

Q3/
2024

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

ABU NEWS



UNITY IN DIVERSITY
1964-2024



ABU 2024

61st ABU GENERAL ASSEMBLY & ASSOCIATED MEETINGS
**THE NEXUS OF AI
BROADCASTING
AND SOCIETY**
18 - 23 OCTOBER 2024 | İSTANBUL, TÜRKİYE



Hosted by

TRT



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Published by the
Asia-Pacific Broadcasting Union



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From the editor

Dear ABU Members,

As we dive into the third quarter of the year, we are delighted to bring you the latest edition of Asia-Pacific Broadcasting Union (ABU) News! Our journey together continues to be an exciting one, and we're thrilled to share the remarkable developments and initiatives taking place within our vibrant community.

In 2024, we proudly celebrate the ABU's 60th anniversary, a remarkable milestone that reflects six decades of dedication to advancing broadcasting in the Asia-Pacific region. Since our establishment, the ABU has championed the interests of broadcasters and industry leaders, fostering regional and international collaboration. Our initiatives and programmes have driven innovation and enhanced broadcasting quality, ensuring that the diverse voices of the Asia-Pacific are heard on the global stage. As we commemorate this significant occasion, we remain committed to supporting our members and navigating the ever-evolving media landscape of the digital age.

The 61st ABU General Assembly (GA) and Associated Meetings, proudly hosted by the Turkish Radio and Television Corporation (TRT), will be held from 18 to 23 October this year in Istanbul, Türkiye. This year's assembly is themed "The Nexus of AI, Broadcasting, and Society," promising an engaging exploration into the future of media and communication. The GA will address the significant impact of Artificial Intelligence (AI) on the broadcasting industry, delving into its ethical and moral implications. ABU is diligently preparing for the GA, and we are looking forward to welcoming you to this significant event!

Thank you for being such a valued member of the ABU! I hope you find this issue both informative and engaging.

Grab a cup of tea and let's continue making great strides together!

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Celebrating 60 Years of Diverse Unity

Since our humble beginnings in 1964, the Asia-Pacific Broadcasting Union (ABU) has been more than just an organisation. It has been a community, a collaborative partnership, and a shared vision among broadcasters across the region.

Our journey has been shaped by the dedication and contributions of our members. Your unwavering commitment, innovative, and collaborative efforts have enabled the ABU to thrive and lead in the broadcasting industry. Each decade has presented its own challenges and opportunities, and together we have consistently adapted and advanced, maintaining our position at the forefront of broadcasting in the Asia-Pacific region.

From the early days of radio and television to the digital age of today, our members have been the driving force behind the ABU, fostering progress and a strong sense of unity. This anniversary is not only a reflection on our past achievements but also a tribute to the collective strength and resilience that have characterised our journey.

As we celebrate this significant milestone, we extend our deepest appreciation to each of you. Your contributions have been integral in shaping the ABU's legacy. Looking ahead, we are enthusiastic about continuing our shared journey, advancing the future of broadcasting, and reinforcing the bonds that unite us.

Thank you for being a vital part of the ABU's story.

Send Your Wishes: [ABU Heartfelt Wishes](#)



“Congratulations to the Asia-Pacific Broadcasting Union (ABU) on your 60th anniversary! Celebrating six incredible decades of excellence and looking forward to many more years of success and innovation.

Happy Anniversary!!!”

Ain Sabrina On (Radio Televisyen Malaysia (RTM))

“Congratulations on 60 years of excellence! Thank you for creating an invaluable platform for the exchange of ideas, best practices and technic knowledge between broadcasters. Wishing the ABU many more decades of outstanding service and success to come!”

Jonathan Yip (Radio Television Hong Kong)

“Congratulations to ABU on its 60th Anniversary, what an amazing milestone! Cheers to past successes and future achievements, and many sincere thanks for the high level professional experiences, the human centred approach, and the multicultural job environment allowing each of us to exchange our expertise and grow as human beings.”

Maria Luisa Mazzer (Rai Radiotelevisione Italiana)

“May this anniversary be a testament and beacon of your hard work and dedication to each and every one. Congratulations, ABU, and happy 60th anniversary celebrations!

Tagio tumas (Thank you)”

Cynthia Seda Mewa (Solomon Islands Broadcasting Corporation)

“Congratulations to ABU for six decades. It is an extraordinary achievement for an international non-profit organization. I was actively involved in it from 2017 to 2020 as Program Director of TVRI. It is a matter of pride for us to be able to contribute to ABU. Keep moving forward, ABU.”

Apni Jaya Putra (tvone.ai)

“Best wishes to ABU in its journey of 60 years. I was quite fortunate to be part of CONFEST 2024, a remarkable event of ABU. Long live ABU!!!”

Hrishikesh Angom (Prasar Bharati)

“Congratulations on reaching this remarkable milestone. Over the past six decades, ABU has been a beacon of excellence and innovation, inspiring progress and unity across the industry. Your dedication and achievements are truly commendable. Here’s to celebrating your extraordinary journey and looking forward to many more years of success and growth!”

Ruhi TAS (TRT)

“Voice of America is proud to be part of the ABU. We send our hearty congratulations to the ABU as it marks 60 years of bringing quality broadcast programming and public service to the people of Asia and the Pacific.”

John Lippman (Voice of America)

“Best wishes on the 60th anniversary, Asia-Pacific Broadcasting Union! May its name and fame reach even greater heights. I am proud to have had the opportunity to serve this organization and its members for nearly six years. Congratulations to the entire team!”

Shree Bhadra Wagle (Former ABU Staff)

“Heartily congratulations to the Asia-Pacific Broadcasting Union (ABU) on reaching t h e remarkable milestone of your 60th anniversary. For six decades, ABU has played a pivotal role in shaping the media and broadcasting landscape across the Asia-Pacific region. Your dedication to promoting media cooperation, advancing technological standards, and fostering cultural exchange has left a profound impact on the industry and the communities, you serve. Congratulations once again, and here’s to many more decades of outstanding contributions to global media.”

Bishnu Ram Neupane (Nepal Television Corporation)

“Congratulations to all members of the ABU, with special words of appreciation and gratitude to the pioneers since the establishment of the Asia-Pacific Broadcasting Union on 1st July 1964. Our prayers are with all who have dedicated their commitment and lives to the success of the ABU. The current and future generations of member countries and all beneficiaries will continue to harvest from the seeds you have generously sown.

GOD BLESS ABU”

Teurakai Ukenio (Broadcasting & Publications Authority (BPA)

“Dear ABU team, on behalf of Bangladesh Television (BTV), I extend our heartfelt congratulations to the Asia-Pacific Broadcasting Union (ABU) on the momentous occasion of its 60th anniversary. It is truly a privilege to be part of such an esteemed organization that has continuously fostered collaboration and excellence in broadcasting across the region. This milestone is especially meaningful for BTV, as we too are excited to celebrate our 60th anniversary this year. Together, we look forward to continuing our shared journey towards promoting innovative broadcasting, cultural exchange, and public service media. Again, Congratulations to ABU for six decades of inspiring work. May the next 60 years bring even greater success and new milestones for the broadcasting community.”

Afifa Afroz O (Bangladesh Television)

“Happy 60th anniversary to the Asia-Pacific Broadcasting Union (ABU)!

That’s a remarkable milestone. The ABU has played a crucial role in enhancing broadcasting standards and fostering cooperation among broadcasters across the Asia-Pacific region. Here’s to celebrating six decades of promoting quality content, innovation, and collaboration in media!”

Jose Jacob VU2JOS o (DX India)



Key industry leaders is set to address key topics at the ABU 61st General Assembly

The upcoming ABU 61st General Assembly (GA), hosted by the Turkish Radio and Television Corporation (TRT) in İstanbul, Türkiye, promises to be a significant event for the broadcasting community, uniting the key leaders, industry experts, and union heads for impactful discussions. This two-day event will address current trends and challenges in broadcasting while exploring innovative strategies for the future.

Key highlights will include the Super Panel Forum, featuring four essential topics: “The Transformative Impact of AI on Broadcasting and Society”, examining AI’s role in reshaping broadcasting; “The Role of Public Media in Promoting Peace and Social Harmony”, exploring how public media fosters understanding; “The Future of Radio: Innovations and Audience Evolution”, discussing strategies to meet audience needs; and “Sustainable Broadcasting Strategies and Practices”, addressing sustainability in operations.

Additionally, the General Assembly will host a week-long series of annual meetings, including the Technical Bureau, Technical Committee, Programme Committee, Sports Group Conference, and Administrative Council, promoting collaboration across all aspects of broadcasting.

With its focus on innovation and cooperation, this General Assembly aims to equip participants with the knowledge and strategies needed to navigate the evolving broadcasting landscape, fostering meaningful dialogue and actionable outcomes for the future of broadcasting. ■■■





SBS launches 2025 journalism cadetship to honor Bridget Munro

Special Broadcasting Service (SBS) has announced the 2025 journalism cadetship program, dedicated to the late Bridget Munro, a respected senior news producer who passed away in November 2023.

The 12-month programme offers hands-on experience

across SBS's platforms and includes placements in Sydney, Melbourne, and Canberra.

Three positions are available, with one reserved for an Aboriginal and/or Torres Strait Islander candidate, supported by National Indigenous Television (NITV).

Applications are open until 6 September 2024 for general cadetships and until 30 September 2024 for the Indigenous Cadetship. Interested candidates can find more information and apply at SBS Careers. ■■■



Victoria Recio appointed to PTNI board of directors

Victoria Recio has joined the Board of Directors of People's Television Network, Inc. (PTNI), bringing her expertise to the state-run network. Recio took her oath of office on 8 August 2024, in a ceremony at Malacañang, administered by Secretary Cheloy Garafil of the Presidential Communications Office (PCO).

Recio's appointment, which was announced by the PCO on 3 August 2024, designates her as the government sector's representative on the PTNI board. In this role, she is expected to actively support the network's efforts to provide timely and relevant news and information to the Filipino public, reinforcing PTNI's commitment to public service broadcasting. ■■■



ABS-CBN's Henry Omega-Diaz bids farewell to TV Patrol

Henry Omega-Diaz has announced his departure from ABS-CBN's TV Patrol, marking the end of a remarkable chapter in his journalism career. Renowned for his insightful reporting and unwavering commitment, Omega-Diaz has been a key figure on the programme, which has been a cornerstone of Philippine news for years.

His departure has prompted an outpouring of appreciation from both colleagues and viewers, highlighting his significant impact on the field. As he embarks on new ventures, his contributions to TV Patrol will be fondly remembered by all who have followed his notable career. ■■■



Sultana Siddiqui: the power behind HUM TV

Sultana Siddiqui, widely known as Sultana Aapa, is a key figure in Pakistani television and the president of HUM TV Network. After founding HUM TV in 2005, she recently returned to producing dramas after a 12-year break, driven by her passion for highlighting social issues. Her latest production, Mann Jogi, boldly addresses the controversial practice of halala, reflecting her commitment to using television as a platform for important conversations.

Despite facing challenges such as increasing unprofessionalism among younger artists, Sultana Aapa remains devoted to her craft. With no plans to retire, her steadfast dedication to storytelling and her visionary approach continue to shape the future of Pakistani television. ■■■

Palestinian journalist Bisan Owda nominated for Emmy



Palestinian journalist and filmmaker Bisan Owda has secured a nomination for the prestigious News & Documentary Emmy Awards. 'It's Bisan from Gaza and I'm Still Alive', in collaboration with AJ+, has garnered acclaim for its raw and truthful depiction of life amid the ongoing challenges in Gaza.

Since 7 October 2024, Owda has dedicated herself to

documenting her daily reality in Gaza, offering a rare and unvarnished view of the Palestinian resistance under Israeli occupation. Her work has resonated deeply with audiences worldwide, revealing the resilience and fortitude of a people navigating profound adversity.

In June, Owda's relentless dedication was honoured with a Peabody Award, which she

received from a refugee camp in Gaza—an achievement that marked her as one of the youngest recipients in the history of the award. The Peabody Jury commended her for "showing bravery and persistence in the midst of imminent danger and for carrying a heavy journalistic burden as the entire world looks on." ■■■

Commercial Radio Malaysia re-elects Nazri Noran as President



Media Prima Audio Chief Executive Officer Nazri Noran has been re-elected by Commercial Radio Malaysia as President.

The announcement was made at its 27th Annual General Meeting recently. Nazri was appointed as CRM President in July last year.

The meeting also appointed Chief Executive Officer Ahmed Faris Amir as Vice President, Rizal Sahimy, General Manager, Suara Johor Sdn Bhd as Honorary Secretary and Maslina Alias, News Manager, Institut Kefahaman Islam Malaysia as Honorary Treasurer.

Nazri said he was honoured to be re-elected as president and would focus on enhancing the relatability and relevance of radio despite the challenging times for traditional media.

“Together, we will innovate and engage our audiences, ensuring radio remains a vital part of the media landscape,” said Nazri.

Vice President Faris Amir said: “Collectively, we will strive to continue on driving innovation and growth, towards enriching the broadcasting landscape in Malaysia.” ■■■



Mohamed Saeed appointed managing director of Public Service Media (PSM)

The Privatisation and Corporatisation Board (PCB) has appointed Mohamed Saeed as the new Managing Director of Public Service Media (PSM), following the resignation of Zeena Zahir. Saeed also joins the PSM Board of Directors.

Saeed, who has served the government since 1989, has held key positions, including Permanent Secretary and Director General at the Ministry of Education. He has also been a member of various governmental bodies and the board of Aasandha Company Limited.

Saeed holds a Master’s degree in Business Administration from the University of Bolton, UK, and a Diploma in Advanced Television Production and Direction Techniques from London. ■■■



New director for Turkmenistan TV channel appointed

President Serdar Berdimuhamedov has appointed Gurbandurdy Begenjov as the new director of the Turkmenistan TV channel of the State Committee for Television, Radio Broadcasting and Cinematography. This appointment follows the dismissal of Yagmyr Nuryev due to health reasons. Begenjov will lead the channel in its mission to showcase Turkmenistan's achievements and ongoing reforms.

Since its establishment on 12 September 2004, Turkmenistan TV has played a vital role in showcasing the nation's progress to the global audience. Broadcasting in seven languages which are Turkmen, Russian, English, French, Chinese, Arabic, and Persian, the channel aims to promote international awareness of Turkmenistan's advancements across various sectors. ■■■

Turkmenistan's TVTM appoints new chairman

The State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography (TVTM) has appointed Rejepov Meylis Bayrammyradovich as its new chairman effective 12 July 2024

Rejepov Meylis Bayrammyradovich was born in 1986 in the Akvekil village of Ahal Velayat of Turkmenistan. He completed his military service in 2007, and in 2023, from the Faculty of Theater Arts of the Turkmen State Institute of Culture.

From 2018 to 2024, he worked as the Director of Ashgabat TV channel of the State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography. On 12

July 2024, he was appointed the Chairman of the State Committee of Turkmenistan for Television, Radio Broadcasting and Cinematography by a decree from the country's president.

Throughout his career, Rejepov has been honoured with multiple state awards: in 2017, he was awarded with state awards including a commemorative medal in honour of the 26th anniversary of independence of Turkmenistan. In 2020, he was accorded the jubilee medal of Turkmenistan for the 25th anniversary of the neutrality of Turkmenistan", and in 2021, the jubilee medal for the 30th anniversary of the country's independence. ■■■





China Media Group (CMG) and the Spanish LaLiga agreed to further cooperation in areas including professional exchanges, hosting tournaments and promoting youth football programs.

CMG president Shen Haixiong and LaLiga president Javier Tebas signed a memorandum of cooperation representing both sides.

According to Shen, sport is of great importance to cultural exchanges and is the heart that beats across cultures.

CMG deployed some 2,000 personnel to the ongoing Paris Olympics to provide the global audience with 8K UHD signals of the Olympic track and field events and the closing ceremony for the first time in CMG history.

This also makes the Paris 2024 the first Summer Olympics in history with an 8K UHD public broadcast signal – a testament to CMG's production capacity in international sporting events.

China Media Group (CMG) signs memorandum of cooperation with Spanish LaLiga

CMG and LaLiga have agreed on matters regarding the broadcasting of LaLiga games, as they join hands to develop a strategic partnership. Chinese football fans will be able to enjoy top-flight LaLiga games through all of CMG's platforms.

Tebas said the power of sports transcends geography and cultures, and can bring the people of China and Spain together. As a leading broadcaster and the international media organisation with the most broadcasting rights for the Paris Games, CMG has demonstrated top-notch capacity of sports coverage and technological innovation, which the LaLiga will be able to benefit from in the future.

Under the deal, CMG and LaLiga will build a strategic partnership to promote the sport of football not just in China, but globally as well. The two sides will share resources, build an organic cooperation mechanism in creating content and marketing, jointly host football and cultural events, promote exchanges between football clubs, and promote youth development based on the advanced and matured experience of LaLiga, which will enhance the breadth and depth of sports exchanges. ■■■

VTV International Women's Volleyball Cup 2024 set to thrill

The 18th VTV International Women's Volleyball Cup is set to offer an exhilarating tournament, featuring teams from Indonesia, the Philippines, China, Japan, South Korea, Kazakhstan, and Russia, alongside hosts Vietnam.

Vietnam's national team has been drawn into Group A, where they will compete against Indonesia, Kuanysh VC from Kazakhstan, and Korea Expressway from South Korea. Group B comprises King Whale Taipei (Taiwan), Aranmare



Yamagata (Japan), Henan Shuanghui (China), and Kobabelka (Russia).

The tournament will be played in a round-robin format to determine the top four teams for the semi-finals. Returning after a three-year hiatus due to the pandemic, this year's event promises thrilling matches and high-quality competition. ■■■

SBS announces new show and exclusive FIFA World Cup coverage



SBS is launching The Weekly Football Wrap, hosted by Claudio 'Claudes' Fabiano, on 9 September 2024. Airing every Monday at 10:20 PM on SBS Viceland, the show will offer in-depth coverage and expert analysis in the run-up to the FIFA World Cup 2026.

The Weekly Football Wrap will feature in SBS On Demand's new Road to FIFA World Cup 2026 hub, which will include live match streams, replays, and highlights. SBS has also secured the free-to-air rights to 54 South American CONMEBOL qualifying matches, providing exclusive coverage of these key games.

The FIFA World Cup 2026, held from 11 June to 19 July across Canada, Mexico, and the United States, will be broadcast live and free on SBS, SBS VICELAND, and SBS On Demand. ■■■



BBC introduces midweek Champions League highlights show

The BBC has launched an exciting new midweek show dedicated to Champions League highlights, offering football fans a chance to relive the most thrilling moments from the competition. This innovative programme, set to air weekly, will provide comprehensive match recaps, exclusive player interviews, and expert analysis, all within the familiar and beloved format of Match of the Day.

With this new addition to its sports programming, the BBC continues to enhance its coverage, ensuring viewers stay up to date with all the action from Europe's premier football tournament. The show promises to deliver unmatched insight and entertainment for football enthusiasts across the UK. ■■■

RTSH wins exclusive Albanian football rights for €1.2 million per season

The Albanian Football Federation (FSHF) has signed a three-year television deal with Albanian Radio Television (RTSH), granting exclusive broadcasting rights to the Albanian First Division (Kategoria Superiore), Second Division, Albanian Cup, and Super Cup.

The contract, valued at €1.2 million per season, marks the return of Albanian football to RTSH following the termination of a previous agreement with Over Sport last year due to non-compliance.

FSHF's statement confirmed that RTSH's bid was selected after a review of national operators' proposals. The deal covers all top Albanian football competitions, including the Final 4, for the next three seasons. ■■■



E Races into Australia: SBS joins as 2024 broadcast partner

Extrême E, the cutting-edge electric off-road racing series, has partnered with Australian public broadcaster SBS to broadcast its 2024 season. This new deal will bring Extreme E's thrilling races to a wide Australian audience via SBS's free-to-air channels and the SBS On Demand streaming platform.

From next year, Australian fans will be able to watch the high-



speed action and environmental innovation of Extreme E's X Prix on SBS, with the flexibility to stream races on SBS On Demand. Both Ali Russell, Managing Director of Extreme E, and Ken Shipp, SBS Director of Sport, expressed enthusiasm about the partnership, noting its potential to broaden Extreme E's reach and deepen fan

engagement in Australia.

This partnership marks a key milestone for Extreme E, enhancing its visibility in Australia through a major broadcaster. By teaming up with SBS, Extreme E aims to grow its fan base and further its mission of combining thrilling racing with environmental awareness. ■■■



ZTE and CelcomDigi transform SUKMA 2024 broadcasting with 5G-A

ZTE Corporation, in collaboration with CelcomDigi and U Mobile, has revolutionised live broadcasting at the 2024 Malaysia Games (SUKMA 2024) with its 5G-Advanced (5G-A) minimalist private network. The technology was showcased during the grand opening at Stadium Sarawak, delivering an exceptional 5G-A wireless Ultra-High Definition (UHD) broadcast through Radio Television Malaysia (RTM).

This cutting-edge solution allowed wireless cameras to move freely and capture the best angles, thanks to millimetre wave technology and ZTE's NodeEngine. The deployment highlighted 5G-A's ability to transform live broadcasting, offering unparalleled flexibility and reliability for future events. ■■■



Afghanistan wins 6-4; ATN to broadcast next match

Afghanistan's first match in the FIFA Futsal World Cup 2024 concluded with a thrilling 6-4 win against Angola on 15 September 2024 in Tashkent, Uzbekistan. The team, backed by an enthusiastic crowd at Humo Arena, led 5-2 at half-time. Goals came from Farzad Mahmoodi, Omid Qanbari, Hussain Mohammadi, Mahdi Norowzi, Akbar Kazemi, and Reza Hossein Poor, with Akbar Kazemi earning the Player of the Match title for his impressive performance.

Next up, Afghanistan will face the 2016 champions, Argentina, on 18 September 2024, while Angola will seek to recover in their match against Ukraine. Fans across Afghanistan can watch all the live action on Ariana Television Network (ATN), the official broadcaster of the tournament. ■■■



Korabelka wins VTV Ferrol Cup; Vietnam qualifies for FIVB

Korabelka Club from Russia triumphed at the VTV Ferrol Cup 2024, defeating Vietnam 29-27, 25-15, 25-15 in Ninh Bình. Despite strong local support, Vietnam struggled to hold their early lead. Korabelka took home US\$12,000, while Vietnam earned US\$7,000 for their second-place finish.

In a major milestone, Vietnam qualified for the 2025 FIVB Women's Championship, marking their first appearance in the global tournament. The team's success has been credited to national development strategies and increased investment in talent. ■■■



FBC to broadcast 2024 Corona Pro Live as event returns to Fiji

The 2024 Corona Pro of the World Surfing League will return to Fiji's Cloudbreak on 20 August 2024, with the Fijian Broadcasting Corporation (FBC) set to broadcast the event live on its free-to-air channels.

WSL APAC President Andrew Stark praised the collaboration with Fijian businesses, noting its importance for the event's success. "We're excited to bring the CT back to Cloudbreak and thank our partners for their support," Stark said.

Fiji first hosted the competition at Cloudbreak in 1999, with Mark Occhilupo winning both the event and the World Title that year. The 2024 event promises to be a major highlight for surfing fans. ■■■



AESF kicks off second season of “Your Home Your Arena” campaign to promote equality and diversity in esports

The Asian Electronic Sports Federation (AESF) has launched the second season of the “Your Home Your Arena” (YHYA) Campaign, a community and inclusion program aimed at uniting the esports community, providing entertainment, and promoting the importance of community support.

In support of the BHYA Campaign, AESF’s partner, the Asia-Pacific Broadcasting Union (ABU), will broadcast the competition through their members and promote the campaign on their platforms.

This year’s BHYA initiative focuses on fostering unity, equality, inclusivity, and diversity in esports, with an emphasis on increasing women’s representation within the esports community.

To this end, AESF is hosting the second edition of the “Your Home Your Arena Charity Cup 2024,” an online competition designed to connect and unite the esports community in supporting women’s esports development, particularly in Central Asia, and extending efforts to empower women across other Asian regions.

In response, AESF has invited countries from the Central Asia region to compete in an e-Football 2024 (Mobile) online competition from 17th to 18th August 2024. Five countries have confirmed their participation: Iran, Kazakhstan, Kyrgyzstan, Turkmenistan, and Uzbekistan. The competition will be held in an open category, designed to encourage and facilitate the participation of women.

AESF President Mr. Kenneth Fok said, “The representation of women in esports still requires attention in Asia. Through ‘Your Home Your Arena,’ we aim to draw attention to this issue and encourage the next generation to excel. BHYA provides a platform for their voices to be heard. The contribution of women to the esports industry in Central Asia is significant, which is why we dedicate this year’s BHYA campaign to them. We believe in fostering an equal and inclusive environment and contributing to its development.”

AESF will provide a prize pool for the competition, awarded to the top three teams. The prize money will support women’s development and community programs in the winners’ respective countries. In addition, a crowdfunding initiative will be open to the esports community and the public, with details announced on AESF’s social media platforms.

The “Your Home Your Arena” Campaign rotates across regions in Asia, starting in 2020 with an online competition for East and Southeast Asia that raised funds for PPE and other supplies for charity organisations. BHYA invites everyone to join in creating a more united, inclusive, and diverse esports community, with future campaigns focusing on South and West Asia based on community needs.

The competition will be livestreamed on AESF Official’s social media, including its YouTube channel. ■■■

The Voice of Vietnam (VOV) leader celebrates Vietnam-Switzerland diplomatic achievements



The leader of Voice of Vietnam (VOV) recently celebrated key milestones in Vietnam-Switzerland relations, particularly the 1954 Geneva Conference that restored peace in Indochina. He commended VOV for highlighting Switzerland's beauty and the strong ties between the two nations through its media platforms.

He also expressed gratitude to Swiss Ambassador Thomas Gass for his support, notably during the 20th anniversary of VTC Digital Television. Ambassador, Thomas Gass emphasized the importance of the Geneva Conference and anticipated the 70th anniversary in 2024, underscoring the media's role in strengthening bilateral relations. Both sides look forward to future collaboration.



KBS South Korea produces two channels at Paris 2024 IBC

The Korean Broadcasting System has established a significant presence at the Paris 2024 Olympics, with a team of over 70 personnel, including 15 producers and 20 additional staff working remotely from Seoul. The broadcaster has deployed eight reporters and eight ENG crews to cover key sports such as fencing, swimming, and archery, as well as the Opening and Closing Ceremonies.

Choi Ho Kyong, the outside broadcasting technical team leader, stated that KBS is receiving all signals from OBS via SDI and producing two channels of 1080p50 content at the International Broadcast Centre (IBC) in Paris, which are then converted to 1080p60 for broadcast in Korea. These two over-the-air channels are produced in separate production galleries within the IBC and are transmitted ready for air. A master-control room manages all incoming feeds.

Unlike other rights holders who produce content at home, KBS's decision to produce in Paris reduces



the bandwidth required to transmit content back to Korea. Seven fibre channels facilitate the transmission for two terrestrial channels, cable channels, and news distribution.

The eight ENG crews utilise LiveU technology to send signals directly to South Korea. Instead of using a studio within the IBC, KBS has opted to use various iconic locations across Paris as backdrops for their programming. Two hosts are roaming the city to record introductions and other segments.

Commentary for the Opening and Closing Ceremonies, as well as for swimming, fencing, and archery, is conducted onsite. Meanwhile, approximately 10 commentary teams based in Seoul provide off-tube coverage for other events.



RRI embraces digital future: opportunities for radio in the modern age



The radio industry, including Radio Republik Indonesia (RRI), faces significant opportunities as it adapts to digital transformation. At a recent Public Discussion organised by Public Broadcasting Institution (LPP) Radio Republik Indonesia (RRI) in Central Jakarta, Minister of Communication and Information, Budi Arie Setiadi, highlighted key strategies for this shift.

These include coordinated planning, engaging multiple stakeholders, and optimising Institution (LPP) Radio Republik Indonesia (RRI)'s infrastructure with technologies such as DAB+ and DRM. With online radio content at just 8.9%, the Minister encouraged RRI to explore omnichannel strategies and interactive formats, including social media.

Minister Budi Arie is optimistic that embracing these changes will unlock new opportunities for programme development and advertising in the evolving digital landscape. ■■■

ABC welcomes the launch of the Australian government's Indo-Pacific Broadcasting Strategy (IPBS)



Australian Broadcasting Corporation (ABC) Managing Director David Anderson has welcomed the launch of the Australian Government's Indo-Pacific Broadcasting Strategy (IPBS) which calls out ABC International as a leading implementation partner.

The Federal Government provided an additional \$32 million over four years in the October 2022 budget for ABC International to expand content

production, transmission, and media assistance across the Indo-Pacific region. In the May 2023 budget, the Government announced a further \$8.5 million over four years for regional transmission and distribution.

The ABC has invested this new funding to support the key pillars of the IPBS by boosting the availability of Australian content, deepening media connections and strengthening the resilience of media outlets in the region. The ABC's work in this area continues to support mutual understanding of Australia and our region.

ABC Managing Director David Anderson welcomed the Government's release of the much-anticipated strategy and said the ABC is "well-placed to deliver on its key pillars."

"No other Australian media organisation has the regional knowledge, relationships, distribution networks and platforms, and the development expertise necessary to fully deliver the IPBS' aims that are in the national interest," Anderson said.

ABC International Head Claire M. Gorman said: "The additional funding provided by the Federal Government under the IPBS is already being invested across the Indo-Pacific region by ABC International in a range of key areas including enhanced distribution networks, premium bespoke content for international audiences and high-impact media development programs." ■■■

QPC and QMC launch media project management course for young professionals



The Qatar Press Centre (QPC) and Qatar Media Corporation (QMC) have introduced a new “Media Project Management” course. This four-day training, led by Dr. Jassim al-Jazza, aims to enhance the skills of young QMC professionals in strategic planning, budget management, and team leadership.

QMC Development Department Director HE Sheikh Khalid bin Abdulaziz al-Thani highlighted the course’s role in promoting innovation and sustainability in media projects. QPC Director-General Sadiq Mohamad al-Amari commended the initiative as part of the centre’s ongoing efforts to advance media practices through targeted training.

RTM expands AES67 IP-based radio workflows across Malaysia

Radio Televisyen Malaysia (RTM) is rolling out an AES67 IP-based workflow across its regional radio stations, following a successful trial at Perlis FM. The new system, built around Calrec Audio’s Type R fader panels and facilitated by JAA Systems, enhances scalability and flexibility within RTM’s infrastructure.

Since the initial installation in 2021, the IP-based systems have been extended to twelve additional regional stations, including Sabah FM, Labuan FM, and Negeri FM. With ongoing projects at Keningau FM and Sandakan FM, approximately 60% of RTM’s regional stations will soon operate on this advanced infrastructure. The deployment includes a total of 192 Type R panels and 104 Type R cores, ensuring consistency and ease of integration across all stations.



Doordarshan celebrates 65 Years of pioneering Indian broadcasting

On 15 September 2024, Doordarshan celebrated its 65th anniversary, marking over six decades as India’s pioneering public broadcaster. Established in 1959, Doordarshan began as a small experiment in telecasting and grew into the country’s largest broadcasting network, offering a wide range of television, online, and mobile services.

Doordarshan’s legacy included iconic programmes such as Ramayana, Mahabharat, and Malgudi Days, which left a lasting impact on Indian culture. Despite technological limitations in its early years, the broadcaster continued to innovate. Notably, it introduced AI anchors on its Kisan channel and expanded its FreeDish DTH service, reaching 45 million households.

As it looked back on its journey, Doordarshan remained a significant institution, celebrating its rich history while adapting to the evolving landscape of broadcasting in India.

Saudi Broadcasting Authority (SBA) Partners with IBC for 2025 Media Forum



The Saudi Media Forum has announced a strategic partnership with the International Broadcasting Convention (IBC) for its 2025 event, with support from the European Broadcasting Union. Saudi Broadcasting Authority pavilion will be featured at IBC in Amsterdam, aiming to boost global communication and promote the forum and Future of Media Exhibition (FOMEX) within IBC's European network.

Mohammed bin Fahd Al-Harthi, CEO of the Saudi Broadcasting Authority (SBA), emphasized the partnership's role in advancing media innovation and transformation. The 2025 Saudi Media Forum and FOMEX will highlight Saudi Arabia's growing media influence, building on the previous event's success, which attracted over 30,000 visitors and nearly 300 exhibitors. ■■■



MBC to broadcast 2024 Korea kimchi festival tour

The 2024 Korea Kimchi Festival is embarking on a global tour, bringing the flavours and traditions of Korea's beloved dish, kimchi, to major cities worldwide. From 26 September to 23 November 2024, the festival will travel to Los Angeles, London, Sydney, and New Delhi, offering hands-on kimchi-making workshops, K-pop dance sessions, and cultural events blending Korea's rich heritage with modern trends.

Sponsored by Samsung KX and supported by MBC and Arirang TV, the event aims to create an immersive experience for food lovers and cultural enthusiasts alike. Each city will welcome special guests, including Korean-American chefs and K-pop stars, with MBC's Live Tonight broadcasting the festivities globally. Admission is free, making it an unmissable celebration of Korean culture. ■■■

Mediacorp has announced that from 1 October 2024, TODAY will merge with the CNA digital newsroom. The merger will see TODAY focus on in-depth weekend features under its Big Read brand, including analytical articles and human-interest stories, integrated into CNA's platform.

This initiative aims to blend TODAY's high-quality journalism with CNA's extensive audience. It addresses challenges such as news fatigue and reduced visibility on social media. No staff will be made redundant; all TODAY employees will be offered roles within CNA.

Mediacorp's chief commercial officer, Jacqui Lim, assured advertisers that competitive alternatives will be available across Mediacorp's network, including CNA, 8 World, Berita, and Seithi. ■■■

TODAY and CNA merge to enhance digital reach



Cairo International Film Festival and China Media Group (CMG) forge strategic partnership

The Cairo International Film Festival (CIFF) has signed a Protocol of Cooperation with China Media Group (CMG), aiming to enhance collaboration in cinema-related areas. The agreement focuses on creating joint content on international films, exchanging artistic and cultural expertise, and sharing professional guests, films, and jury members.

The protocol was signed by Hussein Fahmy, President of CIFF, and Xin Hi Xiong, Chinese Minister and member of the Central Committee of the Chinese Communist Party. Xin Hi Xiong is also the President of China Media Group and head of the Film and Cinema Sector.

This agreement sets the stage for promoting mutual visits and organising cinema symposia and field trips between Egypt and China. It also includes selecting films for exhibitions, competitions, and festivals organised by both parties, with a focus on works by emerging directors.

Prominent cinema professionals will be nominated and invited to serve as jury members and special guests at festivals hosted by both nations. Additionally, screenings of selected films from Egypt and China will enhance cultural exchange and appreciation.

The agreement encourages major cinema companies and institutions from both countries to actively participate in events organised by CIFF and



CMG, either online or in person at festival venues. This cooperative effort aims to bridge cinematic cultures and foster professional exchanges.

Hussein Fahmy, President of CIFF, stated that this protocol is a pivotal step in CIFF's international cooperation efforts. "This agreement facilitates the exchange of expertise and enables engagement with diverse media and cinematic entities from various cultures and civilizations, particularly highlighting our collaboration with China," Fahmy said.

Essam Zakarea, CIFF Director and film critic, remarked on the visibility and opportunities this protocol brings to CIFF within CMG: "This partnership will enable collaboration between distinguished filmmakers and the festival, allowing for the exchange of films and the selection of works from Cairo to be showcased at cinema festivals in China."

The signing of the protocol also coincides with the celebration of the Egyptian-Chinese Year of Friendship, in collaboration with the Chinese Embassy and the Ministry of Antiquities and Tourism. The ceremony was attended by prominent figures including Sherif Fathi, Minister of Antiquities and Tourism, Hussein Zein, Chairman of the National Media Authority, Liao Liqiang, Chinese Ambassador to Egypt, Omar Al-Qadi, head of the Tourism Promotion Authority, and Naila Farouk, head of Egyptian Television. ■■■

Media Prima launches 'Manis Pahit Bersama, Malaysia Paling Best' campaign



In celebration of Malaysia Day, Media Prima Berhad (MPB) has launched the "Manis Pahit Bersama, Malaysia Paling Best" campaign, focusing on Malaysia's rich culinary and cultural heritage. The initiative encourages Malaysians to share their "Paling Best" experiences, highlighting the nation's diverse cuisine.

The campaign will feature a special Malaysia Day video and a light-hearted competition showcasing

iconic dishes such as nasi lemak and roti canai. It will culminate in a grand picnic at Taman Botani Putrajaya on 15th September 2024, with performances, food, and interactive activities.

Running until 16th September 2024, viewers can also enjoy special Malaysia Day programmes on TV3, TV9, 8TV, NTV7, and Tonton. For more information, visit www.says.com/manispahitbersama. ■■■



PBC and PTVC host Mushaira for Pakistan's 78th Independence Day

On 12 August 2024, the Pakistan Broadcasting Corporation (PBC) and Pakistan Television Corporation (PTVC) held a Mushaira at PTV Karachi to celebrate Pakistan's 78th Independence Day.

The event, themed 'Kishwar-e-Hasseen Shaadbad,' featured prominent poets such as Prof. Sahar Ansari and Anwer Shaoor, and was attended by Saeed Ahmed Shaikh, Director General of PBC.

The evening honoured PBC and PTVC officers with shields and certificates.

The Mushaira highlighted the rich poetic tradition of Pakistan and provided a platform for showcasing patriotic and heartfelt poetry.

It was a night of cultural celebration and national pride, reflecting the enduring spirit of the Independence Day.

The event will be broadcast on PTV and Radio Pakistan on 14 August 2024. ■■■

“Hello Cambodia” documentary by Guangxi Radio and Television Station and TVK highlights China-Cambodia cultural ties



In a notable step to enhance cultural connections, the China-Cambodia co-produced documentary “Hello Cambodia” was inaugurated in Phnom Penh on 5th August.

Jointly produced by China's Guangxi Radio and Television Station and Cambodia's National Television (TVK) from 8 to 13 July, the film follows 13 young journalists from Guangxi Zhuang Autonomous Region as they explore the cultural treasures of Phnom Penh and Siem Reap.

Cambodian Minister of Information Neth Pheaktra highlighted the documentary's role in celebrating the Cambodia-China people-to-people exchange year 2024, noting that it showcases the cultural traditions of both nations and reflects the aspirations of the younger generation.

Set to be broadcast on Guangxi Radio and Television Station and TVK channels, as well as their social media platforms, the documentary aims to foster a deeper understanding and closer ties between the people of China and Cambodia.

Khim Vuthy, TVK's director general, noted that the film would offer Chinese viewers a closer look at Cambodian culture, promoting greater interaction and highlighting the benefits of the Cambodia-China partnership. Pheaktra expressed hope that the documentary would deepen bilateral exchanges and invigorate cultural collaboration. ■■■

CRA reports 24% rise in online audio ad spend



Commercial Radio & Audio (CRA) has reported a remarkable 24% increase in podcast and streaming audio advertising expenditure for FY24, reaching \$290 million. This surge positions online audio advertising as the fastest-growing display category, according to the Australian Internet Advertising Revenue Report (IARR) by PwC and IAB Australia.

The report highlights strong quarterly growth, with online audio ad spending peaking at \$78.9 million in the June Quarter 2024, surpassing the December Quarter 2023 peak. Lizzie Young, CEO of Commercial Radio & Audio (CRA), attributed the growth to the pervasive nature of audio across various platforms, noting that the industry's expansion reflects increased advertiser investment in online audio's trusted and accessible format. ■■■

RTSH to compete in Junior Eurovision 2024 in Madrid

RTSH will represent Albania at the 22nd Junior Eurovision Song Contest (JESC) on 16 November 2024 in Madrid, Spain. Albania joins 16 other countries in the competition, hosted at the Caja Mágica venue. Cyprus and San Marino

are making their return this year, marking the largest number of participating broadcasters since 2021.

The event's theme, "Let's Bloom," celebrates the creativity and growth of young artists



aged 9 to 14. Spain, hosting its first Eurovision event since 1969, promises a vibrant show. Tickets for the live performance and dress rehearsal go on sale on 15 October 2024. ■■■

NBTC and PRD plan digital upgrades for Thailand's broadcasting



On 16 August 2024, the National Broadcasting and Telecommunications Commission (NBTC) and the Public Relations Department (PRD) met to discuss improving broadcasting for the digital age.

Led by Assoc. Prof. Gen. Dr. Sayan Sawatsri, the meeting focused on modernising Radio Thailand and NBT. PRD Director-General Sudruetai Lertkasem and officials proposed strategies to enhance content delivery across TV, radio, and online platforms, aiming to adapt to digital advancements and improve public broadcasting ■■■

AFTRS launches scholarship to boost Asian representation

The Australian Film Television & Radio School (AFTRS) has announced the Constellation Creatives Scholarship, in partnership with actor Orion Lee's charity, to support individuals of Asian descent in the Australian screen industry.

The scholarship provides at least \$15,000 for living expenses, educational resources, or related costs, with an additional \$5000 available in the third year for those who select the industry placement elective, offering hands-on experience.

Orion Lee, known for his roles in *First Cow*, *Star Wars: The Last Jedi*, and *Skyfall*, expressed pride in supporting diversity through this initiative.

AFTRS CEO Dr. Nell Greenwood hailed the scholarship as a "real game changer" for aspiring students, emphasising its potential to enhance Asian Australian representation in media.

The initiative builds on AFTRS' commitment to access and equity, with over 35 scholarships awarded annually to promote diversity within the Australian screen industry. ■■■



ABU CON-FEST 2024

ABU Programme Department successfully concluded the second edition of its annual content festival “ABU CON-FEST” in Kuala Lumpur, Malaysia from 2 to 4 July 2024. ABU CON-FEST strategically brings together ABU’s signature content events; ABU TV-CON, ABU RadioSonic, and #ABUdigital all in one place with the vision to create a single gathering of producers to share new ideas and talk about creating content that matters.

The event featured 69 speakers and attracted 229 participants from 56 organisations across 24 countries and regions. It was sponsored by Japan’s Hoso Bunka Foundation (HBF), RT-Russia, RCS Sound Software, Media Prima, and Tourism Malaysia, with additional support from the Malaysia Convention Exhibition Bureau (MyCEB).

The ABU plans to establish CON-FEST as an annual event and looks forward to continued strong support from its members.



ABU TV-CON 2024

Day 1 Highlights: ABU TV-CON 2024

ABU TV-CON 2024 was hosted again by Sharizan Borhan, on Day 1 of CON-FEST 2024, which took place on 2nd July 2024. This year's TV-CON featured insightful and engaging presentations from our speakers that came all the way from Australia, Bhutan, China, India, Iran, Japan, Korea, Lebanon, Mongolia, Nepal, Russia, Thailand, Turkey and Vietnam.

The event commenced with a keynote address from prominent figure in Malaysia, former politician and currently media personality, Khairy Jamaluddin (also known as KJ) who shared his journey from politics to radio to podcasting.



The first session of TV-CON featured four winners of the 60th ABU Prizes. Tian Mei from CMG/CCTV (China) took viewers on a romantic journey with “Journey of Chinese Art on the Scroll,” blending poetry and song to showcase ancient Chinese painting. KBS – Korea’s speaker introduced “Hello Baby Birds,” a children’s program about two girls caring for baby birds, inspired by a Bird Care Project involving 25 families to build empathy among children. Yuki Umehara from NHK (Japan) presented “Discharged by Death,” an investigative documentary on psychiatric hospital abuse using clips to impact society. Finally, Hiroyuki Shirakawa from NHK (Japan) presented “Nature’s Hidden Miracles: The Secret Life in Plants,” exploring plant communication.



The second session took place in a panel discussion mode, moderated by Senior News Editor of NTV (Nepal), Shivane Thapa and joined by panellists; Dato’ Kamil Othman, Chairman of FINAS (Malaysia); Kevin Foo, COO of 8TV in Media Prima (Malaysia); Lijun Wang, Director of Documentary Centre of SMG (China) and Ta Bich Loan, General Director of VTV3 of VTV (Vietnam). The conversation revolves around the topic of “Production & Distribution of Content in Asia-Pacific”.



The third edition of 60 Seconds Pitch featured 10 representatives from Radiodays Asia, RTM (Malaysia), THAIPBS (Thailand), RTR (Russia), PB/DD (India) and ABU (Malaysia) which involved participants to promote their upcoming projects under one minute.

TV-CON 2024 concluded with the announcement of upcoming activities of ABU Programme Department including the ABU Prizes 2024 and ABU TV Song Festival 2024.

ABU Radio Sonic 2024

Day 2 Highlights: ABU RadioSonic 2024

RadioSonic 2024 was launched by Kartini Ariffin, the familiar host for RadioSonic, in conjunction with celebrating the 100 years of radio.

The keynote speaker, James Cridland shared exclusive knowledge on the “Future of Radio Content”. He emphasised that “radio is a human connection” and referenced research by the Australian government showing that number of radio listeners matches of podcast listeners in numbers.

The first speaker was from CMG-CGTN (China), a global news network known for its comprehensive local and international coverage of news and sports, that has ventured into AI-generated content.

The following session, also in the form of a panel discussion featuring panelists; Nazri Noran, CEO of Media Prima Audio – Malaysia; Hamit Yaz, Head of Radio of TRT (Turkiye); Saifuzzaman bin Yusop, Director of Radio of RTM (Malaysia) and Mistam, Director of Program Production of RRI (Indonesia). The discussion focused on “Radio and Audio, an Overview of the Next Century”.

Nessa McGann, Media Consultant of Radiodays Europe – Ireland presented on the key trends in the radio industry including AI radio DJs, using audio to cater to younger audience and the rise of listeners in political podcasts. Next speaker, Micheal Low, General Manager of RCS (Malaysia) continued on the notion of future of radio with expanding on the benefits of “Cloud Radio”.



Content showcases tackling various radio genre of news, entertainment, music, drama and podcasting include speakers: Putra Wijaya, producer of RRI – Indonesia; Eugene Wee, chief editor of CNA938 of Mediacorp – Singapore; Kazunori Aoki, senior producer of NHK - Japan; Inga Stunzner and Justine Kelly, Content Director & Manager of ABC Radio (Australia) and Meysam Mashayekh, Expert of International Affairs Department of IRIB (Iran).

The afternoon session, following a lunch break commenced

with the “Power of Local Radio” featuring speakers from Bangladesh, Nepal and India: Sumita Rabi, Coordinator of BCRA (Bangladesh); Arjun Giri, President of ACORAB (Nepal) and Astha Singh, Program Manager of Radio Mewat (India).

The final part of the evening included presentations from Philippines, Myanmar, Lebanon and Bhutan in a session of celebrating Radio @100, concluding with the ABU Prizes winner, An Hoang Van of VOV (Vietnam).



#ABUdigital2024

Day 3 Highlights: ABU Digital 2024

The last day of CON-FEST 2024 concluded with #ABUdigital2024, hosted by Syuhaida Ariffin.

The event opened with Muzaffar Mustapa, Head of Digital & Social Media of Media Prima Television Networks (Malaysia) who discussed how strategic storytelling influences public perception on TV. The next speaker Thi Uyen Nguyen, Digital Producer of Nhan Dan Newspaper (Vietnam) followed with an interesting case study for print newspaper innovation, highlighting the use of QR and AR scanning of information. Ning Yan, Executive Producer of CMG-CGTN (China) continued the session by presenting their Digital Content Award Winner of 2023 ABU Prizes called “Why We Love Dunhuang” that encompasses a multifaceted series of 50 episodes featuring enriched stories, podcast and animation.

Ryutaro Okuno, Senior Producer of NHK (Japan) brings forth “8K and 3DCG Broadcasting” showcasing an interactive exhibition of the 3D model of Japanese cultural showcase. The next presenter, Soud Hyder, Deputy Director of Strategy & Audience of TRT (Turkiye) discussed



about the future of AI in media. In the same vein, Kanokporn Prasitphon, Digital Media Director of THAIPBS (Thailand) spoke about exploring AI in media and how it enhances the audiences' experience. Biena Magbitang, Head of Digital of ABS-CBN (Philippines) elaborated on monetizing news content beyond broadcasting and Madhiah Nasir, Executive Director of IPSB Technology (Malaysia) discussed about how content drives revenue royalty and the mastery of the digital workflow.

Yoshimitsu Tsurimaki, Producer of Smart City Department, Media Group of Oriental Consultants Global (Japan) showcased a common platform for the disaster information on NextGen TV expanding its use for the updates on potential natural disaster. Zebedee de Costa, Head of Original Content of iQIYI (China) shared insights on maintaining relevance for the brand in the content ecosystem.

The afternoon sessions featured Daria Zhelnovod, Head of Special Documentary Projects of RT (Russia) and Ivan Toh, Director of Interactive Digital Media of RTM (Malaysia) who discussed promoting documentary in the TikTok era and leveraging digital content as a story time platform.

The event concluded with a workshop led by Hussin Khan, CEO of EFXCO Academy, which focused on the use of Unreal Engine while engaging with the audience during the session.





GLOBAL NEWS FORUM

2024 Global News Forum breaks new ground

This year's Global News Forum featured the launch of an ABU News report on The Future of News, a record number of women speakers, two showcases on investigative journalism, a new jury prize in the Asiavision Awards and a full-day Facebook live broadcast to ensure all members could benefit from high-level discussions.

142 delegates attended the Forum, hosted by Thai PBS in Bangkok on 17-19 July. They included representatives from 41 ABU members, including 27 who are members of the ABU's international news exchange, Asiavision. Former Thai Prime Minister Abhisit Vejjajiva delivered the keynote address.

Digital news leaders in the spotlight

The 2024 Global News Forum featured an impressive line-up of digital news leaders, reflecting the increasing importance of digital news platforms to ABU members.

They included:

- Kaori Iida, Director of Digital News Division at NHK Japan
- Kanokporn Prasitphon, Thai PBS Digital Media Director
- Lyn-Yi Chung, Head of Digital Growth at CNA Singapore
- Francis Toral, Head of ABS-CBN News in the Philippines
- Zhang Shilei, Director CGTN Digital in China
- Kati Bremme, Head of Innovation at France TV

CEO & news leader tips on navigating the future of news

The battle for reach, revenue, relevance and respectability was highlighted by CEOs and news leaders, as well as the opportunity to capitalise on the trend towards the personalisation of news services.

Thai PBS Executive Advisor Thepchai Yong, said: “There will be a trend to more customization, localization, personalization of news.” He said media organisations must uphold their duty as vigilant watchdogs, ensuring accountability and transparency. He highlighted the growing challenge of disinformation and the need for media outlets to maintain public trust through responsible reporting.

Ömer Faruk Tanriverdi, Deputy Director General and Head of International Broadcasts at TRT, said the ability to innovate and adapt would be key to navigating the future of news.

“I would like to say let us seize leadership in shaping the future of news through innovation. Commit to truth and transparency, ensuring journalism relies on a beacon of reliability. AI isn’t just changing journalism; it’s changing our mission as well from tailored content to global fact-checking. We are building a future where



every story matters, every voice is heard, and truth prevails,” he said.

Francis Toral, Head of ABS-CBN News in the Philippines, said the future of news would be determined by “reach, revenue, relevance and respectability”. She noted a decline in TV advertising revenue, news avoidance, news fatigue and the growing popularity of social media influencers over mainstream media. She encouraged news editors and journalists to think like audiences, deliver unique content, and to explore opportunities to attract international audiences on digital platforms. “If we do the same thing, in the same way, we cannot expect different results.”

The Head of Digital Growth at CNA Singapore, Lyn-Yi Chung, said one of the biggest issues was news fatigue, and editors should move away from always leading bulletins with sad and bad news. She said news content should be modular, meta-tagged properly and available on a range of platforms. “You are used to being that authoritative, credible source, but actually people just want to soothe their anxieties in a very fractured and difficult world. So how can you reinvent yourself as a smart, informed, trusted friend? The key thing is

coming across as authentic and sincere. And that’s where I see a tremendous opportunity for broadcasters like us.”

The Director-General at RTM Malaysia, Suhaimi Sulaiman, said: “We felt that people’s attention span is getting shorter and shorter, and they don’t read any more. And they don’t like long nightly news. So, we experimented. We shortened our one-hour news...and we condensed everything into a 15-minute news but we had more stories in that news. The ratings, the viewership, for some of the news programs increased by 100 per cent, some 200 per cent, and some by 300 per cent. That’s a lot for us.”

He said one of the key challenges was unlearning traditional approaches to journalism and how to instead focus on what was engaging for audiences, including using animations and cartoon graphics to explain issues. He added: “Our reporters now are trained to think like marketers – that is thinking about the needs and wants of your customers. And it has worked for us. Find the balance between nation building, doing your job as a true journalist and editor – and at the same time you must make sure you have the numbers. If not, you are not attractive to the advertisers.”



Future of News report launched

A report on The Future of News in Asia and the Pacific features essays by experts and news leaders at media organisations including Thai PBS, NHK Japan, KBS Korea, the Capital Maharaja Group in Sri Lanka, DD India, ABS-CBN in the Philippines, ABC Australia, TRT Turkiye, CMG China, RTM Malaysia and FBC Fiji. It also has essays by academic thought leaders and representatives of international organisations including Reporters Without Borders, the Public Media Alliance and the International News Safety Institute, as well as the results of the ABU's first Future of News survey.

The report provided a basis for discussions at the Global News



Forum on issues including the impact of Generative AI and the personalisation of news services, disinformation, imposter content, the dangers of relying on social media platforms for news distribution, audience-first strategies and climate change.

An electronic version of the report is available on the ABU News page on the ABU website: https://www.abu.org.my/2019/02/10/abu_news/

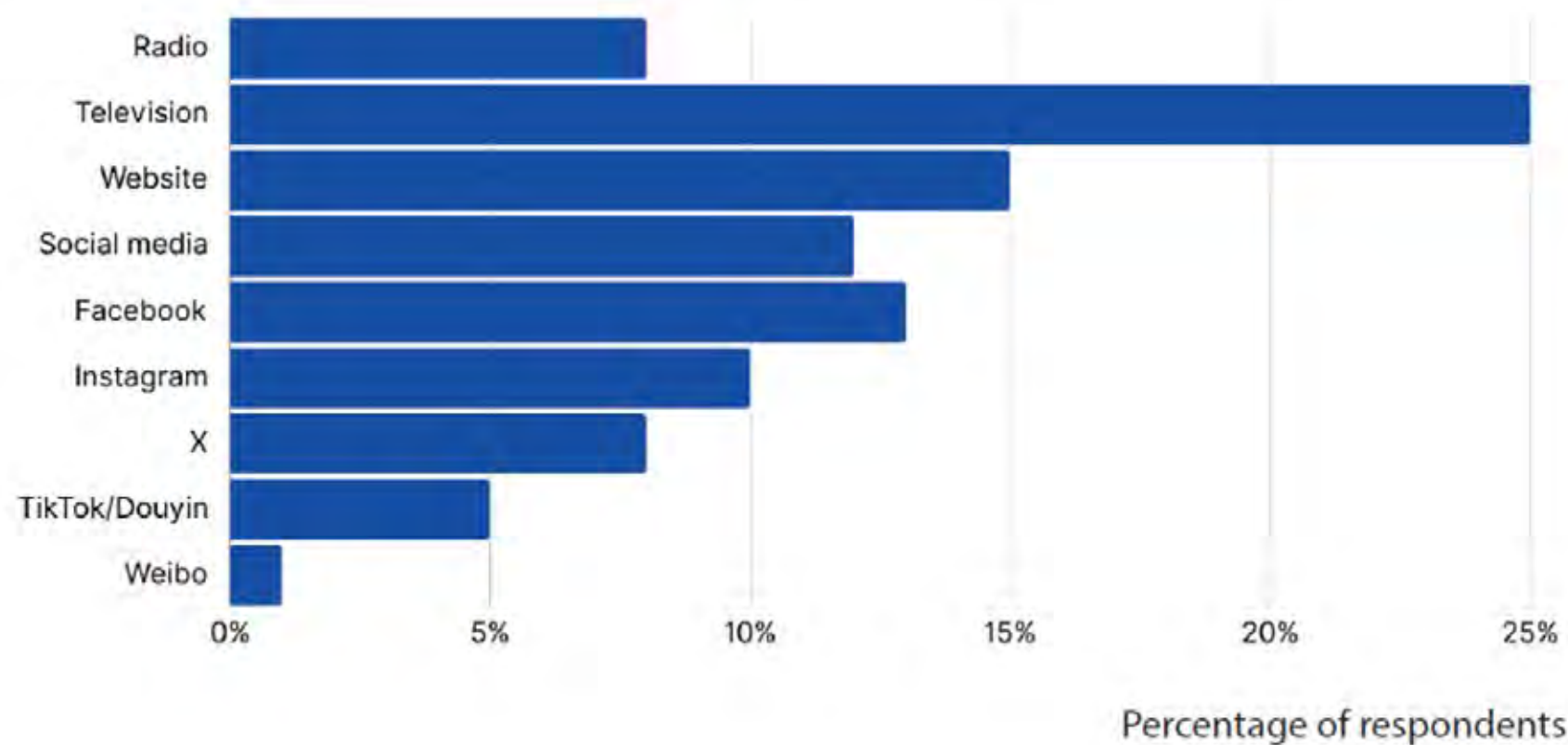
News survey reveals challenges

A survey of ABU members has highlighted the challenge of moving from legacy media to digital platforms, and ensuring staff understand changes in the news industry.

The Future of News survey was conducted between January and May 2024. There were 50 respondents from 24 countries. The comprehensive 40 question survey was designed to explore perceptions about the issues driving change and how they are impacting newsroom careers.



What is the primary platform for your organisation's news output?



Do you think you will have the same job in five years' time?

Yes 64% No 36%

Do you think the effects of climate change will increase your organisation's emergency and disaster risk reduction coverage?

Yes 100%

Do you think your organisation's radio or television audiences will increase in the next five years?

Yes 62% No 38%

Is your organisation likely to have more or less people in the newsroom in five years?

More 68% Less 32%

Which courses or workshops would you like the ABU to provide in the next 12 months?

- Introduction to AI and AI tools for journalists
- Fact checking and verification
- Newsroom management
- Multimedia journalism
- Climate and environment reporting

Learn about GenAI, or be left behind

Journalists and newsroom managers should learn about Generative AI and develop new skills required for the ethical use of GenAI content. That was the view of panellists discussing the impact of Generative AI on the future of news.

Thai PBS Digital Media Director, Kanokporn Prasitphon, said Thai PBS used a range of Gen AI integrated products for content creation and production including an AI anchor and vertical video streaming, while also working to improve workflows.

She said journalists have to learn about generative AI, upskill, try AI tools and “welcome AI in your life”. She said they should also upskill their fact checking and verification skills, in response to the surge of GenAI content.

“Over the next five years, AI will become significantly more powerful. At Thai PBS, we aim to enhance AI usage to produce high-quality content, improve production, speed and increase accuracy. More importantly, we need to focus on improving the workflow within the newsroom.” She encouraged journalists to be adaptable and to commit to continuous learning, in order to keep up with the fast pace of change.



Keeping up with the social media tango

News organisations are struggling to respond to the downgrading of news on social media.

The Head of Innovation at France TV, Kati Bremme, said when social media companies first launched, they presented news organisations with a type of “hyper-distribution strategy”. “They (social media companies) really needed us. They needed our quality content.” She said over time, as consumers became content producers, “Facebook did not need us anymore and they changed their algorithm and did not push news forward anymore. Instead of that you have fake news circulating six times faster than the real news.”

Emilio San Pedro, Senior Editor of Eurovision, said in contrast to the situation 10 years ago, news organisations and social media companies now have very different objectives. “We have the news side of it – especially Public Service Media – on one hand wanting very specific things and wanting to get that information out to its audience or draw in new audiences. And on the other side you have these tech companies that have ballooned, that are now huge corporations with massive budgets and a very different culture.

Several speakers encouraged delegates to negotiate with social media companies for improved prominence to rebuild trust in the digital ecosystem. Kati said France TV was now trying to transform its platforms to be as engaging as social media. “We have different strategies...especially around gamification, around engagement, around story telling.” She said France TV had recruited social media influencers in newsrooms to help make content more engaging. ■■■



Look out! The world of fake news & impression zombies

The growing threat posed by fake news and the monetisation of misinformation was highlighted by NHK's Kaori Iida in a presentation at the 2024 Global News Forum called "The rise of Impression Zombies".

The Director of the Digital News Division at NHK Japan explained that "impression zombies" are accounts designed to profit from viral content. "We define impression zombies as accounts that swarm around posts going viral, copying and stealing messages or reposting meaningless words. In Japan, we call these the 'zombies' because they tend to come in herds with no spirit or energy, just floating around," she said noting that similar practices in the U.S. are referred to as 'content farming'.

She said in the aftermath of the Noto earthquake in Japan on January 1 this year, posts on social media falsely claimed the earthquake was man-made. "We saw 250,000 posts on the artificial earthquake hypothesis by the end of the second day."

Kaori shared an example of how misinformation was monetised. "We found a gentleman in Pakistan who confirmed using footage from the 2011 earthquake, claiming it was from the Noto earthquake to gain impressions. He was paid US\$75 for this," she revealed.

The spread of false information during crises, Kaori emphasized, can significantly impact rescue operations and cause confusion during evacuations. "Some

posts were in Japanese, which appeared trustworthy to the Japanese public. Others were from impression zombies in Japanese but from accounts with profiles in Urdu, Hindi, and Arabic, often featuring strange Japanese," she added.

To combat misinformation, NHK has a strategy known as "pre-bunking," which involves addressing false narratives before they gain traction. "I strongly believe that it's better to be prepared than to scramble to find credible information after the fact," Kaori said.

In October 2013, NHK launched the Social Listening Team (SoLT), composed primarily of students interested in journalism. "The team monitors X and Facebook 24/7. They find dubious or suspicious information, which is then verified by reporters. This helps ensure that credible information reaches the public," Kaori explained.

Looking forward, Kaori said: "The future of news is trust, and debunking false news feels like playing whack-a-mole. Our top priority is to make journalism products valuable enough that people seek them out daily."

In conclusion, Kaori reaffirmed NHK's commitment to maintaining trust and relevance. "We need to remain a trustworthy news organization to stay relevant and to survive another 100 years. We cannot allow the zombies to roam around," she concluded.

To learn more about NHK's response to fake news and

impression zombies, read Kaori's essay, "Debunking, Pre-bunking and Appropriate Tech: Building a Solid Foundation for the Future of News," in The Future of News report. Read the full report here: [Future of News Report](#) ■■■





CNA producer reveals behind-the-scenes challenges

CNA producer Jonathan Chia explained the challenges of making the documentary series ‘Walk The Line’ and the importance of protecting sources during an investigative journalism showcase at the 2024 Global News Forum.

The documentary is about Chinese migrants seeking to enter the United States illegally via Ecuador – the closest Latin America country to the US offering visa-free entry for Chinese nationals at that time.

“While many documentaries have covered this illegal migration journey to the US, we wanted Walk The Line to be different for its unique scale, its deep access and its personal and human portrayal of the Chinese migrants,” said Jonathan.

He revealed the idea for the documentary originated when CNA correspondent Wei Du noticed videos on social media showing Chinese nationals trekking through the dense jungle of the Darien Gap, between Colombia and Panama. The videos had a Mandarin hashtag that translated to ‘Walk The Line’.

Research, planning & training

The team spent countless hours scouring social media feeds, using their language skills and knowledge of China to discover support groups and guides on platforms including YouTube, Douyin and Telegram. With this information, they mapped out a route from Ecuador using buses, domestic flights and including the Darien Gap.

The research and planning included building a network of reliable sources (Médecins Sans Frontières in Colombia, UNHCR in Panama, and the UN migration agency IOM), and hiring a security team to provide hostile environment training, establish a security protocol and escort them through Latin America, including areas controlled by drug cartels and gangs. Local security advisers and fixers would also provide vital advice on avoiding dangers.

Building a rapport & protecting sources

In Ecuador, the film crew checked into a guesthouse and offered the migrants snacks from Singapore, including Chinese barbecued pork called Bak wa. “It didn’t take long for us to earn the trust of four individuals who agreed to be featured,” said Jonathan. “We realised that these Chinese migrants who had made the biggest decisions of their lives had been isolated on this journey, keeping everything a secret even before they left China without anyone to confide in. So, the combination of their isolation, plus finally meeting

someone not in a position to exploit them, and interested in their stories, they just opened up and their stories poured out. With the help of these initial participants, more migrants gradually came forward to share their stories.”

He added: “Our research and reporting revealed several key insights for the documentary series. We heard directly from the migrants about their motivations for making the dangerous trip, which ranged from a lack of freedom of speech, religious persecution, but mostly economic reasons. We heard many accounts of how businesses never fully recovered from the zero COVID policy back home.”

“Keeping our sources safe and anonymous was a top priority for a show like this. We use strict masking protocols for those who didn’t want their identities revealed.”

‘Raw and unfiltered’

Another element was documenting the reaction of migrants when they realised the journey was much harder than they had expected and there was mortal danger. “A few of them almost lost their lives,” said Jonathan.

The team filmed “raw and unfiltered” footage of the migrants’ journey, including extortion by government officials and smuggling gangs in Mexico. They also spoke with US residents living along the border with Mexico, who highlighted the social and political tensions caused by the influx of migrants.

Jonathan said the team followed the highest ethical standards throughout our reporting. This meant getting informed consent from interviewees, being clear about intentions and avoiding anything that could compromise

the integrity of the documentary. “We made it clear to the migrants from the start that we couldn’t offer any material assistance to them, due to legal and ethical reasons. This included not giving them a ride in our vehicle, not lending them any money and not exchanging any currencies with them,” he said.

“By presenting a nuanced and empathetic portrayal of Chinese migrants, we believe the documentary can encourage viewers to rethink their preconceived notions and promote a more compassionate public discussion on this issue.”

‘Walk The Line’ is available on YouTube. Since July, Ecuador has suspended visa-free entry for Chinese citizens, the United States has deported a group of Chinese migrants who entered the country illegally and the US and Panama have signed an agreement to stop illegal immigrants trekking through the Darien Gap. ■■■



TRT World EP highlights the importance of the human connection in investigative journalism

Emmy-award winning executive producer Mouhssine Ennaimi says investigative journalism is the future of news, if it informs, inspires and is relatable.

Speaking at the 2024 Global News Forum, the co-founder of TRT World's Off the Grid shared the importance of in-depth reporting, strong aesthetics and the human connection.

He said "Off the Grid" was distinctive because of its emphasis on the human factor. "We believe people will forget what they learn but never forget what they feel. By featuring strong characters and making sure they are relatable without becoming overly emotional or cheesy, we aim to tell stories that are both accurate and deeply human."

"The human factor is important because after every episode you're supposed to remember Irina, you're supposed to remember Abu Ahmed because you heard the story and it has been developed in a very strong and emotional manner that at the end you can't forget them and that's why I was saying people really forget what they learn but they never forget they have felt," said Mouhssine.

He also stressed the importance of aesthetics in investigative journalism. "Content is king, but aesthetics matter too. TV is a visual art, and the beauty of a shot, the importance of light, and the purity of sound are crucial. It's not just about the technical aspects but about creating something that attracts and inspires," Ennaimi noted. "The visual and auditory elements enhance the storytelling, making it more engaging and impactful."

A key highlight of his talk was TRT World's recent Emmy win for the documentary "Ukraine Wartime Diaries." Ennaimi described the project as ground-breaking. "We documented this war crime while the war is still going on, which is a rarity in investigative journalism," he said.

This approach has been well-received, as evidenced by accolades such as the Emmy Award. "Winning the Emmy for 'Ukraine Wartime Diaries' was an honour. The competition is tough, and being recognized among thousands of applications is exhilarating. It boosts credibility, responsibility, and encourages us to produce even higher quality work."

Looking to the future, Mouhssine is optimistic about the role of investigative journalism. "I think investigative journalism is the future of news. It's already been significant, and I don't see it disappearing anytime soon. People will always want to learn and understand more."

He said documentary filmmaking is not just about capturing events; it's about creating enduring documents that continue to inform and inspire. "At the end of the day, a documentary is something that stays. It's a document that doesn't disappear after the initial revelation but remains relevant for future audiences to explore."

Ennaimi revealed upcoming projects in Ukraine, Gaza, and Europe. "We're developing longer-format investigations that will continue to uphold the high standards of Off the Grid," he announced. "Our commitment is to provide thorough, impactful storytelling that resonates globally." ■■■



8th Abu Media Summit On Climate Action and Disaster Prevention

TOGETHER WE DARE BECAUSE WE CARE

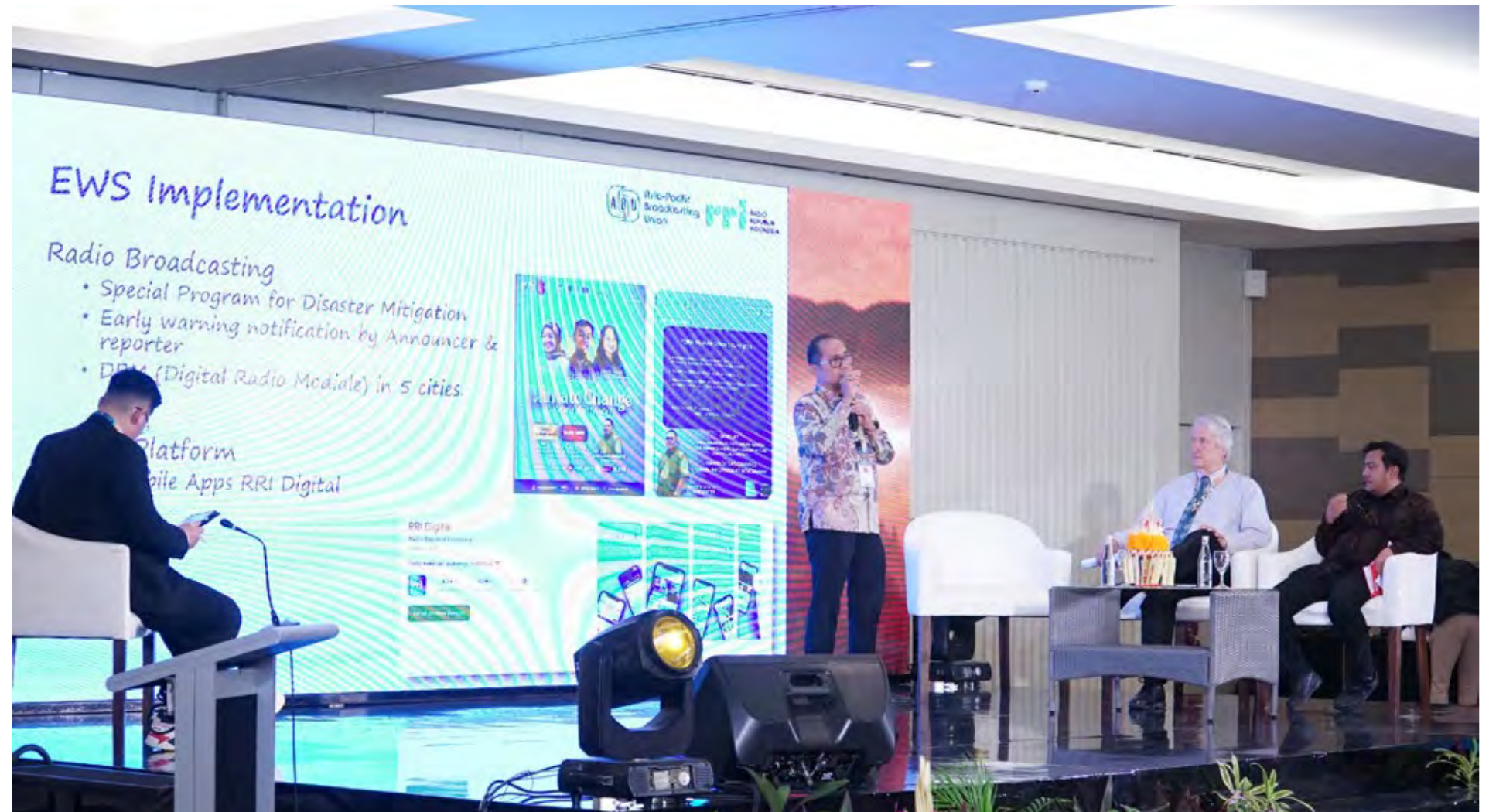
The 8th ABU Media Summit on Climate Action and Disaster Prevention was held from 6-7 August 2024, in Bali, Indonesia, under the theme “Media Saving Lives.” The summit focused on the vital role of media in disaster preparedness, climate action, and the resilience of communities globally.

The opening ceremony featured traditional Balinese performances, speeches from RRI’s President Director Pak I Hendrasmo, ABU Secretary General Ahmed Nadeem, and Indonesian government officials. The event was officially inaugurated by striking the traditional Kentongan.

DAY 1: TOGETHER WE DARE (DISASTER AWARENESS AND REDUCTION EFFORTS)

Day 1 focused on enhancing disaster preparedness and awareness. It began with reflections on the 2004 Indian Ocean Tsunami, where survivors, witnesses, and experts shared stories of resilience and the lessons learned from the tragedy of “The Wave that shook the World.”

The sessions highlighted Indonesia’s transformation in disaster preparedness since the 2004 tsunami, emphasizing innovative community-based resilience programs and the media’s critical role in educating the public. The UN’S “Early Warnings for All” campaign aims to provide global access to early warning systems by 2027, with discussions focusing on media’s role in delivering timely, accessible messages. Inclusive communication strategies were emphasized to reach vulnerable groups, while the potential of AI and advanced technologies to enhance disaster response was explored. The partnership between world broadcasting unions and UNDRR underlined media’s contribution to disaster preparedness, and UNESCO introduced a Model Disaster Preparedness Plan for media institutions to strengthen resilience.





explored, alongside sustainable broadcasting practices aimed at reducing the industry's environmental impact. The day concluded with the launch of the Global Media for DRR Network, a collaborative platform for sharing DRR experiences and reinforcing the media's role in enhancing community resilience.

The summit concluded with a Call for Action on the "Early Warnings for All" campaign and climate resilience, followed remarks from I Hendrasmo and Ahmed Nadeem. The event emphasized that the media's role in disaster preparedness and climate action is more vital than ever, as it continues to serve as a powerful tool in saving lives and building resilient communities.

The message of the summit "Together We Dare Because We Care" stressed out that the media's role in disaster preparedness and climate action is more vital than ever, as it continues to serve as a powerful tool in saving lives and building resilient communities.

The ABU T4P Media Awards Gala Dinner wrapped up the event, celebrating outstanding contributions to promoting sustainable leaving, peace and social cohesion through media.

The generous host of the 8th ABU Medias Summit, Radio Republik Indonesia, produced a beautiful theme song "SAVE THE PLANET". Available on [Youtube](#). ■■■

DAY 2: TOGETHER WE CARE (CLIMATE ACTION AND RESILIENCE ENDEAVOURS)

Day 2 of the summit, themed "Together We CARE," emphasized urgent climate action and resilience. Key discussions included Indonesia's climate initiatives as a model for global efforts, the media's role in shaping climate change narratives, and innovative approaches to disaster reporting, including forensics and successful interventions. The importance of co-production in climate and disaster risk reduction (DRR) was highlighted, with examples of effective community engagement. Media strategies for fostering public engagement in climate action were

ABU Secretary-General's courtesy visit to Vietnamese broadcasters in Hanoi



The Secretary-General of the Asia-Pacific Broadcasting Union (ABU), Mr. Ahmed Nadeem, recently visited key broadcasters in Hanoi, including Vietnam Television (VTV), Voice of Vietnam (VOV), and Vietnam Parliament Television. At VTV, he was warmly received by Mr. Dinh Dac Vinh, Vice President of VTV, and they discussed opportunities for enhanced collaboration. The visit also included a tour of VTV's headquarters, focusing on strategic partnerships.

At the VOV headquarters, Mr. Nadeem met with Mr. Ngo Minh Hien, Vice President of VOV. They exchanged views on key initiatives and committed to strengthening their ties and sharing best practices in the broadcasting sector.

Mr. Nadeem met with Mr. Le Quang Minh, General Director of Vietnam Parliament Television. Their discussions centred on fostering cooperation and enhancing the channel's contribution to the ABU. Vietnam Parliament Television expressed a desire to contribute more content related to the National Assembly and to use the ABU as a platform for programme exchange and collaboration. ■■■

ABU Secretary-General engages with Ministry of Communications Malaysia

The Secretary-General of the Asia-Pacific Broadcasting Union (ABU), Mr. Ahmed Nadeem, recently paid a courtesy call to Ms Zarina Zakaria, the newly appointed Undersecretary of the Policy and International Division at Malaysia's Ministry of Communications.

The visit provided an opportunity for Mr. Nadeem to congratulate Ms Zarina on her new role and to reinforce the long-standing relationship between ABU and the Ministry. Attending the meeting were representatives from Radio Televisyen Malaysia (RTM), highlighting the collaborative spirit between the national broadcaster, the Ministry, and ABU.

Discussions centred on various areas of potential collaboration, aiming to enhance regional cooperation and explore external projects. Mr.



Nadeem expressed his gratitude for the Ministry's continued support of ABU's mission, and the meeting concluded with a shared commitment to further cooperation and future initiatives. ■■■

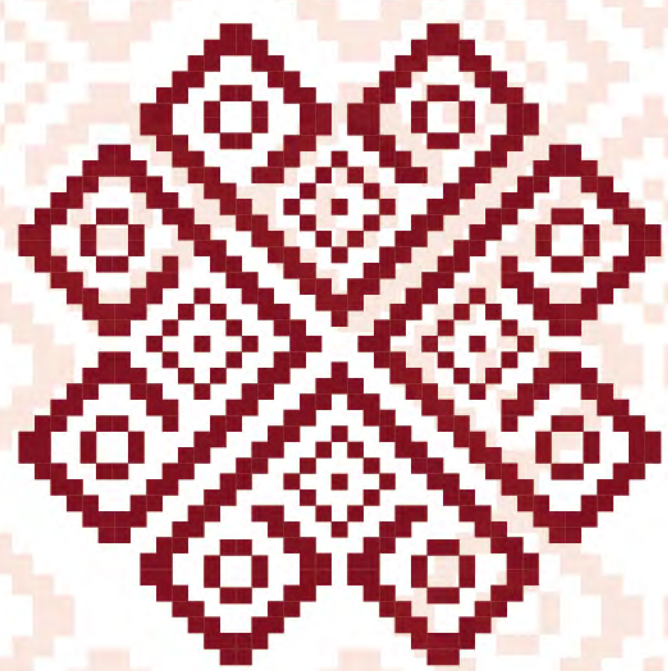
ABU Secretary General attends Paris Olympics



ABU Secretary General Ahmed Nadeem was in Paris for the 2024 Olympics. On the sidelines of the games, he met with several members at the International Broadcast Centre (IBC), a temporary hub for broadcasters during major sport events.

He met with sports chairwoman Lorrain Yuan, who represents Hong Kong's TVB, NHK Japan's sports liaison officer George Mitzutani and head of technology Thuyyo San, Yiannis Exarchos who is the CEO of Olympic Broadcasting Services (OBS), and KBS Korea's head of technology operation Junghyun Baik (Mike) whose role at Paris 2024 is as KBS's chief producer.

ABU secured the telecast rights of the Games for members RTB Brunei, ATN Afghanistan, CBS Cambodia, LNTV Laos and Timor Leste. ■■■



2024 ABU MEDIA & CULTURE DAYS

27-28 November 2024
Guangzhou, China





ABU News Group elects new Chair and Vice-Chairs

The ABU News Group elected TRT-Türkiye's Ahmet Görmez as its new Chair at its annual News Group Meeting, held on 17 July in Bangkok. The meeting also saw the election of NHK Japan's Fumitaka Sato and ABC Australia's Nesryn Bouziane as the committee's Vice-Chairs.

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. ■■■





Jury prize added to Asiavision Awards

The winners of the 2024 Asiavision Awards were announced at a gala reception in Bangkok hosted by ThaiPBS and the Tourist Authority of Thailand. For the first time, the award included a jury prize. It was awarded to Ariana Television in Afghanistan, for its coverage of refugees returning from Pakistan. The other winners were:

Best news story

- **KBS – South Korea**
Medical professors leave work

Best sports report

- **VTV – Vietnam**
Professional motorboat Grand Prix

Best reporting by a small newsroom

- **NTV – Nepal**
Jajarkot earthquake and aftermath

Best international news reporting

- **CMG – China**
Impact of war on Gaza's children

Best reporting on climate change & sustainable development

- **FijiTV – Fiji**
Climate change and human rights

Best coverage of an issue of public interest

- **TRT – Türkiye**
Local elections campaign and outcome
- **TPBS – Thailand**
Former PM Thaksin's return

Best reporter package

- **Gautam Roy – DD India**
Ganges River erosion

Best breaking news coverage

- **NHK – Japan**
Plane collision at Haneda Airport

Best disaster coverage

- **NHK – Japan**
New Year's Day earthquake

Director's Award for outstanding contribution to Asiavision

- **Fiona Tan Guet Ngoh – CNA Singapore**
UX advice on Asia Pacific View



AVN editor shares tips on news for global audiences

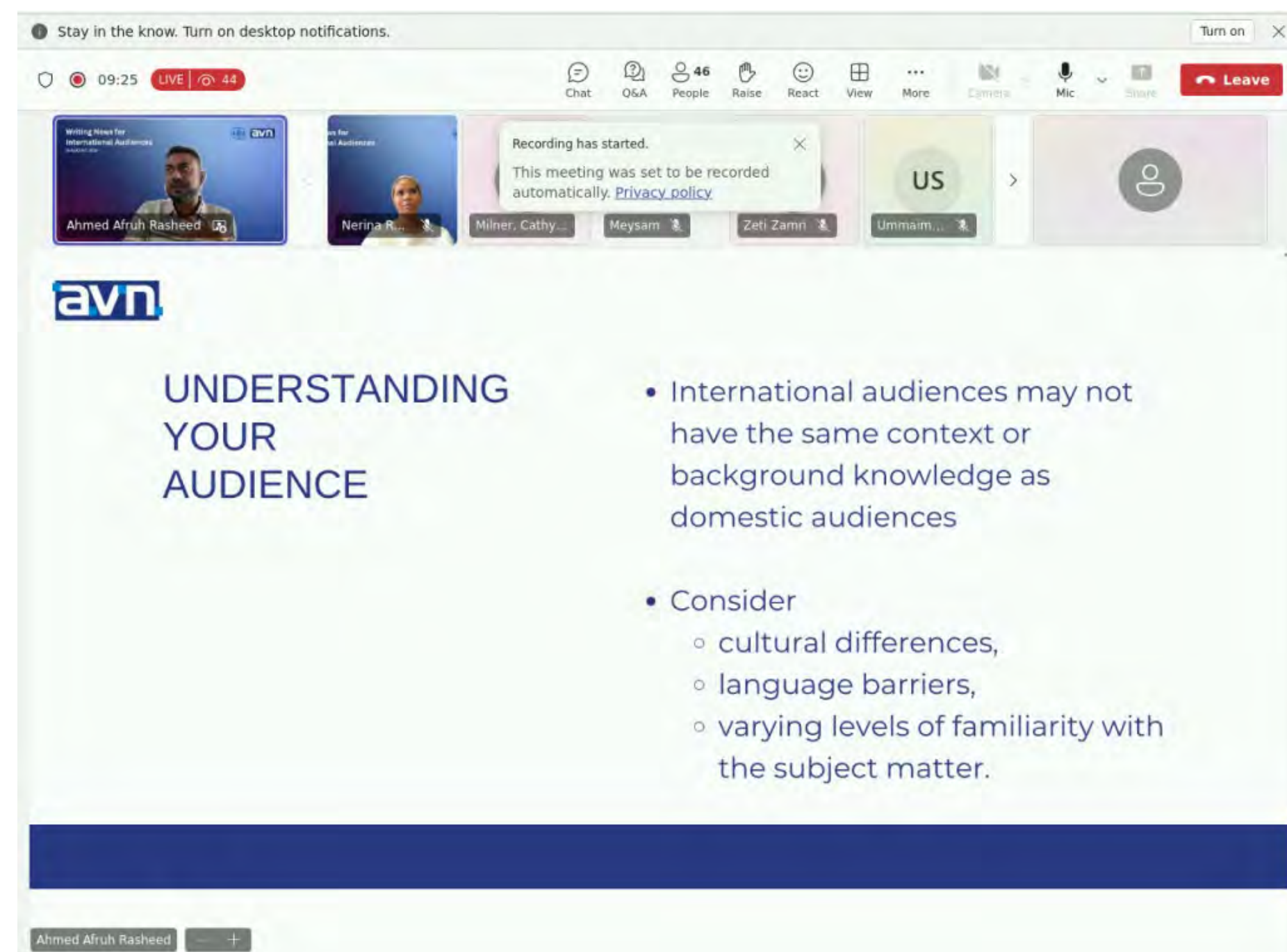
Journalists and producers were reminded to use simple and direct language and to consider their target audience in an ABU News webinar on key strategies for writing news for international audiences.

The webinar in August was attended by more than 50 participants from ABU members.

Afruh Rasheed, the Senior Editor of the ABU's video news exchange Asiavision (AVN), said: "Make sure that your copy is simple and direct. Use very simple language."

Afruh emphasized the importance of understanding your target audience. "Know who you are giving your content to, when they are going to use it, and how they are going to use it." Afruh stressed the need to consider factors like time zones and programming schedules when providing news for international broadcast.

When it comes to selecting news stories, Afruh advised focusing on themes with "universal interest" and "global implications." He noted, "Implication, impact, and connections are key news values for global relevance." ■■■



The 2025 ABU News Group meeting and the Global News Forum will be hosted by TRT in Istanbul.

ABU President, Prof. Dr. Mehmet Zahid Sobacı, says he is delighted to be able to host ABU News colleagues in Türkiye.

"Istanbul is a magnificent city, and a bridge to both the Middle East and Europe. It is the perfect location for a global news conference and as the head of TRT, I am proud TRT has made this commitment."

Mr Sobacı added: "TRT has made big investments producing award-winning documentaries and developing new ways to reach audiences. We want to share what we have learned but also hear from our colleagues across Asia and the Pacific about their areas of innovation, as well as their challenges."

More information about the Global News Forum will be announced at the ABU General Assembly. ■■■

TRT to host 2025 Global News Forum

GLOBAL NEWS FORUM

ABU Prizes 2024: Final Judging Underway

The final judging for the ABU Prizes 2024 was held at the Avante Hotel, Petaling Jaya, from 10 to 12 September 2024. Jurors assessed 59 shortlisted programmes: 28 in radio and 29 in television, following a comprehensive pre-selection process. Four digital media programmes will be evaluated online on 13 September 2024.

Winners will be revealed at the ABU Prizes 2024 Award Ceremony on 22 October 2024, coinciding with the 60th ABU General Assembly in Istanbul, Türkiye. The full list of winners will be published on the ABU website shortly after the ceremony.

This year's competition received 342 entries: 182 for television, 110 for radio, and 50 for digital media.

The complete list of finalists can be viewed [here](#). ■■■



AWARD SPONSORS



abuprizes.abu.org.my

On 30 July 2024, the ABU Programming Department hosted an online meeting for the 20th Series Children's Drama Co-Production. Producers from India, Myanmar, Malaysia, Thailand, Brunei, and Japan attended, while those from Iran, Turkey, Hong Kong, and Sri Lanka were unable to join due to scheduling conflicts.

The meeting focused on reviewing the progress of ongoing projects and receiving updates from NHK's Executive Producer, Kazuhiro Motoki. Discussions centred on project statuses and potential improvements, with plans made for the next online meeting in January 2025 and a face-to-face gathering in Kuala Lumpur from 22 to 24 April 2025.

Now celebrating its 20th anniversary, the ABU Children's Drama Co-Production is a notable initiative developed in partnership with NHK and the Asia-Pacific Broadcasting Union.

This annual project enables producers to create engaging children's stories that resonate across cultures, adhering to the "Make one, take all" principle. Each participant receives and broadcasts all episodes produced by others, fostering a rich exchange of cultural narratives and maintaining a high standard for international children's programming.



ABU hosts 20th Children's Drama Co-Production meeting



ABU at Radiodays Asia 2024: celebrating radio's resilience



Head of ABU Radio Olya Booyar highlighted the enduring relevance of radio, emphasising its role in delivering reliable news and fostering cultural expression. Ms Booyar was speaking at Radiodays Asia 2024, taking place in Kuala Lumpur.

The conference has entered the industry calendar as a meeting place for all things radio and audio in Asia and the place to find new trends and technology tips from around the world. ABU was represented by a number of

members who also showcased radio's adaptability and its impact on local communities.

Chief Secretary for the Ministry of Communications, Datuk Mohamad Fauzi Bin Md Isa opened the event with a compelling address on radio's essential role in social cohesion and information dissemination. His speech underscored radio's importance as a trusted source of news.

Media Prima, a leading Malaysian media group, also emphasised radio's role in cultural storytelling and community connection.

The three-day conference highlighted radio's continued significance and its evolving relationship with digital innovations in the Asia-Pacific region.

Reported with the assistance of Radioinfo Asia.



The ABU Robocon, an annual handmade robot competition for university students in the Asia-Pacific region celebrated its 23rd anniversary on August 25 in Quang Ninh, Vietnam. 13 teams from 12 countries and territories (Cambodia, China, Egypt, Hong Kong-China, India, Indonesia, Japan, Malaysia, Mongolia, Nepal, Thailand, and Vietnam) participated this year. The venue was filled with the lively atmosphere of both participants and thousands of audiences.

The contest was co-hosted by Vietnam Television (VTV). The theme of this year's competition was "Harvest Day," inspired by rice cultivation on the terraced fields. Each team built and operated two robots that competed in tasks depicting various stages of rice cultivation such as sowing, harvesting, and transporting the harvested grains.

The team of Hong Kong-China, The Chinese University of Hong Kong, won the Grand Prix. The team of Vietnam 02, Hung Yen University of Technology and Education came second. The most prestigious award of all, the ABU Robocon Award went to the team of Vietnam 01, Hung Yen University of Technology and Education.

At the contest, next year's host, the Mongolian National Public Radio and Television (MNB) announced the new competition theme. The contest will be held in Ulaanbaatar, Mongolia.

ABU would like to sincerely thank the host VTV, the organizer NHK and NHK Enterprise, the special sponsors, and all participating team/ABU members.

ABU Robocon is an Asian-Oceanian college robot competition, founded in 2002 by Asia-Pacific Broadcasting Union. In the competition, robots compete to complete a task within a set period of time. The contest aims to create friendship among young people with similar interests who will lead their countries in the 21st century, as well as help advance engineering and broadcasting technologies in the region. Please see more information about ABU Robocon 2023 on the official webpages below.

ABU Robocon: <http://official-robocon.com/abu/>

ABU Robocon 2024 Vietnam: <https://www.aburobocon2024.vtv.gov.vn>

ABU Robocon 2025 Mongolia: <https://aburobocon2025.mnb.mn/en/gallery/show/52>



ABU Robocon 2024 Quang Ninh, Vietnam



ABU Robocon Meeting 2024

On 26 August, the next day of the contest, the annual ABU Robocon Meeting 2024 was held in Quang Ninh, Vietnam. A total of 12 representative organizations (TVK-Cambodia, SDRT-China, RTHK-Hong Kong-China, DD-India, TVRI-Indonesia, NHK-Japan, MNB-Mongolia, NTV-Nepal, VTV-Vietnam, Tokyo Secretariat-NHK Enterprise, ABU) gathered together and to discuss future Robocon.

Mr. Yasu Nagahata, Director of ABU Programming and ABU Robocon Secretariat Chief chaired the meeting. After the opening remark by ABU Secretary General, Ahmed Nadeem, Vice President of VTV-Vietnam Mr Vinh, thanked all member broadcasters for having dedicated their time and effort to participate in the contest in Vietnam. It was followed by a congratulatory speech by Mr Tomohiro Inoue, Head of Science Unit of NHK-Japan, a permanent member of ABU. Mr Magvan Erdenebat, CEO of Public TV, MNB-Mongolia welcomed all attendees to the next ABU Robocon



in Mongolia and explained details of the rules using a PowerPoint presentation.

Mr. Nagahata announced the new Board of Directors for ABU Robocon 2025. The chairperson is MNB-Mongolia, the Vice-Chairpersons are VTV-Vietnam and RTHK-Hong Kong, China, and the Permanent Members are NHK-Japan and ABU. He also explained the current condition for sponsors and encouraged all participants to get their own sponsorships in addition to the financial support from Japan in order to make ABU Robocon a sustainable event. He concluded the meeting with the words, "See you again next year in Mongolia!"





13th ABU TV Song Festival

20 OCTOBER 2024 İSTANBUL
LÜTFİ KIRDAR - ICEC

Hosted by
ABU TRT



ABU Technology organises successful 2024 DAB+ Workshop

ABU, ASBU, and WorldDAB have partnered again for a 2024 Technical Workshop on DAB+ advancements which took place from 23-25 July 2024. This update covers new developments in DAB+ standards, including Emergency Warning System (EWS) enhancements with a German case study. It also explores 5G network applications in radio, content production, and delivery, as well as 5G broadcast updates. Topics include key DAB+ system features, hybrid radio, transmission techniques, modern antennas, automotive advancements, and the status of DAB+ in Asia Pacific, the Middle East, and North Africa.

The workshop, organised by ABU Technology, was highly successful, drawing over 250 participants from 71 countries for dynamic discussions. This engagement highlights the global interest and commitment to advancing DAB+ technology and its integration into contemporary broadcasting practices.



ABU Engineering Awards & Technical Review: in final stages, announcement at the ABU General Assembly

**ABU
ENGINEERING AWARDS
2024**

The Asia-Pacific Broadcasting Union (ABU) announced that final judging for the Engineering Awards (EA) concluded on 27 September 2024, with the winners' list expected by 30 September 2024. The awards celebrate achievements in broadcast engineering and innovation across the Asia-Pacific region, with winners receiving a trophy and a plaque.

In addition to the ABU Engineering Awards, the ABU Technical Review (TR) Prizes aim to encourage and recognise innovation, creativity, and excellence in broadcast technology among ABU members. Winners will receive a certificate and cash prize at the ABU General Assembly & Associated Meetings in Istanbul. More details are available on the ABU Technical Division's [website](#).

Upcoming events include the Technical Bureau (TB) meeting on 18 October 2024, followed by the Technical Committee (TC) meeting on 19 and 20 October 2024. The ABU Prizes Award Ceremony, featuring the ABU Broadcast Engineering Excellence Award and the ABU Engineering Industry Excellence Award, will take place on 22 October 2024.

ABU sports delivers YHYA Charity Cup season 2 to four members for free

ABU's first collaboration with the Asian Electronic Sports Federation (AESF) has successfully delivered the YHYA Charity Cup to four members. The two-day event featured teams from five Central Asian countries, which are Iran, Kazakhstan, Kyrgyzstan, Turkmenistan, and Uzbekistan.

Four ABU member broadcasters from Afghanistan, Myanmar, Indonesia, and Cambodia transmitted the event on their national TV networks and digital streaming platforms at no cost, with English and Russian commentary.

Kazakhstan emerged as the champion, defeating Turkmenistan in the semi-finals and Uzbekistan in the grand final. The total prize pool of USD 6,000 will be used by the winner to support women's development and community programmes in their country.



This collaboration strengthens the partnership between esports and traditional media channels, expanding the exposure of esports to a diverse audience across the Asia-Pacific region. ■■■



ABU offers AESF eFOOTBALL Charity Cup free to five members

In recognition of its partnership with the Asian Electronic Sports Federation (AESF), the Asia-Pacific Broadcasting Union (ABU) is delighted to offer the second season of the Your Home Your Arena Charity Cup on e-Football free of charge to interested ABU members. Five ABU members from Fiji, Afghanistan, Myanmar, Indonesia, and Cambodia will broadcast the event from 17th to 18th August 2024.

The charity cup will feature national players from Iran, Kazakhstan, Kyrgyzstan, Turkmenistan, and Uzbekistan, showcasing Central Asian talent. The two-day event aims to inspire public donations to support affected communities, with funds raised being channeled to the charities chosen by the winning teams. ■■■



BROADCASTING FOR ALL FORUM

20 OCTOBER, 13:30-17:00



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 being: Growing Diversity and Inclusion with Future Media Leaders: Shaping Narratives with Broader Community Content.

The program of the half-day event in 2024, 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 two major activities that the ABU has introduced during the year that support career development. Namely, the ABU Media Mentoring Program 2024 and the inaugural 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, which will be presented at the Forum. 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 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.

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



United Nations launches a new era for digital cooperation: the global digital compact

World leaders have today adopted a groundbreaking Pact for the Future, which includes the Global Digital Compact and a Declaration on Future Generations. This Pact represents the culmination of an inclusive, years-long process to adapt international cooperation to contemporary realities and the challenges of tomorrow. It stands as the most comprehensive international agreement in recent years, addressing new areas of cooperation and issues that have remained unresolved for decades.

The primary aim of this Pact is to ensure that international institutions can meet the demands of a world that has dramatically evolved since their inception. As the UN Secretary-General stated, “we cannot create a future fit for our grandchildren with a system built by our grandparents.” This agreement serves as a strong testament to countries’ commitment to the United Nations and the international system, laying out a vision for a more representative and effective global governance framework.

During his remarks at the Summit of the Future, the UN Secretary-General emphasised the potential of the Pact, asserting that it opens doors to new opportunities and untapped possibilities. The President of the General Assembly highlighted that the Pact lays the foundations for a sustainable, just, and peaceful global order for all peoples and nations.

The Pact encompasses a broad spectrum of critical issues, including peace and security, sustainable development, climate change, digital cooperation, human rights, and the rights of youth and future generations. Key highlights include:

Global Digital Compact

- The Global Digital Compact, a cornerstone of the Pact, is the first comprehensive global framework for digital cooperation and AI governance.
- Central to the Compact is the commitment to design, use, and govern technology for the benefit of all. This includes initiatives to connect all people, schools, and hospitals to the Internet, anchor digital cooperation in human rights and international law, and ensure a safe online environment, particularly for children.
- The Compact also outlines a roadmap for governing artificial intelligence, which features an International Scientific Panel and a Global Policy Dialogue on AI, as well as the first global commitment to data governance, requiring countries to implement concrete actions by 2030.

Youth and Future Generations

- The Declaration on Future Generations introduces concrete steps to incorporate the needs of future generations into current decision-making, including the potential establishment of an envoy for future generations.
- There is a strong commitment to providing meaningful opportunities for youth to engage in decisions that impact their lives, especially at the global level.

Human Rights and Gender

- The Pact reinforces the importance of human rights, gender equality, and the empowerment of women, while also calling for the protection of human rights defenders.

With the Summit having attracted over 4,000 participants from various sectors, including Heads of State, civil society, and NGOs, the process has been enriched by the contributions of millions of voices. The preceding Action Days, held on 20-21 September, garnered participation from more than 7,000 individuals and resulted in strong commitments to advance digital inclusion, including pledges of USD 1.05 billion.

This historic agreement not only addresses immediate concerns but also sets a trajectory for a more equitable and collaborative future in the digital realm. ■■■

The ground-breaking Media Saving Lives initiative is a unique partnership between the United Nations Office for Disaster Risk Reduction (UNDRR) and several regional members of the World Broadcasting Unions (WBU). The initiative was conceived in November 2019 in a meeting between the then Head of UNDRR Mami Mizutori and Secretary-Generals and Director-Generals of four of the seven members of the WBU, namely – ABU, ASBU, AUB and EBU. It became operational in September 2020 with the support from USAID and the Government of Japan.

Prior to the project's intervention, media organizations in many countries of the Global South, a crucial link in the dissemination of Early Warnings in case of disasters and other disaster risk information, lacked the capacity and resources to deliver timely, accurate, understandable and actionable disaster risk reduction (DRR) messages. For many of them DRR was not even a familiar concept.

The objectives of the Media Saving Lives initiative are to: 1) build the organisational capacity of the participating broadcasters to disseminate accurate, timely, and understandable early warnings and educate wide audiences how to react to the Early Warnings; 2) install in these organisations the notion of Disaster Risk Management and 3) build a culture of prevention. The philosophy of implementation is to engage participating media organisations Senior Management, so they facilitate the process of organisational change and move from a reactive approach focused on covering disasters, to a proactive engagement, working closely with relevant national government agencies and actively educating and engaging the populations to manage disaster risks.

The activities so far have engaged broadcasting organisations in the Asia-Pacific, Africa, Arab, and Caribbean regions. Since its inception in 2020, the UNDRR/WBU Media Saving Lives initiative has engaged 110 broadcasting organizations in the Global South and trained over 2,500 media professionals. Over 45 members of ABU benefited from the project.

The project is now in Phase 5, which builds on the previous phases Phases 1, 2, 3 and 4, to further institutionalize DRR in participating media organizations through the establishment of Working Groups between NDMA, Met Services and Broadcasters as well as the development and adoption of tailored Disaster Preparedness and Response Plans (DPRP), that include SOP

World
Broadcasting
UnionsUNDRR
UN Office for Disaster Risk ReductionWBU/UNDRR Media
Saving Lives InitiativeABU Asia-Pacific
Broadcasting Union

Global Media Saving Lives initiative – Phase 5

for Early Warnings for Media in times of disasters among many other components.

The project will also expand its geographical reach and presence to engage for the first time more broadcasting organisations such as members of ABU in Central Asia and Mongolia. Special focus of Phase 5 is Radio broadcasters in Asia – Pacific and French speaking countries in Africa, as Radio is the medium with the widest reach and coverage during disasters.

Phase 5 will continue training reporters on disaster risks content production through a Global Tsunami Coproduction to mark the 20th anniversary of the devastating 2004 Indian Ocean tsunami, which was a wakeup call to establish global Tsunami Warning System. Three regional co-productions series of 14 short documentaries (10 minutes long) will focus on Early Warning Systems in Asia, Africa and Small Island Nations. They will be exchanged and broadcast by the participating organisations. A 52 minutes long documentary “The Wave That Change Us” will look at how prepared the world is for future tsunamis. It will be aired by members of the Unions around 26 December 2024, marking the 20th anniversary of the 2004 Indian Ocean mega tsunami. ■■■

Kamal Kishore addresses ABU Media Summit

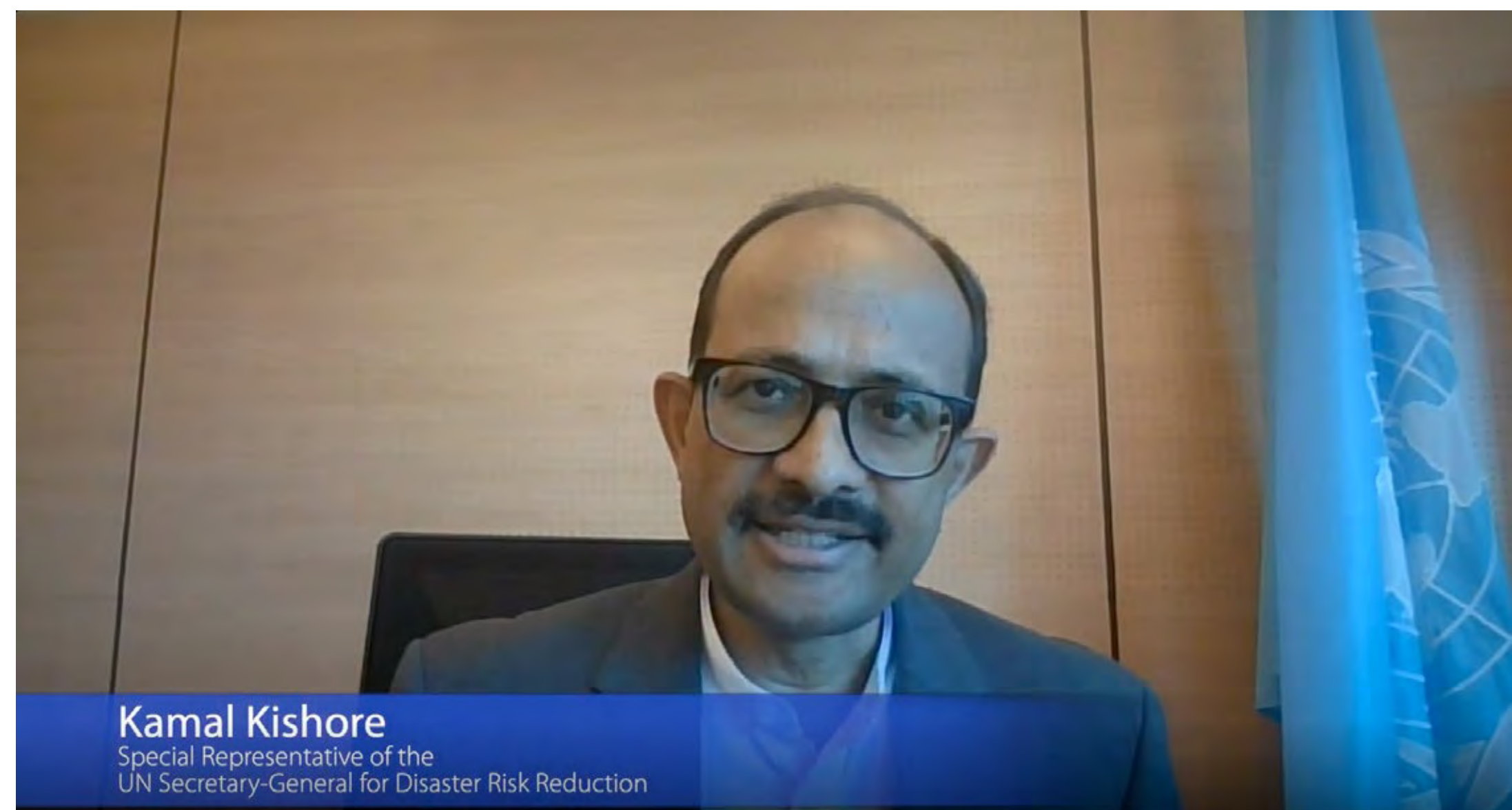
At the recent 8th ABU Media Summit on Climate Action and Disaster Prevention, held in Bali, Indonesia, Kamal Kishore, Special Representative of the United Nations Secretary-General for Disaster Risk Reduction and Head of the UN Office for Disaster Risk Reduction (UNDRR), delivered a powerful recorded message to the participants.

In his address, Kishore emphasized the critical importance of enhancing global efforts in disaster risk reduction. He highlighted the significant strides made in understanding and addressing the impacts of climate change and natural disasters, while also acknowledging the ongoing challenges that require coordinated global action.

Kishore's message underscored the need for comprehensive disaster risk management strategies that integrate science, policy, and community engagement. He called for greater collaboration among governments, organizations, and communities to build resilience and ensure that vulnerable populations are better prepared for and can recover from disasters.

His address served as a reminder of the crucial role that international cooperation and innovative solutions play in mitigating disaster risks and advancing sustainable development goals. By emphasizing the shared responsibility in disaster risk reduction, Kishore's message inspired summit participants to continue their efforts towards creating safer and more resilient communities worldwide.

Kishore also underscored the crucial role of media in advancing disaster risk reduction (DRR) and climate resilience. He highlighted the great partnership between the UNDRR and various broadcasting unions, acknowledging their continuous support in promoting the Sendai



Framework and Sustainable Development Goals (SDGs). This collaboration has been instrumental in raising awareness, fostering dialogue, and driving action on disaster risk reduction globally.

Looking ahead, Kishore emphasized the importance of strengthening partnerships with media to enhance disaster preparedness and response. He pointed to the need for increased efforts to integrate media into national Early Warning Systems (EWS), ensuring that timely and accurate information reaches all communities, especially the most vulnerable.

In his concluding remarks, Kishore outlined three clear calls to action for media professionals. First, he urged media outlets to intensify their coverage of disaster risks and climate change impacts, providing in-depth analyses and solutions to help communities better prepare and respond. Second, he called on the media to take a leading role in educating the public about disaster preparedness, response strategies, and the importance of resilience-building. Lastly, he encouraged media organizations to work closely with national and local Early Warning Systems to ensure that warnings are effectively communicated and reach those who need them most.

Kishore's message reinforced the vital role of media in advancing disaster risk reduction and highlighted the path forward for deeper collaboration and impactful action in addressing the global challenges of climate change and disaster preparedness. ■■■

Celebrating excellence in media: ABU Together for Planet, People, Peace Media Awards 2024

The Asia-Pacific Broadcasting Union (ABU), in partnership with UNESCO, is proud to announce the winners and runners-up of the 2024 Together for Planet, People, Peace Media Awards (T4P Media Awards). These prestigious awards recognize the transformative role of media in fostering sustainability, peace, and justice, and encourage storytelling that inspires action and understanding across global communities.

The T4P Media Awards celebrate the creative and impactful contributions of journalists, broadcasters, and independent producers. This initiative, supported by UNESCO, is part of ABU's broader mission to harness the power of media for positive change, particularly in promoting sustainable living, inclusivity, diversity, and peace-building.

Recognizing Outstanding Storytelling

This year's competition saw 113 submissions from 30 countries, covering a wide range of topics that align with the T4P pillars of Planet, People, and Peace. Entries included innovative and compelling audio, video, and cross-platform media content, all designed to raise awareness and drive meaningful change.

The winners and runners-up were selected after an extensive judging process, involving a panel of internationally recognized media professionals. Their stories reflect the resilience, creativity, and dedication of media professionals committed to making a difference in the world.



VIDEO AWARDS

Planet Category

- Winner: China's National Parks: The Land of One and All – New Life in the Wilderness by CMG-CCTV, China
- Runner-up: The Glacier by KBS, Korea

These programs highlight the beauty and importance of preserving natural ecosystems, inspiring audiences to embrace sustainable living and environmental stewardship.

People Category

- Winner: Indigenous People and Climate Change by France 24
- Runner-up: Serving for the Ocean by TVRI, Indonesia

The stories in this category focus on the impact of climate change on vulnerable communities, particularly indigenous groups, and their efforts to adapt and protect their way of life.

Peace Category

- Winner: Caught in the Crossfire by China Media Group (CMG), CGTN
- Runner-up: Our Refugee and Your Refugee by KBS, Korea

These impactful productions shed light on the human costs of conflict and displacement, emphasizing the media's role in promoting peace and understanding in a divided world.

AUDIO AWARDS

Planet Category

- Winner: The Forest Guardians of Tahawa Village by Radio Republik Indonesia
- Runner-up: Good Land Attracts Birds by Voice of Vietnam

These audio stories bring attention to the tireless efforts of local communities in preserving forests and biodiversity, showing how grassroots initiatives can lead to significant environmental gains.

People Category

- Winner: The Song on the Mountain by Voice of Vietnam
- Runner-up: Minding the Gap Episode 3: Dementia Friendly Community by Radio Televisyen Brunei

These programs shine a spotlight on issues of inclusivity, focusing on community efforts to bridge social gaps and support vulnerable groups.

Peace Category

- Winner: It's a Happy Day by Radio Television Hong Kong
- Runner-up: Coming Home by Voice of Vietnam

The audio winners in the Peace category highlight stories of reconciliation, joy, and unity, proving that media can play a key role in healing fractured communities.

Special international cooperation award

- Winner: HER – Women in Asia: Season 4 by Deutsche Welle International Broadcaster



This award celebrates cross-platform media initiatives that champion women's rights and gender equality across Asia, showcasing powerful stories of women breaking barriers and inspiring future generations.

The grand inauguration ceremony of the ABU T4P Media Awards Gala Dinner brought a spectacular conclusion to the 8th ABU Media Summit on Climate Action and Disaster Prevention in Bali on 7th August. Hosted by RRI and broadcast live by TVRI, the event celebrated outstanding achievements in media that promote sustainability, peace, and social justice.

Congratulations to the Winners and Runners-Up!

The ABU is delighted by the outstanding level of participation in this year's T4P Media Awards. We congratulate all the winners and runners-up for their exceptional work in promoting sustainability, peace, and inclusivity through the power of media. Their stories not only inform and inspire but also contribute to the global movement towards a more just, peaceful, and sustainable world.

As we look to the future, the ABU remains committed to supporting media professionals in their efforts to drive positive social change. The T4P Media Awards continue to serve as a platform for showcasing how media can be a catalyst for progress, encouraging the world to think, act, and live differently for the betterment of our planet and its people.

Stay tuned for the next edition of the T4P Media Awards, where we will once again celebrate the power of media in shaping a more sustainable and peaceful future.



Advancing media excellence: ABU Media Academy's achievements



Fostering the Future of Media through Strategic Skill Enhancement

The ABU Media Academy reflects on the journey and achievements over the past year. Despite the challenges faced, the unwavering goal has been to support all ABU Members in enhancing their employees' skills, ensuring they remain versatile, adaptable, and informed about the latest industry trends and technologies. This goal is not merely a target but a driving force behind our dedication and actions throughout the year.

A Year Dedicated to Developing Strategic Skills

In a rapidly evolving media landscape, continuous skill development is crucial. Recognising this, the ABU Media Academy (AMA) has embarked on a bold initiative to equip the members with essential resources for success. ABU Media Academy's key areas of focus have included improving internal training, offering international expertise through the Academy, and supporting ongoing education at accredited international educentres.

This year, ABU Media Academy's weekly webinars have played a pivotal role in achieving these goals. Each session was carefully designed to address the immediate needs of media professionals, ensuring they possess the skills necessary for success in their roles.

Highlights from This Year's Online Sessions

ABU Media Academy began its activities in February with a focus on building a sense of community through social media. This was followed by a session on content verification tools, presented by an expert, emphasising the importance of accuracy in an age filled with misinformation. ABU Media Academy then shifted its attention to enhancing television presentation skills, with a focus on on-camera presence, and explored various TV production styles to improve content impact.

A significant highlight was the series of webinars conducted by the Australian Film Television and Radio School (AFTRS), which centred on global

content distribution. These sessions provided valuable insights into extending content reach beyond local markets, an essential skill in today's global media environment. In November 2024, ABU Media Academy will collaborate with VTV on a workshop for TV professionals in Hanoi, in partnership with VTV and expert facilitators from Australia.

Throughout the year, ABU Media Academy delved into the creative aspects of media through workshops on producing promos, viral videos, and identifying compelling characters for documentaries, emphasising the importance of storytelling and innovative marketing. Additionally, online classes introduced beginners to the MethodKit for podcast design and production, offering a structured approach to creating engaging content. Overall, AMA covered a diverse range of topics across the year.

Future Prospects

Reflecting on its achievements, ABU Media Academy looks to the future with the optimism, launching impactful webinars that focus on emerging trends and technologies in media. Upcoming session will cover strategies for monetising YouTube content, voice-over techniques with experts from the London Academy, and the latest developments in broadcast and video on demand, which are essential for media professionals aiming to remain at the industry's forefront. Additionally, AMA will explore the role of artificial intelligence in media creation, with workshops on AI tools for audio, news script writing, and compiling promos and movie shorts.

Collaborating for Success

The success of ABU Media Academy's training programmes is deeply rooted in the strong partnerships established with top media organisations and global experts. ABU Media Academy extend our sincere gratitude to collaborators from TRT, AFTRS, DW Akademie, RT, the London Academy, and Genesis CSP for their invaluable support. Their expertise has been vital in delivering high-quality training to members.

Commitment to Excellence

ABU Media Academy have made significant strides in enabling our members to enhance their skills, adapt to change, and stay ahead of industry trends. The team has successfully engaged over one thousand professionals across the Asia-Pacific professional media domain. Looking forward, AMA's commitment to empowering ABU Members to achieve the highest standards remains steadfast. The Academy will continue to provide the necessary tools, resources, and knowledge to thrive in an ever-evolving industry.



ABU Media Academy offers online sessions on copyright and content production

The Formal:
Platform - Tik Tok
Views 10.4M
60 secs x 10 eps
4 Seasons

The premise:
2 girls who are not friends are forced to plan the formal together in their own time.

Each episode is one moment executed skit like, that develops the characters and story in bite sized chunks.

Why was it so successful?

Participants (58)

Find a participant

DM Daniyar MED... (Co-host, me) [Microphone icon] [Camera icon]

Mehrnoosh - Media Aca... (Host) [Microphone icon] [Camera icon]

NN Nell N (Co-host) [Microphone icon] [Camera icon]

Invite Mute all

AFTRS Expert Series Part 2

Free to share your comments or questions in the chat box.

Azimah Alipah to Everyone 2:59 PM

I wonder which platform have people using it the most in a day

Who can see your messages? Recording on

To: Everyone [Dropdown arrow]

Type message here...

Audio Video Participants Chat React Share Pause/stop recording More Leave

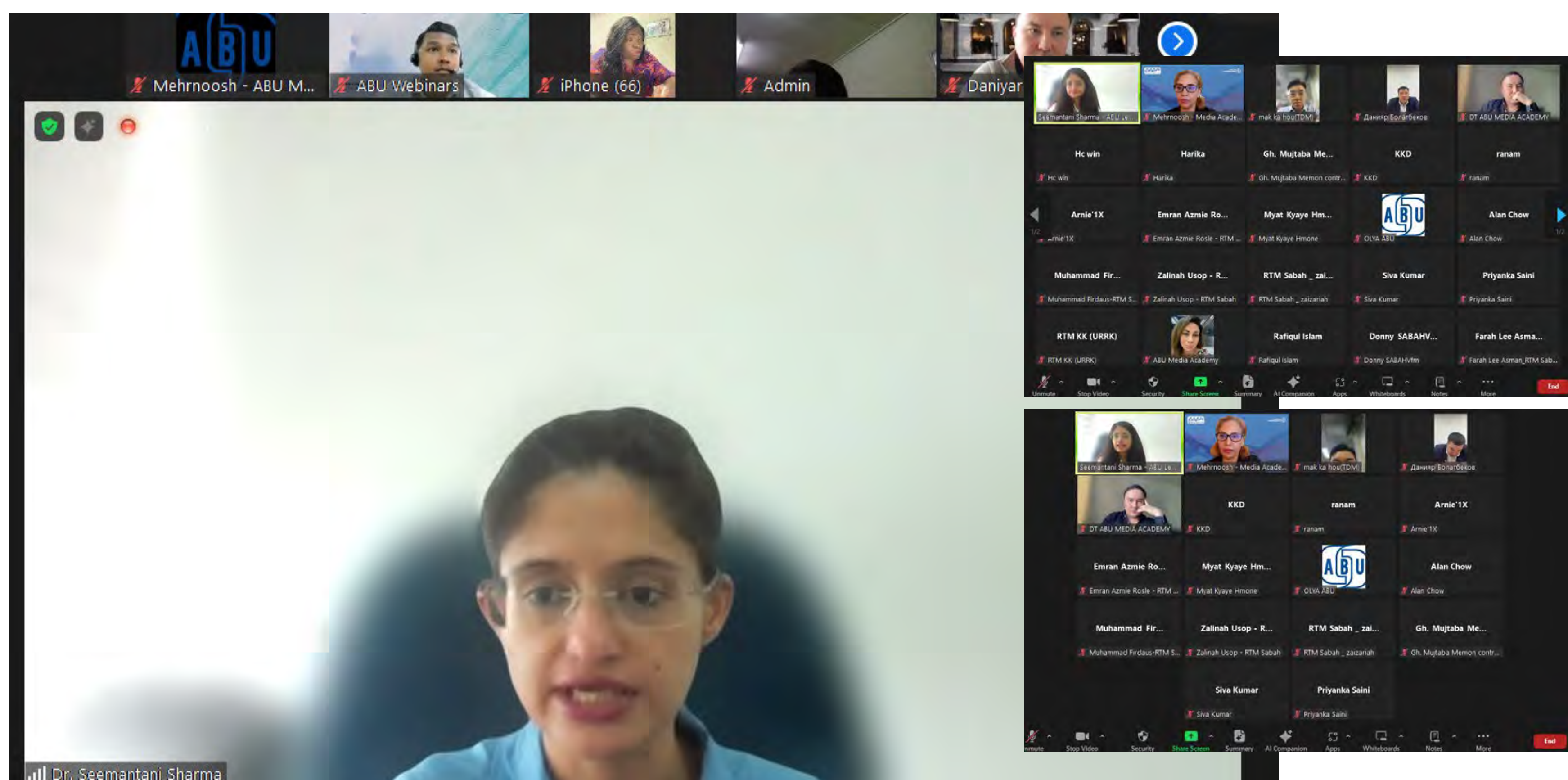
Throughout the month of August, the ABU Media Academy successfully conducted the following online workshops with a total over 170 participants:

ABU AMA continues its collaboration with AFTRS Experts (Australia) and hosted a webinar on Identifying trends in Marketplace, Role of safe IP, Streaming Platforms, VR and AR. How social media is changing the way we tell stories, led by AFTRS Experts, Dr Pia Aquilia and Nell Nakkan from Australia.

In two sessions of Voice Over by the London TV Training Office, trainers covered various topics, including overview of the voice-over industry, evolving media requirements, professional techniques and studio equipment, voicing for different genders, etc. The sessions aimed to equip attendees with skills and knowledge to succeed in the voice-over field and adapting delivery for different areas of the business.

The Webinar on YouTube and monetization strategies for broadcasters held by Genesis CSP (Creator Service Provider), an official and certified YouTube partner, featured Strategies to broaden your audience and attract a global viewership, Content Optimization, Monetization Tactics and Analytics & Insights: Utilizing YouTube's analytics to refine your broadcasting strategy.





ABU Legal Division ramps up capacity building initiatives for ABU Members

The ABU Legal Division has been diligently working to enhance the legal and copyright knowledge of ABU members. With the rise of AI and deep fakes, the legal challenges for our members are expected to grow. In response, the ABU Legal Manager has been conducting weekly webinars on pertinent legal topics. These webinars are delivered either independently by the ABU Legal Manager or in collaboration with the ABU Media Academy or other ABU departments.

For instance, in June and July 2024, the ABU Legal Division teamed up with the ABU Media Academy to host a three-part webinar series on copyright. The series covered Intellectual Property for Media Professionals, Copyright for Media Professionals, and Copyright Issues Related to Digital Content.

In August 2024, the ABU Legal Division collaborated with the ABU News Department to present a webinar on copyright specifically for journalists. The response from ABU members has been overwhelmingly positive, with at least 70 attendees at the journalists' webinar. In September 2024, the ABU Legal Manager will conduct a webinar in cooperation with the ABU Media Academy, focusing on contracts for content creators and producers. The ABU Legal Division remains committed to supporting ABU members with legal matters and offers tailored capacity-building initiatives such as webinars and workshops upon request. ■■■

Journalists warned AI has improved copyright surveillance

The ABU's Legal Manager has warned journalists it has now become easier than ever to monitor unauthorized use of content.

Speaking during an ABU webinar on Copyright for Journalists, Dr Seemantani Sharma, said: "It is so easy to detect unauthorized use of content that there is just no scope for you not to seek the permission of the copyright owner."

Dr Seemantani cautioned journalists against assuming online content is free to use. "Just because content is freely available online, just because you found it on Instagram, TikTok, YouTube or Facebook, that doesn't mean that there is no copyright protection over it," she said. "You almost always have to assume that there is copyright over the work."

Determining the copyright holder can be challenging. Dr Seemantani noted: "Copyright holder and copyright owner are two different things." She advised journalists to make their best efforts to identify and seek permission from the original content creator, even if they cannot be easily located.

The media law expert also stressed that copyright protection covers a wide range of creative works that journalists encounter daily. "Copyright exists over written pieces such as website articles, blogs, videos, images, music, drawings, paintings and even architectural buildings."

Dr Seemantani provided journalists with a comprehensive overview of the legal landscape surrounding content usage. "Copyright law varies from country to country,"

Dr Seemantani emphasized, noting that while there are some broad international principles, the specifics are "essentially very jurisdiction specific".

The webinar also covered the concepts of "fair use" and "fair dealing" – legal exceptions that may allow limited use of copyrighted material without permission.

However, Dr Seemantani cautioned that these exceptions are highly subjective and jurisdiction-specific.

To mitigate risks, the webinar recommended that journalists utilize copyright-free resources and provide proper attribution whenever possible.

As the digital landscape continues to evolve, the webinar highlighted the importance for journalists to stay informed and vigilant about copyright considerations. ■■■



ABU Legal Division organizes legal training for Bangladesh Betar

ABU Legal Manager Dr. Seemantani Sharma organized an online webinar for ABU's full member Bangladesh Betar. The webinar is the first webinar of a two-series webinar on copyright for media professionals. The first webinar was organized on 10 September

2024. Around 30 participants from Bangladesh Betar organized the webinar. These were engineers, producers, journalists, and other staff working in Bangladesh Betar.

The webinar explained key concepts of copyright, why was

copyright important for media organizations, and how does it impact the work of media professionals. It also delved into the international framework on copyright and related rights and briefly gave some insights into the copyright term of protection in Bangladesh.

The webinar is part of ABU Legal Division's steadfast mission to build the legal capacity of ABU members. ABU members (especially ABU full members) who are in need of legal trainings, workshops, and webinars should contact the ABU Legal Manager at seemantani@abu.org.my ■■■