in the ABU copyright committee. I was away from the copyrights for several years in , but I

was back in 2020. ABU colleagues and I have been working closely for copyright issues, including the establishment of the WIPO Broadcasters' Treaty, which has been under discussion at WIPO in order to update the protection of broadcasters' signal in the digital era.

As I understand, you have been involved in ABU Copyright Committee meetings since quite sometime now? What differences do you see in the former ABU Copyright Committee and ABU Intellectual Property & Legal Committee?

I feel the activities including the topics are getting richer, as ABU IPLC places copyrights as a professional core and also deals with other matters such as broadcasting policy. I am grateful for the ABU Secretariat's continuous efforts and assistance to enrich the committee's activity and share the knowledge among the IPLC members. And nowadays, I also feel many broadcasters share more common issues, e.g. online piracy, as it is getting common for the ABU members across the region to use digital technology to deliver content to the audiences. Having the common/similar issues is helping us share the experiences and deepen understanding more easily.

As the newly elected vice-chairperson of ABU IPLC, what is your mission and vision for ABU IPLC?

My motto is to work closely as a team. Under the Chairperson's leadership and the ABU Secretariat's support, I would like to do my best to strengthen the IPLC members' relationships and help them share the knowledge and experiences. And, I hope it will enhance IPLC's team power as a whole.

Since you have been closely involved in ABU copyright committee since a while now, you might be aware that participation in IPLC has been dwindling over the years. Do you have any recommendations or suggestions to get greater engagement from ABU members in the ABU IPLC?

I think IPLC members' interest and attention is a key.

IPLC has been striving to meet the members' interest. I would be very glad

if the ABU Members across the region keep interest and get actively involved in the IPLC activities.

It has been more than twenty-five years since the WIPO Broadcasters' Treaty has been under discussion. After having attending so many sessions of the SCCR, how optimistic are you about this treaty?

I am glad to see the progress at the recent SCCR meetings. The drafts of the WIPO Broadcasters' Treaty have been revised and updated, and we are expecting to see the third version sometime in September. And physical face-to-face discussions resumed after the pandemic, as well. I am sure all these things are of great help with the progress of discussions on the Broadcasters' Treaty.

Since you have been closely involved in the SCCR negotiations on proposed Broadcasters' Treaty, how closely do you think ABU IPLC and ABU Legal Division should be involved in this topic?

Both ABU IPLC and ABU Legal Division have been involved in the discussions on the WIPO Broadcasters' Treaty. IPLC members had a face-to-face talk with the WIPO Secretariat at IPLC meeting in Colombo in May, and the ABU Legal Officer has had a direct negotiation with WIPO Secretariat and Member States for years as well. I am also actively involved myself.

IPLC members' more active involvement and talks with the local governments in the future, I hope. The voices from broadcasters can convey the urgent need of the WIPO Broadcasters' Treaty, which definitely will make the Treaty happen.

Do you have specific milestones or goals for the next two years when it comes to ABU IPLC?

As was previously told, I would like to contribute to the stronger relationships between the IPLC members. The IPLC meeting held in Colombo in May was really a wonderful opportunity for the IPLC members to get together physically and strengthen the ties. I would be glad to see the member's ties being strengthened during the next two years.



Hangzhou 2022 hands over 'Asian Games' to Aichi-Nagoya 2026



Hangzhou, the host city of the 19th Asian Games bid farewell, after two weeks of incredible sporting and athletic feat, that left the sporting world in admiration. The 75-minute closing ceremony on October 8, at the Hangzhou Olympic Sports Centre Stadium, seamlessly fused technology, theatre, acrobatics and age-old Chinese culture.

Asia Pacific Broadcasting Union (ABU) for the 1st time, made strong presence at the world's largest multi-sporting event, the 19th Asiad or Hangzhou 2022. ABU, and its members deployed a total of 77 live venue production crew for three sports- Cricket, Sepaktakraw, and Squash.

DD India, India's national public broadcasters deployed a strong 28-member production crew for Cricket. The crew comprised director, producer to cameraperson, graphics, editors, sound among others.

The Indian team expressed their appreciation to ABU for the opportunity during such major events. "Such opportunities are vital and provides practical learning and exposure".



Radio Television Malaysia, RTM deployed total of 17 professionals for Sepaktakraw. Some of them said, this is their first experience covering for such large-scale multi-sporting events.

A combination of crew from Singapore, Malaysia and from Cambodia formed ABU's Squash live venue production Squad 28 personnel.

The team leader, David Turner from New Zealand, thanked ABU for the opportunity on behalf of his crew. He said, it is a rare opportunity for people from ABU members to learn and experience first-hand such large-scale sporting events.

The ABU also deployed English Commentators for the 19th Asian Games. ABU Sports brought together some 30 world class commentators from across the world in Hangzhou.

The ABU Secretary-General, Ahmed Nadeem, visited Hangzhou from October 22 – 25, 2023. He met with production crew and ABU project staff working on-site. In total deployed 107 personnel. A similar venue production was also taken up during Tokyo 2020 Paralympics.

The Secretary-General also visited ABU members and their facilities in the IBC. Nadeem met with members from KBS Korea, CMG China, Mediacorp Singapore and IRIB Iran among others.

Commentators and production personnel expressed appreciation to ABU for the rare opportunity, to be part of one of the largest sporting events in the world.

The 15-day Hangzhou 2022 featured 11,830 athletes from 45 countries and regions in 481 events across 61 disciplines in 40 sports. A total of 15 world records, 37 Asian records and 170 Asian Games records were set, highlighting the incredible performances and sporting feat.

ABU has been active for several years during Asian Games, be it in terms of distribution and, or multi-feed production on behalf members. These include Incheon Asian Games 2014 to Jakarta-Palembang 2018 in Indonesia.

The next edition of Asian Games will take place in Aichi - Nagoya in Japan, 2026.



A Day of Mental Wealth

With the ABU secretariat engaged in a constant whirlwind of responsibilities, deadlines, and 24/7 connectivity, self-care often takes a back seat. Addressing this demanding workspace, the secretariat's newly formed Human Resources unit, in collaboration with MY Psychology, lead the charge for a kinder, more self-aware workplace by hosting a half-day wellness workshop on 6th September 2023.

Tailored to arm staff with practical insights into mental health, the half-day workshop proved to be more than just another event on the corporate calendar. It was, in all senses, an enlightening experience that left a lasting impression on it's the secretariat staff.

The Secretary-General welcomed all attendees, reiterating the organisation's commitment to holistic well-being. "Your well-being is a top priority for us," he stated, setting a tone of genuine concern that permeated the rest of the day's proceedings.

The event took off with an engaging session, "Relaks Lah: Understanding Stress & Managing Emotion," led by clinical psychologists Mr Gary Yap and Ms Michelle Yap. The duo delved into

the intricacies of stress and emotional management, offering practical tools for resilience.

The event segued into a captivating exploration of personality types titled "Hello to Myself: Understanding True Colour Personality." This segment illuminated the complexities of individual temperaments and how they can affect interpersonal relations, especially in the workplace. The session culminated in "True Colours Personality Activities and Discussion," where participants applied their newfound knowledge in interactive scenarios.

By the time the closing Q&A session came around, the room was buzzing with a palpable sense of inspiration and eagerness to apply the day's learnings. Many took the opportunity to ask final questions, seeking to extract as much wisdom as possible before the close of what had been an extraordinary day.

Though the workshop lasted only half a day, its impact was immeasurable. Attendees left not just with informational pamphlets and corporate swag, but with a renewed sense of purpose and an arsenal of practical skills to better navigate the complexities of modern life—both in and out of the office.



Secretary and Director Generals of WBU discuss Climate Change and the Role of Media

Heads of Broadcasting Unions and Associations under the WBU met in the Spanish capital Madrid for their annual gathering. Secretary and Director Generals of the World Broadcasting Unions reviewed past activities and proposed news initiatives for the future.

ABU Secretary General, Ahmed Nadeem reported the status of ABU's on-going activities and his vision for the future. Digital transformation, and climate change adaptation remain high on his agenda. He also highlighted the need to support members with their challenges in this post-pandemic era where many are facing funding and financial difficulties.

The ABU Secretary General said that WBU's support to the UN's Climate action plan, Early Warning for All campaign, and being part of the early warning system is important. The WBU's contribution to enhance the resilience of broadcasting infrastructures and role of media is crucial among others. The ABU SG also briefed on the Call for Action adopted by 7th ABU Media on Climate Action and DRR in the Maldives.

The WBU meeting highlighted the importance of the Climate change proposal and agreed supporting the cause through a common declaration.

ABU Secretary-General addresses global youth at IYPAVC

The Secretary-General of the Asia-Pacific Broadcasting Union (ABU), Ahmed Nadeem, addressed the International Youth Programme of Audio-Visual Communication (IYPAVC), highlighting the tremendous potential of young creatives in shaping the future of media and broadcasting on a global scale.

In a virtual address to the gathering of young minds from around the world, the Secretary-General expressed his honour at addressing the IYPAVC, an exceptional platform that fosters creativity, innovation, and intercultural exchange.

Nadeem praised the platform for its unique ability to shape the trajectory



of media and broadcasting in both the Asia-Pacific region and beyond.

In a world where information travels at the speed of light, the Secretary-General emphasised the increasing significance of audio and video communication and the pivotal role the youth play in harnessing its power.

"The youth hold the power to bring positive change, break barriers, and bridge gaps between cultures and nations," he said.

The rich cultural diversity of the Asia-Pacific region was also brought to the forefront, with the Secretary-General noting the wealth of stories waiting to be told.

He expressed his confidence that the creative prowess and imagination of young talents could provide these narratives with a global stage, thus fostering appreciation for shared humanity.

ABU Secretary-General addresses the 54th General Assembly of CBU



The Secretary-General of the Asia-Pacific Broadcasting Union, Ahmed Nadeem, virtually addressed the 54th General Assembly of the sister union – Caribbean Broadcasting Union (CBU), held in Antigua and Barbuda from 14 to 16 August.

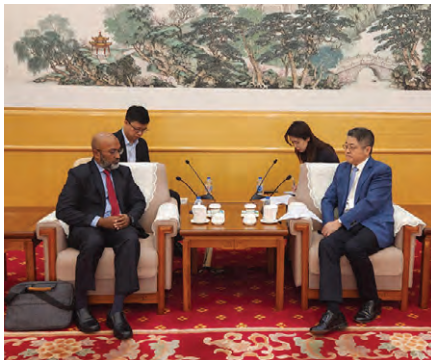
Sending warm greetings to the assembly delegates, Nadeem noted that despite geographical distances, both unions share common challenges, especially in small island nations, such as food, water, and energy insecurity, and climate change impacts.

ABU's SG encouraged unity and learning from each other's successes and experiences to overcome obstacles. He expressed gratitude for the incredible collaboration achieved so far, exemplifying the power of uniting the Global South.

He emphasized that since 2020, they've collaborated on the "Media Saves Lives" initiative, empowering communities through media education and positively impacting lives during difficult times.

The 54th General Assembly was celebrated as a tremendous accomplishment, with the theme aligning perfectly with the vision of "Celebrating the Contribution of Media to Caribbean Development."

ABU Secretary-General holds key meetings in China



The ABU Secretary-General, Ahmed Nadeem held a number of official meetings in China in July. The Secretary-General met with Vice Minister, LE Yucheng at the National Radio and Television Administration of China (NRTA) in Beijing. The SG also met ABU Vice President, Mr Yan Chengsheng.

The Secretary-General, and the Vice Minister discussed various areas of

cooperation in broadcasting, events of mutual benefit, and the importance of improving the quality, and efficiency of media while serving the public.

ABU Secretary-General also had an interactive session with Academy of Broadcasting Science, NRTA (ABS). It was attended by the Vice President of ABS, Sheng Zhifan and other senior executives. The parties exchanged views on the development of broadcast industry, new technologies and the use of AI in media.

Later, the Secretary-General was introduced to Alibaba Ecosystem, and YOUKU International Media Network, one of the largest online long-form video platforms in China.



explore the role of media amid global challenges.

Nadeem said, "In today's interconnected world, media plays a pivotal role in disseminating information, fostering dialogue, and promoting understanding among nations. With the advent of digital technologies, and the rise of social media, the power and influence of media have reached unprecedented levels".

The Secretary-General expressed his expectation and hope, to forge a robust and inclusive media landscape in cooperation with CMG. He said, Chinese modernization presents new opportunities for global development. It has, not only uplifted millions of lives within China, but provides an inspiration and lessons for other nations.

The ABU Secretary-General ended by saying "together, we can shape a brighter future for media, for society, and for global development".

This is the 2nd such international forum organized by China Media Group. The forum was attended by the heads and representatives of world's broadcast unions and associations, and the global media community.

ABU Secretary-General delivers Keynote Address at the 2nd CMG Forum in Shanghai

Delivering the keynote Address at a high-level forum hosted China Media Group (CMG), ABU Secretary-General, Ahmed Nadeem has said media serves as a bridge, connecting people across borders, cultures, and perspectives, and to foster constructive dialogue among nations..

The 2nd CMG Forum in Shanghai held on 20 July, was themed "Opening-up, Inclusiveness, Mutual Benefit: Join Hands on the Path Towards Modernization". He said, the forum provides a valuable platform for reflection and collaboration, to

ABU Secretary-General met with TRT Türkiye delegates

ABU and TRT Türkiye officials met to discuss activities and potential areas of cooperation in the future at the ABU secretariat on 13 July 2023.

ABU senior management, led by Secretary-General, Ahmed Nadeem shared ABU's on-going events and activities. The meeting explored potential areas of collaboration between the two in the future.

The TRT delegation was led by Deputy General Manager of TRT Türkiye, Omer Faruk Tanriverdi and the Head of International Relations Mustafa Saritas.



GXTRA delegation visits ABU secretariat to discuss future collaborations

A high-profile delegation from the Guangxi Zhuang Autonomous Region Television and Radio Administration (GXTRA), led by Lu Zhengning, Deputy Director of the Radio and Television Administration of Guangxi Zhuang Autonomous Region, called on the ABU Secretariat in Kuala Lumpur on 27 September.

The meeting aimed to strengthen mutual exchange and explore prospects for collaboration, particularly focusing on the upcoming ASEAN-CHINA MEDIA WEEK and potential joint ventures in co-producing, translating, and broadcasting programmes.

The meeting led by the ABU Secretary-General Ahmed Nadeem and attended by Directors and Heads of various ABU departments provided comprehensive presentations about the Union's range of activities, highlighting areas where both organisations could synergise.

The GXTRA operates under the National Radio and Television Administration



of China and is mainly responsible for guiding the development of Guangxi's radio, television, and online audio-visual industries.

The governmental unit directs the production of various programmes and promotes international exchanges and cooperation, in addition to managing

the import, recording, and overseeing of radio and television programmes in Guangxi.

During the meeting, GXTRA expressed a keen interest in becoming a member of the ABU, reflecting a mutual willingness to expand collaborative ventures.



ABU part of RSF committee to develop charter on regulating AI in Media

ABU contributes to an international committee convened by Reporters Without Borders (RSF) to develop a charter aimed at regulating the use of AI in media.

Chaired by journalist and the 2021 Nobel Peace Prize laureate, Maria Ressa, the committee consists of 21 members from 13 different countries, academic and professionals in the fields of journalism, AI and digital technologies. The ABU is represented by Director of Technology, Dr. Veysel Binbay.

The committee's role is to develop a set of principles, rights, and obligations for information professionals regarding the use of AI-based systems.

The initiative will be managed by Reporters without Borders (RSF) in partnership with major NGOs defending journalism (FPU, EJN, CPJ, IPI, GFMD), media representative organisations for the press (WAN-IFRA) and TV (ABU, EBU) as well as investigative journalism consortia (ICIJ, OCCRP).

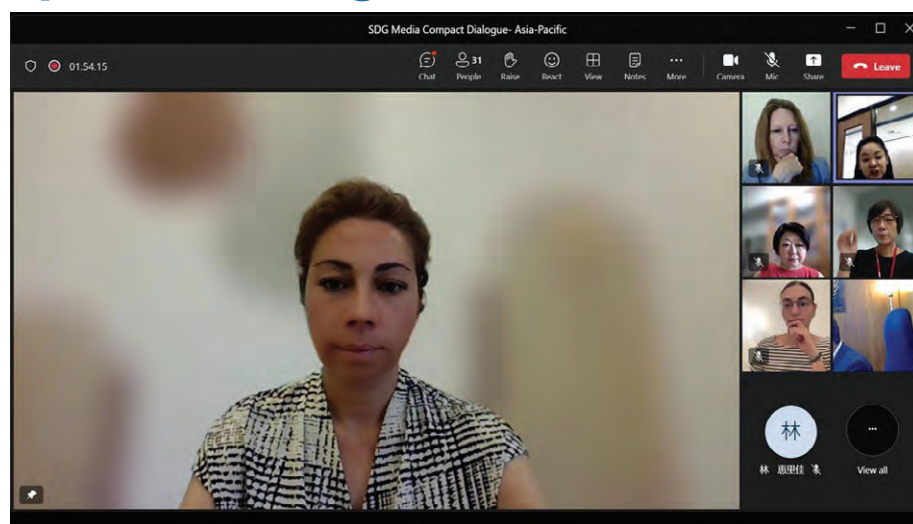
RSF believes the reputation of the members and the diversity of the partner organisations should make this text a reference in the media industry.

Head of ABU SG's Office participates in UN SDG Media Compact Dialogue

The head of the Asia-Pacific Broadcasting Union (ABU) Secretary-General's office, Nargiza Numanova, participated in the United Nations Sustainable Development Goals (SDG) Media Compact Dialogue – Asia-Pacific held online on July 26, 2023.

The UN SDG Media Compact Dialogue brought together media organizations, broadcasters, journalists, and communication experts committed to advancing the 2030 Agenda for Sustainable Development through their respective platforms. The event aimed to foster collaboration, share best practices, and brainstorm innovative approaches to disseminate information that promotes the achievement of the UN's 17 Sustainable Development Goals.

Nargiza Numanova, representing the ABU, made a presentation emphasizing the essential role of media in creating awareness and driving action towards



sustainable development. She highlighted the power of audio and video communication to influence public opinion, raise awareness about pressing global challenges, and mobilize communities for positive change.

During the dialogue, Numanova

also showcased successful media campaigns and initiatives undertaken by ABU member organizations to promote sustainable development in the Asia-Pacific region. She emphasized the importance of storytelling that reflects the diversity of cultures, local challenges, and triumphs, as a means to engage audiences and foster empathy.

ABU members participate in RTPRC seminars promoting media cooperation and exchange

ABU members participate in two seminars hosted by the Chinese government, and organised by the Research and Training Institute (RTI) of the National Radio and Television Administration of China (RTPRC).

Two members from Lao National TV (LNTV) are participating in the seminars on Radio, Television, and Film Production Technology for Belt and Road Countries, and News Media for Developing Countries.

Concurrently run between 15 and 29 August, the seminars



are aimed at strengthening cooperation in the field of media, and promote the sharing of ideas and content among media professionals from developing countries in the field of audio-visual communication.

RTI, as an affiliate member of ABU, provided the ABU Secretariat and member organizations with 10-15 training seats of each seminar. The round-trip international flight tickets for the programs and the expenses for the seminars, accommodation, local visits and personal allowance during the stay in China was covered by the Chinese government.



ABU-TVTM Media Conference in Central Asia

Asia-Pacific Broadcasting Union and the State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography (TVTM) jointly organized an international media conference in Ashgabat on 25-27 September.



25 media professionals from eight international organizations joined 50 local journalists, editors, and producers for three days of conversations, presentations, and networking among ABU members. The event explored the use of Telegram bots, artificial intelligence, virtual reality and deep fakes in TV production and promotion. Media experts also discussed innovative trends in storytelling, audience engagement and video distribution. The event also served as a platform to discuss future cooperation and knowledge sharing between ABU member organizations.

At the end of the conference, international participants were invited to observe a national parade dedicated to the 32nd anniversary of the Independence of Turkmenistan. Foreign delegates also visited the newly built 'smart' city of Arkadag.

Radiodays Asia 2023

ABU workshop kicked off Radiodays Asia 2023



“Make socials your #BreakfastBestie,” said Lauren Saylor, breakfast producer and social media coordinator, from Smooth FM 91.5 in Melbourne, Australia.

During the first workshop at Radiodays Asia, she showcases how a fine-tuned content strategy allows social media to become a balanced and

integral part of a highly rating radio breakfast show.

“First know your Brand,” she began. “At Smooth Radio, consistency is the key. We aim to have our audience feel good by experiencing positive content, in a safe environment, that the audience finds comforting.

Begin by asking, “Who are you?”

- What is your show’s personal brand and values?
- Then own who you are! Be who you are. “Today, I’m wearing pink, it makes me feel good and powerful! It’s part of my brand.”
- Make content that fits your show’s personal brand and station alignment.

Social media is the way to expand our on-air time by giving longer touch points for our listeners.

“We want our P1 listeners to get our brand and we want them to be our biggest fans ever by creating a relationship extension and getting our listeners living in our ecosystem.”

“Be smart... You don’t need a team for socials because we’re all creatives, no fancy phone is needed either.”

Pick the social media that is right for you. Know your audience and choose that platform where they are most engaged. Think about the different companies you use, meta brand, diversify in a way that is beneficial for you e.g. FB but possibly YouTube too.

Finally, keep an eye on the analytics, so you know what’s working well for you.



“In times of huge global news, natural disasters, as well as national or local community stories, radio can accurately reflect what is happening”.

The Malaysia’s Deputy Minister of Communications and Digital, Nie Ching Teo was speaking at the opening of 2023 Radiodays Asia conference in Kuala Lumpur. The deputy minister said



radio is on all digital platforms, is direct, and immediate.

The Head of Radio at Asia Pacific Broadcasting Union, Olya Booyar said, ABU is proud to partner with Radiodays. “ABU’s special strength is that we are the biggest broadcasting union with huge diversity. We have helped bring people together to face the greatest challenges in the industry”.

ABU at 2023 Radiodays Asia

Olya said, “Audio choice is staggering and will continue to grow, generations to come will wonder how we managed content in a changing media climate... we are inventing the future now.”

Radiodays Asia founder Anders Held said, “Radio Asia 2023 wants to shape our audio industry to provide a platform to share ideas to help industry to stay relevant and develop.

Radiodays Asia is a collaboration between ABU and Radiodays Europe. It is the world’s largest and leading conference for radio, audio and podcast partners in Asia and Australia.

ABU members attending & speaking at Radiodays Asia were RTM, Media Prima, ABC Australia, SBS Australia, AFTRS, RRI Indonesia, CGTN China, KBS Korea and Mediacorp Singapore.

NHK Foundation of Japan joins ABU as an Affiliate Member

Japan's NHK Foundation has become an Affiliate Member of the Asia-Pacific Broadcasting Union (ABU). The approval for this membership was granted by the Administrative Council in August 2023.

Established on April 1, 2023, the NHK Foundation was created through the merger of four NHK-group companies: NHK International, Inc., NHK Engineering System, Inc. (NES), NHK Service Center, Inc., and NHK Communications Training Institute.

Both NHK International and NHK Engineering System were Affiliate Members of ABU until March 31, 2023.

NHK Foundation is a non-profit member of the NHK group established to contribute to society and render audience, international cooperation, engineering, and training services. Its social contributions include educational, regional development, welfare, and disaster-reduction activities.

NHK Foundation further publicizes NHK content to help ever more people enjoy contact with and benefit from NHK's public media services. In international cooperation, they help NHK make ever greater contributions to international society by sharing its accumulated knowledge and experience in broadcasting and other fields with the people of other countries.

The international projects include staff training for the broadcasting stations of developing countries, production and distribution of foreign-language versions of NHK programs, assistance with coverage, production and engineering systems for foreign broadcast teams visiting Japan, and also wide-ranging support for foreign residents of Japan.

In the field of broadcast engineering, the foundation shares the fruits of NHK R&D for use by everyone, giving back to society through the active promotion of technical progress and social development. Its training programs are likewise designed to share NHK's accumulated production, engineering, staff nurturing and other skills to help growing media organizations step up to the next level.



Island Communication & Entertainment Private Limited (ICE Network) from Maldives joins ABU as Associate Member

Island Communication & Entertainment Private Limited (ICE Network) of Maldives, has become an Associate Member of the Asia-Pacific Broadcasting Union (ABU). The approval for this membership was granted by the Administrative Council in August 2023.

Established in 2012, Island Communication and Entertainment launched their local channel, ICE TV, in 2014 to become the first HD channel to be established in Maldives. Initially starting with syndicated content, the channel has since expanded its broadcast to include original programming.

The organization's vision revolves around providing a source of entertainment that offers respite from the dominating political discourse frequently occupying airtime on local channels. Their mission is to create a platform for the youth, allowing them to showcase their creativity and talents.

ICE offers comprehensive end-to-end production solutions, encompassing advertisements and more. Equipped with state-of-the-art technology, ICE has the capability to produce shows and short dramas, ensuring high-quality content production.



Pacific Cooperation Broadcasting Limited (PCBL) joins ABU as an Affiliate Member

Pacific Cooperation Broadcasting Limited (PCBL) of New Zealand has become an Affiliate Member of ABU, effective July 1st, 2023.



Established in April 2015, PCBL is a New Zealand government initiative funded by the Ministry of Foreign Affairs and Trade. Its primary goal is to foster stronger relationships in the Pacific region by providing support to the media sector.

PCBL's core objective is to bolster Pacific free-to-air broadcasters by supplying them with New Zealand originated content that can be rebroadcast to local audiences. Additionally, PCBL promotes the creation of local content by offering field equipment and training opportunities.

It delivers a variety of programme content that includes sports, news, current affairs, documentaries, and entertainment via satellite IS19.

Under its membership with ABU, PCBL also becomes a member of the ABU News Group and the video news exchange – Asiavision.

Sun Siyam Media of Maldives joins ABU as Associate Member

Sun Siyam Media Pvt. Ltd (SS Media) from Maldives has joined ABU as an Associate member, effective 10th August, 2023.



Since its establishment in 2008, SS Media has emerged as a prominent provider of diverse media services in the Maldives. It offers an extensive range of media products catering to diverse audience needs. It is recognized for the longest-running online news platform in the Maldives – Sun Online.

SS Media also operates a linear channel, SSTV. The channel captivates viewers with its content, which is accessible through free-to-air services on cable and IPTV platforms, along with free streaming on various social media platforms.

The media conglomerate extends its reach through SSNET, offering rebroadcasting services. Its IPTV and OTT services cover more than 95 islands across the Maldives. The comprehensive line-up encompasses 127 global channels, catering to both residential and business/hospitality sectors.

As part of its ABU membership, SS Media will join the ABU News Group and the video news exchange, Asiavision.

Driven by a commitment to excellence and customer satisfaction, Sun Siyam Media remains dedicated to shaping and leading the media landscape of the Maldives.



Free TV Australia joins ABU as an Associate Member

Free TV Australia, the peak industry body representing commercial television broadcasters in the country, has joined the Asia-Pacific Broadcasting Union (ABU) as an Associate Member effective from 25th September 2023.

Free TV Australia is dedicated to advancing the vital role that commercial free-to-air television plays in Australia's culture and economy. The body provides support to members that contribute significantly to job creation, local news dissemination, storytelling, and nurturing of domestic talent. With an annual expenditure exceeding \$1.6 billion on local content, its members serve as the backbone of the local television production industry.

Free TV Australia operates under a Board of Directors, which draws its membership from the industry body's members. Various committees support the board by providing advice and recommendations on a range of issues including policy, finance, technology, diversity and inclusion, and innovation. Additionally, the organisation collaborates with numerous government and industry bodies, including international broadcasting organisations such as the International Telecommunications Union and the European Broadcasting Union.

The union with ABU will focus on services to broadcasters in Australia and facilitate close cooperation with various ABU platforms for the exchange of content among members. The new alliance is expected to pave the way for increased collaboration, knowledge-sharing, and an enhanced broadcasting landscape within the Asia-Pacific region.

Dr. Prasad Samarasinghe appointed as Chairman & Director General of SLRC

The Sri Lanka Rupavahini Corporation (SLRC) has announced the appointment of Dr. Prasad Samarasinghe as its new Chairman and Director General, effective July 2023.

Before assuming his new role, Dr. Samarasinghe served on the Board of Hatton National Bank (HNB PLC) as a Non-Executive/Non-Independent Director. He also held directorial positions in Hayleys Fibre PLC and DCSL Brewery Ltd. His journey in the corporate world began as a Systems Engineer (Data Communications) at Electroteks Ltd. in September

1996, marking the foundation of his successful career.

Throughout his career, Dr. Samarasinghe has held various management positions in prestigious organizations, showcasing his expertise in the fields of communications and information technology. He served as Manager/Communications Engineer at Commercial Bank of Ceylon until January 2001, where he later took on the role of Chief Manager IT until May 2002. Subsequently, he assumed the position of Head of IT until September 2003. From 2003 to July 2005, Dr.



Samarasinghe held the position of Deputy General Manager (ICT) at Sri Lanka Insurance.

Dr. Samarasinghe holds a Doctorate in Telecommunications from the Australian National University.



Caretaker Minister for Information and Broadcasting Murtaza Solangi announced a series of significant milestones for Radio Pakistan in its

Radio Pakistan makes significant strides in digital migration journey

journey toward digital migration. Addressing the International Conference on Radio Resource Control and Management at IBC 2023 via Zoom, Solangi discussed how the broadcasting service is evolving to meet international standards despite facing various challenges.

The minister disclosed that Radio Pakistan is in the process of digitising its entire archives. This comes as part of a broader plan to modernise the state broadcaster and make it more accessible to audiences both domestically and internationally. "The broadcasting landscape is evolving globally, including in Pakistan," Solangi noted, indicating that Radio Pakistan is committed to staying at the forefront of these changes.

Key among these changes is Radio Pakistan's transition to Digital Radio Mondiale (DRM) technology. The installation of DRM transmitters will make Radio Pakistan's broadcasts align with international standards and extend its reach not just throughout Pakistan, but also to neighbouring countries. Solangi stated that the technological leap would "add a new chapter to Radio Pakistan's glorious and historic 76-year journey."

Importantly, the minister highlighted the DRM transmitters' capacity for an emergency warning system capable of issuing immediate alerts during natural disasters. This new feature is expected to be instrumental in facilitating disaster management authorities with relief efforts in affected areas.



ABS-CBN's Kapamilya Online begins its livestreaming in Europe, Australia, and New Zealand

ABS-CBN's Kapamilya Online Live on YouTube begins its livestreaming in Europe, Australia, and New Zealand with live and on-demand access, giving Kapamilyas anywhere in the world the chance to enjoy their favourite ABS-CBN programs at the same time with their loved ones at home.

This comes after Kapamilya Online Live expanded its live and on-demand access to viewers in Hong Kong, Japan, Singapore, and in other parts of Asia earlier this year.

The free offering on ABS-CBN Entertainment's YouTube channel, which remains the number one channel in the media and entertainment category in Southeast Asia with over 45 million subscribers, is part of the company's commitment in bringing entertaining and inspiring content to more Filipinos outside of the Philippines.

Kapamilya Online Live also provides binge-worthy entertainment with replays of the best-of-the-best classic ABS-CBN shows such as "Dolce Amore," "Be My Lady," "Los Bastardos," and "Be Careful with My Heart."

Through Kapamilya Online Live, viewers can catch up on the latest episodes of currently airing shows of up to 14 days of non-stop replays. The livestreaming service also allows Kapamilyas to stay connected to Filipinos in different parts of the world by interacting in the live chat feature.



ABC Radio Australia returns to the Republic of Palau

ABC Radio Australia will be heard in the Republic of Palau for the first time in more than five years.

Under a new Memorandum of Understanding, ABC Radio Australia programs will be carried on the Republic of Palau's national radio broadcaster, Eco Paradise FM (EPFM).

The signing was attended by Palau Minister of State, and the Australian Minister for International Development and the Pacific.

ABC International Services Head Claire Gorman said: "This new partnership is a first step towards the aim of establishing a full FM radio service in Palau, an ABC initiative funded under the Indo-Pacific Broadcasting Strategy."

Palau residents can access to programming including flagship regional current affairs show Pacific Beat and music shows Stories from the Pacific, Pacific Playtime and Island Music.

ABC Radio Australia has recently increased its Pacific-focused content and under the agreement.

DRM chosen by Indonesia as digital radio broadcasting standard for MW, FM, and VHF Band-III

The Digital Radio Mondiale™ (DRM) Consortium has welcomed the decision by Indonesian authorities to adopt the globally recognised, open, and ITU-endorsed DRM Digital Radio Standard for national implementation in a country with a population exceeding a quarter of a billion.

The announcement was made during the DRM IBC Showcase event in Amsterdam. DRM is the only digital radio standard capable of meeting all coverage requirements for national and local public radio stations, as well as commercial and community broadcasters. Moving forward, DRM-based digital radio services will be available in the medium wave (MW) and FM bands, and also in VHF band-III, across all 18,000 of Indonesia's islands.

Some 275 million Indonesians will

soon benefit from a transformative radio experience featuring enhanced audio quality and, importantly, an additional layer of disaster protection via DRM's Emergency Warning Functionality (EWF). The introduction of modern digital radio services is set to invigorate the entire radio ecosystem and broadcast industry, thereby stimulating both Indonesian and global receiver manufacturing.

The DRM Consortium is keen to continue its close collaboration with Indonesian broadcasters, stakeholder groups, governmental agencies, as well as the receiver, automotive, and mobile phone industries in Indonesia. This concerted effort aims to ensure the successful nationwide roll-out of DRM digital radio services, for the benefit of the entire Indonesian populace.





2nd CMG Media Forum calls for joint action by the global media community

The Global Forum, attended by heads of world's broadcast unions and associations, the global media community, and the China Media Group has issued a three-point joint initiative document.

It says, the parties were engaged in, in-depth exchanges and achieved broad consensus on the theme- "Opening-up, Inclusiveness, Mutual Benefit: Join Hands on the Path Towards Modernization". The forum called on these joint actions by the global media community.

- Stay committed to the mission of media and promote global cooperation. The forum pledged to uphold the irreplaceable role of media to disseminate in reliable information, mutual trust and build consensus.
- Innovate Communication and overcome global challenges. The delegates reaffirmed respect for the diversity of modernization paths and efforts to shape friendly international environment for dialogue and consultation.
- Champion mutual learning among civilisation and enhance benefit-sharing for the whole world. The forum encouraged to foster constructive interaction, mutual understanding and people to people ties, to promote social progress and maintain world peace.

Hosted by China Media Group (CMG) and the Shanghai Municipal People's Government, the 2nd CMG Forum was attended by 200 representatives from international

Pacific Break returns in 2023!

The Pacific's biggest music competition returned to the Australian Broadcasting Corporation (ABC), kicking off on 21 September.

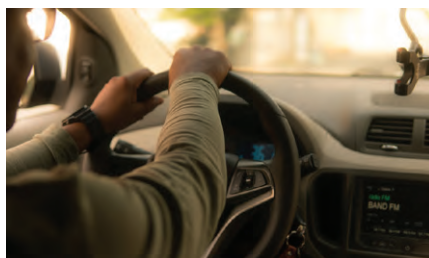
This year, the search for the Pacific and Timor-Leste's best original talent launched with an exclusive concert in Port Moresby, Papua New Guinea (PNG).

Headlining the show was PNG-born Australian artist Ngaiire who travelled from Australia to Port Moresby to perform. Joining her on stage was last year's Pacific Break winner Danielle as well as ABC Radio Australia music host and DJ Hau Latukefu who will broadcast a special edition of his



weekly music show In The Fale: Live From Moresby.

Pacific Break offers unsigned artists living in the Pacific and Timor-Leste a career-changing opportunity with the winner flown to Australia's largest international music festival WOMADelaide in March 2024. Throughout the six-week campaign, featured artists have their music and videos featured on ABC Radio Australia and ABC Australia programs and on ABC Pacific digital and social accounts.



China announces new guidelines to strengthen in-car audio-video management

China's National Radio and Television Administration (NRTA), the Ministry of Industry and Information Technology (MIIT), and the State Administration for Market Regulation (SAMR), have jointly issued a comprehensive notification aimed at further strengthening the management of in-car audio and video systems.

In the announcement, the authorities highlighted that in-car audio and video systems serve as an essential medium for the Chinese populace to stay informed about the Party's policies and for general news and entertainment. They stressed that these systems are not just vehicles for entertainment

but also a critical infrastructure for disseminating emergency information.

The guidelines call for an increased effort to standardise the installation of wireless radio receiving modules in both domestic and imported cars sold in China. They emphasised that these modules must adhere to national and industrial standards. There are also plans to accelerate the construction of digital radio broadcasting networks, including digital amplitude modulation (DRM) and frequency modulation digital audio broadcasting (CDR).

The guidelines encourage the production of high-quality content that aligns with mainstream values. They stress the importance of ensuring that the government's voice is effectively communicated through these in-car systems. The management of in-car audio and video platforms will also be standardised, including the training of personnel.

The regulatory bodies will assume a more vigorous role in monitoring and guiding the production and distribution of content, as well as the operational aspects of in-car audio and video services. These authorities are committed to resolving any issues promptly and efficiently, ensuring a healthy and orderly development of this medium.



Finalists for Japan Prize 2023 announced

NHK has announced the finalists in all five categories of the Japan Prize 2023. Japan Prize is an international contest dedicated to educational content.

Traditionally the competition has been geared towards television and radio content, but from 2023 onwards, the pre-school, primary, youth, and lifelong learning divisions accepted submission of digital media works.

With the announcement finalists, the first round of online judging will commence, with the announcement of Best Works, Excellence Award and Special Prize scheduled for early October.

The final judging will take place in November, prior to the Japan Prize

Festival where the announcement of Grand Prix Japan Prize will take place, and the Special Prize will be awarded to the for the proposal division.

During the festival week in November, the Japan Prize hosts screenings, sessions, and workshops. Delegates from around the world are invited to watch outstanding works and exchange thoughts and ideas.

The mission of the Japan Prize is to contribute to the advancement of the quality of educational content around the world and to foster mutual understanding between societies and cultures by recognizing works that make innovative use of visual media.

Since its establishment in 1965, the competition has supported the power of the media by awarding outstanding works that foster people's aspirations to further learn, reflect, empathize, and act for the betterment of the world.



TVB and Tencent Video ink framework agreement to boost Hong Kong dramas

Television Broadcasts Limited (TVB) has announced a strategic partnership with Tencent Penguin Pictures, a subsidiary of China's major online video platform Tencent Video. The collaboration aims to capitalise on the burgeoning popularity of Hong Kong TV dramas in mainland China.

Under the framework agreement, 77 Atelier, a wholly-owned subsidiary of TVB, will collaborate with Tencent Penguin Pictures to co-produce four upcoming drama series. These include the fourth instalment of the classic IP series "No Return," a drama centred around entrepreneurs in the Greater Bay Area called "Big Biz Duel," an epic crime drama named "No Room For Crime," and a suspense-filled detective drama, "One-twelfth."

In a bid to provide mainland Chinese audiences with a deep dive into the rich cultural tapestry of Hong Kong's TV dramas, TVB will supply Tencent Penguin Pictures with 2,000 episodes of library dramas, featuring a range of classic martial arts series. These episodes will be broadcast on Tencent Video, significantly broadening the reach of Hong Kong-produced TV content.



RRI Indonesia celebrates 78th Anniversary

ABU member RRI celebrated its 78th Anniversary on 11 September with a special extended live broadcast from their multi-platform studios where they hosted performers, celebrities, civil society leaders and ABU members who called in and/or recorded special video messages.

Head of Radio Olya Booyar was interviewed live and spoke about the enduring power of radio, digital transformation and multiplatform audio revolution.



(The third annual CMG Media Cooperation Forum held in Nairobi – Photo: CGTN)

3rd annual CMG Media Cooperation Forum held in Kenya

China Media Group has hosted over 100 media houses from 40 African countries in Nairobi, Kenya, for its 3rd annual CMG Media Cooperation Forum.

This year's forum was held under the theme "Deepening communication between Chinese and African civilizations and promoting a China-Africa community with a shared future in a new era."

The annual gathering is a mark of the growing friendship between Chinese and African media.

Officials said this year's gathering is an important signpost for a new round of cooperation based on mutual trust.

In their declaration, media representatives from across Africa and China pledged to deepen media cooperation and share China-Africa stories.



(Photo: Press TV – Iran's President Ebrahim Raisi (L) honours journalists at the 21st Iran's National Media Festival on August 8, 2023.)

IRIB celebrates national Journalists' Day

Islamic Republic of Iran Broadcasting (IRIB) has celebrated the national Journalists' Day. Each year, August 8th is observed as National Journalists' Day, commemorating the martyrdom of nine Iranian citizens, which includes a reporter and eight diplomats, in the northern Afghan city of Mazar-i-Sharif in 1998.

President Ebrahim Raisi visited the IRIB to commemorate the day. During his visit, he lauded the significant role that media and journalists play in society.

While speaking to the Islamic Republic of Iran News Network (IRINN), Raisi expressed his administration's openness to criticism from the media and journalists. He stated, "Journalists play an essential role in elucidating people's demands to government officials and statesmen, as well as conveying the perspectives of officials and statesmen to the public."

He also applauded the crucial role played by national TV and Radio in upholding Islamic values and presenting a proper Iranian and Islamic way of life.

The National Journalists' Day this year coincided with the closing ceremony of the 21st Iran's National Media Festival.



Mediacorp and Huanyu to foster global opportunities for talents

Mediacorp's The Celebrity Agency (TCA), is partnering China's Huanyu Entertainment to foster global opportunities for talents. Under the partnership, selected Mediacorp artistes will be represented by Huanyu in China. While, Huanyu's artistes represented by TCA in Singapore and Malaysia.

A news release on its website says, Mediacorp artistes are set to make further strides on the global stage. And TCA will expand its roster by representing popular Huanyu artistes for opportunities in Singapore and Malaysia.

The partnership marks TCA's first venture to represent overseas artistes, paving the way for more cross-border collaborations, the chief talent officer of Mediacorp said.

Huanyu is a leading entertainment company that boasts a roster of over 1,000 award-winning screenwriters, directors, producers and actors under its artiste management arm.



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