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ABUNNEWS



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From the editor

Dear ABU members,

Warm greetings from the Asia-Pacific Broadcasting Union (ABU)!

It is with great pleasure that we bring to you the second quarter issue of ABU News 2025.

As always, we remain committed to supporting our members and partners across the Asia-Pacific region through a wide range of initiatives, collaborations, and capacity-building efforts. At the ABU, we continue to champion the collective interests of broadcasters while fostering meaningful regional and international cooperation.

Looking ahead, we are excited about the upcoming ABU CONFEST 2025, which will bring our members together for dialogue, innovation, and knowledge-sharing.

Each of these gatherings offers an opportunity to engage with current developments, exchange ideas, and strengthen ties within our broadcasting community.

We hope this issue keeps you informed of recent activities and gives you a glimpse of what lies ahead for our Union.

Thank you for your continued support. We look forward to your active participation in the exciting programmes to come.

Enjoy reading!

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CONTENT

MAJOR ACTIVITY

- 5 Sports Media Conference 2025
- 11 IPLC 2025
- 14 Global News Forum 2025
- 17 ABU-RAI Days 2025

NEWS

- 20 Personalities
- 22 Sports
- 24 Members Spotlight

ABU ACTIVITIES

- 32 119th ABU Administrative Council Meeting
- 33 ABU Secretary-General participated in 2nd central Asian Media Forum in Astana, Kazakhstan
- 33 ABU as an Association Partner at CABSAT 2025

– ABU NEWS

- 34 Asiavision Awards 2025 – Celebrating the contributions of Asiavision members

– ABU PROGRAMMING

- 36 ABU highlights podcasting's future role at IRIB's 4th International Radio Festival
- 36 ABU at the 3rd Iran SOBH International Media Festival
- 37 ABU hosts 20th and 21st Children's Drama Co-Production meetings
- 38 CGTN hosts CARE 12 Co-Production meeting in Beijing, championing cultural heritage for global unity
- 39 ABU hosts three days webinar series for TRT on ABU Prizes 2025

– ABU TECHNOLOGY

- 40 ABU Technical Bureau Mid-Year Meeting 2025 in Kuala Lumpur
- 41 CCBN-ABU Nexus Event AI Workshop in Beijing
- 41 ABU partners with ASBU and WorldDAB for DAB+ Digital Radio Technical workshop
- 42 ABU hosts webinar with DRM on latest developments and implementation insights
- 42 ABU showcases innovation and collaboration at BroadcastAsia 2025
- 43 ABU workshop at BroadcastAsia 2025 explores the future of media delivery
- 44 ABU engaged as Partner in BroadcastAsia 2025

– ABU SPORT

- 45 ABU Sports Group Meeting 2025
- 46 33rd ABU Sports Committee Meeting 2025
- 47 ABU congratulates AESF on successful election
- 47 1st ABU Panda Cup 2025 kicks off with four nations competing

– ABU ACADEMY

- 48 ABU Media Academy hosted the 9th meeting of the Media Academy Forum (Virtually)
- 49 ABU and UNM strengthen ties with landmark MoU
- 50 ABU-AFTRS Webinar Series Highlights TV Development and Storytelling Strategies
- 51 ABU and AFTRS host online webinar in May 2025 TV expert series

– DIVERISTY AND INCLUSION

- 52 ABU Diversity and Inclusion Task Group (DITG) Meeting 2025

– MEDIA SAVING LIVES

- 53 ABU leads syndicated coverage of GPDRR2025 with Sister Unions

– FUTURE EVENT

- 54 ABU 62nd General Assembly and Associated Meetings 2025 - Ulaabaatar, Mongolia

ABU SMC 2025 begins with a workshops and masterclasses



The ABU Sports Media Conference 2025 brought together more than 40 attendees for a series of workshops and masterclasses, highlighting emerging technologies and evolving trends in sports broadcasting.

The day opened with a workshop titled “5G Broadcast: The Future of Content Delivery”, presented by Rohde & Schwarz. Hosted by D. Brandon Ching, Managing

Director of SpaceLabs Technology, and led by Mr Nils Ahrens, Regional Broadcast Manager at Rohde & Schwarz, the session explored how 5G Broadcast could transform live content delivery. Mr Nils discussed the potential impact of this technology potential impact of this technology, highlighting the key advantages of 5G’s ability to deliver live, real-time content with unmatched efficiency and immediacy and

Mr. D.Brandon said that “5G allows us to serve millions of viewers simultaneously with high-quality, low-latency content, transforming how we share live events”.

This was followed by a masterclass from Alibaba Cloud titled “Cloud AI: Driving Innovation in Sports Media Towards the9 Future.” Dr. Veysel Binbay, Director of Technology & Innovation at ABU, hosted the session with Mr Leon Fan, Director of Sports, Media & Gaming Solutions at Alibaba Cloud International, as speaker. The masterclass focused on the use of AI and cloud technologies to enhance production and audience engagement. Mr Leon introduced a multilingual AI system for sports, noting that “accuracy for English is much higher” than other languages. He stressed “the need for domain-specific training and said some errors are acceptable in sports. The system supports search via text, images, or video, auto-generates highlights by scoring frames, and creates commentary with dubbing that preserves the “original tone, inflection and mood.”

In the afternoon, World Table Tennis (WTT) delivered a masterclass titled “Reinventing Table Tennis for the Screens of Tomorrow.” Speakers, Mr Ali Tavallai, Ms Zhou Dao, and Ms Ain Omar Aid discussed new digital strategies for presenting the sport to younger and more diverse audiences. The final session, “Skating Reimagined: The ISU’s Vision for Media, Growth and Broadcast Partnerships in Asia,” was presented by the International Skating Union. Hosted by Daniyar Tussupbekov, Head of Media Academy at ABU, the session featured Jiao Li, Chief of Commercial and Marketing at ISU. The discussion focused on strategies to grow skating’s media footprint in Asia. ■■■



ABU SMC 2025 explores the next chapter in sports broadcasting

The ABU Sports Media Conference 2025 began on 15 May 2025 in Petaling Jaya, Malaysia, with a dynamic programme featuring regional and international speakers who explored the evolving landscape of sports media. The event opened with welcome remarks from Ms Lorraine Yuen, Chairperson of the ABU Sports Group, and Mr Ahmed Nadeem, ABU Secretary-General, followed by a vibrant Silat cultural performance. More than 70 participants from across the region attended the event.

Day One featured five panel sessions. The first, on the future of segmented sports rights, was moderated by Mr Richard Wee

and included insights from Mr Li Jiao, Chief of Commercial and Marketing, International Skating Union; Mr Nicholas John, Head of Sports, Astro; Mr Jeff Hyun Cheol Kim, Senior Producer, Korean Broadcasting System; Mr Desmond Chan, Deputy General Manager (Legal & International Operations), TVB Hong Kong; and Mr Ali Tavallai, Broadcast Director, World Table Tennis. In the roundtable discussion, Mr Nicholas from Astro highlighted the importance of regional focus, platforms, and audience segmentation, noting that “the landscape today is very complex and it’s no longer a simple, one-size-fits-all approach.”

Continue next page >>





The next session spotlighted the sports industry, with contributions from Badminton Asia, the National Sports Council of Malaysia, RTHK, and DICE Verse. Esports then took focus in a panel led by Mr Muhammad Farouq Abdul Patah, featuring speakers from SCTV, Reddentes Sports, AESF, and leading sports commentators. Audience members also took part in a “How Fit Are You” step test, presented by the AFT International Sports Fitness Festival.

The Speed Pitch session featured rapid presentations from DICE Verse, SUKMA Selangor 2026, the ASEAN University Sports Council, and Telstra Broadcast Services, aimed at sharing innovative ideas and fostering collaboration.

The day concluded with the Members’ Forum, where broadcasters including VTV, Shanghai Media Port, MNB, EBU, Guizhou Radio and Television Station, and Bangladesh Betar shared insights on current trends, challenges, and opportunities in sports broadcasting and media rights. ■■■■



ABU SMC 2025 Day 2: authenticity and innovation in sports media

Day 2 of the ABU SMC 2025 began with a keynote speech by Dr Vesyl Binbay, Director of ABU Technology, who welcomed participants and reflected on the rapid evolution of sports media and the opportunities it presented for public service broadcasters.

The session titled “Sports Podcasts, The Power of Authenticity”, moderated by Mr Andrew Davies, Head of Radio at the ABU, explored how podcasting had become a powerful tool for authentic storytelling in sports. Mr Wang Yuqi of China Media Group Legal said that “the rapid growth of podcasts in Southeast Asia, particularly in Indonesia and Malaysia, was driven by mobile-first content consumption”. Mr Haresh, Co-founder and Editor of Twentytwo13 and co-host of “Julang”, discussed how podcasting fitted into the evolving media landscape in the region.



Ms Mutiara, General Secretary of Pahang Rangers and Deputy President of SLAM, noted that “podcasts provided a platform for overlooked topics and communities, allowing diverse voices to be heard”. Mr Keeshaanan, Sports Host and Podcaster at ASTRO, added that while podcasting had roots in traditional media, the way content was delivered and consumed had transformed.

The final session for ABU SMC 2025, a panel discussion titled “Technical Innovation Impact on Sports Broadcasting”, moderated by Dr Veysel Binbay, Director of Technology & Innovation at the ABU, explored how emerging technologies were reshaping production, distribution, and audience experience.

During the panel discussion, Mr Shakunt from APPEAR Asia Pacific shared, “Our platform empowered broadcasters to centralise complex operations such as VAR in football, enabling the perfect synchronisation of multiple camera feeds for accurate slow-motion replays.” Mr Emre from TRT Sport added: “Remote production allowed us to broadcast between 15 and 28 matches weekly, even from rural areas. This enabled us to reach every village across Türkiye. That was our strategy: inclusion through innovation.”

Together, the sessions underscored the importance of innovation and authenticity in reaching diverse audiences and maintaining relevance in an increasingly competitive media environment.





ABU SMC 2025 concluded successfully

The ABU Sports Media Conference (SMC) 2025 concluded successfully in Petaling Jaya, Malaysia marking the end of a dynamic three-day conferences held from 14 to 16 May 2025 under the theme, “Fast Forward: The Next Chapter of Sports Broadcasting.” The conference brought together more than 200 attendees, including over 40 delegates representing more than 14 countries, alongside more than 16 national broadcasters and over 12 federations and rights holders.

Throughout the conference, sessions focused on key trends shaping the future of sports broadcasting. Topics explored

included the rise of authentic sports podcasts, the impact of technical innovations such as virtual reality (VR), and the ongoing digital transformation of the industry. Experts shared valuable insights on audience engagement, highlighting how broadcasters and rights holders are adapting to new technologies and evolving viewer expectations to keep sports media dynamic and forward-looking.

With over 36 speakers contributing throughout the conferences, attendees gained comprehensive perspectives on issues such as segmented sports rights, the sports industry at large, esports, and more. The

conference offered an inspiring and wide-ranging programme for all participants across the three days.

ABU Secretary-General, Mr Ahmed Nadeem expressed his gratitude to all participants and reaffirmed ABU SMC’s commitment to fostering collaboration and innovation in sports broadcasting throughout the Asia-Pacific region.

As ABU SMC 2025 drew to a close, the conversations and connections made during the event promised to shape the next chapter of sports media for years to come. ■■■



ABU signs MoU with SLAM at Sports Media Conference 2025

During the ABU Sports Media Conference 2025 in Malaysia, the Asia-Pacific Broadcasting Union (ABU) and the Sports Law Association of Malaysia (SLAM) formalised a new partnership by signing a Memorandum of Understanding (MoU). The MoU outlines the intentions and understanding between both organisations, laying the groundwork for future cooperation and joint initiatives.

The agreement was signed by Mr Cai Yan Jiang, Director of ABU Sports and Mr Balbeer Singh Jessy, President of Sports Law Association Malaysia (SLAM). It signifies their shared commitment to fostering a mutually beneficial partnership between the two organisations. The collaboration will focus on key areas such as Alternative Sports Dispute Resolution, Sports Integrity, and Good Governance.

Mr Cai highlighted the significance of the partnership, noting its potential to open new opportunities for members in content sharing, joint productions, and digital innovation, responding to the evolving demands of sports audiences around the world.

The MoU highlights ABU's commitment to enhancing sports media collaboration, integrity, and innovation to better serve audiences across the region.





31st ABU Intellectual Property & Legal Committee highlights issues in sports law and media content regulation

The 31st ABU Intellectual Property & Legal Committee (IPLC) meeting commenced on 16 May 2025 in Petaling Jaya, Malaysia, addressing a wide range of pressing issues surrounding intellectual property, sports law, and media content regulation in the Asia-Pacific region. The meeting brought together 51 participants from ABU members and broadcasting organisations.

The meeting began with a keynote address by Mr Balbeer Jessy, President of the Sports Law Association of Malaysia (SLAM), followed by welcome remarks from ABU Secretary-General Mr Ahmed Nadeem. The session was officially opened by Mr Suranga Jayalath, Chairperson of the ABU IPLC.

The first session explored the relationship between sports and intellectual property and its effect on media organisations. Moderated by Ms Rinita Sen, Media Law Consultant, the session examined the legal and commercial challenges faced by broadcasters in a rapidly evolving regulatory environment. Ms Lesley Lim, Partner at MahWengKwai & Associates, opened the session with a presentation on sponsorship agreements and the sports media ecosystem. She explained, “If we really have to define it, a sponsorship agreement is a commercial contract where sponsors pay or provide value in exchange for marketing exposure to a sponsored party.” She added, “Sponsorship today is about more than just logos, it’s about aligning brands strategically and ensuring ongoing visibility across all platforms and appearances.”

Ms Rabiye Ceran, IP Legal Manager at Turkish Radio & Television Corporation (TRT), followed with a presentation

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on legal remedies under Turkish law for the illegal broadcasting of licensed sports content. She noted, “The rights holder may request compensation of up to three times the amount that could have been claimed had the right been lawfully granted as outlined in Article 68.”

Mr Wang Yuqi of China Media Group (CMG) addressed the issue of sports broadcast piracy across the Asia-Pacific region. He emphasised that “the protection of live sports broadcasts is no longer just a legal necessity but a strategic imperative to preserve revenue and creative integrity.” Mr Mohamad Rahimi Arafpin, Assistant Director of Copyright at the Intellectual Property Corporation of Malaysia (MyIPO), concluded the session with a presentation on the copyright implications of AI-generated works. He highlighted the need for copyright law to evolve, stating that it must adapt to address the complex nature of AI-generated content.

The second session focused on law, content, and media: contemporary insights and challenges, moderated by Ms Rashida Sheikh Khalid, Copyright Consultant and Vice-President of the Forum for Innovative Design, focused on emerging legal and ethical concerns in the media space. Ms Mediha Mahmood, CEO of the Communications and Multimedia Content Forum of Malaysia, spoke on rethinking responsibility in the age of AI-generated media.

Mr Harris Zainul, Deputy Director of Research at ISIS Malaysia, presented on the regulatory regime to prevent online harm in the Asia-Pacific. He highlighted the increasing prevalence of online harms such as hate speech, disinformation, cyberbullying, and deepfakes across the region. Dr Seemanatani Sharma, ABU Legal Manager, concluded the session with a presentation on AI, deepfakes, and media integrity law as a geopolitical tool to combat misinformation. ■■■





ABU IPLC new leadership for 2025–2027

The ABU Intellectual Property & Legal Committee (IPLC) has appointed its new leadership team for the 2025–2027 term. Mr Haruyuki Ichinohashi, Principal Program Director, NHK Copyright and Contracts Division, will serve as Chairperson.

The Vice-Chairpersons for this term are Ms Jacquie Foord, Head of Board Secretariat & Corporate Governance, Australian Broadcasting Corporation (ABC), and Ms Yu Yan, Copyright Manager at the Copyright Center, Business Operations Office, China Media Group.

This leadership team will guide the IPLC's work over the coming years, supporting the committee's mission to address intellectual property and legal matters affecting ABU members. ■■■



ABU News Group Meeting & Global News Forum highlights

The ABU News Group Meeting and Global News Forum 2025 officially commenced on 21 May 2025 at the Hilton Bomonti Hotel and Conference Center in Istanbul. The three-day event, held from 21 to 23 May 2025, brought together leading broadcasters and media professionals from across the Asia-Pacific region.

The Secretary-General of the Asia-Pacific Broadcasting Union (ABU), Mr Ahmed Nadeem, delivered the opening address, warmly welcoming delegates and participants to the annual gathering. His remarks set the tone for an event focused on collaboration, innovation, and the evolving role of media in a rapidly changing world.

During the opening session, ABU News Group Chairman Ahmet Görmez presented the annual Chair update. He also took the opportunity to recognise excellence in news reporting by presenting the Asiavision Monthly Awards for the period of December 2024 to April 2025. The award recipients were:

- December 2024: TRT – Coverage of Syria's Regime Change
- January 2025: TVRI – Reporter Package on Early Warning System
- February 2025: NHK – Top Downloads of the Month
- March 2025: ABS-CBN – Coverage of the Arrest of Former President Duterte
- April 2025: ABC – Coverage of the Australian General Elections



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A key highlight of the meeting was the AVN Panel Discussion titled “Issues of the Past Year and Priorities for the Next 12 Months.” The panel, chaired by ABU News Group Chairman Mr Ahmet Görmez, featured ABU News Group Vice Chairs Ms Nesryn Bouziane and Mr Fumitaka Sato, along with the newly appointed Director of News, Mr Indra Singh.

The discussion delved into the challenges and achievements of the past year, while outlining strategic goals for the year ahead. Delegates emphasised the critical importance of Asiavision as a reliable and timely source for both breaking news and feature content. The discussion also highlighted the growing need for cross-border collaboration and content sharing to support the diverse newsrooms of the region.

In addition, member updates were presented by VTV – Vietnam, KBS – South Korea, ThaiPBS – Thailand, and BTV – Bangladesh during the members’ update session. A panel discussion titled “Strengthening Newsrooms Through Mentorship and Opportunity” also took place on the first day of the event.

With the theme “Journalism under Fire,” the Global News Forum, held on the following day, focused on the daily struggles and challenges faced by journalists worldwide. Beyond those reporting from war and conflict zones, journalists were increasingly vulnerable to threats stemming from the widespread availability of information online, including misinformation, misrepresentation, and public misunderstanding.

The ABU News Group Meeting and Global News Forum concluded on 23 May, with sessions addressing newsroom innovation, regional cooperation, and the future of public broadcasting in the digital age.



ABU Global News Forum 2025 – Journalism Under Fire



ABU Global News Forum 2025 – a landmark gathering brought together newsroom leaders, journalists, technologists, and media visionaries from across the Asia-Pacific and beyond. Under the powerful theme “Journalism Under Fire”, this year’s forum tackled the urgent challenges confronting the news industry, from algorithmic bias and disinformation to journalist safety and public trust.

A damaged camera, along with an opening video depicting the hardships faced by journalists, marked the second day of the ABU News Group Meeting & Global News Forum.

Among those present at the opening ceremony were Prof. Mehmet Zahid Sobacı, Director-General of TRT and President of the ABU; Prof. Fahrettin Altun, Head of Communications at the Presidency of the Republic of Türkiye; and Ahmad Assaf, General Supervisor of Official Media in the State of Palestine.

In his speech, Ahmad Assaf stated that journalism today is not merely a profession but a struggle for truth—especially in conflict zones like Palestine. He also called on the international community to protect journalists through new regulations and legal frameworks.



The sessions featured during second day:

- News Leaders’ Forum
- Conflict reporting panel – Gaza/Palestine
- TRT Journalists with Conflict Reporting Experience
- Presentation – Investigative journalism in Economic Affairs
- TRT showcase – Innovation in News
- Panel discussion – Fake news and disinformation
- Presentation – News integrity in the Age of AI, 5 principles
- Panel discussion – Big tech and algorithm bias: Affecting the future of news
- Showcase – GenAI in the newsroom
- Panel discussion – Journalism under fire

The ABU News Group Meeting & Global News Forum concluded on 23 May 2025. ■■■

ABU-Rai Days 2025 event held in Naples

The 2025 edition of ABU-Rai Days took place on 12 June 2025 at the Rai TV Production Centre in Naples, Italy, and had over 100 in-person attendees from across the Asia-Pacific and Europe. This year's event was held in a hybrid format, with a number of representatives from ABU member organisations joining via livestream. The event also formed part of the celebrations marked the 2,500th anniversary of the city of Naples.

Centred on the theme “Children and the Media: Ensuring Relevance for Public Media in the 21st Century,” the event attracted public media leaders, producers, academics, students, and innovators. In line with the theme, students from three Naples universities also took part in the discussions.

The event was opened by Simona Martorelli, Rai Director of International Relations and European Affairs; Nargiza Numanova, Head of the ABU Secretary-General's Department; and Simona Agnes, Member of the Rai Board of Directors and the EBU Executive Board. It emphasised that trusted, high-quality, and engaging content for children and young people must remain central to the mission of public service media.

Throughout the day, participants engaged in rich dialogue on topics including public media's role in shaping future generations, promoting media literacy and critical thinking, innovation in children's audio and podcasts, co-productions, cross-cultural storytelling, and policies fostering safe, inclusive digital environments.

Highlights included impactful panels on AI and storytelling, as well as thought-provoking discussions led by speakers from the ABU, EBU, ABC, EBS, and TRT. From youth programming and digital innovation to media literacy and AI ethics, the event underscored ABU-Rai Days' role as a vital bridge between European and Asian media—connecting perspectives, sharing solutions, and building lasting partnerships.



The event concluded with a celebration of the enduring mission of public service media: to inform, educate, and empower young audiences. The ABU extends its gratitude to all participants for their valuable contributions. ■ ■ ■

ABU-Rai Days 2025 event highlights ABU members innovation and creativity



This year's ABU-Rai Days event showcased the range and depth of expertise across the ABU membership in producing innovative and engaging children's media content.

Ms Ida Ayu Putu Widya Indah Sari, Producer of RRI Bali's Dunia Anak, a radio show focused on preserving Balinese culture, spoke about balancing education and information with fun. This balance was also emphasised by Ms Veronica Milsom, Executive Producer of Children's Audio at the ABC, when discussing the success of her team's productions.

The Japan Prize, an international competition celebrating the power of media for education, is marking its 52nd anniversary. Mr Hitoshi Furukawa, Deputy Secretary-General of the Japan Prize, gave an overview of its rich history.

Mr Jinsu Shin, Commissioning Editor and Producer at EBS, shared how his team integrates technology in their new programme Hangeul Warrior, which combines animation with live action.

In a digital literacy session, Mrs Ismihan Yilmaz, Director of TRT ÇOCUK, explained how TRT has established a Parental Academy to help parents deal with the challenges they face in parenting. A dedicated WhatsApp channel also allows them to receive immediate feedback from parents on new content.

Mr Allamyrat Archayev, Head of International Relations at the State Committee of Turkmenistan for Television, Radiobroadcasting and Cinematography, shared how they mark International Child Protection Day each 1 June with two prime-time TV shows promoting children's rights. This year's shows were co-produced with UNICEF, which activated digital communication channels as part of the partnership.

Finally, regulation remains a key topic in children's media. Mr Suranga B. M. Jalyalath, former Chair of the ABU IPLC and Legal Affairs Director at CMG Sri Lanka, highlighted how Australia, Singapore and India – are approaching this topic. ■■■





A major theme in the two keynote addresses at this year's ABU-Rai Days event was the need for public media organisations to listen to the voices and needs of younger audiences if they are to remain relevant in future. Jean Phillip De Tender, Deputy Director General and Media Director of the European Broadcasting Union, spoke about the fierce competition public media organisations face in reaching and engaging children amidst many other media platforms. He then highlighted European audience trends showing younger viewers disengaging from linear TV and stressed that if public media fails to win the hearts and minds of children today, it risks losing them in the future. He also pointed to examples from EBS – animation, NHK – programming for younger audiences and ABC – children's audio as models worth examining.

Ms Maya Götz, Head of the International Central Institute for Youth and Educational Television (IZI), Bayerischer Rundfunk, Germany and Managing Director of Prix Jeunesse International, spoke about how media shapes the inner world of children from a very young age. She illustrated this by showing two videos of children in different situations and asking attendees to react. She then presented contrasting responses from children around the world to the same videos, demonstrating the different ways children perceive media.

Ms Maya emphasised that public broadcasters are crucial in engaging children, but also stressed the importance of listening to the types of media children want and giving them a voice. ■■■



Veteran ABC election analyst marks end of an era with final broadcast

Antony Green, the Australian Broadcasting Corporation's (ABC) chief election analyst, recently hosted his final broadcast after a 36-year career. Green, who has provided expert analysis on nearly 90 Australian elections as well as in the UK, New Zealand, and Canada, signed off during

the 2025 Australian federal election. At 65, he felt it was the right time to retire from live broadcasts. His departure was celebrated with a special send-off during the ABC's federal election night coverage, where fellow presenter Sarah Ferguson paid tribute to his groundbreaking work in election reporting.

Green's career is marked by significant contributions, including the design and updates of the ABC's election computer system. One of his most memorable moments was during the 1993 federal election, when he called the result early after noticing dramatic swings in favour of Labor Prime Minister Paul Keating. His accuracy and insight earned him widespread recognition, and in 2017, he was awarded the Order of Australia for his service to broadcast and as an interpreter of Australian democracy.

Over the years, Green became an iconic figure in Australian media, even inspiring merchandise featuring his likeness. Despite his on-air departure, Green will continue to contribute behind the scenes and has decided to donate his extensive election archives to the Australian National Library. While his public role may be ending, his legacy in Australian politics and media remains secure.



TRT is elected as a Vice-Chair of the new EBU expert Group

The new EBU Expert Group on International Relations was officially established during the International Relations Plenary in Bucharest — a dynamic two-day gathering of international relations professionals from across EBU membership. The plenary provided a valuable platform to explore strategic challenges and emerging opportunities in the field, including evolving media regulations, cross-border collaboration, co-productions, and content exchange.

Mustafa Saritaş, Head of TRT International Relations, was elected Vice-Chair alongside two other colleagues. As TRT is a member of both the ABU and EBU, this development offers an excellent opportunity to strengthen cooperation between the two sister unions.

Alongside the formation of the Expert Group, the plenary highlighted recent successful cross-border initiatives and shared best practices, emphasising the growing importance of international engagement in public service media.



KBS appoints Noh Hee-ji as first anchor with a disability

KBS has made a groundbreaking move by selecting Noh Hee-ji, a 26-year-old deaf person, as the first-ever anchor with a disability in Korea. Announced on the 5 May 2025, Anchor Noh will take on the role of anchor for the “Life News” segment of “KBS News 12” starting on 7 May 2025.

Born with severe hearing impairment, Anchor Noh has worked tirelessly to overcome the challenges



posed by her condition. She has undergone speech therapy and developed unique methods to improve her pronunciation, such as holding chopsticks in her mouth to feel the vibrations and practicing more extensively than other anchors. To ensure she could effectively receive instructions from the producer, Anchor Noh had to raise the volume of her in-ear device to the maximum.

In an inspiring statement, Anchor Noh expressed that: “As a member of KBS, a public broadcaster, I want to be an anchor who can give hope to viewers,” anchor Noh said. “I want to contribute to changing society’s prejudice toward disability.” Also, she reflected on his personal journey, noting that by excelling in ordinary schools, she was able to shift people’s perceptions of disability. She hopes to inspire others to believe in their potential, contributing to a more inclusive and accepting society. ■■■

Media Prima journalist honoured with best media award on workers’ day



Mr Mas Zharif Aziz Desa, a journalist from Media Prima Bhd (MPB) received the Best Media (Individual) Award at the 2025 National Workers Day Celebration at Axiata Arena, Bukit Jalil. he was honoured for his report, “Majikan dan Pekerja Perlu Seiring Elak Suasana Toksik di Pejabat,” and was awarded RM10,000.

In his acceptance speech, Mr Mas Zharif expressed gratitude, dedicating the award to his late father, Aziz Desa, who inspired his journalism career. He also shared that the win was made

even more meaningful as it coincided with his birthday, celebrated the day before.

Other notable awards included the National Worker Figure Award for Public Service (Top Management Group), given to Mr Zainal Abas, Deputy Director-General of Education (School Operations Sector), and the National Worker Figure Award for Public Service (Support Group), presented to former Istana Negara artist Ramli Lani for his significant contributions to the arts. Each recipient received RM10,000 and a certificate of appreciation. ■■■

FBC secures three-year broadcast deal for school swimming championships

The Fijian Broadcasting Corporation (FBC) has signed a three-year Memorandum of Understanding with the Fiji Primary and Secondary Schools Swimming Association, paving the way for enhanced national coverage of grassroots swimming. As part of the agreement, the 2025 Fiji Primary and Secondary Schools National Swimming Championships will be broadcast live on FBC Sports and Pay-Per-View platform Viti Plus on 30 and 31 May 2025, from the Damodar Aquatic Centre in Laucala Bay.

With more than 40 schools already confirmed to compete, the event is seeing growing interest



nationwide. Association President Salaseini Lele highlighted that the championship goes beyond medal contention, playing a vital role in youth development. “It has helped many children, especially those with behavioural challenges, by building confidence and encouraging academic achievement through sport,” she said.

The organisers are also working to expand participation by involving schools that do not traditionally offer swimming, in an effort to make the sport more inclusive. With a strong focus on grassroots engagement and swimming as a life skill, the national championship is positioned as a platform for both development and talent discovery, with the potential to propel young swimmers onto international stages. ■■■

Cricket broadcast revives West Bengal's fond memories of BTV

A recent cricket broadcast has rekindled fond memories of Bangladesh Television (BTV) among many in West Bengal. Amitava Banerjee shared his nostalgia on Facebook after encountering BTV again, this time through an unauthorised streaming app airing a Bangladesh-Zimbabwe Test match. The sight of the familiar BTV logo transported him back to the 1990s, when rooftop antennas and TV boosters were essential for tuning into the channel. For many in states like West Bengal, Assam, Tripura, and Meghalaya, BTV was once a familiar and much-loved part of everyday life.

Debashish Chakrabarty from Kolkata fondly recalled how black and white televisions, boosted signals, and shared evening viewings introduced them to Bangladeshi dramas such as Songsoptok, Kothao Keu Nei, and Aaj Robibar. Programmes



like Ityadi left a lasting impression with their clever portrayal of social realities. For younger viewers, BTV offered a variety of English-language series that were otherwise unavailable. Sporting events like the 1986 FIFA World Cup also spurred a rush for boosters, as BTV often delivered broadcasts that Indian channels initially did not.

Although satellite television's arrival in the late 1990s reduced BTV's presence, its cultural impact remains strong. Today, while Bangladeshi channels are no longer widely accessible, Bangladeshi dramas and films continue to find fans in India through YouTube and OTT platforms like Hoichoi and Chorki. Viewers like Chakrabarty believe Bangladeshi content still stands out for its authenticity, and many feel a continued cultural connection that, even if quieter now, has not been forgotten. ■■■

Bruce McAvaney to lead SBS broadcast of 2025 World Athletics Championships

A renowned figure in Australian sports commentary, Bruce McAvaney will lead SBS's coverage of the 2025 World Athletics Championships in Tokyo, set for 13–21 September 2025. With more than 30 years of experience, McAvaney returns to one of the world's biggest sporting events, broadcast live and free on SBS VICELAND and SBS On Demand. The Japan National Stadium, with a 67,000 capacity, will host the event, marking the eleventh time SBS has covered the championships since 2001.

McAvaney praised the Australian team, calling it the most exciting since the Sydney Olympics. After winning seven medals at the Paris Games, the team includes standout names like Nina Kennedy, Matt Denny, Jess Hull, and sprint sensation Gout Gout – described by McAvaney as a “generational talent” with a bright future leading into Brisbane 2032. He urged Australians to follow the journey from Tokyo onwards.

SBS Director of Sport Ken Shipp said McAvaney's involvement adds to SBS's strong legacy of global sports broadcasting. With several sessions already sold out, interest in the event is high, and McAvaney's commentary is set to enhance what promises to be a thrilling championship.



Photo credit by: SBS

BBC renews Diamond League coverage as UK Eyes 2029 World Championships bid

The BBC has renewed its long-standing commitment to athletics with a new five-year agreement to broadcast the Diamond League series through to 2029. The new partnership began with the Xiamen meet on 26 April, covering 14 of the 15 annual events via the BBC's television channels, iPlayer, BBC Sport website, and social media platforms. The London Athletics Meet will continue to be aired under a separate agreement with UK Athletics. The BBC has showcased the Diamond League since its launch in 2010 and also holds rights to other major events, including the Olympic Games, European and World Athletics Championships, and the London Marathon.

The Diamond League's media rights are managed by sports agency Infront, which also oversees production. The BBC's continued involvement underlines its role as a key platform for athletics



Photo credit by: Sportscal

coverage in the UK, where the sport enjoys a solid fan base and a record of moderate success, with the nation ranking fifth for total individual event winners in the series.

Meanwhile, the UK has launched a bid to host the 2029 World Athletics Championships in London. The proposed bid is led by Athletic Ventures, a collaboration between UK Athletics, Great Run Company, and London Marathon Events and will require £45 million in government funding. A feasibility study indicates that the event could generate an estimated £400 million in economic benefits. The bid centres on the London Stadium, originally built for the 2012 Olympic Games, which remains well-suited to hosting international athletics.



Türkiye's Head of Communications celebrates TRT's 61st anniversary

Mr Fahrettin Altun, Türkiye's Head of Communications celebrated the 61st anniversary of TRT, the country's public broadcaster, with congratulations that highlighted its central role in shaping national communication. In a statement shared on the social media platform X, Altun praised TRT as "the voice of our nation and the memory of our state," recognising its six-decade legacy in journalism and public service.

Mr Altun emphasised TRT's pivotal role in not only delivering news but also standing by truth and fostering a strong connection between the state and its citizens. He highlighted the broadcaster's contribution to amplifying Türkiye's voice globally,



Photo credit by TRT

positioning TRT as an important symbol of the nation's communication model focused on truth, values, and perspective.

In conclusion, Mr Altun acknowledged the importance of continued support for TRT's institutional strength and global reach. He expressed gratitude to all current and former staff, wishing the institution ongoing success in its mission to serve the public and communicate effectively on the world stage. ■■■



Mediacorp's Pesta Perdana 2025 celebrates malay entertainment and suria's 25-year legacy

Mediacorp's Pesta Perdana returns for 18th edition on 24 May 2025, themed "A Moment for a Lifetime." This year's event also marks 25 years of Suria, Singapore's Malay-language channel known for its storytelling and creative excellence. The awards night will be graced by Guest-of-Honour President Tharman Shanmugaratnam and Ms Jane Ittogi.

Festivities begin with Pesta Perdana Glam 2025, hosted by RIA 897 DJs Azura Goh and Fadli Kamsani, with Fikah Zainal and Zhin Sadali. The main show, hosted by Era Farida, Farhana M Noor, Fauzie Laily and Najip Ali, will present 25 awards, including the prestigious Lifetime Achievement Award. Public voting for the "Most Popular Male Personality" and "Most Popular Female Personality" awards is open until 24 May 2025.

Pesta Perdana 2025 also celebrates Suria's legacy with a redesigned diamond-cut crystal trophy and a nostalgic video tribute. Performers include Yanto Sani, ALYPH, Taufik Batisah, Hady Mirza, Sezairi, Anuar Zain and Nadeera Zaini. The show will air live from 7.00 PM on mewatch, YouTube, TikTok, and Suria, with public tickets available via the merewards app or mediacorp.com.sg. ■■■

Prasar Bharati sign MoU to promote National-Level Robotics Competition 'DD Robocon'

Prasar Bharati, India's public service broadcaster has joined hands with the Software Technology Parks of India (STPI) to promote the national-level robotics competition, DD Robocon. A Memorandum of Understanding (MoU) was formally signed by Mr K. Satish Nambudiripad, Director General of Doordarshan, and Mr Arvind Kumar, Director General of STPI. The signing took place in the presence of Mr Gaurav Dwivedi, CEO of Prasar Bharati.



This strategic collaboration aims to harness the combined strengths of media and technology to encourage innovation and technical excellence among students and young professionals across the country. By jointly organising DD Robocon, both institutions are creating a platform that nurtures creativity, problem-solving skills and a passion for robotics.

The initiative underscores Prasar Bharati's commitment to using its vast media reach to support educational and technological development. Working closely with STPI, the partnership is set to inspire the next generation of engineers and innovators, while also strengthening India's presence in the global robotics arena.



RTM celebrates 79 Years of broadcasting excellence

Radio Televisyen Malaysia (RTM) celebrates its 79 years of commitment towards excellence in informing, educating and entertaining generations as Malaysia's first broadcaster. Over the decades, RTM has played a pioneering role in shaping the nation's media landscape, remaining a trusted voice for the people and a key platform for Malaysian culture and heritage.

This year's celebration was especially meaningful as it coincided with the festive season of Eid al-Fitr, adding a joyful atmosphere to the occasion.

On behalf of the Asia-Pacific Broadcasting Union (ABU), we extend our warmest congratulations and best wishes to RTM on this significant milestone. May the years



ahead bring continued growth, creativity, and success in serving audiences across Malaysia and beyond.

Happy 79th Anniversary and Eid Mubarak from all of us at the ABU!



Radio Nepal celebrates 75 years with a special classical music event

Radio Nepal marked its 75th anniversary with a special classical music event at its central office in Singha Durbar. The event brought together 24 artists and creators from various musical disciplines, showcasing the country's rich musical heritage.

In his inaugural speech, Dr Mahendra Bista, Executive Chairman of Public Service Broadcasting



Nepal, highlighted Radio Nepal's longstanding contributions to the preservation and promotion of classical music. He also noted that with Radio Nepal and Nepal Television now fully transformed into public service broadcasters, there will be an increased focus on supporting music and songs in the future.





SBA sign agreement to advance film production and safeguard heritage

The Saudi Broadcasting Authority (SBA), represented by CEO Mohammed Al-Harhi, has signed a joint cooperation agreement with the Film Commission, represented by CEO Abdullah bin Nasser Al-Qahtani. The signing took place during the launch of the ‘Cinema’ initiative, which is part of the National Film Archive programme led by the Film Commission.

The agreement aims to align initiatives in the Saudi film industry and foster collaboration with national entities that support the promotion of Saudi Arabia’s image through media and cinema. It places strong emphasis on showcasing the unique elements of Saudi cultural identity through audiovisual storytelling.

As part of the memorandum, both parties will collaborate with the SBA’s Digital Archive Centre to document and catalogue Saudi film heritage, conduct analytical research, and restore and digitise rare cinematic works using high-quality technologies. The agreement also includes provisions for joint art exhibitions, events, and investment in human capital through training, development, and knowledge exchange in the field of archiving. ■■■



VOV explores opportunities for broadcast collaboration

A delegation from the Voice of Vietnam (VOV), led by Vice President Vu Hai Quang recently visited the South African Broadcasting Corporation (SABC) in Johannesburg to explore its operations and discuss potential areas of

cooperation. The visit included a working session where SABC leaders shared insights into the broadcaster’s structure, history, and evolving role in South Africa’s diverse media landscape.

Established in 1936, SABC operates 19 radio stations in 11 official languages and a variety of television channels serving audiences with news, entertainment, and educational content. In recent years, SABC has embraced digital transformation and artificial intelligence in content production while investing in staff training to remain competitive in a dynamic global media environment.

Quang introduced VOV’s 80-year journey, highlighting its role in national broadcasting and international outreach through radio, print, and digital platforms. He emphasised shared values between Vietnam and South Africa, such as cultural diversity and public service broadcasting, which could form the foundation for future cooperation. Both sides expressed interest in programme exchanges and co-productions, with SABC confirming plans to visit VOV to pursue a long-term partnership. ■■■

Japan's TBS Television partners with the Pinkfong Company



TBS Television, one of Japan's leading broadcasters, has announced a strategic business agreement with The Pinkfong Company for a joint production and business collaboration. This exciting partnership will see the companies co-develop original content designed to engage young viewers and their families across the globe. Additionally, the collaboration will enhance the presence of Bebefinn, Pinkfong's popular property in Japan through distribution, events, and various joint initiatives.

Both companies are confident that this partnership will deliver fresh and engaging content to a worldwide audience. TBS Television President & representative director, Masamine Ryuho stated that the collaboration aligns perfectly with their Vision2030 strategy, which focuses on innovative content creation and global expansion. Meanwhile, Min-seok Kim, CEO of The Pinkfong Company, highlighted the synergy between Pinkfong's expertise in family-friendly IPs and TBS's extensive production and distribution capabilities. It aims to create content that resonates with audiences worldwide especially in Japan.

The first initiative from this collaboration was showcased at TBS's Play & Learn Festival in April, which featured a Bebefinn House booth, Japan's first-ever sing-along show with the Bebefinn siblings, and Baby Shark attractions. With plans to bring Baby Shark Live! The Hidden Treasure to major Japanese cities in 2025, this partnership signals an exciting new chapter in Pinkfong's expansion in Japan. Further details of the co-developed content will be revealed in the coming months, with the first announcement scheduled for this fall. ■■■



SBS becomes first Australian broadcaster with SBTi-Aligned net zero targets

SBS has become the first Australian broadcaster to have both its near-term and long-term carbon reduction targets validated by the Science Based Targets initiative (SBTi). The SBTi is the leading global authority assessing corporate targets to cut greenhouse gas emissions in line with climate science and the Paris Agreement. SBS's targets include reducing emissions across Scope 1, 2 and 3, with a long-term goal of reaching Net Zero by 2045.

In 2023, SBS led the Australian media sector by setting a clear Net Zero pathway covering all emissions, including supplier emissions. It also became the first media organisation to use Sustainable Screens Australia's albert Toolkit to measure and reduce production-related emissions. Last year, SBS confirmed it had entered a 10-year renewable energy power purchase agreement, becoming the country's first 100 per cent renewable media organisation. The SBTi classified SBS's 42 per cent near-term reduction target by 2030 as aligned with the latest climate science.

SBS Media recently launched its inaugural Sustainability Challenge, encouraging brands and advertising agencies to promote sustainable behaviour and environmentally responsible consumer practices. The initiative offers \$500,000 in advertising inventory for the best television creative supporting sustainability. While SBS has already made significant progress, its leaders note that achieving Net Zero by 2045 will remain a strategic focus in the years ahead. ■■■

Media Prima strengthens strategic partnership with Kelantan



The Media Prima Berhad (MPB) is set to continue its strategic collaboration with Kelantan state government to organise a variety of programmes throughout the state, including both academic and entertainment-based initiatives. Mr Hilmi Abdullah, the state's Local Government, Housing, Health and Environment Committee chairman, welcomed the partnership, emphasising that all programmes must comply with the state's policies, particularly the "Developing with Islam"

approach that Kelantan has upheld for the past 35 years.

This renewed commitment was highlighted during a courtesy visit by senior MPB representatives, including Mr Azhari Muhidin, Media Prima Television Network News and Current Affairs group editor, and Ms Farrah Naz Abd Karim, MPB deputy group managing editor. Mr Hilmi expressed appreciation for MPB's role in fostering positive relationships and delivering accurate, timely information to the public,

particularly as Kelantan advances major infrastructure projects such as the Sultan Ismail Petra Airport upgrade and the East Coast Rail Link (ECRL).

Mr Azhari reaffirmed the long-standing collaboration between MPB and the Kelantan government, citing the success of past programmes like Jom Heboh. Both parties expressed enthusiasm about continuing their partnership to further engage the community and support the state's development goals. ■■■

ABS-CBN recognised at Reader's Digest Trusted Brand Awards 2025

ABS-CBN has once again been recognised with the prestigious Gold Trusted Brand Award at the Reader's Digest Trusted Brand 2025 ceremony in Pasig City. The television network's consistent commitment to excellence was acknowledged, reinforcing its reputation as a trusted media giant in the Philippine.

In addition, ABS-CBN News anchor Noli de Castro was named the Most Trusted Radio Presenter. The Trusted Brand awards now in their 27th year are determined through research conducted by Catalyst Research, based on a comprehensive online survey that evaluates consumer confidence across a wide range of industries.

Sheron White, Reader's Digest Group Advertising Director for Asia Pacific emphasised the vital role trust plays in business, highlighting it as the foundation for successful customer relationships. She noted that the Trusted Brand logo signifies a deep level of consumer faith, something that ABS-CBN has consistently earned through its dedication to quality content and transparent engagement with the audience. ■■■

RTHK now on Xiaohongshu

RTHK (Radio Television Hong Kong) has officially launched its account on Xiaohongshu (Little Red Book), expanding its social media presence to better connect with digital audiences.

The official RTHK account on Xiaohongshu features recommendations for TV and radio programmes, updates on Hong Kong's cultural and current affairs, event information, and lifestyle guides exploring from multiple perspectives together with the audiences.

The announcement was made by Mr Jonathan Yip, RTHK's Head of Corporate Communications & Standards, who shared the news on LinkedIn: "RTHK is now on Xiaohongshu! Follow RTHK for updates." This new platform offers followers a fresh and interactive way to engage with RTHK content and stay up to date with the latest from the broadcaster.

Follow RTHK on Xiaohongshu. ■■■



Phoenix TV documentary on ecological conservation holds world premiere

Phoenix TV's documentary *Never Too Late* made its world premiere at PREMIERE ELEMENTS in West Kowloon, as part of the 49th Hong Kong International Film Festival. Directed by Ricky Choy, the first filmmaker chosen for Phoenix TV's "Young Directors Programme", the film follows four Hong Kong residents—a writer, an ecological photographer, a model and

diver, and a real estate professional—to explore the diverse connections between people and nature. It highlights the healing power of nature and the significant impact of individual actions on ecological conservation.

The premiere ceremony was attended by officials, representatives from Phoenix Media Group and China Resources Group, the film's creative team, executive producer Miney Ye, music director Keith Chan, and theme song singer Gigi Leung. Under Secretary for Environment and Ecology Diane Wong Shuk-han praised the film's selection as a meaningful achievement. She highlighted the support of the Environment and Ecology Bureau and the Agriculture, Fisheries and Conservation Department in providing professional input to the production.

Never Too Late is part of the Hong Kong Nature Stories project, a major cultural and philanthropic initiative co-produced by Phoenix Media Group and China Resources Group, and co-initiated with WWF-Hong Kong. It showcases Hong Kong's natural beauty and sustainable development as a global model of coexistence between humans and nature. Zhang Tong, Vice-President of Business Development at Phoenix Satellite Television, noted this is the group's first cinema-released documentary in Hong Kong and expressed hopes it will highlight the city's rich ecological heritage.



Voice of America to carry programming from One America News



Voice of America (VOA) will carry programming from One America News (OAN), a right-wing TV network, under a new agreement announced by Kari Lake, Senior Advisor to the U.S. Agency for Global Media (USAGM). The partnership which includes newsfeed services for both VOA and the Office of Cuba Broadcasting (OCB) will provide free OAN programming, including content highlighting first responders and the military. Lake stated that while she doesn't control editorial content, she ensures VOA has reliable news sources and aims to save taxpayer money.

Charles Herring, president of OAN, confirmed the programming will be supplied at no cost.

The move has raised concerns among VOA staff, who argue that the agreement could compromise VOA's mandate to provide impartial news. Critics claim that it may undermine the organisation's independence and its commitment to the VOA Charter.

The decision has sparked legal challenges, with some VOA employees asserting that it violates the firewall meant to keep government influence out of editorial content. Despite the controversy, the arrangement marks a significant shift in VOA's content strategy and adds to the ongoing debate over the role of government-funded media.



NBTC allows two radio stations to test digital broadcasting in DAB+



Thailand's National Broadcasting and Telecommunications Commission (NBTC) has approved two radio station groups to conduct temporary digital broadcasting tests using the DAB+ system. Following the announcement of criteria for temporary testing, numerous operators applied for permission, with IFZ Innovative Co., Ltd. (Dharma Radio Station Group) and JKP Engineering Radio Co., Ltd. (Khon Kaen Station Group) selected for a six-month trial. The testing areas include Bangkok and surrounding regions, as well as Khon Kaen and Maha Sarakham provinces.

Under the trial, participating FM stations such as Dharma for People Station, Santi Radio Station, Khon Kaen Mahanakhon Radio Station, Sai Fah Radio Station, and Thai Local Radio Station will broadcast in parallel with the DAB+ system without modifying content or generating additional income. Licensees must install four transmission antennas, adhere to NBTC's technical standards, and bear all installation and equipment costs, including the provision of digital radio receivers to the public. Depending on sound quality, each frequency block can support up to 16–18 programmes.

According to Air Chief Marshal Dr Thanapan, this initiative marks a step forward in developing Thailand's broadcasting sector. It allows operators to explore digital broadcasting technologies while gaining insight into market-driven operations. Although starting at the local and regional level, the trial may eventually lead to a nationwide digital radio network—essential for public communication, particularly during emergencies when other telecommunications systems may be unavailable. ■■■

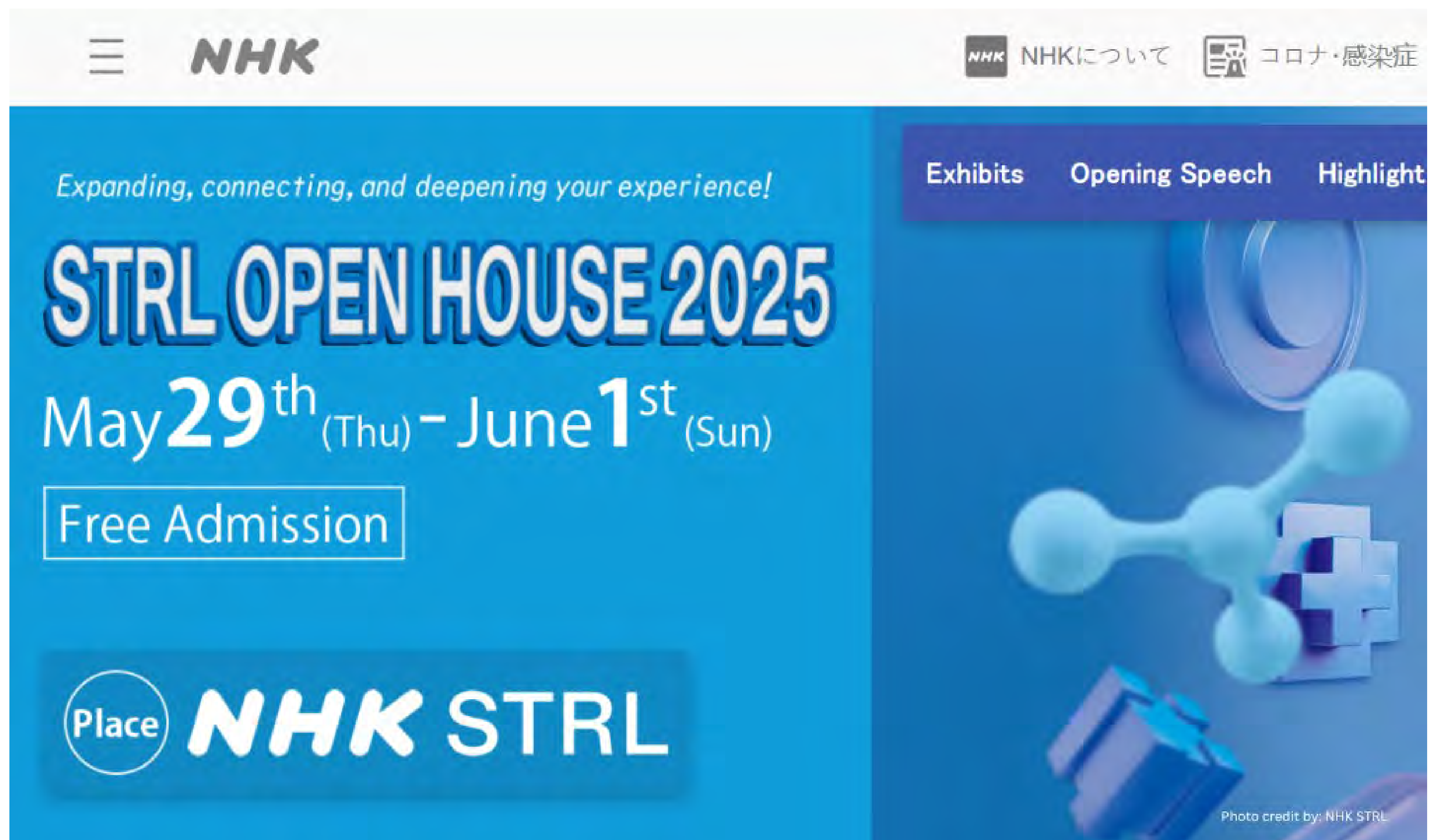
BBC announces programming for Eurovision 2025



The BBC has announced its Eurovision 2025 programming set to air across BBC One, BBC iPlayer, BBC Radio 2, and BBC Sounds. The live Eurovision shows from Basel, Switzerland will be broadcast with commentary from Scott Mills and Rylan for the semi finals and Graham Norton for the final. Additional content includes interview specials, radio programming, and documentaries, with a special Eurovision-themed Doctor Who episode airing on BBC One.

BBC Radio 2 will also feature commentary by Scott Mills and Rylan for the Grand Final, and Richie Anderson and Sara Cox will cover the semi-finals. The broadcaster will offer more Eurovision-related content, culminating in a Eurovision-themed day of programming on Grand Final day. Tia Kofi will present digital content across the BBC's online platforms.

The United Kingdom will be represented by the country-pop group Remember Monday with What The Hell Just Happened?, selected by the BBC. The group, formed in 2013 and known for their appearance on The Voice UK, will perform in the Grand Final on 17 May 2025, as part of the Big 5. The BBC's Syeda Irtizaali promises a thrilling Eurovision celebration across all platforms. ■■■



NHK Science & Technology Research Laboratories (STRL) hosts open house 2025

The NHK Science & Technology Research Laboratories (STRL) will host its annual Open House from 29 May to 1 June 2025 at its facilities in Setagaya, Tokyo. Admission is free. Established in 1930 as Japan's only research institute dedicated to broadcasting technology, NHK STRL has led innovations in satellite broadcasting, high-definition television, digital broadcasting, and 4K/8K satellite broadcasting. As Japan marks 100 years since the start of radio broadcasting and NHK prepares to launch its new Internet-based broadcasting service on 1 October 2025, the 2025 Open House comes at a historic turning point.

This year's theme, "Expanding, connecting, and deepening your experience," reflects STRL's aim to broaden media accessibility and enhance people's engagement through immersive and realistic content. The exhibition will feature 18 items that highlight the current state of STRL's R&D towards achieving its updated "Future Vision 2030–2040." Visitors can explore a variety of technological breakthroughs such as immersive

content experiences, harmonised audio and video operations, volumetric audio production, VVC multi-layer live encoding, program multiplexing and next-generation transmission technologies, as well as a scene-adaptive camera.

Other key exhibits include demonstrations of media accessibility, web-based broadcasting media that integrates broadcast and Internet delivery, and content-oriented adaptive presentation. Frontier science displays will showcase curved image sensors, deformable displays, and optical phased arrays for light manipulation. The Open House also highlights support tools for the media, including large language models built on broadcaster data, a news metadata generation system, and automatic cropping for vertical video. The full outline of exhibits, opening speech, and highlight video will be available in mid-May. Director of NHK Science and Technology Research, Mr KANDA Kikufumi extends his sincere thanks for continued support and invites all to experience the future of broadcasting at STRL. ■■■



119th ABU Administrative Council Meeting

The 119th ABU mid-year Administrative Council Meeting officially was held on 8 May 2025 at the ABC Studio in Ultimo, Sydney, Australia.

Hosted by the Australian Broadcasting Corporation (ABC), this important gathering brought together ABU representatives from across the region

to deliberate on key policy matters, strategic directions, and collaborative initiatives vital to the continued growth and service of the Union.

The session opened with a Welcome to Country, honouring the traditional custodians of the land and setting a respectful and inclusive tone for the meeting.

In his welcoming remarks, Mr Mark Tapley, ABC's Director of Strategy, underscored the importance of the Asia-Pacific Broadcasting Union in strengthening regional cooperation and driving innovation in public broadcasting.

The 119th AC meeting was chaired by Pak I Hendrasmo, the ABU Vice President and RRI President Director with fifteen council members present both offline and online. The agenda for the day included the Secretary-General's report, presentations on ongoing and upcoming projects, discussions on financial and membership matters, as well as updates from ABU departments and task groups. Delegates also had the opportunity to network and share perspectives during the scheduled breaks and evening reception.

The ABU Secretariat and councillors express their sincere gratitude to the host ABC for the warm hospitality and excellent arrangements made for this significant occasion. ■ ■ ■

ABU Secretary-General participated in 2nd central Asian Media Forum in Astana, Kazakhstan

ABU Secretary-General Mr Ahmed Nadeem participated in the 2nd Central Asian Media Forum held from 16 to 17 April 2025 in Astana, Kazakhstan, which brought together over 700 delegates including media leaders, policymakers, and international experts from across Central Asia and beyond. Hosted by Kazakhstan's Minister of Culture and Information, the forum focused on strengthening media cooperation, the impact of digital transformation, and addressing global challenges such as climate change and geopolitical instability.

Mr. Nadeem joined a panel session titled “Global Media: Shaping the Information Landscape of the Future,” where speakers shared insights on the evolving role of media in today’s complex global environment. As Central Asia is an integral part of the ABU region, the Union’s participation reflected its strong commitment to regional engagement and supporting the growth and collaboration of media across the region. ■■■



ABU as an Association Partner at CABSAT 2025

The Asia-Pacific Broadcasting Union (ABU) participated in CABSAT 2025 in Dubai as an Associate Partner of the region’s premier event for broadcast, satellite, content, and media technology.

As part of its ongoing engagement with the global industry, the ABU delegation was actively involved in the event — connecting with stakeholders, exploring new collaborations, and contributing to discussions that shaped the future of media and broadcasting in the Asia-Pacific. Through its presence at CABSAT, the ABU continued to seek opportunities that could benefit its members by facilitating access to industry trends, technologies, and strategic partnerships that support growth and innovation.

We were also pleased to share that Mr Kamei Masashi, Senior Manager at NHK STRL and Chairman of the ABU Technical Committee, spoke at CABSAT. His session highlighted 4K/8K UHD TV and R&D for satellite broadcasting in Japan.

Delegates attending CABSAT were invited to visit the ABU booth at S1-H46, Sheikh Saeed Hall 1, and connect with our team. ■■■





Asiavision Awards 2025 – Celebrating the contributions of Asiavision members

The ABU News Group Meeting & Global News Forum is delighted to honour the best contributions from Asiavision members over the past year. All items shared on the ABU's international news exchange were eligible, with more than 13000 stories submitted through AVN News Exchange Platform — even within a slightly shorter qualifying period.

The Asiavision Awards continue to celebrate the work of member newsrooms — including journalists, camera crews, production teams, and editorial leaders. These are the stories that provided audiences with factual information and, at times, changed perspectives through powerful storytelling — stories with real impact.

In 2025, the awards hold even greater significance, as newsrooms have operated under unprecedented challenges.

Asiavision Awards 2025 Winners:

1. Best News Story

– KBS South Korea is awarded for its comprehensive report on the anti-government rallies in South Korea. The reporting provided balanced perspectives from protesters, authorities, and observers, offering a nuanced understanding of the political climate. This marks the second consecutive year KBS has won this category.

Continue next page >>

2. Best Sports Report

– TVB Hong Kong receives the award for its coverage of the Hong Kong Marathon bib controversy. The story examined allegations of bib swapping and its implications for race integrity, prompting discussions on fair play in athletics.

3. Best Reporting on Climate Change and Sustainable Development

– NTV Nepal is recognised for its in-depth report on the effects of climate change in Nepal’s mountainous regions. The report highlighted the tangible impacts on local communities and ecosystems, underscoring the urgency of environmental action.

4. Best Reporting by a Small Newsroom

– BTV Bangladesh is honoured for its courageous reporting during the July civil revolution. The coverage provided insight into the pro-democracy movement that led to a change in government — despite challenging conditions, including the vandalism of BTV’s own facilities by protestors.

5. Best International News Reporting

– CMG China is awarded for its coverage of the humanitarian crisis in Gaza. The reporting illuminated issues of food insecurity and health challenges amid ongoing conflict. CMG also won this category last year for its coverage of the conflict in Gaza.

6. Best Coverage of an Issue of Public Interest

– DD India receives the award for its detailed coverage of the Mahakumbh Mela. The reporting explored cultural, logistical, and public health dimensions of the mass religious gathering, supported by compelling visuals.

7. Best Reporter Package

– Meghna Bali of ABC Australia is honoured for her report on the experiences of Christians in India. The piece combined powerful visuals and interviews, presenting a poignant exploration of the community’s challenges.

8. Best Digital News Story

– TRT Türkiye is recognised for its digital coverage of the Kumbh festival stampede. The story effectively transformed broadcast material from Asiavision into highly engaging content for digital platforms.

9. Best Breaking News Coverage

– TRT Türkiye is awarded for its immediate and thorough coverage of the hotel fire at a ski resort. The report included real-time updates and critical information, supported by striking aerial footage from the scene.

10. Best Disaster Coverage

– VTV Vietnam is honoured for its extensive reporting on Typhoon Yagi. The story detailed the storm’s effects on communities and the ensuing relief efforts, offering a complete view of disaster response and recovery.

11. Jury Prize

– ThaiPBS Thailand receives the Jury Prize for its feature on the TikTok viral sensation of the year — the baby pygmy hippo, “Moo Deng.” The piece brought attention to wildlife conservation efforts and the role of social media in promoting awareness.

12. Most Downloaded Story of the Year

– NHK Japan is awarded for its rapid coverage of a powerful earthquake in Japan. Uploaded promptly, the story provided essential information during a time of crisis, highlighting the value of timely reporting.

13. Director’s Award for Outstanding Contribution to Asiavision

– Manupriya – Assistant Director (DD News) is recognised for exceptional dedication to Prasar Bharati’s role in Asiavision. Her leadership significantly increased story contributions, strengthened the provision of reporter packages and PTCs, and ensured strong engagement with member requests. Her efforts have been instrumental in Prasar Bharati’s renewed presence as a leading Asiavision member. ■■■

ABU highlights podcasting's future role at IRIB's 4th International Radio Festival

ABU Radio participated in IRIB's 4th International Radio Programmes Festival "Pazhvak" through an online webinar session. In his address, Mr Andrew, Head of ABU Radio highlighted podcasting as a crucial tool for the future of media. He also pointed out that "Indonesia is one of the leading countries in this field", with global podcast ad spending reach USD 4 billion in 2024. It was highlighted that the rise of video podcasts, with 30% of US listeners now engaging with video content.

Mr Andrew also explained the key differences between podcasts and radio, emphasising the on-demand, flexible nature of podcasts, which are available across



platforms like Spotify, Apple Podcasts, and YouTube. He also drew a distinction between podcasts and audiobooks, noting that podcasts are more episodic, informal, and focused on storytelling and interviews. He suggested that AI and personalised technologies would shape podcasting's

future, while live radio will continue to remain very important for audiences around the world. He also suggested the big change with audio in the past fifteen years is the move from one system (radio) to more of an ecosystem with podcasts, audiobooks, video podcasts and other forms of audio.

The Pazhvak festival which opened on 5 May 2025 and concludes on 12 May 2025, celebrates innovation in radio and digital media. Organised by IRIB, the festival received 1,250 submissions, including 701 entries in the documentary category. IRIB officials commended the festival's creativity and announced plans to integrate festival content into future broadcast programming.



ABU at the 3rd Iran SOBH International Media Festival

ABU Programming Director Aoki Kazunori and Head of Television Hanizah Hamzah attended the 3rd SOBH International Media Festival held from 3–8 May in Tehran, Iran. Organised by the World Service of the Islamic Republic of Iran Broadcasting (IRIB), the Festival aims to foster connections among international programme producers.

This year's theme, "Media and the New Global Order," emphasised spiritual and regional identity, with a strong focus on resistance media and a dedicated section for Palestine. The Festival received 4,160 entries from 39 countries, including 533 submissions under the Palestine section.



Mr Aoki and Ms Hanizah served as jury members for the Best Talk Show and Best Documentary categories. During their visit, they met with IRIB officials including Dr Ghafouri (Vice President of IRIB TV), Dr Javad Ramezan Nejad (Head of SATRA), Dr Abbas Mohammad Nejad (Director General of IRIB International Affairs), and Dr Sadegh Bateni (Head of IRIB TV Children's and Adolescent Centre) to discuss future collaborations.

On 7 May, the ABU team conducted an ABU Prizes Workshop for around 40 IRIB staff. The session featured insights from Dr Fatima Javahersaz (IRIB) and Mr Nasrul Hakim (RTM), who shared jury perspectives on judging criteria and past finalists.



ABU hosts 20th and 21st Children's Drama Co- Production meetings

The Asia-Pacific Broadcasting Union (ABU) recently hosted the 20th and 21st editions of the ABU Children's Drama Co-Production in Kuala Lumpur. The meeting opened with remarks by Aoki Kazunori, Director of ABU Programming, followed by a speech from Kazuhiro Motoki, Series Executive Producer from NHK-Japan. Kazuhiro Motoki also encouraged participants to engage in genuine collaboration, stating, "Let's use this chance meaningfully — not just as something symbolic or superficial, but as a real exchange of ideas."

Onsite, the meetings was attended by producers from RTHK-Hong Kong, NHK-Japan, IRIB-Iran, Thai PBS-Thailand, PB/DD-India, RTM-Malaysia, and RTB-Brunei while TRT-Turkiye, TVRI-Indonesia and MRTV-Myanmar joined the meeting online. The meeting began with the screening of seven completed episodes from the 20th Series. Discussions focused on collaborative approaches to producing children's content, with a strong emphasis on co-production opportunities that bring together diverse perspectives and storytelling styles from across the region.

The ABU Children's Drama Co-Production is an annual initiative developed in partnership with Japan Broadcasting Corporation (NHK) and the Asia-Pacific Broadcasting Union (ABU). It enables broadcasters to create and share children's stories that resonate across cultures and borders including exchange of episodes with members from European Broadcasting Union (EBU).



Highlights of the ABU Children's Drama Co-Production



On 25 April 2025, the ABU Children's Drama Co-Production meeting in Kuala Lumpur marked an exciting conclusion to four-days meetings of meaningful collaboration and creative exchange. During the afternoon session, there was a special workshop by NHK-Japan titled Dramas for Children: NHK's Educational Programme, presented by Mr Rindai Hiroki, Executive Programme Director at the Youth & Education Programme Production Centre 1. In the session, he stressed that he is committed to creating programmes that not only inform but inspire future generations.

The session also highlighted NHK's dedicated team producing about 100 programmes a year under the NHK for School brand, accessible content for primary and lower secondary students. Programmes are developed with input from education experts and teachers, then tested in classrooms before being broadcast more widely. Participants actively engaged in discussions on integrating classroom relevance into drama storytelling, which is an area of growing interest across member organisations.

Ms. Beryl Richards, Executive Producer of the European Broadcasting Union (EBU), who was invited online, shared her remarks of celebrating the ongoing partnership between ABU and EBU. She highlighted the value of exchanging drama episodes across regions and the importance of nurturing young audiences through collaborative storytelling. She also reaffirmed the ABU Children's Drama Co-Production as a global bridge connecting cultures, ideas, and a shared commitment to enriching children's content worldwide.





Photo credit by: CGTN

CGTN hosts CARE 12 Co-Production meeting in Beijing, championing cultural heritage for global unity

The 12th edition of the ABU's CARE co-production series is underway, with a three-day meeting hosted by China Global Television Network from 9-11 April 2025 in Beijing. This year's theme, Finding Strength in Traditions and Culture, invites Asia-Pacific broadcasters to develop 30–50 minute documentaries exploring cultural heritage and identity. In his opening remarks, CGTN Deputy Controller Cao Ri said the theme celebrates uniqueness while highlighting shared values. Liu Changying, Director of CGTN's Documentary Department, expressed hope that CARE 12 would spark

deeper collaboration and meaningful co-productions among ABU members.

Participating organisations include CGTN-China, TPBS-Thailand, IRIB-Iran, NTV-Nepal, RTM-Malaysia, Happy Campers Productions-Malaysia, TRT-Türkiye, MRTV-Myanmar, KBS-Korea, TVTM-Turkmenistan, TVRI-Indonesia, PB/DD-India, and VTV-Vietnam. Participants shared proposals, exchanged ideas, and toured CGTN's studios and innovation hub. Ge Yunfei, Executive Producer of CARE 12 and Deputy Director of CGTN's Documentary Department, led a masterclass

on “Telling Our Stories in the Digital Era”, offering insights into effective narrative techniques for targeting a global audience.

Launched in 2010, the CARE series is a flagship ABU initiative promoting cross-border media cooperation that supports the UN's Sustainable Development Goals. CARE 12 marks a symbolic new chapter, reaffirming its mission to “Change Asia and Rescue the Earth.” ■■■

ABU hosts three days webinar series for TRT on ABU Prizes 2025

More than 125 participants from 21-member organisations joined three days webinar on Introduction to ABU PRIZES. An hour-and-a-half webinar each day, covered Entertainment, Children and Drama categories and was run specifically for TRT – Türkiye's vast network to familiarise them with contest rules and requirements as well as to encourage greater participation in the ABU Prizes contest. The webinar was supported by past winners and jurors from each category, who answered questions and offered advice on submissions.



Guest speakers on Day 1 were winner of 2024 Entertainment Category Azusa Maruyama from NHK Japan and former juror, Hakim Amir, a Malaysian content specialist. Day 2, guests were winner of Children Category Anahita Daneshnejad of IRIB University, Iran and former juror, Ahmad Zakaria of TVRI-Indonesia.

Finally, on Day 3, the webinar had 2024 winner of Drama Category Barbara Mientus of ZDF-Germany and former juror Muhammad Ikhsan Sukiman. ■■■

ABU PRIZES WEBINAR SERIES

The ABU Prizes stand out as a beacon of distinction within our region, celebrating excellence in Radio/Audio, Television/Screen, and Digital Media content produced by our member organizations. To support our members in crafting their submissions, we are conducting a series of webinars which will delve into the intricacies of each category and offer invaluable insights into what it takes to produce a winning program.



ABU Technical Bureau Mid-Year Meeting 2025 in Kuala Lumpur

The ABU Technical Bureau (TB) Mid-Year Meeting 2025 was held at Angkasapuri, Kuala Lumpur, hosted by Radio Televisyen Malaysia (RTM). The meeting commenced with a welcome address from the Director of ABU Technology, Dr. Veysel, followed by a speech from the Chairperson of the Technical Bureau, Masashi Kamei, who expressed gratitude to RTM for hosting the event.

This hybrid meeting included both in-person and online participants and featured updates from various Bureau members, including NHK-Japan, RTM-Malaysia, Prasar Bharati-India, TRT-Türkiye, VOV-Vietnam, IRIB-Iran, Mediacorp-Singapore, and Phoenix TV-Hong Kong, China. The Chairperson presented a vision for 2030–2040, highlighting advancements in immersive media, satellite transmission integration, and volumetric video production for virtual environments.

NHK STRL also shared its commitment to addressing social issues and advancing the evolution of broadcasting through three key pillars: Immersive Media, Universal Services, and Frontier Science. Under the Immersive Media pillar, the focus was on satellite transmission utilizing layered signals and photorealistic volumetric video production. Universal Services, showcased technologies to ensure content provenance and reliability in the digital landscape. Their work under Frontier Science included studies on the field of view and image resolution to support the development of more efficient head-mounted displays.

The meeting also showcased ABU's successful initiatives since the General Assembly in Istanbul. These included workshops on Cloud Services and Remote Tools for Broadcasters, a webinar on AI TV held in collaboration with Netstairs and VYPA in Malaysia, as well as for the Digital Broadcasting Symposium (DBS2025). Following the conclusion of DBS 2025, the team remains committed to enhancing future events by incorporating valuable feedback from participants.



The CCBN-ABU Nexus Event AI Workshop, jointly hosted by the Academy of Broadcasting Science (ABS, NRTA) and the Asia-Pacific Broadcasting Union (ABU), took place on 23 April 2025 in Beijing. Held at the Shougang International Exhibition and Convention Centre in the Shijingshan District, the workshop convened industry experts, researchers and broadcasters from across the region to examine how artificial intelligence is reshaping the media landscape. The event was moderated by Mr Sheng Zhifan, Vice Chairperson of the ABU Technical Bureau, who guided discussions across two key sessions.

An experts panel of speakers shared their expertise and diverse perspectives. These included Ir. Ts. Ahmad Shafiq Mirza Bin Mansor from RTM Malaysia, Mr Zhang Leijong

CCBN-ABU Nexus Event AI Workshop in Beijing



from RTHK-Hong Kong; Mr Shao Qing of iFLYTEK Co., Ltd., Mr Chen Jiaying from Hangzhou Dayhong Technology Co., Ltd., and Mr Liu Ye from the Beijing University of Posts and Telecommunications.

Their contributions enriched the discussion with practical knowledge and strategic insights, making the workshop a significant platform for innovation and collaboration in the broadcasting community.



ABU partners with ASBU and WorldDAB for DAB+ Digital Radio Technical workshop



The Asia-Pacific Broadcasting Union (ABU) is partnering with the Arab States Broadcasting Union (ASBU) and WorldDAB for a three-part online workshop on DAB+ Digital Radio, taking place from 15 to 17 July 2025. The “New Developments in DAB+ Systems” webinar series will showcase the latest updates and innovations in digital radio technology.

The sessions will cover a range of topics: Day 1 will examine the benefits of DAB+ and the integration of Emergency Warning Systems; Day 2 will focus on technical improvements and case studies; while Day 3 will explore Single Frequency Network design, cost-analysis strategies, and the transition from FM to DAB+.

Hosted by ASBU, with ABU and WorldDAB as partners, the workshop offers valuable insights from leading industry experts. To register and view the full programme, please click [here](#). For enquiries, contact Mr Afiq at afiq@abu.org.my.



ABU hosts webinar with DRM on latest developments and implementation insights

The Asia-Pacific Broadcasting Union (ABU), in collaboration with the DRM Consortium, hosted a webinar titled “DRM Latest Developments and Aspects of Implementation”. The online ABU-DRM workshop, attended by 17 participants and featured a panel of speakers, including Ruxandra Obreja, Chairman of the DRM Consortium Mr Alexander Zink, Vice-Chairman of the DRM Consortium and Chief BDM Digital Radio at Fraunhofer IIS, Mr Yogendra Pal, Honorary Chairman of DRM India Chapter and Mr Radu Obreja, Marketing Director of the DRM Consortium.

The webinar provided attendees with valuable insights into the latest advancements in Digital Radio Mondiale (DRM), including updates on receiver solutions, geographic adoption, and recent technical developments. Ms Ruxandra Obreja highlighted that “DRM offers comprehensive nationwide coverage while remaining flexible



and adaptable to diverse local conditions.” Mr Alexander Zink emphasised that “listeners can expect excellent audio quality with a wide range of corrections, enhancing the audio experience through stereo channels even in shortwave transmissions and local services.”

The topics discussed included double-standard receiver solutions, DRM applications on mobile devices, and success stories of DRM-based e-learning. The session also covered multi-channel FM applications to enhance spectrum efficiency, DRM-enabled Emergency Warning Functionality, and China’s integration of DRM into its digitalisation roadmap. The webinar also reviewed the past six months of active DRM implementations, showcasing the applications and benefits of this technology. The event was interactive, with participants encouraged to ask questions, all of which were addressed thoroughly.



ABU showcases innovation and collaboration at BroadcastAsia 2025

The Asia-Pacific Broadcasting Union (ABU) concluded its successful participation as a partner at BroadcastAsia 2025, held from 27 to 29 May at Singapore EXPO. The event provided a dynamic platform for international engagement, where media professionals, technology innovators, and industry leaders explored cutting-edge advancements and emerging trends in broadcasting.

A main highlight of ABU’s involvement was that it delivered the workshop titled “Future of

Media Delivery: Expectations & Facts.” The session took a practical look at the fast-changing media delivery landscape driven by new technologies and shifting audience behaviours, and drew strong interest from the participants.



The ABU booth also attracted a constant flow of visitors, who showed great interest in the Union’s key activities and events such as the ABU Digital Symposium, ABU Prizes, ABU RAI Days, and more.

Through its active presence and engagement, ABU reinforced its commitment to supporting its members and the wider industry in navigating the evolving media environment and fostering meaningful collaboration across the region.





ABU workshop at BroadcastAsia 2025 explores the future of media delivery

The ABU delivered a workshop within BroadcastAsia titled “Future of Media Delivery: Expectations & Facts” on 28 May 2025 at Hall 5 of the Singapore EXPO. As part of the AsiaTechxSingapore programme, the session brought together media and tech professionals to discuss the evolving landscape of content delivery.

Moderated by Mr Peh Beng Yeow, Lead of Content Preparation at Mediacorp, the workshop took a practical look at the fast-changing media delivery landscape – driven by new technologies and shifting audience behaviours. The discussion focused on narrowing the gap between expectations and on-the-ground realities, offering participants real-world insights into emerging trends, technical considerations, and implementation challenges.

The panel featured a diverse mix of industry voices: Ms Emily Dubs, Head of Technology at the DVB Project; Mr Michael McEwen, media consultant; and Dr Peter Siebert, Vice President of the IEEE Broadcast Technology Society (BTS).

Dr Peter Siebert highlighted a growing shift away from traditional, dedicated broadcast infrastructure toward more flexible telecommunications networks. He noted that this transition is being driven by cost efficiency and the evolving habits

of today’s viewers, who consume content across multiple platforms.

Meanwhile, Mr Peter McEwen pointed to the importance of preserving free-to-air access for all audiences. He raised concerns about an over-reliance on commercial telecom providers, noting that their priorities may not always align with public service needs. While acknowledging the necessity for media systems to evolve, he noted that they must also remain inclusive – urging governments and public broadcasters to continue playing a central role in ensuring fair and reliable access, especially during emergencies and for public interest broadcasting.

According to Ms Emily Dubs from the DVB Project, broadcast may no longer be the go-to channel for most audiences, but it remains an essential component of the media ecosystem—especially as a backup in times of crisis. She recommended a hybrid approach, combining the strengths of broadcast, telecom, and IP-based systems to create a more adaptable and resilient delivery framework.

The workshop offered a meaningful space for media and tech stakeholders to exchange insights and consider how best to navigate a rapidly changing landscape. ■■■



ABU engaged as Partner in BroadcastAsia 2025

The ABU was a proud partner of BroadcastAsia 2025, which took place at the Singapore EXPO from 27 to 29 May 2025. BroadcastAsia 2025 showcased cutting-edge technologies and emerging trends, while providing a vital platform for global networking and collaboration.

Dr Amal Punchichewa, in his chairperson welcome and opening remarks, stated, “We are supporting organisations in broadcasting development, particularly through policy advocacy and advanced technologies like Azure Virtual Desktop (AVD).”

Ms Karen Clark, the CEO of Telstra Broadcast Services and one of the keynote speakers, addressed the topic “Reimagining the Media Landscape: Trends and Innovations in Asia.” She emphasized the transformative impact of artificial intelligence on the media industry, stating, “Emerging AI is helping to automate operations, revitalize original content, and elevate the human element within the industry.”

Throughout the three-day event, keynote addresses, panel discussions, and expert presentations provided in-depth insights into the challenges and opportunities that faced the media and broadcasting sector.

The ABU and its members actively engaged with industry peers, media professionals, and technology experts, fostering rich discussions around regulatory frameworks, technological advancements, and content strategies.





ABU Sports Group Meeting 2025

The ABU Sports Group Meeting on 16 May 2025 included 18 ABU members from Ariana Radio & Television Network (ATN), Cambodian Broadcasting Service Co. Ltd. (CBS), Turkish Radio Television Corporation (TRT), Prasar Bharati (PB), Mediacorp Pte. Ltd. (Mediacorp), Television Broadcasts Limited (TVB), National Television of Kampuchea (TVK), Uzbekistan Radio and Television Company (URTK), China Media Group (CMG), Nippon Hōsō Kyōkai (NHK), People's Television Network, Inc. (PTNI), Radio Televisyen Malaysia (RTM), Televisi Republik Indonesia (TVRI), Mongolian National Broadcaster (MNB), Korean Broadcasting System (KBS), Radio Television Brunei (RTB), Bhutan Broadcasting Service Corporation Limited (BBSCL), and Sichuan Radio and Television (SRT), alongside the ABU Secretary-General, Mr Ahmed Nadeem, Ms Lorraine Yuen, ABU Sports Group Chairperson, ABU Director of Sports, Mr Cai Yan Jiang, and the Secretariat.

Key discussions centred on committee activities and updates, including the composition and leadership of the Sports Media Committee. Members agreed to strengthen representation and participation, with plans to finalise appointments through consultation.

From November 2024 to April 2025, the ABU Sports Department distributed major events such as the Asian Le Mans Series, FISU Winter Games Turin

2025, NSL 2025, Asian Track Cycling Malaysia, Judo Baku Grand Slam, Asian Winter Games, UIM E1 World Championship, Special Olympics World Winter Games, Sepaktakraw International League, Kabaddi World Cup, FIBA 3x3 Asian Cup, and UEFA National Teams Matches.

Mr Cai, ABU Director of Sports, also shared updates on engagements with the Olympic Council of Asia and the International Olympic Committee (IOC), as well as on rights acquisitions for the IOC, OCA, Commonwealth Games, SEA Games, FIFA World Cup 2026, and other discussions.

The committee also discussed forming a task force to co-ordinate coverage of the SEA Games 2025, emphasising direct ABU engagement with hosts regarding rights and production.

The ABU Sports & Entertainment Network was rebranded and launched its first Members' Co-production Project with CGTN Sports. Capacity-building included a January webinar on hybrid broadcast workflows attended by over 40 members, followed by the ABU Sports Media Conference 2025 (14–16 May), which featured workshops, masterclasses, panel discussions, and meetings.





33rd ABU Sports Committee Meeting 2025



The 33rd ABU Sports Committee Meeting was chaired by Ms. Lorraine Yuen of TVB Hong Kong. Representatives from TBS Japan, TRT Turkey, CMG China, and ATN Afghanistan participated alongside members of the ABU Secretariat.

The meeting addressed key updates on sports content acquisition, the transition to the new APV platform, upcoming co-production opportunities, and preparations for the 2026 ABU Sports Media Conference. Members were also briefed on forthcoming training initiatives designed to enhance broadcast capacity throughout the region. During the meeting, members also called for greater efforts in content acquisition through federations and their marketing arms, highlighting the need for stronger collaboration to secure quality sports coverage for the region.

The Committee welcomed two newly elected members: KBS (Korean Broadcasting System) and MNB (Mongolian National Broadcaster). Several members - IRIB (Iran), FBC (Fiji), BTV (Bangladesh), and AIR (All India Radio) were unable to attend the meeting but had formally requested to be excused.

In closing, the Chairperson expressed sincere gratitude to all participants for their valuable contributions and ongoing support. ■■■

ABU congratulates AESF on successful election

The Asia-Pacific Broadcasting Union (ABU) extends its warmest congratulations to the Asian Electronic Sports Federation (AESF) on the successful conclusion of its Electoral General Assembly held on 6 April 2025. ABU welcomes the newly elected President, Vice Presidents, and Executive Board members, and looks forward to continued collaboration as AESF enters a new chapter of growth, innovation, and unity across the Asian esports landscape.

ABU also expresses its appreciation to the outgoing AESF President for his outstanding leadership over the past eight years. In his farewell message, he offered a heartfelt acknowledgement of AESF's media and broadcasting partners, stating: "My sincere thanks also go to our media and broadcasting partners, like the Asia-Pacific Broadcasting Union and AIPS Asia, whose support has amplified our message and reach." ABU is honoured to have been part of this journey and



remains proud of the longstanding partnership with AESF.

As AESF moves forward under new leadership, ABU remains committed to supporting its vision and initiatives. ABU looks forward to deepening this collaboration and jointly advancing the esports movement across Asia and beyond. ■■■

1st ABU Panda Cup 2025 kicks off with four nations competing

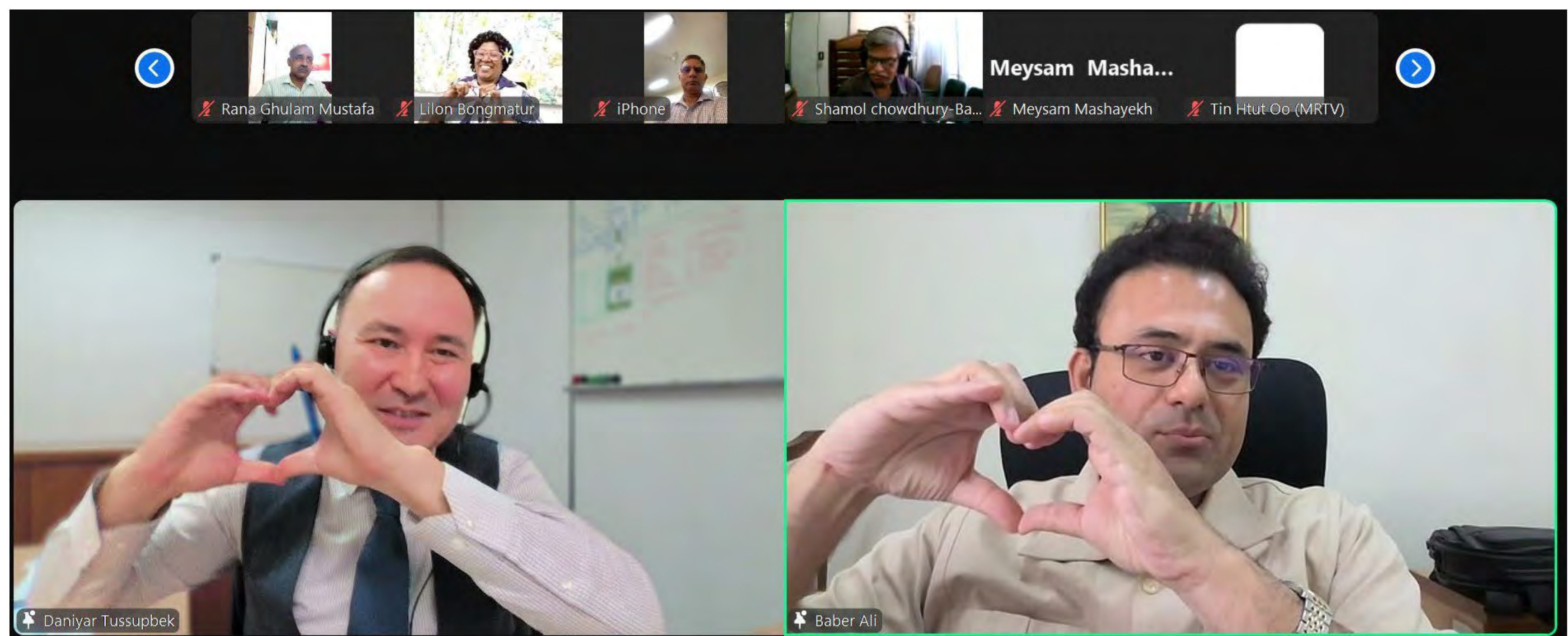
The inaugural ABU Panda Cup was successfully held online on 8–9 May 2025, marking a new initiative by ABU Sports to engage university students across the Asia-Pacific region in sports media production. Held in partnership with SCTV Sichuan, the championship brought together university student teams from China, Malaysia, Indonesia, and the Philippines for a spirited invitational online event.

The four participating nations battled it out in "Honour of Kings" for the honour of becoming

the first ABU Panda Cup Champion. Designed as a highlight of the upcoming ABU Sports Media Conference Kuala Lumpur 2025, the tournament demonstrated the power of sport in uniting cultures and fostering regional friendship through healthy competition.

ABU extends its heartfelt thanks to SCTV Sichuan and Mr Muhammad Farouk, esports commentator and organiser for their outstanding efforts in organising and delivering the championship via remote production. This event stands as a successful example of international collaboration, and the Union looks forward to the upcoming presentation by SCTV Sichuan on how such productions can be efficiently coordinated across multiple countries. ■■■





ABU Media Academy hosted the 9th meeting of the Media Academy Forum (Virtually)



The 9th meeting of the ABU Media Academy Forum was successfully held virtually, with participation from 22 members across 14 countries, including Iran, Fiji, Vanuatu, India, Türkiye, Pakistan, Mongolia, Malaysia, Myanmar, Kyrgyzstan, Bangladesh, Australia, the Philippines, and the Solomon Islands.

The Forum focused on discussing crucial challenges and opportunities in media training and capacity building,

sharing updates on national initiatives, and exploring potential collaboration on joint projects and workshops. Members also exchanged insights on emerging trends in media education and the integration of AI and digital tools in training programmes.

The meeting reinforced the importance of peer learning, regional cooperation, and continuous upskilling to empower broadcasters across the Asia-Pacific region. ■■■

ABU and UNM strengthen ties with landmark MoU

The Asia-Pacific Broadcasting Union (ABU) and the University of Nottingham Malaysia (UNM) have signed a Memorandum of Understanding (MoU) to enhance media education and professional development. The agreement initiated by the ABU Media Academy, focuses on joint training, research, and knowledge-sharing to address the evolving needs of the broadcasting industry. The signing ceremony took place at ABU's Headquarters in Kuala Lumpur.

The MoU was signed by Mr. Ahmed Nadeem, Secretary-General of ABU, Professor Hazel Melanie Ramos, Vice Provost of UNM, Mr. Daniyar Tussupbekov, Head of ABU Media Academy, and Dr. Frederique Bouilheres, Dean of UNM's Business School. This partnership will combine UNM's academic expertise with ABU's industry leadership to develop tailored programs, workshops, and research to empower media professionals across the Asia-Pacific region.

Mr. Ahmed Nadeem highlighted the importance of such partnerships, saying, "This MoU marks a milestone in ABU's mission to enhance the skills and capabilities of our members. By collaborating with a prestigious institution like the University of Nottingham Malaysia, we can ensure that broadcasters are equipped with cutting-edge knowledge and best practices." Professor Hazel Melanie Ramos added, "UNM is proud to partner with ABU in shaping the future of media education. Together, we will create opportunities for learning, innovation, and professional growth that will benefit the wider broadcasting community."

To note, the MoU will facilitate executive training, joint research on media trends, student internships, and knowledge exchanges through webinars and conferences. This partnership reflects a growing trend of collaboration between academia and industry to address digital disruption in broadcasting and further strengthen the media landscape in the Asia-Pacific region. The ABU Media Academy will continue overseeing future initiatives to ensure maximum benefit for member broadcasters. ■■■



ABU-AFTRS Webinar Series Highlights TV Development and Storytelling Strategies



Session 1: Crafting Pitch Bibles for Dramatic Family Series (4 June 2025)

The ABU Media Academy's June 2025 webinar series continued on 4 June 2025 with an engaging session on developing a pitch bible for dramatic family series. The third instalment of the AFTRS TV Expert Webinar Series welcomed 30 participants from across the Asia-Pacific and featured seasoned educators Dr Pieter Aquilia and Peter Herbert from the Australian Film Television and Radio School (AFTRS). Mr Daniyar Tussupbek, Head of ABU Media Academy, opened the session by highlighting the value of screen development tools for regional creators, followed by Dr Aquilia's practical presentation on shaping ideas into strong pitches and structured pitch bibles.

Dr Aquilia shared insights on pitching as an evolving skill that blends strategy and storytelling. Drawing on the

international success of Korean dramas, she outlined a seven-step development process, stressing the importance of research, emotional depth, and multigenerational appeal. She also introduced visual storytelling tools such as mood reels, lookbooks, and research decks to convey creative direction.

Peter Herbert explained the difference between genre and format, noting that formats—like game shows and procedural dramas—are globally adaptable and commercially viable production models.

A lively Q&A session explored topics like visual impact, virtual production, and building drama with social relevance. Mr Daniyar praised Dr Aquilia's presentation and reiterated the importance of format in driving audience engagement. The webinar reaffirmed the ABU Media Academy's commitment to strengthening production skills and supporting content creators across the region.

Session 2: Cultural Storytelling and Agile Development (11 June 2025)

The ABU Media Academy concluded the final session of the 2025 AFTRS TV Expert Webinar Series on 11 June 2025 with a compelling focus on culturally grounded storytelling and agile development frameworks. Led by Dr. Pieter Aquilia of the Australian Film Television and Radio School (AFTRS), the webinar explored how traditional narratives, and national identities can harmonise with modern production strategies to create television content that resonates both locally and globally.

Referencing a foundational regional workshop from 2022, Dr. Aquilia shared how storytelling models—ranging from folklore-inspired animation in Vanuatu to youth dramas in Malaysia—were refined using agile production and collaborative pitch development. The session also delved into narrative structure, audience engagement, and the ethics of inclusive authorship through tools like pitch bibles and sizzle reels.

Participants from Myanmar, Malaysia, and beyond raised thoughtful questions, sparking vibrant discussion on maintaining creative unity, the role of visual identity in formats, and how even factual storytelling can follow a dramatic arc.

Both ABU Media Academy Head Daniyar Tussupbek and

Continue next page >>

moderator Mr Aswandi Amin closed the session by expressing their gratitude to Dr. Aquilia for her outstanding guidance and reaffirmed the Academy's commitment to ongoing collaboration with AFTRS, with additional workshops already being planned in the months ahead.

The session reaffirmed the ABU Media Academy's dedication to capacity building through cross-institutional collaboration. By partnering with AFTRS and drawing from local broadcast experiences, the Academy helps equip creators to design narratives that are culturally grounded, ethically attuned, and technically robust. The collaboration continues with another engaging series in August–September, this time focusing on the radio sector. ■■■



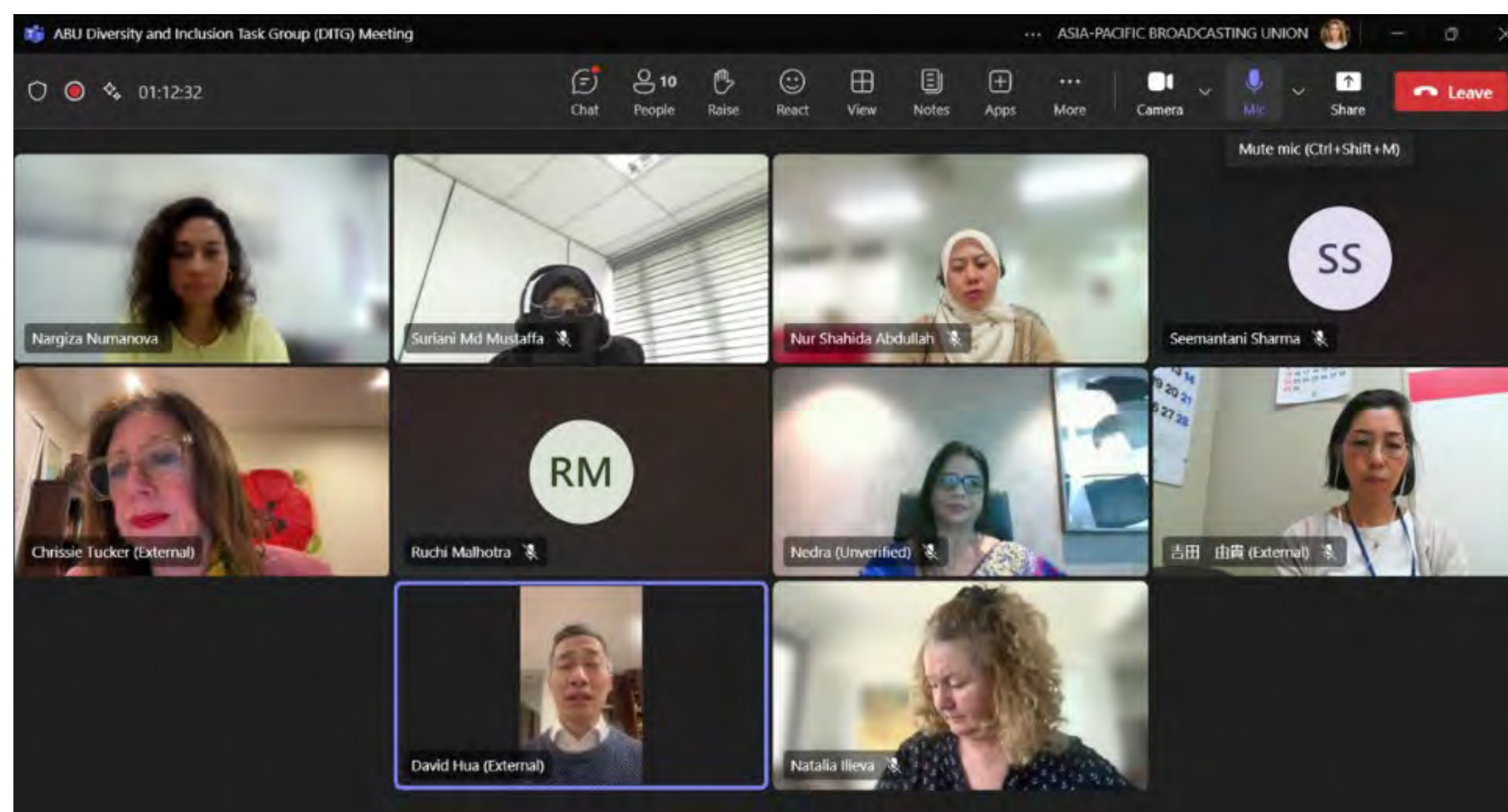
ABU and AFTRS host online webinar in May 2025 TV expert series

The ABU Media Academy, in collaboration with the Australian Film Television and Radio School (AFTRS), successfully held the first session of the May 2025 TV Expert Webinar Series online on 21 May 2025. This marked the beginning of a two-part programme for the month, with further sessions scheduled for June. The series

continued a productive partnership between ABU and AFTRS, aimed at enhancing practical knowledge in screen storytelling and television production across the Asia-Pacific region.

The session was opened by Mr Aswandi Amin, Manager of ABU Media Academy, who welcomed the 32 participants and handed over to Mr Daniyar Tussupbek, Head of the Academy, who introduced the speakers, Mr Peter Herbert and Dr Pieter Aquilia, both experienced educators from AFTRS. Dr Aquilia led the session, offering an in-depth look at the anatomy of a one-hour scripted television drama, and explained how traditional structures such as teasers, dramatic acts, and climaxes still influenced storytelling in the streaming era. BBC's *Rain Dogs* was used to demonstrate the importance of strong characters, thematic coherence, and format integrity.

Participants were introduced to the essential elements of a pitch deck, including the logline, synopsis, story world, and character profiles. Dr Aquilia shared the example of *Killing Eve*, highlighting its impactful logline and how casting choices led to a shift in the story's focus. Attendees also took part in a creative exercise inspired by press images from the 2019–2020 Australian bushfires, illustrating how real-world events could shape fictional narratives. The session concluded with a Q&A segment, where Dr Aquilia emphasised the importance of showing character transformation at the pitch stage. The ABU-AFTRS collaboration was set to continue with the second May session. ■■■



ABU Diversity and Inclusion Task Group (DITG) Meeting 2025

The ABU Diversity and Inclusion Task Group held its meeting on 16 June 2025, chaired by Chrissie Tucker. A total of 10 participants joined the session via Microsoft Teams. The session opened with a warm welcome from Chrissie Tucker, followed by introductions of several new members.

Nargiza Numanova, head of the Secretary-General's Office shared that the ABU Secretariat is actively working on expanding the group's membership to ensure broader regional representation and deeper engagement. It was emphasized that membership remains open, and the group looks forward to welcoming more participants throughout the remainder of 2025.

A significant highlight of the meeting was the Task Group officially adopted a new logo, now featured on agendas and official communications. This provides the group with a fresh and unified identity. Discussions focused on challenges related to recent funding changes affecting key programs. Members were encouraged to explore new

funding opportunities, including ongoing UNESCO-supported initiatives.

Planning continues for the Broadcasting for All Forum, which will be held alongside the ABU General Assembly in Ulaanbaatar, Mongolia, in September 2025. This year's theme, "The Role of Broadcasters in Safeguarding Cultural and National Heritage," will highlight the importance of inclusive media in preserving cultural identity, with a special focus on indigenous communities.

In accordance with ABU governance, a new chair will be elected from full members at the upcoming General Assembly in Mongolia. Chrissie Tucker will continue to contribute as a consultant on major projects, including those supported by UNESCO and new partners.

Members also provided updates on their diversity and inclusion initiatives at MBC (Sri Lanka), NHK (Japan), and SBS (Australia), reaffirming their commitment to advancing these values within the broadcasting community. ■■■



ABU leads syndicated coverage of GPDRR2025 with Sister Unions

The Asia-Pacific Broadcasting Union (ABU), in cooperation with its sister unions—the African Union of Broadcasting (AUB) and the Caribbean Broadcasting Union (CBU) is in Geneva for the 8th Session of the Global Platform for Disaster Risk Reduction (GPDRR2025), a biennial forum organised by the United Nations to review progress, exchange knowledge, and promote action on disaster risk reduction. The theme for GPDRR2025, “Every Day Counts, Act for Resilience Today,” highlights the urgency of taking bold action to safeguard communities and build a sustainable future.

Together, ABU and its sister unions are providing syndicated coverage through a team of journalists from their regions. Our syndicated coverage team, made up of journalists and media professionals from across the regions, will be producing daily news stories, interviews, and feature reports highlighting how communities and governments are working to build resilience and reduce disaster risk.

Through this collaboration, ABU, AUB, and CBU aim to share compelling stories and expert insights from GPDRR2025, helping audiences understand the importance of disaster risk reduction.

For more details, visit [GPDRR 2025](#).





— Asia-Pacific Broadcasting Union —
62nd General Assembly and Associated Meetings

Role of Media in Safeguarding National & Cultural Heritage

11 - 15 September 2025 • Ulaanbaatar, Mongolia

The Asia-Pacific Broadcasting Union prepares to convene its 62nd General Assembly and Associated Meetings in Ulaanbaatar, Mongolia hosted by MNB and extends an open invitation to all members and partners to join a timely and essential conversation on “The Role of Media in Safeguarding National & Cultural Heritage.”

[Click here to register.](#)