

ABU NEWS



2025 MEDIA & CULTURE DAYS

October 26-27, 2025
Colombo, Sri Lanka

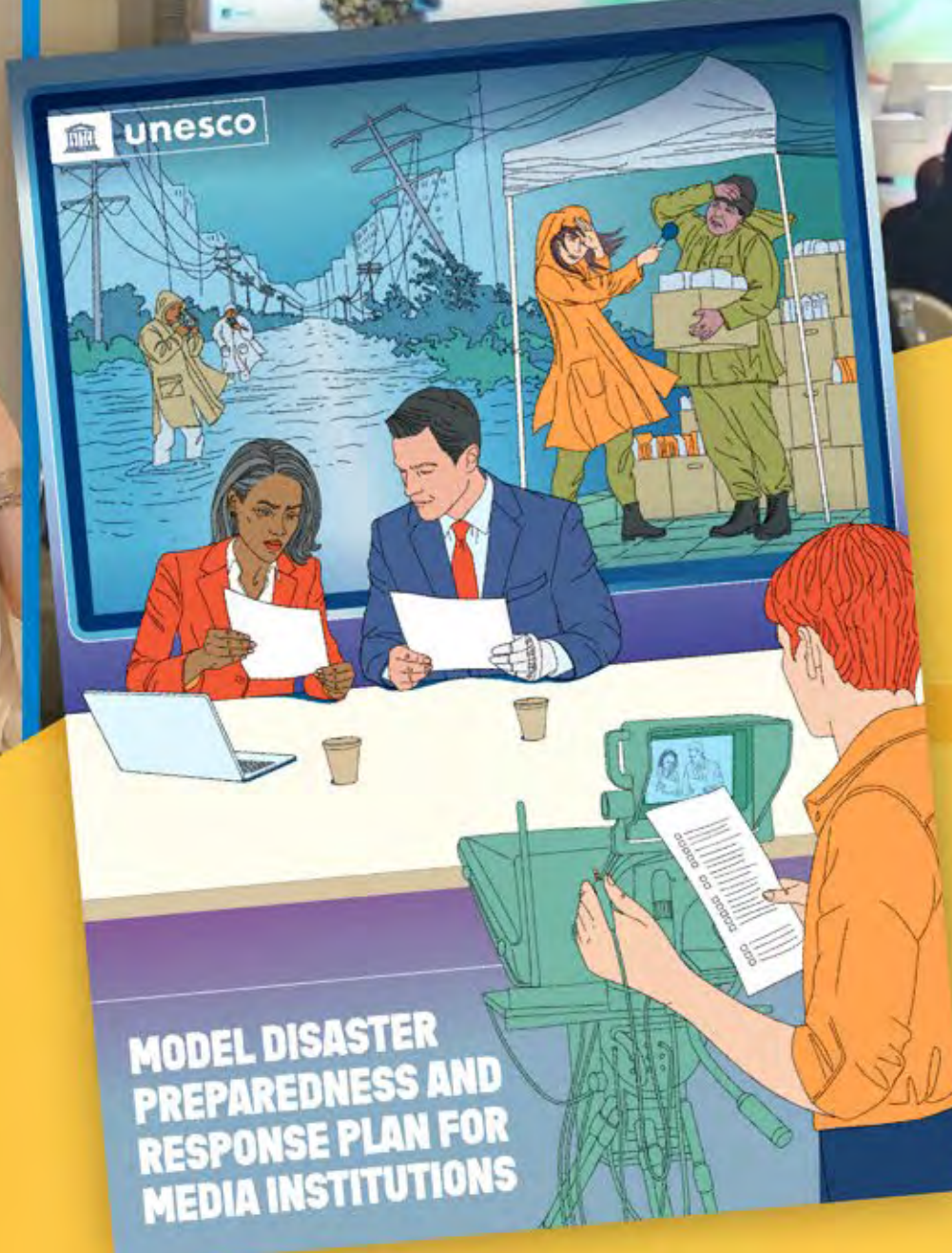
RISKS, CHALLENGES AND OPPORTUNITIES OF AI FOR MEDIA



BUILDING RESILIENCE THROUGH MEDIA: FOR A CLEANER, GREENER, AND SAFER TOMORROW



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From the editor

Happy New Year from all of us at the ABU Secretariat!

The final quarter of 2025 closed with energy, colour, and a strong sense of purpose as our members continued to connect, collaborate, and push forward on the major issues shaping our region.

The main highlight of this quarter was the 9th ABU Media Summit on Climate Action and Disaster Prevention (CADP) 2025, held in Colombo, Sri Lanka. Over three inspiring days, the Summit brought together broadcasters, climate experts, disaster authorities, communication specialists, and civil society partners under the theme “Building Resilience Through Media: For a Cleaner, Greener, and Safer Tomorrow.”

Participants shared practical lessons on disaster preparedness, spoke openly about the dangers of climate misinformation, and explored how media can help communities stay alert, safe, and informed. Discussions also highlighted the important role broadcasters play in Disaster Risk Reduction (DRR) and Early Warnings for All (EW4All).

One important outcome of the Summit was the launch of the UNESCO Model Disaster Preparedness and Response Plan (DPRP) for media institutions aimed at equipping broadcasters with operational readiness strategies during multi-hazard events.

The Summit also adopted a regional Call for Action: “Media for Resilience: Inform to Empower, Communicate to Protect.”

The quarter also featured the 2025 ABU Media & Culture Days, held in partnership with Radio Romania and hosted by CMG Group and MTV Channel at Stein Studios in Colombo. This year’s event explored the risks, challenges, and opportunities of AI in the media world. Speakers from across Asia-Pacific and Europe shared clear and thoughtful views on how AI is changing storytelling, accuracy, and culture and what this means for broadcasters who aim to keep the public informed and confident.

In this issue, we featured a special interview on Diversity and Inclusion Task Group (DITG) and Media and Information Literacy (MIL), offering readers a closer look at the discussions, insights, and key takeaways from experts in the field.

As always, we bring you highlights of member achievements, joint projects, trainings, and the many ways ABU members continue to strengthen broadcasting across the region.

With more updates coming in our next issue, including an update from the Asiavision Annual Coordinators’ Meeting and the ABU Digital Broadcasting Symposium—we hope you enjoy this lively look back at the quarter.

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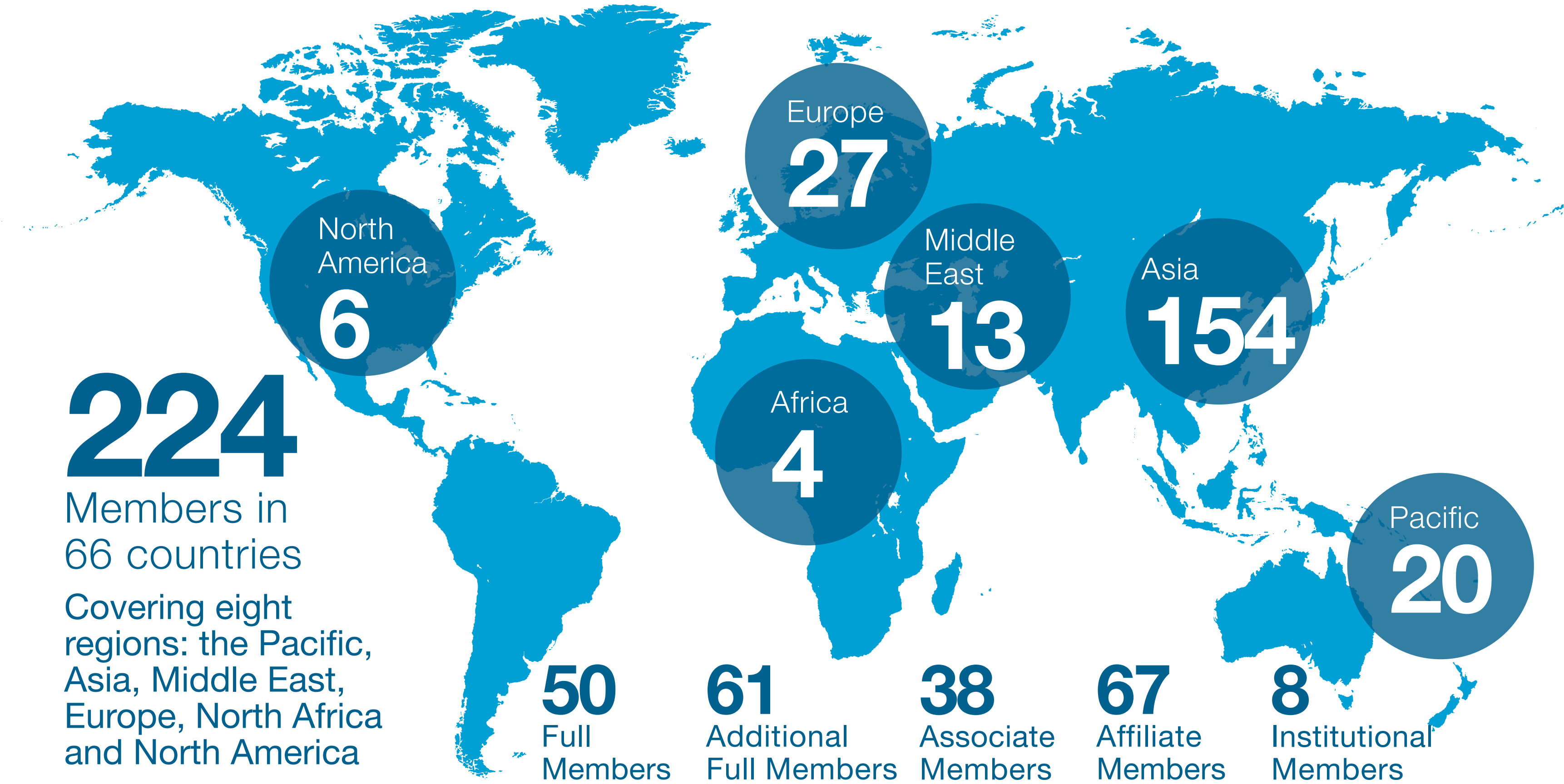
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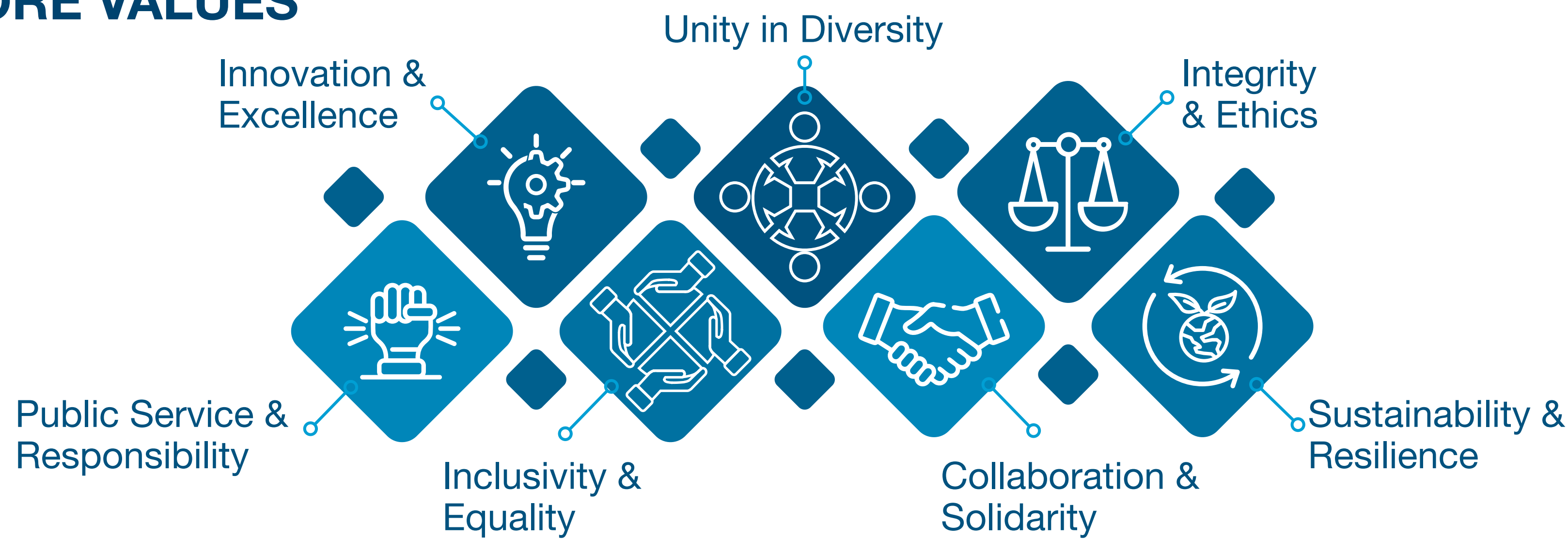
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MEMBERSHIP & REACH



CORE VALUES



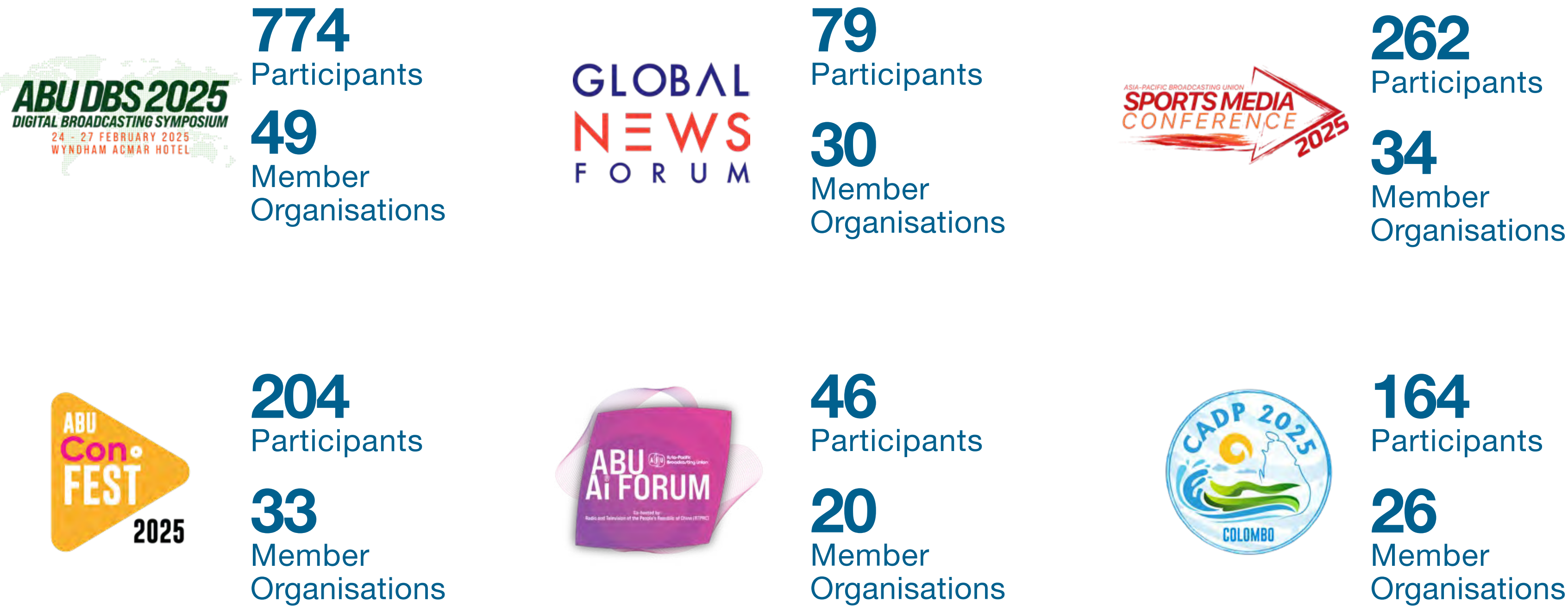
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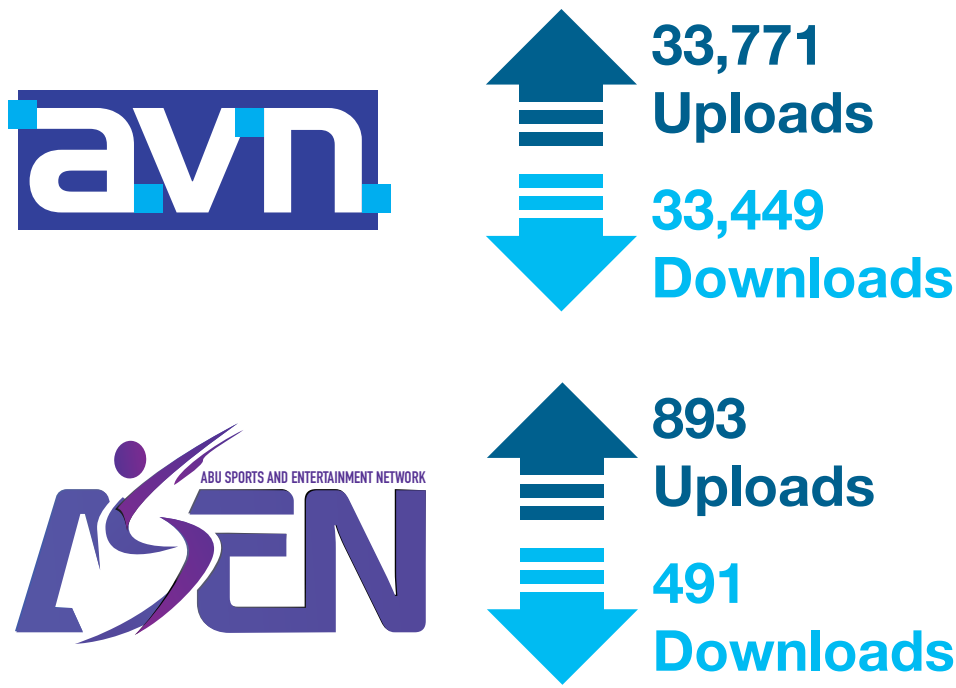
Full Member		
49 Members		3018 Participants
Additional Full Member		
35 Members		618 Participants
Associates Member		
20 Members		128 Participants
Affiliates Member		
32 Members		168 Participants

MAJOR EVENTS

Total Participants Member Organisations



CONTENT EXCHANGE



REACH



MEMBERS HOSTED ABU EVENTS



PARTNERSHIP





Building Resilience Through Media: CADP2025 Highlights Regional Unity in Climate Action and Disaster Prevention

“The fossil fuel age is flailing and failing. We are in the dawn of a new energy era.”

António Guterres, UN Secretary-General,
22 July 2025

The 9th ABU Media Summit on Climate Action and Disaster Prevention (CADP2025), held from 24–25 November in Colombo, Sri Lanka, brought together media leaders, practitioners, scientists, and humanitarian partners from across the Asia-Pacific to strengthen the role of broadcasting in safeguarding communities against climate-driven hazards and disaster preparedness, prevention and response.

With the impacts of climate change intensifying — including recent floods, landslides, and extreme weather disrupting lives across the region — CADP2025 served as a timely reminder of the media’s responsibility in strengthening early warning systems, building public awareness, and enhancing preparedness at every level of society.

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A Platform for Regional Collaboration

The event hosted by Sri-Lanka Rupavahini Corporation (SLRC) joined by over 160 participants, including 70 international delegates from 27 countries across Asia-Pacific, Africa, Caribbean, and Europe alongside public service broadcasters, climate scientists, disaster risk authorities, communication experts, and civil society representatives. Together, along with key global partners including UNESCO, UNDRR, IFRC, ITU, and representatives from leading scientific and financial institutions they explored the role of media in strengthening early warning systems, promoting science-based public information, and supporting community preparedness.

This year's theme, **“Building Resilience Through Media for a Greener, Cleaner and Safer Tomorrow,”** highlighted the importance of community-centred communication strategies and inclusive broadcasting that ensures no one is left behind — especially vulnerable and marginalized groups.

Keynote Highlights from the CADP2025 Inauguration

The 9th Asia-Pacific Broadcasting Union (ABU) Media Summit on Climate Action and Disaster Prevention (CADP 2025) opened on 25 November 2025 in Colombo, Sri Lanka. The inauguration featured keynote addresses by Hon. Dr Jagath Wickramaratne, Speaker of the Parliament of Sri Lanka, and Prof Mohan Munasinghe, former Vice-Chair of the IPCC and co-recipient of the 2007 Nobel Peace Prize. Both speakers underscored the urgency of climate action and the pivotal role of media in fostering sustainable development and regional resilience. Below we summarise their key themes, insights, and policy recommendations.



Hon. Dr Jagath Wickramaratne – Empowering Media for Climate Resilience

Dr Jagath Wickramaratne, as the event's Chief Guest, hailed the summit as a critical platform to empower broadcasters in combatting climate and disaster risks. He emphasised that climate change represents **“the greatest challenge of our time”** but also a profound opportunity for media to innovate, collaborate, and lead in guiding society towards a safer, sustainable future.

Throughout his speech, Prof Munasinghe's tone was simultaneously urgent and hopeful. He warned of escalating climate threats if action is delayed yet pointed to success stories and opportunities. By highlighting examples of cities and regions that have pursued low-carbon, climate-resilient development, he illustrated that media can spotlight positive models and inspire broader change. Ultimately, he encouraged the summit delegates – media leaders and policymakers – to use the “power of the media to drive climate action” across the Asia-Pacific. This includes holding leaders accountable to their climate pledges and ensuring that the public stays engaged and informed about both local and global environmental challenges.

Dr Wickramaratne's keynote underscored empowerment of media as a policy tool in climate and disaster risk reduction. He championed the idea that with the right training and collaboration, media professionals can drive a **“cleaner, greener, and safer tomorrow”** through informed storytelling and urgent calls to action. His remarks set a collaborative tone, urging both Sri Lanka and the wider region to unite in leveraging media for sustainable development and climate resilience.



[Continue next page >>](#)

Media Saving Lives: Skills and Systems for the Future

High-level discussions explored how broadcasters can work with science communicators, disaster management agencies, and climate experts to translate data into actionable messages that empower communities before, during, and after emergencies.

Panel discussions and interactive sessions explored how cooperation between broadcasters, scientists, and disaster management agencies can accelerate preparedness and deliver accurate, people-centred information faster than ever. ABU members presented practical case studies and innovative communication strategies, showcasing how media organisations are strengthening early warning systems, integrating climate data into everyday reporting, and reaching vulnerable groups through inclusive messaging. From digital platforms and multilingual alerts to community-based storytelling, the sessions demonstrated how media can turn scientific knowledge into life-saving action — ensuring that no one is left behind when disaster strikes.

Delegates emphasised:

- The need for accessible alerts for people with disabilities
- Inclusion of youth voices and local knowledge
- Better regional sharing of climate content and alerts
- Financial support for least-developed countries facing heightened exposure

In his video address to the delegates of CADP2025, Kamal Kishore, a special Representative of the United Nations Secretary-General for Disaster Risk Reduction, and Head of UNDRR hailed the



Asia-Pacific Broadcasting Union's cooperation in advancing disaster preparedness. He commended ABU for convening media professionals to strengthen early warning dissemination and public education on risks. Mr Kishore emphasized that broadcasters are critical partners in building resilient communities, stating that **“the media plays an indispensable role in disaster risk reduction. It explains risks to communities, inspires action, and holds governments accountable for progress”**. He noted that effective climate and disaster communication requires close collaboration across media, disaster management agencies, and the scientific community. Such partnerships should be in place well before crises occur, as **“the dialogue between disaster risk management agencies and national media needs to happen not when a disaster is at your doorstep it needs to happen**



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beforehand". Backing the ABU's initiatives, Mr Kishore voiced UNDRR's strong support for media collaboration, highlighting that united efforts between journalists, emergency authorities, and scientists are essential to turn early warnings into early action and ultimately save lives.

The summit also underscored ABU's long-standing dedication to capacity development. Workshops on newsroom preparedness, editorial ethics, and information verification provided practical tools for broadcasters to strengthen internal systems.

As CADP2025 concluded in Colombo, the message resonated loud and clear: **"media is not only a messenger — it is a lifeline"**. Every discussion reminded us that behind every news bulletin is a family seeking safety, and behind every warning message is a life that can be saved. As delegates return to their newsrooms and agencies, they carry with them a powerful responsibility — and a renewed determination — to use media as a force for awareness, empowerment, and hope. With stronger partnerships, improved climate literacy, and a renewed pledge to serve all communities, the ABU and its members are stepping boldly into a future where informed audiences are empowered audiences. The work continues, but the commitment is unwavering — to communicate to protect, to inform to empower, and to ensure that every voice is heard when it matters most.



Delegates of the 9th ABU Media Summit on Climate Action and Disaster Prevention presented by broadcasters, climate experts, disaster authorities, and civil society leaders from across the Asia-Pacific region and beyond unanimously adopted a bold and forward-looking Call for Action under the title: “Media for Resilience: Inform to Empower, Communicate to Protect.”

“Media for Resilience: Inform to Empower, Communicate to Protect.”

Key Commitments from the Call for Action:

- Deliver early warnings and life-saving information during disasters.
- Educate communities on preparedness and resilience using globally available knowledge, financing, and technologies.
- Amplify local and vulnerable voices to advance climate justice.
- Collaborate through a global Disaster Risk Reduction (DRR) & Early Warning Media Network, engaging partners like UNESCO, UNDRR, WMO, ITU, IFRC, and the Green Climate Fund.
- Adopt the UNESCO Model Disaster Preparedness and Response Plan (DPRP) for media institutions.
- Integrate Media and Information Literacy (MIL) into newsroom policies, training, and public campaigns.

Broader Objectives:

The Call for Action urges media to:

- Promote scientific knowledge and behavioural change;
- Advocate for climate financing and blended investment models;
- Strengthen regional content exchange and recognition (e.g., T4P Media Awards);
- Support public-private-people partnerships to protect lives and livelihoods.

The ABU and its members reaffirm that media is not a bystander, but a critical driver of climate resilience, disaster preparedness, and inclusive action.

Read the full Call for Action [here](#).

Call for action “Media for Resilience” was adopted in Colombo





Experts at ABU CADP2025 stress the need for inclusive disaster communication

The inclusivity and language used in media broadcasts are critical to helping people in our communities when disasters strike.

This was touched upon by panellists in a session, “Panel Discussion: An increasing need for dedicated support for media in the field of disaster management,” during the 9th ABU Media Summit on Climate Action and Disaster Prevention underway in Colombo, Sri Lanka.

“Reaching every person in the community is needed if media is to play a major role in saving lives,” said Nargiza Numanova, Head of SG’s

Office at ABU. She said radio remains a powerful tool during disasters, and the coverage needs to be inclusive rather than focused on one section of society.

Krishna Karkee, an advisor for the Centre for Disaster Management Studies, Nepal, noted that a country like hers has more than 100 languages, and it is utmost that information is in the language that suits everyone. She emphasized the need to disseminate information in a way that is understood by the public.

Jeanette Elsworth of the United Nations Office for Disaster Risk Reduction (UNDRR) stressed that partnerships are important, with government and media having to work very closely together to help their people. She said the right thing happens on the ground when partnerships occur and reiterated that the free media course offered by UNDRR is a tool for media to better themselves.

Elsworth added that while funding is being cut in many sectors, private sector funding is the place to go, and media needs to hold those using these funds accountable. She said Disaster Risk Reduction (DRR) investments have huge impacts and save money in the long run if investment is done early and in the right manner.

The panel was all in unison that DRR works, but it needs to be implemented at a faster rate.





10th ABU Media Summit on Climate Action & Disaster Prevention to be Held in Bhutan

The 10th ABU Media Summit on Climate Action and Disaster Prevention will be held in **Paro, Bhutan**, from **16–18 June 2026**, hosted by the Bhutan Broadcasting Service Corporation Limited (BBS). Next year’s summit will explore the theme “**From Awareness to Action: Media for Climate Resilience and a Safer Future.**”

Bhutan provides an inspiring setting for this conversation. As the world’s first carbon-negative country, with more than **70% forest cover** protected under its constitution, Bhutan exemplifies the balance between development and environmental stewardship.

Building on the outcomes of the 2025 summit in Colombo, the 2026 edition will bring together media professionals, policymakers, and experts to deepen collaboration and strengthen the media’s role in promoting climate awareness and disaster preparedness across the region.

Further details on the programme and participation will be shared with members as preparations progress. ■■■



Together for a Better World: Celebrating the 2025 ABU T4P Media Awards

At a time when environmental urgency, social equality, and peacebuilding dominate the global agenda, powerful storytelling matters more than ever. The **ABU Together for Planet, People, Peace Media Awards (T4P Awards)** are designed to honour exactly that — **exemplary media content that informs, inspires, and drives real impact.**

Established as a revitalised extension of the ABU-UNESCO Together for Peace Awards, the T4P Media Awards now stand as a key pillar of the ABU Media Summit on Climate Action and Disaster Prevention, celebrating content that advances sustainability, inclusivity, and positive peace. The awards align closely with UNESCO's global Media and Information Literacy campaign, reinforcing the crucial role the media plays in empowering societies with knowledge and resilience.

A Vision for Change Through Media

The heart of the T4P Media Awards lies in a simple but powerful belief:

Ethical and informed media can influence attitudes, mobilise communities, and transform societies.

The awards acknowledge organisations and creators who embrace this responsibility by:

- Raising public awareness on environmental and climate challenges
- Championing human rights, inclusion, and social justice

- Promoting peace, conflict-sensitive journalism, and mutual understanding
- Demonstrating excellence in cross-border media cooperation

With Video, Audio, and a Special Award category, the T4P Media Awards are open to broadcasters and media professionals across the globe — building bridges and strengthening networks of change-makers.

Honouring the Stories that Shape Tomorrow

Video Category Winners & Runner-Ups

Planet — WINNER

Korean Broadcasting System: "Carbon Pirates"

- A gripping exploration of environmental misconduct, shining a light on solutions for a greener future.

Planet – RUNNER-UP

The Legend of Mermaid: Marine Creatures Lost and Found, Phoenix Satellite Television

- A captivating documentary rediscovers the wonder and fragility of marine life.

People — WINNER

Radio Television Hong Kong: "Inclusive Hong Kong – Crip"

- A bold narrative advocating accessibility, dignity, and equal voice for persons with disabilities.

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People – RUNNER-UP

Bhutan Broadcasting Service, From Addiction to Redemption: The Story of Sonam Tshering and Jurwa

- A man's battle with addiction and his courageous journey toward healing

Peace – WINNER

Turkish Radio and Television Corporation: "I See Gaza"

- A compassionate, human-centred account from a region where conflict silences too many stories.

Peace – RUNNER-UP

Rai Radiotelevisione Italiana, Leaving Gaza - The Human Factor

- An intimate lens into the lives of civilians capturing emotional and psychological struggles of leaving home behind.

Across all video submissions, entries powerfully addressed climate realities, social inequalities, and universal justice — reminding us that storytelling is not merely art but a civic duty.

Audio Category Winners & Runner-Ups**Planet – WINNER**

Voice of Vietnam: "Light In The World Underground Sewers"

- An underground journey unearthing unseen environmental workers and hidden ecosystems.

Planet – RUNNER-UP

Sichuan Media Group: The Distant Glacier, Please Stay Behind

- China's high-altitude glaciers — majestic giants now rapidly receding due to climate change.

People – WINNER

China Media Group: "Love Will Remain"

- A touching exploration of compassion, community values, and social resilience.

People – RUNNER-UP

Voice of Vietnam World: In The Footsteps of Ham Nghi

- Tracing the legacy of Emperor Hàm Nghi, a historic symbol of resilience and patriotism in Vietnam's struggle for independence.

Peace – WINNER

Rai Radiotelevisione Italiana: "Help me! I'm a child, I'm being shot."

- A heartbreaking real-life recording from Gaza — urging the world to listen.

**Peace – RUNNER-UP**

Voice of Vietnam, The quiet power of MIA mission

- The emotional story of the humanitarian Missing in Action (MIA) recovery missions in Vietnam.

These winning pieces highlight radio and audio storytelling at its most profound: intimate, urgent, and human.

Special Award – WINNER

Rai Radiotelevisione Italiana: "Planet Sofia – Diary of a Sustainable Girl"

- A standout example of creative cross-platform collaboration that encourages youth-driven sustainability and global citizenship.

Beyond Winning: Building A Movement

In recognising these outstanding productions, the T4P Awards shine a crucial spotlight on media contributions that:

- Elevate public understanding of the climate emergencies threatening our Planet
- Advocate for People whose voices deserve amplification
- Guide societies toward Peace through dialogue, empathy, and accountability

They encourage professionals and organisations to embrace media and information literacy practices, enhancing trust and resilience in an increasingly complex information environment.

As the T4P Awards continue to grow as a flagship programme of the ABU, they send a powerful message: Media can do more than report on the world — it can help change it! ■■■



ABU Media & Culture Days 2025 Highlights AI's Risks, Challenges and Opportunities for Global Media

The 2025 Asia Pacific Broadcasting Union (ABU) Media & Culture Days event, in partnership with Radio Romania, took place on 26 October 2025, hosted by CMG Group and MTV Channel (Private) at the Stein Studios in Colombo, Sri Lanka.

This year's theme focused on risks, challenges and opportunities of AI for media and attracted over 70 delegates, featuring leading voices in media, academia, and policy from both the Asia-Pacific and European regions.

Sashi Rajamahendran, Chairman of CMG, warmly welcomed delegates and acknowledged the timely and important nature of this year's theme. In his opening remarks, Ahmed Nadeem, ABU Secretary General, announced the launch of a new ABU AI hub and AI Principles. The principles contain some key points to provide guidance to members when developing their own regulatory frameworks within their organisations. The AI Hub is a new online platform that will feature examples, resources and case studies from members so they can learn from each other.

Himali Hettihelage, Acting Director General of the National Intellectual Property Office, Sri Lanka, gave the keynote address and said that while we welcome the rise of AI, there is also a need to update existing intellectual property structures and frameworks to support innovation while protecting rights-holders. She said media convergence is a challenge to be addressed, but not something to be feared.

The first discussion focused on an overview of how AI is being used in Europe and the Asia-Pacific. Dr Natalia Beregoi, Consultant in Digital Transformation Services at the European Broadcasting Union, presented the latest findings



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on how European public service media are using AI, Craig McCosker, Group Product Manager at the ABC, talked about the different levels of AI usage across the Asia-Pacific and Associate Professor Michal Glowacki, from the University of Warsaw, presented research on how public media are adjusting to the rise of digital platforms.

During a discussion on guidelines and probable strategies on AI adopted by various broadcasters as public service broadcasters, Haruyuki Ichinohashi, Principal Program Director in the NHK Copyright and Contracts Division, and Chair of the ABU Intellectual Property and Legal Committee (IPLC), outlined the current approach to AI and copyright in Japan. Simona Martorelli, Director of International Relations at Rai, talked about how the European Broadcasting Union is focusing on

four AI copyright principles. Jacqueline Foord, Head of the Board Secretariat and Corporate Governance at the ABC, and Vice-Chair of the ABU IPLC, informed attendees about the development of the ABC's AI principles framework.

In a special presentation, Francois Lavoie, Senior EU Policy Adviser at the European Broadcasting Union, shared insights into the European Union's AI Act, one of the first comprehensive AI laws in the world. He talked in detail about how the act focuses on different classifications of AI systems.

As part of a session about the strengths, weaknesses and opportunities of AI, some of the key themes that emerged were about the need for media organisations to be fairly compensated for their content, the value of embedding AI teams directly into content areas and the importance of self-regulation and strong codes of practice within media organisations. Nasri Noran, CEO of Media Prima Audio, highlighted the potential for AI to take on more process oriented tasks, enabling media professionals to be more creative.

Florin Brusten and Andrei Cretoiu, from Radio Romania, announced the launch of Work & Live, Romania: My Second Home, which is a new ebook focusing on documenting the stories of foreign workers living and working in Romania. This is a project that directly emerged from previous Media and Culture Days event.

The last two sessions of the day focused on radio and culture. Kim Hongbum, Executive Producer, Cool FM at KBS, talked about the creation of Station X, Korea's first radio program hosted entirely by a generative AI DJ.

Dejan Vujovic, Deputy Director General, at RTVCG, explained how the public broadcaster is using AI to help preserve the Montenegrin language in a country of 600,000 people. Dr Dan Santa, Director of International Relations at Radio Romania, asked delegates to think about what would happen if there were no public media tomorrow and what would be lost.

During the day, a number of shared challenges – trust, transparency, security, the need for human oversight, and updated intellectual and regulatory frameworks, were highlighted across the European and Asia-Pacific regions. ABU Media & Culture Days' role as a place where Europe meets the Asia-Pacific, and where culture and media meet – connecting perspectives, sharing solutions, and making new connections and partnerships – will help to foster more ongoing dialogue and information sharing to continue to address these challenges. ■ ■ ■



ABU AI Hub

OUR FOUNDATIONAL COMMITMENT

Governing Intelligence, Securing Trust

This hub serves as the central resource for ABU's non-binding principles, member case studies, and ongoing updates to ensure the ethical and effective adoption of Artificial Intelligence across media organizations.

[View Principles Summary](#)
[Explore AI in Action](#)

ABU AI Principles to Navigate the Union Members

“Supporting safe, responsible and transparent use of Artificial Intelligence in broadcasting”

The Asia-Pacific Broadcasting Union (ABU) has launched the **ABU AI Principles** - a practical, non-binding set of guidelines designed to help broadcasters use Artificial Intelligence safely, responsibly and with public trust at the forefront.

The principles respond to the rapid rise of AI across the broadcasting and media industry. Over the past two years, AI tools have become widely used in newsrooms, production, archives, and audience services. While these technologies offer major benefits, they also bring risks linked to data security, accuracy, bias, and transparency. The ABU AI Principles provide clear and practical recommendations to help broadcasters navigate these challenges effectively.

“In this new synthetic era, value is no longer defined by efficiency alone, but by the protection of the core trust between Public Service Media and their audiences,” underscored Dr Veysel Binbay, Director of ABU Technology and Innovation. He

highlighted the ABU’s ongoing efforts to support members in exploring the use of AI, stressing that broadcasters should adopt AI with a focus on maintaining credibility. *“We recommend a technology strategy that serves as a guardian of truth, not a generator of noise — ensuring that as generative tools evolve, they strengthen rather than erode the authenticity and reliability that define our industry.”*

Developed with input from ABU members, industry partners, sister unions, and the wider international community, the document offers a structured framework for media organisations exploring or expanding their use of AI. It complements similar initiatives undertaken by broadcasting unions worldwide and will be regularly updated to keep pace with technological change. In addition to addressing issues such as accuracy, bias, and transparency, the principles also highlight the growing importance of copyright compliance in AI workflows — ensuring that content rights, ownership, and fair use obligations are respected as broadcasters integrate AI into their operations.

“Broadcasters face real legal challenges when using AI, particularly around copyright, data protection, and accountability for AI-generated content. Copyright issues arise when AI is trained on third-party works or generates content that could infringe existing rights”, revealed ABU Legal Manager, Dr Seemantani Sharma. She noted – *“This is the most glaring legal issue as broadcasters are also content creators and copyright owners. Handling personal data requires careful attention to privacy laws. Accountability is also complex — determining responsibility when AI output contains errors, misinformation, or defamatory material remains a practical challenge.”*

[Continue next page >>](#)

At the heart of the principles is the commitment to **protecting public trust**. The ABU stresses that AI must never undermine the accuracy, credibility, or integrity of content, especially for public service broadcasters. Human judgement and oversight remain essential, and audiences should be informed when AI has been used to generate or significantly shape content.

ABU News Director Indra Singh said: *“The integration of Artificial Intelligence has significantly accelerated news gathering and operations across Asiavision and its member organizations, primarily through automation of content creation, rapid transcription, and deep data analysis. However, this leap in speed must be balanced against the imperative of maintaining audience trust. Newsrooms must strictly prioritize transparency—starting with explicitly labelling AI-assisted content—and human accountability, which requires retaining final editorial judgment to prevent bias or errors.”*

ABU News, through Asiavision, plays a vital role and needs to continue doing so in providing the necessary ethical frameworks and training to guide its members toward responsible AI adoption, thereby safeguarding editorial integrity and public confidence.

The ABU AI Principles outline guidance across three key areas:

- **Technology and Security** – Encouraging broadcasters to understand how AI tools work, protect data, ensure strong cybersecurity, and adopt sustainable practices.
- **Governance and Legal** – Helping organisations put in place suitable rules, processes, and responsibilities to manage AI effectively and safely.
- **Ethics and Best Practice** – Promoting fairness, transparency, accountability, and respect for intellectual property, with clear labelling of AI-generated material.

Aoki Kazunori, Director of ABU Programming, underscored both the opportunities and risks of AI. *“AI is transforming content creation, giving us unprecedented possibilities for efficiency and creativity,” he said. “But the biggest risks come from over-reliance on automation, the erosion of cultural authenticity, and the spread of misinformation when AI-generated content is not properly verified.”*

Reflecting on the ABU’s role, Mr Aoki added: *“One of our strengths is the ability to draw on real examples from our member broadcasters who are already experimenting with AI. This shared experience allows us to offer practical, evidence-based guidance that genuinely helps our members navigate this new landscape.”*

The guidelines offer practical suggestions for using AI in editorial work, audience analytics, content creation, emergency broadcasting, staff training, and cross-industry collaboration. Regular monitoring and ethical audits are recommended to ensure systems remain safe, responsible, and aligned with organisational values.

“Rapid technological advances — from AI tools and remote production to VR/AR and data-driven storytelling — are transforming sports content creation and distribution across the Asia-Pacific, reshaping workflows and increasing the demand for creative talent,” said Cai Yan Jiang, ABU Sports Director.

In this evolving landscape, helping members navigate these technologies effectively has become essential, and ABU is strengthening its support through continuous, high-quality training and knowledge-sharing opportunities.

ABU Departments together with the ABU Media Academy equips media professionals to master responsible AI use through three core areas: critical evaluation (identifying bias, errors, and hallucinations), ethical governance (ensuring data privacy, copyright compliance, and transparency), and strategic implementation (using AI tools without replacing human editorial judgment). *“Training is delivered through practice-based modular sessions and role-specific online courses, all emphasising human-in-the-loop approaches to safeguard editorial integrity and maintain audience trust”*, highlighted by the head of AMA, Daniyar Tussupbekov. Nargiza Numanova, the Head of ABU Secretary-General’s Office underscores that the ABU AI principles are a living document. As AI technologies continue to evolve rapidly, the Union will introduce further updates to ensure the framework remains relevant and practical. This ongoing refinement is intended to help members navigate an increasingly complex and fast-changing AI landscape with clarity, confidence, and responsibility.

The ABU encourages all broadcasters to engage with the principles, adapt them to their own needs, and share their experiences to strengthen responsible AI use across the industry. ■■■

ABU's Principles on the use of AI

Security, Governance, Ethics & Best Practices

Recognizing the unprecedented pace of AI evolution, the ABU AI Principles is a non-binding set of practical suggestions for our members and broadcasters to considered when implementing the use of AI within their operations. These principles are considered dynamic and subject to periodic review to keep them relevant and meeting industry developments.

[Download Full AI Principles PDF](#)

Feedback & Contributions

We encourage broadcasters to actively participate in this ongoing process, contributing insights and experiences to refine and improve these guidelines as needed.

[Submit Feedback →](#)

ABU Introduces the ABU AI Hub

The **ABU AI Hub** is a new ABU initiative created to provide members with a shared platform for learning, exchange, and collaboration on Artificial Intelligence. Launched by the Asia-Pacific Broadcasting Union (ABU), the AI Hub is an online resource designed to help media organisations adopt AI ethically and effectively. It brings together ABU's non-binding AI Principles, member case studies, practical examples, and regular updates, enabling broadcasters to learn from one another's experiences. The platform is guided by the motto: **"Governing Intelligence, Securing Trust."**

The Hub's four main principles are:

1. **Data, Security and Sustainability** – Adhere to strict data privacy standards, maintain robust cybersecurity, and consider the environmental impact of AI operations.
2. **AI for Diversity and Inclusion** – Enhance diversity in content production and representation. Monitor AI tools to mitigate bias and avoid exclusionary practices, promoting inclusive storytelling.
3. **Ethics, Transparency and Accountability** – Ensure AI systems operate transparently with explainable decisions. Maintain accountability for AI-generated content, which must be clearly labelled to uphold audience trust.
4. **Human Oversight and Intervention** – AI should assist rather than replace human decision-making. Editors and creators retain control, with protocols for intervention if standards are not met.

[Continue next page >>](#)

ABU in Action: Contributions & Resources

Explore the latest developments, practical implementations, and ethical discussions driven by the ABU, its members and partners.

ABU Secretariat

Member Case Studies & Tools

Global Partners & Sister Unions

Events & Initiatives

Legal Briefings

Recent ABU Initiatives and Events

NEWS RELEASE | Oct 2025

ABU Media & Culture Days 2025 highlights AI's risks, challenges and opportunities for global media

The 2025 Asia Pacific Broadcasting Union (ABU) Media & Culture Days event, in partnership with Radio Romania, took place on 26 October 2025, hosted by CMG Group and MTV Channel (Private) at the Stein Studios in Colombo, Sri Lanka.

[View News →](#)

EVENT HIGHLIGHT | July 2025

ABU AI Forum 2025

A high-level event focusing on regulatory alignment and shared ethical frameworks. Key takeaways and session recordings are available for members.

[View Post-Event Report →](#)

“ABU acts as a bridge between rapid technological advance and ethical responsibility to provide the frameworks and collaborative platforms to our members to traverse these complexities safely”, explained Dr Veysel Binbay, ABU Director of Technology and Innovation. “By defining the standards with structuring the “ABU AI Principles”, and creating the ABU “AI Hub”, where they can exchange experiences and best practices, we are trying our best to help broadcasters to embrace AI effectively. Our goal is to empower members to harness these powerful innovations to enhance their storytelling and reach so that they remain the trusted signal amidst, and strongest players on the ground, an increasingly complex media landscape.”

The AI Hub envisages contributions from ABU members, global partners, and sister unions, showcasing practical implementations and real-world applications of AI in media. Equally important, it provides space for ongoing ethical discussions — recognising that questions of transparency, fairness, accountability, and copyright remain central as AI becomes more embedded in broadcasting. By highlighting both innovation and ethical safeguards, the AI Hub aims to help members adopt AI in ways that strengthen public trust and uphold the core values of responsible media.

To support broadcasters, ABU provides one-on-one guidance to members on legal and ethical issues. Members are encouraged to regularly consult the Legal Briefings section of the ABU AI Hub, which offers research-based, actionable guidance rather than generic recommendations. *“The briefings are tailored to the unique business models and challenges faced by public sector broadcasters”, said Dr Seemantani Sharma. “It also includes AI-centric legal opinions across relevant jurisdictions. ABU’s role is advisory. We provide guidance, but enforcement and implementation*

are up to members. This approach supports the responsible, transparent, and innovative use of AI across ABU membership.”

Over a period of time, members will be able to explore case studies, tools, and updates to support ethical AI adoption.

“Through the ABU AI Principles and the AI Hub, we promote ethical standards, transparency, and accountability in content creation. We encourage members to integrate AI as a tool to augment—not replace—human creativity, ensuring editorial oversight remains paramount”, emphasised Aoki Kazunori, Director of ABU Programming. “Our goal is to ensure that innovation strengthens trust, diversity, and quality in programming across the Asia-Pacific region. AI should serve creativity, not replace it.”,

The launch of the ABU AI Hub marks an important step in supporting broadcasters and members as they navigate the complexities of Artificial Intelligence.

ABU Secretary-General, Ahmed Nadeem highlighted the significance of both initiatives, noting *“The ABU AI Principles and the ABU AI Hub together represent our commitment to helping broadcasters navigate this new technological era with confidence and responsibility. AI offers enormous potential, but it must be used in ways that strengthen—not undermine—public trust.”*



The 4 General Principles (Summary)

For quick reference, these are the main pillars guiding our members in the development and implementation of AI solutions.

1. Data, Security and Sustainability

Adhere to stringent data privacy standards and robust cybersecurity. Consider the environmental impact (energy consumption) in AI operations and adopt sustainable practices.

2. AI for Diversity and Inclusion

Enhance diversity in content production and representation. Actively monitor AI tools to mitigate bias and avoid exclusionary practices, promoting inclusive storytelling.

3. Ethics, Transparency and Accountability

Ensure AI systems operate transparently (explainable decisions). Maintain accountability for AI-generated content, which must be clearly labelled to uphold audience trust.

4. Human Oversight and Intervention

AI must assist rather than replace human decision-making at the final stage. Editors and creators retain control, and protocols for human intervention must be established when standards are not met.

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Barbara Massing Becomes DW's First Female Director General

Photo: Julia Nohr / DW

Barbara Massing officially assumed the role of Director General of Deutsche Welle (DW) on 1 October 2025, following her election earlier that year in June. She makes history as the first woman to lead Germany's international broadcaster since its establishment in 1953. Her appointment marks a milestone moment for DW, reflecting its commitment to diversity, leadership, and innovation in global media.

Before taking on this position, Ms Massing served as DW's Managing Director of Business Administration for more than a decade, overseeing financial strategy, human resources, operational management, and operational functions. Earlier in her career at DW, she founded and led the Strategic Planning Department and represented the broadcaster in the EU Commission's "Science and Society" advisory group — roles that showcased her strategic insight and dedication to organisational development.

Massing began her professional journey as a producer and researcher for ARD documentaries before moving into media and internet law. She later advised Arte Deutschland in Baden-Baden prior to joining DW. Born in 1971, she studied law and history in Hamburg and Berlin, focusing on administration and international media law. Her leadership ushers in a new era for DW, strengthening its voice and vision on the global stage. ■■■



APEC Gyeongju Declaration Highlights Cultural and Creative Industries as New Growth Engine

fostering mutual understanding across borders. This new consensus among APEC leaders is also expected to positively influence the Asia-Pacific Broadcasting Union (ABU), encouraging deeper solidarity and collaboration among member broadcasters through media exchange and cultural cooperation.

Building on this vision, Korean Broadcasting System (KBS), the nation's primary public service broadcaster, signed a comprehensive Memorandum of Understanding (MOU) with China Media Group (CMG) – China's largest integrated media organization encompassing CCTV, CNR, and CRI – on the occasion of the APEC 2025 Korea meeting.

KBS-CMG MOU Expected to Bolster Media Collaboration Across the Asia-Pacific

The 2025 APEC Economic Leaders' Meeting, hosted by the Republic of Korea in the ancient city of Gyeongju – renowned for its thousand-year legacy of the Silla Dynasty – concluded successfully on 1 November 2025. At this historic gathering, leaders of the 21 APEC member economies adopted the Gyeongju Declaration, which explicitly includes for the first time the role and importance of promoting Cultural and Creative Industries (CCIs) in an official APEC leaders' document.

By recognising the CCIs as a key driver of sustainable and inclusive growth, the Declaration reflects a shared understanding that culture plays a vital role in advancing economic development, enhancing people-to-people connections, and

Under the MOU, the two broadcasters will explore a range of cultural exchange initiatives, including resuming the Korea-China Song Festival, which had been on hold since 2016, organizing a performance by the KBS Symphony Orchestra in China, and expanding the "Music Bank World Tour" into the Chinese market. This partnership is expected not only to revitalize cultural exchange between Korea and China but also to contribute to a more vibrant and interconnected Asia-Pacific media ecosystem.

KBS President and CEO Park Jang-Beom stated, "This MOU represents a meaningful breakthrough that enables Korea's content – from K-dramas to K-pop – to re-enter the Chinese market in earnest. Through enhanced collaboration among ABU members, we share the recognition that the power of culture can become a new growth engine for the region." ■■■

Prasar Bharati's DD Free Dish Upgrades from MPEG-2 to MPEG-4



Prasar Bharati is upgrading its DD Free Dish platform to a newer video format that will deliver better picture quality and allow more channels for viewers. The platform is gradually switching from MPEG-2 to a more modern one called MPEG-4, which compresses video more efficiently without losing quality. This means the same satellite bandwidth can carry more channels, including regional and high-definition options, benefiting the platform's estimated 50 million households across the country.

The transition is being handled carefully to avoid forcing viewers

to buy new equipment. Prasar Bharati CEO, Gaurav Dwivedi, explained that about two-thirds of existing set-top boxes still use the older MPEG-2 format, and many viewers are satisfied with their current devices. Rather than immediately moving all channels to MPEG-4 and making these boxes obsolete, the broadcaster is taking a gradual approach. There is no fixed deadline yet, but the company is committed to completing the upgrade over time as part of its long-term modernisation plan.

DD Free Dish has made a major breakthrough in the Hindi heartland — Uttar Pradesh, Bihar,

Jharkhand, Madhya Pradesh, Rajasthan, and Uttarakhand — and is now expanding into southern regions. The platform generates nearly 800 crores annually through channel slot auctions while providing free television to millions of viewers. This technical upgrade is part of Prasar Bharati's broader push towards digital innovation, which also includes its streaming platform, Waves, and plans for broadcasting directly to mobile devices. The goal is to improve the viewing experience while ensuring that technological progress does not leave anyone behind. ■■■



FBC Secures Partnership with Guangdong Radio and Television

The Fijian Broadcasting Corporation (FBC) has secured a new partnership with Guangdong Radio and Television of China to enhance its technological operations and public broadcasting services. Representatives from Guangdong Radio

and Television in China visited FBC's broadcasting house in Suva to deliver equipment designed to improve public services. Although the partnership was established only last year, it is already bringing tangible benefits to the broadcaster and its audiences.

Minister-Counsellor of the Chinese Embassy in Fiji, Wang Yuan, said the donation reflects China's continued efforts to strengthen ties with Fiji, recognising the vital role media plays in promoting understanding between nations. He noted that Guangdong's support will help FBC share stories of mutual respect and shared development between the two countries. Wang also reaffirmed China's commitment to further cooperation with Fiji across various areas, including development, and economic collaboration.

FBC Chief Executive, Tarun Patel, said that this will also be about showcasing the nation's stories and opportunities to audiences across provinces such as Guangdong in China. The Chinese Embassy added that this collaboration reflects the enduring 50-year relationship between China and Fiji, which continues to grow stronger through partnerships across multiple sectors. ■■■

RRI and TVRI Establishes Partnership with Mamuju Immigration Office to Boost Public Awareness



Indonesia's public broadcasters, RRI and TVRI have established a partnership with the Mamuju Class II Immigration Office to better inform the public about immigration services. The partnership, formalised through a cooperation agreement signed on 30 October 2025, aims to make information about immigration procedures and services more accessible to the public. V.

Yosa Anggara, Head of the Mamuju Immigration Office, explained that whilst government agencies work hard behind the scenes, the public often remains unaware of what they actually do.

The partnership will see RRI Mamuju's broadcasting network used to spread the word about immigration services, helping people understand what the office does and how it can assist them. Rina Irfantini, who leads the RRI Mamuju station, welcomed the initiative, noting that radio broadcasts can reach communities across the region.

Both parties hope this partnership will create more transparent communication between the Immigration Office and the community it serves. By working with trusted local broadcasters, the office aims to ensure people can easily find reliable information about immigration services when they need it.



RTM Launches New 'TRAXX Trade Talk' Segment on TRAXXfm

Radio Televisyen Malaysia (RTM) has launched a new segment titled TRAXX Trade Talk on its English-language radio station, TRAXXfm. Officially launched on 9 October 2025 by RTM Director-General Datuk Suhaimi Sulaiman, the segment began airing on 2 September 2025. It is produced in collaboration with RTM's Radio News Section under the Current Affairs Division, aiming to deliver fresh and informative discussions on trade and economic issues.

Airing every Monday to Friday at 7.45 a.m. and 6.45 p.m., the segment targets PMEB (Professionals, Managers, Executives and Business) audiences by providing relevant, concise and easy-to-understand economic and market information. Hosted by TRAXXfm presenters Double D, Otto and Els alongside RTM English newsreaders, 'TRAXX Trade Talk' explores topics such as the digital economy, economy, environment, social, and governance (ESG), and sustainability, global supply chains, innovation, and commodity



developments. Listeners also receive daily updates on Bursa Malaysia performance, currency movements and commodity prices.

Datuk Suhaimi highlighted that the introduction of 'TRAXX Trade Talk' marks an important step in strengthening RTM's content strategy, aligning with its digital transformation and efforts to work closely with industry partners. Through TRAXXfm, broadcasting on 90.3 MHz in the Klang Valley and 100.1 MHz in Selangor, RTM reaffirms its role as a trusted public broadcaster providing credible and dynamic content that reflects Malaysia's economic pulse.





PTNI-Philippines Strengthens Inclusivity Efforts Through FY 2026 GAD Planning Workshop

The People's Television Network (PTNI) has reaffirmed its dedication to equality and inclusion as it expands its coverage across the nation. During its recent Gender and Development (GAD) Focal Point System Responsive Planning and Budgeting Workshop for Fiscal Year 2026, the network placed inclusivity at the forefront of its priorities. The three-day session focused on refining strategies that promote fair representation while ensuring that resources are allocated effectively to support diverse communities.

Participants began the workshop with Rapid Gender and Inclusion Scanning (RGIS), which helped identify key barriers faced by women, LGBTQIA+ individuals, senior citizens, persons with disabilities (PWDs), single parents, indigenous peoples, and faith-diverse groups. The following day featured a Safety and Inclusion Facility Audit to evaluate whether PTNI's infrastructure met national standards for accessibility. Facilities such as gender-neutral signage, lactation areas, pathways for mobility-impaired individuals, and spaces for prayer were assessed to make sure the network's environment remains open and welcoming to all.

The workshop concluded with the preparation of PTNI's FY 2026 GAD Plan and Budget (GPB), which insights from the workshop into achievable goals. GAD consultant and Philippine Commission on Women resource person, Alvin Cloyd Dakis highlighted the importance of inclusive planning, stressing that it ensures public funds are used effectively to uplift vulnerable sectors. "We may all be different," Dakis said, "but together we respond to the needs of women, the LGBTQIA+ community, senior citizens, PWDs, solo parents, and everyone who requires support." ■■■



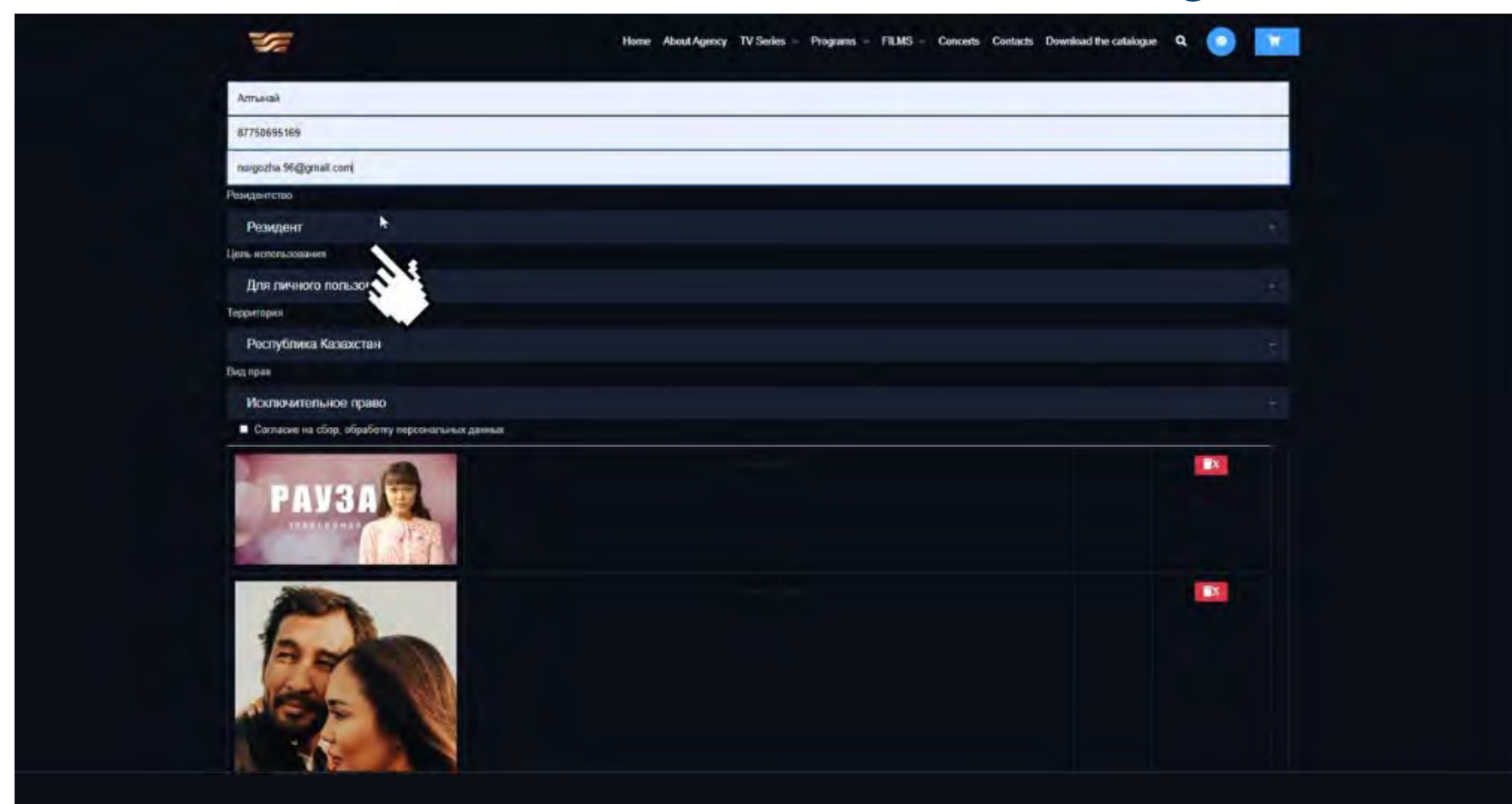
Voice of Vietnam Launches Fundraiser to Support Storm Victims

Voice of Vietnam (VOV) launched a major fundraising campaign on 4 October 2025 to help communities devastated by Typhoon Bualoi. The initiative, held at VOV's headquarters in Hanoi, came in response to a call from the Vietnam Fatherland Front Central Committee. Typhoon Bualoi, the tenth storm to strike the East Sea this year, brought days of heavy rain and flooding that caused tragic loss of life and destroyed homes and farms across central and northern mountainous regions of Vietnam.

VOV President Do Tien Sy explained that the broadcaster has been working around the clock to keep people informed and safe. The network has provided continuous coverage of the storm, sharing government emergency instructions, weather updates, and stories of local officials and rescue workers helping affected communities rebuild. Embracing the Vietnamese saying "the intact leaf covers the torn one"—which speaks to the spirit of neighbors helping neighbors—VOV organized the donation drive to directly support families struggling to recover from the disaster. President Sy also announced that VOV staff will continue their relief efforts through various activities in the coming weeks.

The situation remains urgent as another storm, Typhoon Matmo, approaches Vietnam's coast. Early reports indicate that Typhoon Bualoi has already claimed 65 lives, with many still missing, and injured 164 people. The storm destroyed nearly 350 homes, damaged over 172,000 others, and flooded more than 100,000 hectares of farmland. With mountainous areas already saturated from previous rains and at high risk for landslides, VOV leaders stressed the critical importance of keeping the public informed as the next storm arrives. The economic damage from Typhoon Bualoi alone is estimated at approximately US\$15.86 trillion. ■■■

Khabar Agency Launches New Platform to Distribute Kazakh Content Globally



Khabar Agency has introduced a new online platform — sales.khabar.kz — offering an easier and faster way to distribute its TV series, documentaries, concerts, and entertainment programmes to international partners.

The platform brings all of Khabar’s content together in one place, allowing users to browse, select, and order materials directly. Partners can review materials in advance, explore the full catalogue, and submit requests instantly, with Khabar’s distribution team providing support throughout the negotiation process until the deal is finalised.

Through this initiative, Khabar Agency aims to make Kazakh content more accessible and appealing to global audiences, opening new opportunities for collaboration and expanding Kazakhstan’s presence in the international media market. ■■■

Jordan Radio and Television Corporation Launches Modernisation Plan

The Jordan Radio and Television Corporation (JRTV) has launched a comprehensive five-point strategy to revitalise its programming, strengthen creative partnerships, and reconnect with viewers. Announced on 29 September 2025 by the chairman of JRTV, Ghith Al-Tarawneh, the plan focuses on enhancing content, supporting Jordanian drama, modernising the broadcaster’s identity, advancing digital transformation, and investing in human resources to restore JRTV’s role as a unifying platform for Jordanian families.

As part of the reform, JRTV has partnered with Sunbula and the Jordanian Artists Syndicate to



raise production standards, improve financial oversight, and foster artistic collaboration. Sunbula, affiliated with the King Abdullah II Fund for Development, will oversee production quality and support young content creators, while renowned artists Mohammad Al-Abadi and Abeer Issa have joined JRTV’s board to represent the creative community.

The initiative coincides with similar media reforms in Iraq, where the Media and Television Authority has introduced a plan to enhance production standards, expand professional training, and improve digital broadcasting. Both efforts reflect a growing regional commitment to modernising public broadcasting, fostering innovation, and reconnecting national media institutions with their audiences in a fast-changing digital era. ■■■

Qatar TV Wins Two Awards at the 2025 TV Exchange Awards



Qatar Media Corporation, represented by Qatar TV, has won two awards at the 2025 TV Exchange Awards organised by the Arab States Broadcasting Union (ASBU). The awards were

presented during the 23rd Meeting of the Standing Committee for Television Programmes, held in the Republic of Tunisia from 7 to 9 October 2025.

Qatar TV secured third place in the Comprehensive Television Exchange Award category, which recognises broadcasters with outstanding contributions in the exchange of television material among member states. It also achieved second place in the Television Programme Exchange Award, honouring the quality of its productions and its active participation in the regional content exchange network.

These awards reflect the ongoing efforts of Qatar Media Corporation and Qatar TV in supporting Arab television production and promoting collaboration among broadcasters in the region. They also reaffirm Qatar's commitment to enhancing media professionalism and cultural understanding, underscoring the country's leading role in advancing the Arab media landscape.



Measat, Guodian Gaoke and Starwin Join Forces to Boost Sarawak's Digital Future



MEASAT Global Berhad (MEASAT) has entered into a strategic alliance with China's Guodian Gaoke and StarWin to bring next-generation satellite-based Internet of Things (IoT) services to Malaysia. The partnership, formalised during the International Digital Economy Conference Sarawak (IDECS) 2025 in Kuching, supports Sarawak's ambition to achieve 96% high-speed internet coverage, 20% of GDP contribution from the digital economy, and full online delivery of government services by 2030. Under the agreement, MEASAT will serve as the authorised service provider for the Tianqi Low Earth Orbit (LEO) Constellation, with Guodian Gaoke supplying

satellites and StarWin providing certified ground terminals.

The alliance promises to strengthen Sarawak's digital infrastructure, particularly in rural and hard-to-reach areas. By using advanced LEO satellite technology, reliable data transmission is possible even under dense forest canopies, making it ideal for sectors such as smart agriculture, flood monitoring, renewable energy, and telemedicine. Sarawak's Minister of Utility and Telecommunication, Dato Sri Haji Julaihi Haji Narawi, highlighted how IoT adoption has already boosted agricultural productivity and income, adding that wider use could further enhance efficiency and sustainability across the state.

MEASAT's Chief Operating Officer, Yau Chyong Lim, described the partnership as a major step in advancing Malaysia's digital transformation and addressing connectivity gaps. He emphasised that the collaboration not only supports Sarawak's development goals but also demonstrates the potential of satellite IoT in driving inclusive growth. Visitors can learn more about the Tianqi LEO Satellite IoT solutions at MEASAT's booth during IDECS 2025 at the Borneo Convention Centre Kuching.





Mediacorp Teams Up with W-Sport to Bring Women's Sports to Singapore

Singapore's public broadcaster, Mediacorp has teamed up with W-Sport to launch the women's sports channel on its Mewatch streaming service. Viewers will be able to access W-Sport as a paid add-on, marking the channel's entry into the Singapore market.

W-Sport offers up to 10 live women's soccer matches weekly from major leagues in Germany's Frauen-Bundesliga, Italy's Serie A Femminile, the United States' USL Super League, and Sweden's Damallsvenskan. The channel also features other sports including netball, basketball, surfing, and track and field, along with documentaries and magazine shows about women athletes.

The Singapore launch continues W-Sport's Asian expansion, following recent deals in Thailand and Malaysia. The channel is also available across several European countries including France (Free), Portugal (MEO and NOS), the Netherlands (KPN), Belgium (Telenet, Proximus, and Orange), Luxembourg (Post TV), and Türkiye (S Sport Plus, TiviBu, and Türksat Kablo).





Launch of the DPRP Model for Media: A Milestone for Institutional Readiness

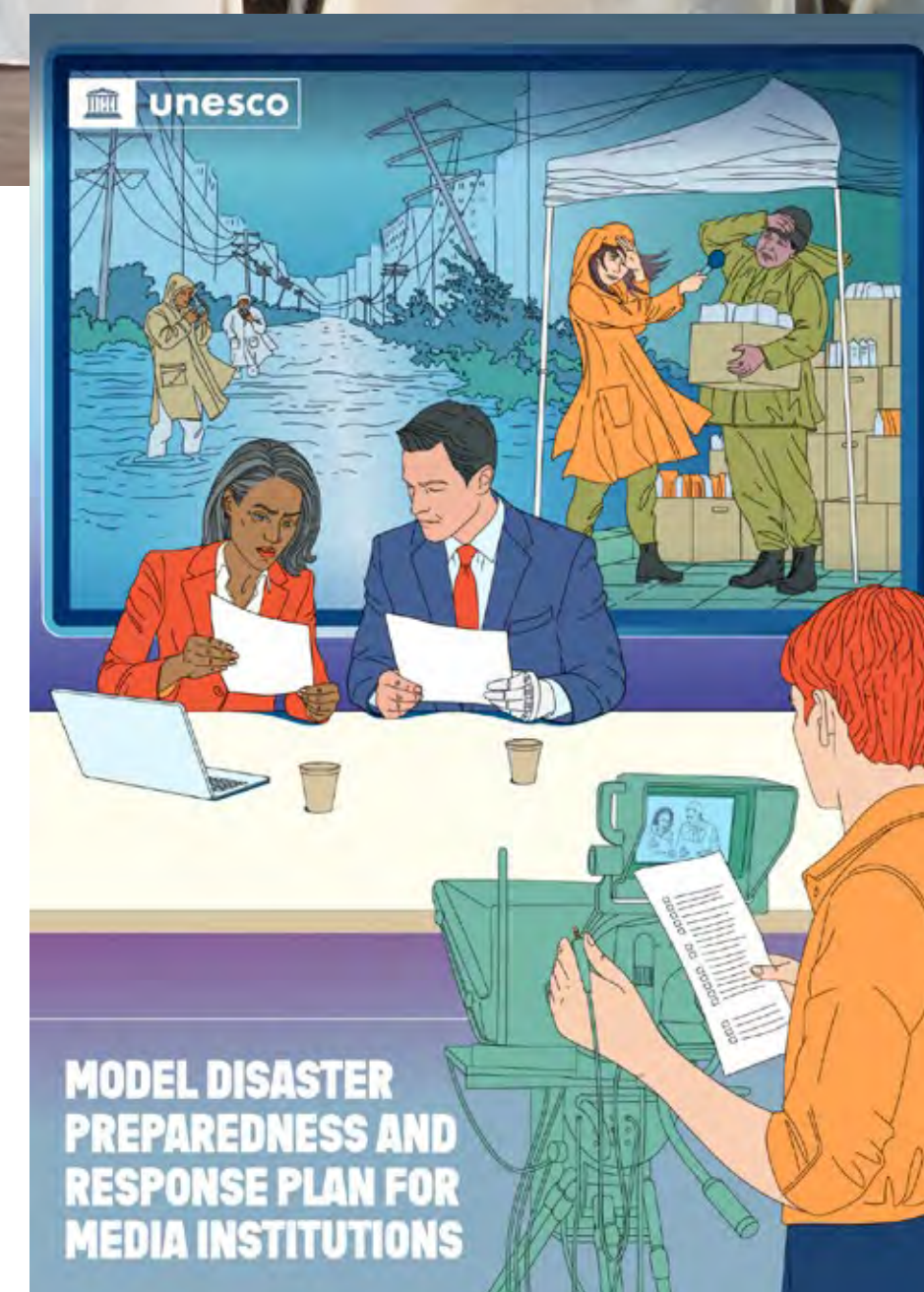
One of the most significant highlights of CADP2025 was the official **launch of the ABU-UNESCO Disaster Preparedness and Response Plan (DPRP) Model for Media Institutions**.

The development of this new resource inspired by a shared commitment to strengthening global media resilience, in close collaboration between UNESCO and the Asia-Pacific Broadcasting Union (ABU).

Developed through in-depth research and broad consultation with media professionals, disaster risk experts, regional broadcasting unions, and key UN agencies — including the United Nations Office for Disaster Risk Reduction (UNDRR) and the International Telecommunication Union (ITU) — the Model Plan reflects the lived realities of newsrooms operating in disaster-prone regions. Peer-reviewed by ABU members such as NHK-Japan and FBC-Fiji, the resource was shaped by the practical challenges, gaps, and needs identified throughout this collaborative process.

This pioneering framework provides:

- Standard operating procedures for emergency broadcasting
- Coordination protocols with national disaster authorities



- Ethical and accessibility guidelines for warnings
- Editorial workflows for accuracy and verification
- Staff safety and business continuity considerations

“The UNESCO Model Disaster Preparedness and Response Plan gives the media sector the framework to move from reaction to preparation, from vulnerability to resilience”, said Tawfik Jelassi, Assistant Director-General for Communication and Information, UNESCO, in his video address to the CADP2025 delegates.

The DPRP Model offers a **practical blueprint** for broadcasters to institutionalize preparedness — moving from reactive response to proactive crisis readiness. Several ABU member outlets have already begun adapting the DPRP Model, strengthening their resilience and ensuring they can stay on air and serve the public in the most critical moments.

This initiative aligns directly with the **UN’s Early Warnings for All (EW4All)** agenda, reinforcing media as a core pillar of national and regional disaster risk reduction systems.

Visit the dedicated page of [Model Disaster Preparedness and Response Plan for Media Institutions](#) to access the Model Plan in multiple languages and discover case studies demonstrating success stories and lessons learned from newsrooms across different regions.



ABU–UNESCO Webinar Highlights Media Literacy and Tackling Influence Operations

The Asia-Pacific Broadcasting Union (ABU), in collaboration with UNESCO, hosted an insightful webinar organised by the ABU Media Academy on 13 November 2025, featuring Kuek Ser Kuang Keng, founder of Data-N and an award-winning journalist.

Moderated by Daniyar Tussupbekov, Head of the ABU Media Academy, the session brought together more than 60 participants from across the Asia-Pacific region to explore practical and effective approaches to navigating, analysing, and verifying information in today's complex digital media environment.

Nargiza Numanova, Head of the Secretary-General's Office, underscored the critical role of Media and Information Literacy (MIL) in ensuring the long-term sustainability and integrity of modern media. She emphasised that MIL is no longer an optional skillset but an essential foundation for responsible journalism, institutional credibility, and public trust. By integrating MIL principles into newsroom culture, editorial processes, and training programmes, media organisations can strengthen resilience against misinformation, improve reporting accuracy, and empower audiences to engage safely and critically with information.

Mr Keng highlighted the importance of critical thinking and responsible information use, encouraging participants to question sources, recognise bias, and verify facts before sharing content. Addressing the rapid and often unchecked spread of misinformation, he stressed the urgent need for strong media literacy skills at both individual and organisational levels.

A key part of the discussion examined influence operations, demonstrating how coordinated campaigns can manipulate public perception and distort narratives. Mr Keng outlined why it is vital for media professionals to understand these tactics and adopt measures to detect, counter, and prevent such manipulation.

He also shared practical strategies to enhance media engagement and verification practices, including cross-checking news across multiple sources, understanding how algorithms shape information flows, and cultivating informed and responsible online communities.

Mr Keng concluded by noting that by adopting these practices, both media professionals and audiences can help reduce misinformation, strengthen public trust, and contribute to a more informed and resilient society.



WHEN DOES AN IO BECOME BAD?

- ✓ Deceptive - fake identities & accounts, coordinated inauthentic behaviours (CIB), astroturfing, hidden funding sources
- ✓ Use of disinformation
- ✓ Cause real harm, call for violence, hate speech
- ✓ Polarize the society
- ✓ Undermine democracy, human rights

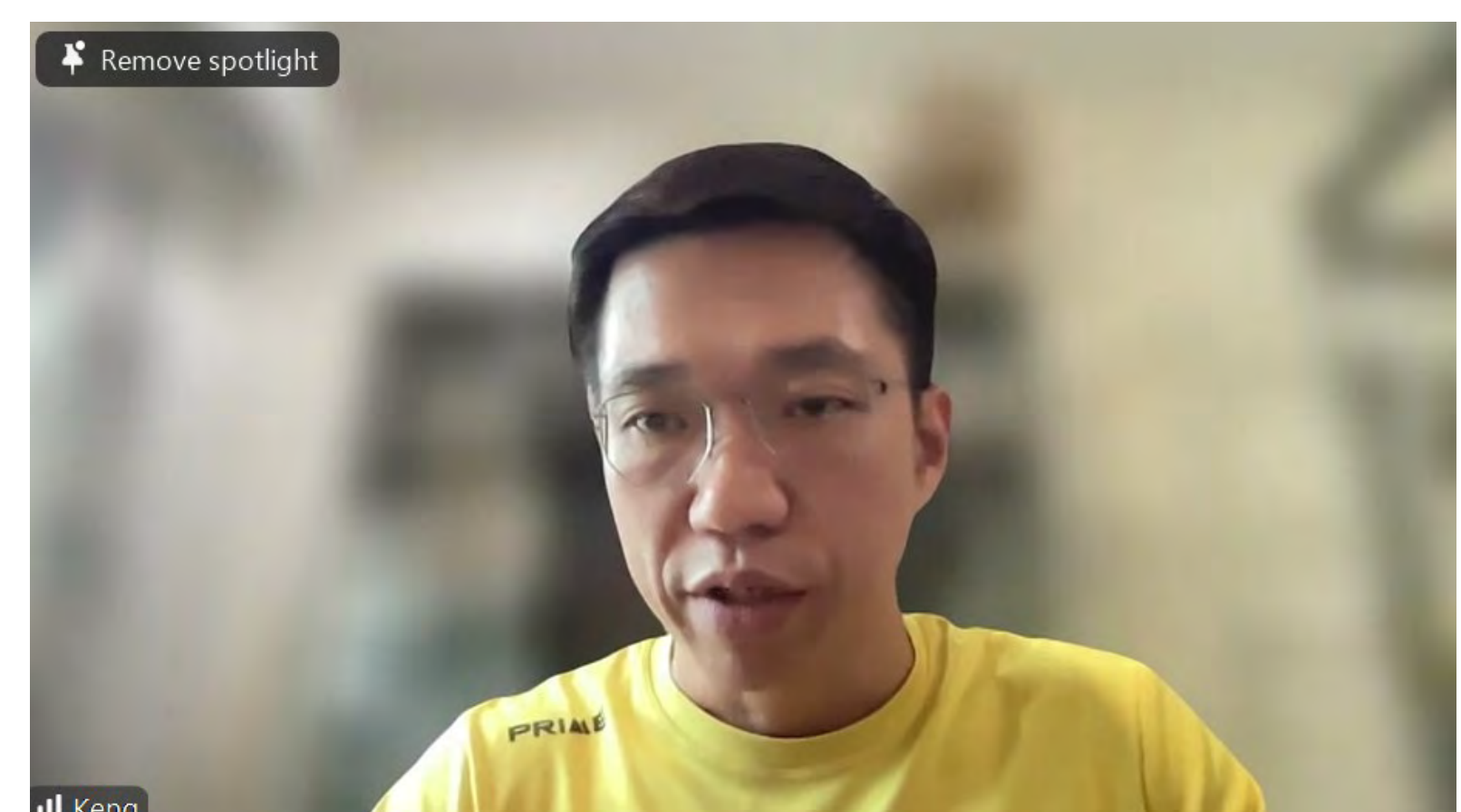


INFORMATION OPERATIONS (IO)

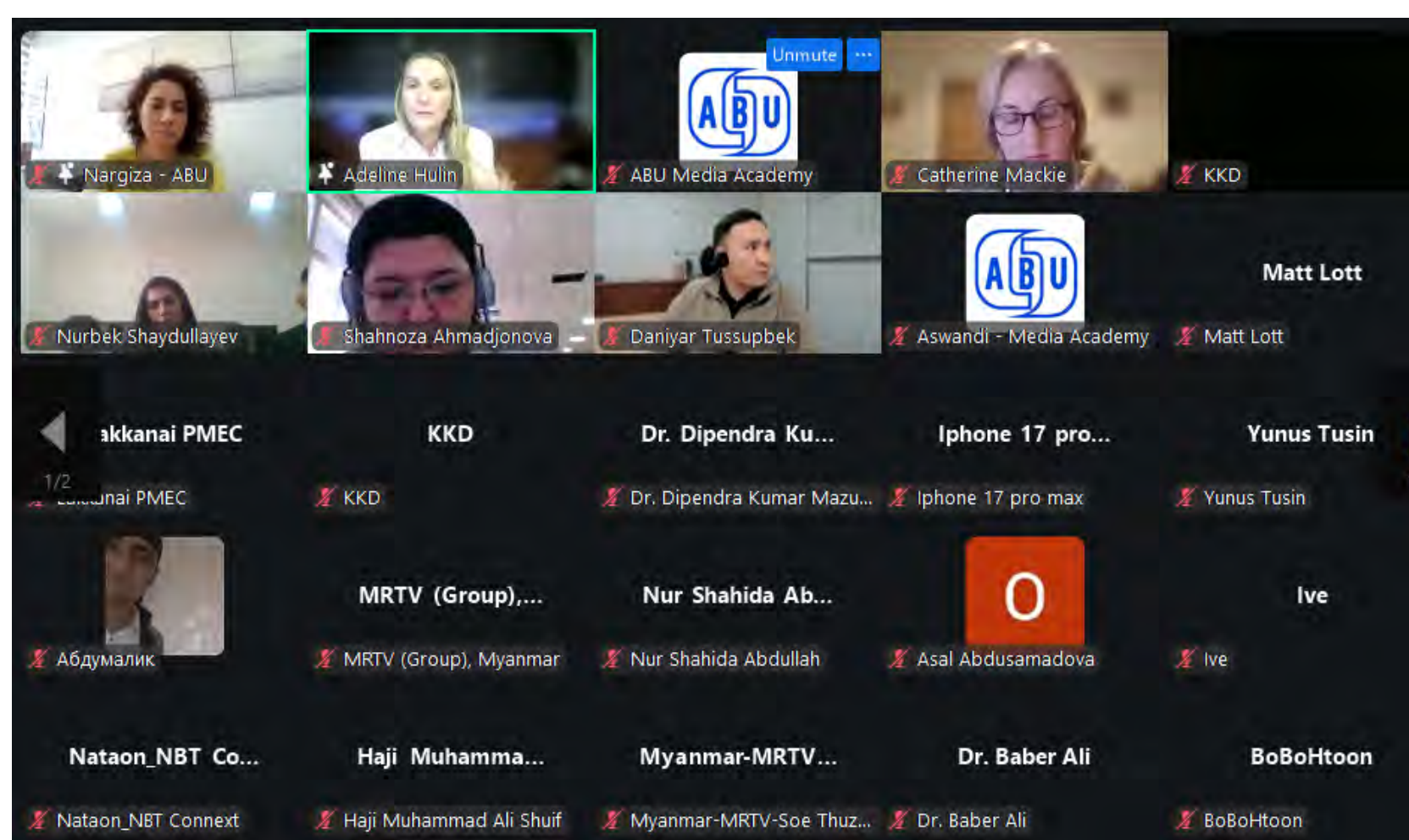
Influence Operations are **organized attempts** to affect an audience's perceptions, attitudes, or behaviours towards a specific outcome.

They can be conducted by different actors - **advertisers, political entities (cybertroopers), governments, activists, provocateurs, celebrities/influencers**, and often involve the **strategic use of information** to achieve their goals.

They could use both true and false information.



Strengthening Media Literacy in Newsrooms with UNESCO's Practical Toolkit



In today's media landscape, where information spreads faster than newsrooms can respond and audience trust continues to shift toward decentralised creators, the role of Media and Information Literacy has become central to strengthening public confidence. Reflecting this urgency, the ABU Media Academy, in collaboration with UNESCO, brought together 48 participants across the Asia-Pacific for its session on 4 December 2025, which explored how media organisations can practically integrate UNESCO's new MIL Toolkit into daily editorial practices and long-term strategy.

Nargiza Numanova, the Head of the ABU Secretary-General's Office, moderated the session and opened the discussion with remarks emphasising the relevance of MIL to public broadcasters who continue to uphold transparency, trust and responsible information delivery even as the media ecosystem becomes more fragmented. She then invited Adeline Hulin, Regional Adviser for Communication and Information at UNESCO, to begin the session with an overview of regional progress.

Adeline highlighted the momentum building across the Asia-Pacific, noting that UNESCO-supported mentorships have already taken root in 14 countries, with community media particularly active in adopting editorial guidelines related to MIL. She shared encouraging examples from Nepal, where more than 360 community media outlets have implemented MIL-aligned policies,

reinforcing the value of collaboration and local leadership. Gender inclusion also emerged as a core priority, with stations involving women in mapping issues, identifying story gaps and strengthening newsroom awareness of gender-based violence.

The session then expanded to UNESCO's broader convening role through the Media and Information Literacy Alliance, a global platform now joined by more than 615 organisations from 170 countries. The Alliance aims to strengthen partnerships among media, regulators, fact-checkers, educators and digital platforms, reflecting how the MIL landscape has diversified as misinformation has accelerated.

From there, Nargiza introduced Catherine Mackie of the Thomson Foundation, who guided participants through the practical structure of UNESCO's MIL Toolkit. She outlined its nine indicators, covering areas such as integrating MIL into storytelling, promoting gender equality, embedding MIL in AI practices, engaging audiences, monitoring progress and developing newsroom policies. Each indicator includes case studies, activity templates, expert insights and tools that can be adapted to any media environment.

Catherine demonstrated real examples, such as Kenya's Nation Media Group revealing newsroom processes to audiences, and the Philippines' Rappler building a community platform to deepen dialogue with readers. These cases show how transparency can rebuild trust in journalism. *"People don't always know how newsrooms work,"* she explained, *"so bringing them into the process helps them reconnect with journalism's value."*

Participants then engaged with questions on newsroom verification standards, MIL policies and the challenges posed by user-generated and AI-generated content. Dr Dipendra from India shared how his broadcaster invites children to take over programming on International Children's Day, opening the "kitchen of journalism" to the public. Contributions from NBT Thailand and RTM Malaysia further illustrated how broadcasters across the region are sharpening public awareness of misinformation.

This session is part of the growing partnership between ABU and UNESCO to promote Media and Information Literacy, MIL, as an institutional framework for editorial responsibility, ethical standards and public trust. MIL is defined as the ability to access, analyse, evaluate and create media in all forms. It enables more critical engagement with information, not only for audiences but also for us as creators and communicators. ■■■

Strengthening Media from Within: ABU Promotes Media and Information Literacy in Broadcasting

“Media organisations are gradually recognising the strategic value of MIL to their independence, viability, and sustainability. UNESCO is therefore developing tools for media to accelerate MIL for all as a global priority”

– **Tawfik Jelassi**, Assistant Director-General for Communication and Information, UNESCO

In an age where misinformation spreads faster than facts and public trust in institutions is increasingly fragile, Media and Information Literacy (MIL) has become essential—not just for audiences, but for media organisations themselves. Recognising this urgent need, the Asia-Pacific Broadcasting Union (ABU) has taken bold steps to integrate MIL principles into the internal structures and editorial practices of its member broadcasters.

Under a new initiative supported by UNESCO, the ABU is leading a regional project focused on “Mainstreaming MIL in Media Institutions”. The project aims to equip broadcasters with the tools and frameworks to reflect MIL principles—accuracy, transparency, inclusivity, and accountability—in daily operations, news production, and public engagement.

Why MIL for Media?

While MIL is often seen as a public education tool, ABU’s project emphasizes the organisational value of MIL. It reinforces the responsibility of media institutions to:

- Combat misinformation and disinformation through responsible journalism
- Promote fact-checking and editorial integrity within their teams
- Amplify diverse voices and ensure inclusive representation
- Empower audiences to critically assess content and engage in informed civic discourse.

ABU’s work involves developing practical tools, including:

A MIL integration checklist for editorial policies – [ABU MIL Editorial Checklist](#) was developed to be implemented in the newsrooms. The checklist aims to serve as a practical tool to assist the ABU and its member broadcasters in aligning their media output with the foundational values of Media and Information Literacy (MIL).

Capacity-building through training sessions and regional workshops including the high-level discussions at the 2025 ABU General Assembly and Broadcasting for All Forum, a practical session at the ABU Ai Forum in Beijing, and regional workshop at the 9th ABU Media Summit on Climate Action Disaster Prevention in Sri-Lanka.

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Supporting the ABU Together for People, Planet, Peace Media Awards highlighting achievements in promoting sustainability, inclusivity, and peace through MIL practices.

A regional network of MIL advocates across member broadcasters

The project has already seen engagement from over a dozen ABU members across the region with practical coaching and collaborative content planning underway.

By institutionalising MIL, ABU aims to support broadcasters in becoming more resilient, trusted, and community centred. This initiative not only strengthens media integrity but also ensures that public service journalism continues to play a central role in fostering informed, empowered, and societies across the Asia-Pacific region.

“Media and Information Literacy equip individuals and institutions to critically evaluate content and counter misinformation,”

— Adeline Hulin, Head of the Media and Information Literacy Unit, UNESCO



Critical Role of Media Literacy and the ABU-UNESCO Partnership

Recognizing the media’s responsibility in this landscape, the ABU had the opportunity to interview **Adeline Hulin, Head of the Media and Information Literacy (MIL) and Digital Competencies Unit** at UNESCO, Paris.

In this in-depth conversation, Ms Hulin reflected on the unique role of broadcasters in advancing MIL, the growing urgency of media literacy in democratic societies, and the strategic impact of the ongoing UNESCO–ABU collaboration across the Asia-Pacific region. She emphasised the need to integrate MIL not only in public campaigns but within newsroom practices, training, and institutional policies, noting that media actors themselves must model the principles of accuracy, inclusivity, transparency, and accountability.

Q1: The Asian Broadcasting Union - UNESCO partnership was focused on promoting MIL among broadcasters. How did this collaboration help strengthen professional skills and improve media content across the region?

UNESCO’s global mandate is to promote freedom of expression and access to information as fundamental pillars of democratic societies. In today’s digital environment, this mandate translates into empowering both citizens and media professionals to navigate increasingly complex online information ecosystems. Media and Information Literacy (MIL) is central to this vision because it equips individuals and institutions with the skills to understand the role of journalism, how to access reliable information, critically evaluate content, counter mis and disinformation.

Member States recently committed in the UN Digital Compact to integrating MIL into school curricula, a crucial step toward building informed societies. However, UNESCO’s latest global survey on the state of MIL shows that progress remains uneven and far from universal. While formal education is essential, informal learning through media therefore remains equally critical. This is where broadcasters play a transformative role: they are not only creators of media content but also educators for billions of viewers.

Against this backdrop, the partnership between UNESCO and the Asian Broadcasting Union (ABU) focuses on strengthening broadcasters’ capacity to embed MIL principles into professional training and editorial practices. Through joint initiatives,

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this collaboration aims to support media to enhance audience engagement, while fostering innovation in programming that helps audiences critically engage with media. Ultimately, this effort improves the quality, inclusivity, and credibility of media content across the region, contributing to informed and resilient societies.

With ABU's 224 members in 66 countries, reaching an estimated audience of 2 billion people, the potential impact of the partnership had been substantial. By leveraging this network, UNESCO and ABU scaled MIL beyond classrooms and into living rooms, ensuring media remained a trusted source of knowledge and a driver of democratic values.

Q2: Broadcasters played a major role in shaping public understanding. How could they apply MIL principles in their daily work to promote accuracy, transparency, and trust?

Accuracy, transparency, and trust were inseparable principles: if one was missing, the entire value of media was compromised. Broadcasters had to reaffirm these values while embracing their role as a public good. This was especially critical at a time when trust in media was declining, and audiences increasingly turned to influencers and content creators for information. UNESCO's recent survey showed that 62% of content creators did not fact-check before sharing, which underscored the urgency for broadcasters to lead by example.

Applying MIL principles in daily work began with helping audiences understand what accuracy, transparency, and trust meant in the context of media and democratic governance. Accuracy was about reporting facts and truth as they could be verified. Broadcasters could demonstrate this by empowering citizens to question media content through accessible feedback mechanisms, such as comment sections, social media channels, and independent bodies like Media Ombudsmen, and by responding effectively.

Transparency went hand in hand with MIL. Broadcasters could build transparency by explaining how news was gathered, which sources were trusted, who prepared the content, who sponsored or benefited from it, what might be missing, and by clearly distinguishing facts from opinions. MIL also helped audiences understand how ownership structures, advertising pressures, government interference, or inadequate regulations could affect transparency.

Finally, trust was the result of consistent accuracy and transparency. When broadcasters embedded MIL in their practices, they nurtured and sustained public trust. This relationship could be reinforced through concrete actions such as community reporting

initiatives, media days in schools, and partnerships with libraries and cultural institutions. These efforts made MIL tangible and demonstrated that media was committed to serving the public interest.

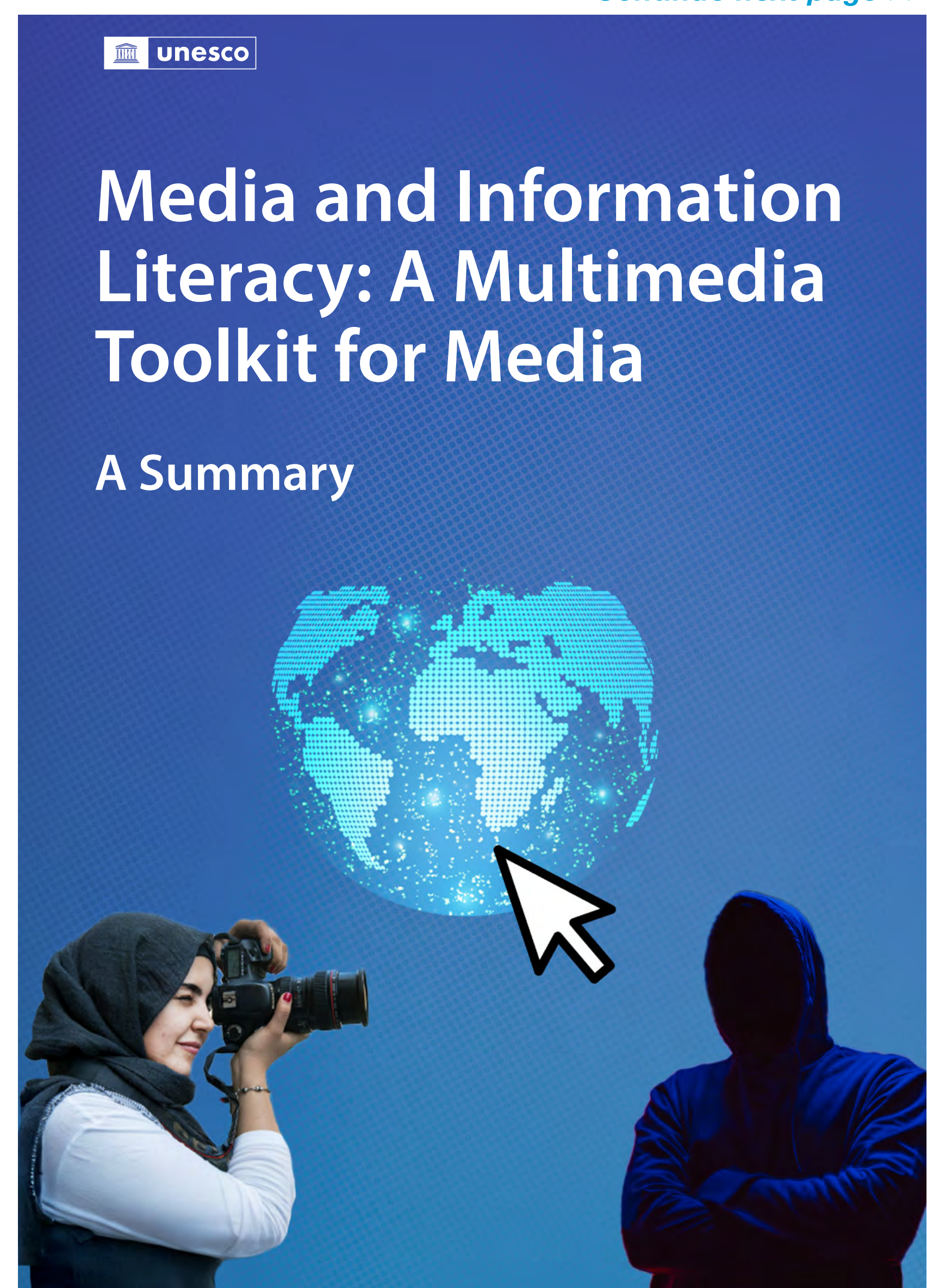
Q3: How could media organisations effectively apply UNESCO's MIL Toolkit for Media to institutionalise Media and Information Literacy through editorial policies and newsroom practice?

The UNESCO [*Media and Information Literacy: A Multimedia Toolkit for Media*](#)

was designed as a practical resource for media. It included checklists, templates, exercises, and case studies that helped media organisations track progress and learn from best practice. Everyone in the media ecosystem, from senior representatives to journalists, could use these tools to embed MIL principles into daily work.

To institutionalise MIL, media organisations were encouraged to begin by studying the Toolkit and deciding how they wished to position MIL within their policies and programming. This could focus on empowering audiences, rebuilding trust, addressing declining freedom of expression, promoting gender equality, tackling disinformation and hate speech, or a combination of these priorities. The Toolkit's nine indicators provided a framework for these decisions.

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Once priorities were clear, the Toolkit suggested four broad steps:

- Consult the MIL Policy for Media Checklist.
- Draft an internal MIL Policy using the Policy Templates linked to the nine indicators.
- Seek feedback from internal teams and external stakeholders.
- Publish the MIL Policy and communicate it transparently.

Before publishing, media organisations were also advised to develop an implementation strategy – short, medium, and long term – based on the Toolkit’s content ideas, activities, and verification methods. These resources were relevant for public, private, and community media, regardless of size. Implementation would often require partnerships with other media organisations, civil society, and government actors.

Lastly, monitoring and evaluation were essential. Indicator 9 of the Toolkit provided guidance on how to measure the impact of MIL policies and strategies over time. By following these steps, media organisations could move from commitment to action, ensuring that MIL became part of their institutional DNA and strengthened their relationship with audiences.

By embedding Media and Information Literacy into daily newsroom practices, broadcasters can uphold accuracy, transparency, and trust while strengthening their relationship with audiences. The UNESCO - ABU partnership is empowering media professionals to innovate responsibly, engage communities, and ensure that media remains a trusted source of knowledge. Ultimately, this collaboration demonstrates that when media organisations embrace MIL, they do more than report the news, they educate, inspire, and contribute to building informed and resilient societies.

A Practical Approach to Institutional Integration

The partnership between UNESCO and ABU continues to serve as a regional driver for strengthening Media and Information Literacy (MIL) integration across media organisations. Through targeted training, MIL coaching, and practical tools, we are helping newsrooms build the skills and systems needed to detect and counter disinformation, promote informed citizenship, and ensure accurate, ethical storytelling. These capacity-building efforts empower media professionals to confidently navigate the evolving information landscape and to serve as stronger allies in safeguarding truth, transparency, and

public trust. Ultimately, this collaboration supports media environments that reflect the diversity, inclusion, and resilience of the communities they serve — especially in times of crisis when reliable information can save lives.

ABU Holds Regional Workshop on Climate Misinformation and Media Literacy

As part of the 9th ABU Media Summit on Climate Action and Disaster Prevention, the Asia-Pacific Broadcasting Union (ABU) hosted a dedicated regional workshop titled: “Battling Climate Misinformation: The Media’s Role in Protecting Truth and Public Trust – Media and Information Literacy (MIL) Principles in the Work of Media Organisations.”

The session brought together journalists, editors, educators, and development partners to explore practical strategies for confronting climate disinformation while strengthening public trust in science and journalism.

As climate misinformation spreads rapidly across digital and social media, the credibility of both science and journalism faces mounting pressure. Media professionals must navigate false narratives, the politicization of climate topics, and rising public fatigue—while continuing to deliver accurate, timely, and inclusive reporting.

- Critically assess the credibility of content
- Recognise disinformation and harmful manipulation
- Engage responsibly in public climate discourse

Participants also explored UNESCO’s Global Initiative on Information Integrity on Climate Change, which supports efforts to investigate, expose, and dismantle climate disinformation. More information can be found here: [UNESCO Initiative on Information Integrity and Climate Change](#).

Additionally, a free online course designed to support media professionals, educators, and communicators in identifying and addressing climate disinformation through MIL approaches was introduced. Access the course here: [Free Online Course: Tackling Climate Disinformation](#)

The ABU will continue to work with its member broadcasters and international partners to embed MIL in content production, capacity building, and regional cooperation, ensuring that the media remains a trusted source of knowledge and a key factor in climate resilience. ■■■

ABU Engages in AESF Esports Forum 2025 to Strengthen Media–Esports Collaboration

The Asia-Pacific Broadcasting Union (ABU) participated in and supported the AESF Esports Forum 2025, where ABU Secretary-General, Ahmed Nadeem, spoke in the session on Media, Production, and Broadcasting in Esports. The discussion explored the evolving relationship between traditional broadcasting and the fast-growing esports industry, highlighting the role media organisations play in shaping and expanding this rapidly developing sector. Ms Swaroophaa from the ABU Sports Department also attended the Forum, representing the Union's growing involvement in esports-related initiatives.

Mr Nadeem shared insights into the ABU's efforts to integrate esports into mainstream broadcasting across the Asia-Pacific, including promoting awareness, facilitating live and highlight coverage, and strengthening connections between esports federations and member broadcasters. He highlighted the Union's collaboration with the Asian Electronic Sports Federation (AESF) through initiatives such as the Your Home Your Arena Cup and the Panda Cup. He also noted the ABU's plans to host an Esports Championship to engage students and gaming communities while fostering innovation and digital culture.

Mr Nadeem concluded by emphasising that esports represent more than competition, it is a global movement redefining youth engagement and the future of media.



ABU Bids Farewell to Hanizah Hamzah

After two decades of extraordinary service, Hanizah Hamzah, Head of Television at the Asia-Pacific Broadcasting Union (ABU), retired on 13 October 2025. She first joined the Union on 1 July 2006 as Senior Executive in the Programming Department and over the years, became not only one of ABU's most respected leaders, but also a trusted friend, mentor, and guiding light for many young staff.

Hanizah led the ABU TV Section with her signature blend of energy, creativity, and quiet determination. She brought people together with ease, guided projects with vision, and infused every initiative with professionalism and heart. Her professionalism and dedication helped shape countless successful programmes and events across the region, earning deep appreciation from colleagues, members, and partners.

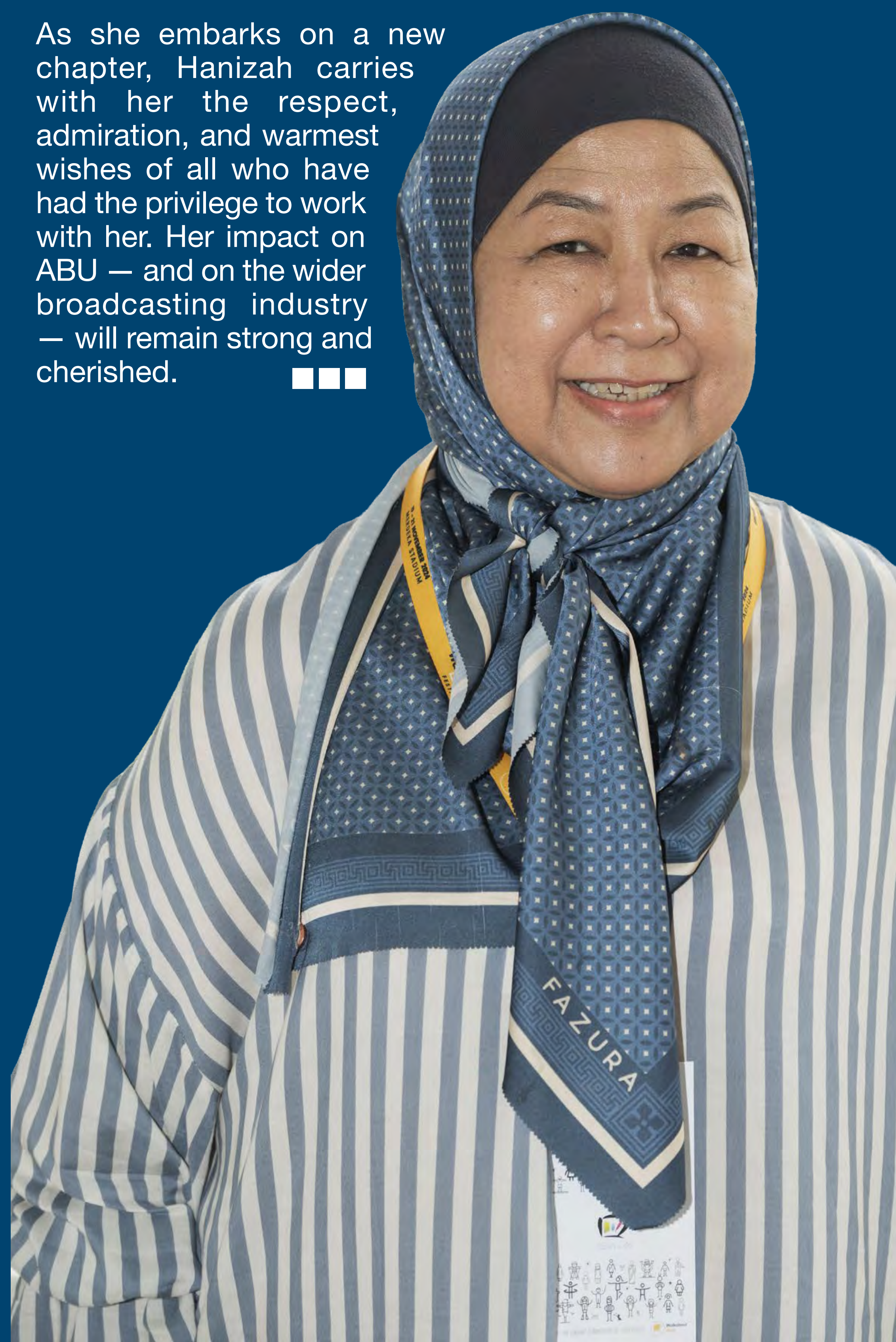
Throughout her career, she shared her vast experience generously, always ready with advice, encouragement, or a thoughtful word. Many of ABU's young professionals grew under her mentorship, inspired by her patience, wisdom, and genuine care for people. Within the ABU family, she was someone colleagues turned to not just for answers, but for perspective, kindness, and support.

Her influence stretched far beyond ABU. Hanizah played a significant role in many international festivals and co-productions, including the flagship ABU TV Song Festival and ABU Prizes, as well as CON-FEST, ABU Children's Drama Co-Production, ABU DOC, and the ABU CARE Series and special events such as the ASEAN Friendship Concert among others. She also lent her expertise as a juror to numerous prestigious awards, such as the International Emmy Awards, UNICEF Child Rights Award, Malaysian Film Festival, Malaysia Press Institute Awards, and the China Belt & Road Golden Ribbon Awards.

What made Hanizah truly remarkable was not only her professional skill, but her warmth, integrity, and her ability to connect genuinely with people from all walks of life. She approached challenges with resilience and grace, and she enriched ABU with her presence just as much as with her work.

The ABU expresses its heartfelt gratitude for her remarkable contributions, her unwavering dedication, and the humanity she brought to her role every day. Even in her new capacity as a consultant, she continues to share her expertise with the ABU family, offering guidance and mentorship that will inspire our community and strengthen excellence in programming.

As she embarks on a new chapter, Hanizah carries with her the respect, admiration, and warmest wishes of all who have had the privilege to work with her. Her impact on ABU — and on the wider broadcasting industry — will remain strong and cherished. ■ ■ ■





Prasad Kaushalya Dodangodage,
Senior Editor, News Department



Fathimath Leeza,
Head of TV, Programming Department



Mimie Nur Illya Zamira binti Zamri,
Junior Finance Assistant, Finance
Department

Three New Colleagues Join ABU

The Asia-Pacific Broadcasting Union (ABU) is pleased to welcome three new colleagues who bring valuable experience to ABU. Their joining strengthens the team and supports ABU in its work in news, programme, and finance.

Fathimath Leeza has joined the ABU as the newly appointed Head of Television (TV) in the Programme Department. She holds a Bachelor of Arts in Mass Communication from Curtin University of Technology, Australia.

She spent over a decade with national public service broadcasters; Television Maldives (TVM) and Public Service Media (PSM), Maldives, serving as a Producer/Director and subsequently as an Executive Producer, with oversight of diverse programme genres and responsibility for content quality, editorial standards, and creative direction. She also previously served at the Asia-Pacific Institute for Broadcasting Development (AIBD).

Prasad Dodangodage has joined the Asia-Pacific Broadcasting Union (ABU) News as Senior Editor. A seasoned international news journalist, he previously served as Deputy Director of Foreign News at the Sri Lanka Rupavahini Corporation (SLRC), bringing more than 28 years of experience in broadcast journalism. He has also been a key focal point for the Asiavision News (AVN), contributing to regional news collaboration and exchange.

Prasad holds a Master's Degree in International Relations from the University of Colombo. His deep expertise in global news, strong editorial judgment, and proven leadership will be a significant asset to ABU News and further enhance our ability to deliver trusted, high-quality coverage across the region.

Mimie Nur Illya Zamira Zamri has joined the ABU Finance Department as a Junior Finance Assistant. She graduated from Universiti Teknologi MARA (UiTM) with a Bachelor of Science (Hons) in Computational Mathematics. Prior to joining ABU, she worked as a Finance Protégé with Gas Pantai Timur (GPT).

Her data analytical skills and expertise in financial modelling will further strengthen the Finance Department team.

The ABU warmly welcomes Prasad, Leeza, and Mimie to the Union and looks forward to their continued excellent service to our members, with their expertise, dedication, and commitment strengthening ABU's work across news, programming, and finance. ■■■



ABU Secretary-General Holds Engagement Meetings with Members in Thailand

In October, ABU Secretary-General, Ahmed Nadeem, held a series of member engagement meetings in Bangkok with Thailand's public broadcasters as part of the Union's ongoing efforts to strengthen relationships and support regional collaboration.

Mr Nadeem met with a delegation from the National Broadcasting Services of Thailand (NBT), led by Nutthanun Rajanakorn, Executive Director of Foreign Affairs. The meeting aimed to deepen synergy in public broadcasting and to explore ways in which ABU can support and partner with NBT— for example, by enhancing capacity for multimedia programming, strengthening regional outreach, and advancing digital platforms and online services.

He also met with the Thai PBS delegation led by Director General Vanchai Tantivitayapitak. The discussion focused on enhancing cooperation in the broadcasting sector, particularly in areas

such as technical support, capacity building, and content exchange. Both sides reaffirmed their commitment to advancing public service media through shared expertise and initiatives.

In addition, Mr Nadeem met with the delegation from the National Assembly Radio and Television Broadcasting Station (Parliament Thai), led by Jongduan Suttirat, Deputy Secretary General of the House of Representatives of Thailand. The meeting presented an opportunity to broaden collaboration in parliamentary media broadcasting, exploring how ABU can assist and jointly work with Parliament Thai in areas such as professional development, content collaboration, and broadcast technology innovation.

These meetings reaffirm the ABU's strong ties with Thailand's leading broadcasters and its ongoing mission to support members in building capacity, sharing knowledge, and advancing media excellence across the Asia-Pacific region.





ABU Secretary-General Explores Collaboration with MCOT Thailand

The Asia-Pacific Broadcasting Union (ABU) Secretary-General, Ahmed Nadeem, met with a senior delegation from MCOT Public Company Limited, Thailand, to explore opportunities for future collaboration and potential membership.

The MCOT delegation comprised Kittipong Khantiratana, Executive Vice President of Corporate Management; Natthaphong Pattaraphong, Senior Vice President of Thai News Agency; and Watcharin Setakudan, Vice President of the International News Department.

During the meeting, Mr Nadeem outlined the ABU's core values, services and ongoing initiatives, emphasising the benefits of membership and the advantages of participating in the Union's News Exchange Services to promote content sharing across the Asia-Pacific region.

The MCOT representatives expressed strong interest in strengthening ties with the ABU and acknowledged the value of deeper engagement with the regional broadcasting community. Both sides reaffirmed their willingness to build a mutually beneficial partnership and agreed to continue discussions in the coming months.





ABU Participated in the 13th Global Video Media Forum and The Inaugural Global South Media Partners Meeting

The Asia-Pacific Broadcasting Union (ABU) was represented at the 13th Global Video Media Forum and the inaugural Global South Media Partners Meeting, held in Xi'an, China. The events were hosted by China Media Group (CMG) and CCTV Video News Agency (CCTV+), brought together broadcasters and media organisations from around the world to exchange insights and explore new avenues for cooperation.

The ABU Secretariat delegation included Secretary-General, Ahmed Nadeem and Cai Yanjiang, Director of the ABU Sports Department, underscoring the Union's commitment to promote dialogue and collaboration across regions. The ABU members have also participated in this Forum including Sri Lanka Rupavahini Corporation (SLRC), Vietnam Television (VTV), Radio Republik Indonesia (RRI), Public Service Media of the Maldives (PSM), Lao National Television (LNTV), JSC Khabar Agency, Kazakhstan. The Sister Unions, Arab States Broadcasting Union (ASBU), Caribbean Broadcasting Union (CBU) and Alliance of Latin American Information (AIL) also attended.

The events highlighted the significance of international cooperation among media organisations and the value of fostering partnerships across regions to enhance the exchange of knowledge and strengthen the global media landscape. ■■■

ABU Champions Diversity and Inclusion Across Asia-Pacific Media

*“Diversity is not just a policy
— it’s about creating media
that reflects the communities
we serve”*

*— **Chrissie Tucker**, Chairperson,
ABU Diversity and Inclusion Task
Group*



The ABU in conjunction with members and international and regional partners is committed to leading with diversity and inclusion principles and practices across the Asia-Pacific region through broadcast and online media.

The ABU is a long-term innovator with the development of strategy, awareness-raising and the implementation of a broad range of work that makes a difference in the areas of gender equality and diversity & inclusion in the media. Both in the workplace – employment and the workplace environment – and by enhancing and promoting diversity in content that reflects the stories, news, issues, portrayal and representation of diverse peoples and cultures across the region.

The ABU takes into account the global and regional commitment and progress of gender equality, diversity and inclusion policies and practices by UNESCO, and other world-wide institutions including media unions and organisations.

Diversity and Inclusion in the media are aimed at employment, content and services for all groups of people, inclusive of their gender, disability, age, race/ethnicity, indigenous peoples, religion, sexual orientation, location, socio-economic status or work and family/care responsibilities, within a supportive and non-discriminatory workplace environment, across communities, countries and the Asia-Pacific region.

The Asia-Pacific region has a tremendous opportunity to shape inclusive media that reflects the rich diversity of its communities. The ABU Diversity and Inclusion Task Group (DITG), has been at the forefront of this effort, guiding initiatives that champion equality, mentorship, and inclusive content across the broadcasting sector.

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Since its establishment in August 2021, the DITG had spearheaded initiatives to strengthen gender equality and inclusive practices within broadcasting.

The ABU Secretariat interviewed **Chrissie Tucker, Chairperson, ABU Diversity and Inclusion Task Group (DITG)** to highlight the most impactful achievements over the years.

Reflecting on Achievements

Over the past few years, the ABU Diversity and Inclusion Task Group has implemented numerous initiatives under the Action Plan — from mentoring programmes to regional partnerships.

Which milestones or completed projects do you consider the most impactful in advancing diversity and inclusion within ABU member organisations and across the Asia-Pacific broadcasting sector?

In recent years, the work of the ABU through its long-standing outreach campaign Broadcasting for all: diversity and inclusion in the media, has continued to grow under the oversight of the ABU Diversity and inclusion Task Group, which held its first meeting in August 2021. The establishment of the DITG provided a pivotal focus on gender equality, diversity and inclusion in broadcasting and digital media in the region, bringing together ABU-member senior executives and other strategic partners to promote and contribute to this important body of work. The DITG's contribution focuses on monitoring and supporting ABU activities through the objectives and actions of a strategic diversity and inclusion media action plan. This first plan was within the timeframe of 2021 to 2025. So, a milestone was the completion of the DITG plan's span of years in June 2025.

The most impactful body of work over the years, has been the UNESCO-funded series of projects that have produced surveys of ABU member organisations, focusing on their gender, diversity and inclusion leadership, planning, data, policies and activities. These snapshots highlight where the media is up to, with their progress on their diversity and inclusion journey and form part of the key activity to support them to develop and implement their first diversity and inclusion action plans under an overall template. Training programs and resources have been provided along the way to assist with information and case studies of actions that form their overall plans.

As well as the ongoing partnered projects with external sponsors, some of the highlights of the plan included the first-time formal mentoring programme in 2024. This initiative was specifically aimed at women working in non-managerial positions in journalism, content making, digital or technology areas, to highlight and improve these areas of under-representation in the media. The year-long project brought together four sets of mentors and mentees from across the region and beyond. Feedback reports at mid-term and at the end of the programme indicated very strong support for this initiative, tremendous gains for career development opportunities for mentees and a positive experience for the mentors.

Another recent initiative in the same year, 2024, introduced the first-time ABU Diversity and Inclusion Awards “Recognising Excellence in Inclusive Workplaces”. These awards brought attention and encouragement to the importance of inclusive workplaces in broadcasting, with five successful recipients from Afghanistan, Fiji, Myanmar, Sri Lanka and Nepal. The award winners all demonstrated their commitment and innovation in workplace diversity with specific projects and policies in their organisations.

The Broadcasting For All Forum, held each year, as part of the ABU General Assembly, reached the milestone of fourteen (successive) years in 2025. An indication of the support and dedication to bring together participants – ABU members and external contributors – to showcase and learn from others about the progress of gender equality, diversity and inclusion, globally and across the regions.

Strengthening Collaboration and Leadership

The Action Plan highlights cooperation with organisations such as **UNESCO, UNI APRO, and USAGM** to strengthen gender equality and diversity.

How have these collaborations enhanced the visibility and effectiveness of the Task Group's work, and what lessons can be drawn for sustaining such partnerships in the next phase?

The ABU has been fortunate to have had long-term partnerships with these major global entities, who all have gender equality and diversity as part of their organisational objectives and strategic planning. Without this external sponsorship and

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collaboration, the work could not be sustained fully, to expand and promote the broad objectives and specific initiatives of the ABU. Combining resources and forming partnerships with these esteemed, well recognised organisations, together with financial input, has broadened participation of ABU members and provided opportunities across the broadcasting workforce, with strategic planning and policy development, training, recognition and forums. Having these collaborators as sponsors has raised the profile of this valuable work and needs to continue to maintain and grow interest, acceptance and participation from all the ABU members, particularly at the senior level.

The lessons are to integrate diversity and inclusion, with the help of collaborators, across leadership, representation, content and services and to ensure a positive work environment. This can only continue, with dedicated resources and support from our current and future external partners, to drive the objectives and outcomes across the region. Thanks are due to these partners that have assisted the ABU, such as UNESCO, UNI APRO and USAGM as well as colleagues at other regional unions and individuals and experts who have provided input by their expertise and time.

Challenges and Opportunities

Implementing diversity and inclusion initiatives across a region as vast and varied as Asia-Pacific is never without obstacles.

What key challenges has the Task Group faced in advancing the Action Plan, and what new opportunities have emerged – whether through technology, partnerships, or shifting audience expectations – that could further strengthen ABU's diversity and inclusion efforts in the years ahead?

Yes, there are always challenges and particularly in this area of culture change.

Some of the key challenges of the diversity and inclusion work at the ABU have included:

- The importance of senior leaders across organisations, including the ABU, getting on

board with D&I; understanding the need for commitment and change and recognising the benefits of a diverse workforce, content and services that reflect all of the communities and providing a positive and safe work environment.

- Broadcasters and digital providers understanding that D&I is an integral part of the organisational charter and vision and not a “social issue”, particularly for national and state broadcasters.
- Addressing the need to tailor D&I to individual countries and communities, as “one size doesn’t fit all”.
- There is a frequent turnover of D&I champions amongst ABU members, where senior representatives have retired, left the broadcasting organisation or moved to a different area of responsibility. This has meant that where progress was accelerating by these champions, some of whom were DITG Members, there was then a void to be filled.
- Likewise with some partners, key stakeholders would leave positions, and further work was required with new contacts.
- Funding is also based on submissions and competing for support with other intra and inter-regional applicants, under time-based schedules and shifting criteria. It has been difficult to plan ahead without the certainty of consistent funding. The regular partner USAGM, has been disbanded in 2025 and that source of funding is now not available at this time.

Having said that, there should always be a positive outlook for opportunities. There has been a great deal of flexibility in working with the ABU members, finding new ways of branding this important work, keeping up with trends and global advancements and ideas. Adapting and showcasing the work of ABU members has increased awareness and encouraged participation.

The ongoing relationship with external partners has been a great opportunity to show what the ABU can achieve and when projects and initiatives have met and exceeded expectations, the trust for the ABU to implement D&I across the region, is rewarded with more opportunities for funding and support by endorsement.



**ABU DIVERSITY AND INCLUSION
TASK GROUP**

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Looking to the Future

With the Mentoring Programme and the Capacity Building for Advancing Gender Equality, Diversity and Inclusion in Media Organisational Policy initiatives, the DITG has set a strong foundation for long-term change.

How do you envision the next evolution of ABU's diversity and inclusion agenda – particularly in connecting inclusive workplace culture with diverse media content and audience engagement?

Looking to the future with optimism and opportunity for diversity and inclusion in the media across the Asia and the Pacific region, requires an energetic approach to continue with the work already developed and implemented.

There is a need to build on those ABU member organisations who have already implemented, or are in the process of implementing their Gender, Diversity and Inclusion Action Plans, and encourage and support those who are yet to develop their strategic planning capability. Supplementing the commitment and actions in the plans, with diversity resources and training, in regard to recruitment and career development opportunities such as the mentoring programme, leadership capability and sustainability support, flexible and safe conditions of work, awareness raising, policy development and networking activities.

Expanding on projects and resources for broadcasters that enhance inclusive content, through a more diverse workforce of content makers and content; editorial policies and guidelines with diversity references; awareness raising of fair and inclusive reporting and portrayal and the overall presentation and connection with communities and audiences. Content and services that reflect the broad range of diversity of those who the media serves, informs and entertains.

The Broadcasting for All Forum should be continued as part of the ABU General Assembly and ideally, return to its full-day format.

Recognition always attracts enthusiasm and commitment, so continuing and expanding the diversity and inclusion awards should build on and reward those ABU members' efforts in this area.

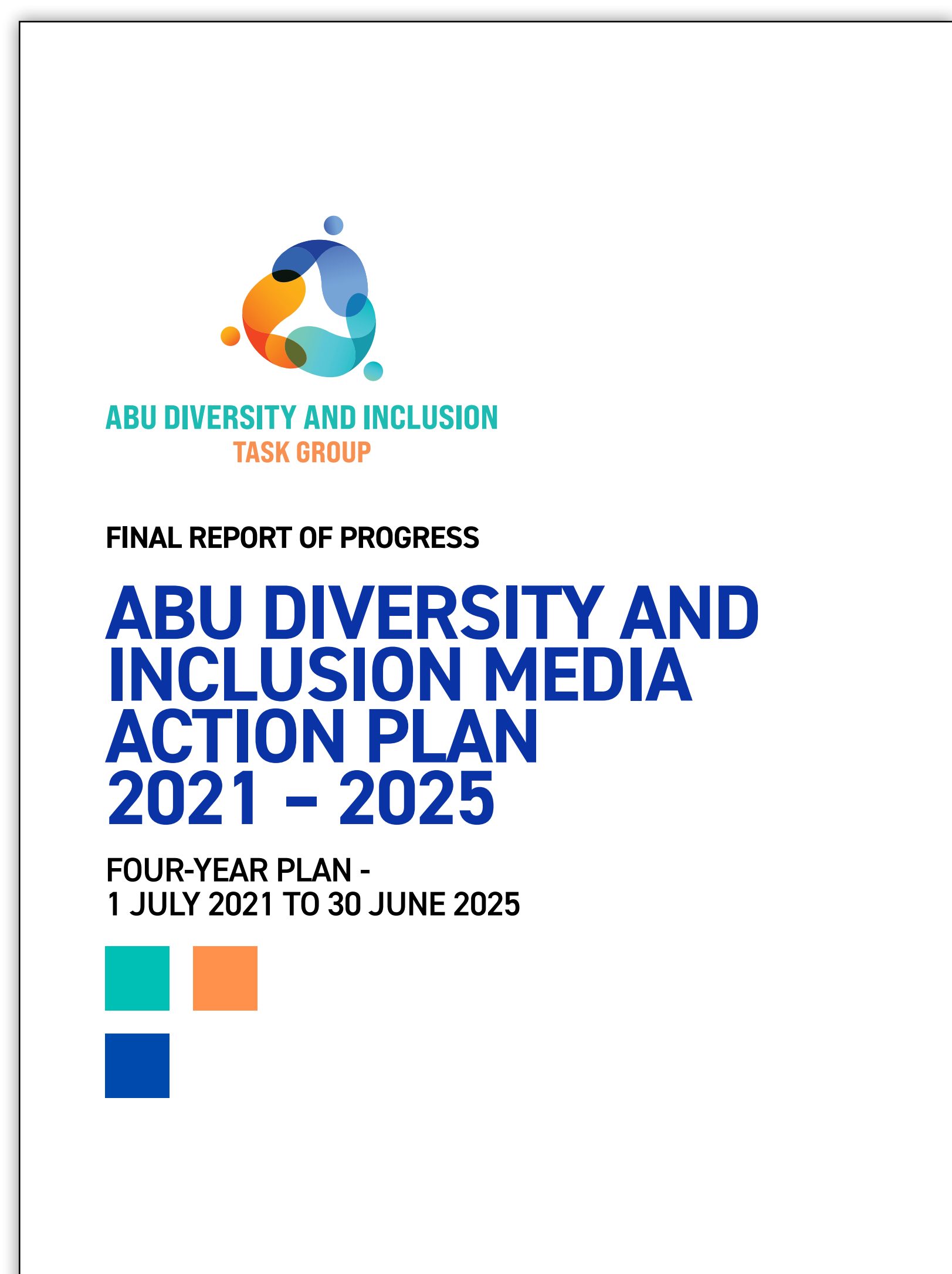
Gathering support from internal and external stakeholders, will grow the Broadcasting for All campaign in funding, resources and partnerships and assist the ABU Diversity and Inclusion Task

Group with the promotion and facilitation of a culture of diversity and inclusion in the media in the Asia and the Pacific region.

To conclude our conversation, Chrissie Tucker highlighted that the work of the DITG is not a one-off project, but an ongoing journey of change across the ABU family. From practical steps and guidelines to mentoring and shared positive case studies, the DITG aims to support members in turning values into action – on screen, in newsrooms, and in leadership.

The message to ABU members is clear: small, consistent steps towards inclusion can collectively transform our industry. We must remind ourselves that when media truly reflects the diversity of our societies, we not only tell better stories – we also build more trusted, resilient, and forward-looking broadcasting for the future.

The full report of the **Three-Year** Action Plan of the ABU Diversity and Inclusion Task Group can be accessible via the link: [DITG Media Action Plan 2021-2025.pdf](#) ■■■





ABU and ASBU Strengthen News Exchange with Renewed MoU

The Asia-Pacific Broadcasting Union (ABU) and the Arab States Broadcasting Union (ASBU) have further strengthened their cooperation to enhance news exchange and member services across both regions.

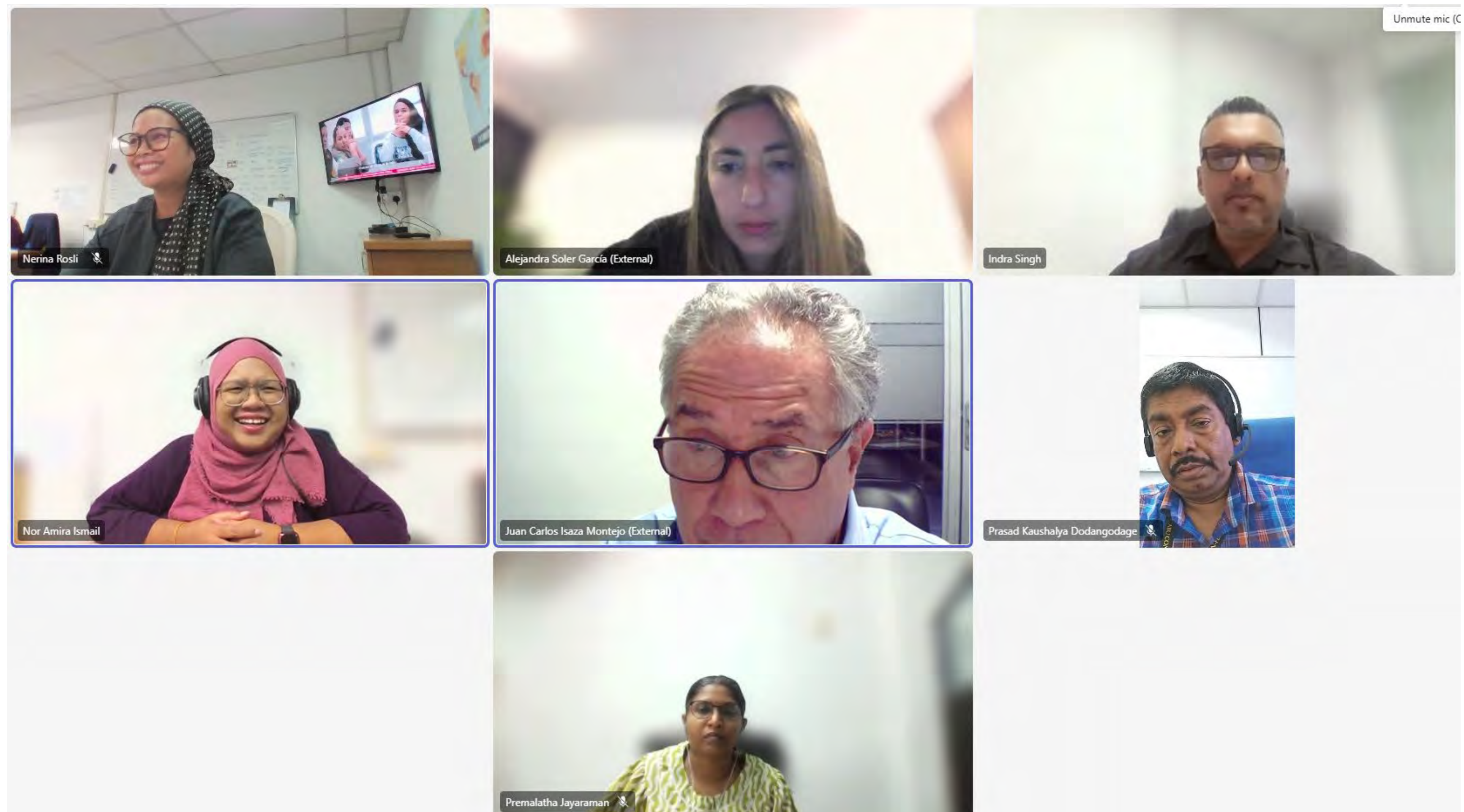
On 17 October 2025, discussions were held during the ASBU News Meeting in Tunis, where ABU News Director Indra Singh met with ASBU members and leadership. These discussions focused on expanding editorial collaboration, improving content sharing, and addressing

coverage challenges, particularly reporting from Gaza. ABU conveyed its appreciation to ASBU for providing timely and reliable content under difficult conditions.

Following these discussions, the cooperation was formally confirmed on 28 October 2025, when ABU and ASBU signed the continuation of their Memorandum of Understanding (MoU). The MoU was signed in Tunis by ABU Secretary General Ahmed Nadeem and ASBU Director General Abdelrahim Suleiman.

Under the renewed MoU, ABU's news exchange platform Asiavision (AVN) and ASBU's ASBUVISION will continue to share news content freely among their members. AVN members will have access to news coverage from the Arab States region, while ASBUVISION members will be able to use content from the Asia-Pacific region.

The agreement allows ABU members to use all news stories offered by ASBU and enables both organizations to tailor content to better meet the needs of their respective members. Through this strengthened partnership, broadcasters in both regions can expand international coverage, share firsthand perspectives, and enhance the overall quality of news services. ■ ■ ■



AVN & AIL Strengthen Cross- regional News Collaboration

The Asia-Pacific Broadcasting Union (ABU) News and Alianza Informativa Latinoamericana (AIL) are strengthening collaboration between their respective regional news exchange organisations, reinforcing a framework for broader global news sharing.

During a recent online meeting, the two organisations highlighted their complementary strengths: ABU News' extensive Asia-Pacific network and AIL's strong regional coordination across Latin America. Together, these capabilities are expected to enhance the reach, speed and diversity of international news exchange.

The meeting was attended by AIL Executive Director Juan Carlos Isaza Montejo, AIL Editorial Coordinator Alejandra Soler García, alongside the ABU News team. Discussions focused on operational alignment and shared challenges, particularly the limited level of news contributions from some member broadcasters.

Addressing this issue, ABU News Director Indra Singh underlined the importance of building sustained relationships with members and maintaining consistent engagement to encourage the regular uploading and sharing of news content.

[Continue next page >>](#)

Participants exchanged detailed insights into how both organisations operate, covering editorial oversight, content verification processes and daily communication workflows. They also reviewed how news content is sourced, curated and distributed across their respective platforms.

ABU News Producer Amira Ismail outlined the ABU News exchange workflow, noting that members upload content directly to the platform—a system similarly used by AIL. She also stressed the importance of social media visibility, explaining that digital platforms play a key role in alerting members to breaking news and the availability of strong visual material.

Both organisations reviewed their communication strategies with the aim of ensuring timely coordination, editorial clarity and consistent engagement with broadcasters.

Looking beyond daily news operations, ABU News Project Officer Nerina Rosli highlighted the union’s three annual flagship events: the Global News Forum, the News Group Meeting and the Coordinators’ Meeting. In turn, Juan Carlos Isaza Montejo shared details of the upcoming AIL News Summit, scheduled to take place in Guatemala in May 2026.

AIL also drew attention to its member awards programme, which mirrors ABU News’ own practice of recognising outstanding contributions from participating broadcasters.

The meeting concluded with a shared commitment to deepen coordination between the two organisations, particularly in responding to breaking news events of global significance.



JSC Khabar Agency -Kazakhstan Officially Joins AVN



JSC Khabar Agency has officially joined Asiavision (AVN) in December 2025, increasing the total number of AVN member organisations to 32.

Although the agency has been a member of the Asia-Pacific Broadcasting Union (ABU) since 2017, its new partnership with Asiavision marks a significant expansion of its news-sharing capabilities.

The announcement comes in a milestone year for JSC Khabar Agency, which in 2024 celebrates its 30th anniversary.

Over three decades, JSC Khabar Agency has evolved from a small television studio into a major media holding and a recognised contributor to the global media landscape. Its portfolio includes the national television channels “Khabar” and “24KZ”, supported by an extensive team of foreign correspondents stationed across 15 countries.

Through this partnership, JSC Khabar Agency and other AVN members will exchange daily news content, providing broader coverage of Kazakhstan and the surrounding region to a global audience.





ABU CARE Series 12 Documentary Meeting held in Malacca

The 2nd meeting for the 12th Change Asia Rescue the Earth (CARE) documentary co production was held at Baba House, Malacca, Malaysia, from 5–7 November 2025.

The series was hosted by Walkabout Asia in partnership with the Walk the Doc 2025 festival. Walkabout Asia is a media platform that celebrates Asia's rich culture, people, and heritage through documentaries and factual storytelling.

Producers from 11 countries attended the three-day event, including TRT-Türkiye, KBS-Korea, RTM-Malaysia, HCP-Malaysia, CGTN-China, TBPS-Thailand, TVRI-Indonesia, MRTV-Myanmar, NTV-Nepal, VTV-Vietnam, and PB/DD-India.

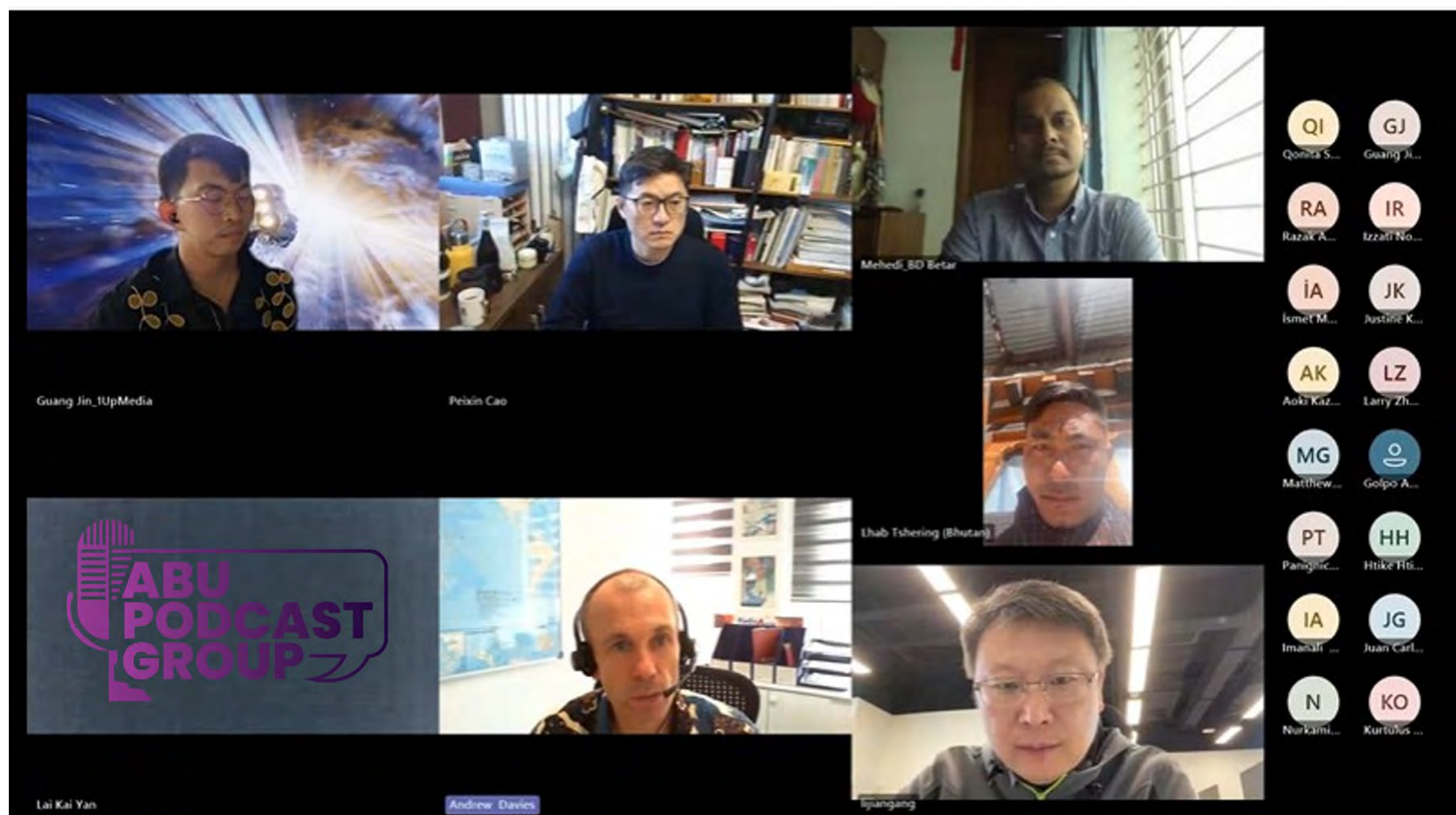
The theme of CARE 12 was “Finding strength in traditions and culture,” focusing on stories that highlight heritage and

community life. Ge Yunfei of CGTN-China was the Executive Producer.

Highlights included the premiere and judging of Small Story Big Impact, workshops led by Ge Yunfei, CGTN-China, Natasha Kodurova, RT Doc-Russia, and Chris Scheuler, and the launch of Walkabout Asia's new series, “Tribal Kitchen Asia”.

CARE 12 continues to provide a platform for filmmakers across Asia to share meaningful stories, honour local traditions, and connect audiences with the diverse cultures of the region.





First Meeting of the ABU Online Podcast Group



The Asia-Pacific Broadcasting (ABU) Online Podcast Group held its inaugural meeting on 20 November 2025, bringing together 28 representatives from 17 member organisations. The group was chaired by Andrew Davies, ABU Head of Radio.

Andrew Davies opened the call by presenting the results of the ABU's first podcast survey. This was followed by an insightful presentation from Guang Jin Yeo, Founder of Singapore-based podcast production company 1UpMedia, who shared trends in podcast and digital penetration across several Asian countries. He also highlighted findings from YouTube's Culture & Trends team, offering valuable insights into the types of content that resonate most with younger audiences.

The Podcast Group will meet regularly, serving as a collaborative space for representatives to learn, exchange ideas, and share experiences. Guest speakers from the global podcast industry will also be invited to share expert perspectives.

While the primary focus is on podcasting, the group's discussions will also deliver valuable benefits for ABU members' radio programming.



The ASEAN Friendship Concert 2025 concluded with great success, uniting public broadcasters and celebrated performers from across the region in a vibrant display of regional harmony. Held under the theme “*Melody of Unity, Rhythm of Friendship*,” the concert strengthened cultural ties among ASEAN nations through music and collaboration.

Organised by Radio Televisyen Malaysia (RTM) with the support of the Asia-Pacific Broadcasting Union (ABU), the Ministry of Communications, and the Ministry of Foreign Affairs, Malaysia, the concert featured representatives from ABU members.

ABU members:

- **Radio Television Brunei (RTB)** – Dila Junaidi, renowned for her Jazz, Pop, and R&B influences
- **National Television of Cambodia (TVK)** – Pach Kimmouy, one of Cambodia’s leading contemporary performers
- **Lao National Television (LNTV)** – Thinlamphone Mahavong (Thinla), known for blending Morlum traditions with modern styles
- **Televisi Republik Indonesia (TVRI)** – Peter Holly, rising talent and winner of X Factor Indonesia 2024



ASEAN Friendship Concert 2025 Concludes with a Celebratory Showcase of ABU members



- **Radio Televisyen Malaysia (RTM)** – Aina Abdul, Malaysia’s powerhouse vocalist
- **People’s Television Network (PTNI), Philippines** – Adriane Roy Calangian, accomplished tenor from the Philippine Madrigal Singers
- **Mediacorp, Singapore** – Hady Mirza, iconic R&B vocalist and winner of Asian Idol
- **National Broadcasting Services of Thailand (NBT)** – Valentina Ploy, acclaimed singer-songwriter
- **Vietnam Television (VTV)** – Vo Hoai Anh, rising Vietnamese star

Each artist delivered a performance that highlighted the musical identity of their respective nation, presenting a rich blend of traditional elements and contemporary genres. Together, the ABU members demonstrated the power of artistic collaboration and the shared spirit of ASEAN.

The ASEAN Friendship Concert 2025 was broadcast across the region in October, reaching audiences and reinforcing the values of unity, cultural pride, and friendship that lie at the heart of the ASEAN community. ■■■



ABU and IPPTAR Radio Production Workshop

Explore the Future of Broadcasting and Podcasting

The Asia-Pacific Broadcasting Union (ABU) Technology and Innovation Department, in collaboration with the Tun Abdul Razak Institute of Broadcasting and Information (IPPTAR), organised a three-day Radio Production Technologies workshop at Dewan Dinamik, Bangunan Teknologi, IPPTAR, from 28 to 30 October 2025.

The workshop opened with a welcome address by Nur Shahira, Broadcast Engineer at IPPTAR, and opening remarks from Dr Veysel Binbay, Director of Technology and Innovation at the ABU.

The first session, “Radio Future: Hypermedia Production for Next-Generation Audiences”, explored the latest trends in radio and podcasting. Alia Zainal, Head of Sales at IPSB Technology, highlighted the rapid global growth of podcasts, with news and political content leading the way. She pointed out that even small shows now have the chance to reach bigger audiences as podcasting continues to gain traction worldwide.

Alex Poon from Media Prima Audio discussed the increasing role of artificial intelligence in media production, describing it as an essential skill for modern broadcasters. He also noted the rise of short-form content, such as YouTube, which is reshaping audience engagement and keeping pace with the TikTok generation.

The workshop aims to provide broadcasters with practical insights and skills to navigate the fast-changing media landscape. ■■■

ABU Technology participate in WBU-TC Meeting



The Asia-Pacific Broadcasting Union (ABU) Technology participated in the WBU-Technical Committee Meeting held on 20 October 2025 at the ASBU Headquarters in Tunis,

chaired by Bassil Zoubi of ASBU. The session began with administrative matters, including the approval of the draft agenda and minutes from June 2025, followed by updates from all member unions.

The meeting also discussed key regulatory issues, with significant attention given to spectrum planning for WRC-27 and early preparations for WRC-31, alongside reviews of ITU agenda items and ongoing work on Wireless Power Transfers and the Early Warning System (EW4All).

The Committee further exchanged updates on major technology implementation areas such as 5G developments, the 5G-MAG update, plans for a 5G broadcasting pilot, progress in Digital Radio, and advancements in Dynamic Media Facilities. Cybersecurity and AI were also central to the discussion, including the proposed WBU Cybersecurity Questionnaire, union exchanges on AI adoption, updates on ASBU's cloud-based Exchange Network (ACP), and an overview of C2PA technologies focusing on content provenance and authentication.

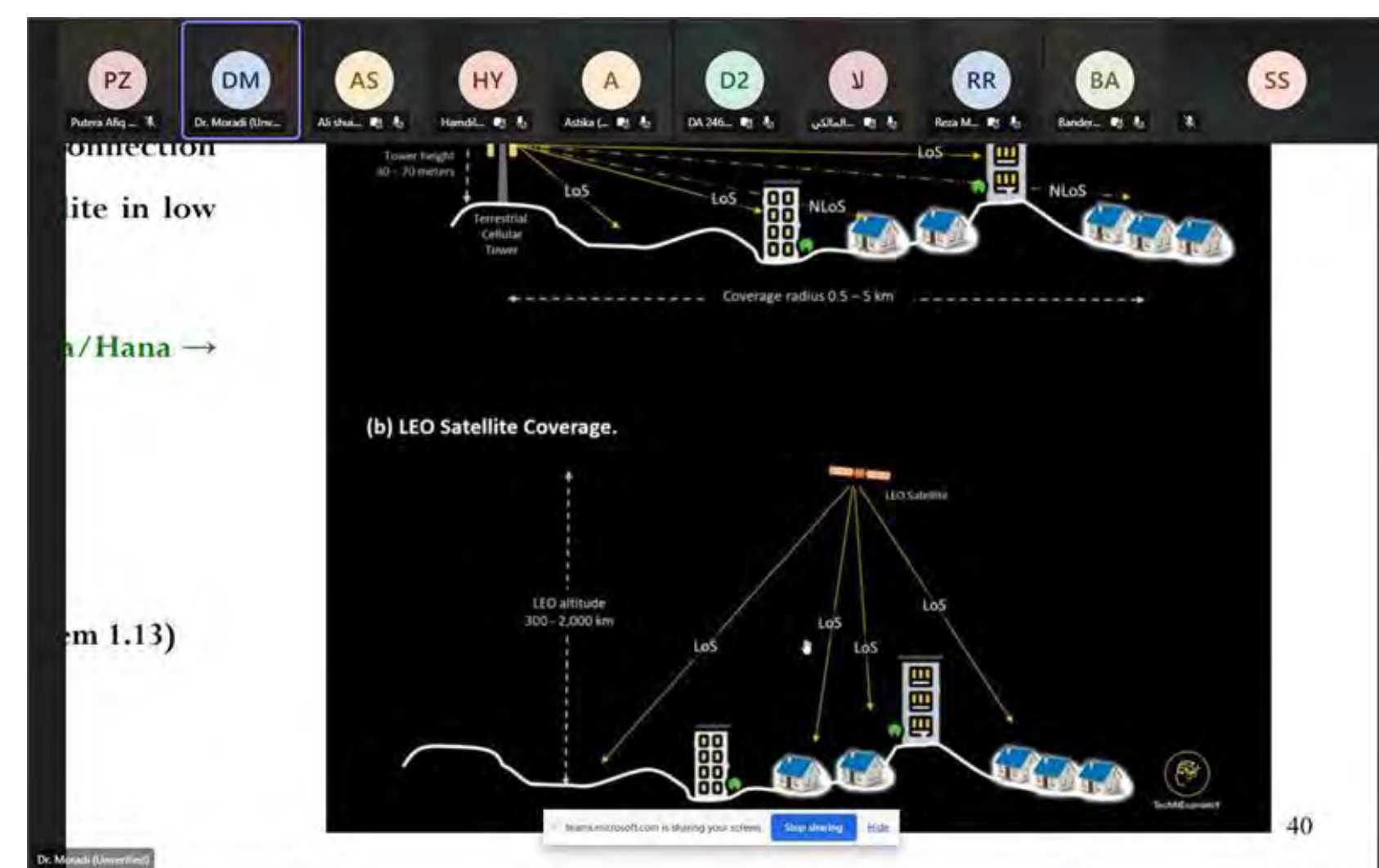


ABU Webinar on Cellular Networks for Broadcast Centres

The Asia-Pacific Broadcasting Union (ABU) hosted its Members' Innovation Webinar on "Cellular Communication Network Capacities for Broadcast Centers" on 4 December 2025. The session was led by Dr Mohieddin Moradi, Director of Research and Development at IRIB-Iran brought together professionals from across the broadcasting sector. Participants included digital strategists, broadcast engineers, project leaders, editors, and innovation leaders, all keen to understand how new cellular technology can improve broadcast operations and audience engagement.

Dr Moradi organised his presentation into two main sections. He began by explaining how cellular networks have developed over time, before moving on to practical examples of how 5G is being used in broadcasting. He highlighted how newer networks are faster, more responsive, and able to handle far more data than before, making them better suited for live programmes, large events, and growing audience demands.

The webinar also explored future opportunities for broadcasters, such as broadcast services that



work without SIM cards, wider coverage using existing broadcast infrastructure, and satellite-supported mobile connections to reach remote areas. The session concluded with a discussion on how new 5G broadcast services could deliver live content and emergency information to large audiences more efficiently. Overall, the webinar showed the growing importance of cellular innovation in broadcasting and reaffirmed ABU's commitment to supporting its members through ongoing knowledge sharing.





ABU and Badminton Asia Sign MoU to Strengthen Collaboration in Media and Broadcasting

The Asia-Pacific Broadcasting Union (ABU) has signed a Memorandum of Understanding (MoU) with the Badminton Asia Confederation with the primary goal of promoting badminton more widely across Asia, particularly in countries where the sport's potential remains largely untapped. The MoU also establishes a cooperative framework supporting knowledge sharing, professional development, and training for ABU members in the fields of media and broadcasting.

Through this partnership, Badminton Asia will also gain opportunities to increase engagement with the media industry and build greater visibility among broadcasters across the Asia-Pacific region. These goals will be supported through joint initiatives, shared projects, and access to ABU's wide professional network.

The MoU was signed at the ABU Headquarters in Kuala Lumpur by Ahmed Nadeem, ABU Secretary-General, and YH Dato' Kenny Goh Chee Keong, Secretary-General of Badminton Asia, which serves as the governing body for badminton in Asia under the Badminton World Federation (BWF).

YH Dato' Kenny Goh Chee Keong, Secretary-General of Badminton Asia, expressed strong support for the collaboration, noting its value for the region. *"This MoU with ABU is a historic moment for us,"* he said. *"It will help us promote badminton more widely across Asia, especially in countries that have not yet fully explored the sport's potential."* He added that the partnership will also support the *"delivery of academic online and offline courses related to media, broadcasting, communication, and media management via the ABU Media Academy."*

The ABU has expressed its appreciation to Badminton Asia successfully signing the MoU. This collaboration represents an important step for ABU in strengthening ties with regional sports organisations and creating valuable opportunities for ABU members to engage in international badminton initiatives.

The partnership is expected to enhance ABU's visibility in the sports community while providing members with access to development programs, competitions, and knowledge-sharing platforms that can benefit broadcasters across the region.





ABU Sports Participates in World Broadcasters' Meeting for Asian Games Aichi–Nagoya 2026

The Asia-Pacific Broadcasting Union (ABU) Sports Department attended the World Broadcasters' Meeting for the upcoming 20th Asian Games Aichi-Nagoya 2026 in Japan. The three-day event from 7 to 9 October 2025 brought together broadcasting professionals from across Asia to review progress and coordinate plans for one of the region's largest sporting events.

The meeting offered valuable insights into the host city's preparations and the technical, operational, and logistical frameworks that will support international broadcast. Participants toured several competition venues, which showcased the organisers' commitment to modern infrastructure, environmentally conscious design, and accessibility for both athletes and media teams.

The delegation also visited the planned site of the International Broadcast Centre (IBC) at Nagoya Port, the hub for all broadcasting operations during the Games. The visit highlighted the scale and sophistication of the host broadcaster's preparations.

Throughout the sessions, covering technical briefings, venue overviews, and coordination between organisers and international media partners and it was clear that preparations are progressing smoothly. Topics discussed included transmission of workflows, connectivity, commentary positions, and coordination between host broadcaster and international media partners.

For the ABU Sports Department, the meeting provided an important opportunity to gather insights, strengthen connections, and better understand the operational landscape of the Games. The knowledge gained will guide planning and ensure ABU members are fully prepared to deliver high-quality coverage.

The ABU looks forward to contributing to the success of Aichi-Nagoya 2026 supporting members onsite, enhancing collaboration, and ensuring audiences across the Asia-Pacific region enjoy seamless sports coverage. ■■■



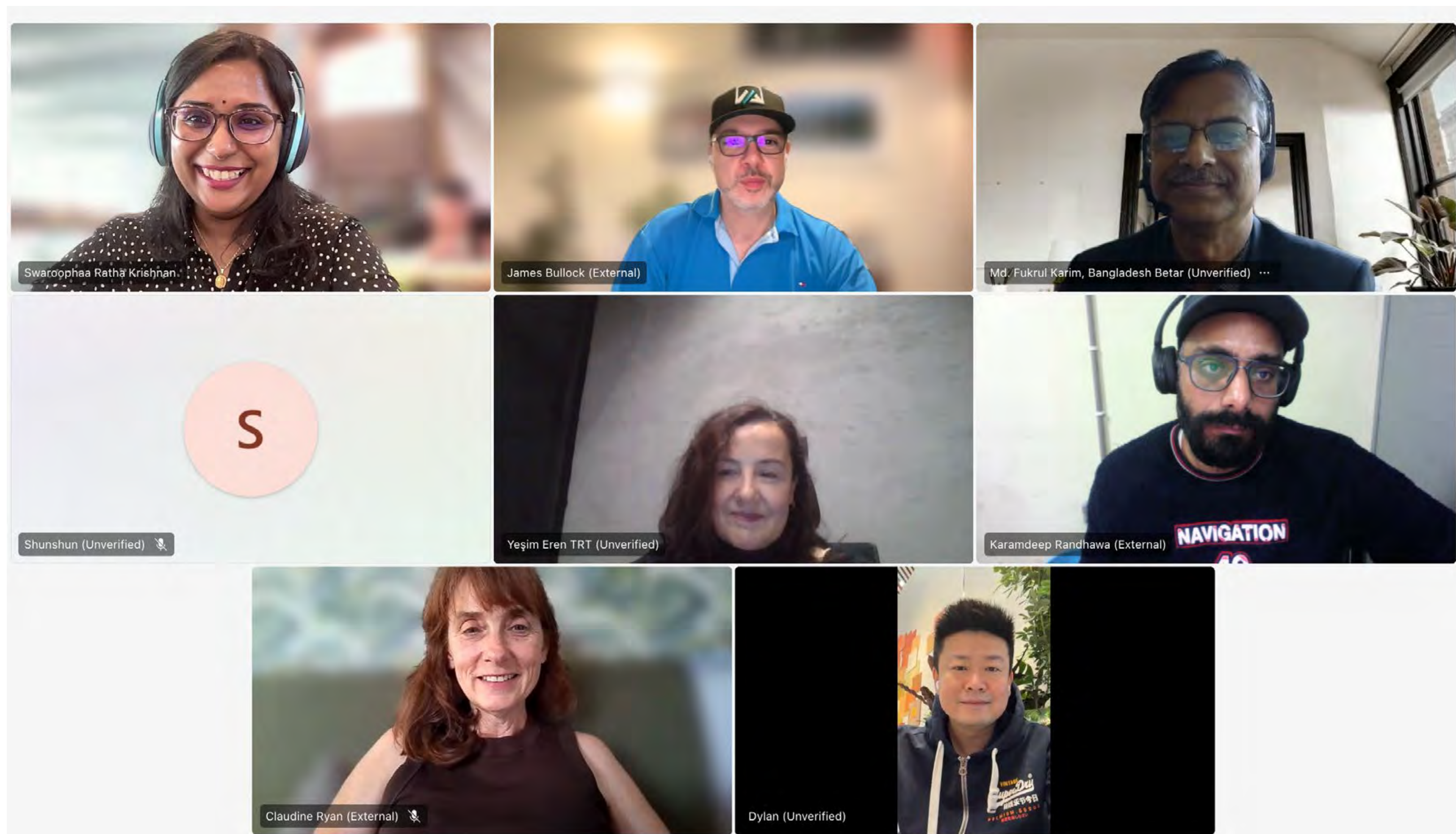
ABU Sports Strengthens Ties with NHK Sports Through Working Visit

The Asia-Pacific Broadcasting Union (ABU) Sports Department paid a working visit to NHK Sports as part of its ongoing efforts to foster strategic collaboration and mutual growth among its members.

The visit focused on several key areas of engagement. ABU Sports presented the ABU Sports & Entertainment Network (ASEN), an exchange platform designed to facilitate inter-member cooperation, resource sharing, and innovation. NHK Sports was invited to participate in this initiative, recognising its potential to contribute meaningfully to the broader ABU Sports ecosystem.

Additionally, ABU Sports extended an invitation to NHK Sports to join the acquisition pool for upcoming major sporting events. Discussions also covered future collaborative activities, including conferences, workshops, and other industry events that would further strengthen professional ties and promote shared development.

This working visit reflects ABU Sports' commitment to building strong, forward-looking partnerships across its network. ■■■



ABU Sports Hosts Inaugural Online Co- Production Meeting for “Stronger Together S1: Women Who Changed the Game”

On 8 December 2025, the Asia-Pacific Broadcasting Union (ABU) Sports Department successfully held its inaugural online co-production meeting to launch the initiative Stronger Together S1, themed “Women Who Changed the Game”.

The meeting brought together participating members CGTN-China, DD-India, ABC-Australia, BB-Bangladesh Betar, and TRT-Türkiye, showcasing the strength of regional collaboration in championing stories of women who have transformed the landscape of sports.

During the meeting, members finalised the project timeline and reached a collective agreement on the documentary’s duration, providing a clear framework for production. They were also formally introduced to the Executive Producer, who will oversee the creative and logistical aspects of the project. In addition, a short story concept was presented, offering a unifying vision and establishing a cohesive creative direction to guide the narrative and storytelling approach throughout the production.

This initiative celebrates the trailblazing women whose leadership, courage, and determination have reshaped the world of sport and inspired future generations. ABU Sports Department warmly invites more members to participate in upcoming co-production opportunities, helping to bring these powerful and inspiring stories to audiences worldwide. ■■■

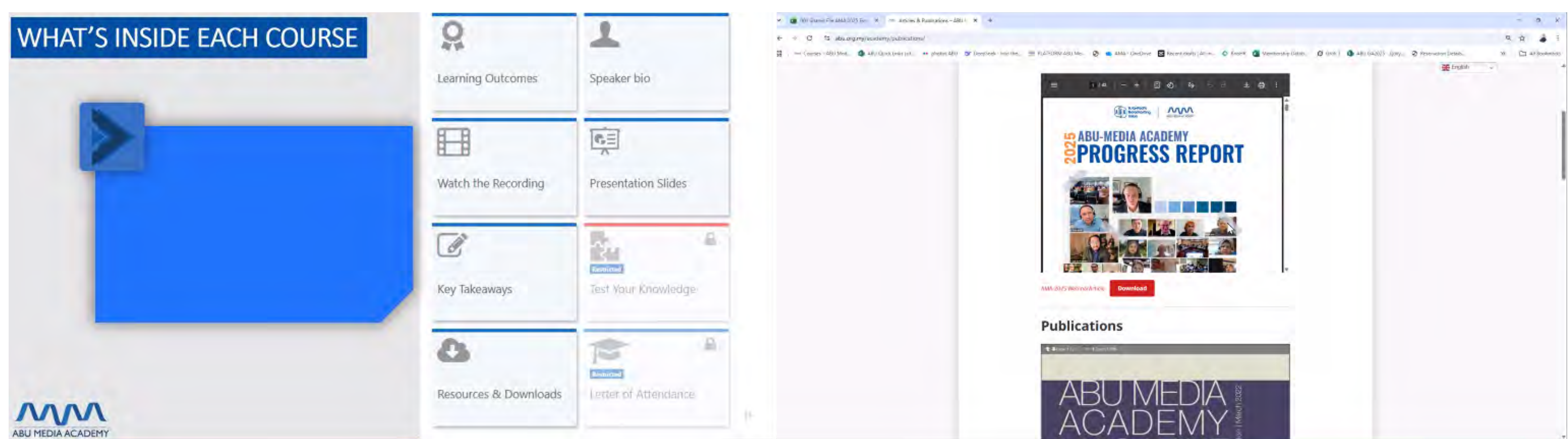


A Collaborative Dialogue on AMA's Learning & Development Plan for 2026

In a media landscape where tools, workflows, and audience habits evolve faster than traditional training can keep pace, the ABU Media Academy (AMA) is strengthening its efforts to deliver more structured, accessible, and future-ready learning opportunities for its members. The 2025 Collaborative Dialogue on AMA's Learning and Development Plan for 2026 brought together 15 highly engaged participants, creating an open and productive space to reflect on progress made and explore how these efforts can grow into a clearer long-term learning pathway for media professionals across the Asia-Pacific.

Head of AMA, Daniyar Tussupbekov opened the session by welcoming participants, emphasising that this was not a typical webinar but a genuine dialogue. He noted that AMA's strength lies in working closely with members, and that every suggestion shared would directly contribute to shaping next year's priorities. He then invited Ms Norshida to present a panoramic overview of AMA's 2025 journey, outlining the scale, momentum, and impact of the Academy's work throughout the year.

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Norshida began by reaffirming AMA's core objective: delivering free learning opportunities and exclusive content for ABU members. She presented a data-driven breakdown of the 41 segmented webinars delivered up to November 2025 across six major categories: TV and broadcast production, journalism and investigative reporting, digital media and podcasting, media law and business, leadership and industry trends, and emerging technologies and innovation.

The series collectively offered 55 hours of learning, attracted 3,539 registrants, and recorded 2,310 attendees, representing 648 participation instances across ABU member organisations. She concluded by inviting participants to recommend topics and titles for AMA's 2026 programme.

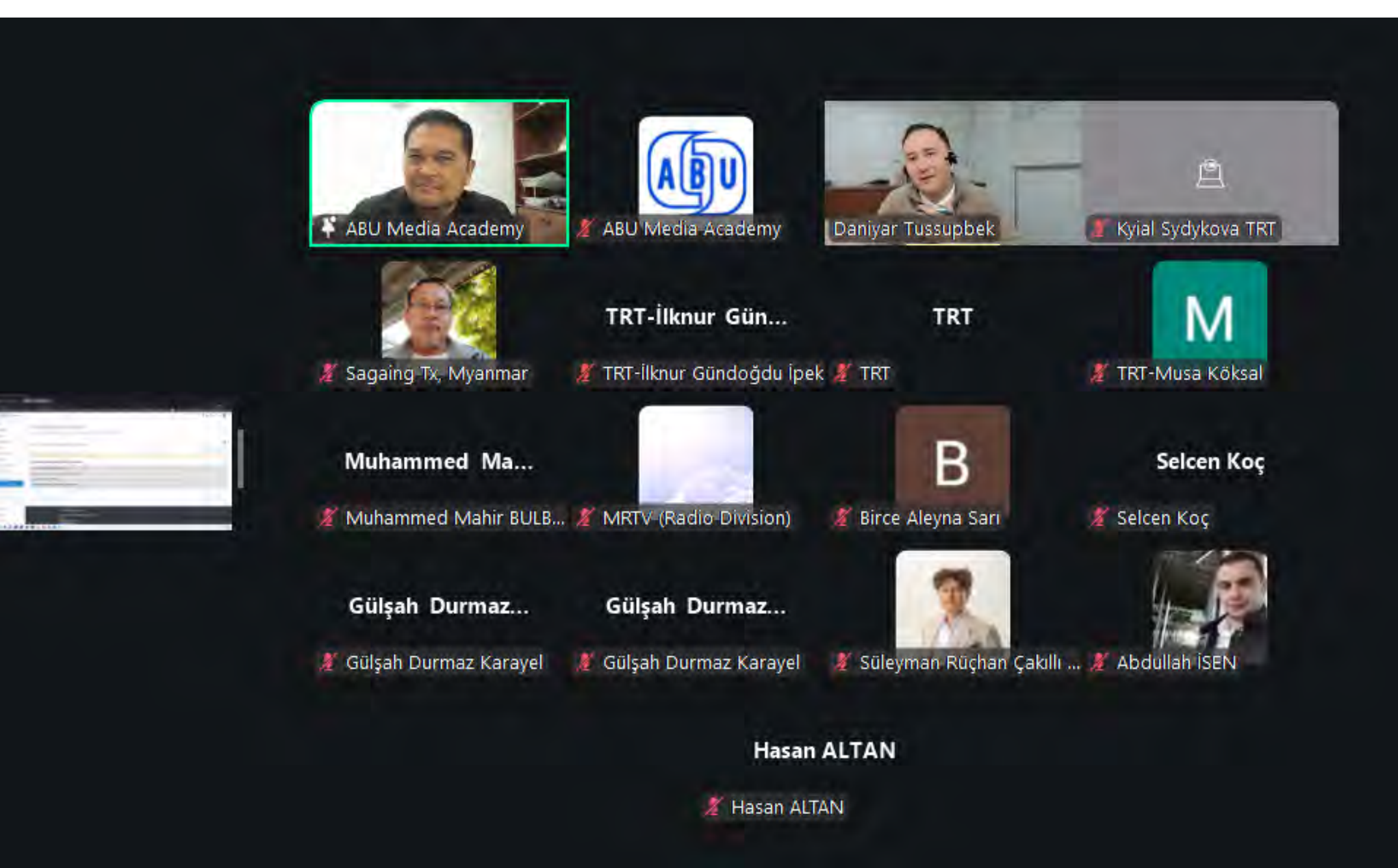
Following her presentation, Daniyar returned to reflect on how these 2025 milestones now form the backbone of AMA's expanding learning ecosystem. He then passed the discussion to Programme Manager Aswandi Amin, who introduced the next major pillar of AMA's development: the Moodle-based online learning platform.

Aswandi explained that the platform addresses a fundamental reality—the industry evolves at a speed that traditional training cannot match. Tools change rapidly, and a single webinar is rarely sufficient to sustain long-term learning. To bridge this gap, every weekly webinar is transformed into a complete online learning package that includes the session recording, key takeaways, structured learning outcomes, the speaker's biography, and a two-part interactive quiz. He highlighted that the quizzes unlock two key features: digital badges that reflect individual learning progress, and an auto-generated Letter of Attendance downloadable at any time. These elements turn each webinar into a recognised, trackable learning achievement.

Aswandi also demonstrated the platform's user-friendly mobile interface and described the simple enrolment process. He then introduced AMA's upcoming 2026 micro-credential programme, which will organise webinars into six micro-courses. Completing all micro-courses will award participants an endorsed micro-credential certificate, expanding professional recognition across the region.

Returning to the group discussion, Daniyar emphasised the platform's value for HR departments seeking low-cost, high-impact staff development. He reiterated that AMA's approach is "friend to friend", providing a space where members share knowledge and uplift one another across borders. Participants responded enthusiastically, suggesting topics such as AI literacy, technical innovation, and cross-department collaboration—including contributions to the ABU Academy Magazine.

In closing, Daniyar thanked all participants for their insights and encouraged them to continue sharing ideas beyond the session. Norshida and Wandi also expressed appreciation and invited everyone to upcoming December webinars. The dialogue ended with a shared commitment to building a stronger and more impactful learning ecosystem for 2026.





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2025 EDITION
WEBINAR

FOSTERING CULTURAL HERITAGE VIA CONTENT
CASE OF CGTN (CHINA)

Discover the content strategy behind CMG's creativity to foster global understanding of Chinese cultural heritage.

In this webinar, we'll deconstruct how CMG and CGTN use stunning documentaries, variety shows, digital series, and social media to transform ancient traditions into engaging global narratives. Learn the tactics for bridging the cultural gap and telling stories that resonate worldwide. Perfect for content creators, cultural professionals, and global communicators. STAY REGISTERED AND TUNED!

GUEST SPEAKER
LIU CHANGYING
Director of CGTN documentary

Register NOW 2:00 PM (KL TIME) THURSDAY 16TH OCTOBER

ABU Media Academy Webinar Highlights CGTN's Creative Approach to Preserving Cultural Heritage

The ABU Media Academy held a webinar on 16 October 2025 titled "Fostering Cultural Heritage via Content: Case of CGTN (China)," featuring Liu Changying, Director of CGTN Documentary, China Media Group. Moderated by Aswandi Amin, the session attracted 72 participants from across the Asia-Pacific region and focused on how media can preserve and promote cultural heritage through engaging narratives and modern technology.

Liu shared how CGTN's productions bridge the past and present, making traditional culture relevant to today's audiences. She highlighted notable programmes such as Every Treasure Tells a Story, The Chinese Poetry Contest, China in the Classics, and The Nation's Greatest Treasures, each blending art, drama, and expert insight to bring ancient traditions vividly to life.

Participants were particularly impressed by Ask Confucius, an AI-driven platform that enables users to interact with a digital version of Confucius in eight languages. The innovation, which recently earned an ABU Award, reflects how technology can help preserve and reinterpret ancient wisdom for modern learners. In his closing remarks, Daniyar Tussupbekov, Head of ABU Media Academy, commended the session as "a masterful example of how creative storytelling preserves heritage while inspiring future generations."




CMG AI Confucius-Dialogue Across Time and Space

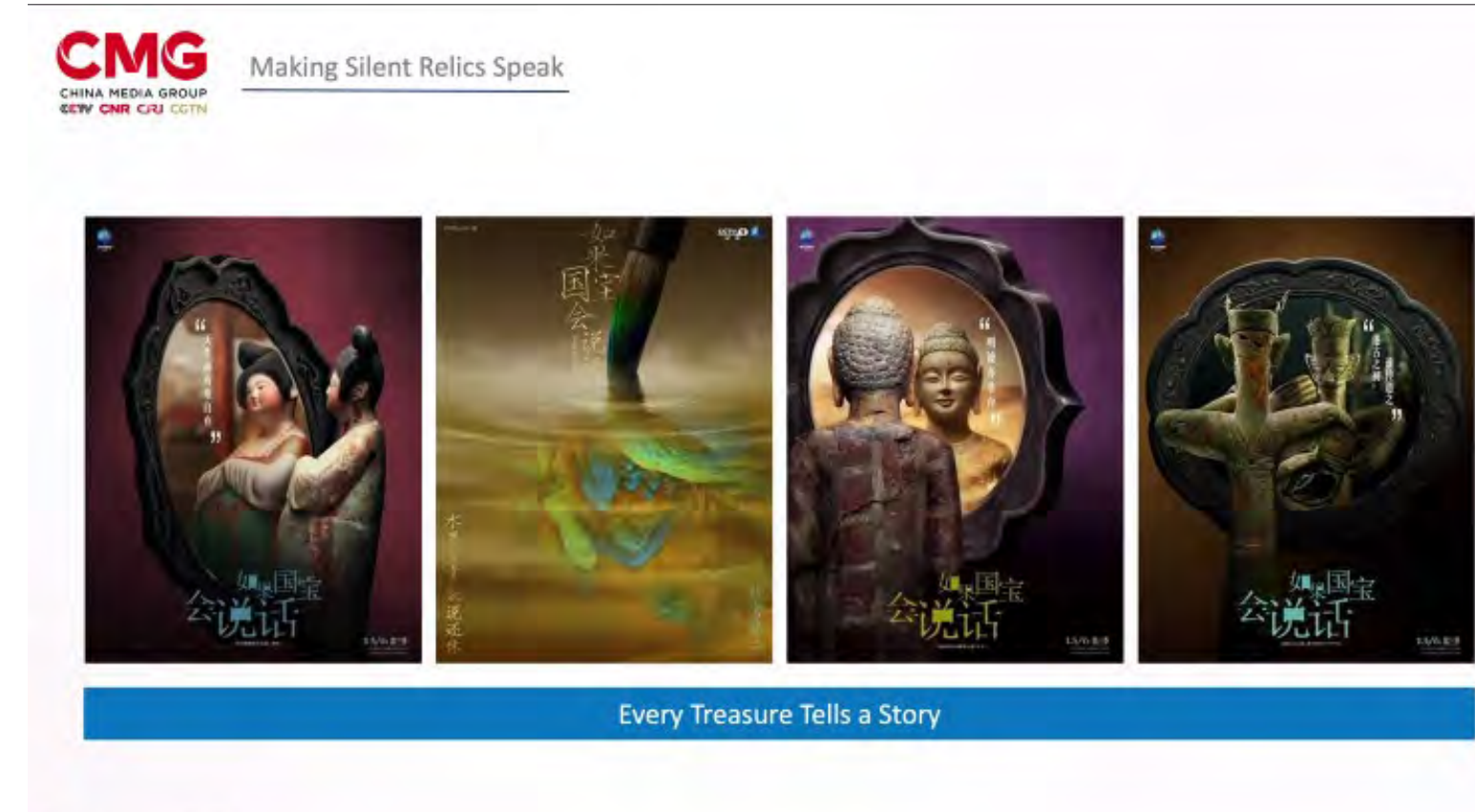
问道孔子·人工智能交互产品
ASK CONFUCIUS
JOIN AN AI POWERED CHAT WITH THE ANCIENT PHILOSOPHER



CMG ABU Media Academy

Finding Strength in Our Cultural Heritage

Liu Changying, Director, CGTN Documentary



CMG Making Silent Relics Speak

Every Treasure Tells a Story

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2025 EDITION
WEBINAR

DATA VISUALIZATION NEW PERSPECTIVE TO THE MATTER

As the broadcasting industry continues to evolve, the need to make data-driven decisions has never been more crucial. Whether you're managing audience metrics, monitoring network performance, or analyzing content engagement, understanding how to visualize data effectively is key to staying ahead. That is why, ABU Media Academy offers this perspective to look at.

JOIN THE WEBINAR AND LET'S DISCUSS THIS ASPECT OF CONTENT PRODUCTION TOGETHER.

Register NOW

2:00 PM (KL TIME)

TUESDAY 7TH OCTOBER

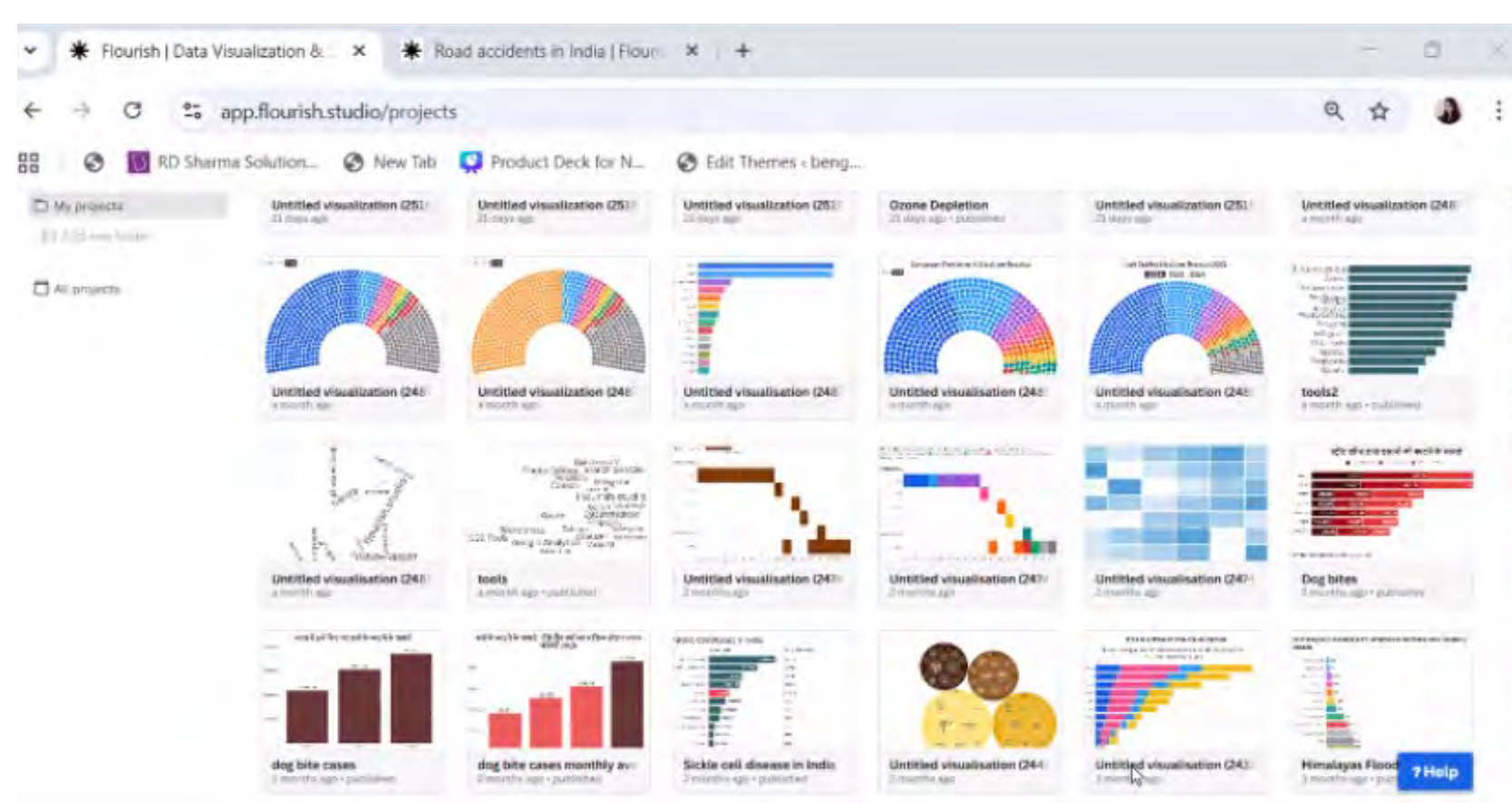
GUEST SPEAKER
AJAY MOHAN
IPCC-Accredited Climate & Data Journalist

AMA Webinar - Data Visualization: New Perspective to the Matter

The Asia-Pacific Broadcasting Union Media Academy (AMA) hosted an insightful webinar titled “Data Visualization: New Perspective to the Matter,” led by Ajay Mohan, an IPCC-accredited Climate and Data Journalist with extensive experience in transforming data into stories that engage and inform. Moderated by Aswandi Amin, the session brought together 52 participants from across the Asia-Pacific to explore how visuals can enhance storytelling through clarity, emotion, and design.

Ajay demonstrated practical techniques using free, browser-based tools such as Flourish and Datawrapper, showing how journalists and producers can clean datasets, choose suitable chart types, and design visuals that guide the audience's attention. “What matters is how you want your audience to feel when they see the information,” he emphasized, reminding participants that visualisation is not decoration but interpretation.

The discussion also covered inclusivity, accessibility, and the psychology of visuals, highlighting how strong design principles help build trust and understanding. The session reflected ABU Media Academy's ongoing commitment to equipping media professionals with practical, future-ready skills that turn complex data into engaging visual stories across digital platforms.



ABU Media Academy, in Collaboration with ABU Sports, Held a Webinar on Next-Gen Sports Production

The Asia-Pacific Broadcasting Union (ABU) Media Academy, in collaboration with the ABU Sports Department, held a webinar titled “Next-Gen Sports Production: Powering Efficiency with AMPP”, which brought together 60 participants from across the Asia-Pacific region.

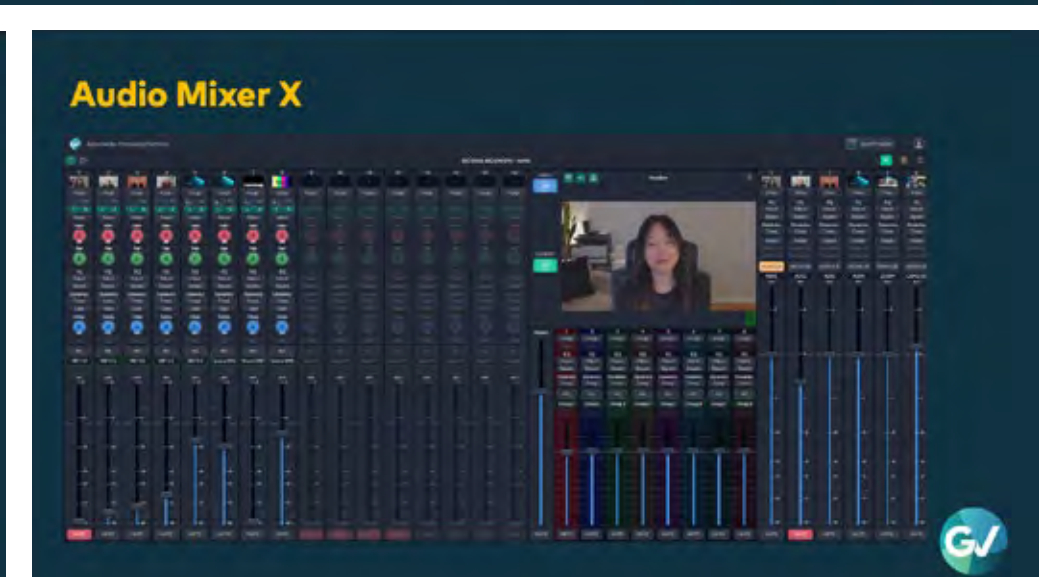
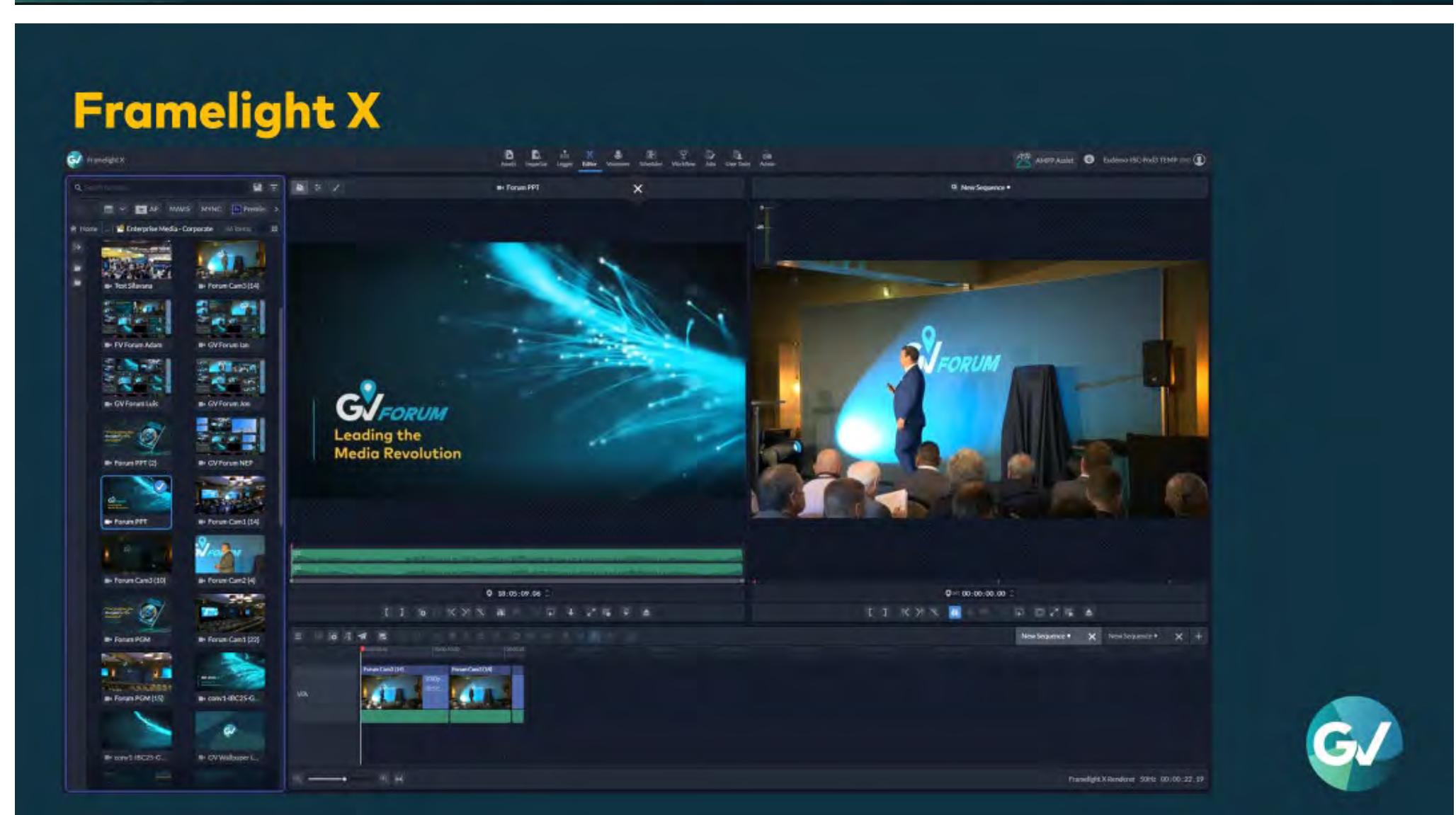
The session featured Nagarajan Subramonia, a specialist from Grass Valley, who introduced the Agile Media Processing Platform (AMPP) — a cloud-based system that helps broadcasters produce live sports programmes more easily and efficiently. He explained how AMPP allows teams to create and share content from any location, saving time and reducing costs while keeping high-quality results.

Nagarajan shared examples from Italy’s NVP and Europe’s DMC, where AMPP was used to cover major sports events remotely, cutting down on-site work and speeding up production. “You can now set up a full production in just hours, not weeks,” he said.

During the Q&A session, moderated by Mr Aswandi, Nagarajan spoke about AMPP’s monitoring system, which quickly detects and alerts teams to possible issues before they interrupt broadcasts.

In his closing remarks, Daniyar Tussupbek, Head of the ABU Media Academy, praised the session for offering useful insights into how new technology is improving sports broadcasting.

The webinar highlighted the ABU Media Academy’s ongoing effort to support Asia-Pacific broadcasters with practical, sustainable, and forward-looking media solutions.





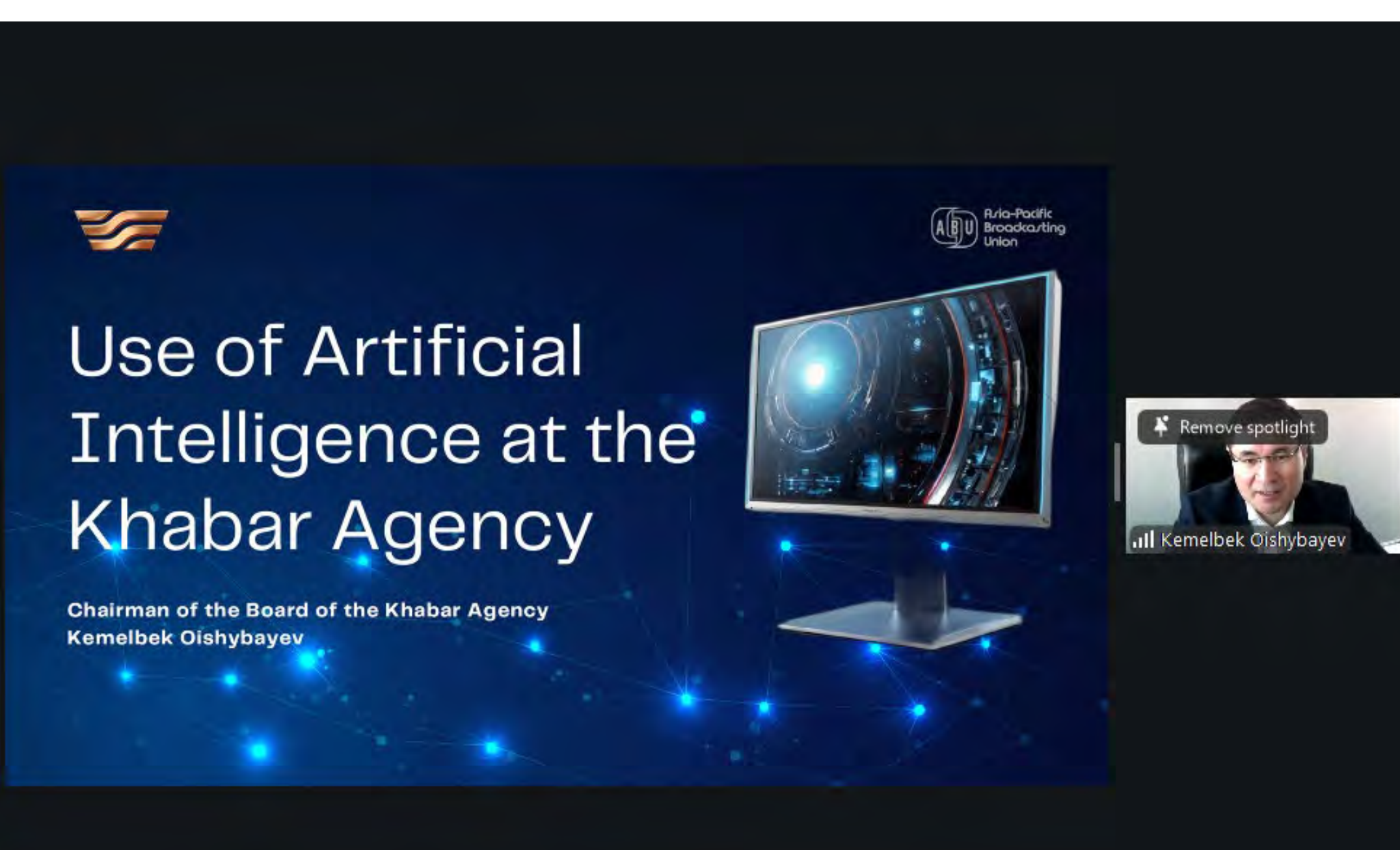
ABU Webinar Explores Responsible AI Adoption Among Members Broadcasters

In an era where artificial intelligence is reshaping news production, audience expectations and the very foundations of editorial decision-making, the role of responsible innovation has never been more critical for public broadcasters. Responding to this need, the Asia-Pacific Broadcasting Union (ABU) convened its member organisations for a focused session titled “ABU Member Organisations Handling AI”, which brought together 40 participants across the Asia-Pacific for its session on 11 December 2025.

The session opened with introductory remarks from Moderator, Daniyar Tussupbekov, Head of AMA, who welcomed participants and underscored the importance of cross-regional dialogue as AI tools become increasingly integrated into production workflows. He then invited ABU Secretary-General, Ahmed Nadeem, to deliver the welcoming address. He emphasises that this discussion on AI is crucial not only for our member broadcasters but for the entire media industry, especially for those implementing AI technologies within their organisations.

The first part of the session focused on member experiences, beginning with insights from Ta Bich Loan of the Media AI Lab in Hanoi, Vietnam, who presented practical examples of how AI is already enhancing newsroom operations, from automated content tagging to intelligent video analysis. She highlighted that AI is rapidly reshaping media production, offering new efficiencies while simultaneously introducing risks such as misinformation, reduced originality

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and complex intellectual property concerns. To address this, she proposed simple AI content labelling categories: AI-supported, AI-co-created, and AI-generated with the expectation that more detailed frameworks may be needed in future. She also underscored the importance of equipping broadcasters with essential toolkits, particularly in digital authenticity and verification, to detect deepfakes, verify sources, and ensure responsible integration of AI across media organisations.

Kemelbek Oishybayev, Chairman of Khabar Agency JSC-Kazakhstan shared that they are already using AI for a digital avatar host, producing AI-assisted videos, and remastering historical archives by enhancing and colourising old programmes. AI also supports drafting, visual creation, short-form video generation, and various production tasks. He noted that while AI is not yet used everywhere, it aims to automate more processes including monitoring, HR, archive work, and content personalisation to boost efficiency and allow staff to focus on higher-value tasks.

This was followed by Tim Xu from Mediacorp-Singapore, who leads AI products and solutions explained how the company is using AI to transform content creation from automated short-form video clipping and AI-generated audio stories to in-house AI voice models that speed up voiceover production. He shared that AI now supports quicker storyboarding, visualisation, and creative planning, allowing teams to generate concepts, scenes, and styles in minutes.

Haryuki Ichinohashi, Chairman of Intellectual Property and Legal Committee of ABU, NHK-Japan explained that AI is used to read articles and deliver weather updates on domestic and international broadcasts, with clear on-screen labelling. He noted the AI audio is nearly identical to natural Japanese and stressed the need to consider legal, copyright, and ethical risks when using AI in content production.

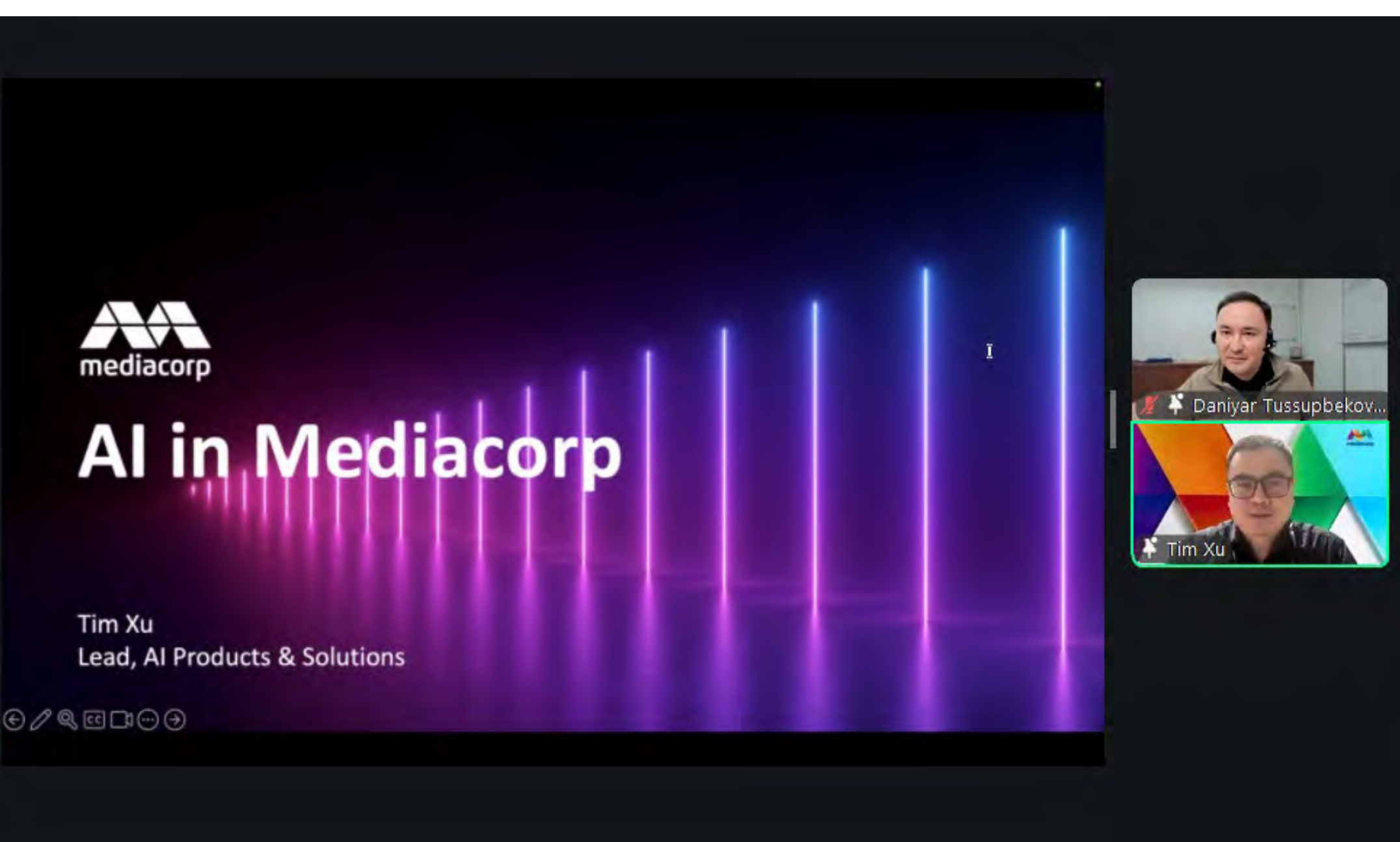


Participants then engaged with questions on AI use in archives and future authenticity. Tim Xu from Mediacorp-Singapore noted that AI can enhance old footage, but real material remains essential to maintain trust. Kemelbek Oishybayev from JSC-Kazakhstan emphasised that AI should be applied responsibly, especially by public service media, to avoid misleading audiences.

The second part of the session highlighted new ABU initiatives. with Dr Veysel Binbay, Director of Technology & Innovation at ABU stressed the challenge of balancing innovation and trust, elaborating that public broadcasters must carefully adopt AI, collaborate through platforms like the AI Hub, and maintain transparency to ensure audiences understand how AI is used in content creation.

Following this, Dr Seemantani provided an overview of the ABU AI Hub, highlighting its role as a collaborative platform offering legal guidance, case studies, and recommendations to help members navigate copyright and regulatory challenges. She emphasised that the Hub supports legal compliance and preparedness as AI adoption in media grows.

The session highlighted the ABU AI Hub as a place for sharing research, legal guidance, and broadcaster experiences from around the world. Members were encouraged to work together and share updates from their countries. ■■■





ABU Participates In 12th WIPO Conversation On IP & Synthetic Media

As artificial intelligence continues to reshape the way content is created and shared, the Asia-Pacific Broadcasting Union (ABU) is stepping up its engagement in global policy discussions to ensure that innovation and trust advance together.

At the 12th WIPO Conversation on Intellectual Property and Frontier Technologies, held on 28–29 October 2025, ABU Legal Manager (Regulatory & Intellectual Property), Dr Seemantani Sharma, represented the Union in a worldwide dialogue on “Intellectual Property and Synthetic Media.” Joining the session online, she highlighted the urgent need for harmonised global action on this rapidly evolving issue.

Dr Seemantani noted that synthetic media is no longer merely a copyright concern—it has become part of the global information infrastructure, influencing how societies create, share, and trust content. She cautioned that without clear and consistent international frameworks, two significant risks may emerge: a chilling effect on creative industries due to legal uncertainty and potential litigation, and an erosion of public trust in media and information.

In her intervention, she proposed that WIPO spearhead a soft-law initiative—a set of “Geneva Guidelines”—to provide a shared foundation for the responsible use and governance of synthetic media. These guidelines, she suggested, should encourage transparent labelling and watermarking, clarify ownership and licensing rules for AI-generated content, and promote open innovation to ensure that small and medium-sized enterprises can participate meaningfully in this new landscape.

“This is about more than copyright. It’s about sustaining a healthy digital common where synthetic media empowers rather than destabilises society,” said Dr Seemantani, ABU Legal Manager.

Through this contribution, the ABU reaffirmed its commitment to shaping international policy frameworks that support creativity, trust, and fair innovation across the Asia-Pacific broadcasting community and beyond. ■■■



ABU Takes Part In WIPO Standing Committee On Copyright and Related Rights (SCCR 47) In Geneva

The Asia-Pacific Broadcasting Union (ABU) took part in the 47th session of the WIPO Standing Committee on Copyright and Related Rights (SCCR 47), held in Geneva. ABU IPLC Chairperson Haruyuki Ichinohashi (NHK – Japan) and Suranga Jayalath (Capital Maharaja Group – Sri Lanka) attended the meeting in person, while Dr Seemantani, ABU Legal Division joined remotely.

During the session, Mr Ichinohashi delivered a statement on behalf of the ABU, reaffirming the Union's strong support for the ongoing work toward the WIPO Broadcasting Organisations Treaty (document SCCR/47/3). He expressed appreciation for the efforts of the Chair, Vice-Chairs and Facilitators in preparing the revised draft.

Mr Ichinohashi highlighted the important role broadcasting organisations play as content creators contributing to cultural development and delivering essential information to the public. He noted that this role has become increasingly critical as audiences now consume content across both traditional television and internet platforms.

At the same time, he emphasised the growing challenge of unauthorised use of broadcast signals online, an issue broadcasters face continuously. To safeguard their service to the public, he stressed the need for future-proof legal tools enabling effective action against signal piracy.

The ABU expressed strong support for the SCCR's work toward finalising the treaty text, recognising that the latest draft reflects diverse legal traditions, current broadcasting practices, and a technologically neutral approach that will provide effective anti-piracy measures.

Mr Ichinohashi urged WIPO Member States to continue constructive discussions and reach consensus on the remaining issues so that a recommendation can be made to the WIPO General Assembly to convene a Diplomatic Conference for the treaty's adoption as soon as possible.

The ABU also conveyed its best wishes to the SCCR Chair for a successful session and reaffirmed its full support for the continued progress of this important work. ■■■

Coming Up in January: 2026 Asiavision Coordinators' Meeting



The Asia-Pacific Broadcasting Union (ABU) will host the **2026 Asiavision Coordinators' Meeting** at Perdana Kuala Lumpur City Centre on **21–22 January 2026**. This year's theme, **"Bridging the Asia-Pacific: One Story, Many Voices,"** reflects Asiavision's mission to strengthen cross-border cooperation in news coverage and storytelling.

The meeting will bring together news leaders from across Asia-Pacific, Europe, and Latin America to exchange ideas, strengthen partnerships, and shape the future of collaborative journalism. Participants will benefit from specialised training sessions on news exchange best practices and fact-checking skills, as well as a comprehensive review of Asiavision's performance over the past year. Delegates will also work together to outline strategic goals for the year ahead, with opportunities to network and share insights with fellow broadcasters.

On 22 January (Day 2), the event will welcome reporters, journalists, and journalism or media students, offering them the chance to observe discussions on international news exchange and global networking. Seats for this open session are limited and will be allocated on a first-come, first-served basis.

ABU will sponsor one representative from each Asiavision member organisation, covering flights and accommodation. The meeting is also open to all ABU members.

For more information, contact Nerina Rosli at nerina@abu.org.my ■■■

Registration Now Open for ABU Digital Broadcasting Symposium 2026



The ABU Digital Broadcasting Symposium (DBS) returns from **30 March to 2 April 2026** at Berjaya Times Square Hotel, Kuala Lumpur. With the theme **"The Rising Synthetic Era,"** DBS 2026 will explore how synthetic technologies—from AI-driven workflows to next-generation creative tools—are shaping the future of media and content production.

With registration now open, members and industry partners can look forward to a dynamic programme featuring:

- **Innovation showcases** highlighting new tools and solutions redefining synthetic media.
- **Insightful masterclasses** offering hands-on learning and practical applications.
- **High-level networking opportunities** with experts, decision-makers, and global thought leaders.
- **Workshops, panels, and keynotes** that dive into emerging trends and their real-world impact.
- **Opportunities for exhibitors and contributors** to present products, services, or research to a targeted regional audience.

DBS 2026 aims to bring together innovators and broadcasters as they navigate this rapidly evolving landscape. Those interested in participating are encouraged to register early and be part of the conversation shaping the next wave of media transformation.

Register today to secure your place at the forefront of innovation. Visit us at [DBS 2026](https://www.abu.org.my/dbs2026). ■■■

Con-FEST 2026: Next- Gen Content & Culture to take place in Kuala Lumpur

The Asia-Pacific Broadcasting Union (ABU) is pleased to share that Con-FEST 2026, will take place from **7–9 July 2026** in Kuala Lumpur. This year's festival will incorporate the Media & Culture Days event.

One of the biggest challenges for media organisations is reaching and engaging younger audiences and this year's theme, "Next-Gen Content & Culture", will address that. Over the course of the 3-days, there will be a range of sessions on everything from the latest platform trends to building fan communities around shows, and the rise and rise of micro dramas.

Con-FEST is the premier event for video, audio, and digital content creators across the Asia-Pacific region. Over three days, delegates will participate in talks, discussions, and a hands-on workshop led by world-class content creators and media professionals.

The festival is expected to attract over 350 delegates, offering an unparalleled platform for networking, learning, and collaboration. Con-FEST 2026 promises to inspire and connect industry professionals, creators, and sponsors alike. ■■■

Next-Gen
Content &
Culture
Kuala Lumpur



SAVE
THE 7-9
July
2026
DATE



Sri Lanka to Host the 63rd ABU General Assembly in 2026

The 63rd ABU General Assembly and Associated Meetings will take place in **Colombo, Sri Lanka**, in 2026, hosted by The Maharaja Media Network of The Capital Maharaja Group. The annual gathering will once again bring together media leaders, industry experts, and innovators from across the Union's 220+ member organisations and more than 60 countries.

As ABU's flagship event, the General Assembly serves as an important platform for addressing global media trends, technological transformation, sustainability priorities, and the evolving role of public-interest broadcasting. Next year's programme will feature high-level discussions, expert forums, workshops, and exchanges on emerging technologies, AI development, media literacy, peacebuilding, and the future of content and audiences.

The Maharaja Media Network—comprising MBC and MTV, two of Sri Lanka's most established broadcasters—will lead hosting responsibilities, supported by **Cinnamon Life at City of Dreams Sri Lanka**, the Official Hospitality Partner and venue for the main conference activities.

Delegates can also look forward to cultural and networking engagements that reflect Sri Lanka's vibrant heritage and growing role in the regional media landscape.

Further details on the programme and logistics will be shared with members as preparations progress. ■■■



ABU DBS 2026

DIGITAL BROADCASTING SYMPOSIUM

THE RISING SYNTHETIC ERA



**REGISTRATION
OPEN!**

30 MARCH – 2 APRIL 2026
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