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From the editor

Dear ABU members,

It is with great pleasure that we at the Asia-Pacific Broadcasting Union (ABU) bring to you the 2024 second quarter issue of ABU News.

This year is significant for us at ABU for many reasons: firstly, it is our 60th anniversary. Over the past six decades, we have been consistent in upholding the mandate of assisting the development of broadcasting in the Asia-Pacific region. ABU promotes the collective interests of television and radio broadcasters as well as key industry players and facilitates regional and international media co-operation. This is evident in our various activities, programmes, policies, partnerships, events, and other initiatives over the years.

As we celebrate the milestone of reaching 60, we would like to extend our deepest gratitude to you for being on this journey with us. After all, an organisation is only as strong as its members, and we are excited to work closely with you for more years to come in the spirit of delivering the best of broadcasting in the Asia-Pacific region and beyond.

Coming up: The 61st ABU General Assembly (GA) and Associated Meetings will be held on the 18th October to 23rd October this year in beautiful Istanbul, Turkey. Proudly hosted by the Turkish Radio and Television Corporation (TRT), this year's GA is themed 'The Nexus of AI, Broadcasting, and Society'. This year's GA will examine the undeniable impact of Artificial Intelligence (AI) on the broadcasting industry, including its moral and ethical implications. We at ABU have been busy preparing for the GA, and we look forward to your attendance!

On another note, as we all had eagerly anticipated, the Paris Olympics are taking place right now. In the preparation of the Games, we at the ABU were busy in gaining the telecast rights for our member organisations. After all, ABU is committed to securing the best sports events worldwide for our members. Sports is a democratic field that unites people across differences, and truly, we are humbled to bring the Games to you.

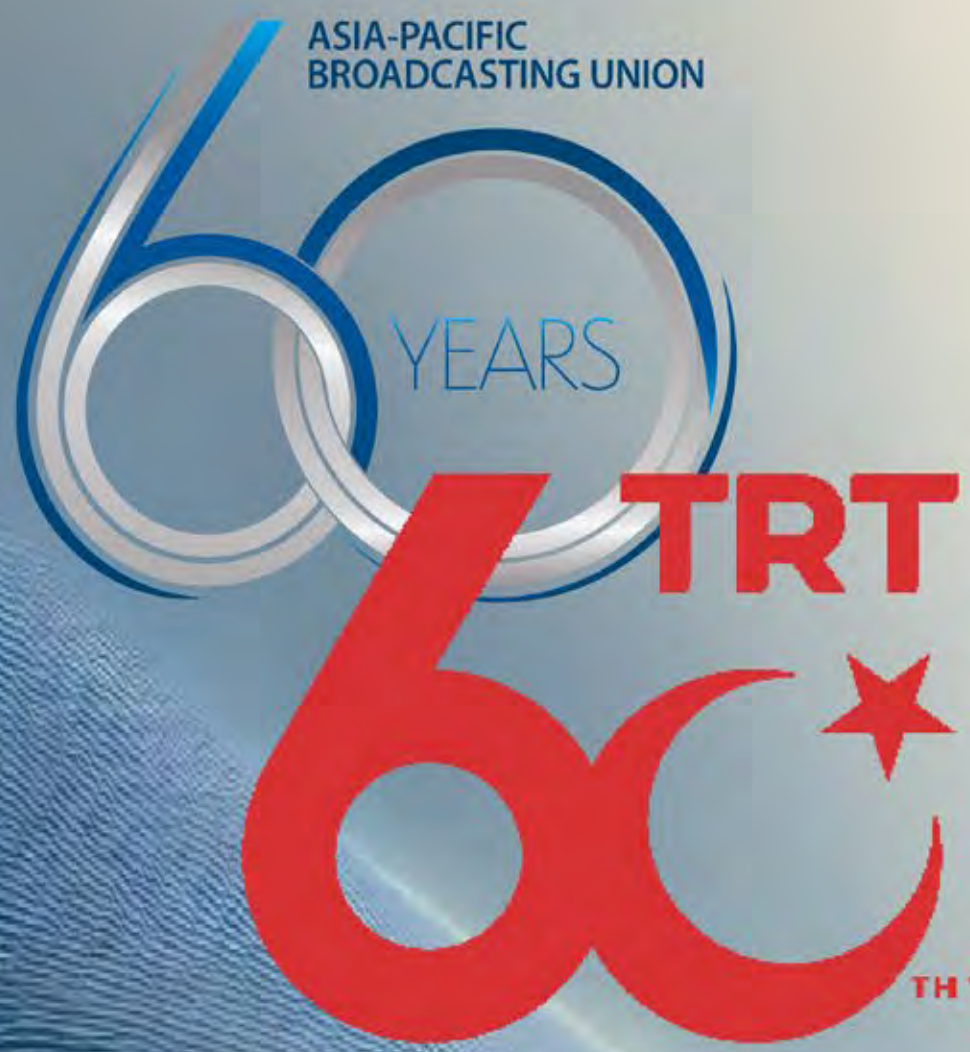
We hope this issue keeps you informed of the ABU activities that have been happening, and upcoming ones that you can look forward to.

So sit back and enjoy pursuing our magazine.

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For advertising enquiries, please contact the Editor. Editorial contributions are welcome. ABU News is supplied free of charge to ABU members and is available by subscription to others.

**61ST ABU GENERAL ASSEMBLY AND ASSOCIATED MEETINGS**

THE NEXUS OF AI BROADCASTING AND SOCIETY

**İSTANBUL, TÜRKİYE
18 - 23 OCTOBER 2024**

Register for The 61st ABU General Assembly and Associated Meetings

The Turkish Radio and Television Corporation (TRT) is proud to welcome ABU members to the 61st ABU General Assembly and Associated Meetings in Istanbul, this upcoming 18 October – 23 October.

Themed ‘The Nexus of AI, Broadcasting, and Society’, the event will examine the unprecedented yet undeniable impact of Artificial Intelligence (AI) on the broadcasting industry – after all, AI is revolutionising how we tell stories and connect with audiences. The event promises to be a captivating journey into the future of media and communication.

As we embrace these technological advancements, it is crucial to address the ethical questions and societal impacts that come with them. We will engage in insightful discussions on navigating the ethical landscape, ensuring that AI applications in broadcasting are responsible and beneficial for society at large.

We aim to foster collaboration, share innovative ideas, and set the stage for future developments in the industry.

The ABU General Assembly & Associated Meetings is a unique platform that brings together broadcasters, technologists, policymakers, and key leaders from the region.

The Assembly will feature associated meetings, keynote speeches, and panel discussions designed to inspire and equip participants with the tools needed to navigate the evolving broadcasting landscape. In addition to the Assembly, alongside exclusive restricted sessions for ABU members, essential statutory matters will also be addressed.

Join us in Istanbul, where history meets innovation, and together, let’s shape the future of broadcasting.

For more information about the event, including accommodation, click [here](#).

This is the [link](#) to register for the event.

Please contact Ms Shabana Jan at ga@abu.org. my should you have enquiries.

Media Prima's Nicholas Sagau appointed Malaysian Digital Association (MDA) vice-president

Nicholas Sagau from REV Media, Media Prima has been appointed vice-president of the Malaysian Digital Association (MDA).

He said the appointment reflected the industry's confidence in its capacity to navigate challenges within the digital media publishing sector amidst the current economic climate.

"This appointment is a testament to the industry's confidence in our ability to lead the digital media publisher's industry through the challenges posed by the current economic outlook, which is impacted by various factors.

"I am eager to collaborate closely with our industry's elected council, office-bearers, and

stakeholders to drive innovation and growth," he said.

Meanwhile, Eileen Ooi, Omnicom Media Group Sdn Bhd CEO, has been appointed president.

The newly elected council members include 16TWO Communication Labs Sdn Bhd, Astro Media Solutions Sdn Bhd, FCB Sdn Bhd (FCB SHOUT), Dentsu Holdings (M) Sdn Bhd, GroupM Malaysia, iMedia Asia Sdn Bhd, IPG Mediabrands Sdn Bhd, Nuffnang Sdn Bhd, and Petroliam Nasional Berhad (PETRONAS). ■■■



CNN appoints Mike Valerio as new Asia-based international correspondent

CNN has announced the appointment of Mike Valerio as an international correspondent to be based in Asia. He will be responsible for reporting on key stories from the Asia-Pacific region for the network's television and digital platforms.

"We are delighted to welcome Mike to CNN International to cover the many important stories from the Asia Pacific region," Senior Vice President & Managing Editor APAC, CNN International, Ellana Lee, said.

"Mike's versatility, his experience in the political sphere, and his strong background in investigative reporting will provide fresh insights to regional events in this dynamic part of the world."

Most recently, the eight-time Emmy Award-winning journalist was a national correspondent for CNN Newsource, based in Los Angeles.

Before joining CNN, Valerio served as a political and law enforcement reporter for



WUSA9 in Washington, D.C. He has extensively covered the White House, election security, and the Department of Justice, focusing on the FBI, ATF, and domestic terror cases.

Valerio earned a bachelor's degree in Journalism & Mass Communication from The George Washington University. ■■■



Photo: EBU

Liz Corbin promoted to Director of News at European Broadcasting Union (EBU)

Liz Corbin, the EBU Deputy Media Director/Head of News, has been promoted to Director of News, effective 12 April. She reports directly to Noel Curran, EBU Director General.

Corbin joined the EBU in January 2020, having worked for the BBC across television and digital journalism for over 18 years, most recently as Head of News for BBC World News. In just over four years at the EBU, she has presided over a record-breaking Eurovision News Exchange in challenging conditions, not least the global pandemic, the war in Ukraine, and the invasion of Gaza.

She has also created a news environment rooted in technological innovation with the launch of A European Perspective (a pan-European networked newsroom); the

EBU Investigative Journalism Network (which has delivered important stories such as the Missing Children of Ukraine); the transformation of the News Events service, which delivers the biggest stories to global media outlets; and a genuinely ground-breaking news report on climate journalism.

Commenting on her appointment, Corbin said, “News is the beating heart of public service media and I am passionate about the role the EBU has played in supporting our Members with their impartial and trusted journalism. Over the past four years, together with the Members and the fantastic staff I work with in Geneva and across the world, I have been proud to grow and transform the services from Eurovision News. As Director of News, I will continue this journey because how we produce the news

needs to change radically and constantly. It’s a privilege to work to bring our Members ever closer together, helping them share their journalism, their resources and their expertise. Our Members can rely on Eurovision News to keep them ahead of the curve because all the audiences across Europe and beyond deserve public service newsrooms which are best in class.”

Corbin’s priorities for news in 2024 and beyond will focus on launching a new platform for all Eurovision News services, further innovation in the field of AI and digital content sharing, developing the globally recognised content verification services; a planned news report focusing on trusted news in an age of generative AI and covering the forthcoming elections across the EU region, the UK, and the USA.

Noel Curran, Director General, EBU, said “Liz is an impressive, tireless manager. She joined the EBU in a year of crisis and adapted our newsroom to be fit for purpose in a global pandemic, played a leading role in our crisis management team during huge transformational change, and managed our news response to turbulent world events. She is a well-respected member of our senior leadership team and this is a well-deserved promotion.”

Corbin paid tribute to Jean Philip De Tender, EBU Deputy Director General/Director Media, “I want to thank Jean Philip De Tender for his great support as my boss for the past four years: for helping me “learn” the EBU, for his patience and encouragement, and without whose mentorship we wouldn’t be making this announcement.”



Philippines' cinema icon Armando 'Bing' Lao dies at 75

Award-winning screenwriter and filmmaker Armando "Bing" Lao has passed away at 75.

Known as a genius of Philippine independent cinema, he bagged numerous awards for his screenplays like "Takaw-Tukso" (Urian Best Screenplay, 1987), "Itanong mo sa Buwan" (Urian Best Screenplay, 1989), "Oras-Oras, Araw Araw" (Film Academy Award Best Screenplay, 1990), "Sana Pag-ibig Na," "Pila-Balde" (Urian Best Screenplay, 2000), "Tuhog" (Urian Best Screenplay, 2001), "La Vida Rosa" (Urian Best Screenplay, 2002) and "Serbis" (Cannes Film Festival Official Entry, 2008).

Lao established the "Found Story" School of filmmaking, where he shared his decades-long writing experience and knowledge to over 40 batches of aspiring writers and artists.

Beyond the classroom, he served as a creative consultant and mentor to various Filipino filmmakers. With his guidance, numerous masterpieces were recognised internationally, such as "Kubrador", "Kinatay", "Masahista", "Foster Child", "Taklub", "John Denver Trending", "Ma Rosa", "Tribu", "Pamilya Ordinaryo", and many more.

Last April, he was among the "Parangal ng Sining" awardees of Film Development Council



Photo: via Facebook

of the Philippines (FDCP) — a recognition given to exemplary Filipino artists or organisations who had significant impact to the Philippine cinema.

Lao personally accepted the award, despite having the right side of his body paralyzed, and being unable to speak. He had suffered a stroke in 2022.

Cultural Center of the Philippines (CCP) Film, Broadcast and New Media Division said his works will serve as a "cultural archive for future generations".

"His depiction of Filipino culture and experiences has helped promote the nation's heritage through film," CCP stressed in a Facebook post. ■■■

Sri Lanka's SLRC appoints new chairman



Senior Professor Sudantha Liyanage has been appointed the 35th Chairman of Sri Lanka Rupavahini Corporation (SLRC). He is the former Vice Chancellor and Dean of the Faculties of Applied Science and Technology of the University of Sri Jayawardanapura. Prof. Liyanage represents Constituency II (Bangladesh, India, Pakistan, Sri Lanka) of the Council of the Association of Commonwealth Universities (ACU).

He served as the Chairman of the expert committee appointed to analyse proposals for reforming the country's election structure and laws. Senior Prof. Sudantha Liyanage is a Commonwealth Scholar who obtained his PhD from Cardiff University of Wales, UK. He has many research publications and received the Presidential Award for research last year for 2018/2019 publications. ■■■

ABS-CBN Corporation appoints Ma. Rosario “Charo” Santos-Concio as director

ABS-CBN Corporation has appointed former ABS-CBN president and CEO Ma. Rosario “Charo” Santos-Concio to its board of directors.

In a disclosure to the stock exchange on May 30, ABS-CBN said the company’s Board of Directors elected Charo as a director, filling the board vacancy left by the passing of Atty. Augusto Almeda-Lopez.

Charo served as ABS-CBN president and CEO and held various roles in the company including chief operating officer, chief content officer, president of ABS-CBN University, executive advisor, and head of Channel 2 Mega Manila Management.

She was named Asian Media Woman of the Year by ContentAsia, Woman of the Year by the Asia-Pacific Stevie Awards, and recipient of the Gold Stevie Award in the Female Executive of the Year in Asia, Australia, or New Zealand in the Stevie Awards for Women.

Charo graduated as a cum laude of St. Paul’s College in Manila with a degree in Communication Arts. She also completed the Advanced Management Program at Harvard Business School in 2007. ■■■



Mongolia’s MNB appoints new General Director

G. Gerel has been appointed the General Director of MNB by the National Council of the MNB.

Born in Ulaanbaatar, G. Gerel is an acclaimed international journalist with a master’s degree in economics and has built a remarkable career spanning 23 years in the media industry.

G. Gerel started her career in 2001 as an activist reporter for Mongolian National Public radio, eventually transitioning to roles such as presenter at “New Wave” radio station, presenter and editor at “Eagle” TV, and presenter and editor at MNB. She has also served as the head of the “Morning” program at MNB, the executive director of “Ekh Oron” TV, and editor-in-chief of MNB.

Gerel’s expertise led her to hold significant leadership positions within MNB, including heading the Broadcasting Policy Planning Department, Marketing Department, and serving as deputy director. Thanks to her diverse experience and strategic vision, she has achieved the prominent role of MNB’s General Director. ■■■



Photo: via Mediacorp

Mediacorp names Jacqui Lim new Chief Commercial Officer

Jacqui Lim is the new Chief Commercial Officer of MediaCorp, in a move aimed at driving revenue growth and unlocking new business opportunities for the company. The appointment became effective 3 June 2024.

As Chief Commercial Officer, Jacqui will be instrumental in charting a roadmap for boosting revenue streams, developing a commercial strategy aligned with Mediacorp's efforts to constantly innovate and augment its offerings for audiences and advertisers. She leads the Commercial Group in revenue generation and client engagement, collaborating with business units and partners to provide targeted solutions across Mediacorp's wide range of IPs and platforms.

Jacqui has extensive experience in the media and advertising space. She has spent much of her career, spanning two decades, in management and directorial roles for leading media agency networks like Havas Group, Publicis Media and Omnicom Media Group. Jacqui's most recent appointments were at Havas, where she was CEO of Havas Media Group and Regional Chief Growth Officer of Havas Group. During her tenure,

the agency brands in Havas Media Group were awarded the Media Agency of The Year title eight times consecutively from 2016 to 2023 across various industry award shows, such as Marketing Interactive's Agency of The Year, Campaign's Agency of The Year, and Hall of Fame, among others. In addition, the agency consistently topped global research company RECMA's rankings as the number one media agency in Singapore.

Tham Loke Kheng, CEO, Mediacorp said: "Partnerships are key to unlocking new commercial success. I believe Jacqui will bring her business and creative acumen to continue delivering innovative and targeted solutions for our clients across our wide range of content, talent and platforms."

On her appointment, Jacqui said: "I am thrilled to join a forward-thinking company that is focused on securing its position as a leading integrated player in the competitive media landscape. I look forward to working with Team Mediacorp to deliver synergistic business results, and provide the most effective, complete and targeted solutions for our clients." ■■■

Maushumi Chakravarty takes over as Director General of AIR News

Maushumi Chakravarty has taken over as the Director General of India's Akashvani (All India Radio) News from May 1.

She is a 1991 batch Indian Information Services (IIS) officer with vast experience in various capacities under the Ministry of Information &

Broadcasting, including its media organisations the Press Information Bureau and the Central Bureau of Communication.

In her last position, she served as Officer on Special Duty (OSD) at the News Services Division of Akashvani News.

In her career of over three decades, she has worked on a deputation basis in the National Human Rights Commission and as P.S. to the Cabinet Minister.

Chakravarty succeeds Dr. Vasudha Gupta, who retired as Principal Director General of Akashvani News on April 30th. ■■■



CNN International Commercial (CNNIC) announces three new appointments to Asia Pacific leadership team



Photo: CNN

CNN International Commercial (CNNIC) recently announced three new appointments to its Asia Pacific leadership team as CNN continues to expand its capabilities for Advertising, Distribution and Content Sales & Licensing partners. The appointments highlight CNN's commitment to the region at a time when the network is growing its partnerships with existing clients as well as generating new business and introducing new market solutions.

Karen Lay joins as Director of Commercial Distribution, Asia Pacific. Based in Singapore, her primary role is to spearhead CNNIC's distribution to non-residential customers, including hotels, and businesses across the region. With CNN already widely distributed in hotels, airlines and other commercial distribution partners, Lay will grow these partnerships and

build new relationships, bringing new content and product offerings to market. Karen joins CNN with a wealth of experience in sales and strategy having held senior positions at Disney/ESPN, Lagardère Sports, WWE and SportFive. Lay reports into Humphrey Black, Vice President, Distribution, CNN International Commercial.

With over two decades of experience working and leading teams across Asia, Sally Young returns to CNN in a leadership role driving CNN's advertising sales operations with a renewed focus on Greater China among other key markets. Based in Hong Kong, Young will develop strategic partnerships and foster relationships with key clients and agencies through creating global and regional campaigns that engage CNN audiences by drawing upon CNNIC's extensive creative, data and content solutions.

Young reports to Cathy Ibal, Senior Vice President, CNN International Commercial.

Additionally, Kimmy Ho has been promoted to Senior Director, Content Sales & Licensing. Ho has a strong track record for success over several years with CNN's affiliate partners in China, Taiwan and Hong Kong and in her expanded role will now oversee content sales in all Southeast Asia markets. This includes the continued expansion of CNN Academy initiatives to train the next generation of journalists. Ho continues reporting into Konstantinos Oikonomou Vice President, Content Sales and Licensing, CNN International Commercial.

Cathy Ibal, Senior Vice President, CNN International Commercial, said: "These appointments mark a pivotal addition to our sales leadership team, dedicated to delivering unparalleled cross-platform solutions fueled by data, content, insights, and creativity. I am delighted to welcome Sally back to our team, leveraging her extensive industry expertise and demonstrated success in driving sales growth across the APAC region. This appointment aligns with our strategic focus on Asia, and I am confident that her contribution will add considerable value to the way that advertising partners in the region can work with CNN."



Fiji TV appoints Sunjeewa Perera as CEO



Photo: FIJIONE

Sunjeewa Perera has been appointed as chief executive officer (CEO) of Fiji Television Ltd.

In a Stock Exchange announcement, the Fijian Holdings Ltd board confirmed Mr Perera's tenure as CEO officially began early May.

Board chairman Nesbit Hazelman said they are looking forward to Mr Perera's transformational leadership in reviewing their current business model, setting a new strategic direction with the board and delivering a business turnaround that would reinforce shareholder confidence.

The former Vodafone chief marketing officer replaced Poonam Nandani. ■■■

N7 and Radio Media Prima CEO steps down after 19 years

N7 and Radio Media Prima chief executive officer (CEO) Seelan Paul has stepped down after 19 years in the company.

In a conversation with A+M Malaysia, Seelan said that he was "blessed" to be able to work with "talented bunch of creative people" in both his time in radio and TV at Media Prima.

"It feels like Anfield, Liverpool, for me where we never walk alone at work," said Seelan.

Seelan will be taking a short break. He expresses his wish to reach out to professionals from the younger generation and have conversations with them on leadership, management and self-development.

He will also be seeking knowledge through short courses online focusing on artificial intelligence (AI) and content.

"I hope to be able to lead the young minds of Malaysia at corporate and national levels. I am tech curious so I wish to continue learning or be exposed to as much as I can on the next big wave in the world," said Seelan.

During his time at Media Prima, Seelan led the radio team to deliver significant profits and made innovations in the industry such as launching audio programmatic buys, making social media a key part of daily radio and building digital communities which are subsets of the radio brands.

He also guided the team to produce the first AI video content to be aired on national TV in Malaysia.

"In summary, I would say my biggest contribution is that I encourage change and innovation by working closely with my colleagues apart



Photo: Marketing-Interactive

from executing great daily operations," said Seelan.

"It was truly a joy when everyone has similar purpose for the company."

Seelan started his career at Media Prima 19 years ago to help start the company's radio business. He launched Hot FM, managed Fly FM and expanded the business to include One FM and Kool FM.

While his journey primarily revolved around radio, Seelan also had the opportunity to do two tours of duty with Media Prima TV.

Outside of Media Prima, Seelan is a visiting lecturer and industry advisor for the Management and Science University in Malaysia. ■■■

Mediacorp to air nearly 4,000 hours of Olympic Games coverage, with 17 dedicated mewatch channels



Supporting fans looking to get their dose of the Paris 2024 Summer Olympic Games will want to tune in to Mediacorp and its platforms from Jul 27 to Aug 12. The Singapore media network will be airing nearly 4,000 hours of the Olympic Games coverage, including live and on-demand sporting action as well as curated highlights.

On top of 17 mewatch channels dedicated to the various events, fans can stay up to date with key highlights on [Mediacorp Entertainment's YouTube channel](#), as well as curated coverage in Daily Action at Paris 2024, and highlights in

Today in Paris 2024 and Summary of Paris 2024 on Channel 5.

Ahead of the games, from Jun 26, Mediacorp will also be presenting Road To Paris 2024, a series of videos spotlighting selected Team Singapore athletes and para-athletes on mewatch, Mediacorp Entertainment's YouTube channel, CNA and Channel 5. The series will then air on Channel 8, Channel U, Suria and Vasantham from Jul 10.

Following the Paris 2024 Summer Olympic Games, Mediacorp will cover the Paris 2024 Summer Paralympic Games from Aug 29 to Sep 9 across its platforms. More details will be announced at a later date.

Angeline Poh, Mediacorp's Chief Customer & Corporate Development Officer, said: "With access to Mediacorp's offering of the widest coverage locally of the Olympic and Paralympic Games Paris 2024, Singaporeans will be able to follow the sporting spectacle and cheer on Team Singapore as they pursue new heights at the games." ■■■

Hong Kong's RTHK to broadcast Paris Olympics

Radio Television Hong Kong (RTHK) will televise the Paris Olympic Games and the Paralympic Games after the government managed to secure broadcasting rights.

Other media outlets that will also be televising the events are TVB, ViuTV and HoyTV.

Hong Kong Chief Executive John Lee welcomed the partnership between the government and the broadcasters, saying it aims to create a vibrant social atmosphere, promote sports activities, support athletes and foster unity.

"The broadcasting organisations can also create economic value and advertising revenue through



the broadcasting of the Olympic Games," Lee added. "Through various broadcasts, including airing the events in large shopping malls, it will increase foot traffic, stimulate commercial activities, and boost businesses in sectors such as food and beverage and retail."

Top athletes from around the world will gather to compete in 32 sports events for the medals at the Paris Olympics which will take place on July 26 to August 11, 2024. The Paralympics will be held on August 28 to September 8. ■■■



China Media Group (CMG) to cover Paris 2024 Olympics in 8k

As the main broadcasting agency for the Paris 2024 Olympics, China Media Group (CMG) is set to offer the first ever full 8K ultra high-definition signal of the games.

Formed in 2018 through the merger of three major state media organisations – China Central Television, China National Radio, and China Radio International – CMG has a wealth of experience in broadcasting major events.

China Central Radio and Television will set a record scale for the Paris Olympics broadcasting coverage, processing more than 11,000 broadcasts and distributions through channels, frequencies, and new media clients.

The main station will invest in a production and broadcast team of more than 2,000 people to undertake the production of international public signals with a live broadcast duration of more than 400 hours.

CMG will produce public signals for four sports during the Paris Olympics: Table Tennis, Badminton, Gymnastics and Rock Climbing, which are among the most popular games followed in the country. According to an in-depth analysis by YouGov utilising data from Global Fan Profiles, Table Tennis is the top sport that 32 percent consumers in China are most likely to follow. Badminton and Swimming are next with 24 percent, followed by Basketball with 23 percent and Soccer with 19 percent.

Earlier this week, CMG also launched its sports news program, "Morning Sports," in east China's Shanghai Municipality for the 2024 Olympics.

Shen Haixiong, president of CMG, and Thomas Bach, president of the International Olympic Committee (IOC), attended the launch ceremony of the program at which CMG's Paris 2024 logo was released and its broadcast team was recognised.

In his speech at the, Bach said he's happy to see the new pattern CMG has presented for broadcasting the Olympic Games with latest technologies including artificial intelligence and immersive audio. ■■■

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Saudi Arabia to host inaugural Olympic Esports Games

The International Olympic Committee (IOC) has officially announced that the Kingdom of Saudi Arabia will be the host nation for the inaugural Olympic Esports Games in 2025.

This landmark decision has marked a pivotal step in the integration of esports into the mainstream sporting arena and promises to redefine the Olympic Movement.

The IOC has entered into a 12-year partnership with the Saudi Olympic & Paralympic Committee, solidifying Saudi Arabia's role as the epicentre of the Olympic Esports Games. The Kingdom's substantial investment in esports, coupled with its burgeoning esports ecosystem, makes it the ideal choice for this prestigious event. Notably, Saudi Arabia is currently hosting the Esports World Cup, showcasing its commitment to fostering a vibrant esports community.

IOC President, Thomas Bach, said, "We are very fortunate to be able to work with the Saudi NOC on the Olympic Esports Games, because it has great – if not unique – expertise in the field of esports with all its stakeholders. The Olympic Esports Games will greatly benefit from this experience. By partnering with the Saudi NOC we have also ensured that the Olympic values are respected, in particular, with regard to the game titles on the programme, the promotion of gender equality and engagement with the young audience, which is embracing esports."

"The Women's Committee under the leadership of IOC Member Princess Reema Bandar Al-Saud was essential in advancing women's sport in Saudi Arabia. They worked closely with the NOC of Saudi Arabia to achieve this progress. Having their support to advance female participation also in esports is a valuable commitment. We are looking forward to our cooperation."

HRH Prince Abdulaziz bin Turki Al Faisal, Minister of Sport and President of the Saudi Arabian Olympic and Paralympic Committee, said, "Saudi Arabia is hugely excited by the prospect of partnering with the IOC and helping to welcome a completely new era for international sport. We believe that to take part in the Olympic Games is one of the greatest honours any athlete can achieve. And we are proud to support the writing of a new chapter in Olympic history that has the potential to inspire new dreams and new ambitions for literally millions of athletes around the world. ■■■



ABU assists with last-minute acquisition of UEFA Euro 2024 broadcast in Brunei

The Asia-Pacific Broadcasting Union (ABU) has successfully assisted Brunei in the broadcasting rights of UEFA Euro 2024 in the country. ABU and the European football management body UEFA reached a last-minute agreement through manoeuvring budget constraints.

ABU mediated by speaking to the rights owner and through lobbying match package adjustments. With this, ABU yet again successfully demonstrates its dedication in helping its members secure the rights to the best of sports events. ■■■



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TBS announced as World Athletics Championships Tokyo 25 Principal Supporter



WORLD ATHLETICS
CHAMPIONSHIPS
T O K Y O 2 5

Tokyo Broadcasting System Television, Inc. (TBS) has been named the Event Principal Supporter in the Broadcasting Engagement Services category for the upcoming World Athletics Championships Tokyo 2025. This prestigious event, which follows the Paris 2024 Olympic and Paralympic Games, is the world's leading athletics competition.

TBS has a long-standing history of bringing the excitement of the World Athletics Championships to viewers, having served as a Media Partner since the 1997 Championships in Athens. As Japan hosts its first World Athletics Championships in 18 years, TBS is set to deliver dynamic broadcasts that showcase the top athletes' performances and the vibrant reactions of spectators. The broadcaster will also play a crucial role in fostering

public interest in athletics, promoting the sport and its athletes to audiences in Tokyo and across Japan through various engagement initiatives.

TBS Television Inc President Masamine Ryuho said: "We are truly delighted to have concluded the World Athletics Championships Tokyo 25 Principal Supporter Sponsorship Agreement (Broadcasting Engagement Services) with the Local Organising Committee of World Athletics Championships Tokyo 25 ("LOC"). As the broadcaster, TBS have delivered the emotion and excitement of the World Championships to people in Japan since 1997.

At the World Athletics Championships Tokyo 25 ("WCH Tokyo 25"), in addition to broadcast, as the "Principal Supporter", TBS will penetrate the attraction of the World Athletics Championships, by cooperating with the LOC and other parties. By utilising our assets, we will engage in various engagement activities over the next year leading to the WCH Tokyo 25, as well as trying to accomplish the fully packed stadium throughout the 9-day WCH Tokyo 25. There will be multifaceted opportunities to experience the WCH Tokyo 25, not only for people in Japan, but also for visitors from overseas.

In September 2025, we sincerely hope that numerous people will be engaged with the wonderful value of sports through watching the event at the stadium or via our broadcast. It will be our great pleasure that we could assist building a society where children who will be responsible for the future and other people can lead prosperous lives." ■■■

Doordarshan broadcasts T20 World Cup matches



Prasar Bharati's CEO, Gaurav Dwivedi has announced in early June that it will telecast the T20 World Cup being held in the West Indies and USA on the DD Free Dish platform.

Doordarshan will follow up the high-profile coverage of the T20 World Cup with a lineup of telecasts of a number of major global international sporting events.

This includes live/deferred live and highlights of the Paris Olympics Games 2024 (July 26 to August 11), Paris Paralympic Games (August 28- September 8), International Cricket Series between India Vs Zimbabwe (July 6 to July 14) and India Vs Sri Lanka (July 27 to August 7) and women's and men's finals of the French Open 2024 (June 8 and 9) and Wimbledon 2024 (July 13, 14).

Prasar Bharati is in the advanced stages of negotiations with different sports bodies and agencies to showcase different sports leagues and properties on its sports channel.

"We will be updating the media as and when we firm up these partnerships," Dwivedi said. ■■■



ABU members broadcasts 2024 World Judo Championships, Abu Dhabi

Seven ABU members – Afghanistan’s Ariana Television Network (ATN), the Fijian Broadcasting Corporation (FBC), MBC Mauritius, Pakistan Television Corporation (PTV), EMTV Papua New Guinea, Sri Lanka Rupavahini Corporation (SLRC) and Vanuatu Broadcasting and Television Corporation broadcasted the 2024 World Judo Championships 2024 live.

The event took place from 19 – 24 May at the Mubadala Arena, Abu Dhabi.

In a message, the Director General of IJF, Vlad Marinescu, said that IJF is thrilled to announce

that the Abu Dhabi World Judo Championships was broadcasted across Asia.

He said, “This has been made possible through our valued partnership with the Asia-Pacific Broadcasting Union, whose support has been instrumental in bringing this event to a wider audience. We extend our deepest gratitude to ABU for their collaboration and commitment to promoting the sport of Judo.”

ABU Sports Director Cai Yanjiang said, “ABU has a long collaboration with IJF in distributing high-level judo international events across our region. We are really happy to continue to cooperate and to assist the federation in bringing their events to mainstream broadcasters and the vast audience of Asia Pacific countries.”

ABU distributed 2024 Judo events to Afghanistan, Bangladesh, Cambodia, Fiji, Timor Leste, Laos, Myanmar, Mauritius, Maldives, Sri Lanka, Nepal, Bhutan, Papua New Guinea, Pakistan, Solomon Islands, and Vanuatu.

This was the last major international judo event before the Olympic Games Paris 2024. ■■■

ABU Sports Director delivers keynote speech on sport technology at ZGC Forum

ABU Sports Director, Cai Yanjiang, attended ZGC Forum, a state-level platform for global sci-tech innovation exchanges and cooperation, that took place 26 to 28 April, where he gave a speech on technology in sports broadcasting.

Cai was invited by the organiser Asian Electronic Sports Federation (AESF), who is also a long-time partner of ABU. The theme of the forum was the impact of digital innovation on the sports industry. Cai gave a keynote speech titled 'Sports Broadcast Enhancement with Digital Empowerment' which highlighted ABU's role in sports broadcasting, and the advanced digital invention and tools driving it.

Also at the forum were the French Ligue-1 team (a French professional league for men's association football clubs) and the French Chamber of



Commerce in China. American volleyball veteran Lang Ping who coached national teams from the US and China also attended the forum.

Responding to Cai's keynote speech, many from the audience said they were interested to know more about ABU and its role in the international sports stage. They also said they were keen on future partnerships and collaborations with ABU and members.

Sebastian Lau, the Director General of AESF, expressed his appreciation for ABU's attendance, and said that the organisation had brought to the forum a few perspectives from broadcasters, and envisioned a future with more digital technology to further improve broadcast sports content and events.



ABU members broadcast IFMA World Championships 2024

The 2024 IFMA Senior World Championships took place on May 31 to June 9 in the historical city of Pratas in Greece.

ABU members in Fiji, Kyrgyzstan, Indonesia, Pakistan, Mauritius and Uzbekistan, among others, broadcasted the event either live or on a delayed basis. The half an hour daily highlights were also made available on ABU Sports and Entertainment Network – ASEN.

ABU partnered with the International Federation of Muaythai Associations (IFMA) and its marketing partners to distribute the event free to ABU members in Asia. ABU also distributed the event to its members in 2023.

The International Federation of Muaythai Associations (IFMA) has 140 member countries worldwide.

Mediacorp radio stations land 9 out of top 10 spots in Nielsen survey, record 3.93 million weekly listeners



Mediacorp has landed nine out of the top 10 spots in the ranking of radio stations in Singapore, commanding 84.2 percent of the radio market share with a record of 3.93 million listeners.

In the top 10 list is CNA938, which broke into the top 10 leaderboard. Launched in 2019 as an additional platform for CNA's award-winning journalism, the radio station's weekly reach of 255,000 marked an 18.1 percent increase since the last Nielsen radio survey, furthering its lead with 3.3 times the reach of its closest rival, Mediacorp said in a press release on July 15

These findings are based on the latest Nielsen radio survey conducted from March to May, which tracked radio listenership via diary recordings by 2010 adults aged 15 and above. The results were weighted by age, sex and race to be representative of the Singapore population.

Mediacorp's record radio reach of 3.93 million listeners weekly is measured by the total number of unique, unduplicated radio listeners.

"With 88.1 percent of adults tuning in weekly, time spent listening has also climbed to almost 10 hours weekly," it said. "This is accompanied by unprecedented engagement rates and followings on social media platforms, underscoring the unwavering popularity of Mediacorp's audio offerings on the airwaves and beyond."

On CNA938, Mediacorp added: "In a further testament to its ability to captivate and retain a discerning audience, the station boasts an even stronger performance with premier audiences, who tune in for 3.6 hours weekly, and PMEBS (Professionals Managers Executives Business Owners), who tune in for 3.5 hours weekly, contributing to an overall engagement rate of 2.9 hours."

"Together with CNA's formidable presence on television, digital, and social media platforms, this success underscores Mediacorp's strategic expertise in reaching audiences on their terms and delivering content that entertains, delights, and informs with precision." ■■■

National Broadcasting Services of Thailand (NBT) marks 36th anniversary



The 36th anniversary of the National Broadcasting Services of Thailand (NBT) was marked by a call for the station to communicate beneficial policies and reflect public opinions back to the government.

The Prime Minister expressed confidence that NBT's transformation would positively impact the public, society, and the nation.

Prime Minister Srettha Thavasin attended the event, which began with religious ceremonies, including Brahmin and Buddhist rituals. Prime Minister Srettha and his cabinet were welcomed by Sudruetai Lertkasem, Director-General of the Public Relations Department, and Supamong Chaolan, Executive Director of NBT.

Prime Minister Srettha commended NBT for adapting

to new eras while maintaining integrity and neutrality in news presentation. He encouraged NBT to continue communicating good policies and reflecting diverse public opinions to the government, believing these changes would bring significant benefits to society and the country. ■■■

Vietnam Television channel 2 and Japan's NHK TV to broadcast ABU Robocon 2024



The contest day of the ABU Asia-Pacific Robot Contest 2024 (ABU Robocon 2024) on 25 August is set to be broadcasted live on Vietnam Television channel 2 (VTV2), and on digital platforms of Japan's NHK TV channel.

The event, which will be held in the northern province of Quang Ninh's Ha Long city, has seen 13 teams from 12 countries and territories registering to participate including two from Vietnam itself.

All teams will compete under the theme "Harvest Day", inspired by terraced rice cultivation. In the competition robots compete to complete a task within a set period of time. ■■■

Prasar Bharati to launch its own OTT platform for safer content



Prasar Bharati is set to launch its own over-the-top (OTT) platform in August. The platform aims to stream family-friendly content that will promote Indian values and knowledge. It will be available for viewing for free for several years.

The platform will also give space to informative content and current affairs and feature content providers such as Sri Adhikari brothers, actor Kabir Bedi and filmmaker Vipul Amrutlal Shah.

The Indian government started working on the platform last year in September when it released a tender seeking help in designing, developing, commissioning, operating and maintaining the OTT platform. It has been planned to reach the remotest villages of India so no one is left behind.

The move comes considering the government's concerns of the kind of content available for streaming on some OTT platforms. Last year in May, OTT platforms such as Prime Video and Netflix were advised not to stream 'abusive and vulgar' content. Earlier this year, the Ministry of Information and Broadcasting had blocked around 18 OTT platforms and social media accounts that were linked to them for 'airing vulgar and obscene' material. ■■■

O4 Media and MBC Korea sign agreement to represent drama series in Australia and New Zealand



O4 Media has announced a partnership with MBC Korea, one of South Korea's largest broadcasting networks, as O4 secures the exclusive rights to represent multiple premium scripted dramas from MBC Korea to audiences in Australia and New Zealand.

The agreement expands the global reach of MBC Korea's acclaimed productions.

Gary Pudney, the managing director and founder of O4 Media, said: 'We are excited to join forces with MBC Korea and bring their exceptional scripted dramas to audiences in Australia and New Zealand'.

Haewon Chin, director OTT global business, said: 'We are thrilled to have an opportunity like this to work with O4 Media to introduce our premium drama series to viewers in Australia and New Zealand'.

The selection of dramas included in the agreement showcases the breadth and depth of MBC Korea's content catalogue including 'Kairos', 'Children of Nobody' and 'Numbers', along with their top-tier production values, and casts. ■■■



Cambodia's Information Ministry signs MoU with Commerce Ministry to fight fake news

The Cambodian Ministry of Information will cooperate with the Ministry of Commerce on news and event broadcasting via the former's media tools, including the Agency Kampuchea Presse (AKP), the National Television of Cambodia (TVK), the National Radio of Cambodia (RNK) and mobile app (APP MoINFO).

The Minister of Information Neth Pheaktra and the Minister of Commerce Cham Nimul signed a Memorandum of Understanding (MoU) on 8 July.

Speaking on the occasion, both ministers welcomed the MoU, which is aimed to build the public's confidence in state institutions and fight against fake news.

Under the MoU, the public will be well informed and actively involved in the activities, mission and achievements of the Ministry of Commerce.

Besides, Neth Pheaktra and Cham Nimul reaffirmed their commitment to managing public opinion by providing true and fast information, thereby ensuring social stability. ■■■



China Media Group (CMG) and telecoms giant China Mobile signed a strategic cooperation agreement in Beijing on 18 June, covering live broadcast copyright licensing, content joint operation, international communication and more.

CMG has recently cooperated with China Mobile, especially on broadcast rights licensing to top global sporting events such as the upcoming Paris Olympics, the Tokyo Olympics, the Beijing Winter Olympics, and the Qatar

China's CMG inks deal with giant telecoms, deepens cooperation

World Cup.

"China Media Group and China Mobile will take this strategic cooperation as a new starting point, and work hard and take proactive steps in brand building, event broadcasting, technological innovation, industrial expansion,

information sharing and other aspects. We will jointly work to help build China into a leading country in culture, cyberspace and brand building, making new and greater contributions to writing a new chapter of Chinese modernization," said Peng Jianming, general director of CMG's executive office. ■■■

Radio Television Hong Kong (RTHK) is committed to advancing smart broadcasting and in July launched an AI Lab in Kwun Tong, dedicated to exploring the application of AI technology in programme production, inspiring creativity, enhancing work efficiency, and improving programme quality.

The AI Lab also serves to promote media education, providing young students the opportunities to learn about the integration of AI and television production through facility tours. Aside from cultivating creative thinking, the tours emphasise AI ethics, including honesty, the importance of respecting intellectual property rights, and guarding against potential biases in generated content.

To keep up with rapid technological development and new media trends, the RTHK AI Lab is equipped with a variety of AI software to enhance production efficiency. This includes tools for language translation, old footage restoration, image/video quality improvement, noise removal, slow motion enhancement, text-to-image/video, outfit conversion, and more. The new professional software not only shortens production time but also significantly improves visual quality. In terms of systems, RTHK has also introduced a Motion Capture System, Unreal Engine with High Performance Computer, as well as AI-enabled video editing and audio mixing systems, providing the production team with more diverse creative possibilities.

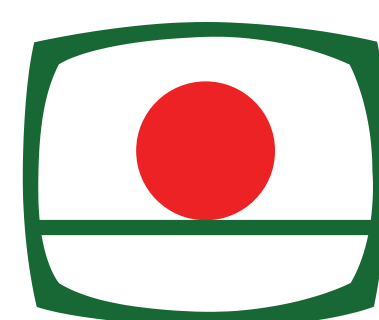
Earlier, members of the RTHK Advisory Board visited RTHK AI Lab, and expressed appreciation for and endorsement of the direction toward smart broadcasting. Last month, RTHK also arranged 12 workshops for primary and secondary school students to experience various AI applications in use. During the activities, students assumed producer roles, gaining hands-on experiences within a virtual studio environment using simulated lighting, camera, and set equipment for the filming of a virtual character. They also collaborated across professional mentors, experiencing the use of AI software tools for image and design, photography and editing. Through these production activities, the students were able to experience and demonstrate the responsible application of AI technologies.



RTHK creates AI Lab promoting smart broadcasting and AI education



Bangladesh's BTV shines spotlight on Egypt at World Nomads Media Fellowship



বাংলাদেশী
টেলিভিশন

Bangladesh Television (BTV) has won the Best Digital Media Content Creation Award under the World Nomads Media Fellowship with their short documentary "Egypt Unveiled".

"Egypt Unveiled" showcases Egypt's ancient history, traditions, architecture and aesthetic attractions, beating 123 other digital content. 76 media personnel from 38 countries across Europe, Asia and the US participated in the fellowship.

BTV's news editor Zahidul Islam and Controller (Design) Anwar Sadat Robi created the documentary.



China Global Television Network (CGTN) and the Malaysian National News Agency (Bernama) launched a series of special programs to commemorate the 50th anniversary of China-Malaysia diplomatic relations.

The joint productions featured three mini-documentaries and two roundtable discussions, presented by anchors and journalists from CGTN and Bernama TV.

These programs explored the historical and contemporary aspects of the China-Malaysia relationship, dating back to the 15th-century voyages of Admiral Zheng He, and highlighting the diplomatic and trade ties developed over the past five decades.

“Both parties are contributing ideas and insights to produce the documentaries,” said Nor Hamzeela Md Hambali, Bernama’s Head of TV, said. “Part of the filming was done in China, where Bernama sent a crew for two weeks, while the CGTN crew spent five days in Malaysia for filming.”

CGTN and Bernama celebrate 50th anniversary of China-Malaysia ties with a series of special programs



“Media collaboration is essential in showcasing the 50-year friendship between China and Malaysia,” Zhang He, Deputy Executive Producer at CGTN’s news gathering department, said. “By working together, media outlets can provide a

balanced perspective on the longstanding relationship and foster mutual understanding between the two countries.”

The special programs aired on CGTN and Bernama TV at the end of May 2024. ■■■

Philippines’ PBS launches media literacy radio programme



The Presidential Broadcast Service (PBS) and the Philippine Information Agency (PIA) recently signed a Memorandum of Agreement (MOA), launching a radio programme promoting media and information literacy and the government’s “Bagong Pilipinas” (New Philippines) branding.

The programme, which debuted April 3, airs live on Radyo Pilipinas 1 (RP 1) and is simulcast on four other government channels, reaching a nationwide audience. It is also carried by other Radyo Pilipinas 1 (RP 1) affiliate stations across the Philippines.

PBS Director-General Rizal Giovanni “Bong” Aportadera, said: “This MOA signifies a stronger collaboration between attached agencies under the current administration. These partnerships are crucial as they allow us to fulfil our collective mandate of informing and entertaining the public.” ■■■



Philippine's ABS-CBN sees successful year

ABS-CBN Corp said it is seeing a better year this 2024 with much of its content reaching a larger audience through partnerships with various media companies and online platforms.

In the first quarter of the year, the company reported that its operating loss declined by 22 percent to P780 million, from P1 billion in the same period last year.

At its online Annual Stockholders' Meeting, ABS-CBN Corp President and Chief Executive Officer Carlo Katigbak said many of its programs hold top spots on television, and many of its movies have also earned blockbuster figures.

"We remain confident that 2024 will be an even better year than last year," he said.

Katigbak recognised some of the biggest content produced by ABS-CBN in the past year, including Star Cinema's "Rewind" which hit P900 million in sales, "Batang Quiapo" which is currently the highest rated show on primetime, and "It's Showtime," which is now the country's number one noontime show.

Katigbak also praised "Linlang" which is among the most viewed programmes on Amazon Prime globally, and TV Patrol, ABS-CBN's flagship newscast.

The ABS-CBN chief also hailed the all-girl group BINI, the nation's biggest pop phenomenon of the year. Katigbak said the group held the top two spots for most listened to music tracks on Spotify Philippines.

"Our organisation is focused on creating the best content. To date, our programmes and movies have regained their prominence with our audiences and our storytelling talent remains largely intact," he said.

Katigbak thanked all their partners including GMA, TV5, A2Z, as well as Amazon Prime, Viu and Netflix.

He said ABS-CBN remains open to continue collaborations with these partners on future projects. The company is also studying the possible return to FM radio if there is a right partner and business model.

ABS-CBN News also continues to deliver reliable and credible news and information on TV and digital platforms. The ABS-CBN News Channel (ANC) will also continue to strengthen its offerings. ■■■



SBA launches television and radio towers infrastructure PPP project

The Saudi Broadcasting Authority (SBA), in partnership with the National Centre for Privatisation & PPP (NCP) issued an Expression of Interest (EOI) invite for a major Public-Private-Partnership (PPP) project to modernise and expand the Kingdom's TV and radio infrastructure.

The project involves developing and operating the SBA's towers infrastructure across 143 locations under a 25-year Rehabilitate-Finance-Operate-Maintain-Transfer (RFOMT) contract.

The project aims to enhance TV and radio infrastructure, increase the number of TV and radio channels, upgrade all TV sites from DVB-T/Analogue to DVB-T2 technology for high-quality broadcasts and ensure proper maintenance and operation of the infrastructure in partnership with the private sector. ■■■



TDM celebrates 40 years of public broadcast in Macau, China

2024 marks the 40th anniversary of TDM's public broadcast in Macau. Starting from May 13th, 1984, TDM has been serving audiences in Macau and around the world with news, current affairs and programmes on both Chinese and Portuguese TV

channels as well as on online platforms.

In October 2023, TDM expanded its TV coverage to the Pearl River Delta, reaching a population of 100 million people. In January 2024, the TDM Zhuhai Newsroom

officially commenced its operations. These milestones have encouraged TDM to provide broadcasting services to audiences in the Greater Bay Area, showcasing the diversified developments of Macau.

Through TDM's "Ou Mun – Macau" satellite TV channel which covers overseas markets, TDM has expanded its outreach and serves as a platform for telling good stories of China and Macau.

TDM joined the Asia-Pacific Broadcasting Union (ABU) in 1983 and was elected as an Administrative Council Member in 2004. Since then, TDM has been actively participating in the Union's core activities and contributes to the development of broadcasting in the Asia-Pacific region.

Upholding the spirit of "Infinite Energy and Talent", TDM wholeheartedly builds a television broadcasting industry that fills Macau with pride. ■■■

Do Tien Sy, president of Voice of Vietnam (VOV), and Milen Mitev, director general of Bulgarian National Radio (BNR), signed a memorandum of understanding (MoU) on March 26.

The MoU follows a similar one inked between the two public broadcasters in 2008 and reaffirms their commitment to further work closely together.

At the signing, Sy said that VOV has been contributing actively and effectively to the country's development and international integration. He also expressed appreciation for Bulgarian National Radio's 89 years of achievements in the area of modern digital radio technology which he said would be a priority area for future cooperation between VOV and BNR. ■■■

Vietnam and Bulgaria sign MoU boosting broadcasting relationship



Australia's ABC and Indonesia's TVRI sign MOU for further collaborations



The Australian Broadcasting Corporation (ABC) and the Public National Broadcaster of the Television of the Republic of Indonesia (TVRI) have signed a Memorandum of Understanding (MOU).

The shared agreement was signed in Jakarta by ABC Head International Services Claire M. Gorman and President Director of TVRI Iman Brotoseno, alongside senior leadership from ABC International Development (ABCID) and TVRI.

The MOU jointly recognises the role of the ABC and TVRI as national broadcasters in their respective countries and serves as an expression of the ABC's commitment to collaboration and cooperation with TVRI.

Through the agreement, the ABC and TVRI will collaborate across content exchange in news and current affairs, sports, music, culture, lifestyle and general interest stories. The MOU also supports the sharing of key learnings from each broadcaster's audience research and feedback, in addition to

technical information assistance and capacity building under international development activities.

ABC Head International Services Claire M. Gorman said: "The signing of this MOU formally recognises our ongoing relationship with TVRI. We are delighted that as national broadcasters we can work together on opportunities for content and information sharing as we look to best serve our respective audiences."

President Director of TVRI Iman Brotoseno said: "I welcome and am grateful that the broadcasting collaboration between TVRI and ABC is being realised. We are sure that the cooperation in exchanging programs, news, and training development contained in this MOU will provide benefits for both parties. Especially for TVRI, we welcome the realisation of varied and educational TV broadcast programs for viewers in Indonesia. We hope that this collaboration will bring closer relations between the two countries through showing cultural, social, and other human-interest documentaries." ■■■

In a first for the public broadcaster, the Sri Lanka Rupavahini Corporation (SLRC) has debuted two artificial intelligence (AI) newscasters on its main news broadcast.

This historic broadcast featured the AI versions of Chaminda Gunarathne and Nishadi Bandaranayake, two of SLRC's most popular news anchors, who presented a feature story entirely in Sinhala.

This event marks the first time in the country where a news segment was conducted using AI technology in the Sinhala language.

News Producer Gamini Bandara Manikdiwela highlighted the significance of incorporating the Sinhalese language in AI, noting that Sri Lanka is not typically recognised for using such technology. He emphasised the challenge, as any errors in the Sinhalese broadcast would be promptly noticeable to the audience.

According to Manikdiwela, the SLRC had previously used an AI application for a program which was the first program using AI technology

Sri Lanka's SLRC introduces AI news anchors for the first time



for video, image and audio generation in Sri Lanka. "We used AI to present the Avurudu Nakath. Since it is something deeply rooted in our culture, a simple mistake would have been a major blunder. However, we were successful in our endeavour," he said. ■■■



QMC and Qatar University discuss boosting country's media development

Qatar Media Corporation (QMC)'s CEO HE Sheikh Abdulaziz bin Thani al-Thani, received Qatar University (QU) president Dr Omar bin Mohamed al-Ansari recently to discuss improving the country's media landscape.

At a meeting in QMC, they talked about teaming up and sharing experiences to improve the university's media curriculum for today's fast-changing tech and digital media landscape.

QMC works to strengthen relationships with various universities, academic, and research institutions in the country to enable these institutions to understand the needs of the job market in the field of media, and to prepare students and researchers to meet such requirements.

A few months ago, QMC signed a Memorandum of Understanding (MoU) with the University of Doha for Science and Technology. ■■■

Radio Nepal starts test transmission via relay station in Bajura district



Radio Nepal has started test transmission via an FM relay station in the Bajura district, one of the 77 districts in Nepal.

The test transmission of 98 MHz FM started from the relay station at Badimalika Municipality-7 Kalajagra Porkhegadhi of the district.

Senior technician Giriraj Niraula said the test transmission was started via a 500-watt transmitter by installing the FM relay station of Radio Nepal along with the repeater tower of Nepal Telecom in Kalajagra.

According to the preliminary study, Radio Nepal can be heard from Bajura and many other places in Sudhuraschim Province including Achham, Doti, Bajhang, Baitadi and also districts of Karnali province Mugu, Kalikot and Humla.

Radio Nepal, which aims to reach all parts of the country, had started transmission even from Bajura, which is considered geographically remote.

The listeners of Bajura are delighted to be able to listen to Radio Nepal, especially elderly listeners who have not been able to listen to Radio Nepal's programs for a long time

This is Radio Nepal's 33rd FM relay station. Apart from FM, Radio Nepal has been broadcasting its news and programs in Medium Wave, as well as digital platforms like an online news portal, Radio Nepal app, OTT, and social media. ■■■



Media Prima Audio's Hot FM leads Malaysian airwaves for third consecutive year with almost 4 million weekly listeners

The Nielsen Consumer & Media View (CMV) survey has found that Hot FM, the Malaysian radio channel owned by Media Prima Audio, has had a total weekly listenership of 5.6 million unique individuals, an increase of over 100,000 listeners compared to last year.

The survey covered individuals aged 15 and above across Peninsular Malaysia. Hot FM remained the country's leading radio station for the third consecutive year, with nearly four million weekly listeners.

Fly FM maintained its position as the second most popular English-language station in Malaysia, with 2.15 million weekly listeners.

Kool 101, another Malay-language station, has experienced growth. Since rebranding, it has attracted 234,000 listeners in just six months by capitalising on current and trending social stories.

Eight FM, the Chinese-language station under MPA, continues to attract 506,000 weekly listeners.

Nazri Noran, CEO of Media Prima Audio, said: "We are dedicated to excellence in creating content for multiple platforms. As we embrace the digital era, our focus is on crafting exceptionally engaging content that resonates with fans across all our brands, reaching them wherever they engage with us." ■■■



NHK joins anti-piracy coalition IBCAP

The International Broadcaster Coalition Against Piracy (IBCAP) announced the addition of NHK (Japan Broadcasting Corporation) as its newest member.

With the addition of NHK, IBCAP will expand language content under its protection umbrella to include Japanese, in addition to already protected English, Hindi, Urdu, Arabic, Portuguese and French channels, among others. As part of the expansion, IBCAP has added a Japanese-speaking analyst to its anti-piracy lab to focus on protecting NHK content.

"We have been very impressed with the results achieved by IBCAP in controlling piracy for other members, and we are excited to join IBCAP and to bring our channels and VOD under IBCAP's protection," said Shigeki Sato, Head of Copyright & Contracts Division for NHK. "After visiting IBCAP's state-of-the-art monitoring lab and meeting the legal and management teams, we were quickly convinced that joining this coalition was the right move for us to bolster the protection of NHK content not only in the U.S. but also worldwide."

"With IBCAP's specialisation and focus on pirates that target multicultural communities, the addition of NHK is an obvious and strong fit for both organisations," said Chris Kuelling, executive director of IBCAP. "We look forward to bringing piracy of their content under control, as we have successfully done for other IBCAP members. With more than 200 television channels from the U.S., Europe, Brazil, the Middle East and South Asia represented in our coalition and already under IBCAP protection, we are proud to now include channels from Japan as part of our coalition." ■■■

SBS Spice kicks off to cater to South Asian Australians

Australia's Special Broadcasting Service (SBS) has launched SBS Spice, a new English-language digital offering for younger South Asian Australians that cover topics ranging from pop culture to politics, aimed at exploring identity, belonging and social change.

Dilpreet Kaur Taggar, Executive Producer of SBS Spice and also an Indian-born journalist and founder of South Asian Today, said: "SBS Spice is for the young and curious with a South Asian heritage who are

active on social media, and interested in culturally shaping the narratives of where we come from and where we're headed in a forward-looking Australia."

Hosted by Taggar and Suhayla Sharif, SBS Spice will tackle issues such as identity, gender equality and mental health, as well the latest in pop culture and entertainment. The new offering will feature podcasts, video content and conversations on Instagram and YouTube.

Pamela Cook, Acting Director of SBS Audio, said: "SBS is

proud to continue delivering on the outcomes of our Language Services Review, which is conducted every five years in line with the national Census to ensure SBS's offering reflects a diverse and contemporary Australia and helps build a sense of inclusion and belonging for everyone."

SBS South Asian's language programs include Bangla, Gujarati, Hindi, Nepali, Malayalam, Punjabi, Sinhala, Tamil and Urdu, featuring all the latest news, current affairs, entertainment and community stories broadcast live. There are also music playlists including the best of Bollywood (Hindi), Bhangra (Punjabi) and Nepali, with music in other languages to be added to the schedule progressively. A Telugu language offering launched last year is also available via podcast, website and social media.

SBS Spice is available via the SBS Audio app and most other places where people consume their podcasts. Each SBS South Asian language program also has its own Facebook page and a bilingual website, with audio offerings also available at most places where podcasts are consumed. ■■■



Afghanistan's ATN launches new user contribution initiative

Ariana Television Network (ATN) recently launched its new contributor program, which will allow content creators across Afghanistan to send in newsworthy videos for general use by Ariana News.

Videos can initially be sent via What's App to be vetted by Ariana News. If accepted a

formal process will be followed and later, the content creator will be paid for their submission.

This contributor initiative is especially applicable to breaking news, so anyone with a smartphone, who happens to be where a major story is unfolding, can immediately send through video footage for

use by Ariana News.

Once submitted, Ariana News will contact the content creator if the video/photograph is selected for use.

All submissions will be vetted according to criteria such as quality, relevance, permission, copyright and exclusivity. ■■■

Korea's SBS introduces AI commentator in general elections coverage



An AI character called “Toopyoro”, taking the form of a teddy bear, acted as a commentator for Seoul Broadcasting System (SBS) in the coverage of South Korea’s general elections on April 10.

The introduction of “Toopyoro” is part of the larger initiative by South Korean broadcasters in leveraging AI in its coverage of the country’s general elections.

SBS said it also plans on broadcasting old videos of key party representatives using the “AI Person Search” technology developed independently by the broadcaster’s research institute. According to SBS, the technology enables the identification of videos featuring the subject’s face from archives, using just one facial photograph. ■■■



All India Radio (AIR) to improve broadcast in Alluri Sitarama Raju district

All India Radio (AIR) is establishing a new relay station in the Chintapalli region to improve radio broadcast access in the interior areas of Alluri Sitarama Raju district. This initiative aims to overcome the challenges posed by the dense forest terrain, which currently hinders effective radio transmission from the Visakhapatnam centre.

Currently, the absence of a relay centre in the Agency area means that radio transmissions from the Visakhapatnam centre are not adequately received. The 10-kW direct relay central transmitter in Visakhapatnam only covers a radius of 60 km to 70 km, leaving the dense forest areas without proper access to broadcast programmes. This new relay station, with a 5-kW central transmitter and a 75-metre tower, will extend the transmission range to approximately 40 km, bringing radio services to the people in the ASR district.

A budget of Rs 12.5 crore has been allocated for constructing a central transmitter tower in Chintapalli. The tower, standing 75 metres tall, will have a frequency capacity of 5 kW,

allowing the transmission waves to cover a range of about 40 km.

Speaking to TNIE, C Subba Rao, Deputy Director General (Engineering Wing), AIR, Visakhapatnam, said, “Another relay station will come up at Vizianagaram to cover the Parvathipuram-Manyam region. Both transmitters will be established simultaneously.”

He further informed that the site survey for the construction of the relay station at Chintapalli has been completed and the relay station will be located at a high-altitude site near the Youth Training Centre in the region.

“The land allocation is complete, and we expect construction of the office and the transmitter to commence in one-and-a-half to two months. We aim to finish the project within 18 months. Currently, there are no signals available, neither from private radios nor Akashvani. Establishing this relay station will be beneficial in airing not only entertainment radio programmes but also government programmes, news, and live weather updates for those living in the interior regions,” Rao added. ■■■

TRT Spanish kicked off with Spanish Broadcasting Summit in Istanbul



Turkey's state broadcaster, Turkish Radio and Television Corporation (TRT), hosted the first TRT Spanish-Speaking Countries Broadcast Summit and TRT Español (Spanish) launch in Istanbul on April 25 to 26.

The summit featured the launch of the TRT Spanish digital news platform, marking its official entry into broadcasting.

The summit commenced with a workshop for journalists from Spanish-speaking countries on April 25. The workshop, titled "International Journalism," focused on topics such as impartial journalism, public expectations, international relations, encouraging discussions and idea exchanges.

On April 26, the new digital news platform, TRT Spanish, was launched.

Under the slogan "The Place Where People Matter," TRT Spanish aims to merge two cultural spheres with an independent news vision, presenting global events with a unique perspective.

It will provide exclusive news and content to the Spanish-speaking audience, the primary language spoken in more than 20 countries around the world. ■■■

Bloomberg Media has formed a five-year content partnership with Tokyo Broadcasting System Television, Inc. (TBS) to bring its premium business and financial news to Japanese news consumers worldwide.

The two organisations will also share expertise and collaborate on creating a new digital brand study within TBS, specialising in bespoke custom content in both Japanese and English for Japanese consumers.

"Launched only in 2022, TBS NEWS DIG has quickly become an indispensable news destination for Japanese audiences worldwide," said Takashi Sasaki, president and representative director of TBS Holdings, Inc. and Tokyo Broadcasting System Television, Inc. "This partnership will enhance the website's business and financial news offering and enable TBS to distribute its content globally."

Karen Saltser, CEO of Bloomberg Media, notes that TBS NEWS DIG "reached 250 million monthly page views last year, establishing itself as a fast growing, trusted news venue for its core demographic of young professionals. We

Bloomberg Media partners with Japan's TBS to deliver business, financial news



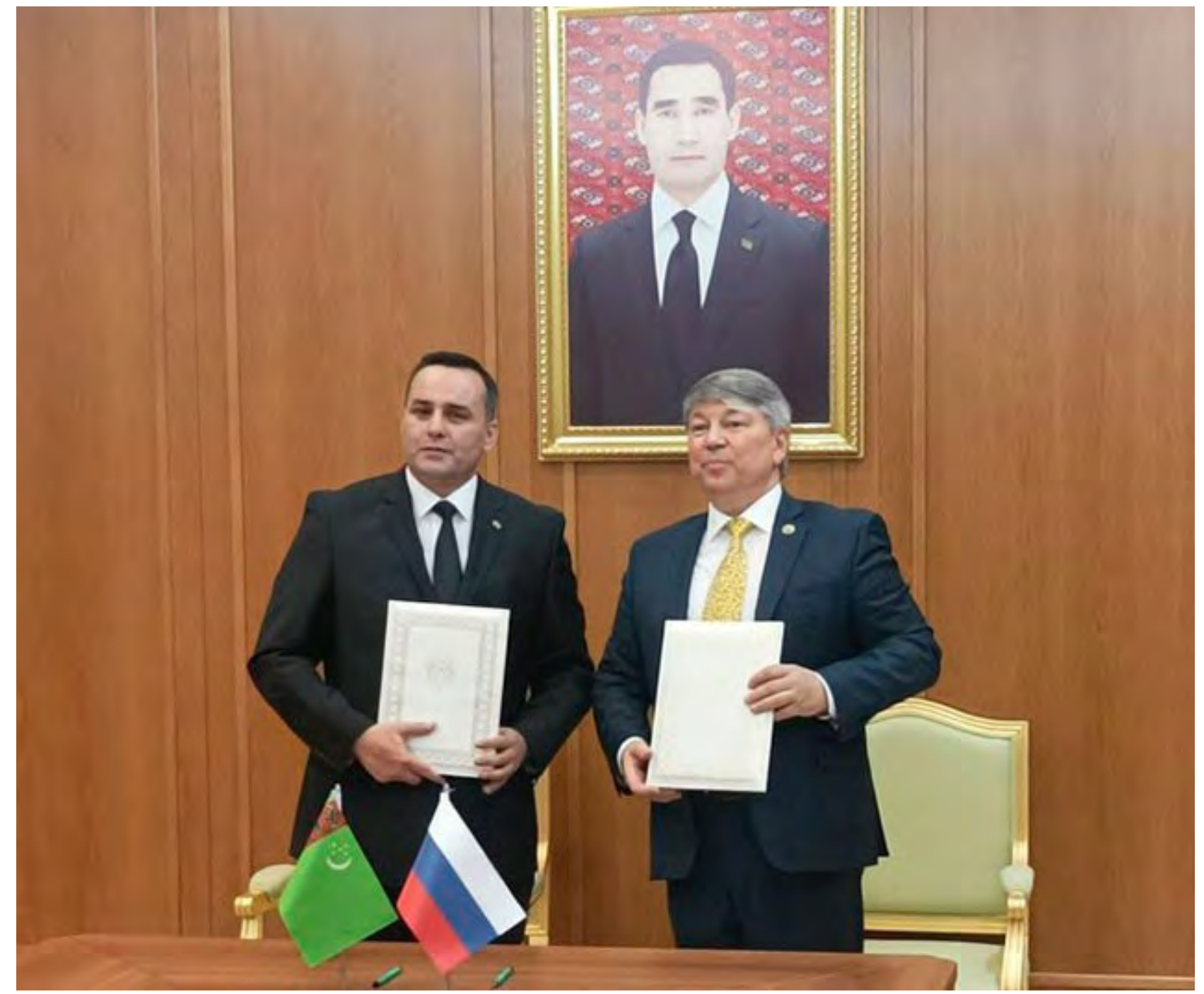
look forward to bringing the best of Bloomberg's reporting to their Japanese audience and showcase compelling digital content from one of the world's most important financial centres." ■■■

Television of Turkmenistan teams up with media group to promote country's culture

The State Committee of Turkmenistan on Television, Radio Broadcasting and Cinematography and the Big Asia Media Group have sealed an agreement to promote Turkmenistan's culture.

The signing was held on the sidelines of the media forum "Turkmen Land – the Center of Civilizations" in Ashgabat, the country's capital.

Under the deal, both parties will exchange content for each other's media platforms. Television of Turkmenistan will supply content for Big Asia of television programs and materials about the history, culture, traditions, religion, science, technology, politics, economics, business,



tourism, sports and lifestyle of the country in the Russian language. These materials will appear on the air of the "Big Asia" TV channel, as well as in the news and Turkmenistan section under the "Asian Countries" category on the bigasia.ru website.

The agreement was held in collaboration with the announcement of the city of Aneva as the cultural capital of the Turkic world in 2024. ■■■



61ST ABU GENERAL ASSEMBLY AND ASSOCIATED MEETINGS

***THE NEXUS OF AI
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The 24th Arab Radio and TV Festival opens with star-studded ceremony

The 24th Session of the Arab Radio and TV Festival kicked off with a grand opening ceremony attended by ministers of media and culture from various Arab countries, delegations from the Arab States Broadcasting Union (ASBU) member corporations, representatives of regional and international radio unions, professional organisations, and several Arab ambassadors. Notable Arab television, radio, and cinema stars, along with prominent Arab media personalities, were also present.

The ceremony honoured distinguished guests, including creators from Egypt, Syria, Lebanon, and Sudan, as well as several key media sector officials for their contributions. These honours highlighted the festival's role as a vital platform for cultural exchange and communication among Arab

nations, fostering friendship and cultural understanding.

Lebanese superstar Ragheb Alama's performance at the ancient Carthage theatre marked the opening of the festival. His concert drew a large audience and underscored his support for the Palestinian cause.

ASBU Broadcast Convention & Programmes Market launched

On the second day, the ASBU Broadcast Convention & Programmes Market was inaugurated at the City of Culture. Visitors explored 90 exhibition stands, showcasing the latest advancements in audiovisual technology. The exhibition, spread across 98 booths, offered participants the chance to display their latest innovations and productions, creating marketing opportunities

and allowing guests to stay updated on new technologies.

Conference highlights media challenges in Palestine

A conference titled "Media in War or War on Media: Palestine Case Study" was held, reflecting the festival's theme of supporting Palestine. The conference presented concerning facts about the deliberate targeting of media by Israeli occupying forces, emphasising the challenges faced by Palestinian media professionals.

China-Arab States Cooperation Forum in Audio-Visual Media

The China-Arab States Cooperation Forum in the Field of Audio-Visual Media witnessed prominent attendance and positive reception. Chinese Vice Minister Dong Xin, in his opening

speech, praised the opportunity for enhanced communication and cooperation between Chinese and Arab media. He highlighted the role of culture and media in fostering mutual understanding and friendships between peoples.

Influence of digital stardom on public opinion discussed

A seminar titled “Stardom in the Digital Sphere and Its Impact on Public Opinion” featured renowned Egyptian content creator Ahmed El-Ghandour. Speakers discussed the significant influence of digital figures on shaping public opinion, guiding interactions, and enriching discussions in the digital age.

AI in audience engagement explored

Another key seminar, “AI-Powered Audience Engagement: Leveraging Advanced Technologies for Content Discovery and Personalization,” provided insights from international experts on using modern technologies to analyse audience behaviour and customise content. The seminar highlighted innovations in AI aimed at enhancing audience experience and engagement with global media content.

Awards ceremony and New Media Competition

The festival’s penultimate day featured an awards ceremony for news and program exchanges in radio and television, held at the City of Culture. The event drew notable attendance, recognising excellence in media productions.

For the first time in the festival’s history, a special competition focused on radio productions aimed at social media audiences, emphasising environmental and climate awareness. The first

prize was awarded to “Just a Question of Microplastics” by Tunisian Radio, Tunisia, and the second prize to “Agriculture in Iraq and the Challenges of Climate Change” by Iraqi Media Network, Iraq.

Strategic agreements enhance media cooperation

Several strategic agreements were signed during the festival. ABSU, Arabsat, and GLOBECAST renewed their agreement for the Standard Arabic Global Bouquet, enhancing satellite and internet broadcasting services across various regions.

ASBU also partnered with TVU Networks to improve technological integration and television broadcast quality, aiming to strengthen Arab media’s global presence. Additionally, an agreement with the China Pavilion Online (CPO) emphasised mutual understanding and cooperation, with plans for joint media activities and promotional efforts to enhance the festival’s influence.

Festival concludes with cultural show

The festival concluded with the Radio and Television Awards ceremony and the “Rouh el Arab” show, celebrating Arab musical heritage with contemporary orchestral arrangements. Artists from 11 Arab countries participated, adding diverse cultural and musical elements to the closing event. ■■■





ABU and ABC host biggest PMPC event

The Asia-Pacific Broadcasting Union (ABU) held its biggest ever meeting of Pacific members at the Australian Broadcasting Corporation (ABC) on 29 to 30 April in Brisbane, Australia.

Co-hosted by ABC International, the two-day Pacific Media Partnership Conference was attended by 150 delegates from 20 broadcasters in 19 countries.

At the end of the conference, delegates issued a communique calling on those with power and authority to support media freedom and fact-based journalism, in the lead up to World Press Freedom Day on May 3.

In the communique, delegates urged governments and organisations across the Pacific to acknowledge the important work done by journalists and to commit to helping their local newsrooms provide timely and accurate information.

“Accurate and factual information empowers audiences and informs decision making,” the communique said. “Misinformation and disinformation about environmental issues can undermine public and political support for climate action, effective policies and efforts to protect vulnerable communities.

“Withholding information is as threatening to democracy and good governance as misinformation.”

Over two days, participants attended workshops, presentations and discussions exploring media



freedom, digital transformation, disinformation, the future of news and gender equality in reporting.

ABC Managing Director David Anderson said: “The ABC has been delighted to welcome to Brisbane media professionals from across the Pacific and Australia for this important gathering, which reaffirms the ABC’s commitment to our Pacific media partners and our region’s multilateral media infrastructure. ABC Brisbane is a fitting location for

the conference given its recent emergence as a hub for the ABC's Pacific content makers."

ABU Secretary General Ahmed Nadeem thanked the ABC for hosting the meeting of the Union's Pacific members and partners.

"In a rapidly changing media landscape, it's important that all broadcasters – large and small – have the opportunity to learn about the latest industry developments, enhance skills and share experiences from within the region and beyond," he said. "The ABC plays a very important role supporting its fellow members and we value its contribution to ABU activities such as the Pacific Media Partnership Meeting."

As well as more support from those with power and authority in the Pacific, the PMPC communique said the region's media most needed priorities are: sustainable financial models for national broadcasters; the urgent digitalisation of media archives documenting cultural heritage; investment in training and development, with support for the Fiji Broadcasting Corporation's projected regional Multimedia Training Hub in Suva; and strengthening and coordinating emergency broadcasting to ensure support in the event of a major disaster.

The meeting stressed the value of continuing to gather annually for the Pacific Media Partnership Conference and commended the ABU for their ongoing commitment to Pacific members. Broadcasters look forward to the PMPC in 2025 in Fiji and welcomed the ABC's commitment to continue to support such a valuable annual event.

To read the PMPC Communique, click [here](#). ■■■





ABU's first Sports Media Conference (SMC) ends on a high note

The Sports Media Conference (SMC) concluded successfully after a few days of information-packed sessions which included masterclasses and workshops led by the world's leading trainers and speakers from the sports broadcasting industry.

The last day was capped by a session called 'Industry Developments – Revolution of Sports Production through AI', featuring panellists Dipesh Makwana (Business Development Manager, VIZRT), Nusrat Akter Lovely, (Regional Manager, Axle AI), Fintan Mc Kiernan (CEO, Ideal System, Singapore) and Hu Yi (General Manager of Migu Marketing Department).

The session, moderated by ABU Secretary General, Ahmed Nadeem, deep dived into the undeniable impact of artificial intelligence (AI) on sports broadcasting, which includes, but is not limited to improved fan engagement, better translation and captioning services, richer metadata, improved facial recognition, and so on. In short, AI helps deliver more engaging, personalised and data-driven content in the sports broadcasting field.





Earlier in the day, a panel discussion about women's sports in Asia, and its growth, development, commercialisation and challenges, took place. Key leading figures in the female sports industry Gina Tan (Senior Media Rights Manager, Mediapro, Singapore), Soleen Al Zoubi (Head of Women's Football, Football Association of Malaysia), Dr Wirdati Radzi, (sports lawyer and sports advisor, Malaysia) and Asniar Lilitoly (sports journalist, Radio Republik Indonesia), shared their insights and perspectives.

During the launch of SMC, Nadeem said the SMC is not entirely new, but has been rebranded to keep up

with industry relevance and standards. He explained that the main purpose of SMC is to bring sports closer to the masses, and make it more accessible as sports events have long been inaccessible and unaffordable to most people.

"Sports is one of the few activities that brings people together regardless of culture, ethnicity and background," Nadeem said. He also thanked the participants and the sport and broadcasting industries for lending their support to the conference, saying, "With more partners, we can work together and learn from each other and share our experiences." ■■■



Darryl Gibson led a workshop titled “Sports News Reporting on Multisport Events.” Darryl has had an illustrious career in sports reporting, including serving as an editor at eight Olympic Games, the 2002 FIFA World Cup in Japan and Korea, and several other major events such as the Asian Games, the Paralympic Games, the Nordic World Cup, and the Special Olympics.

In his workshop, Darryl emphasised that sports reporters must be strategic in their reporting, using their journalistic sense to decide which athletes deserve a platform and voice.

Meanwhile, a masterclass also kicked off the conference, featuring ABU’s Head of TV, ABU Programming, Hanizah Hamzah, and Paul Kennedy, Sports Producer at the Australian Broadcasting Corporation (ABC).

Speaking from Sydney via live video, Paul shared personal anecdotes about his expertise and success in making sports documentaries, highlighting that good documentaries require personal engagement with the audience.

Attendees of the masterclass were treated to a viewing of the ABC documentary “Bradman and Tendulkar,”



First day of SMC kicks off with a workshop and masterclass on sports storytelling



which compares the career paths of two of cricket’s greatest players, Sir Don Bradman and Sachin Tendulkar, from their early lives to their greatest moments, uncovering striking similarities. “Bradman and Tendulkar” won the TV Sports category at the ABU Prizes 2023, a competition celebrating broadcast excellence across radio, television, and digital media.

Themed “The Rise of Sports in Asia,” the Sports Media Conference (SMC) is a flagship event organised by ABU, gathering sports field players, media and experts to push for sports broadcasting excellence across the Asia-Pacific region. The three-day event took place at the Royale Chulan, Kuala Lumpur, from 14th May to 16th May. ■■■





ABU-Rai Days conference highlights importance of AI to public service media

Public Service Media (PSM) experts and leaders from across Asia-Pacific and Europe gathered in Naples, Italy, this week for ABU-Rai Days 2024, where they highlighted the importance of artificial intelligence (AI) in their work and how the technology is reshaping the landscape of the broadcasting industry.

Marinella Soldi, the Chair of Radiotelevisione Italiana (RAI), said: “In a world where dialogue seems to be faltering, public service media needs to help citizens to form their own options in the context of knowing the complete facts.”

“To achieve this requires trust between public service media and citizens. Trust must be built and earned through transparency,” she said further. “Large language models and generative AI are changing the media landscape, so trusted public service broadcasters must join forces so they can move faster and become stronger together.”

In his opening remarks, the Asia-Pacific Broadcasting Union (ABU) Secretary General, Ahmed Nadeem, reiterated the importance of AI in the broadcasting industry and called for all broadcasters to adapt to this technology.

In a keynote address, Deputy Director General & Media Director, Jean Philip De Tender, told delegates that the relationship



between AI and broadcasters “is inspiring but sometimes worrying, but it never stands still.”

“AI was introduced into broadcast companies to seek more efficiency, such as captioning and language translation, and then we noticed the deeper storytelling ability of AI,” he said. “Speech recognition software added inclusivity. Today AI is a multifaceted reality in the PSM space, including news.”

“It is used to deliver personally relevant content delivery. But the danger is echo chambers, therefore we must guard against filter bubbles,” he added.

De Tender emphasised that AI is currently the EBU’s number one priority, saying: “We don’t have the luxury to wait and see what happens, anyone left behind will fade into irrelevance. None of the benefits comes without risks, so regulation and governance guidelines development will be crucial.” He also said that EBU is collecting a series of case studies on how AI is being used in broadcasting.

The exclusive ABU-RAI Days conference aims to unite decision makers, thought leaders and stakeholders of public service media (PSM) from Europe and Asia-Pacific. This is the 6th time that the conference was held. ■■■





ABU charts next path with Administrative Council Meeting in Colombo



The Asia-Pacific Broadcasting Union (ABU) 117th Administrative Council Meeting gathered in the vibrant city of Colombo, Sri Lanka, to discuss key organisational matters to chart their path. Hosted warmly by MTV Channel and the Capital Maharaja Group (CMG), this gathering brought together ABU Councillors from across the region to delve into pressing issues facing the Union.

As the decision-making body of ABU, the Administrative Council Meeting holds significant importance, convening twice a year to set policies, allocate resources, and chart the course for the Union's endeavours. In Colombo, this responsibility was embraced with a sense of purpose and determination, reflecting the collective commitment to advance the interests of ABU members and stakeholders.

Outside the boardroom, delegates experienced the warmth and hospitality of Sri Lanka, forging connections and strengthening bonds that transcend borders and cultures. As the meeting concluded, resolutions were passed, strategies were set in motion, and a renewed sense of unity and purpose reverberated throughout the ABU community. ■■■



ABU Secretary-General strengthens collaboration with Indonesia's RRI and TVRI in Jakarta visit

ABU Secretary-General, Ahmed Nadeem, paid visits to prominent figures from Radio Republik Indonesia (RRI) and Televisi Republik Indonesia (TVRI) in April recently.

The engagement kicked-off with a strategic discussion between Nadeem and I Hendrasmo, RRI's President Director, exploring cooperation ideas which includes content sharing, technological innovation, and capacity-building initiatives. As a member of the ABU community, RRI plays a crucial role in shaping the broadcasting landscape in Indonesia and the broader Asia-Pacific region.

Nadeem then met up with Iman Brotoseno, President Director of TVRI. The meeting focused on strengthening the partnership between ABU and TVRI, emphasising opportunities for joint projects and knowledge-exchange platforms. Nadeem said ABU is committed to support TVRI to deliver high-quality and diverse content to audiences across Indonesia and beyond.

Through these strategic engagements, ABU aims to promote best practices, facilitate innovation, and enhance the capacity of member broadcasters to thrive in an ever-changing media environment.





ABU Secretary-General meets full members NHK and TBS in Japan



ABU Secretary-General, Ahmed Nadeem, recently paid a courtesy visit in April to the headquarters of Japan Broadcasting Corporation (NHK) in Tokyo, followed by a meeting at Tokyo Broadcasting System (TBS). These visits, spanning two days, solidified ABU's collaborative efforts with key broadcasting partners in Japan, and the willingness of all organisations involved to foster stronger ties and explore avenues for mutual

cooperation in the ever-evolving broadcasting landscape.

Nadeem met Inoue Tatsuhiko, NHK Executive Vice-President and Vice-President of ABU. They discussed combining their organisations' expertise to address regional broadcasting challenges and promote cultural exchange.

Following the meeting, Nadeem was given an exclusive tour inside NHK, providing him

insights into the inner workings of Japan's national broadcaster. Highlights of the tour included visits to the NHK World Department, where discussions centred on global outreach and content distribution strategies, and the Drama Studios, showcasing NHK's production capabilities and commitment to quality programming with also visits to NHK Hall and News Department.

Nadeem visited the Science & Technical Research Laboratories (STRL) of NHK, gaining insights into the latest advancements in broadcasting technology and research initiatives.

Nadeem's visit included a high-level meeting at TBS with Executive Vice President & Board Director Toshiaki Kawai and also TBS executives. The discussions centred on exploring potential areas of collaboration in content development, technology innovation, and audience engagement strategies.

The engagements at NHK and TBS served as a platform for fruitful discussions, knowledge exchange, and strategic partnerships, paving the way for enhanced cooperation and mutual growth in the region.





ABU and CNSA sign MoU to promote further collaboration and exchange of content

inviting each other to participate in international and regional network audiovisual festivals. The MoU leverages on the large membership of both ABU and CNSA, and taps into each other's vast expertise in the broadcasting field.

ABU Secretary General, Ahmed Nadeem, said: "We greatly appreciate the longstanding support of NRTA and RTPRC, both of which are esteemed Full Members from China and significant contributors to our organisation."

"This initiative underscores our commitment to fostering collaboration through content and leveraging the extensive resources and capabilities of broadcasters. We hope that such partnerships would be invaluable in enhancing the quality and reach of our shared media efforts, benefiting all our members by expanding access to diverse and high-quality content."

Meanwhile, CNSA said: "NRTA and ABU have long enjoyed a strong relationship characterised by mutual support and collaboration. Since RTPRC joined ABU in the 1970s, there have been significant opportunities for growth and development within the union."

"We are optimistic that the ABU Secretariat will continue to support Chinese members in taking on larger roles within the organisation. Thanks to your unwavering support, China and the New Media Organisation have been actively participating in ABU activities. With the signing of this agreement, we hope to further expand our cooperation and strengthen our partnership. We also aspire for the Chinese online and audio bureau sectors to contribute meaningfully to the Sustainable Development Goals (SDGs) of ABU and its members." ■■■



The Asia-Pacific Broadcasting Union (ABU) and China Netcasting Services Association (CNSA) signed a Memorandum of Understanding (MoU) on 1st July to promote collaboration and exchange in the field of network audiovisual services.

Both parties agreed to exchange online films, online dramas, online variety shows, online animations, and micro series. They also agreed on mutual visits, focusing on exchanges around network audiovisual management policies, industry development, content creation, and technological research and development to learn from each other.

Other agreements in the MoU include supporting the use of big data, artificial intelligence (AI) and AR/VR, as well as



ABU and IPPTAR discuss future and potential collaborations in meeting on 24th June

The Asia-Pacific Broadcasting Union (ABU) and the Tun Abdul Razak Broadcasting and Information Institute (IPPTAR) met on 24th June to discuss potential future collaborations.

ABU and IPPTAR have a history of working together on various events, including workshops and webinars. Notable events hosted in Kuala Lumpur include the ABU Digital Broadcasting Symposium (DBS), the ABU Sports Media Conference (SMC), and ABU CONFEST 2024. During the meeting, ABU Secretary General Ahmed Nadeem announced plans to introduce the new Head of Media Academy to IPPTAR's Director. This introduction aims to explore collaborative opportunities for courses and programs, leveraging ABU's network of international delegates and regional professionals.

IPPTAR is planning to host workshops for ASEAN members as Malaysia will chair ASEAN next year. These workshops will focus on artificial intelligence (AI), its awareness, and implementation. ABU Technology Director Dr. Veysel Binbay, an AI and ChatGPT expert, will collaborate with IPPTAR on these workshops.

IPPTAR also seeks industry experts on storytelling and production. The Head of TV at ABU, Hanizah Hamzah, will be the person-in-charge (PIC) for these initiatives.

Additional discussions included ABU's plan to sponsor the upgrade of the surau (Muslim prayer space) and the installation of an electric vehicle (EV) charging port in the IPPTAR compound. ■■■



ABU News Group elects new Chair and Vice-Chairs

The ABU News Group has elected TRT-Türkiye's Ahmet Görmez as its new Chair at its annual News Group Meeting, held at the Sukosol Hotel in Bangkok.

The meeting also saw the election of NHK Japan's Fumitaka Sato and ABC Australia's Nesryne Bouzaine as the committee's Vice-Chairs.

Speaking at the meeting, outgoing Chair, Indra Singh of FBC, Fiji, thanked members for their commitment to Asiavision during his two terms in the role. He commended members for their resilience and valour during the Covid-19

pandemic and in providing coverage of the wars in Ukraine and Gaza.

The News Group also adopted changes to the Asiavision rules to align the ABU's international news exchange with industry practice and sister unions.

These include changes to provide extra security for members' content and avoid misunderstandings.



ABC rejoins Asiavision



The Australian Broadcasting Corporation (ABC) has rejoined the ABU's international video news exchange, Asiavision.

ABC International Head Claire M. Gorman said: "The ABC is excited to be rejoining Asiavision. Sharing the ABC's high-quality news and current affairs vision will mean that more audiences across the Indo-Pacific will have access to news events in Australia. It will enable us to share further our coverage of world affairs which is fed by our Pacific Journalism Network and the ABC's foreign correspondents based in PNG, Indonesia, Southeast Asia, India, Japan and further across the globe."

ABU Secretary General Ahmed Nadeem said: "The return of the ABC to AVN is an important development for the ABU and all AVN members. It makes Asiavision stronger and broadens the range of content available to AVN members."



BTV journalist reports on IsDB meetings for AVN

ABU News and the Islamic Development Bank (IsDB) collaborated to ensure an Asiavision journalist was

able to report on the bank's annual meetings and Golden Jubilee in Saudi Arabia's capital, Riyadh.

Asiavision invited Bangladesh Television to select a journalist. BTV nominated Md. Iqbal Hossain.

IsDB covered all of Mr Hossain's expenses for the trip. Mr Hossain filed a series of stories for IsDB and Asiavision members, in Bengali and English.





Future of News Survey results reveal new skill requirements

A survey by ABU News has highlighted the training needs of reporters and producers as they strive to adapt to new technologies, changing audience behaviours and new forms of content making.

Between January and May 2024, 50 journalists, producers and editors at ABU members undertook The Future of News survey. They were from 24 countries across the Asia-Pacific region, from Samoa to Mongolia, Indonesia to Nepal, and from the Maldives to Uzbekistan and Türkiye.

The comprehensive 40-question survey was designed to explore perceptions about the issues driving change in the news industry and how they are impacting on careers in journalism and future prospects.

Among the findings, respondents called for training on Generative AI tools, as well as data visualisation and animated video production. There were also calls for Gen Z to be included in more decision-making and for improvements in pay and conditions. The results will be published in The Future of News report. ■■■

Certificate of appreciation awarded to BTV Asiavision producer



BTV's Md Abdullah Al Mamun has been awarded a certificate of appreciation for his commitment and service to Asiavision, the ABU's international news exchange.

The presentation was made by the Director-General of BTV Bangladesh, Dr Md Jahangir Alam, and ABU Director of News, Deborah Steele.

The citation acknowledges Mamun's professionalism, news judgement and long-standing commitment to Asiavision and the platform's role in fostering international understanding.

The presentation of the certificate to Mamun took place in Dhaka during a three-day ABU News workshop on producing news to an international standard on 3-5 June.

The workshop was attended by reporters, producers, camera operators and graphic designers. Topics covered included BTV World's value proposition for international audiences, the importance of context and human connection in maximising audience engagement, ways to ensure formats are sustainable and allow teams to focus on priority content, and the importance of mitigating the risks of disinformation. ■■■



ABU Director of News becomes Chair of WBU News Committee

The ABU's Director of News, Deborah Steele, is the new chair of the World Broadcasting Unions' News Committee.

Deborah replaces Liz Corbin from the European Broadcasting Union (EBU), who stepped down due to other commitments.

The Committee discusses and responds to key industry issues and exchanges information.

Deborah Steele said: "The WBU plays an important role in uniting public service broadcasters around the world, sharing expertise, improving our ability to meet key service obligations and strengthening our response to issues of mutual concern. I am delighted to have the opportunity to serve in this role, enhancing the role of the WBU News Committee and promoting the needs and activities of sister unions."

In addition to the ABU and the EBU, the committee includes the Directors of News from the Arab States Broadcasting Union, the African Union of Broadcasters, the Caribbean Broadcasting Union, the International Association of Broadcasting and the North American Broadcasters Association. ■■■



ABU Children's Drama Series celebrates turning 20

ABU Children's Drama Series celebrated two decades of excellence in children's programming with a meeting at public broadcaster Thai PBS (TPBS) in Bangkok on April 23 to 25. The celebration marked a significant milestone in creative collaboration and storytelling for young audiences.

Head of Television in ABU, Hanizah Hamzah, opened the meeting with statistics of the series: "The ABU Children's Drama Series have exchanged a total of 180 episodes across 19 countries, with nine executive producers involved. The collaboration extends beyond ABU member countries, with 72 dramas exchanged with the European Broadcasting Union (EBU)."

The meeting saw Japan Broadcasting Corporation (NHK)'s Ryohei Nakano pass the leadership baton to Motoki Kazuhiro. In his speech, Nakano reflected on the series' achievement in producing nearly 200 children's dramas. Nakano also said that humour plays a key role in engaging young viewers, urging participants to prioritise entertainment over direct education, in order to captivate and inspire young minds through compelling narratives and imaginative storytelling.

Yasushige Nagahata, Director of ABU Programming, apologised for his absence through video call, and thanked the participants for their creative outputs, and also thanked representatives from NHK and TPBS for their collaboration.

Motoki Kazuhiro, in his inaugural address, also pointed to the collective effort in crafting engaging



and meaningful dramas for television. Despite language barriers, he expressed his commitment to sharing experiences from the television entertainment industry.

Delegates from Radio Television Hong Kong (RTHK), Prasar Bharati (PB) India, Bhutan Broadcasting Service (BBS), Radio Televisyen Malaysia (RTM), Turkish Radio and Television Corporation (TRT), and Myanmar Radio Television (MRTV) also attended the meeting.

After votes from the other producers, the winner of the Producers' Choice Award for the 19th Series of ABU Children's Drama Co-Production went to TPBS for producer, Issada Aisiri@Aim.



Radio Republik Indonesia (RRI) producers gather for ABU Prizes 2024 training

2 4 producers from across 19 Radio Republik Indonesia (RRI)'s centres worked together with ABU Head of Radio Olya Booyar and in-house content experts to develop quality radio and audio content and turn their best ideas into winning programs.

Olya said the producers brought lots of energy and creativity to the two-day workshop, which was “amazing and exhausting and so much fun”.



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AI Governance Media Action Initiative launched at CMG's forum

The China Media Group (CMG)'s third annual forum, which took place in Beijing on 29 April, saw the launch of the AI Governance Media Action, which seeks to govern the use of artificial intelligence (AI).

The initiative is supported by media groups in Asia (the Asia-Pacific Broadcasting Union), Africa (the African Union of Broadcasting), Latin America (Alianza Informativa Latinoamericana) and Arab nations (the Arab States Broadcasting Union). It advocates for the responsible use of AI to empower industries, ensure media integrity, promote safe development, and foster deep collaboration and shared responsibility.

The forum centred on the media industry's potential to positively shape the development of AI for the greater good of humanity. Under the theme "A Force for

Good: Shared Responsibility in AI," the event drew over 200 attendees from global organisations, media sectors, think tanks, and multinational corporations. ABU's Dr Veysel Binbay (Director of ABU Technology and Innovation) and Yanjiang Cai (Director of Sport) attended the forum.

CMG President Shen Haixiong highlighted his organisation's commitment to collaborating globally and exploring AI's

vast possibilities to contribute positively to a shared global future.

Notable figures including Thomas Bach, President of the International Olympic Committee, and Daren Tang, Director General of the World Intellectual Property Organization, delivered speeches via video. They acknowledged the need to leverage AI opportunities while mitigating its risks. ■■■



ABU holds seminar at CCBN's 30th celebration



The International Cooperation Department at the National Radio and Television Administration (NRTA) and the Asia-Pacific Broadcasting Union (ABU) Technical Bureau recently hosted a seminar during the 30th anniversary of the China Content Broadcasting Network Exhibition (CCBN) on 25th April.

The seminar, titled 'Trendsetters in Media Industry: Next-Gen A/V Codecs, AI Tools and Virtual Production' was held at Shougang Exhibition and Convention Center, Beijing.

Yan Ni, Deputy Director of the International Cooperation Department of the NRTA, launched the opening ceremony, while Sheng Zhifan, Vice Chairman, ABU Technical Committee, moderated the seminar.

The seminar consisted of sessions by Dr Peter Siebert (VP of BTS Conferences, IEEE BTS, Switzerland), Toni Fiedler (Head of China and SEA, Fraunhofer IIS, Germany), Kenichiro Nagano (Technical Manager, NHK World), Dr Mohieddin Moradi (Director General, the Islamic Republic of Iran Broadcasting), Zhou Yun, (Senior Engineer, Academy of Broadcasting Science, China) and Kenneth Lawrence (Chairman, CM- SEG Workgroup).

The ABU Secretariat from the Technology & Innovation Department, including the ABU Technical Bureau Members, also spent time visiting the CCBN exhibition. They engaged with industry leaders and professionals, discussing recent advancements in broadcasting technology and emerging trends in content consumption, including artificial intelligence (AI).

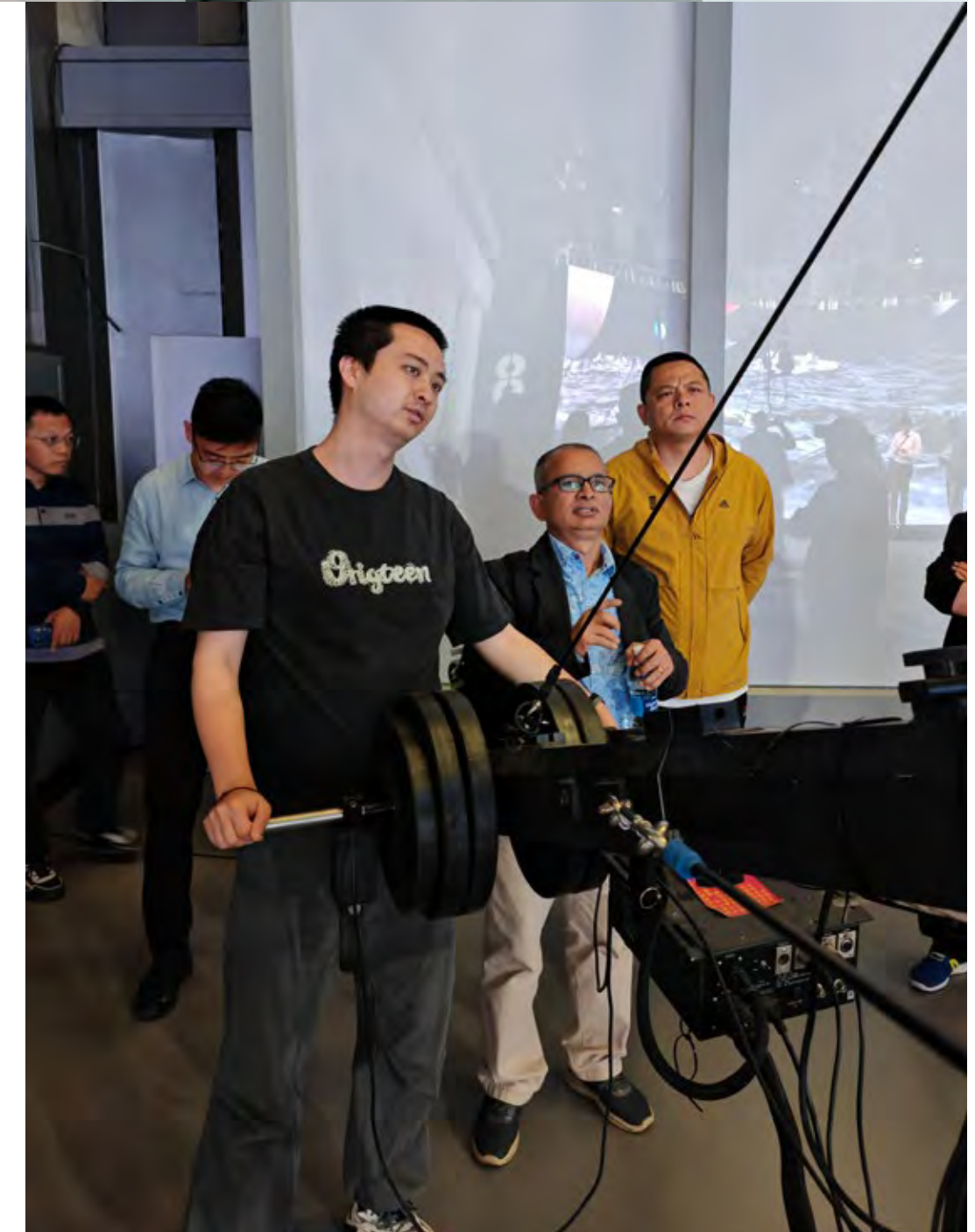
ABU Secretary-General, Ahmed Nadeem, extended his congratulations and best wishes to CCBN for its 30th anniversary. In his keynote speech, he said, "ABU recognises the pivotal role that our industry plays in shaping societies, informing communities, and fostering cultural exchange across our diverse region." He also emphasises the importance of collaboration and innovation in the broadcasting industry.

Nadeem emphasised initiatives such as the Digital Broadcasting Symposium (DBS), which serves as a platform for industry leaders to discuss trends and innovations. The symposium's recent focus on AI reflects the transformative potential of the technology when it comes to broadcasting operations and content creation.

In addressing environmental sustainability, the Secretary-General emphasised the industry's responsibility to minimise its environmental footprint and promote eco-friendly practices. ■■■



ABU Technical Bureau visits Beijing Radio and Television Station (BRTV)



Members of the ABU Technical Bureau including the ABU Secretariat visited Beijing Radio and Television Station (BRTV) on the 26th of April where they got acquainted with the advancement in broadcasting technology by the public broadcaster.



Stepping into the studio showcasing 4K and 8K television, the delegation was captivated by the vivid imagery and seamless quality of the production set, gaining valuable insights into the potential of ultra-high-definition broadcasting.

The excursion showcased a live demonstration of continuous broadcasting, including 24x7 programming channels. They

engaged with technicians and engineers, discussed challenges and opportunities of 4K and 8K television, and fostered collaboration and innovation within the ABU community.

The delegation reaffirmed ABU's commitment to sharing BRTV's progress and driving technological advancements in the broadcasting industry.





ABU technical bureau mid-year meeting takes place in Beijing

The ABU technical bureau mid-year meeting took place in Beijing, China, on April 23 to 24, with members of ABU's technical team discussing the organisation's strategic directions and plans.

Hosted by the National Radio and Television Administration (NRTA), the meeting, taking place in hybrid mode, saw in-person attendance by members from Japan Broadcasting Corporation (NHK), China's NRTA, the Islamic Republic of Iran Broadcasting (IRIB), Singapore's Mediacorp and Prasar Bharati (PB) India. Other members, from Voice of Vietnam (VOV), Nepal Television (NTV), the Korean Broadcasting System (KBS) and Phoenix Hong Kong joined remotely.

In his opening remarks, ABU Secretary-General, Ahmed Nadeem, discussed not only the three-year plans for the technical bureau, but also the overall plans for ABU. These plans included enhancing members' activities and simplifying the General Assembly.

The meeting began with the introduction of the new technical bureau members, followed by a short update of various projects from member organisations. The meeting continued with a discussion of a questionnaire provided by the Chairman, Masashi Kamei, to gather insights on television/radio broadcasting within each organisation. The meeting also covered ABU activity updates, reports by the topic chairman P. Das and Yuji Nagata, and a discussion about the upcoming TBA and technical committee meeting at the upcoming General Assembly 2024 in Istanbul, Turkey.



ABU Broadcasting for All: diversity and inclusion in the media across the Asia and the Pacific region

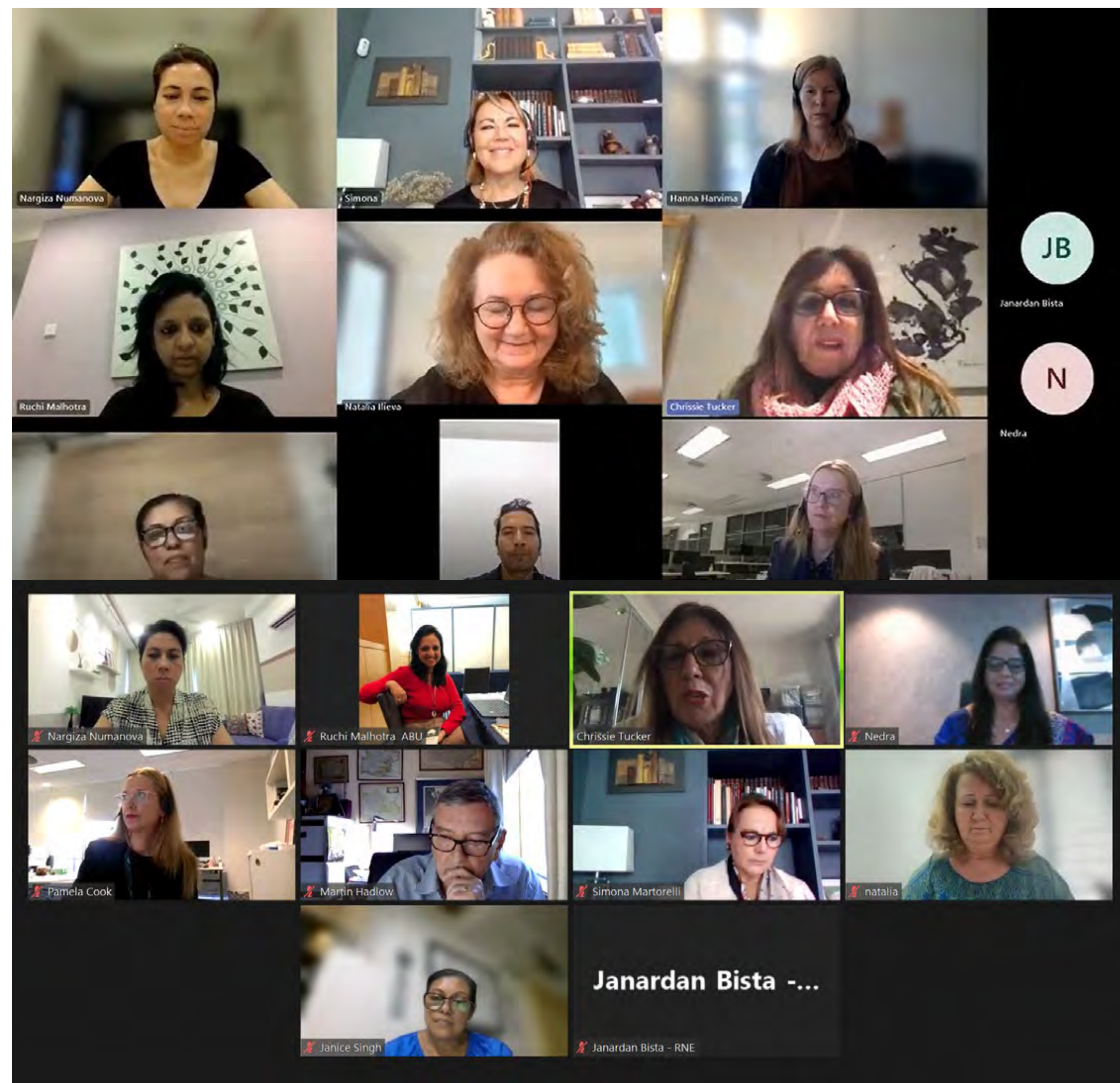
Good news for an inclusive media!

2024 mentoring and awards initiatives

In 2024, the ABU announced two new Diversity and Inclusion initiatives for Members, in conjunction with the Union's overarching campaign to promote and facilitate a culture of diversity and inclusion in the media. Through both the workplace, and with connecting and engaging in media content, reflecting diversity in communities and audiences.

Applications were called for submissions from potential mentees for the ABU Media Mentoring Program 2024 – “Career Connections”, which closed in May 2024. The focus of the Program is to support broadcasters to address the under-representation of women in managerial positions in journalism, content making, digital or technological roles.

Mentoring is a well-known mechanism to support employees with their career development aspirations. The ABU's Gender Equality in the Media Matters! - Gender Equality Guidelines for the Asia and the Pacific Media (December 2020) describes mentoring programs as: “...a critical tool for soliciting engagement from, and retaining, emerging leaders; providing guidance; and visibility in the media industry, offering mentors for up-and-coming female leaders is especially important, given the lower proportion of women in such positions.”



Four mentor/mentee partnerships were formed because of the submissions. Those participants, from a range of different countries in the region, commenced their one-on-one meetings to establish objectives, strategies and support, to enhance the career opportunities of the mentees. They will meet four times and complete their mentorship commitments at the end of September 2024, with appropriate reporting requirements.

The second initiative for ABU members was also announced earlier this year, which called for applications for the first-time ABU Diversity and Inclusion Media Awards 2024 “Recognising Excellence in Inclusive Workplaces.”

This provided the opportunity for broadcasters to showcase their gender equality, diversity and inclusion employment leadership in policies, planning, training or positive culture activities. The entries were due by the end of July and will be announced later in the year, with certificates and financial rewards for three broadcasters. The funding will enable the broadcasters to undertake further work in 2024/25, in this important area of focus.

Both these activities fit with the theme of career development, for the Broadcasting for All Forum in 2024, part of the ABU General Assembly and Associated Meetings to be held in October, in Istanbul.



13th Broadcasting for All: diversity and inclusion in the media forum

In 2024, the ABU and TRT present the 13th Forum in the Broadcasting for All: Diversity and Inclusion in the Media Series. This year's theme is Growing Diversity and Inclusion with Future Media Leaders: Shaping Narratives with Broader Community Content.



The program for the upcoming half-day event, builds on previous forums dedicated to diversity and inclusion and gender equality in the media, in the Asia-Pacific Region and beyond. This year, there is a particular emphasis on career development which progresses the theme of 2023: Voice and Vision about leadership in the media. ABU broadcasters strive to achieve a representation of senior executives, content makers and professional and support employees, that reflect the broad range of gender, culture, beliefs, backgrounds, abilities and attributes of the communities that they serve. This in turn, provides a media that “looks” and “sounds” like its audiences and consumers, with perspectives, stories and entertainment that is all inclusive.

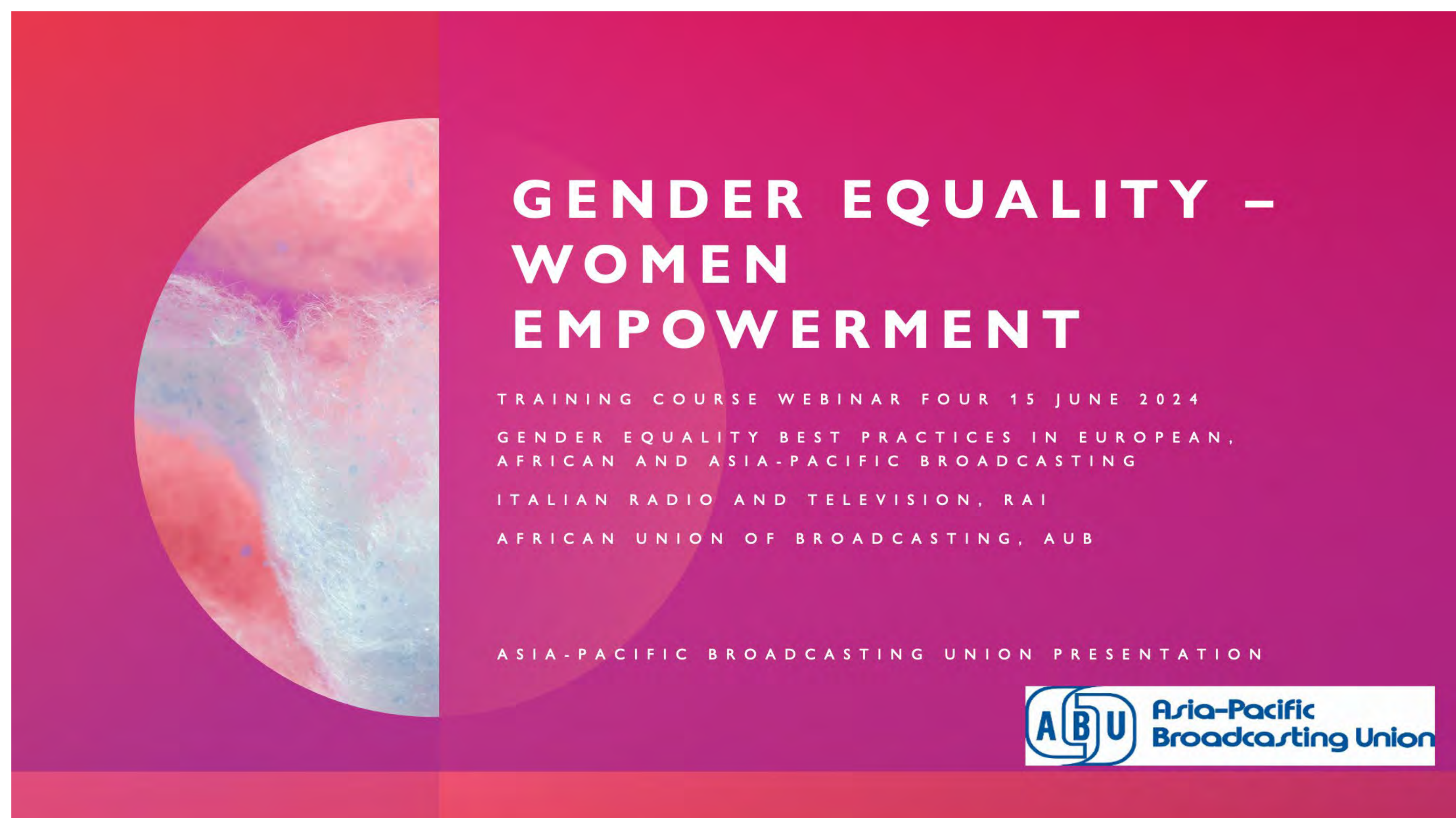
Career development is an integral part of the media organisation's diversity and inclusion plans and policies to provide equal opportunities and a fair and positive work environment for all staff to flourish, and in particular those who are under-represented and in minority groups.

The Broadcasting for All Forum in 2024, highlights the two major activities that the ABU has introduced during the year that support career development. The ABU Media Mentoring Program 2024 and the ABU Diversity and Inclusion Media Awards 2024 – Recognising Excellence in Inclusive Workplaces. Forum delegates will hear from the participants about their experiences with the mentoring initiative and from those who were the recipients of the Diversity and Inclusion Awards. The Awards will also be featured during the overall ABU GA activities. The program will also feature a mini masterclass on mentoring by an expert coach and leading consultant in this important area, Andrew Buchanan.

A highlight also will be the opening sessions, where the Forum will showcase the diversity and inclusion sphere of work of the host broadcaster, TRT and the ABU. Setting the tone for a Forum dedicated to making a difference by growing diversity and inclusion and gender equality through future leaders, and shaping narratives of greater diversity content, in line with the theme of the overall General Assembly this year in Istanbul.

The sponsors and supporters of the ongoing work of the ABU and this Forum Series, now in its 13th year, in 2024 are: TRT, U.S. AGENCY FOR GLOBAL MEDIA, UNI GLOBAL UNION, AB COMMUNICATES.





**GENDER
EQUALITY –
WOMEN
EMPOWERMENT,
ASIA AND THE
PACIFIC, SOME
BACKGROUND**



ABU Speakers At RAI/ AUB Online Training Course

**DIVERSITY
AND
INCLUSION
IN ASIA
AND THE
PACIFIC
REGION**

- GENDER EQUALITY AND WOMEN EMPOWERMENT ASIA AND THE PACIFIC
- ASIA-PACIFIC BROADCASTING UNION (ABU)
- ABU BROADCASTING FOR ALL CAMPAIGN



In June 2024, the ABU was invited to participate in an online training course focusing on Gender Equality and Women Empowerment. This course was specifically tailored for African public broadcasters, devised by RAI and African Union Broadcasting. The ABU's Diversity and Inclusion Task Group members Chrissie Tucker and Natalia Ilieva, delivered a presentation as part of the Webinar on Gender Equality Best Practices in European, African and Asia-Pacific Broadcasting – outlining the background and range of activities of the ABU's Broadcasting for All: Diversity and Inclusion in the Media campaign.





Early Warnings for Early Action

WBU/UNDRR Media Saving Lives Initiative

All activities of Phase 4 of the ground-breaking WBU/UNDRR Media Saving Lives initiative were successfully implemented by 31 May 2024 across all regions, with an independent audit report submitted by mid-July. This initiative aligns with the Sendai Framework for Disaster Risk Reduction by strengthening early warning dissemination and ensuring that DRR reporting becomes a staple in media programming. This enables the media to educate and prepare communities for future disasters and mitigate disaster risks.

Phase 4 aimed to engage new broadcasters from the Global South and build the capacity of those involved in previous phases. The activities reached broadcasters in the Asia-Pacific, Africa, Arab, and Caribbean regions through the partnership of World Broadcasting Unions members: ABU, ASBU, AUB, and CBU. The project engaged 23 new broadcasters and

trained media professionals from 87 organisations via regional workshops and high-level summits.

Since its inception in 2021, the UNDRR/WBU Media Saving Lives initiative has engaged 111 broadcasting organisations in the Global South and trained over 2,300 media professionals worldwide.

In Phase 4, the participating sister unions were ABU, ASBU, AUB, and CBU.

Arab State Broadcasters Union

The Arab State Broadcasters Union joined the project for the first time with two main activities: translating, verifying, and uploading the DRR Knowledge Level 1 course on the ASBU Training Academy platform, and hosting a four-day regional workshop on EW4All from 22-25 April in Tunis. Representatives from 15 ASBU member organisations and representatives from UNDRR, ITU, WMO, and IFRC attended.



African Union of Broadcasting

The African Union of Broadcasting launched their Media Summit on Climate Change and Disaster Prevention on 7-8 May 2024 in Nairobi, Kenya. Representatives from 24 AUB members and partners from the fields of climate change adaptation and DRR attended. The summit was praised as “the right initiative at the right time,” and AUB plans to integrate EW and DRR issues into all future meetings and initiatives.

Asia-Pacific Broadcasting Union

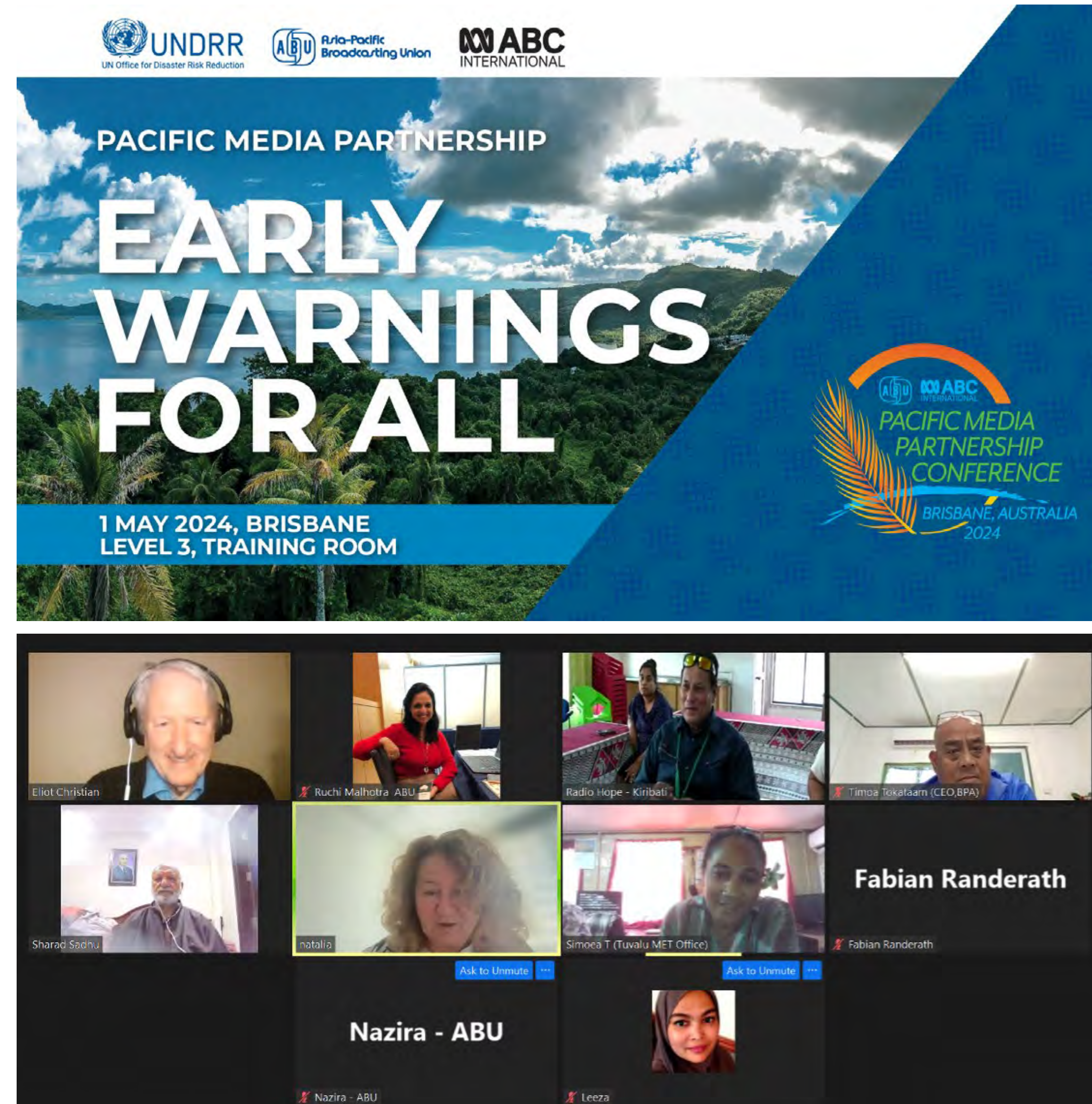
There were several activities in the Asia-Pacific region, mainly for ABU Pacific members. The ABU team concluded the online EW4All consultations with seven members in Kiribati, Samoa, Solomon Islands, Tonga, and Tuvalu, who had not been engaged in previous phases. The training and organisation of the meetings were supported by FBC, Fiji, with a designated trainer from the organisation, who also acted as an Executive Producer for the EW4All Pacific co-production.

An EW4All Pacific Media Partnership Summit was held in Brisbane on 1 May 2024 under the umbrella of the Pacific Media Partnership Conference, hosted by ABC in Brisbane. CEOs and senior managers from 11 members discussed enhancing their organisations' policies, procedures, and partnerships for the dissemination of timely, accurate, understandable, and actionable early warnings. ABC and NHK showcased their systems. The forum adopted a Call for Action to integrate media into their national early warning systems. Several organisations committed to engaging their Met Services and NDMA to establish working groups in their countries. During the summit, six organisations joined an EW4All co-production to educate and engage wide audiences, exemplifying knowledge transfer and cooperation between members.

Another activity served radio members in Nepal. Radio Nepal Digital and seven stations of the community radio network ACORAB received equipment to establish Raspberry Pi hubs fitted with OpenBroadcaster software. This software allows automatic translation of CAP (Common Alerting Protocol) messages once the hubs are linked to Nepal Alert-issuing messages. ACORAB has organised several meetings with the Nepal National Disaster Risk Management Authorities to establish this connection.

The final activity of Phase 4 was the 2nd EW4All Partnership Meeting in Dhaka, Bangladesh, on 27 May 2024. The meeting was held a day after Cyclone Rehal hit the western coast of Bangladesh. Despite this, seven top officials from the Department of Disaster Management and Meteorological Office joined CEOs and journalists from the four ABU members in Bangladesh—BB, BTV, BCRA, and BNNRC. The outcome was a recommendation to establish a tripartite working group for close cooperation and coordination in developing early warning messages and establishing a community-based early warning system.

Members also issued during the [EW4ALL: DBS recommendations](#) and [Call for Action on EW4ALL](#)



Caribbean Broadcasting Union

In February, the Caribbean Broadcasting Union held a regional workshop titled “Media Saving Lives: Early Warnings and Crisis Preparedness and Response for Journalists and Broadcasters.” The event, coordinated in partnership with UNESCO Caribbean and the Media Institute of the Caribbean, brought together participants from CBU member organisations. Attendees included media managers and news professionals from Antigua & Barbuda, Barbados, and Guyana, along with their colleagues from Jamaica. This hybrid event was open to the entire region and attracted online participation from across the English and Dutch Caribbean.

The CBU Secretariat also organised a one-day workshop in Barbados, bringing together representatives of media, NDMA, and Met Services to set up a tripartite working group for better communication and coordination for efficient early warning dissemination. ■■■



ABU/UNESCO Project to Develop Model Disaster Preparedness and Response Plan for Media Organizations

The pioneering work of ABU in supporting media globally to serve people during disasters has opened new avenues. In collaboration with UNESCO, ABU is developing a Model Disaster Preparedness and Response Plan (DPRP) for Media Institutions. This tool is designed to help media organisations worldwide develop or improve their own disaster preparedness and response plans. This will enable them to be better prepared for potential disasters as institutions and to contribute more effectively to the disaster resilience of communities through their work.

The Model DPRP aims to institutionalise disaster preparedness and response, making it an integral part of an organisation's DNA.

It includes:

1. A global mapping of existing Disaster Preparedness & Response Plans.
2. A generic DPRP template.
3. A customisation guide for adapting the plan to specific media and country conditions.
4. A business plan to promote the tool's benefits in terms of audience trust and ratings.
5. Partnerships with relevant stakeholders.

The generic DPRP template is intended to be a living mechanism included in media organisational policy, supported by financial and human resources, and regularly updated.

As part of the project, ABU has launched a survey of media institutions (TV, radio, digital, print, and online) to determine the current status of disaster preparedness and response plans globally.

This survey aims to:

1. Collect knowledge and experience from media institutions regarding their disaster preparedness and response practices and strategies.
2. Assess the needs of media institutions concerning various aspects of an institutional disaster preparedness and response plan.

The outcome of the survey will be valuable in informing the development of the Model DPRP tool.

It takes just 15 minutes to complete, and your participation can help save lives! Please fill out the survey through this [link](#). ■■■

Expanding horizons: education and training

The ABU Academy runs a variety of courses across a range of topics. Formed in 2020, the vision of the ABU Media Academy is that all ABU Members can develop their staff to a level where they are multiskilled, adaptable to change and up to date with the latest trends and technologies in our industries.

To achieve this vision, the ABU Media Academy's mission is to partner closely with member organisations to improve their in-house training, give them access to external training by international experts through the ABU Media Academy, and facilitate further study at recognised tertiary institutions for staff and management of member organisations.

May webinars

ABU Media Academy offered online sessions on content marketing and ai tools for video creation:

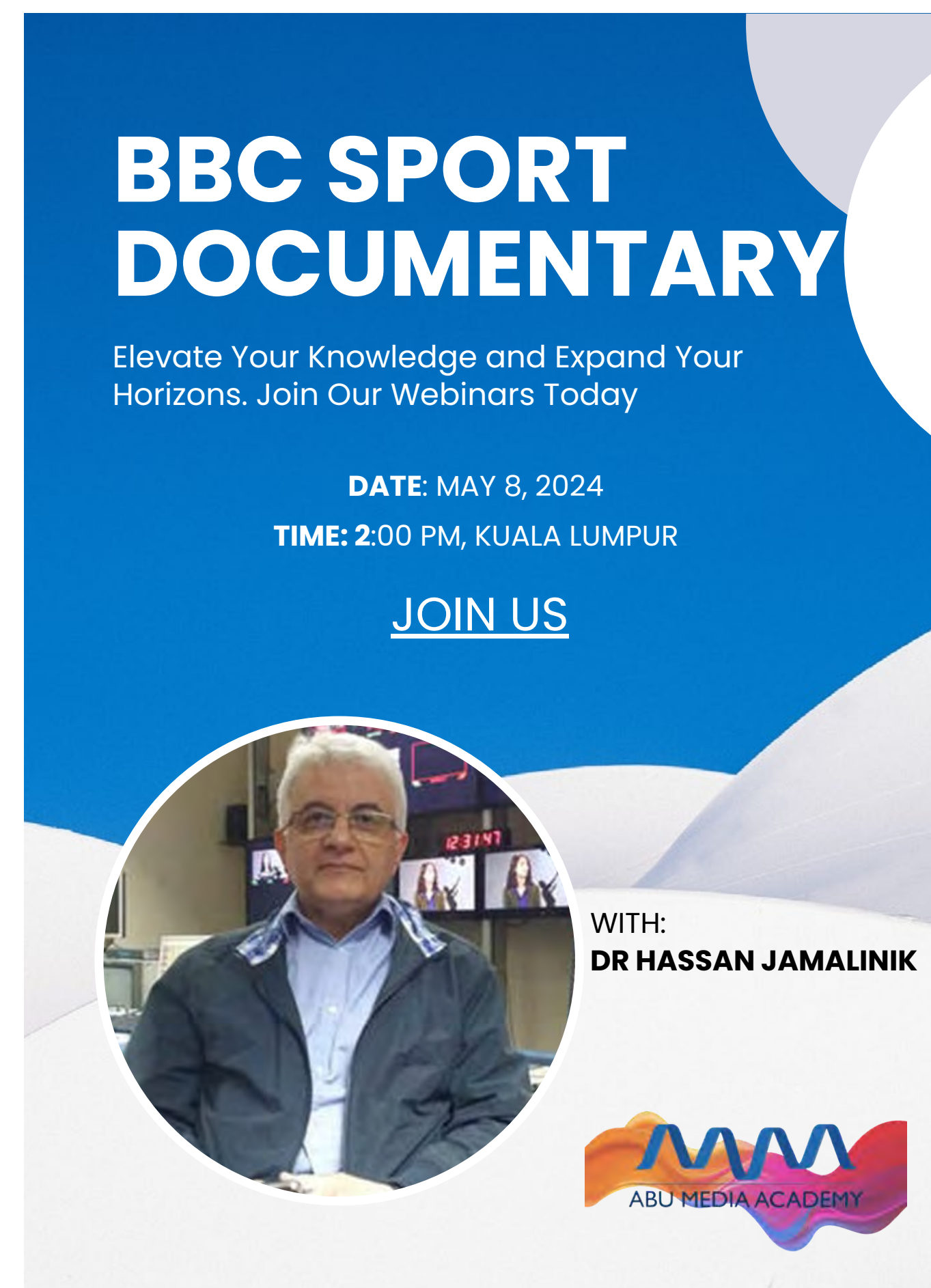
A review of BBC Sport Documentary

In this online course, the focus was on reviewing a BBC Sport production, a behind-the-scenes documentary detailing Lionel Messi's journey to lifting the World Cup. Topics covered included the main features and techniques of documentary production, the design and structure of the production, music and sound effect selections, innovative production styles, the production design of pivotal events, and the storytelling style and depiction of actual World Cup matches.

ABU Media Academy also hosted webinars developed by DW Akademie and EBU Academy:

Introductory online classes on using the MethodKit to design and produce podcasts

ABU Media Academy hosted a webinar on the "MethodKit for Podcasts." The session covered the use of this tool in podcast development, production, distribution, marketing, audience growth, and content ideation. Attendees learned about the kit's analogue and digital formats, its global use, and its development by leading podcast experts.



A beginner's guide to AI and why it matters to Public Service Media (PSM)

ABU Media Academy hosted a webinar, "A Beginner's Guide to AI and Why It Matters to PSM," developed by EBU Academy. Participants gained a foundational understanding of AI technologies, their significance for Public Service Media, and the ethical challenges they pose. The session provided an overview of AI applications in broadcasting and its future implications, targeting media professionals seeking a strategic overview of AI technology and its impact on public media. Key topics included the basics of AI, its importance for PSM, opportunities and challenges, ethical dilemmas, and future directions.

Collaboration with TRT:

Webinar on social media strategies

ABU Media Academy, in collaboration with TRT, Türkiye, hosted a comprehensive three-day seminar on social media communication strategies and performance evaluation. This series covered crucial topics for public broadcasters, including social media dynamics, effective strategies, audience engagement, SWOT analysis, platform navigation, content formats, strategic planning, KPI evaluation, performance measurement, algorithm understanding, crisis communication, and leveraging Generative AI applications as personal assistants.

June webinars

Methodkit for Podcasts webinar

Participants of the Methodkit for Podcasts webinar were treated to another exciting session.

Writing for social media

On 12 June, Jared Deluna (Head of social media, RT International) taught a course on writing for social media. He covered the fundamentals including creating and finding high-quality video content and using AI in news production. He shared his experience in how to find and verify videos, tips for blogging and building a community around an organisation's social media brand, and the ways to conduct great interviews and much more.

Intellectual property for media professionals

On 19 June, ABU Legal Manager Dr. Seemantani Sharma led a webinar called "Intellectual Property for Media Professionals." She walked through the basics of intellectual property law and its implications for media organisations and media professionals, specifically delving into the importance of patents, trademarks, and copyright for media entities.

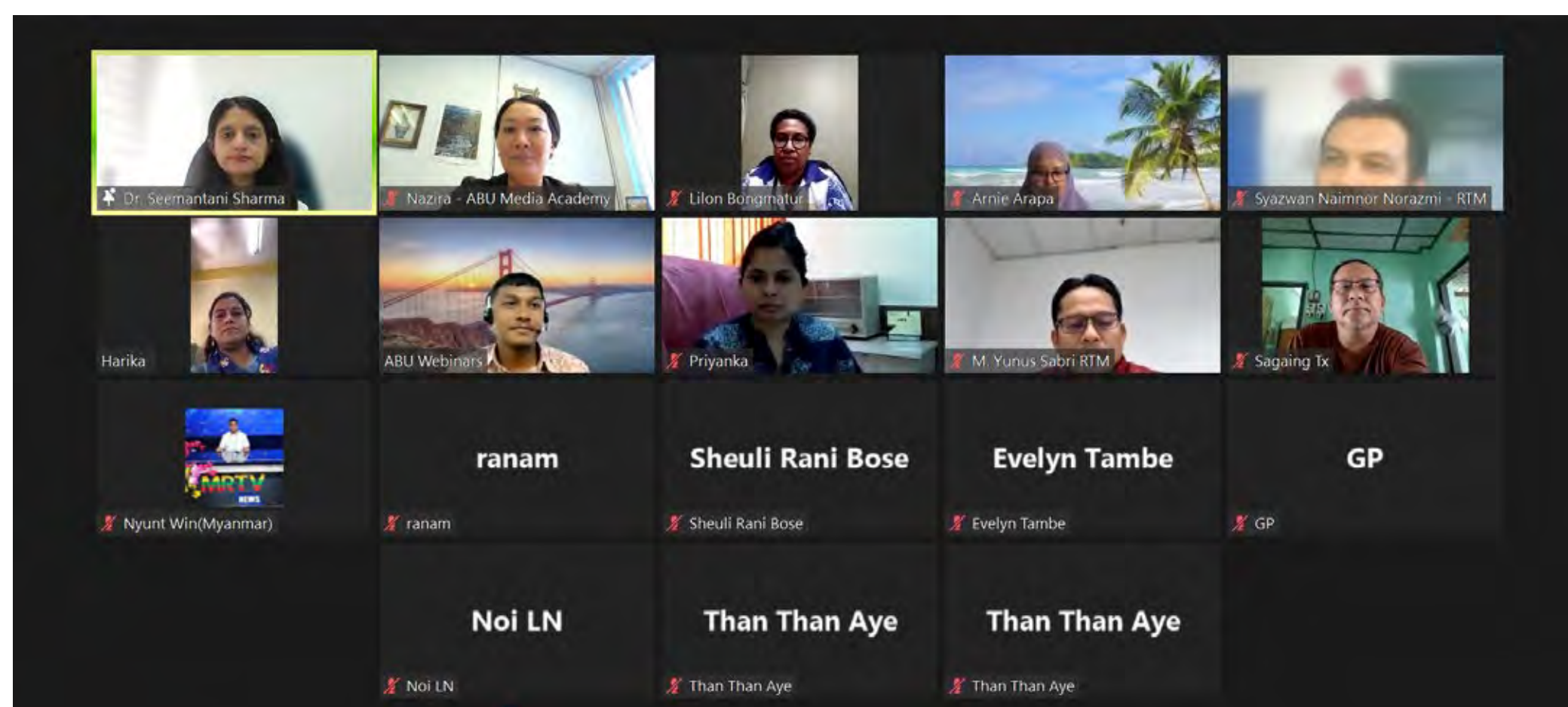
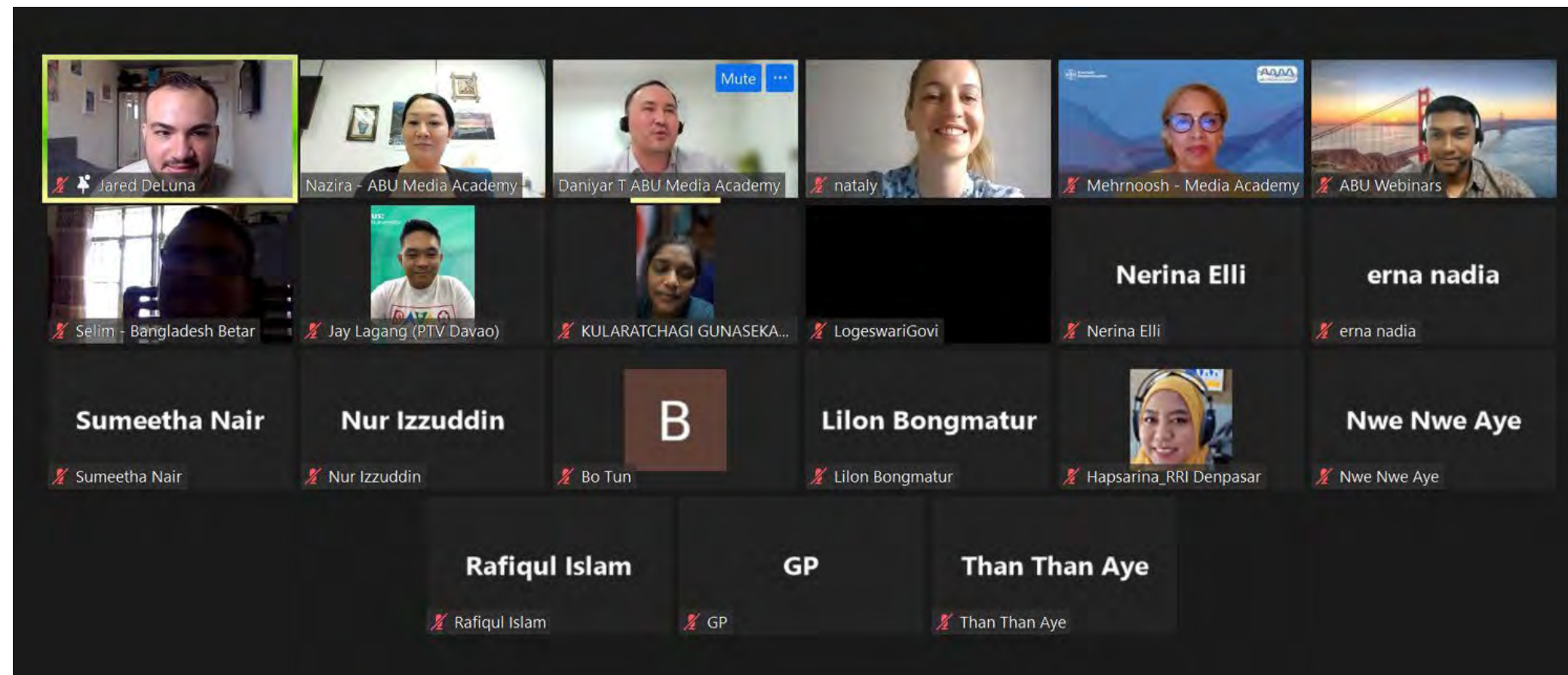
Copyright for media professionals

This was followed up by another seminar called "Copyright for Media Professionals," also by Dr. Seemantani Sharma, where she taught the importance of media/content producers in understanding copyright law in their daily work.

Lessons from 100 years of BBC education, 1924-2024

On June 27th, Dr Hassan Jamalnik presented on "100 Years of BBC Education". Participants learned how education became at the heart of the BBC since its inception, as well as a review of the BBC Radio School programmes, and how BBC Bitesize became the most successful platform for education in the UK, among other BBC's successes.

Visit the [ABU Academy website](#), and also follow us on [Facebook page](#) for updates on upcoming courses! ■■■



Lessons from 100 Years of BBC Education, 1924-2024



This online session will review
100 Years of BBC
Education. This session is
presented by
Dr Hassan Jamalnik



ABU News Senior Editor Ahmed Afruh Rasheed facilitated a session on communicating climate change policies at a workshop held by Lensa Iklim recently on 25th May.

The workshop, comprising four sessions, is organised to update journalists on the evolving climate change and Malaysia's energy transition (JET).

Transitioning to renewable energy has various consequences, especially for marginalised groups such as Indigenous Peoples, women, the urban poor and farmers, and therefore a just transition requires that the rights of these people are looked after. This concept is called JET.

In an information-packed three-hour session called 'Beyond the Data: Humanising Climate Change Stories', Afruh went through communication essentials, such as effective storytelling, interviewing techniques, and ways to gather the right sources. The session also included role-plays involving participants acting as reporters and interviewees.

In March 2022, Klima Action Malaysia (KAMY), a feminist environmental organisation

ABU News facilitates session on climate change communication at Lensa Iklim workshop

funded by the European Climate Foundation (ECF), launched Lensa Iklim, a climate and energy journalism program in Peninsula Malaysia to upskill and empower Malaysian journalists and mainstream news media to improve climate change and energy transition reporting. Climate change in Malaysia is often under-examined, and its reporting is also repetitive and over-emphasises the financial angle of climate change without examining the human implications.

The fourth and final session of the workshop series is expected to prepare journalists to cover COP29, the international climate meeting that will be held later this year by the United Nations (UN).



Updates from the ABU Legal Division

The ABU Legal Division has been working tirelessly to protect the interest of ABU members. In May 2024, ABU Legal Division extended its full support to ABU Sports Department during the 1st ABU Sports Media Conference which took place from 14 to 16 May in Kuala Lumpur. The ABU Legal Division organised a masterclass on sports media rights acquisition and a roundtable discussion on sports governance. The Division received positive feedback from participants.

The ABU Legal Division has also been working closely with national intellectual property offices and governments in the Asia-Pacific region ahead of the WIPO General Assembly to advocate for the proposed Broadcasters' Treaty. The ABU Legal Division also extended its support in the preparatory work for the 117th ABU Administrative Council which took place in Colombo, Sri Lanka in early May. Moreover, it has also been working on sports rights acquisition and distribution for different sporting events such as UEFA 2024, Paris 2024 Olympics, and others. Lastly, it has also been involved in various capacity building initiatives in close collaboration with the ABU Media Academy.

ABU attends COPEAM General Assembly and Conference



The ABU Legal Division attended the 31st Annual Conference and the 30th General Assembly of Permanent Conference of Mediterranean Audiovisual Operators (COPEAM) on April 18 to 19, 2024, in Naples, Italy.

The theme for this year's COPEAM General and Conference was "Next gen & Media literacy: fostering awareness and critical thinking among youth".

Distinguished speakers from the Mediterranean and the Arab region presented at the conference. ABU members such as the Turkish Radio Television Corporation (TRT), Radiotelevisione Italiana S.P.A (RAI-Italy), Radio Romania, and Lebanon's Radio Liban also participated in the conference.

Sister broadcasting unions such as the Arab States Broadcasting Union (ASBU) and the European Broadcasting Union (EBU) were also present. COPEAM expressed its willingness to continue collaborating with ABU.



ABU attends WIPO SCCR

The ABU Legal Division attended the 45th Session of WIPO's Standing Committee of Copyright & Related Rights (SCCR) on April 15 and 16, 2024, in Geneva, Switzerland to express support for the proposed broadcasters' treaty.



The 45th SCCR discussed the protection of broadcasting organisations, among other agenda items.

On behalf of ABU members, ABU Legal Division, Chairperson and the Vice-Chairperson of ABU Intellectual Property & Legal Committee (IPLC) advocated for the early adoption of the WIPO broadcasting treaty. This agenda item has been retained in the SCCR agenda.



ABU Legal Manager pays visit to Malaysian Intellectual Property Office (MyIPO)



ABU Legal Manager, Seemantani Sharma, recently visited the Malaysian Intellectual Property Office (MyIPO) to thank the Director General, Kamal Kormin, for his close collaboration with ABU, and to express her willingness to engage in more collaborations in the future.

Kamal Kormin and his team had lent their support at the 30th ABU Intellectual Property & Legal Committee (IPLC) which took place in Kuala Lumpur, earlier in February this year.

MyIPO said they are willing to host a roundtable discussion with ABU and Malaysian broadcasters to discuss the status quo on the broadcasters' treaty and what should the position of the Malaysian government at the next Standing Committee of Copyright & Related Rights be.

ABU has been instrumental in pushing for copyright and other rights related to the broadcasting industry. This is carried out through various activities, including advocacy and representation, policy development, capacity building, international collaborations, and research and information sharing. The issue of copyrights and intellectual property in the media industry has become especially important with the rise of artificial intelligence (AI). ABU is committed to using AI ethically and legally.



Iran Press (IP) News Style

By Abbas Mohammadnejad, IRIB General Director of
International Affairs & Head of Iran Press News Agency

News writing styles have changed a lot over the years. We have moved from classic news writing styles to modern and soft writing styles so that the audience can enjoy more attractive texts while understanding the news better. Classic styles of news writing such as: Surprise Ending, Chronological, Inverted Pyramid Style, Retrospective Style, Chronological Combination Style and Descriptive Style.

Each of them, despite the many advantages, also has disadvantages. Some of these styles are the most dominant and main style of news writing. The Inverted Pyramid Style has been used for many years in the Islamic Republic of Iran Broadcasting (IRIB) whereby the abstract or the most important event information is placed at the beginning of the news and the least valuable information is placed at the end. Each part while paying attention to their importance is written from top to bottom and due to the compression of the conductor, the news can be shortened quickly to not harm the essence.

However, as the reader has read the main content in the first paragraph of the news, he/she may stop reading the rest of the news.

The complexity of public opinion, the increase in media literacy, the attention to the attractiveness of news and most importantly, the complexity of news and analysis, have made writers move towards new styles of news writing - styles that cannot be classified as hard news. The Hourglass Structure Style contains the

most important information at the beginning and in the end. In this style, the lead may consist of three or four paragraphs, and with the Glass style, it starts with an inverted pyramid and then ends before the final section. It proceeds in an orderly and chronological way and usually ends with a sentence or phrase that is related to the lead and like an hourglass, the end of the news is usually tied to its beginning.

This style is sometimes referred to as the Circular Finishing Technique. Seasonal Style, Narrative Style, Listing Style and Wall Street Journal Style are modern and contemporary news writing styles that are usually used for news and descriptive news reports. Meanwhile, Reuters' style is more attractive. It is a style that consists of four parts of new information (facts), short but clear quotes (golden-quotes), objective observations (colour) and setting Background. Among these components, objective observation or color is interesting. Colour increases the credibility of the news and will make the audience remember parts of what we have written for a long time.

In Iran Press News Agency, we have invented a new style of news writing, the "IP Style" which is set for two categories of colleagues: Men in the newsroom and the reporters. This style is derived from years of experience and the use of different styles of news writing.

IP Style for newsroom colleagues includes 5 parts of: Lead, Nut graf, New Information, Golden Quote and Conclusion. As for journalist colleagues, it includes

new information lead, reporter's observations and quotes.

IP Style first emphasises the lead for colleagues active in the newsroom. The lead must be able to clarify the necessary and important points of the news on its own and respond to the news elements, except for the elements that do not play a role in clarifying and attracting the lead.

In Nut graph, the news value of the story is reminded to the audience.

The hardest part of writing a feature is writing its opening words. The most critical thing to do is to first determine the most important message that we want to convey. It makes us focus our article on a special point of view. One of the most important ways that helps us to focus on the idea of our story is to learn how to write a Nut graph.

The Nut graph complements the lead; it should explain what the story is about and why it is important. Nut graph serves several different purposes.

1. It is a justification for the reason for writing the report and tells the reader why one should pay attention to the report.
2. The Nut graph is a transition bridge from the lead to all the explanations that come after the lead and links the lead to the body of the report.
3. It tells the reader why this report was published at the right time.
4. Finally, it promises the readers good report content and a message.

The next part of the IP Newsletter Style is new information. Responding to the news

elements of when, where, who, what, why and how questions to offer the information. The presentation of information alone does not make the news; information is mixed with background and quotes to form news.

Golden Quote means short and impactful quotes forming the next part of IP Style.

These quotes can take the audience to the scene and tell what is going on there. In the conclusion, like the Glass Style, the news ends with a sentence or a phrase that is related to the lead, and as a circular technique, the author tries to bring the reader back to the beginning of the report at the end.

In the IP Style for news reporters, the news includes the lead (to respond to the "what and where" elements), new information (to respond to the "who and when" elements), the reporter's observations (to respond to the "how" element) and quotes (to respond to the "why" element).

IP Style presents a special position for the reporter. The reporter must get up from his chair to write down what he has observed. The news that contains visual observations can deeply affect the reader to the core.

The design of this news style can provide the conditions for understanding and relying on better reflection of news and reports. In the conditions of more complex and mixing news and analysis, it is possible to guide the audience to the correct understanding of the event without deceiving them, which unfortunately happens in most of the existing news styles as they aim to deceive public opinion with political intentions rather than seeking to inform the people. ■■■

Discover the Power of Business Events in Sarawak with BESarawak

Are you ready to elevate your business event to the next level? Business Events Sarawak (BESarawak) is here to help you achieve just that! As Malaysia's pioneering convention bureau, BESarawak is a non-profit organisation supported by the Sarawak Government, industry leaders, and academia. Our mission is to attract both domestic and global business events to Sarawak, while also nurturing homegrown events that deliver significant social and economic impact.



#TRIBESPIRIT

Why Choose BESarawak?

With BESarawak, you gain access to a wealth of resources and unrivalled connections to develop, organise, and host your business events seamlessly. Our services are not only comprehensive and top-notch but also impartial and free. Whether you're planning a convention, conference, seminar, workshop, exhibition, or trade show, BESarawak is your trusted partner.

Comprehensive Support for Your Events

Our Sarawak Business Events Fund (SBEF) offers a range of supported items, including:

- Bidding Cost
- Exhibition Enhancement
- CMCI Enhancement
- Speaker Expenses
- Site Inspection
- Cultural Performance
- Promotional and Marketing Materials
- Delegate Boosting

We also provide professional services through our network of Professional Conference Organisers (PCOs), Professional Exhibition Organisers (PEOs), and Destination Management Companies (DMCs).

Eligibility and Application

To benefit from our support, your event must:

- Be held for a minimum of 2 days
- Require attendees to pay a registration fee
- The application should be made at least 1 to 4 months prior to the event date, depending on the event type

Contact Us Today

For conventions, conferences, seminars, workshops, exhibitions, tradeshow, and similar events, reach out to Donny Tan, Senior Business Development Manager, at donny@sarawakcb.com.

For corporate meetings, AGMs, corporate incentives, and teambuilding, contact Gloria Pahang, Senior Business Development Executive, at gloria@sarawakcb.com.

Visit us at www.businesseventssarawak.com to learn more about how BESarawak can make your next business event a resounding success!

About Business Events Sarawak (BESarawak)

Business Events Sarawak is a non-profit organisation supported by the Sarawak Government, industry, and academia to bring domestic and global business events to Sarawak in addition to developing homegrown events.

As Malaysia's first convention bureau, we have the resources and excellent connections to help you develop, organise, and host business events that deliver social and economic impact. Our services are impartial and free.

Develop, Bid and Plan with BESarawak:

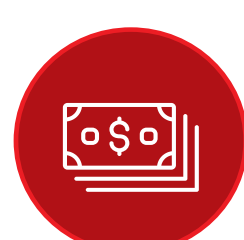
- ✓ Conventions, Conferences
- ✓ Corporate Incentives, Teambuilding
- ✓ Exhibitions, Tradeshows
- ✓ Seminars, Workshops
- ✓ Corporate Meetings, AGM
- ✓ And Other Business-Related Events

Sarawak Business Events Fund (SBEF)

Eligibility

- ✓ Supports all types of business events
- ✓ Application to be made at least 1 - 4 months prior to event date (depending on type of business event)
- ✓ Event must be held for a minimum of 2 days
- ✓ Delegates attending the convention/ conference/ seminar/workshop or similar will be required to pay a registration fee

SBEF Supported Items

-  Bidding Cost
-  Exhibition Enhancement
-  Promotional and Marketing Materials; Delegate Boosting
-  Speaker Expenses
-  Site Inspection
-  Professional Conference Organiser (PCO), Professional Exhibition Organiser (PEO), Destination Management Company (DMC) and other services
-  CMCI Enhancement
-  Cultural Performance
-  Contact us to know more about our supported items

To Apply or Enquire

For conventions, conferences, seminars, workshops, exhibitions, tradeshows and similar, email
Donny Tan, Senior Business Development Manager (donny@sarawakcb.com)

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