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From the editor

Welcome to the Q3 2025 edition of ABU News!

As we reach the third quarter of 2025, we are delighted to bring you the latest edition of Asia-Pacific Broadcasting Union (ABU) News! Our journey together continues to be an exciting one, and we're thrilled to share the key activities and moments from the past few months.

The main highlight of this quarter was the 62nd ABU General Assembly and Associated Meetings, held from 11 to 15 September 2025 in Ulaanbaatar. Hosted by the Mongolian National Broadcaster, the assembly gathered media professionals and leaders from across the region. The theme, "The Role of Media in Safeguarding National and Cultural Heritage," encouraged meaningful discussions on how broadcasters can help preserve culture and traditions.

Earlier in the quarter, ABU Con-Fest 2025 took place in Kuala Lumpur from 8 to 10 July 2025, marking the end of an inspiring three-day conference. This year's focus on producing dramatic content covered a wide range of storytelling areas, bringing together creators and industry professionals to share insights and best practices.

Thank you for being such a valued member of the ABU. We look forward to more opportunities to connect, create, and celebrate the wonderful diversity that makes the Asia-Pacific Broadcasting Union truly special.

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Opening of ABU GA highlights media's role in tradition and transformation

Numerous ideas and messages were delivered at the opening ceremony of the 62nd Asia-Pacific Broadcasting Union General Assembly and Associated Meetings.

Held in the stunning Mongolian capital of Ulaanbaatar, the annual event brought together

ABU members, invited guests, and partners to discuss what's shaping the media landscape.

During the opening ceremony, Gerel Gankhuyag, the Director General of the Mongolian National Broadcaster, stated that media is the voice of the people and plays a crucial role in preserving language, culture,

and traditions. She also noted that the majority of social media users are young, highlighting the great need to reach them through both traditional and social media.

Ms Gankhuyag said the GA is not only a forum for sharing experiences but also a stage for standing together for the betterment of humankind.

ABU Vice President and NHK Executive VP, Inoue Tatsuhiko, said the industry stands at a crossroads amid the sweeping tide of digital transformation.

He added that the use of smartphones by the younger generation means more people are moving away from traditional radio and television, and that the media industry must now adapt to this shift in behavior.”





Media leaders' forum calls for merit-based equality in media industry

A panel discussion at the Asia-Pacific Broadcasting Union (ABU) General Assembly highlighted that equality in the media industry should be based on merit, not gender.

The discussion featured several industry leaders who shared their perspectives on this topic.

Ahmet Görmez, Chairman of the ABU News Group and Deputy Director General of TRT, Türkiye, stated that women were sent to conflict and war zones as journalists because they deserved it.

He told delegates that it wasn't done simply to showcase women's involvement. Instead, he believes these female journalists proved their worth, demonstrating they were just as good as, and sometimes even better than, their male counterparts.

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Chief Executive of the Vanuatu Broadcasting and Television Corporation, Francis Herman shared a similar perspective.

He noted that in Vanuatu, four of the seven senior management positions at his organization are held by women because they earned those roles. Herman also mentioned that he had to quickly address the “past thinking syndrome” regarding women when he took over at VBTC, a challenge he believes the Pacific Islands are still facing.

Park Jang Beom, President and CEO of the Korean Broadcasting System (KBS), expressed his dream of having a woman lead the KBS newsroom. He also spoke about the social media abuse faced by female employees and affirmed his commitment to shielding them from online trolls and bullies.

The Chairman of National Council, Mongolian National Broadcasting’s (MNB) Monsor Nyamdavaa, highlighted the success of women leaders in his organization. He stated that 35% of their board is female and that their roles are of utmost importance.

The prime examples being that MNB’s Director General is Ms Gerel Gankhuyag, and the MNB News Channel Director is Ms Gandiimaa Rentsendorj. ■■■



ABU and MNB held joint press conference ahead of GA 2025

During a press conference in Ulaanbaatar, the Asia-Pacific Broadcasting Union (ABU) Secretary-General, Ahmed Nadeem, and the Director General of Mongolian National Broadcaster (MNB), Gerel Gankhuyag, addressed the media ahead of the ABU General Assembly 2025.

The event marked the second time that Mongolia, through MNB, had hosted the ABU General Assembly. Both leaders highlighted the importance of the gathering for fostering collaboration, exchanging ideas, and addressing industry challenges among Asia-Pacific broadcasters.

Mr Nadeem emphasized that the General Assembly served as a vital platform for dialogue. He noted that that year's theme focused on safeguarding national and cultural heritage through media. He also thanked MNB for its strong support and hospitality.

In her comments, Ms Gankhuyag expressed Mongolia's pride in hosting delegates from across the region and reaffirmed MNB's commitment to the event's success. She underscored the value of international cooperation for advancing broadcasting and media development.

The ABU General Assembly 2025 officially began that week, bringing together senior media professionals and experts from various countries.





The 62nd ABU General Assembly concluded with the election of a new Vice- President

Park Jang Beom, the President and CEO of the Korean Broadcasting System (KBS), has been elected as the new Vice President of the Asia-Pacific Broadcasting Union's (ABU). He was elected unopposed at the 62nd General Assembly held in Ulaanbaatar, Mongolia.

The position of Vice President has now been expanded from three to four. Park Jang Beom joins the other Vice Presidents: Inoue Tatsuhiko (Executive VP of NHK, Japan), Zhou Jihong (Director General of the International Cooperation Department of NRTA/RTPRC, China), and I Hendrasmo (President Director of RRI, Indonesia). The President of the ABU is Professor Mehmet Zahid Sobaci, Director General of the Turkish Radio and Television Corporation (TRT).

Expressing his gratitude, Park Jang Beom stated that he feels "very privileged and honored to have a chance to serve as VP for ABU." He added that KBS, a founding member, has been with the ABU for a long time and has hosted the General Assembly four times. Park emphasized the importance of the ABU, saying, "I think ABU is very valuable for Asia Pacific broadcasters to share our vision and insights and to explore new opportunities for cooperation. As technology keeps on becoming challenging, the value of ABU is more and more important."

In addition to Park's election, the Mongolian National Public Radio and Television (MNB) has been newly elected to the Administrative Council. They will replace the People's Television Network, Inc. (PTNI) from the Philippines, which chose not to seek re-election when its term expires at the end of the year.

The following organizations were re-elected to the council for a three-year term beginning in January 2026:

- Australian Broadcasting Corporation
- National Television of Cambodia (TVK)
- Prasar Bharati (India)
- Turkish Radio and Television Corporation (TRT)
- Radio Television Hong Kong (RTHK)
- Teledifusao de Macau, SA (TDM)

Furthermore, a resolution was passed stating that the Pacific seat on the council will be decided by an online ballot at a later date.

Explore the full photo collection here: [ABU 62nd GA Flickr Collection](#) ■■■



Members' Showcase highlights innovation and heritage at the ABU 62nd General Assembly

The Members' Showcase, held in Ulaanbaatar on 14 September 2025 as part of the 62nd ABU General Assembly, brought together public broadcasters from across the Asia-Pacific and beyond to unveil their latest initiatives.

A highlight of the annual gathering, the Members' Showcase reflected the creativity and resilience of ABU members, featuring presentations from China, Türkiye, India, Russia, Indonesia, Vietnam, Iran, Australia, Hungary, Mongolia, Thailand and others. Participants demonstrated how public service media are embracing AI, digital transformation, and cultural storytelling to remain relevant while preserving national identity and heritage.

AI and Digital Frontiers

The Members' Showcase highlighted how broadcasters are using artificial intelligence and new technologies to expand their reach and impact. Oyuntuya Dugersuren of TV5- Mongolia presented "Fast Five: Mongolia Today," the country's first AI-narrated English-language news segment, describing it as a cost-effective and efficient way to deliver trusted news and amplify Mongolia's voice internationally.

From China, Qiu Yuanyuan, Director at Jiangsu Broadcasting Corporation, shared "The AI-Powered Convergence of Culture, Tourism & Sports", demonstrating how AI can enhance experiential and interactive media.

Dr Sumeyya Olcay Yaman of TRT-Türkiye discussed "Digital Marketing and Awareness Strategies," emphasising the importance of data-driven outreach and the success of TRT's Gassal series. Meanwhile, Sandia Pujari from Prasar Bharati-India, introduced "WAVES", the broadcaster's new OTT platform, signalling its bold move into digital streaming.

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Cultural Heritage Reimagined

Another key theme of the Members' Showcase was the creative reimagining of cultural heritage through storytelling and innovation.

Liu Changying, a director with China Media Group (CMG), framed this mission as “Finding Strength in Our Cultural Heritage”. She illustrated how CMG’s documentaries, such as *If Treasures Could Talk*, creatively bridge tradition and modernity through digital technology and narrative innovation.

Li Zhang, Deputy Director at Phoenix Satellite TV in Hong Kong, China, presented two flagship projects. The first, “National Treasure Moments”, uses personification to let cultural relics “tell their own stories.” “The Healing Path” is a global travel documentary tracking the influence of Traditional Chinese Medicine across five continents.

From Russia, Ekaterina Shubnaya, a project manager at the RT Documentary Channel, explained her network’s collection of films “Rethinking cultural values and preserving traditions”. She described documentaries that explore everything from revived wedding rituals to traditional patterns recreated by 3D printers, asking how people use their cultural background to confront modern changes.

The role of radio in this effort was underscored by Mr Mistam, Program Director of RRI in Indonesia. His presentation on “RRI’s Role in Preserving and Advancing Indonesian Arts and Culture in the Era of Disruption”, outlined the broadcaster’s strategic imperative to safeguard national culture.



A Broader Vision for Public Media

The Members' Showcase also featured forward-looking discussions on collaboration, policy and digital literacy. Bandy Krisztina of MTVA Hungary presented the International Conducting Competition, while Nesryn Bouziane from ABC Australia discussed “Partnerships in Pacific Cultural Storytelling.”

At the policy level, Ren Ganglin from China’s National Radio and Television Administration spoke about “Development and Application of AI Technology,” and Kanokporn Prasitphon of Thai PBS presented on “Leveraging Digital Platforms to Enhance Digital Literacy.”

The event concluded with presentations from Dr Ahmad Noroozi of IRIB and Le Hieu Minh Duc of VTV-Vietnam illustrated a unified vision: whether through the voice of an AI or the story of an ancient treasure, public broadcasters are actively reshaping their mission for a new era.

Whether through AI-driven storytelling or the preservation of ancient traditions, the Members' Showcase at the 62nd ABU General Assembly embodied the Union’s enduring vision: empowering broadcasters to innovate, collaborate, and serve audiences in a rapidly changing world. ■■■





ABU Planning and Strategy Group Meeting

The ABU convened its Planning and Strategy Group (PSG) Meeting 2025, chaired by Ho Chan Meng of TDM, Macau-China, with Ahmed Nadeem, ABU Secretary-General, in attendance.

At the meeting, the Secretary-General of ABU, Ahmed Nadeem provided an update on the Union and outlined proposed initiatives to enhance member engagement, setting the stage for discussions at the upcoming Administrative Council.

PSG members shared their views and suggestions during the session, offering constructive input on the Union's future direction. Their contributions reflected the importance of member perspectives in shaping ABU's planning and strategic priorities.

The meeting concluded with the assurance that the views and proposals expressed by PSG members will be reported to the Administrative Council. ■■■



ABU holds its 120th Administrative Council Meeting

The Asia-Pacific Broadcasting Union has held its 120th Administrative Council Meeting and the meeting placed emphasis on strategic decisions that will reinforce the Union's governance and guide its path forward.

Inoue Tatsuhiko, ABU Vice-President and Executive Vice President of NHK, delivered the opening remarks.

The meeting was structured into two focused sessions: the morning session was chaired by Emiko Amagawa on behalf of Inoue Tatsuhiko, ABU Vice-President and Executive Vice President of NHK, while the afternoon session was chaired by Mustafa Saritaş on behalf of Prof. Mehmet

Zahid Sobacı, ABU President and TRT Director General. Ahmed Nadeem, ABU Secretary-General, played a central role in the proceedings. Elected councilors participated both in person and through virtual attendance.

ABU Secretary-General Ahmed Nadeem provided an update on the Union, outlining initiatives to enhance member engagement. These proposals will be carried forward to the General Assembly for further deliberation, giving members the opportunity to contribute their views on strategies shaping the Union's future direction.

The Planning and Strategy Group (PSG) convened earlier to prepare the ground, ensuring the Administrative Council discussions were informed by a clear strategic focus.

The Administrative Council continues to play a vital role in setting policy, reviewing financial matters, and addressing issues of importance to members. This 120th meeting reinforced the Union's commitment to strong governance and strategic leadership in the rapidly evolving broadcasting landscape.

The outcomes of this meeting will contribute to strengthening ABU's position as the leading broadcasting organization in the Asia-Pacific region, ensuring continued value and support for all member organizations. ■■■



ABU Administrative Council extends term of ABU Secretary-General

The Asia-Pacific Broadcasting Union's Administrative Council has extended the term of Secretary-General Ahmed Nadeem for another three years.

The announcement was made during the ABU General Assembly in Ulaanbaatar, Mongolia. Mr Nadeem was initially appointed on November 24, 2022, and assumed office on April 1, 2023.

He is an experienced electronic and ICT engineer with over 25 years of experience in broadcasting and telecommunications. He joined the ABU in 2008 as Head of Studio Technology and Training at the ABU Technology Department and became Director of ABU Technology in 2018.

Before joining the ABU, he worked as a project engineer at LSV Enterprises in Singapore (2007-2008) and as Chief Engineer at Television Maldives (1996-2007), the public broadcaster in the Maldives.

In addition to his extension, several other matters were discussed, including proposed changes to the financial year period and the selection of a new audit firm. These changes have been communicated to the members.

The GA was also informed of new membership with ABU now having 224 members from 66 countries. ■■■

ABU Sports Committee Meeting welcomes new vice-chairs

The ABU convened its Sports Committee Meeting on 11 September 2025, where members and observers met onsite and online to review sports broadcasting priorities and strengthen collaboration across the region.

The meeting was attended by Uuganbayar Otgonbayar, Director of MNB Sports, Mongolia; Nam Sang Won, ABU Sports Group Vice Chairperson and Deputy Director at the Sports Planning and Production Team, KBS, South Korea; Emre Botan Kümet, ABU Sports Group Vice Chairperson and Director of TRT Spor, Türkiye; Ahmed Nadeem, ABU Secretary-General; and Manoja Nadeeshana Amarasinghe, Director General of SLRC, Sri Lanka.

Committee members from KBS-Korea, MNB-Mongolia, FBC-Fiji, TRT-Türkiye, and CMG-China were present onsite, while ATN-Afghanistan, IRIB-Iran, and TVB-Hong Kong participated online. Observers included NHK-Japan, NBT-Thailand, SLRC-Sri Lanka, RTM-Malaysia, and BBS-Bhutan onsite, with Mediacorp-Singapore participated online.

The main highlights of the meeting were that committee members expressed full support for the ABU Sports Department, and the ABU Secretary-General proposed continuing the practice of acquiring rights for smaller events. He also encouraged members to pursue pooled acquisitions for larger sporting events to ensure greater value and cooperation.

The meeting concluded, with the committee welcoming its newly elected vice-chairpersons, Nam Sang Won of KBS and Emre Botan Kümet of TRT Spor, Türkiye.





The opening day of the ABU Sports Group Conference was held alongside the ABU 62nd General Assembly in Ulaanbaatar, with members from across the Union in attendance. Among there were Uuganbayar Otgonbayar, Director of MNB Sports, Mongolia; Nam Sang Won, ABU Sports Group Vice Chairperson from KBS South Korea; Emre Botan Kümet, ABU Sports Group Vice Chairperson from TRT Spor, Türkiye; Ahmed Nadeem, ABU Secretary-General; Manoja Nadeeshana Amarasinghe, Director General of SLRC, Sri Lanka; and Magaljav Tserendashdorj, President of the National Sports Committee of Mongolia.

The conference focused on the role of sport and media in preserving and promoting national identity and cultural heritage. Presenters showcased traditional sports from across ABU's membership, demonstrating how these activities had evolved over time while remaining relevant to contemporary audiences. The discussions also highlighted how broadcasting served as a powerful means of keeping cultural traditions alive and engaging for new generations.

One of the main outcomes was the exchange of insights on how national sports could be effectively preserved and promoted through television. The conference concluded with the

ABU Sports Group Conference talks about preserving national sports and tradition

announcement of the ABU Prizes 2025 Sports Category finalists. Programme creators shared video messages about the inspiration behind their work, encouraging future entrants to develop content of similar quality and creativity, and reinforcing a culture of excellence in sports broadcasting. ■■■



Technical Bureau Annual Meeting 2025

During the meeting, ABU members shared updates on their organizations' latest technical developments, challenges, and innovations. They highlighted the importance of collaboration in advancing innovation, building capacity, and addressing practical needs. Highlights included Dr Binbay's presentation of the Activity Report, which covered initiatives such as the ABU-CCBN Nexus Event, ABU-DRM Webinar, BroadcastAsia 2025, WorldDAB-ABU-ASBU Workshop, ABU AI Forum, and the Member Innovation Webinar hosted by RTM. One of the discussions topic came from TRT's Kazım Pektaş, who suggested establishing an ABU Innovation Hub as a platform for engineers and technical teams to exchange ideas and solutions, particularly in light of fast-evolving technologies and resource limitations.

The Asia-Pacific Broadcasting Union organised the ABU Technical Bureau Annual Meeting 2025 online on 4 September 2025. It was chaired by Masashi Kamei of NHK-Japan, Chairperson of the ABU Technical Committee, the meeting was attended by Bureau members from NHK-Japan, MNB-Mongolia, TRT-Türkiye, NTV-Nepal, VOV-Vietnam, RTM-Malaysia, Prasar Bharati-India, TVB-Hong Kong-China, IRIB-Iran, and MTV-Sri Lanka.

The meeting also reviewed preparations for the upcoming Technical Bureau elections, the introduction of a draft AI Principles framework, and updates on the Digital Broadcasting Symposium (DBS) 2026, which would feature a new structure to enhance participation. Closing the session, Mr Kamei expressed his gratitude to all attending members for their contributions and reaffirmed the Bureau's collective role in shaping the future of broadcasting in the Asia-Pacific. ■■■



ABU Technical Committee Meeting highlights AI principles, resilience, and leadership elections

The ABU Technical Committee Meeting, held during the 62nd ABU General Assembly in Ulaanbaatar, brought together members to share updates and explore new directions for broadcasting. Chaired by Masashi Kamei of NHK, Japan, with support from Sukhbayar Sukhbaatar of MNB, Mongolia, the meeting opened with remarks from Ahmed Nadeem, ABU Secretary-General.

The meeting featured a wide range of presentations from both invited guests

and host organisations. An invited presentation session, moderated by Tolga Ince of TRT-Türkiye, included contributions from Zhang Wei of NRTA-China; Chi Wah Leung of RTHK-Hong Kong-China; and Masashi Kamei of NHK-Japan. In the host session, moderated by Kamei, speakers included Sukhbayar Sukhbaatar of MNB-Mongolia, and Bolorkhuu Namsraijav of the Communications Regulatory Commission of Mongolia.

Reports on key areas were also shared. Dr Hirokazu Kamoda of NHK, Japan provided updates

on distribution, Dr Guosong Li of NRTA-China reported on spectrum matters, Prakash Veer of Prasar Bharati-India spoke on training and services, and Kazim Pektaş of TRT-Türkiye, provided an update on production, presented on his behalf by Putera Afik from ABU.

The meeting endorsed the ABU's Principles and Guide on the Use of AI. The guidelines focused on three areas: technology and security, governance and legal, and ethics and best practice. Members were encouraged to strengthen online security, check the reliability of providers, and be mindful of the environmental impact of new tools. They were also advised to set clear rules for using AI, keep human oversight to avoid bias and misinformation, and make sure AI-generated content is clearly labelled. The principles further encouraged members to use AI in ways that support diversity and inclusion, and to review their systems regularly to maintain trust.

On the second day, discussions focused on resilience and the future of broadcasting. A panel

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moderated by Dr Veysel Binbay examined the theme “Future of Linear Channels – Will There Be Any?” with participants from NRTA-China, RTHK-Hong Kong, IRIB-Iran, TRT-Türkiye and MNB-Mongolia, who explored the role of traditional broadcasting in the digital age.

Dr Mohieddin Moradi of IRIB-Iran delivered a significant presentation on “Enhancing the Resilience of TV Broadcasting Networks in Crisis Events”, drawing from real-world experiences, including the recent strike on IRIB facilities. He outlined critical risks faced by broadcasters, such as personnel safety, facility destruction, power outages, and communication breakdowns. To address these, he proposed five principles for resilience: distributing critical equipment across multiple sites, creating automatic backup systems, ensuring operational flexibility, adopting modular design for rapid repair, and using a combination of land-based, wireless, satellite, and cellular communications.

Elections concluded successfully with all 18 Technical Bureau seats filled by 17 ABU members, comprising 14 Full Members, 3 Additional Full Members, and 1 Associate Member. Masashi Kamei was re-elected as Chairperson, with Zhang Wei from RTPRC-China, Dr. Mohieddin Moradi, IRIB-Iran, and Nguyen Duc Tue, VTV-Vietnam appointed as Vice-Chairpersons.

Dr Veysel Binbay extended invitations for DBS 2026, the ABU’s flagship event scheduled for 30 March – 2 April in Kuala Lumpur, Malaysia. Chairperson Kamei expressed gratitude to MNB and Honorary Vice-Chairperson Sukhbayar Sukhbaatar for exceptional hosting efforts while praising the outstanding level of member engagement that exceeded expectations. ■■■



Winners of ABU Engineering Awards & Technical Review Prizes 2025

The 2025 ABU Engineering Awards and Technical Review Prizes were announced during the ABU Technical Committee Meeting at the 62nd ABU General Assembly in Ulaanbaatar, Mongolia.

The Engineering Awards once again recognised individuals and organisations that have made exceptional contributions to broadcasting technology. Five awards were presented, celebrating achievements in engineering excellence, innovation, industry service, sustainable development, and the work of young and developing engineers. Winners received their awards in recognition of their outstanding efforts to advance the broadcasting sector.

The Technical Review Prizes highlighted excellence in research and practical application, with winning papers chosen from those published in the ABU Technical Review journal. Awards were presented in three categories: Practical Implementation, Research, and Case Studies.

The strong response from members this year reflected the importance of these awards. Not only do they celebrate professional excellence, they also encourage innovation and inspire broadcasting professionals to strive for creativity and improvement in their work.

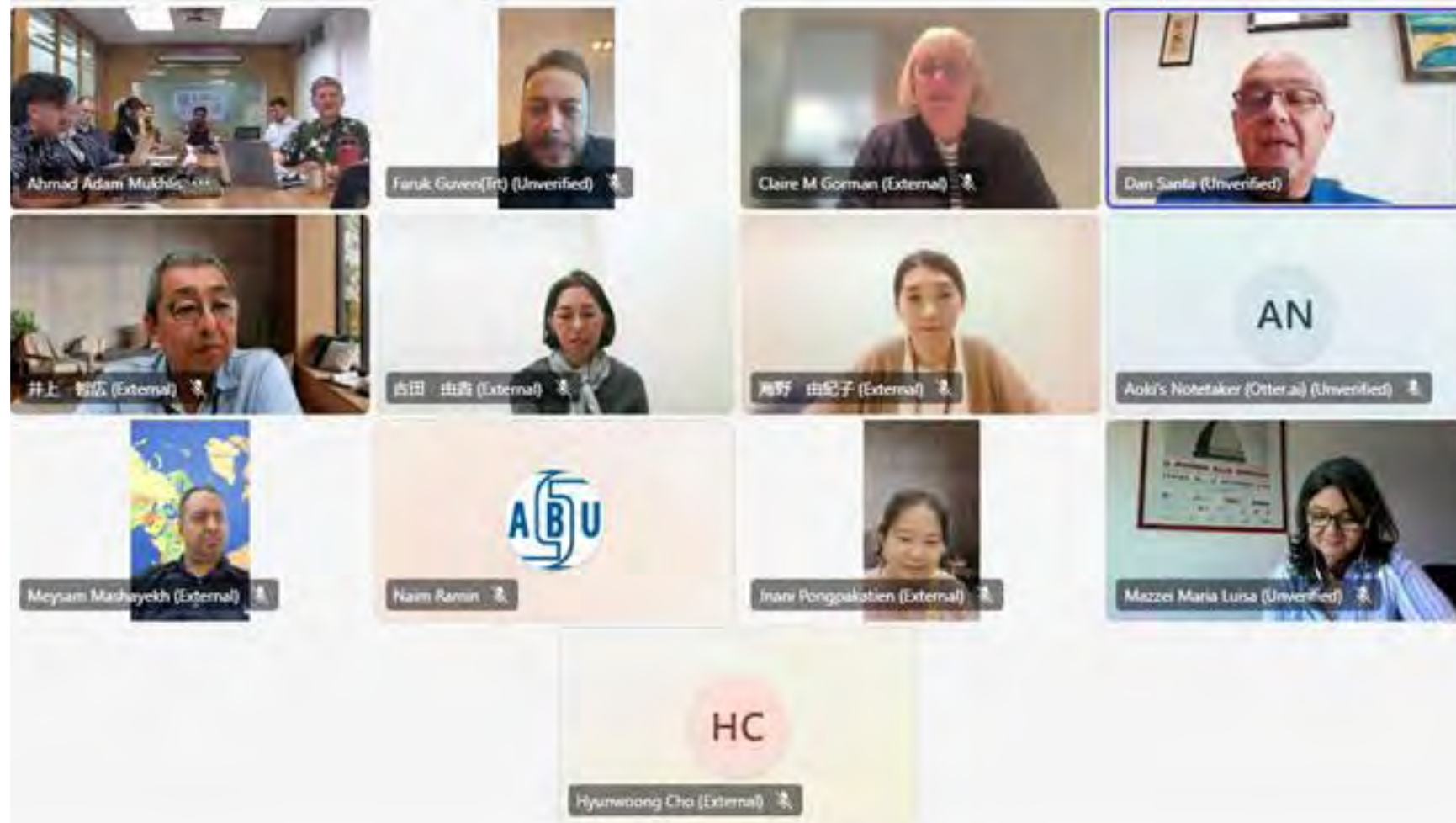
Engineering Awards Prizes -2025

- ABU Broadcast Engineering Excellence Award – Chi-wah LEUNG, RTHK-Hong Kong, China
- ABU Developing Broadcast Engineering Award – Oyuntuya Dugersuren, TV5-Mongolia
- ABU Young Engineers' Broadcasting Award – Lok-kwing CHEUNG, RTHK-Hong Kong, China
- ABU Engineering Industry Excellence Award – Tolga İnce, TRT-Türkiye
- ABU Broadcast Engineering Award on SDGs Implementation – Turkish Radio and Television Corporation

Technical Review Prizes – 2025

- Practical Implementation – Supatrasit Suansook, NBTC, Thailand
- Research – Mohammad Behdadfar, Ali Savadzadeh, Touraj Shabani Boroujeni, Amin Ghalami Osgouei – IRIB-Iran
- Case Studies – Muhammad Nur Fairuz Bin Ilias & Ahmad Shahie Bin Sobry, Ir. Ts. Ahmad Shafiq Mirza Bin Mansor, Ts. Tarmimi bin Sahad, Engr. Mazlina binti Mohd Yusoff – RTM Malaysia & Digital Nasional Berhad





19th ABU Programme Bureau makes key decisions

The 19th ABU Programme Bureau meeting was held online on September 4. Claire Gorman chaired the meeting, and it was well-attended and highly engaged.

Aoki Kazunori, Director of Programming, Hanizah Hamzah, Head of TV, and Andrew Davies, Head of Radio, provided a report of major activities between July-August 2025. The meeting then proceeded to discuss five proposals from the Programme Department.

The first of those was a proposal to merge the Radio Working Party, Digital Media Working Group and ABU Prizes Reform Working Groups into the Programme Bureau (PB) to improve efficiency and create a more effective Programme Bureau. The Programme Department team made the point that they felt the trend towards convergence in the media meant there was less need for a dedicated RWP. However, they were keen to point out their strong desire for radio members to continue to be strongly represented as part of the PB. There was strong support from all PB members for this proposal and it was approved.

The second item discussed was a proposal to convert the Song Festival into a Song Contest. After some discussion amongst PB members, it was agreed to retain it as a Song Festival.

There was discussion also about the future hosting of the ABU-Rai Days and Media and Culture Days events. The PD team explained the desire to host ABU-Rai Days in Asia in 2026 in order to engage more members. The proposal for Media and Culture Days was to incorporate it as part of Con-FEST to increase engagement and maximise opportunities for speakers already attending to speak in both events. There was support from all PB members for both proposals.

There was strong enthusiasm from all PB members for a proposal to create a 3-year strategic plan for the Programme Department, in line with the ABU's overall strategic plan. A separate online meeting will take place later in 2025 to incorporate ideas and feedback from all PB members.

Dr Seemantani, ABU Legal Manager, joined the meeting for the final item which covered proposed amendments of the rules and regulations of the PC and PB. Mr Aoki Kazunori proposed that to the best extent possible, elected representatives from Full Members, Additional Full Members, and Associate Members shall remain the same during the two-year elected period to ensure productive discussions, continuity, and smooth operations of the Programme Bureau. And that to the best extent possible, members of the Programme Bureau would undertake to attend the Programme Bureau meetings of on a regular basis.

There was support from all PB members for the amendments and they were approved. There were no other outstanding items, and the next meeting of the Programme Bureau will be held in Kuala Lumpur in July 2026. ■■■



ABU Programme Committee Meeting 2025 reflects on past and the present

The ABU 57th Programme Committee Meeting took place in Ulaanbaatar, Mongolia and featured a day of rich discussions, talks and video presentations. Seventy participants attended from more than 20 member organisations. The meeting was opened by Gerel Gankhuyag, Director General of MNB, Mongolia; Mr Zolbayar Ulziibayar, Press Director at the Office of the President of Mongolia; and Ahmed Nadeem, ABU Secretary-General.

The meeting highlighted BBS Bhutan's approach to the preservation of archives and heritage, as well as a panel discussion on the challenges of safeguarding national heritage. Chevaan Daniel from CMG-Sri Lanka, emphasised that preservation was not just about the past but also about the present. In addition to this, Nesryn Bouziane, from ABC Australia said there was a strong link between archives and collective memory and the vital role public media organisations play.

The Committee also underlined the importance of collaboration in cultural preservation and encouraged members to share best practices and experiences. These exchanges reflected the ABU's commitment to supporting its members in addressing shared challenges while fostering dialogue on cultural and media priorities.

ABU members further took the opportunity to invite other delegates to be involved with upcoming events and activities. The pitching session, always a popular feature of the Programme Committee, featured presentations from a wide range of members, showcasing creative ideas and strengthening opportunities for future cooperation.





Final Radio Working Party meeting concludes in Ulaanbaatar

The Asia-Pacific Broadcasting Union's (ABU) Radio Working Party held its final ever meeting in Ulaanbaatar, Mongolia.

From next year, the Radio Working Party, digital task force group and prize reform group will merge into the Programme Bureau.

Over 40 delegates from 15 member organizations attended this significant event, marking the end of an era for the important working party.

The meeting began with a welcome from Tseveen-Ochir Byambajargal, Director of Radio at the host broadcaster, MNB, followed by opening remarks from Aoki Kazunori, ABU Director of Programming. A special video presentation showcased MNB's history, highlighting key milestones and its vital role in preserving Mongolia's cultural heritage and traditions.

Andrew Davies, ABU Head of Radio, then provided a detailed report on the ABU's major activities over the past 12 months, which included the Pacific Media Partnership Conference, ABU Prizes, ABU-Rai Days, Con-FEST, and various podcast workshops and webinars. He also presented the results of the ABU's first podcast survey.

The "Evolution of Radio and Audio" session featured presentations from two RWP Vice-Chairs. Fan Xuan of China Media Group (CMG) discussed the central importance of culture in radio broadcasting and showcased several of CMG's projects.

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Hamit Yaz from Turkish Radio and Television Corporation (TRT) demonstrated their new radio application and discussed the use of artificial intelligence (AI) in their radio news production.

During the “Around the World with Radio” session, regional perspectives were highlighted. Tshering Dorji from Bhutan Broadcasting Service explored radio’s crucial role in protecting national security and cultural heritage. Maria Luisa Mazzei from Italy’s Rai presented the Guglielmo Marconi Project, a new initiative that merges Italian broadcasting history with modern AI technology.

The final “Pushing The Boundaries” session showcased innovative projects from across the region. Densmaa Zorigt of MNB discussed Bluesky Radio, a youth-focused service that uses visual radio techniques. Eriko Nozaki from NHK presented the 100-Year Life Project, designed to support Japan’s aging population with specialized programming, including audio dramas and variety shows tailored for older women, even those interested in virtual You Tubers.

A special video presentation by Dr Mohsen Sohani and Fereydoun Mehrabi from Iran’s IRIB explored audio techniques and microphone use in radio drama production. The presentation featured contributions from Asha Mehrabi, a well-known figure in Iranian radio, cinema, and television.

Giuseppe Solinas from Rai concluded the session by discussing a joint project in Africa that uses AI technology to translate voices into different languages.

The meeting concluded with Mr Tseveen-Ochir Byambajargal inviting delegates to participate in MNB’s upcoming audiobook project.

The meeting ended with a cake to celebrate the role, impact and history of the Radio Working Party as part of the ABU General Assembly and Associated Meetings.



ABU Broadcasting for All Forum underscores inclusivity, gender equality, and trust in media

The Broadcasting for All Forum (BFA), a key event during the ABU General Assembly in Ulaanbaatar, Mongolia, centred on the theme of “Keeping People First.” The forum brought together expert speakers, panellists from ABU member countries, and international partners to explore strategies for promoting inclusive and trustworthy media coverage.

Among the key discussions, Chevaan Daniel, Group Director of MTV, Sri Lanka, shared how his organisation engaged directly with communities to provide hope and assistance. He stressed that genuine inclusivity goes beyond simple representation, requiring a deep understanding of diverse cultures and values to connect effectively with vulnerable indigenous communities. Simona Martorelli of Rai, Italy highlighted the critical need for gender equality in the media, championing the 50/50 concept as an essential step towards true inclusivity. Nesryn Bouziane, International Services Manager for ABC, Australia, underlined her broadcaster’s leadership in covering indigenous peoples, noting how such coverage is used to educate younger generations and build greater understanding. Meanwhile, Ana Lomtadze, a UNESCO Programme Specialist, emphasised the role of media and information literacy in strengthening trust between broadcasters and their audiences.

Powerful statements on culture and people’s voices also resonated throughout the forum. In her keynote, international political economist Sodontogos Erdenetsogt spoke about the esteemed values of the Mongols, stressing the importance of using accurate information and avoiding misinformation when sharing cultural narratives. She underscored the value of disseminating cultural stories to educate the world about Mongolia’s rich history and the heritage of other nations, while also learning from them in return.

Gandiimaa Rentsendorj, Director of Mongolian News Channel, MNB, shared how the broadcaster navigates rough terrain and harsh conditions to ensure the voices of the public are heard. She affirmed that as a taxpayer-funded service, MNB has a duty to respond to the needs of the people and ensure their stories are told.

The BFA Forum reinforced the ABU’s commitment to inclusivity, gender equality, cultural understanding, and building trust—core values that ensure media remains connected to the people it serves. ■■■



ABU Prizes 2025: Winners revealed for radio, TV and digital media



A night dedicated to celebrating outstanding work in radio, television, and digital media was the highlight of the Asia-Pacific Broadcasting Union Prizes in Ulaanbaatar, Mongolia.

The ABU Prizes are among the most prestigious program awards in the region, honouring the best radio, television, and digital media content from member organizations.

Some notable winners included China Media Group-China National Radio (CMG-CNR), which won three awards in the radio/audio category:

- Radio/Audio On-Air Personality for “Love in the Airwaves: My Storytelling Journey on Little Trumpet”
- Radio/Audio Perspective Award for “Three Fateful Encounters”
- Radio/Audio Special Jury Prize for “I’ll Always Be a Storyteller”

In other awards, China Media Group-China Global Television Network (CMG-CGTN) received the Digital Content Award for “Ask Confucius.”

Islamic Republic of Iran Broadcasting (IRIB) won the Best Radio/Audio Documentary for “Silent Teacher.” IRIB also took home the Best TV/Screen News Reporting for its coverage of the attack on its headquarters by Israel.

The Japan Commercial Broadcasters Association-Nagoya Broadcasting Network (JBA-NBN) won the TV/Screen Documentary award for “Running Out of Time – A Doctor’s Dilemma.”

“Dr. Egg’s Animal Files: Crawly and Cute,” a show by the Korean Broadcasting System (KBS), scooped the TV/Screen Children’s Show award.

“Reading on the Island (Season 3),” produced by Jiangsu Broadcasting Corporation JSBC-Douyin Vision Co., Ltd from China, was the winner of the TV/Screen Entertainment award.

The Australian Broadcasting Corporation (ABC) took away the Radio/Audio Podcast Award for “The Last Voyage of the Rainbow Warrior.”

For the full list, click here: <https://abuprizes.abu.org.my/> ■■■





14th ABU Song Festival stages nine countries musical showcase

The 14th Asia-Pacific Broadcasting Union's Song Festival was a night of pure entertainment, filled with emotion and rapturous applause as artists from across the region performed.

The event, a highly anticipated part of the General Assembly, took place in Ulaanbaatar, Mongolia, on a Saturday night.

Performers included Pema Samdrup (Bhutan), Huang Bo (Hong Kong), Savani Ravindra Ghangurde (India), and Ms OOJA from Japan. Also taking the stage were Elisa Chan (Macau), Nadeera (Malaysia), South Korea's Kwon Eun Bi, and Orhan Çakmak (Türkiye).

Mongolian band The HU was a huge hit with both locals and visitors, who enjoyed their head-shaking heavy metal music.

All the artists showcased the immense talent and diversity that the Asia-Pacific region is known for. Despite their different cultural backgrounds, everyone present enjoyed the shared love of music.

Hosted by the Mongolian National Broadcaster, the event left attendees with a renewed appreciation for music from various member countries. ■■■





MTV- Sri Lanka to host 63rd ABU General Assembly and Associated Meetings

Sri Lanka will host the 63rd Asia-Pacific Broadcasting Union (ABU) General Assembly and Associated Meetings in 2026. This was officially announced at the conclusion of the 62nd General Assembly, which took place in Ulaanbaatar, Mongolia.

The event will be hosted by MTV Channel (Pvt) Limited (MTV), a company under the Capital Maharaja Group (CMG). The meetings will be held in Colombo, with specific dates to be announced later.

During his closing remarks on behalf of ABU members, CMG Group Director and Chief Executive, Suresh Srinivasan, praised the remarkable efforts of the Mongolian National Public Radio and Television (MNB) for hosting the 2025 General Assembly.

Mr Srinivasan commended MNB's organization, describing it as "pure class" and noting that it provided attendees with a great insight into Mongolia's culture and traditions. MNB had also previously hosted the ABU ROBOCON event in August.

The overall feedback from the 62nd General Assembly was very positive, with many participants gaining valuable insights and lessons to bring back to their organizations. A central theme of the discussions was the crucial role of media in safeguarding national and cultural heritage.

Discussions also focused on how to use social media, evolving technology, and human resources in combination to protect culture for

future generations. The event brought together broadcasting experts and speakers from around the world, with additional meetings held for the sports group, as well as the program and technical committees.

Annual events also continued to thrive, with the Broadcasting for All Forum seeing continued growth and the ABU Song Festival gaining strength through powerful performances. The ABU Prizes also celebrated and honored top broadcasters for their achievements. ■■■





ABU and AIL sign MoU to establish news content exchange

The Asia-Pacific Broadcasting Union (ABU) has signed a Memorandum of Understanding with the Alliance of Latin American Information (AIL), establishing a news content exchange between the two organizations for the benefit of their members.

The MOU was signed at the ABU General Assembly in Mongolia by Ahmed Nadeem, ABU Secretary General, and Juan Carlos Isaza Montejo, Director of AIL.

AIL is an alliance of 22 Latin American television stations that share high-level news content, as well as human and technical resources.

Indra Singh, ABU Director of News, welcomed the official agreement. “We had been using AIL’s content and they ours on a trial basis, and after that period, both parties saw the clear benefit of making this collaboration official,” he said.

Singh added that the deal will allow ABU News to offer more Latin American content on its Asia-Pacific View (APV) platform through Asiavision, helping members enhance their international news coverage. “It also means our members’ content will now be reaching homes in a completely different part of the world,” he said.

Juan Carlos Isaza Montejo of AIL expressed his delight with the partnership. “This new agreement

signed in Ulaanbaatar will allow our organization to take a very important step toward providing our 21 partner television channels with a global news service under a news exchange cooperation agreement,” he said. “This will also bring Latin America, the Caribbean, and Spain closer to Asia and the Pacific.”

He added that in a new era of social media, disinformation, and fake news, “collaboration between serious, responsible, and recognized media outlets is essential to protect democracy, freedom of expression, and press freedom.”





ABU Con-Fest 2025 unites Asia-Pacific media leaders in Kuala Lumpur

The Asia-Pacific Broadcasting Union (ABU) Con-Fest 2025 successfully concluded in Kuala Lumpur after three dynamic days of discussions, workshops, and networking from 8–10 July 2025. This year’s event brought together over 250 delegates, including more than 60 speakers from 15 countries, all exploring the theme of producing dramatic content and the evolving landscape of media in the digital age.

The event officially opened on 9 July 2025 with a warm welcome from Ahmed Nadeem, Secretary-General of the ABU, followed by opening remarks from YBrs. Nik Kamaruzaman bin Nik Husin, Deputy Secretary-General (Strategic Communication and Creative Industry), Ministry of Communications, Malaysia.

In his opening remarks, Nik Kamaruzaman highlighted the importance of the event in driving innovation across the broadcasting sector, stating that “ABU Con-Fest plays a vital role in helping broadcasters continue to grow and innovate

by providing them with the latest trends and information they need to face challenges and seize opportunities.”

Over 200 participants attended the opening day, setting an energetic tone for the sessions that followed.

One of the standout sessions, “What Makes a Good Story?”, delved into storytelling as a craft that creates emotional connections across media formats—from video and audio to social media and AI-driven platforms.

Prominent media creators and executives shared their insights, including Claudine Ryan from ABC, Australia, explained that her approach to storytelling is rooted in building emotional connections with audiences. Vikram Channa from Discovery Channel, Beijing, China, said: “We blend history, travel, and personal journeys to create cinematic, authentic stories that connect with digital-native audience



Marc Fennell, Australian journalist and filmmaker, shared how his hit podcast *Stuff the British Stole* evolved into a television series, describing it as “an adventure” designed to transport listeners even when he couldn’t travel himself.

Further sessions explored regional content platforms and trends with speakers from Sony Music – Japan, RRI – Indonesia, Walkabout Asia – Malaysia, and RTM – Malaysia presented on content platforms and audience trends.

In Drama Production in Focus session, TRT-Türkiye – Esra Demirci Altansunar and Can Özcanlı discussed producing drama with international appeal, while Jin Ishimoto, Executive Producer of *Miss Scarlet* and the Duke, offered insights into trends from Europe and the United States.



The day concluded with a Fireside Chat titled “Why is Japan Winning Global IP Dominance?”, featuring Keiko Bang from Bang Singapore/Millenasia, Singapore, and Sean Nichols, Global Media Executive, USA. They explored how Japanese intellectual property, which accounts for half of the world’s top 25 media franchises, has achieved enduring global influence.



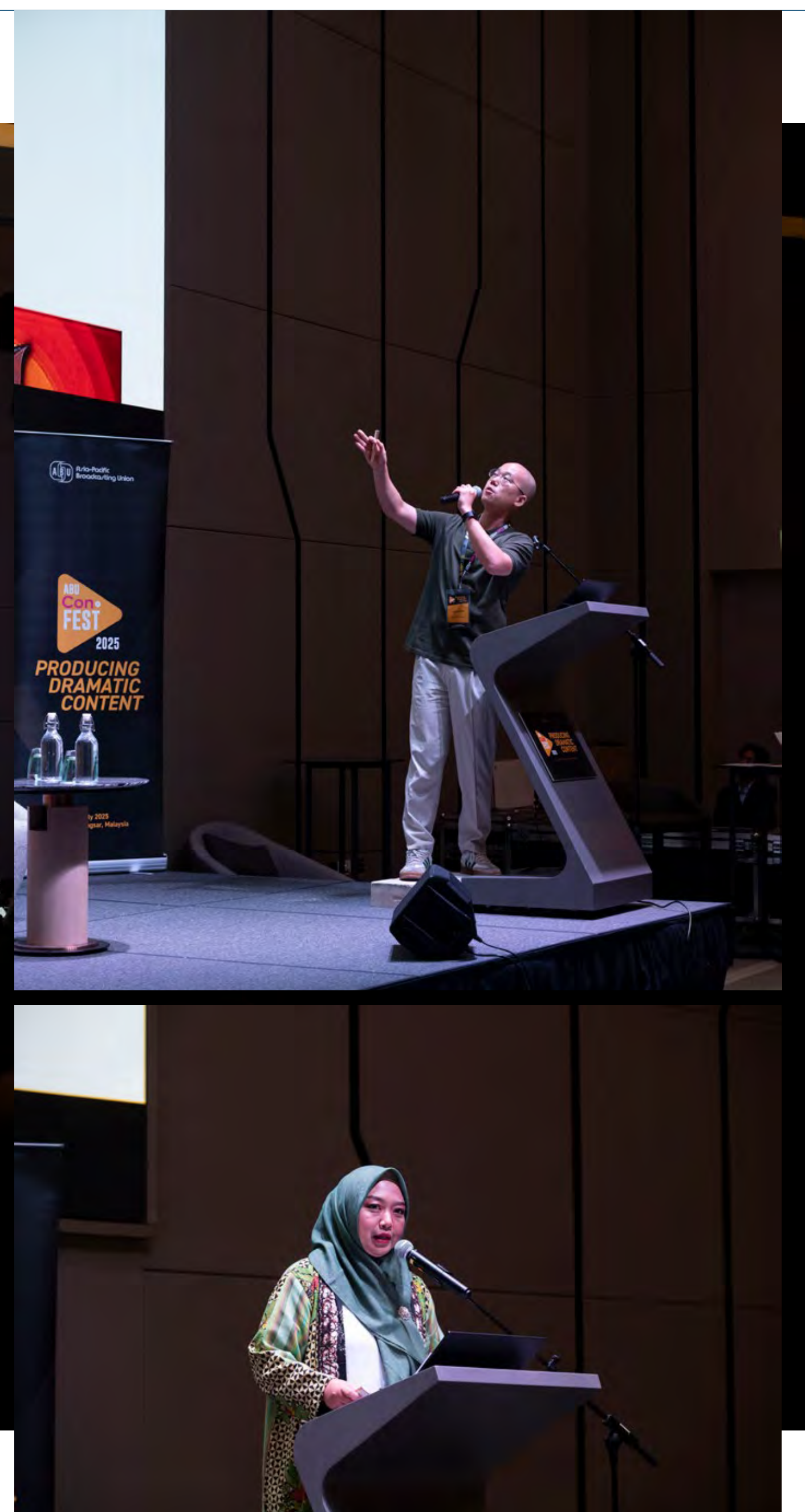
Final day: innovation, AI and the future of media

The last day started with a deep dive into the evolution of AI in media by Craig McCosker, Group Product Manager at ABC, Australia, who discussed AI's growing role—from automation to real-time analysis and audience interaction—empowering media organisations to enhance engagement and streamline production, and understand audience trends and sentiment.

Legal and ethical implications of AI-generated content were addressed by Dr Seemantani (ABU) and Weng Cai Lin, who emphasised the need for clearer intellectual property frameworks, as “no jurisdiction fully recognises copyright for purely AI-generated works – human creativity remains central to protection.”

Sessions on “The Use of Sound and Sound Design, which featured Azusa Maruyama from NHK Enterprises, Japan – winner of the ABU Prizes 2024 for Mirador – alongside Devi Fitrah Megawati, RRI, Indonesia – another ABU Prize winner, and Dr Mohsen Sohani, IRIB - Iran, focused on audio storytelling techniques.

Then it continued with insights into making Successful Co-Productions, with presentations by Justine Kelly, ABC, Australia; Yuko Fukuyama, NHK, Japan; and Jinsu Shin, EBS South Korea.



Hanizah Hamzah, Head of ABU TV, delivered a presentation on several key events including the ABU/CGTN Co-Production Project: CARE 12 Series, ABU Children's Drama Series, and ABU TV Song Festival. Following this, Aoki Kazunori, Director of Programming and Secretariat of ABU ROBOCON, delivered an overview of the ABU ROBOCON competition and introduced its concept and objectives, and showcased highlights from the ABU ROBOCON video competitions.

In the Evening Session: Digital and Social Content Trends, Shiva Ruppeni (Malaysia) and Sümeyya Olcay Yaman (TRT-Türkiye) explored how understanding audience behaviour across platforms is crucial for effective storytelling. They emphasised data-driven strategies and the alignment of content formats with platform-specific user preferences.

Participants later presented three-minute pitches on new media projects and collaborations. These featured representatives from ABU, Go International, Walkabout Asia, SONY Music-Japan, NHK Enterprise-Japan, BB-Bangladesh, Radio Days Asia, ACORAB and Asia Song Content.

The ABU team also introduced upcoming events such as ABU Together for Planet, People, Peace Media Awards 2025, ABU AI Forum 2025, ABU



General Assembly and Associated Meetings 2025, ABU DBS 2026, and the ABU Sports Newsletter and Media Academy services.

As the curtains closed on ABU Con-Fest 2025, the event was hailed as a resounding success—an inspiring convergence of ideas, cultures, and creativity. Participants left with renewed motivation to innovate and collaborate in shaping the future of media across the Asia-Pacific region.

The ABU extends its heartfelt gratitude to all speakers, delegates, sponsors, and volunteers whose efforts made the event an impactful and memorable gathering for the region's broadcasting community.





ABU CON-FEST 2025 podcasting workshop and showcase

As part of this year's ABU Con-Fest, the landmark event for video, audio and digital content-creators, and creatives — a podcasting workshop and showcase took centre stage on 8 July 2025 with a full-day programme dedicated to the medium.

The morning began with a podcasting workshop led by Andrew Davies, Head of Radio, Asia-Pacific Broadcasting Union covering the fundamentals of successful podcasting. Topics included the differences between podcasts and radio, casting, format, style, technical information, video podcasts, distribution strategy, social media, and outreach.

Early in the session, Mr Davies engaged participants by asking, "the differences between podcasts and radio — sparking a lively discussion. Many participants shared their perspectives, highlighting aspects like personalised content, distribution on multiple platforms, sound

difference, and many more. He also emphasised that "podcasting is about more than just content — it's about finding the right voice to bring that content to life." The session concluded with brief homework for the participants to think of an idea for a podcast based on the topics covered during the session.

In the afternoon, the participants shared the homework. The focus shifted to real-world stories and experiences in a podcast showcase featuring five podcasters from across the region. Speakers represented Creative Stew, Independent producers, ABC-Australia, and RTM-Malaysia, sharing how they develop, produce, and grow their shows. Syuhaida Ariffin, from Malaysia, made the point during the session, that podcasts offer a chance for people to see who presenters really are — not just reading news or policies, but having honest creative conversations.

The day concluded with Q&A on making podcasts with Marc Fennell, who offered a behind-the-scenes look at the making of his hit podcasts and shared insights into his creative process. Marc said that airtime is not a right but a privilege — a lesson he learned early on in community radio. Sharing his journey from film critic to award — winning podcaster, he told the audience that podcasting became his passion because of its power to tell human stories.

This session proved to be one of the highlights of ABU Con-Fest 2025, equipping participants with practical knowledge and inspiration from leading voices in podcasting across the Asia-Pacific.





TRT Balkan honoured with two journalism awards for Srebrenica stories

TRT Balkan has been recognised with two “Nino Ćatić” journalism awards for outstanding reporting on Srebrenica and its tragic history. The awards, presented annually by the “Biti novinar” Association, honour the best journalistic work dedicated to the region’s history and its lasting importance.

Producer Aida Kauković received the award in the Blog/Vlog category for her story “Ramadan in Potočari: Then and Now”, while Haris Domazet won in the TV Report category for “354 Days of Srebrenica”. These awards acknowledge the

professionalism, dedication and empathy of TRT Balkan journalists, who continue to highlight the human stories behind the history.

The “Nino Ćatić” award commemorates journalist Nihad Nino Ćatić, whose final report on 10 July 1995 broadcast a call to the world as the genocide unfolded. Though his remains are still missing, his commitment to truth lives on through journalists who carry forward his legacy. Since 2019, the “Biti novinar” Association has presented the award to honour his memory and inspire new generations to seek and safeguard the truth. ■■■

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Prasar Bharati and AEx SPORT partner to launch Global League Wrestling in India

In a landmark collaboration poised to transform India's sports entertainment arena, Prasar Bharati-India has signed a strategic Memorandum of Understanding (MoU) with AEx SPORT, the sports innovation arm of UK-based AdiGroupe, to exclusively broadcast Global League Wrestling (GLW). Set to launch officially on 17 September 2025, with broadcasts commencing from 4 October 2025 on DD Sports, All India Radio (AIR), and the digital platform Waves. The first season will span 40 weeks of immersive programming.

This partnership seeks to leverage Prasar Bharati's extensive media reach and AEx SPORT's global expertise in content and branding to create a wrestling

league tailored for both Indian and international audiences. According to Chairman of Prasar Bharati Navneet Kumar Sehgal said that the initiative marks a significant stride in elevating Indian sports to global standards, complementing the broadcaster's ongoing support for disciplines like hockey, golf, and handball. CEO of Prasar Bharati, Gaurav Dwivedi added that GLW will offer a unique youth-oriented experience that reflects Indian culture while aligning with international entertainment values.

Central to the league's vision is the promotion of Indian talent, with The Great Khali, former WWE Champion, taking the helm as Brand Ambassador and Talent Commissioner. His role

will involve mentoring emerging athletes and shaping GLW's content. "Wrestling changed my life," he said, "and now GLW offers a serious and structured pathway for India's youth to reach the global stage." With a format rich in cinematic storytelling, compelling characters, and high-end production, GLW aspires to become a globally recognised platform for Indian pro-wrestling talent. ■■■

RRI Banten to host Wolves Esport Championship Session II

The Indonesia E-Sports Association (IESPA) of Serang City is set to host the Wolves Esport Championship Session II on 6–7 September 2025 at the RRI Banten Office in Ciracas, Serang City. Organised in collaboration with RRI Banten and titled “RRI FEST eSPORT CHAMPIONSHIPS”. This year’s edition will feature three competitive games—Mobile Legends: Bang Bang (MLBB), Free Fire, and eFootball—marking a significant expansion from the inaugural session.

According to Khaeril Bowi Leksono, Head of IESPA Serang City, the tournament has gained strong backing from local authorities, including Serang Mayor Budi Rustandi and Deputy Mayor Nur Agis Aulia. Invitations have been extended to all esports teams, communities, students, and gaming enthusiasts in Serang City and neighbouring



Photo credit by RRI

areas. IESPA Serang is also coordinating with the provincial and regional IESPA bodies to ensure wide participation and support.

Khaeril emphasised the event’s potential to cultivate the local esports ecosystem and nurture emerging professional talent. He highlighted esports as a dynamic pillar of the digital creative economy, contributing approximately 4 percent to the national GDP. Deputy Mayor Nur Agis Aulia pledged full support and proposed further initiatives, including inter-school competitions and an esports tourism village, aligning with the city’s focus on human resource development.



Photo credit by CGTN

China’s CGTN sports scene explores innovation in Chengdu world games coverage

The 2025 Chengdu World Games began on 7 August 2025, with the host broadcaster prepared to provide innovative coverage of the multi-sport event. International Sports Broadcasting (ISB) Chief Executive Officer Ursula Romero joined CGTN Sports Scene’s Mike Fox to preview the broadcast strategy.

Romero explained that a key aspect of her role is ensuring each sport is shown in a way that does its justice. She pointed out that lesser-known events, such as tug of war and life-saving, offer broadcasters greater creative freedom in how they are presented to viewers. While most sports at the World Games are not part of the

Olympic programme, some—including baseball, softball, lacrosse, squash, and flag football—are set to feature at the 2028 Los Angeles Summer Olympics. Romero acknowledged these disciplines may demand additional attention, though she emphasised the importance of treating all events equally.

Having visited Chengdu ten times in the past two years, Romero praised the host city’s rich sporting culture and strong capability to deliver high-level international events. She expressed hope that Chengdu will continue to host major global competitions in the future.



VOV and VFF kick off National Futsal Cup 2025 in Ho Chi Minh City



The HDBank National Futsal Cup 2025 officially kicked off on 3 August 2025 at Lanh Binh Thang Stadium in Ho Chi Minh City. Co-organised by the Voice of Vietnam and the Vietnam Football Federation, the tournament will run until 12 August 2025.

In his opening remarks, Vice President of VOV, Vu Hai Quang, who also serves as Deputy Head of the Tournament Steering Committee, highlighted the special significance of this year's event. He noted that the tournament takes place as Vietnam prepares to commemorate the 80th anniversary

of the August Revolution on 19 August 2025 and National Day on 2 September 2025. According to Mr Quang, the participating teams reflect the ambition of Vietnamese futsal to rise to the continental level.

Beyond national pride, the 2025 HDBank Cup serves a vital purpose in preparing Vietnam's futsal squad for key regional competitions. These include the 2026 Asian Futsal Qualifiers, slated for 20–24 September 2025, and the 33rd Southeast Asian Games (SEA Games) to be held in Thailand later this year. ■■■

SBS Sports Korea launches Taekwondo reality show



SBS Sports launched its new reality programme, “Tomorrow is Taekwondo King... Hot Kicks, Shining Growth,” with the first broadcast which aired on 27 July 2025. The programme followed 100 primary school children, selected from over 400 applicants, as they competed to become the first generation of eight ‘Taekwondo Kings’. Over the course of 12 weeks, the journey began in Korea and extended through multiple countries before concluding in the United States, reflecting Korea's ambition to restore its standing as the birthplace of Taekwondo.

The programme went beyond entertainment to serve as a national project aimed at identifying and nurturing the next generation of Taekwondo talent. Korea's major Taekwondo organisations—Kukkiwon (Director Lee Dong-seop), Korea Taekwondo Association (KTA) (President Yang Jin-bang), and Taekwondo Promotion Foundation (TPF) (Chairman Kim Joong-hun), actively respond to and participate collaboratively in the program.

Olympic medallists Lee Dae-hoon and Oh Hye-ri led the training, with additional mentorship from singer and former athlete Na Tae-joo, model and influencer Park Je-ni, and Paris 2024 champions Park Tae-jun and Lee Da-bin. The programme also highlighted the current struggles faced by dojangs and included overseas visits, where participants engaged in sparring and cultural exchanges with international teams.

Executive Producer Kim Young-kwang, Head of SBS Sports, noted the differing perceptions of Taekwondo between Korea and other countries, particularly its role in character-building and social mobility abroad. Filming began at Kukkiwon on 17 May 2025, and the programme received strong support from Taekwondo departments at several universities, including Kyunghee and Yonin. The final episode took place in Washington, where the young athletes performed at the NFL Halftime Show, concluding a powerful and inspiring 12-part series. ■■■

TVRI Indonesia receives 2025 Child-Friendly Television Award

TTVRI has been a constant presence in the lives of the nation's children for over six decades, providing programmes that educate, inspire, and entertain. In recognition of this long-standing commitment, TVRI was honoured with the 2025 Child-Friendly Television Award at the Child-Friendly Broadcasting Awards, organised by the Indonesian Broadcasting Commission (KPI).

Arif Adi Kuswardono, Programme and News Director of TVRI, expressed heartfelt pride in the achievement, describing the joy of accompanying Indonesian children through stories, knowledge, and shared experiences. He also highlighted the broadcaster's mission to foster confidence,

imagination, and ambition among the younger generation.

Marking its 63rd anniversary that year, TVRI reaffirmed its pledge to remain a trusted presence to the nation's youth for years to come. Arif extended his gratitude to viewers, the Indonesian Broadcasting Commission (KPI), the award jury, and—most importantly—the children of Indonesia, encouraging them to continue enjoying the journey of learning and discovery. “We promised to be trusted presence not only for the past 63 years, but also for all the years ahead,” he said. ■■■



CMG celebrates 55 years of China-Italy relations

On 26 June 2025, China Media Group (CMG) held a cultural exchange event in Rome to mark the 55th anniversary of relations between China and Italy. The event gathered over 200 attendees, including Shen Haixiong, CMG president and vice minister of the Publicity Department of the Communist Party of China Central Committee; Giuseppe Valditara, Italian minister of education; Gabriele Gravina, Italian Football Federation (FIGC) president; and Jia Guide, Chinese ambassador to Italy, along with representatives from various sectors.

A highlight of the event was the official launch of the 2025 Chinese Film Week, featuring nine outstanding Chinese films. These works aim to introduce Italian audiences to the richness and diversity of Chinese culture through cinema. The event also offered a glimpse into upcoming collaborations between the two nations in the arts and media.

CMG further announced the release of a documentary produced in partnership with the Fondazione Milano Cortina 2026, focusing on stories from Italian sports and cultures. As the exclusive global media outlet producing 8K ultra-high-definition coverage for the 2026 Winter Olympics, CMG will present a suite of high-quality programmes designed to offer in-depth coverage of the Games to an international audience. ■■■



Khabar marks 30 years: A journey as Kazakhstan's public broadcaster

The Khabar Agency was founded in 1995, as Kazakhstan was beginning its journey as an independent nation. At that time, the country was building new institutions, shaping laws, and developing foreign relations. Khabar's role was to explain these changes to the public and provide a platform where people could follow current events and understand the direction of the nation. From the start, the agency also worked to present Kazakhstan to the world as a

confident and forward-looking country.

Instead of relying on imported programs, Khabar invested in creating its own content. In 1996, it aired Kazakhstani TV series, "Perekryostok" ("Toǵysqan taǵdyrlar"), which showed that the country could produce stories that reflected real life at home. The agency also became the first in Kazakhstan to broadcast breaking news and 24-hour coverage, connecting audiences to global events

through satellite links with international outlets. Over the years, Khabar has expanded into a media holding with two TV channels, a 24-hour news service, digital platforms, and more than 20 YouTube channels with billions of views.

In 2025, Khabar celebrates its 30th anniversary—a milestone that is not only a source of pride but also an opportunity for reflection and continuity. The celebrations will run throughout the year, featuring the return of iconic programs, concerts, photo exhibitions, sports tournaments, and veteran meetings honoring those who were part of Khabar's early years. The central highlight will be a live broadcast on 23 October 2025, the agency's founding day, bringing together many of the figures who were there at the very beginning. For Chairman Kemelbek Oishybayev, this anniversary is both a chance to honor Khabar's history and a reminder of its mission: to remain a trusted national broadcaster that reflects Kazakhstan's voice at home and around the world.



ATN Afghanistan celebrates 20th anniversary

Ariana Television Network, a member of the Asia-Pacific Broadcasting Union, marks its 20th anniversary, highlighting two decades of dedicated service as the voice and image of the Afghan people. Since its founding, ATN has invested in state-of-the-art studios, advanced technology and a committed team to deliver high-quality programming that has become a trusted presence in Afghan households.

Over the years, ATN has stood by its audiences through times of difficulty and joy, offering a wide range of content including Islamic and educational programmes, trusted news, entertainment, children's shows and extensive sports coverage.



Its success has extended beyond Afghanistan's borders, earning prestigious international awards and recognition as a leading broadcaster in the Asia-Pacific region.

Reflecting on this milestone, ATN emphasised that its 20-year journey symbolises a lasting commitment and steadfast promise to the people of Afghanistan. ATN expressed gratitude to its viewers, partners and fellow ABU members for their support, reaffirming its pledge to continue shaping a brighter future through media excellence.



TBS champions Hong Kong creativity at 26th DigiCon6 ASIA awards presentation ceremony



The 26th DigiCon6 ASIA Awards – Hong Kong, co-organised by Tokyo Broadcasting System Television, Inc. (TBS) and the Hong Kong Digital Entertainment Association (HKDEA), was held on 27 June 2025 at Premiere Elements. As one of Asia’s most respected digital content competitions, the event honoured outstanding local talent with Gold Awards, Silver Awards, and Next Generation Awards. With the support of the Cultural and Creative Industries Development Agency (CCIDA), the event has continued to grow in scale and reputation. Co-organisers were honoured to have Mr. LAU Chun, Raistlin, JP, and other key figures from Hong Kong and Japan join the event, which featured inspiring insights from Japanese animation veterans.

A highlight of this year’s awards was the recognition of Morph Workshop, whose animated film *Wind Goes On* won “Best Story” at the DigiCon6 ASIA Grand Final in Tokyo. The work was praised for its compelling narrative, emotional depth, and refined visuals—demonstrating the technical and creative strengths of Hong Kong’s animation scene. The event also included live screenings and expert commentary from Mr. Hiroyuki Ohashi and Mr. Satō Atsuki.

In addition to the awards ceremony, HKDEA hosted the “Asia Masters Forum” and “Screening Session” on 26–27 June 2025, welcomed both local and overseas creators for discussion, critique, and collaboration. These extension activities allowed participants to engage directly with industry experts and explore the future of animation in Asia. With TBS’s longstanding partnership and CCIDA’s continued support, DigiCon6 ASIA Awards – Hong Kong remains a cornerstone for nurturing and showcasing local animation talent on the international stage. ■■■



VOV celebrates 80th founding anniversary

The Voice of Vietnam marked its 80th founding anniversary, recalling its historic first broadcast its first official news programme on 7 September 1945. On that day, from the capital Hanoi, VOV aired the contents of the Declaration of Independence, formally proclaimed by President Ho Chi Minh to the nation and the international community on September 2, 1945, heralding the birth of the Democratic Republic of Vietnam. From that moment, VOV grew from modest beginnings into the nation’s first symbol of independent media, carrying the voice of the Party, the State and the people.

Over the decades, VOV has remained a constant companion in both war and peace, chronicling Vietnam’s struggles and achievements while adapting to the changes of each era. From a single radio station, it developed into a leading multimedia organisation, trusted to preserve cultural identity, inform public opinion, and project Vietnam’s voice to international audiences. On this special occasion, VOV was honoured with the Ho Chi Minh Order for the third time, recognising its outstanding contributions to the nation’s revolutionary path and development.

At the anniversary ceremony, Party and State leaders praised VOV for its creativity, resilience and service to the nation. VOV President Do Tien Sy reaffirmed the broadcaster’s commitment to innovation, highlighting plans for a National Digital Radio Infrastructure Project to modernise production and expand global reach. VOV set its sights on joining the world’s top 100 media organisations by 2045, continuing its mission as the trusted “Voice of Vietnam.” ■■■

Qatar Radio celebrates 57 years of media leadership



Qatar Radio, affiliated with Qatar Media Corporation (QMC), celebrated its 57th anniversary on 25 June 2025, reaffirming its position as one of the Arabian Gulf region's most prestigious media institutions. Since 1968, the station has served as a national platform, carrying Qatar's voice to the world with a message

rooted in honesty, loyalty, and public service.

Launched from a modest studio in the Rumaila area, Qatar Radio has played a significant role in shaping the country's media and cultural landscape. As a pioneer of national broadcasting, it has preserved heritage, strengthened Qatari identity, and adapted its programming—from early AM broadcasts to FM and modern digital platforms—to meet the evolving expectations of audiences at home and abroad.

Today, the station continues to reflect QMC's commitment to excellence through a wide range of content spanning news, culture, religion, and the arts. It remains a vital platform for creativity and national dialogue, championing Qatari drama and talent while modernising its infrastructure to remain relevant in a rapidly changing media environment. ■■■



MEASAT gains IN-SPACe authorisation to deliver satellite services in India

MEASAT Global Berhad, Malaysia's premier spacetechnology solutions provider, has secured official authorisation from the Indian National Space Promotion and Authorisation Centre (IN-SPACe) to offer satellite services in India. Granted on 30 June 2025, this approval allows MEASAT to operate in compliance with India's space policy for foreign satellite operators, providing space-based communications and broadcasting services through NewSpace India Limited (NSIL) as its local partner.

The collaboration was commemorated during a signing ceremony in Bengaluru, attended by MEASAT's Chief Operating Officer, Yau Chyong Lim, and NSIL's then Chairman and Managing Director, Radhakrishnan Durairaj, alongside other senior representatives from both organisations. NSIL, a government-owned enterprise under India's Department of Space, brings a wealth of experience in managing satellite operations and space-based services for both governmental and commercial sectors. This partnership will see MEASAT supporting the distribution of more than 600 television channels and serving over 11 million Direct-to-Home (DTH) customers in India, while also facilitating content delivery across Asia, Australia, Africa, and Southern Europe.

Commenting on the milestone, Yau Chyong Lim said the authorisation marks a significant step in strengthening MEASAT's presence in the region and reflects their ongoing collaboration with NSIL. He emphasised the value of NSIL's local expertise in enabling MEASAT to meet a wide range of service demands, from broadcasting to rural connectivity. Radhakrishnan Durairaj welcomed MEASAT's expanded role in India, noting that its satellite capacity will enhance Indian broadcasters' ability to reach global audiences and contribute to India's broader space industry goals. ■■■



ABU AI Forum debuted in Beijing with global dialogue on artificial intelligence

Photos courtesy of BIRTV

The Asia-Pacific Broadcasting Union has launched the first ABU AI Forum, which took place on 23 July 2025 at the Grand Skylight Hotel Royal Beijing, China. This landmark event brought together global minds to explore the transformative impact of artificial intelligence on broadcasting, media, and communication.

Hosted by Radio and Television of the People's Republic of China (RTPRC), and co-organised by the ABU and China Broadcasting International Economic and Technical Cooperation Co., Ltd., the ABU AI Forum convened a dynamic mix of broadcasters, technology innovators, policymakers, and academics from across the Asia-Pacific and beyond. The event featured panel discussions (AI Exchange), thematic presentations, and a hands-on masterclass, offering a dynamic platform to explore the transformative impact of artificial intelligence on the media landscape.

[Continue next page >>](#)

Yoya Model Demo: Bringing History to Life, Interactive Learning with Digital Historical Personas.

Photo restoration
Photo colorization
AI video generation
Training
Voice cloning
Lip-sync driving
Real-time Q&A

Portrait → Digital human creation technology → Digital human

DeepSeek 创新AI发展路径

V3 World-leading
Activation Parameter Ratio 5.3% (37/671)
General-purpose large model DS-V3 671B
Reasoning-optimized large model DS-R1 660B
Multimodal large model Janus-Pro 1.5B/7B

V2 Emerging prominence
Activation Parameter Ratio 8.9% (21/236)
General-purpose large model DS-V2 236B
General-purpose large model DS-V2.5-1210 1210B
General-purpose large model DS-V2.5-1210 1210B
Multimodal large model DS-VL2 38B/168B/27B

V1 Initial Model Version
Activation Parameter Ratio 15.1% (22/145)
Code large model DS-Coder 18B/7B/23B
General-purpose large model DS-LLM 78B/67B
Mathematical reasoning model DS-MoE 28B/168B/145B
Multimodal large model DS-VL 138B/7B

WEB traffic (in 10k)
24.10 24.11 24.12 1101
245 72.24% 422 160.9%
Surpassed 2000w DAU within 20 days of launch
25.1.26, Ranked #1 in Worldwide Downloads on Apple Store
25.1.27, Ranked #1 in Google Play U.S.

SMART BROADCASTING IN RTHK
PRESENTED BY NG KAM MAN
He is the Video Editing Section at the Television Hong Kong

人形机器人技术图谱
Technical Atlas of Humanoid Robotics

国民科学素养白皮书
White Paper on National Scientific Literacy

The ABU AI Forum was the Union's first dedicated initiative on AI, designed to address the growing need for inclusive, responsible, and future-oriented AI practices in media and communication. The first day of the two-day event served as a space for thoughtful dialogue, cross-sector collaboration, and practical insight-sharing on real-world applications and strategic developments in AI. The forum will continue tomorrow.

Participants of the forum also received VIP access to the Beijing International Radio, TV & Film Exhibition (BIRTV) — one of Asia's leading broadcast and media technology exhibitions — held next to the forum venue at the China International Exhibition Centre (Chaoyang). BIRTV offered a comprehensive showcase of cutting-edge technologies and innovations shaping the future of media production and broadcasting.

The ABU AI Forum is set to become a key platform for members and partners to connect, exchange knowledge, and shape the trajectory of AI across the region's media industry.



ABU members met CBIC President and BIRTV team

During the ABU AI Forum 2025 in Beijing, ABU delegates visited the Beijing International Radio, TV & Film Exhibition (BIRTV), which offered valuable insights into China's and the global media technology sectors. Both parties agreed on the importance of building on this collaboration and exploring future joint initiatives, including potential partnerships with BIRTV to further advance media and technology development in the region.

Additionally, ABU Secretary-General, Ahmed Nadeem met with Xiong Zhihui, President of the China Broadcasting International Economic and Technical Cooperation Co., Ltd. (CBIC), and the BIRTV team. The meeting served to acknowledge CBIC's role as co-organiser of the inaugural ABU AI Forum and to express appreciation for their strong support, hospitality, and professional coordination, which contributed significantly to the event's success. ■■■

World Broadcasting Union (WBU) Meeting & EBU 94th General Assembly



In July 2025, the Asia-Pacific Broadcasting Union (ABU) actively engaged in World Broadcasting Union (WBU) Secretaries and Directors General Meeting in London, United Kingdom. The meeting brought together the leadership of the WBU's regional unions to share updates, exchange perspectives on key industry developments, and discuss areas of common interest.

Representing the Union, ABU Secretary-General, Ahmed Nadeem participated in the World Broadcasting Union (WBU) Secretaries and Directors General Meeting on 1 July 2025. The meeting brought together the leadership of the WBU's regional unions to exchange updates, share perspectives on key industry developments, and discuss areas of mutual interest. The session provided a platform to highlight the ABU's recent initiatives, upcoming events, and strategic priorities, while strengthening cooperation among member unions to advance the global broadcasting sector.

Following this, the ABU took part in the 94th General Assembly of the European Broadcasting Union (EBU), a sister union of the ABU, held on 3–4 July 2025. The Assembly convened EBU members and invited partners to discuss developments in the broadcasting landscape, explore opportunities for collaboration, and exchange strategic insights. The ABU's participation reaffirmed the strong partnership between the two unions and underscored the Union's active role in promoting innovation and cooperation within the global broadcasting community. ■■■

ABU Secretary-General strengthens member cooperation during the 62nd ABU General Assembly in Ulaanbaatar



During the 62nd ABU General Assembly and Associated Meetings in Ulaanbaatar, ABU Secretary-General, Ahmed Nadeem held a series of meetings with member organisations to strengthen cooperation and explore new initiatives. These engagements provided opportunities to exchange views on future collaborations and to reaffirm the ABU's close ties with its members.

Mr Nadeem met with Tshering Dorji, Interim CEO and General Manager of the Radio Department at Bhutan Broadcasting Service Corporation Limited (BBS), to discuss opportunities for future cooperation. Both sides explored the possibility of hosting a major ABU event in Bhutan in 2026 and identified potential joint projects in content development, training, and media innovation.



In his meeting with Mr Manoja, Director General of Sri Lanka Rupavahini Corporation (SLRC), Mr Nadeem discussed preparations for the 9th ABU Media Summit on Climate Action and Disaster Prevention (CADP 2025), which SLRC will host in Colombo this November. The discussion highlighted the importance of the summit and underlined SLRC's readiness to welcome international delegates.

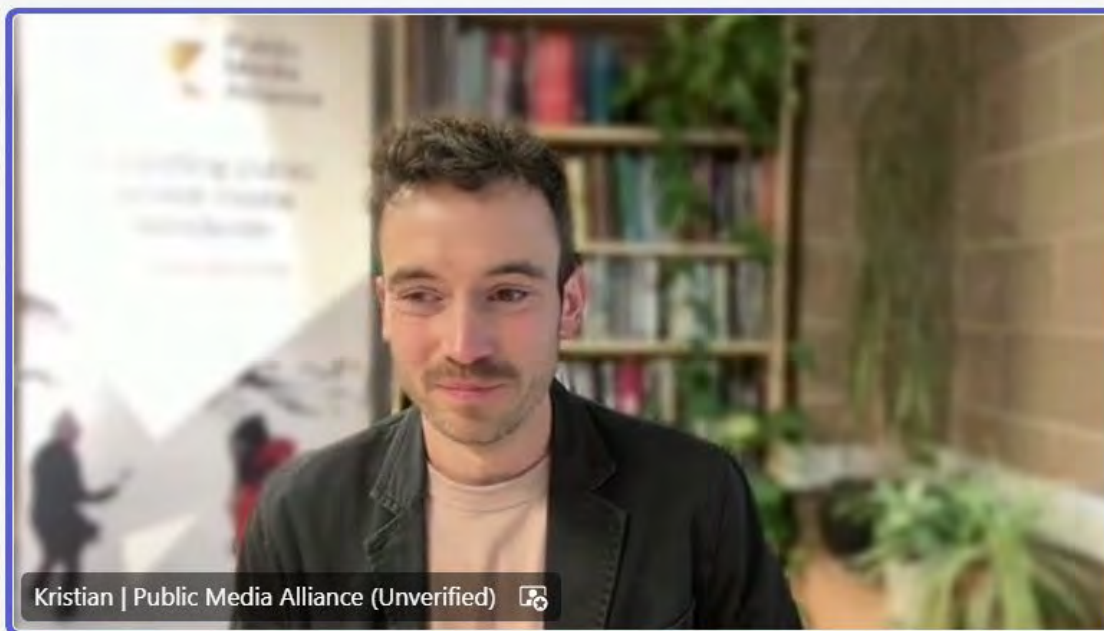


He also met with Simona Martorelli, Director of International Relations and European Affairs, Rai Italy to discuss ways to expand cooperation between ABU and Rai. A key focus was on bringing ABU-Rai Days to Asia next year, a step that would open the platform to a wider range of broadcasters in the region and further promote cultural and professional exchange. The meeting also touched on potential joint initiatives in content sharing and co-production, reflecting Rai's long-standing partnership with the ABU.

Furthermore, the Secretary-General met with colleagues from IRIB-Iran, MTRK-Uzbekistan, CMG-China, and KRT-North Korea. These meetings provided a valuable opportunity to exchange views on current developments in broadcasting and reaffirm the ABU's ongoing support for strengthening engagement and cooperation with all members across the region. ■■■



Leaders demand end to “machine” mentality as trauma scars newsrooms



During a mental health webinar hosted by the Asia-Pacific Broadcasting Union (ABU) News, leading media figures, including the CEO of the Public Media Alliance (PMA), Kristian Porter, and MediaStrong founder & former journalist, Leona O'Neill, spotlighted the escalating and suppressed mental health crisis among media workers, demanding an immediate end to the industry's culture of treating journalists as “machines.”

ABU News Director, Indra Singh, cited the UN General Assembly where World Health Organization (WHO) Chief, Dr. Tedros Ghebreyesus reported that more than one billion people now live with a mental health condition.

He noted that media workers are undoubtedly included in this global figure, yet the mental health struggles of journalists are often “left under the carpet” and not openly discussed within the industry.

Porter emphasised the severity, citing data affecting the journalism profession:

- A staggering 74.1 percent of US journalists experience mild to moderate anxiety.
- 70 percent of staff from international news

organisations suffered some level of psychological distress after covering the COVID-19 crisis.

- A worrying 32.9 percent of newsrooms offered no mental health support at all.

“News organisations are absolutely nothing without a functioning, healthy, and respected newsroom staff,” Porter asserted, arguing that supporting staff is now “imperative” to fulfilling the core mission of quality journalism.

Porter challenged the industry's excuse of time and funding constraints, providing a powerful financial argument for investment in well-being. He noted that poor mental health in the UK alone costs employers £51 billion a year.

“For every £1 spent on supporting the mental health and well-being of their workforce, employers on average got about £4.70 back in increased productivity,” Porter stated.

He warned that neglecting staff fosters fear, leading to self-censorship. A report by the International Women's Media Foundation found 40 percent of female journalists admitted to avoiding reporting certain stories

due to concern over the impact of violence or online harassment.

O'Neill shared her personal traumatic experience of witnessing a fatal shooting during a riot in her hometown.

“I went to work the next day after witnessing someone being murdered, because that is what journalists do. Journalists just get on with things,” O'Neill revealed, describing the moment she realised she was offered no support and was instead told to “just get on with it.”

O'Neill detailed the neuroscientific reality of the journalist's brain, explaining that relentless exposure to trauma—whether in the field or through trauma from editing horrific online content—pushes the brain into a state of hyper-vigilance (fight-or-flight mode). This constant stress:

- Shuts down the prefrontal cortex (rational thought).
- Floods the body with adrenaline and cortisol.
- Leads to long-term health crises like anxiety, post-traumatic stress disorder (PTSD), burnout, and physical ailments such as irritable bowel syndrome (IBS).

“One of the places I used to work, the editor said to me, ‘If you haven't got a stomach ulcer, you're not doing this right,’” O'Neill recalled, highlighting the destructive culture of toughness that rewards “resilience and detachment.”

MediaStrong is now urging news leaders to adopt its charter, providing actionable policies to ensure support and protection for all media staff. The leaders concluded by stressing that making staff well-being a priority is the only way to safeguard the quality and integrity of future journalism. ■■■



ABU News launches Asiavision Bulletin

Asia-Pacific Broadcasting Union (ABU) News is pleased to announce the launch of its monthly newsletter, the Asiavision Bulletin.

This publication will feature ABU News activities and accomplishments from the preceding month. It will also spotlight news-related initiatives and projects from ABU members and other news organizations.

Projects Officer, Nerina Rosli, leads this latest ABU News offering and encourages members to use the newsletter to showcase achievements and advancements in their respective newsrooms.

Contributions are welcome from ABU members and academicians. Please contact the editor, Nerina, at nerina@abu.org.my for further details.



Next Global News Forum set for Sydney, Australia



The Australian Broadcasting Corporation (ABC) will host the annual Global News Forum and ABU News Group Meeting in Sydney next September.

The announcement was made by Nesryn Bouziane, who serves as both ABC's Lead of International Broadcast and Digital Services and ABU News Group Vice-Chair.

Held at the ABC Headquarters in Ultimo, the three-day meeting will be an opportunity for members to engage in key discussions while also experiencing Australian culture and the vibrant city of Sydney.

Bouziane noted that the ABC is working closely with the ABU News Department to add new features to the event, ensuring participants get the most out of their time.





ABU Robocon 2025 concludes successfully in Ulaanbaatar

The Asia-Pacific Broadcasting Union Robocon 2025 concluded successfully in Ulaanbaatar, Mongolia on 24 August 2025. Organised annually by the Asia-Pacific Broadcasting Union for over two decades, this competition continues to champion STEM education and foster collaboration across the region. This year's tournament brought together 14 teams representing 13 countries and one region, including Cambodia, Egypt, Fiji, Hong Kong, India, Indonesia, Japan, Malaysia, Mongolia, Nepal, Sri Lanka, Thailand, and Vietnam.

Hosted by Mongolian National Broadcaster with support from the ABU and local partners, the competition captivated

audiences with its innovative format which featured dual-robot teams alternating between offensive and defensive roles every 20 seconds. The event drew attendance from President Ukhnaagiin Khürelsükh of Mongolia, who joined an enthusiastic crowd. The robots showed impressive skills with accurate shooting, quick movements, and strong defensive plays.

In a dramatic final, the University of Tokyo team from Japan faced off against Hong Kong. Despite trailing for most of the match, the Japanese team secured victory with a last-minute dunk shot.

The contest was broadcast live by Mongolian National Broadcaster and is scheduled to be aired by other ABU member broadcasters, further promoting the Union's commitment to youth development and regional exchange through technology and media. ■■■



Webinar series on **MEMBER INNOVATIONS**

ABU webinar: Powering simless remote evolving media integration (REMI) TV production

The Asia-Pacific Broadcasting Union recently organised the webinar and invited Radio Televisyen Malaysia to share valuable insights into the future of remote media production through a session titled “Powering Simless Remote Evolving Media Integration (REMI) TV Production”, presented by Ir. Ts. Ahmad Shafiq Mirza from RTM-Malaysia. Held via Zoom, the session gathered broadcasters, engineers, and production managers to explore how cutting-edge 5G technology is transforming the production and delivery of large-scale events.

The webinar underscored Malaysia’s leadership in hybrid 5G broadcast solutions, particularly in the context of its upcoming role as ASEAN Chair in 2025. As outlined in the ABU – 5G Innovation in ASEAN Chairmanship 2025 plan, the integration of hybrid 5G networks is revolutionising traditional media workflows — enabling more agile, sustainable, and cost-efficient production models.

Participants were introduced to how the Remote Integration Model (REMI), in conjunction with next-generation 5G mobile and Wi-Fi networks, empowers broadcasters to centralise production operations. This significantly reduces the

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need for on-site equipment, personnel, and travel — optimising resources while maintaining high-quality, real-time audiovisual output for television, radio, social media, and archiving.

A key highlight of the session was Malaysia's role as host of the International Broadcast Centre (IBC) during its ASEAN Chairmanship, which served as the central media hub for five major ASEAN events, connecting 12 broadcast locations through an innovative hybrid REMI setup. Participants gained insight into how multiple studio floors and galleries were interconnected using advanced IP transceivers, wireless LANs, and a robust 5G backbone — extending the studio environment beyond traditional boundaries.

This model enabled streamlined collaboration among directors, producers, and technical teams, aligning with ASEAN's commitment to sustainable broadcasting and a reduced carbon footprint. Through practical case studies, the speaker illustrated how Malaysia addressed operational challenges such as multi-venue broadcasting, security protocols, and installation constraints, offering a valuable reference for other broadcasters seeking to implement 5G-powered REMI solutions.

The session concluded by affirming that hybrid 5G REMI production is not a future aspiration but a proven, present-day solution — delivering cost efficiency, operational agility and sustainability for major events today. ■■■



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

The Asia-Pacific Broadcasting Union, in collaboration with WorldDAB and ASBU, successfully held a three-day online technical workshop from 15–17 July 2025. The sessions covered a wide range of topics including the business case, technical standards, network design, and implementation strategies for DAB+ digital radio.

Highlighted sessions included updates on DAB+ technical standards, practical guidance on launching DAB+ services, network design with a focus on Single Frequency Networks (SFN), headend systems, cost analysis, and real-world case studies from Switzerland and other countries.

The event benefited both technical and managerial

staff involved in planning and deploying DAB+ digital radio systems. It also provided participants with access to industry experts for additional information and further guidance on all aspects of establishing and operating DAB+ digital broadcast radio networks.

The workshop was marked by active engagement from participants, with meaningful discussions and questions highlighting strong interest in the adoption of DAB+ for modern broadcasting needs, including national emergency warning systems. ■■■

ABU completes successful delivery of FISU World University Summer Games



The Asia-Pacific Broadcasting Union has recently concluded the delivery of the FISU World University Summer Games, held in Rhine-Ruhr, Germany, to 12 Asian territories. This successful distribution reflects the ABU's dedication to providing audiences across the region with world-class sporting coverage.

During a meeting with Matthias Remund, CEO of FISU, Cai Yanjiang, Director of ABU Sports, highlighted the extensive broadcast reach of ABU members and expressed hopes for continued and deeper collaboration with FISU in the future. Both sides discussed their shared focus on the digitalisation of event delivery and promotion, while maintaining the high-end quality media feeds available to the audiences.

As long-standing partners, FISU and ABU reaffirmed their commitment to exploring further opportunities for cooperation in the rapidly evolving media industry. ■■■



ABU partners with Badminton Asia to boost event distribution and promotion

The Asia-Pacific Broadcasting Union has entered into a strategic partnership with Badminton Asia aimed at enhancing the distribution and promotion of badminton events across the Asia-Pacific region. The collaboration follows a recent visit by ABU Sports to Badminton Asia, where both organisations engaged in discussions to strengthen cooperation in the sport's coverage and outreach efforts.

Both organisations have agreed to jointly prioritise initiatives that will increase the visibility of badminton and drive greater audience engagement throughout the region.

The Asia-Pacific Broadcasting Union will work closely with federations and partners to achieve mutually beneficial outcomes, thereby broadening the reach and impact of sport across Asia-Pacific. ■■■

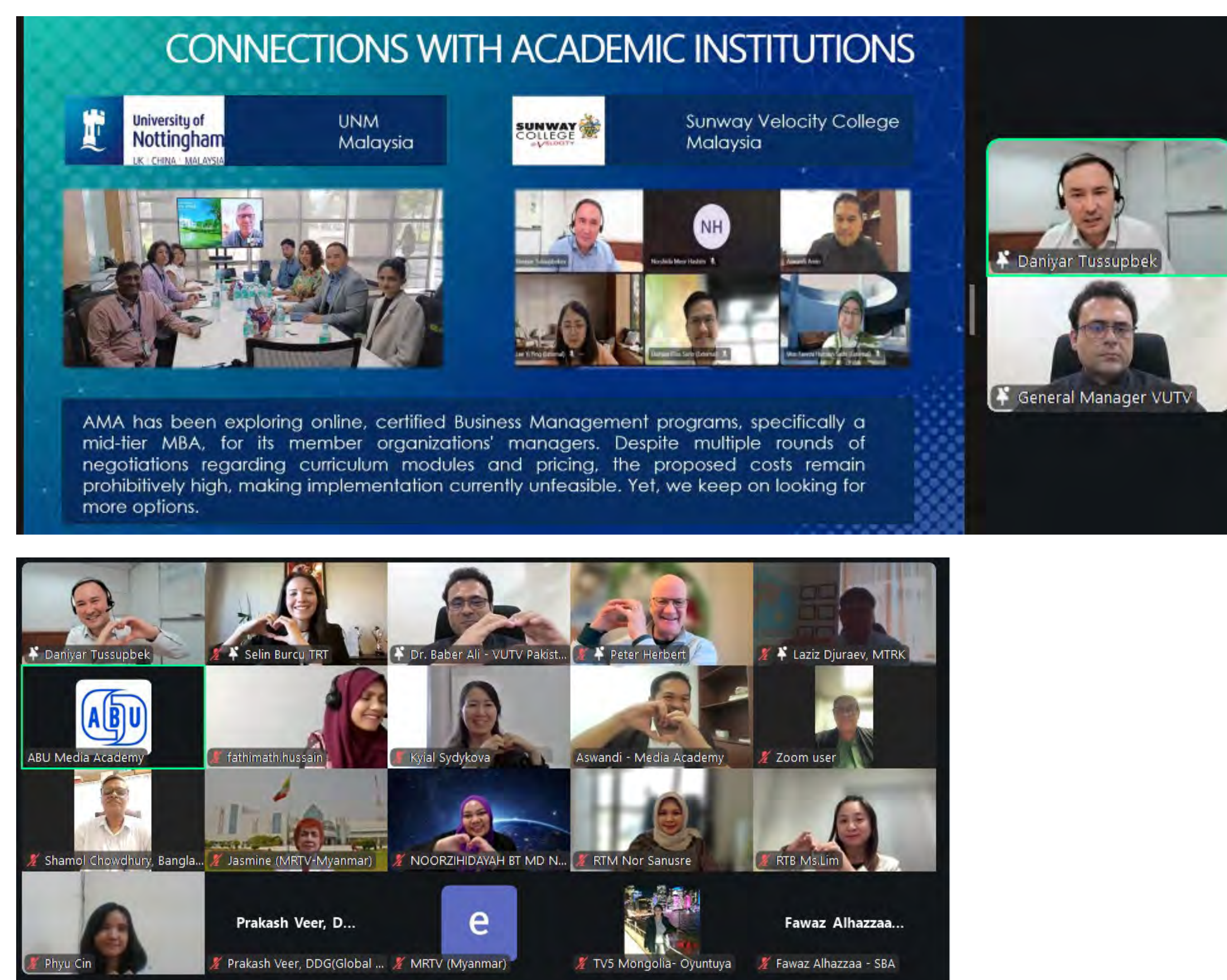


The Asia-Pacific Broadcasting Union Media Academy convened its 10th Forum Meeting online on 28 August 2025, which gathered members from across the Asia-Pacific to review progress, share insights, and outline the road ahead for the ABU Media Academy. The meeting was chaired by Dr Baber Ali of VUTV Pakistan in his capacity as Vice Chair, who guided the discussions with a focus on collaboration and strengthening the Academy's role as a bridge between industry and academia.

Head of the Academy, Daniyar Tussupbek, reported that from January to August 2025, the Academy delivered 31 webinars and attracted over 2,800 registered participants from 65 countries, with approximately 1,764 attended on average, reflecting a 63% attendance rate. Key themes included AI, leadership, journalism, legal frameworks, and emerging technologies, supported by partnerships with AFTRS, Deutsche Welle, and others. The Forum elected its new leadership for 2025–2027: Ms Selin Burcu TRT-Türkiye as Chairperson, Mr Laziz Jurayev, MTRK-Uzbekistan as Vice Chairperson, and members from ABC – Australia, IRIB – Iran, and PTV – Pakistan.

Daniyar also highlighted the Media Academy's growing role as a regional knowledge hub: "We can inspire, we can teach, we can spark future media professionals together." The Forum agreed to hold its 11th meeting in mid-February 2026.

10th ABU Media Academy Forum Meeting





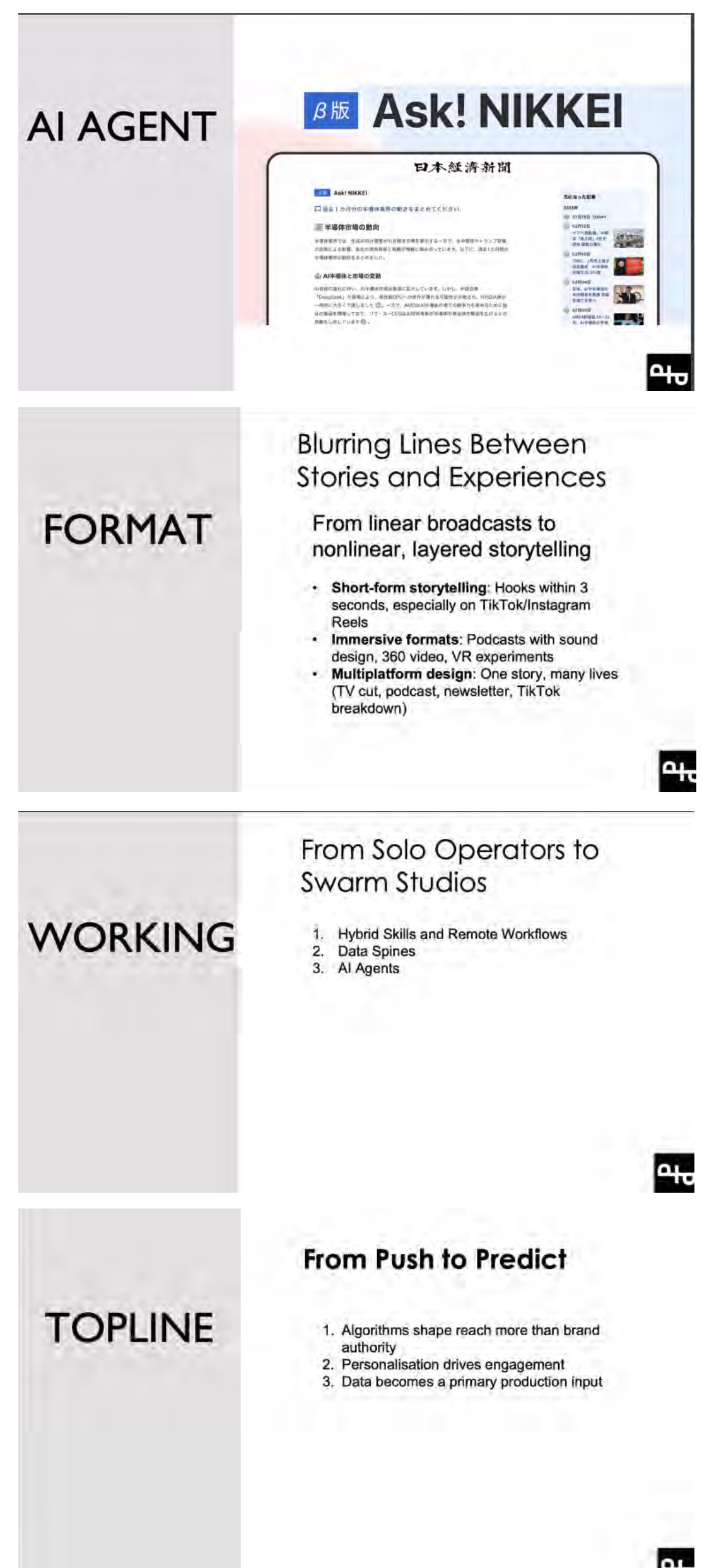
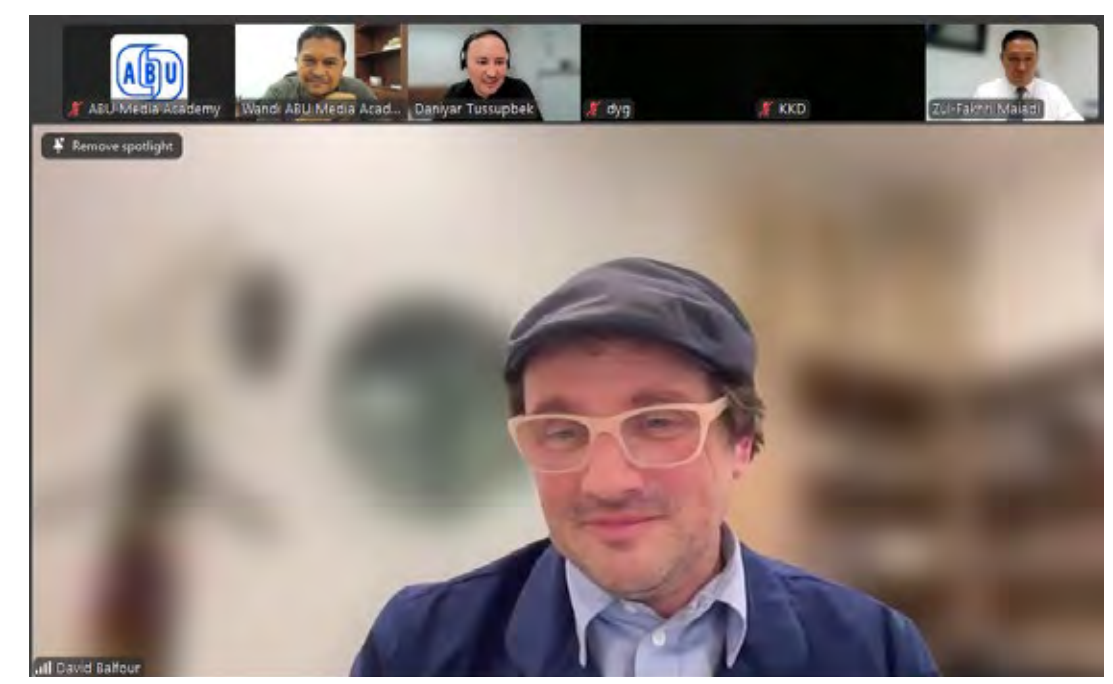
ABU webinar: what's next – navigating emerging trends in journalism and broadcasting

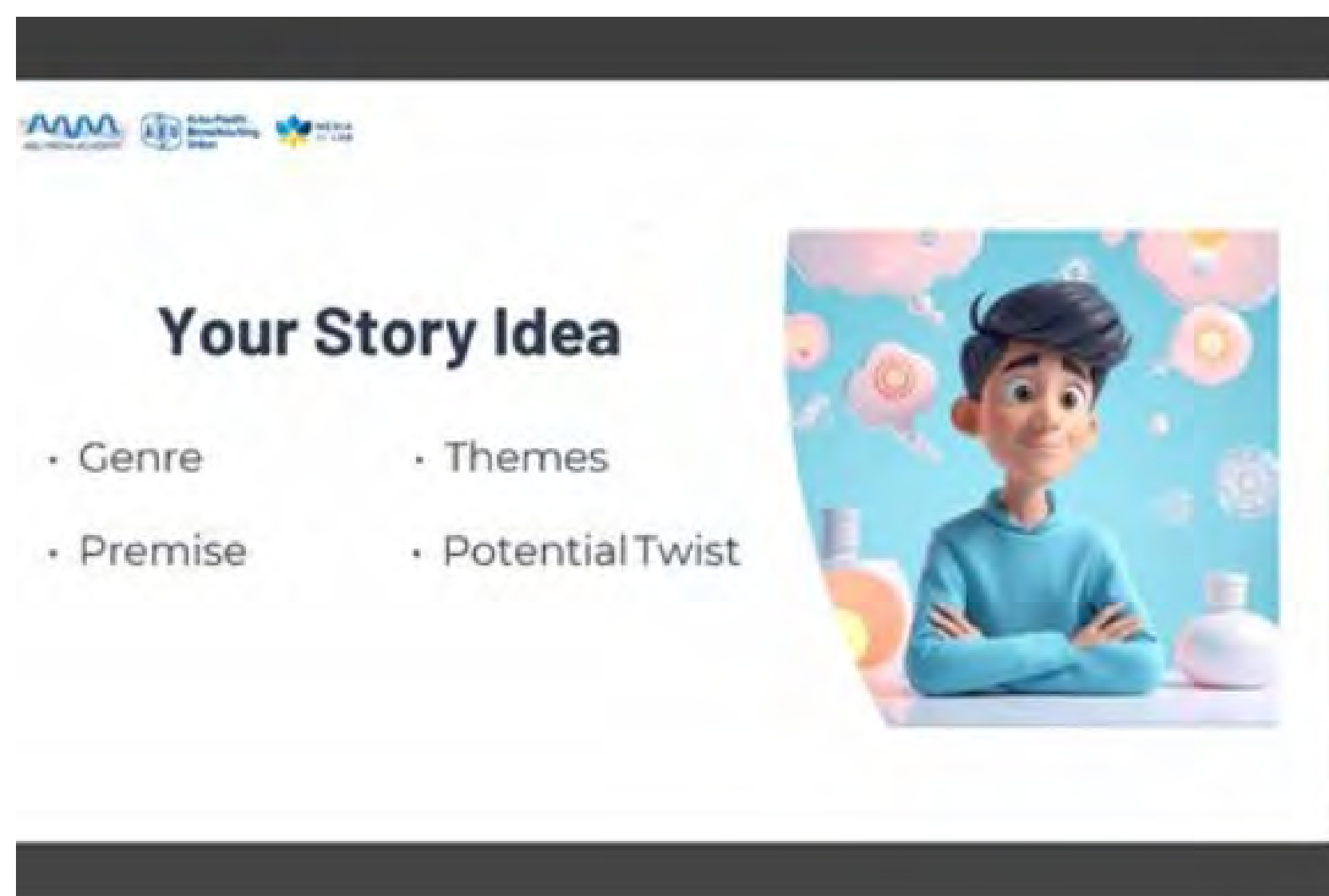
The ABU Media Academy recently welcomed 53 participants from across the Asia-Pacific for a timely session that explored evolving challenges in journalism and broadcast. Featuring media strategist David Balfour, the session focused on future-proofing media practices through agile workflows, authenticity, and data-informed storytelling.

Mr Balfour urged participants to rethink conventional production values and move beyond platform constraints. “We must rediscover relevance through networks, not just formats,” he remarked, stressing the rising importance of content creators in engaging increasingly fragmented audiences.

During the Q&A session, Zul-Fakhri Maiadi from Radio Television Brunei raised a question on reaching audiences who now only engage with content that feels personally relevant. In response, Mr Balfour highlighted the need to leverage creator networks and community-driven content strategies to regain audience visibility and impact.

The session reinforced that navigating what's next means staying human-driven, network-aware, and boldly adaptive.





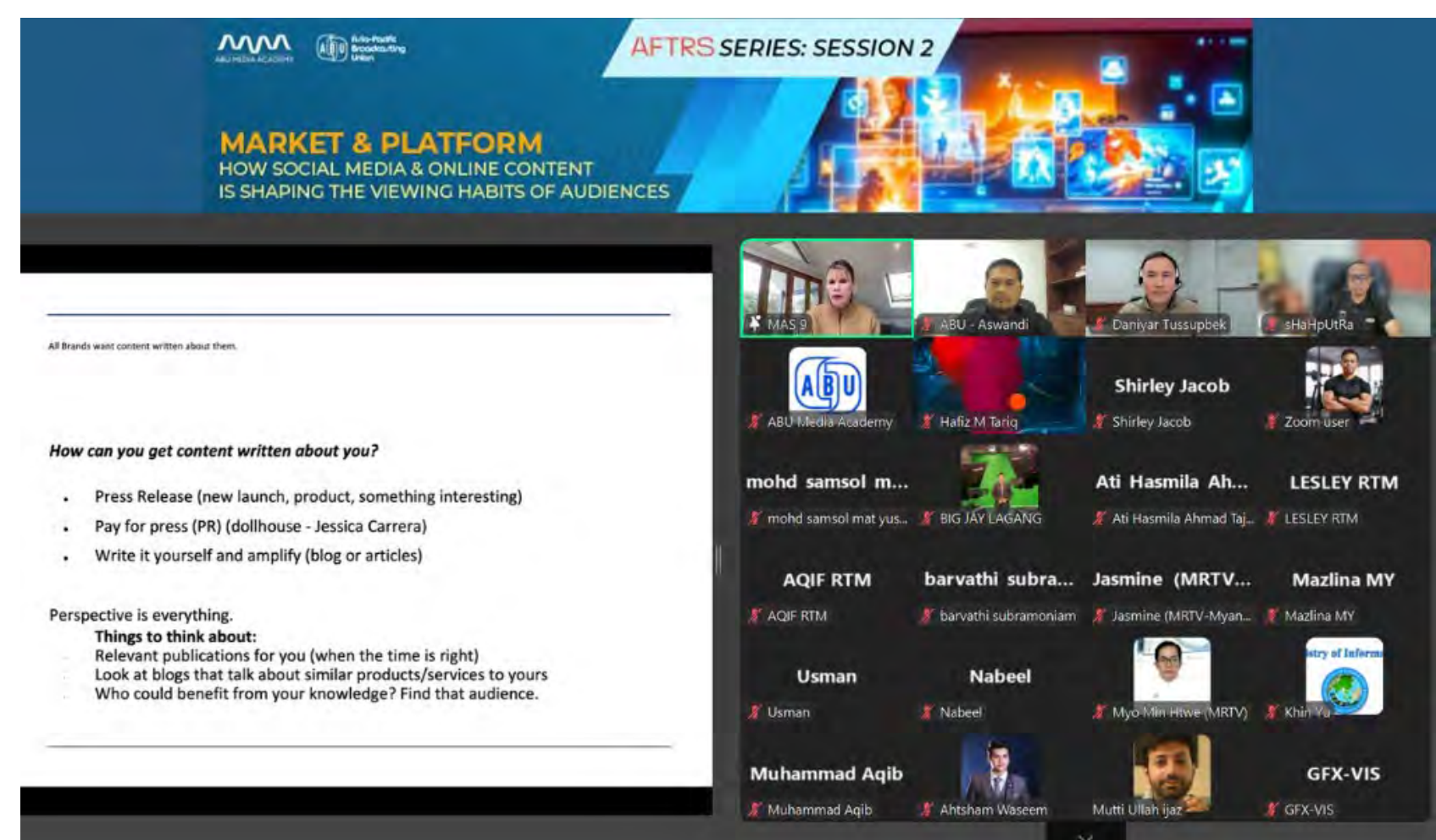
ABU Webinar: New Wave of Storytelling with AI

As artificial intelligence continues to reshape the creative landscape, the Asia-Pacific Broadcasting Union gathered 80 participants from across the Asia-Pacific region to explore its role on storytelling. The webinar session, titled “New Wave of Storytelling with AI”, featured Mrs Ta Bich Loan, with Le Anh Duc and Nguyen Giang Son from the Media AI Lab, who explored how AI can enhance each stage of the creative process while keeping human vision at its core.

Le Anh Duc outlined the five pillars of storytelling and demonstrated AI-assisted filmmaking techniques, offering practical insights into blending technology with creativity. Meanwhile, Nguyen Giang Son introduced orchestration agents—AI systems designed to coordinate multiple technologies to produce complete, cohesive stories.

In the Q&A session, a participant from Türkiye voiced concerns over authenticity in AI-generated content. Addressing this, Ta Bich Loan emphasised the importance of a human-first approach, transparency in creative work, and the preservation of one’s unique artistic voice. The session concluded with an invitation to continue the discussion in October, underlining AI’s role as a creative partner rather than a replacement for human storytellers.

ABU continues AFTRS four-part webinar series with session 2



The Asia-Pacific Broadcasting Union continued its AFTRS four-part series with Session 2 on 25 August 2025, led by Dr Pia Aquilia from the Australian Film, Television and Radio School (AFTRS). This session focused on the power of brand narrative and visual strategy in the digital-first era.

Dr Pia highlighted that writing for social media is ultimately an act of branding—whether for a project, a company, or an individual. She reminded participants that successful brand storytelling follows the same principles as any compelling narrative: a beginning, middle, and end, built on a strong premise. Through examples such as Airbnb’s logo redesign and TikTok’s short-form storytelling, she illustrated how visuals, music, and narrative combine to build both trust and emotional resonance with audiences.

An example came from her case study of Girl Crush, a TikTok musical series adapted from long-form scripts, which demonstrated how creators can thrive by embracing the strengths of specific platforms. “Consistency of message and the courage to adapt are the keys,” Dr Aquilia stressed, urging professionals to strike a balance between storytelling fundamentals and bold innovation. This session offered participants fresh insights into how digital platforms are shaping not only audience behaviour but also the future of creative storytelling.



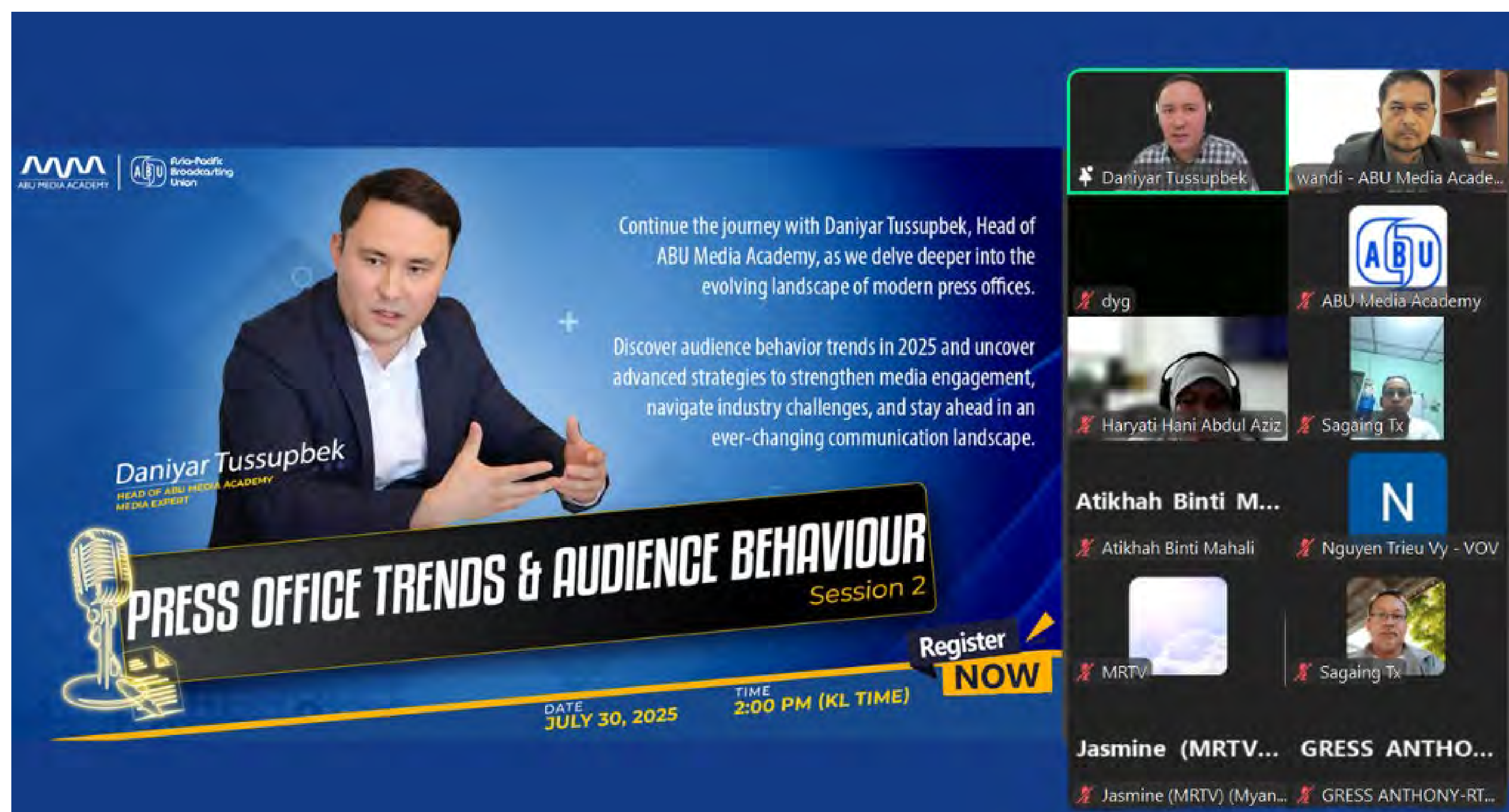
In today's fast-evolving media landscape, the press office is no longer a mere support function but a strategic hub for managing narratives, safeguarding reputations, and driving engagement. This was the focus of the recent ABU Media Academy webinar, "Press Office Trends and Latest Strategies," attended by 31 participants across the Asia-Pacific.

Daniyar Tussupbek, Head of Media Academy outlined seven core pillars of a modern press office – from media relations and crisis communication to strategic messaging and stakeholder engagement. "The media landscape is constantly reshaping and evolving. Those who adapt fastest are the ones who stay relevant," he noted.

During an engaging Q&A session, one highlight question focused on the thin boundaries between press offices, corporate communications, and PR departments. He explained that while their functions may overlap, their target audiences and goals differ. "The press office is the final source of verified information. When a story breaks, people look to the press office for confirmation," he stressed.

The session wrapped with a look ahead to the follow-up webinar on 30 July 2025, which will explore audience behaviour, AI tools, and algorithm-driven newsfeeds. This session underscored the vital role of press offices in blending authenticity with innovation to build lasting trust. ■■■

ABU webinar highlights evolving role of press offices in the digital era



ABU hosts webinar on press office trends and audience behaviour

As media organisations continue adapting to shifting audience habits, the ABU Media Academy brought together 25 practitioners from across the Asia-Pacific to explore a timely question: how can today's press offices remain relevant?

In the webinar “Press Office Trends and Audience Behaviour,” Daniyar Tussupbek, Head of ABU Media Academy, shared a practical framework that combines strategic thinking with emerging technologies. He explained how the press office is no longer just a support unit, but a vital part of organisational storytelling, audience engagement, and trust-building.

A key focus was audience behaviour, particularly the steady move away from traditional television toward streaming services and on-demand content. “Engagement today is a conversation,” Daniyar said. “You have to listen, respond and connect on the platforms your audience actually uses.”

During the Q&A session, a participant from Myanmar asked about the various digital tools available in the market to support press office work. Daniyar responded that while such tools can be useful, the real impact lies in how teams apply them by staying consistent, creative and aligned with their organisation's core mission.

The session ended with a reminder for press offices to stay alert, prepare for crises and maintain authenticity in every message. The recording is available for replay on the ABU Media Academy Learning Portal.



Intellectual Property & Sustainable Innovation: Implications for ABU members

In an era defined by rapid technological disruption and growing climate urgency, the media and broadcasting sector stands at a critical juncture. No longer seen as a weightless industry, it now faces substantial environmental and reputational challenges from streaming infrastructures to broadcasting logistics. To remain relevant and resilient for decades, traditional broadcasters must embrace sustainable innovation and underpin it with a robust intellectual property (IP) strategy. This will ensure that broadcasters are able to protect their content and also drive green transformation.

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The Media Industry's Sustainability Challenge

The media and broadcasting industry has a hidden but significant environmental footprint. For instance, according to albert (the BAFTA-backed sustainability initiative), the average carbon footprint for one hour of TV production in the UK fell from 9.2 t CO₂e in 2019 to 4.4 t CO₂e in 2020, before rebounding to 5.7 t CO₂e in 2021 indicating that improvements may reverse without structural change.

Meanwhile, the shift to digital streaming has vastly increased energy demand. The International Energy Agency (IEA) estimates that global data centers consumed approximately 415 TWh of electricity in 2024, equating to about 1.5% of global electricity consumption, and that demand is set to double by 2030, driven primarily by AI and cloud workloads. Other sources confirm data centers and data transmission networks already account for around 1–1.3% of final global electricity demand as of 2022.

These figures are far from trivial: one Scientific American summary notes that this level of energy use could soon match the annual consumption of major countries like Japan. In the U.S., data center energy use could spike to 21% of national energy demand by 2030 if AI growth is unchecked.

Further, Gen Z consumers are profoundly values-driven. In fact, surveys reveal over 60% prefer sustainable brands, and this mindset extends to media consumption decisions. Media organizations failing to demonstrate environmental responsibility risk losing both relevance and financial support.

Intellectual Property as a Driver of Sustainable Innovation

IP is no longer just about copyright and licensing. It's now a strategic tool to accelerate green transformation:

- **Virtual Production:** Innovations like LED virtual sets reduce travel, materials, and logistical emissions significantly. Patenting or licensing these technologies ensures creators can monetize them while scaling sustainability.

- **AI-Optimized Distribution:** Algorithms that reduce bandwidth usage offer energy-savings. Protecting this IP enables broadcasters to commercialize eco-efficient solutions.
- **Collaborative Models:** Shared IP frameworks such as green broadcasting standards can democratize access to sustainable technologies across the industry, even for smaller stations.

A New Mandate for Traditional Media

The investment landscape has dramatically shifted. In fact, ESG (Environmental, Social, Governance) funds have now exceed USD 18 trillion, signaling that sustainability credentials are increasingly decisive in attracting capital. Broadcasters equipped with IP-backed green innovation strategies will be better positioned in this evolving market.

Moreover, operational efficiencies gained from renewable-powered data centers, optimized distribution, and carbon-conscious production practices will not only cut costs but signal climate leadership especially when supported by IP frameworks that preserve competitive advantage.

The survival and relevance of media and broadcasting hinges on a twin transformation: from analog to digital, and from carbon-intensive to sustainable. Intellectual property, far from being peripheral, is the linchpin in this shift. By embracing IP as a strategic driver (patenting green technology, enabling collaborative licensing, and integrating IP into ESG strategies) media organizations can protect their creative capital and also lead the transition to a greener and more resilient future.



Sources:

- (1) [The BAFTA's albert](#)
- (2) [The IEA 2024](#)
- (3) [The IEA 2022](#)
- (4) [Energy and AI](#)
- (5) [The Rise of Environmentally Conscious Consumers](#)



Register now for 9th ABU Media Summit on Climate Action and Disaster Prevention

Climate-related hazards and disasters in the Asia-Pacific region are escalating, endangering lives, infrastructure, and sustainable development. In this urgent context, media serves as an essential lifeline—delivering timely warnings, educating the public, and driving meaningful action toward sustainability.

Since 2014, the Asia-Pacific Broadcasting Union (ABU) has convened its annual Media Summit on Climate Action and Disaster Prevention to

equip broadcasters with knowledge. The 9th edition ABU Media Summit on Climate Action and Disaster Prevention, hosted by the Sri Lanka Rupavahini Corporation (SLRC), will take place in Colombo from 25–27 November 2025. Under the theme “Building Resilience Through Media: For a Cleaner, Greener, and Safer Tomorrow”, the summit will unite media leaders, climate and disaster response authorities, scientists, and civil society to accelerate joint action for resilience.

Building on the ABU’s Media Saving Lives initiative, the summit will feature the launch of the new Disaster Preparedness and Response Plans (DPRP) Model, jointly developed by ABU and UNESCO, and collaborations with Green Movement Sri Lanka (GMSL). Lastly, the Gala of the ABU Together for People, Planet, Peace (T4P) Media Awards will take place on 26 November 2025, which celebrates outstanding productions that inspire climate action, peacebuilding, and social resilience. ■■■

Together for
**PLANET, PEOPLE,
PEACE**



**2025
T4P MEDIA AWARDS**



SUBMISSION DEADLINE: 15 OCTOBER 2025

Call for entries for ABU T4P Media Awards 2025

The Asia-Pacific Broadcasting Union (ABU) is pleased to announce the call for entries for the second edition of the ABU Together for Planet, People, Peace (T4P) Media Awards 2025. It is an initiative that honours outstanding media content and initiatives that inspire positive change.

The T4P Media Awards feature three categories: Video, Audio, and a Special Award for International

Media Cooperation. These categories honour outstanding storytelling that addresses today's challenges and highlights solutions or positive examples in the areas of Planet, People, and Peace.

Eligible entries may explore a wide range of topics across three key themes: Planet – Embracing Sustainable Living, People – Fostering Inclusivity and Diversity, and Peace – Promoting Harmony and Understanding.

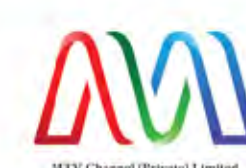
The aim of the T4P Media Awards is to recognise and promote impactful storytelling that fosters public understanding, encourages social responsibility, and highlights values such as compassion, collaboration, and community resilience.

Winners will be announced at the official Awards Ceremony held during the 9th ABU Media Summit on Climate Action and Disaster Prevention, taking place on 25th November 2025 in Colombo, Sri Lanka. ■■■



2025 MEDIA & CULTURE DAYS

October 26-27, 2025
Colombo, Sri Lanka



2025 ABU Media & Culture Days to explore AI in media

The 2025 ABU Media & Culture Days event will take place on 26–27 October 2025 in Colombo, Sri Lanka, hosted by MTV Channel (Private) Limited, and the Capital Maharaja Group. It is being organised jointly between the Asia-Pacific Broadcasting Union (ABU), Radio România, MTV Channel (Private) Limited and Capital Maharaja Group. The conference will bring together media professionals from Europe and the Asia-Pacific region, continuing its mission to build bridges of communication and cooperation across continents.

This year's theme, "Risks, Challenges and Opportunities of AI for Media," will focus on how artificial intelligence is transforming the media landscape. The discussions will highlight not only the opportunities AI offers but also the crucial questions it raises about ethics, responsibility, creativity, and the balance between innovation and regulation.

The conference will approach the subject from multiple perspectives, including the evolving legal frameworks designed to keep up with AI's rapid development. By examining both the risks and the possibilities, Media & Culture Days 2025 aims to provide participants with deeper insight into how AI is shaping the future of media worldwide.

