



Technical Committee Meeting

28.10.2023 - 13:30-17:00 & 29.10.2023 - 9:00-17:00

ABU 2023
SEOUL



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TOPIC AREA: Training & Services

Topic Chairman Report for the period Dec 2022-Oct 2023

A lot of technological advancements in media and broadcasting including innovations have been taking place at a quite faster rate. As new technologies emerge, professionals in the industry need to update their skills to stay relevant. The transition from traditional broadcasting to digital platforms, the rise of streaming services, and the adoption of high-definition and 4K technologies are driving the need for training in the latest tools and techniques.

Additionally, the growing demand for diverse and localized content has led to an increased need for trained professionals who understand the cultural nuances and preferences of different markets within the Asia-Pacific region. This requires specialized training programs to develop skills in content creation, adaptation, and localization.

Furthermore, the expansion of the broadcasting industry itself contributes to the demand for trained personnel. As more channels, platforms, and production houses emerge, there is a need for a skilled workforce to meet the demands of a competitive and evolving market.

Regulatory changes and standards in the broadcasting sector can also drive the demand for training. Professionals may need to stay informed and trained on compliance issues, ethical standards, and industry regulations.

Under such scenario having more demand for training from ABU members is obvious. In a nutshell, the surge in training demand in the broadcasting sector in the Asia-Pacific region is a response to technological advancements, the need for diverse and localized content, industry expansion, and regulatory changes.

This is certainly posing a tough challenge before the ABU Technology Division to meet the training needs of its members as this region is highly diversified towards adoption of technology innovations.

2) The Training & Services Topic Area plays an important role in assisting ABU Technology Division for developing technical skills and knowledge of ABU members through various approaches like Collaborations, MoUs, Industry involvements, Streamlining of process, understanding members needs, etc. To cover the above, the Topic Area identified following project topics :

- i) Technical Training Priorities and Members Requirements (TS/TTPMR)
- ii) Skill Development Programme for Managerial, and Occupational Safety (TS/ SDPMOS)
- iii) Technical Skill Building and Knowledge Sharing (TS/TSBKS) OR High-Tech Exposure & Knowledge Sharing (TS/TEKS)

3) Some of the tasks /deliverables under the projects are routine in nature and are being carried out periodically. ABU Technology Division has been working on these tasks on regular basis.

4) The status of project topics including Action Taken Report (ATR) in respect of each tasks during the period Dec 2022 to Oct 2023 has been consolidated and given below:

a) Technical Training Priorities and Members Requirements (TS/TTPMR)

	TASKS	Action Taken Report/Present Status
i.	Conduct surveys periodically to understand the requirements and priority areas of members	ABU Technology Division conducts the survey every 2 to 3 years. The last survey was conducted during 8-22 October 2021. Based on the survey inputs the training requirements have been shortlisted and prioritised. Accordingly, ABU Technical Division has been organising training programmes to meet members requirements. Next survey is already due and is likely to be executed before TBM 2024.

ii.	Identify requirement of Technical Advisory Services for Members	Following two ABU TAS missions are in pipeline: - As per TAS request from BPA-Kiribati, a Hands-on training on the AM Transmitter Harris DX10 to be conducted in their premises. An expert has been identified and awaiting travel schedule & support from BPA-Kiribati. - ABU-VOV Workshop on Digital Transformation (in-house) at Hanoi. ABU is looking out for an expert to visit VOV and study its technical infrastructure first and conduct a day training to its technical staff. Following TAS has been completed: - Online assistance in VOV's National Online Radio platform: Technical expert team from MediaCorp Singapore had few online conference calls between July-September 2023 with VOV team to assist them. MediaCorp digital team learned VOV's plan and draft layout of the integrated OTT platform and suggested them necessary technical requirements and considerations in its implementation. However, due to internal workloads and limited human resources, MediaCorp experts were unable to travel to VOV Hanoi to assist them in-site, but committed their support online, if necessary.
iii.	Joint activities with ABU Media Academy (AMA)	ABU Technology organized following training : i) Webinar on Disaster Management: 'Simple steps you can take to Avoid the Hot-Seat' on 14 February 2023. ii) Webinar series on member innovations : - HDR vivid and Audio vivid Standards and Application on 27 April 2023 - 4K UHD live video broadcasting over 5G wireless transmission network on 27 April 2023 - Immersive Video in China on 24 May 2023 iii) Level -3 Engineering Fundamentals Course likely to held after GA2023 (in Pipeline)
iv.	Collaborate with other established	Details of collaborated training activities conducted :

	Media Training Academies	i) ABU-ASBU Workshop on Satellite Transmission (DVB-S) at ASBU academy HQ in Tunis from 09 to 13 October 2023. ii) ABU-ASBU- WorldDAB Technical Workshop (ONLINE) on DAB+ Digital Radio from 18 - 20 July 2023 hosted by ABU Technology. iii) ABU-IPPTAR Workshop on Archiving and Media Management from 1-3 August, 2023 in Kuala Lumpur organised in partnership with IPPTAR. It was attended by 48 participants representing 20 organizations from 8 countries.
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b) Skill Development Programme for Managerial, and Occupational Safety (TS/ SDPMOS)

	TASKS	Action Taken Report/Present Status
i	Identify and develop training programmes for non-technical, managerial, financial and occupational safety and skills enhancement	Details of non-technical training programmes completed and ongoing this year as a series : i) Empowering Investigative Journalism Dec 2022, January & March 2023. ii) HEC Authentic Leadership Programme : Total 16 Sessions conducted from April-September 2023 and 42 participants joined the course from Asia-Pacific and Africa.

c) Technical Skill Building and Knowledge Sharing (TS/TSBKS)

	TASKS	Action Taken Report/Present Status
i	Work with industry partners and international events to identify applicable training opportunities available in broadcasting field eg: ITU, IABM, SMPTE etc.	i) Several Workshops organised during the DBS2023 jointly with international standard bodies such as DVB, ATSC, WorldDAB and ABU-UNDRR etc. ii) Status on partnership with international organizers related to training:

		- Korea Radio Promotion Association (RAPA) - MoU to be signed with Korea Radio Promotion Association (RAPA) during GA in Seoul for Korean Government ODA assistance to ABU Members.
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5) Following activities are proposed to be undertaken during Nov 2023 to October 2024:

	PROJECT TOPIC	DELIVERABLES
i	Technical Training Priorities and Members Requirements TS/TTPMR	a) Survey for Technical Training Needs b) Database of training academies and training programmes offered by them. c) Database of Production/ B'cast Technology/equipment used by Members.
ii	Skill Development Programme for Managerial, and Occupational Safety TS/ SDPMOS	a) develop standard code of conduct and work ethics information manual b) Develop a disaster recovery and response manual that can be used in technical areas
III	Technical Skill Building and Knowledge Sharing TS/TSBKS	a) MoU with Industry Partners. b) Members' Information Exchange platform

In addition to above, Tasks and deliverables, which are routine in nature, will be carried out on regular basis.

Further, ABU Technology organised different webinars and physical workshop since last GA2022 and these activities will be covered in TD Director's Technical Activity Report.

6) It has been noticed that Project Managers and Co-Project Managers are not making any contribution for Project Topics under this Topic Area. Their active participation and contribution may help achieving the targets and deliverables timely.

P. Das

Topic Chairman – Training & Services