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2026

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

ABU NEWS

BROADCASTING AT A TURNING POINT

NAVIGATING NEW
SPORTSCASTING AND DIGITAL PLATFORMS
领航新趋势：体育传播与数字平台

SMC2026

Disaster in Bhutan

BBS plays a crucial role in disaster preparedness

1. Raising awareness about potential climate change impacts.
1. Educating the public on disaster preparedness measures.
1. Providing timely information on evacuation plans and safety protocols.

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From The Editor’s Desk

Cassandra Elizabeth Praba

Manager, Publications & Communications
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Stepping into the second quarter of 2026, I knew it would be an important one. I didn’t realise just how quickly I would find myself at the heart of some of the industry’s most important conversations.

Between the Sports Media Conference in Chengdu, the AI Forum and Climate Summit in Bhutan, and the countless stories, interviews, and conversations in between, I found myself immersed in the issues shaping the future of broadcasting across the Asia-Pacific region.

Each event explored a different challenge facing our industry. At the Sports Media Conference 2026, discussions focused on the future of sports broadcasting, audience engagement, media rights, and emerging technologies. In an interview with Cai Yan Jiang, Director of Sports, ABU, reflected on the key conversations that emerged from the event. Among the most prominent was the continued shift towards converged media broadcasting, where traditional television production is increasingly integrated with digital platforms, remote production technologies, and AI-enabled workflows.

His full interview can be found in this edition of the magazine.

In Bhutan, the conversations took on a different but equally urgent tone. At the 10th ABU Media Summit on Climate Action and Disaster Prevention, broadcasters explored their growing responsibility in helping communities prepare for, respond to, and recover from climate-related disasters. As extreme weather events become more frequent and more severe, the role of trusted media in delivering accurate, timely, and potentially life-saving information has never been more important.

Led by Nargiza Numanova, Head of the Secretary-General’s Office at ABU, the Summit reflected her longstanding commitment to positioning broadcasters as key partners in climate resilience, public awareness, and disaster preparedness. Under her leadership, the event brought together policymakers, media leaders, and experts to examine how broadcasters can move beyond reporting disasters to becoming active contributors to community preparedness and public safety.

Running alongside the Summit, the AI Forum examined the opportunities and challenges presented by artificial intelligence. From content creation and newsroom workflows to audience engagement and media sustainability, discussions highlighted the transformative potential of AI while also raising important questions about transparency, accountability, and editorial responsibility.

Yet somewhere between the event coverage, article drafts, and discussions with broadcasters from across the region, something became very clear.

While artificial intelligence, climate resilience, audience engagement, and digital transformation dominated many of the conversations, a deeper concern consistently surfaced beneath them all: trust.

Ethics remained at the heart of every discussion. In an era where information travels faster than verification, the challenge facing broadcasters is no longer simply about adopting new technologies. It is about ensuring that trust is not compromised in the process.

Whether the conversation centred on AI-generated content, misinformation during times of crisis, the changing nature of sports media, or the future of journalism in an increasingly fragmented media landscape, the same question emerged time and again: how do we embrace innovation while safeguarding public trust?

Perhaps that is the defining challenge for broadcasters today. Not simply keeping pace with change, but ensuring that accuracy, credibility, and public service values remain at the centre of everything we do.

What struck me most during this quarter was not the technology itself, but the people behind it.

Across every conference, forum, and meeting, I encountered broadcasters who are embracing change, asking difficult questions, and finding new ways to serve their audiences. While platforms, technologies, and viewing habits continue to evolve, the industry’s commitment to informing, educating, and connecting communities remains unwavering.

This edition of the ABU Magazine captures many of those conversations. From the changing face of sports broadcasting and the growing influence of AI, to regional collaboration, climate action, and the individuals driving innovation across our industry, these pages reflect a sector that is not merely responding to change, but actively shaping it.

As broadcasters, we have never had access to more technology, more data, or more ways to reach audiences. Yet perhaps our greatest challenge has remained unchanged.

Trust.

In a world increasingly shaped by algorithms, synthetic content, and limitless sources of information, audiences are not simply looking for content. They are looking for credibility. They are looking for authenticity. They are looking for voices they can trust.

The future of broadcasting will not be determined by technology alone. It will be determined by how we choose to use it.

And as our industry continues to evolve, perhaps the most important question we must ask ourselves is not what comes next, but what must never change.

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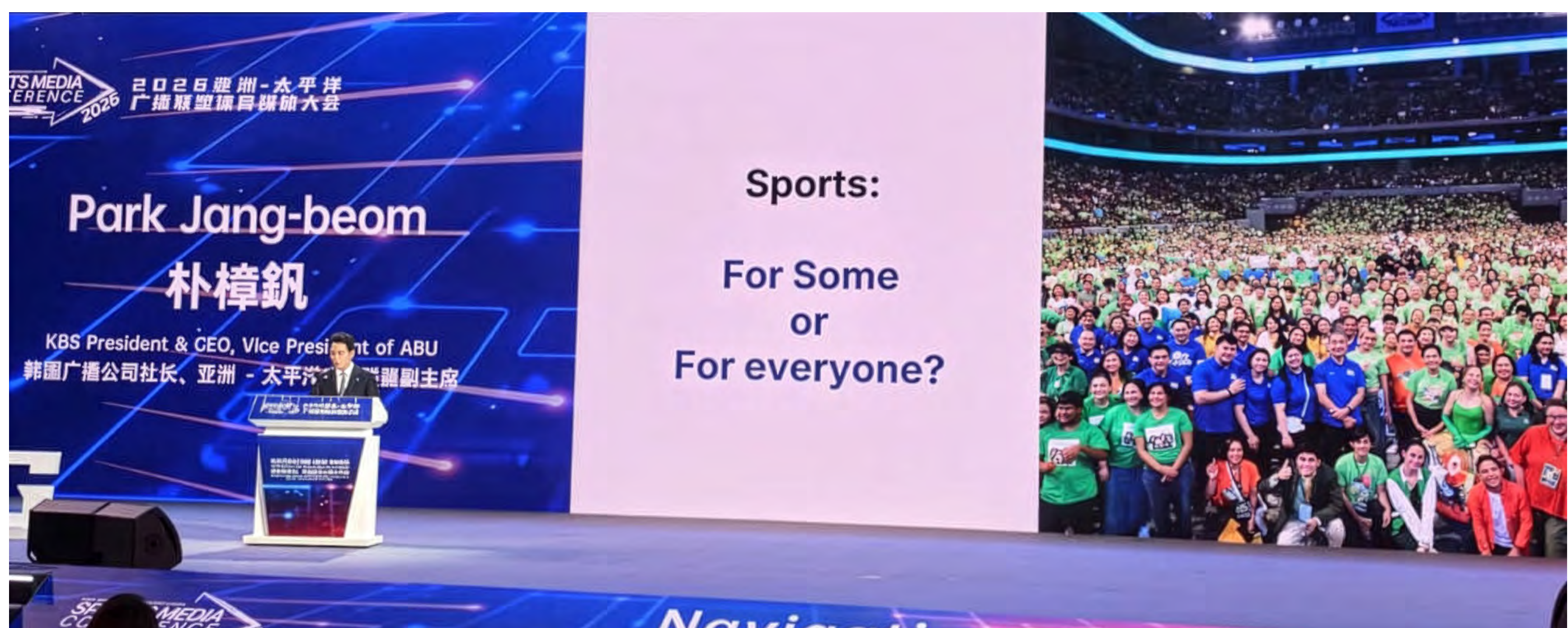
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SMC 2026 From AI to Grassroots the Changing Face of Sports Broadcasting



“Sport must remain accessible for all, not a privilege for the few.”

That powerful message from **Mr Park Jang-beom**, President and CEO of Korean Broadcasting System (KBS) and Vice President of the Asia-Pacific Broadcasting Union (ABU), became the defining theme of the **ABU Sports Media Conference (SMC) 2026**, held in Chengdu, China.

Bringing together more than **300 delegates from 29 countries**, the conference explored the future of sports broadcasting in an era of artificial

intelligence, digital transformation, evolving audience expectations and rapidly changing business models. While delegates examined the latest technological innovations, one question remained at the centre of every discussion: **How can broadcasters ensure that sport continues to unite people rather than divide them?**

Sport is a Public Good

In his keynote address, Mr Park cautioned that the growing commercialisation of sports broadcasting is creating a new challenge for audiences worldwide.

As the cost of premium sports rights continues to rise and global streaming platforms compete aggressively for exclusive content, access to major sporting events is becoming increasingly limited for ordinary viewers.

“Will sport become a premium product enjoyed only by those who can afford it? Or will we preserve it as a shared heritage of humanity and a public good for all?” he asked.

He warned that this trend is creating what he described as a **“sports divide”**—a future where only those able to pay premium subscription fees can watch the world’s biggest sporting events, including their own national teams.

For public service broadcasters, the issue extends far beyond economics.

Sport has always been more than competition. Global events such as the Olympic Games, the FIFA World Cup and regional championships create shared moments that transcend borders, cultures and generations. They inspire national pride, strengthen social cohesion and bring communities together.

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When broadcasting decisions are driven solely by commercial value, Mr Park noted, less profitable sports—including grassroots competitions, women’s sport and para-sports—risk receiving less visibility despite their significant social value.

Public broadcasters therefore continue to play a vital role in safeguarding universal access to sport, ensuring diverse coverage and telling the human stories behind athletic achievement.

“Public broadcasters ensure that no one is excluded from sharing moments of national and global significance,” he said, urging broadcasters, sports organisations and governments to work together to preserve sport as a public good.

His message resonated strongly throughout the conference and set the tone for many of the discussions that followed.

Technology, Innovation and New Opportunities

Reflecting on the discussions at SMC 2026, Mr Cai, Director of ABU Sports, observed that sports broadcasting is entering a period of

profound transformation, driven by technological innovation, changing audience behaviour and evolving business models.

Artificial intelligence was one of the dominant themes throughout the conference, AI is rapidly moving from experimentation to practical application, helping broadcasters improve production efficiency, automate repetitive tasks, enhance data analysis and streamline content creation. As AI capabilities continue to advance, they are expected to become an integral part of sports broadcasting workflows rather than simply an emerging technology.

Another key trend discussed was the industry’s transition towards **converged media**, where traditional television production is increasingly integrated with digital platforms, cloud-based workflows, remote production and social media. Broadcasters are adapting their production models to meet the expectations of audiences who consume sports content seamlessly across multiple screens and devices.

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Beyond the Stadium: The Rise of Grassroots Sports

It was also noted the growing recognition of grassroots sport as an important area of opportunity for broadcasters.

While major international competitions continue to attract global audiences, local leagues and community-based sporting events are increasingly demonstrating their ability to engage viewers, strengthen community identity and create new commercial opportunities. Examples such as China's Sichuan Premier League illustrate how local sports can generate compelling stories that resonate with audiences while contributing to the wider sports ecosystem.

This reflects a broader shift in sports broadcasting, where success is no longer measured solely by coverage of global events, but also by the ability to tell authentic local stories that inspire communities.

Collaboration in an Increasingly Complex Environment

The conference also examined the changing landscape of sports broadcasting rights, which has become more competitive and fragmented than ever before.

Mr Cai highlighted the importance of strategic planning, early engagement with rights holders and stronger regional cooperation to ensure sustainable access to premium sporting content. Equally important, he said, is creating opportunities for broadcasters to collaborate rather than compete.

SMC has evolved into much more than an annual conference. It has become a regional platform where broadcasters exchange expertise, explore co-productions and develop partnerships that strengthen sports coverage across the Asia-Pacific.

Connecting with the Next Generation

Changing audience expectations also featured prominently in the discussions.

Younger audiences increasingly favour shorter, interactive and digital-first viewing experiences, prompting broadcasters to rethink traditional production and distribution models. Future success, participants agreed, will depend on creating more engaging and participatory sports experiences that combine live broadcasting with social media, real-time interaction and personalised digital content.



Building the Future Together

Looking ahead, ABU Sports Director reaffirmed the ABU's commitment to fostering innovation and regional collaboration through initiatives such as **Sports Connect** and collaborative co-production projects involving broadcasters from across the Asia-Pacific.

These initiatives reflect a growing culture of co-creation, where members work together to develop stories that celebrate the diversity of sport across the region while expanding the reach and impact of their content.

The discussions throughout SMC 2026 demonstrated that the future of sports broadcasting will be shaped not only by advances in technology, but also by stronger partnerships, shared expertise and a commitment to serving audiences.

While artificial intelligence, digital platforms and new production technologies will continue to transform the industry, the conference ultimately returned to the message that defined this year's event - **sport should remain a shared public experience, accessible to everyone, not a privilege reserved for the few.** ■■■



Resilient Voices In A Changing Media Landscape

Pacific broadcasters confront the future with collaboration, courage and determination at PMPC 2026

In a region scattered across vast oceans, where broadcasters often operate with limited resources and immense logistical challenges, resilience is more than a buzzword, it is a necessity.

That reality was at the heart of the Pacific Media Partnership Conference (PMPC) 2026, held in Port Moresby, Papua New Guinea. **Reflecting on the conference, Andrew Davies, Head of Radio at the ABU Programming Department, and Indra Singh, Director of News at the Asia-Pacific Broadcasting Union (ABU), shared their perspectives on the opportunities, challenges and responsibilities shaping the future of Pacific media.**

From the rise of artificial intelligence and declining public trust in journalism to newsroom sustainability, women's leadership and the reporting of sensitive social issues, PMPC 2026 brought together broadcasters from across the Blue Pacific to confront some of the industry's most pressing issues. Yet amid the discussions, one message emerged repeatedly: the future of Pacific media will depend not only on resilience, but on collaboration.

Under the theme *"Resilient Voices: Empowering Blue Pacific Media,"* the conference highlighted the determination of broadcasters across the region to innovate, adapt and continue serving their communities despite increasing economic, technological and editorial pressures.

For Davies and Singh, PMPC 2026 reaffirmed both the unique challenges and remarkable strengths that define Pacific broadcasting today and the critical role that regional partnerships will play in ensuring its future success.

The Power of Partnership

For many Pacific broadcasters, collaboration is no longer simply desirable, it is essential.

Operating across island nations and geographically dispersed communities presents unique challenges. Broadcasters are grappling with limited budgets, workforce shortages, rising production costs, the ongoing search for sustainable revenue streams, and the growing dominance of global

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technology and telecommunications companies that increasingly compete for audience attention, advertising revenue and digital market share.

Yet rather than retreating inward, broadcasters are increasingly looking outward.

Throughout PMPC 2026, discussions repeatedly returned to the importance of partnerships, co-productions and knowledge sharing. Delegates spoke openly about the need for stronger regional cooperation, recognising that collective strength can often compensate for individual limitations.

“There was a strong desire among broadcasters to work more closely together,” said Andrew Davies, Head of Radio at the ABU Programming Department. “Smaller broadcasters want to learn from larger organisations, while larger broadcasters recognise the value of supporting the broader media ecosystem.”

The spirit of cooperation extended beyond content sharing. Broadcasters discussed technical support, skills development and new ways to jointly address industry-wide challenges. The conference demonstrated that while Pacific broadcasters may operate in different countries and cultures, many face similar realities and stand to benefit from shared solutions.

Resilience Beyond Survival

The concept of resilience featured prominently throughout the conference, but discussions quickly moved beyond the traditional notion of simply surviving adversity. Today’s broadcasters face a complex combination of challenges. Economic pressures, shifting audience habits, technological disruption and workforce retention issues are forcing media organisations to constantly adapt.

For Pacific broadcasters, resilience means maintaining essential public service functions while simultaneously finding ways to innovate and remain financially sustainable. News organisations in particular continue to demonstrate remarkable determination despite operating under difficult circumstances.

According to Indra Singh, Director of News at the ABU, many Pacific newsrooms achieve extraordinary results with limited manpower and resources.

“Some organisations are working with constraints that many larger broadcasters would struggle to imagine,” he noted. “Yet they continue to serve their communities and produce quality journalism every day.”

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The resilience displayed by Pacific media is not simply organisational—it is deeply personal. Behind every broadcast, every story and every programme are journalists, producers and media professionals committed to ensuring their communities remain informed and connected.

Trust in an Era of Misinformation

If resilience was one defining theme of PMPC 2026, trust was another.

Across the globe, media organisations are grappling with declining public confidence and the growing influence of social media platforms. The Pacific is no exception.

The conference explored how broadcasters can maintain credibility in an environment where misinformation and disinformation spread rapidly and audiences increasingly consume information from unverified sources.

“The challenge facing media today is the same challenge facing broadcasters everywhere,” Singh observed. “People are increasingly treating social media as the primary source of truth.”

Against this backdrop, delegates emphasised the importance of transparency, editorial integrity and accountability.

For public service broadcasters in particular, trust remains one of their most valuable assets. Maintaining that trust requires consistent adherence to journalistic standards, especially during times of crisis, uncertainty and public debate.

The AI Opportunity and Responsibility

Artificial intelligence was impossible to ignore at PMPC 2026.

From newsroom automation to content creation and audience engagement, AI has become one of the most significant forces shaping the future of media.



Yet discussions throughout the conference revealed that broadcasters are approaching the technology with both optimism and caution. While AI offers opportunities to streamline workflows and improve efficiency, delegates stressed that human judgement must remain at the centre of editorial decision-making.

“Different organisations are adopting AI at different rates,” Davies explained. “At the moment, we’re seeing it used primarily to support workflows and operational processes, but the conversation is evolving rapidly.”

For Pacific broadcasters, AI presents unique challenges that extend beyond technology itself. Many AI systems remain heavily geared towards English-language content, creating limitations for broadcasters serving linguistically diverse audiences both across the Pacific and within individual nations. Papua New Guinea, for example, is home to more than 800 languages and dialects, while Vanuatu operates across three official languages—Bislama, English and French. The discussion highlighted the importance of ensuring that emerging AI tools do not inadvertently exclude communities whose languages and cultural contexts remain underrepresented in global technology development.

Singh argued that transparency will be critical as newsrooms increasingly integrate AI into their operations.

“If audiences discover AI has been used without their knowledge, trust can disappear very quickly,” he said. “Transparency is essential.”

The consensus among delegates was clear: AI should enhance journalism, not replace it.

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Ensuring Every Voice is Heard

The future of broadcasting cannot be discussed without addressing representation.

One of the conference's most compelling conversations focused on women in media leadership and the need to create stronger pathways into decision-making roles.

While women increasingly make up a significant proportion of newsroom staff across the Pacific, leadership positions continue to be disproportionately occupied by men.

Delegates highlighted encouraging initiatives such as Women in Media Fiji and Women in Media PNG, which are helping create networks, mentorship opportunities and professional development programmes for women working in broadcasting.

For Davies, diversity is not simply about fairness, it is about ensuring media organisations accurately reflect the audiences they serve.

"If we want broadcasting to represent our communities, we need diversity at every level of the organisation," he said.

The discussion also challenged broadcasters to move beyond symbolic representation and focus instead on creating genuine opportunities for women to advance into leadership positions and demonstrate their capabilities.

Telling Difficult Stories

The discussions also raised a broader question facing journalism today: Is it enough to simply report what is happening, or should journalists also help audiences understand possible pathways forward?

While delegates agreed that the primary role of journalism remains to inform the public accurately and independently, there was also growing

recognition that reporting problems without exploring solutions can leave audiences feeling overwhelmed and powerless. This is particularly true when covering complex issues such as HIV, family violence, drug abuse and labour migration.

Singh highlighted the importance of what is increasingly being referred to as **solutions journalism**—reporting that not only identifies challenges but also examines how communities, governments and organisations are responding to them.

"Reporting is one thing, but solutions are equally important," he noted. "Journalists have a responsibility to create awareness, but they can also help audiences understand what is being done and what can be done."

The discussion was not about journalists becoming advocates or prescribing answers. Rather, it was about ensuring that reporting provides context, highlights effective responses and encourages informed public dialogue. In doing so, journalism can move beyond merely documenting society's challenges to helping communities better understand how those challenges might be addressed.

A Future Built on Collaboration

As PMPC 2026 concluded, delegates left Port Moresby with a renewed sense of purpose and possibility.

The challenges facing Pacific broadcasters remain significant. Funding pressures persist. Competition for audiences continues to intensify. Artificial intelligence will reshape workflows. Trust in media must be continually earned.

Yet despite these realities, the conference revealed an industry defined not by limitation, but by determination. What emerged most clearly was a shared belief that the future of Pacific media will be built through collaboration, innovation and mutual support.

For organisations such as the ABU, that means continuing to serve as a bridge and connecting broadcasters, facilitating knowledge exchange and training to ensure that no member faces the future alone

In a rapidly changing media landscape, the voices of the Pacific remain strong, resilient and deeply committed to serving their communities. PMPC 2026 demonstrated that while the challenges may be considerable, so too is the resolve of those working every day to keep those voices heard.





From Awareness to Action: How Media, Climate Resilience and AI Came Together in Bhutan

By **Nargiza Numanova**

Head of the ABU Secretary-General's Office
Asia-Pacific Broadcasting Union



The 10th ABU Media Summit on Climate Action and Disaster Prevention (CADP2026) and the ABU AI Forum 2026, held in Paro, Bhutan, brought together broadcasters, scientists, policymakers, humanitarian organisations, technology experts, and development partners from across the Asia-Pacific to address two of the defining challenges of our time: climate change and artificial intelligence.

Bringing the two events together was a deliberate decision. Climate change, disaster risk reduction, and AI are no longer separate conversations. Climate-related disasters are becoming more frequent and severe, while artificial intelligence is rapidly changing how information is gathered, verified, produced, and shared. At the centre of both transformations stands the media.

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Broadcasters today are expected to do far more than report the news. They are increasingly called upon to support early warning systems, combat misinformation, strengthen media literacy, and help communities make informed decisions during times of crisis.

One of the most significant outcomes of the combined events was the recognition that these challenges must be addressed collectively. By bringing broadcasters, scientists, technologists, humanitarian organisations, governments, and international agencies onto a single platform, the Summit created an opportunity to move beyond isolated discussions and focus on practical collaboration.

In her keynote address, “Media as a First Responder in a Climate-Impacted World,” Dasho Tashi Wangmo, Secretary of the Ministry of Industry, Commerce and Employment of the Royal Government of Bhutan, highlighted the vital role of media in helping communities understand, prepare for, and respond to the growing impacts of climate change.

She emphasised that in times of crisis, media are not only observers or information channels, but essential first responders who provide timely, accurate, and life-saving information to the public. She also underlined the need for trusted communication, stronger preparedness, and closer cooperation between media, governments, scientific institutions, and communities to ensure that early warnings lead to early action.

Moving Beyond Awareness

Held under the theme “**From Awareness to Action: Intelligent Media for Climate Resilience and a Safer Future**,” the Summit focused on practical solutions rather than simply identifying challenges.

Participants explored how broadcasters can integrate disaster preparedness into newsroom operations, strengthen climate reporting, invest in AI-assisted communication tools, and develop closer partnerships with meteorological agencies, emergency services, and humanitarian organisations.

One message resonated throughout the programme: no organisation can address these challenges alone.

Climate change does not recognise borders, and disasters do not distinguish between countries or institutions. Likewise, technological innovation is evolving faster than any single organisation can



adapt independently. Collaboration has therefore become essential.

Media organisations are uniquely positioned within this ecosystem. They transform scientific knowledge into information that communities can understand, trust, and act upon. Participants agreed that broadcasters should no longer be viewed solely as channels for disseminating warnings after they are issued. Instead, they should become active partners in designing, testing, and communicating early warning systems that are accurate, accessible, culturally relevant, and actionable.

Trust in an Age of Artificial Intelligence

Across both the Climate Summit and AI Forum, one theme consistently emerged above all others: **trust**.

Today’s audiences are exposed to an unprecedented volume of information, misinformation, deepfakes, and increasingly sophisticated AI-generated content. During emergencies, people need more than speed—they need information they can rely on.

This places an even greater responsibility on public service broadcasters.

Participants agreed that the role of broadcasters is not simply to be first, but to be accurate, transparent,

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and accountable. Media organisations remain the bridge between scientific expertise, public authorities, and communities, translating complex information into clear, reliable communication.

The discussions also reinforced the importance of media preparedness. Initiatives such as UNESCO's Media and Information Literacy programme and the Disaster Preparedness and Response Plan for Media continue to strengthen newsroom resilience while helping audiences distinguish credible information from misinformation.

As AI becomes increasingly integrated into newsroom workflows, editorial oversight becomes even more critical. While artificial intelligence can significantly improve efficiency, it cannot replace human judgement, ethics, or editorial responsibility.

Technology may change the way journalism is produced, but it should never change the principles that define it.

Responsible AI for Responsible Journalism

The ABU AI Forum explored both the opportunities and challenges presented by artificial intelligence.

Participants examined how AI can improve multilingual broadcasting, accessibility, audience engagement, data analysis, emergency communication, and content discovery. AI-powered tools are already helping broadcasters process information faster, personalise content, and improve the delivery of life-saving information during emergencies.

At the same time, speakers stressed that innovation must remain grounded in strong editorial governance.

AI should enhance journalism—not replace it.

Editorial responsibility must always remain with people. Transparency around AI-generated content, clear governance frameworks, and ethical oversight will become increasingly important as broadcasters adopt new technologies.



The challenge facing broadcasters is therefore not whether to embrace AI, but how to embrace it responsibly while preserving public confidence.

Where Climate and Technology Meet

Hosting the Climate Summit alongside the AI Forum enabled participants to explore how emerging technologies can strengthen climate resilience.

Discussions highlighted AI-assisted forecasting, multilingual warning systems, automated emergency communication, accessibility tools, and improved audience targeting as examples of how technology can support public safety.

However, delegates also recognised that technology alone is not enough.

The most effective solutions combine scientific expertise, technological innovation, trusted communication, and human judgement. By bringing these communities together, the Summit demonstrated that meaningful progress comes through partnership rather than technology alone.

Communication Is the Foundation of Resilience

Another defining theme throughout the programme was collaboration.

The events strengthened partnerships between ABU and organisations including the World Meteorological Organization (WMO), UNESCO, UNDRR, UNEP, UNDP, UNI Global Union, the Red Cross Movement, national broadcasters, and other international partners.

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These partnerships reinforce an important reality: communication lies at the heart of resilience.

Scientists generate knowledge. Governments develop policies. Humanitarian organisations support vulnerable communities. Technology providers build new tools. Broadcasters connect all of these efforts by transforming information into public understanding and action.

The growing recognition of media as a strategic partner in the **Early Warnings for All** initiative represents an important shift. Broadcasters are increasingly being recognised not merely as distributors of warnings, but as active contributors to designing communication strategies that are trusted, accessible, and effective.

Looking Ahead

The challenges facing broadcasters will continue to evolve.

Over the coming years, media organisations must respond to increasingly frequent climate-related disasters while navigating AI, misinformation, declining public trust, and rapidly changing audience expectations.

Meeting these challenges will require stronger institutional preparedness, new technical skills, ethical AI frameworks, and continued investment in trusted journalism.

Ultimately, the greatest message to emerge from Bhutan was not about technology itself.

It was about people.

While artificial intelligence will undoubtedly reshape broadcasting, emotional intelligence will determine how societies build trust, strengthen resilience, and care for one another.

Technology can connect devices. Only people can connect communities.

As broadcasters embrace innovation, they must remain guided by the values that have always defined public service media: accuracy, integrity, empathy, accountability, and service to the public.

As reflected in the **Paro 2026 Declaration**, the goal is not simply to build smarter media, but to build a media ecosystem that is intelligent, trusted, inclusive, and resilient—one that serves innovation while always placing people and the planet first. ■■■



Advancing International Media Cooperation

Zhou Jihong, ABU Vice-President, & Director-General of International Cooperation Department, NRTA (RTPRC), China

Ms Zhou, you have spent more than three decades working in international communication. Looking back, what do you believe has been the most significant transformation in global media cooperation during your career?

Over the past three decades, I have witnessed profound changes in the global media landscape and in international communication. One of the most significant transformations has been the evolution of media cooperation—from traditional exchanges among broadcasters to a far broader and more dynamic ecosystem encompassing content creation, technological innovation, digital transformation, and cultural dialogue.

When I first began my career, international broadcasting cooperation focused primarily

on programme exchanges, news collaboration, and professional exchanges. Today, driven by rapid advances in digital technologies, media outlets are connected through increasingly diverse platforms and channels. Cooperation has expanded well beyond the exchange of content to include co-productions, technological collaboration, talent development, and the sharing of expertise in emerging fields such as artificial intelligence and digital services.

Yet despite the rapid evolution of technologies and communication platforms, one thing has remained unchanged: the indispensable role of media in fostering mutual trust, enhancing understanding, and bringing people closer together. Throughout my career, I have come to appreciate that while technology may transform the way we communicate, mutual learning and cultural exchange remain at the very heart of international media cooperation. Strengthening cooperation among broadcasters is therefore not only about sharing programmes or technologies; it is about building bridges between cultures and contributing to a more connected and understanding world. That conviction has guided me throughout more than thirty years in international communication.

Now, in a position of the ABU Vice-President, how do you see the role of regional cooperation evolving in an increasingly fragmented and competitive media environment?

The global media industry is undergoing profound transformation. Rapid digitalisation, changing audience behaviour, and the remarkable advances in artificial intelligence are creating unprecedented

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opportunities while also presenting broadcasters with complex new challenges. In this context, regional cooperation has become more important than ever. No broadcaster can navigate these changes alone. Platforms such as the ABU enable members to exchange experience, share knowledge, explore innovative solutions, and strengthen our collective capacity to adapt.

I believe the ABU has an increasingly important role to play as a platform that connects broadcasters across the Asia-Pacific region. Beyond facilitating dialogue and professional exchange, it helps members strengthen content collaboration, promote technological innovation, develop talent, and address common challenges together. Looking ahead, regional cooperation should become even more open, practical and forward-looking, enabling broadcasters to embrace change while upholding the core values of public service media and responsible journalism.

As an active member of the ABU, China has consistently supported the ABU's development by hosting major events—including the General Assembly, the AI Forum and the Sports Media Conference—and by encouraging Chinese experts to contribute actively to the work of the Union's professional committees. Looking ahead, we are ready to share China's experience in areas such as ultra-high-definition television, the application of artificial intelligence, and media convergence, and to work with fellow members in promoting innovation and the sustainable development of broadcasting across the Asia-Pacific region.

The Asia-Pacific region is home to some of the world's most diverse cultures and media markets. How can broadcasters strengthen cross-border collaboration while preserving their unique cultural identities?

One of the greatest strengths of the Asia-Pacific region lies in its extraordinary cultural diversity. Every country and every community has its own history, traditions, languages and ways of telling stories. These unique cultural identities are not barriers to cooperation; rather, they are the very foundation upon which innovative creation and meaningful cooperation can flourish.

Strengthening cross-border collaboration does not mean diminishing cultural differences. On the contrary, genuine cooperation is built on mutual respect, mutual appreciation and a willingness to learn from one another. Through co-productions, programme exchanges, cultural events and professional dialogue, broadcasters can share stories that reflect the richness of different societies, helping audiences gain a deeper

understanding of one another and discover the values we have in common.

In recent years, China has actively promoted audiovisual cooperation with partners across the Asia-Pacific through programme exchanges, co-productions and a wide range of regional cooperation initiatives. Documentaries, animated productions and television dramas created jointly with international partners have become vivid examples of how storytelling can transcend borders and bring people closer together. Looking ahead, we look forward to working with more ABU members to tell compelling stories from across our region, celebrating both our diversity and our shared aspirations through the universal language of audiovisual media.

China has become a major contributor to global audio-visual content and technological innovation. What emerging trends do you believe will have the greatest impact on the future of broadcasting over the next decade?

Looking ahead, I believe several major trends will fundamentally shape the future of broadcasting over the next decade.

First, the integration of broadcasting with digital technologies will continue to accelerate. Media organizations will need to explore more diversified approaches to content creation, distribution and audience engagement. In China, we are actively advancing initiatives in Ultra HD television, 5G broadcasting and smart broadcasting, and these efforts are providing valuable experience for the industry's digital transformation.

Second, artificial intelligence will become an increasingly important driver of innovation. AI has enormous potential to enhance content production, multilingual translation, accessibility services, data analysis and operational efficiency. At the same time, its application must be guided by clear ethical principles and professional standards to ensure that technological innovation serves the public interest.

Third, high-quality content will remain the foundation of the media industry. Regardless of how technology evolves, audiences will always value content that is trustworthy, meaningful and culturally enriching. In recent years, Chinese audiovisual productions have gained growing international recognition, reflecting not only improvements in production quality but also the universal appeal of the stories they tell and the human values they convey.

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Ultimately, the future of broadcasting will be shaped by the combination of technological innovation and human creativity. Technology will continue to expand what we can achieve, but it can never replace human judgement, imagination or empathy. It is the integration of both that will define the next chapter of our industry.

Artificial intelligence is reshaping every aspect of the media industry. What opportunities do you believe AI presents for broadcasters, and what safeguards should be in place to ensure its responsible use?

Artificial intelligence presents tremendous opportunities for the media industry. For broadcasters, AI has the potential to significantly improve the efficiency of content production while driving innovation in both workflows and business models.

In the field of international communication, AI is also opening up new possibilities for overcoming language barriers and expanding the global reach of audiovisual content. From intelligent translation to more accessible and personalised media services, these technologies are helping broadcasters connect with wider and more diverse audiences.

At the same time, the development of AI should be guided by the principle of AI for good, with equal emphasis placed on innovation and safety. While encouraging innovation, we should also proactively address the potential risks associated with AI applications. AI can provide strong support for content production, but broadcasters should continue to improve their governance frameworks for AI use, strengthen content review and quality assurance, and ensure that these technologies better serve high-quality content production and public service.

China attaches great importance to AI governance. In recent years, China has introduced a series of regulatory measures to promote the orderly application of generative AI in the broadcasting sector and support the healthy development of the industry.

International organizations such as the ABU can also play a constructive role in promoting the responsible use of AI in the media by strengthening dialogue and experience-sharing among members, including through dedicated discussions on topics such as AI and media ethics. By fostering broader consensus and exploring good practices tailored to the needs of the media industry, we can work together to ensure that AI is developed and applied in a responsible and beneficial way.

You have led numerous initiatives focused on international communication. In today's digital era, what role does media play in fostering mutual understanding and strengthening cultural ties between nations?

Media has always been an important bridge between people and cultures. While technologies continue to evolve, the fundamental role of media in fostering understanding and human connection remains unchanged.

In today's digital world, audiences have unprecedented access to information and stories from every corner of the globe. This creates remarkable opportunities to deepen mutual understanding, but it also places greater responsibility on media organisations to provide content that is accurate, balanced and meaningful.

Stories have a unique ability to transcend borders. Through compelling audiovisual productions, audiences can experience the richness of different cultures, engage in meaningful dialogue, and discover the shared emotions and values that connect us all. International communication, therefore, is about much more than the transmission of information. It is about creating opportunities for people from different backgrounds to understand one another, appreciate cultural diversity, and build lasting connections.

In recent years, we have actively promoted the translation, exchange and co-broadcasting of audiovisual programmes between China and other countries, while developing initiatives such as Audio-Visual China to showcase outstanding Chinese productions internationally and introduce high-quality programmes from around the world

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to Chinese audiences. Through these efforts, we hope more stories that inspire, resonate and bring people together can cross borders and languages.

I firmly believe that responsible media cooperation can make an enduring contribution to friendship among nations and closer cultural ties. When audiences are moved by everyday stories from another country—whether through a smile, a moment of empathy or a shared emotion—mutual understanding grows naturally, and with it, the foundations of lasting friendship.

Many broadcasters are seeking to engage younger audiences while maintaining their public service mandate. What advice would you offer media organisations facing this challenge?

Today's young audiences are growing up in a media environment unlike anything previous generations have experienced. They have more choices than ever before, move seamlessly across multiple screens, and expect access to content anytime and anywhere. As their viewing habits, media consumption and expectations continue to evolve, broadcasters must do more than simply follow audiences onto new platforms—they need to understand what younger generations truly value and how they choose to engage with content.

First and foremost, broadcasters must continue to invest in high-quality content that reflects the interests, aspirations and concerns of young people. Equally important is embracing digital platforms and emerging technologies to develop more creative ways of telling stories and interacting with audiences.

At the same time, the core mission of public service media remains as relevant as ever. In an increasingly crowded information landscape, credibility, cultural responsibility and a commitment to the public interest are what distinguish public service broadcasters from many other content providers. These strengths are not becoming less important—they are becoming more valuable.

Success lies in combining innovation with enduring public values. By presenting meaningful content in formats that resonate with younger audiences, broadcasters can build stronger and more lasting connections with the next generation. In China, for example, we encourage the development of short documentaries, micro-dramas and other digital-first audiovisual productions that speak to young people in ways they find engaging while also conveying positive cultural and public service messages.

Ultimately, earning the attention of young audiences is not simply about adopting the latest technology or following the newest trends. It is about remaining true to the values that define public service media while continually finding fresh and creative ways to tell stories that matter.

Looking ahead, what is your vision for the future of the Asia-Pacific Broadcasting Union, and what role can ABU play in helping broadcasters embrace innovation while strengthening regional collaboration?

Over the years, the ABU has played an indispensable role in promoting cooperation among broadcasters across the Asia-Pacific region. Looking ahead, I am confident that it will continue to serve as a trusted platform where members can address shared challenges, seize new opportunities and shape the future of our industry together.

In the years to come, the ABU can further strengthen practical cooperation in areas such as digital transformation, artificial intelligence, content exchange, talent development and innovation. Equally important, it can continue to bring together broadcasters from different cultural backgrounds and at different stages of development, ensuring that every member has the opportunity to benefit from regional cooperation and shared progress.

As a member of the ABU, RTPRC has always been a strong supporter of regional cooperation and a committed contributor to the Union's development. Looking ahead, we will continue to fulfil our responsibilities, actively share our experience, and help create more platforms for practical cooperation among members.

Ultimately, the future of broadcasting will depend on how well we respond to change. I believe that by strengthening partnerships, sharing knowledge and embracing innovation while remaining firmly committed to the core values of public service media, broadcasters can build a more connected, inclusive and sustainable future.

As an ABU Vice President, I am committed to deepening practical cooperation among members in areas such as talent development, co-production and technological innovation. My hope is that together we will continue to build an ABU that is more dynamic, more inclusive and better equipped to serve its members in an era of rapid transformation.



Photo: Julia Nohr / DW

In Conversation with Barbara Massing, Director General of Deutsche Welle

Barbara Massing is the Director General of Deutsche Welle (DW), Germany's international broadcaster, where she leads the organisation's global strategy, editorial direction, and ongoing digital transformation. In this interview with ABU, she shares insights on the rapidly evolving international media landscape, the growing impact of artificial intelligence, and the increasing pressures facing public service broadcasters worldwide. She also reflects on DW's role in strengthening trust, countering disinformation, and building cross-border collaboration, while emphasising the importance of editorial independence, innovation, and inclusive global storytelling in today's fragmented information environment.

You've taken on leadership of Deutsche Welle (DW) at a time of rapid disruption. What do you believe is the single biggest misconception leaders still have about the future of international broadcasting?

In my experience, the scale of the shifts in the international media landscape is not yet fully understood. We find ourselves in a fragile global geopolitical situation with increasingly hybrid conflicts, in which military, economic and communicative means are intertwined. According to Reporters without Borders, press freedom is in 2026 at a 25-year low and only one in 100 people worldwide can still get informed through a diverse, healthy media landscape.

Given the growing pressure on independent media, state interference, organized disinformation and digital repression, free access to fact-based information services is getting more important than ever. Disinformation and propaganda are deliberately used by authoritarian actors to destabilize democratic societies and institutions, undermine trust in the media and spread manipulative narratives.

For DW, this means expanding its presence, particularly in regions with restricted media freedom, pronounced polarization and high relevance to Germany, and strengthening democratic resilience against manipulative influence strategies. This has not yet been reflected

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in the funding of international broadcasters. We must place greater emphasis on this issue on the political agenda.

Public broadcasters are often expected to be both neutral and competitive in a highly fragmented media landscape. How do you reconcile editorial integrity with the pressure to remain relevant and engaging in a digital-first world?

Our aim is to produce excellent journalism based on facts and expertise. Today, even individuals can achieve a significant reach with minimal technical and financial investment. Influencers and digital opinion-makers are significantly intensifying the competition for attention, often without adhering to journalistic standards or exercising editorial responsibility. With the increasing prevalence of AI-generated content, it is also becoming more difficult for users to distinguish between reliable information and manipulative content. Guidance, context and journalistic quality are therefore of central importance to us.

We have entered what many are calling a “synthetic era” of media. Where do you draw the line between innovation and responsibility when it comes to AI-generated content?

AI is fundamentally transforming the work of journalism. It enables more efficient editorial processes, as well as new forms of research, production, translation, distribution and personalization. The responsible and transparent use of AI is central to journalistic credibility. Together with other public service broadcasters in Germany within the ARD, DW has adopted an AI code of conduct which stipulates, amongst other things, that editorial responsibility always lies with humans, not with the system, and that the use of generative AI must be clearly indicated in accordance with transparent rules.

At the same time, AI offers significant opportunities to efficiently create platform-specific and multilingual content, reach new audiences and optimize editorial and organizational processes. A prerequisite for this is the responsible, transparent and values-based use of these technologies.

Trust in media continues to decline globally. Do you believe technology will help rebuild that trust – or further erode it?

As an international broadcaster with a strong regional presence, we complement existing offerings and help bridge cultural divides. We counter disinformation and propaganda with reliable information, high-quality journalism and a close connection to local communities. In addition to our own platforms, we will also rely on strong AI partnerships and appropriate licensing models

in the future to ensure that our content remains visible and effective. Trust is built on independent quality-journalism.

At the same time, AI is being used by authoritarian actors for deception, censorship, surveillance and control, and is deliberately fed with disinformation that also finds its way into AI-generated responses. Deepfakes, synthetic voices and automated disinformation campaigns are intensifying the dynamics of the digital information space and deliberately attempting to undermine trust in journalistic sources. That is why a greater focus on factchecking and the promotion of media and information literacy is of paramount importance in equipping people with the tools to recognize disinformation.

International broadcasters like DW play a unique role in shaping narratives across borders. In today’s increasingly polarised world, how do you ensure that global storytelling remains balanced without becoming diluted?

In a global information landscape characterized by geopolitical rivalries and the rise of authoritarian models, we ensure access to reliable, fact-based information – particularly in places where censorship, disinformation and propaganda influence public life as part of modern conflict management, hybrid warfare and power politics. Crucially, unlike many other sources, our editorial teams work independently and maintain a critical perspective in all directions. By focusing on facts and expertise, DW is a reliable source in times of growing uncertainty and a European voice that builds trust and provides guidance where information spaces are politicized, fragmented or deliberately manipulated.

How do you see collaboration between European broadcasters and organisations like the Asia-Pacific Broadcasting Union (ABU) evolving in the coming years?

Collaboration between European broadcasters and organizations such as the Asia Pacific Broadcasting Union will, in my view, increasingly move beyond traditional content exchange towards co creation, dialogue driven formats and shared public value innovation.

As Germany’s international broadcaster, Deutsche Welle works closely with strategic local partners in its target regions and actively strengthens European and global alliances. With more than 30 editorial teams worldwide and cooperation with over 3,000 local partners, DW is deeply embedded in regional media ecosystems. In the Asia Pacific

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region, we reach dedicated audiences in multiple languages, including Chinese, Hindi, Persian and Indonesian, and develop joint formats with partners on an equal footing.

What is becoming more important is collaboration that connects societies rather than conflicts, and that creates spaces for exchange across borders. Examples include dialogue based formats such as “Aao Baat Karein” (India–Pakistan) and “Amader Kotha Amra Boli” (India–Bangladesh), which focus deliberately on socio cultural similarities, shared realities, and everyday concerns instead of political confrontation.

At the same time, inclusive formats like “Tuli Tau”, produced by and for deaf communities across South and Southeast Asia, demonstrate how collaboration can broaden representation and accessibility. With “Bae Baak Isha”, DW also engages directly with Gen Z audiences, addressing taboo topics and social questions that young people are actively discussing but rarely see reflected in mainstream media.

In this context, organizations like the ABU can play an even stronger role as platforms for trust, shared standards, and regional storytelling, while European broadcasters contribute journalistic expertise, editorial independence and a

commitment to pluralism. DW sees itself as a bridge builder between Germany, Europe, and the world - working independently, from multiple perspectives, and always in partnership, not from above.

You are the first woman to lead DW. While gender equality is often seen as more advanced in Europe, what has surprised you most in this role – and what has not?

I am delighted to be leading this fascinating media organization. But, to be honest, the fact that I am a woman at the helm doesn’t mean as much to me as it perhaps does to others. When I took over the role, some of my female colleagues told me that it means a great deal to them, and I’m delighted about that. I believe it is important to create spaces where women and girls can see what is possible.

DW promotes a working environment that is free from prejudice. The aim is for all staff to experience respect and appreciation – regardless of gender and gender identity, nationality, ethnic origin, religion or belief, disability, age, sexual orientation and identity. By establishing our Diversity department as early as 2019, now called DEI for Diversity, Equity and Inclusion, DW’s management has given high priority to the issue of diversity and initiated change processes.

If you had to define the role of public service media in one sentence for the next decade – what would it be?

Our aim is to provide our users with unbiased information for free minds. We must ensure unhindered access to reliable information – thereby also safeguarding democracies, civil societies and global security. The key objectives that will guide us in the coming years are freedom, innovation and dialogue. We will provide journalistic excellence, from on the ground, and at the same time we will focus on digital and AI transformation. In my view, these are the issues of the future that will be crucial to the success of public international broadcasters. ■■■

ABU and UNESCO Launch Introductory Session on Disaster Preparedness and Response Plan for Media in South and Southeast Asia



The Asia-Pacific Broadcasting Union (ABU), in collaboration with UNESCO, has successfully conducted the introductory session of the project “Implementation of the UNESCO Disaster Preparedness and Response Plan (DPRP) Model for Media in South and Southeast Asia” today, bringing together participating media organisations from seven countries: India, Nepal, Bhutan, Sri Lanka, Thailand, Vietnam, and the Philippines.

The session marked a significant step in strengthening media resilience and reinforcing the role of broadcasters in climate action, disaster risk reduction, and emergency communication. Participants explored the increasing responsibility of media organisations during crises, particularly in ensuring the delivery of accurate, timely, and life-saving information to the public.

Opening the session, Ms Nargiza Numanova, Head of the ABU Secretary-General’s Office, highlighted the growing frequency and intensity of climate-related disasters and the essential role of trusted media institutions in supporting preparedness, public awareness, and community resilience. She noted that media organisations are no longer only reporters of disasters but are increasingly vital partners in risk communication and public safety.

The project lead from UNESCO, Ms Xu Jing, introduced the ABU–UNESCO Model Disaster Preparedness and Response Plan (DPRP) for

Media Institutions. The framework is designed to help broadcasters strengthen operational continuity, newsroom coordination, staff safety, emergency communication protocols, and collaboration with relevant authorities during disasters and emergencies.

Participants also engaged in discussions with the project technical advisor, Mr Atiq Kainan, focusing on key operational challenges faced by media organisations during crises. These included misinformation management, verification of information, disruptions to operations, and the challenge of reaching vulnerable and last-mile communities effectively.

The session further outlined the next phase of the project, which will include regional capacity-building workshops, institutional adaptation of the DPRP framework, knowledge-sharing initiatives, and practical implementation support for participating media organisations.

ABU and UNESCO reaffirmed their shared commitment to building more resilient, inclusive, and responsible media systems capable of supporting communities before, during, and after disasters.

This initiative forms part of the broader ABU–UNESCO collaboration on climate communication, disaster risk reduction, media resilience, and Media and Information Literacy (MIL) across the Asia-Pacific region. ■■■



ABU Welcomes Delegation from Beijing Municipal Radio and Television Bureau in Kuala Lumpur

The Beijing Municipal Radio and Television Bureau has reaffirmed its commitment to strengthening cooperation with the Asia-Pacific Broadcasting Union (ABU) following a recent visit to the Union's headquarters in Kuala Lumpur.

Ms Nargiza Numanova, Head of the Secretary-General's Office, together with colleagues from the ABU Secretariat, received the delegation and provided an overview of the Union's key work, ongoing initiatives, and regional priorities.

Led by Mr Han Xinxing, the delegation explored opportunities for deeper collaboration across a range of strategic areas, including artificial intelligence, digital transformation, technology exchange, co-production, and regional storytelling across the Asia-Pacific. Mr Han highlighted China's rapid progress in technology and AI, noting that closer engagement with ABU could further support innovation and accelerate digital transformation within the broadcasting sector.

Also joining the delegation was Mr Tony Tang, CFO of G.H.Y Culture & Media, who introduced

the Asian Screen Institute and expressed interest in working with ABU on training and professional development initiatives. He emphasised that a potential partnership between G.H.Y and ABU could add significant value in strengthening industry capacity, with a proposed focus on three key pillars: foundation building, expansion, and global impact.

In addition, Ms Li Jia, Deputy Director of the Communication Department of the CPC Beijing Dongcheng District Committee, underscored the importance of cultural storytelling through film and television. She highlighted Dongcheng's vision of positioning itself as a platform that showcases a rich cultural heritage while embracing innovation, further enhancing international collaboration in the audio-visual sector.

The visit reflected a shared recognition of the growing importance of cooperation, talent development, and cross-border storytelling as broadcasters and media organisations continue to navigate an increasingly digital and interconnected global landscape. ■■■



More Than an Engineer

Some leaders leave behind projects. Others leave behind titles and achievements.

Dr Veysel Binbay leaves behind something far more enduring: a legacy of innovation, collaboration, and genuine human connection.

Since joining the Asia-Pacific Broadcasting Union (ABU) in 2019, Dr Veysel has been a driving force behind many of the Union's technological advancements. Drawing on more than two decades of experience with the Turkish Radio and Television Corporation (TRT), he brought not only deep technical expertise but also a collaborative spirit that earned him the respect of colleagues and Members across the region.

During the COVID-19 pandemic, he played a pivotal role in establishing ABU's virtual training and webinar delivery systems, ensuring Members could continue learning and connecting despite unprecedented challenges. In 2023, he was appointed Director of ABU Technology & Innovation, where he championed emerging technologies while guiding Members through a rapidly evolving media landscape.

His contributions were recognised internationally when he was elected Chair of the World Broadcasting Unions (WBU) Technical Committee,

reflecting the confidence that the global broadcasting community placed in his leadership and expertise.

One of the highlights of his final year at ABU was the successful delivery of the Digital Broadcasting Symposium (DBS) 2026. Reflecting on the event, Dr Veysel highlighted the debate around whether broadcasters should adopt an "Internet First" approach or position the internet as one of several distribution channels. For him, the discussion captured one of the defining challenges facing broadcasters today: how to adapt to changing audience behaviours while preserving trust, relevance, and the core values of public service media.

As Dr Veysel returns to TRT, he leaves behind an organisation that is stronger, more connected, and better prepared for the future. While his achievements are many, it is perhaps his humility, generosity, and unwavering commitment to excellence that will be remembered most.

On behalf of the ABU family, we thank Dr Veysel Binbay for his outstanding service and leadership, and wish him every success in the journey ahead.





121st ABU Administrative Council Meeting Commences in Macau, China

The 121st Administrative Council (AC) Meeting of the Asia-Pacific Broadcasting Union (ABU) took place in Macau, China, 13th May 2026 hosted by Teledifusão de Macau (TDM).

Bringing together senior representatives from ABU member broadcasters alongside the Union's leadership, the meeting serves as a key platform to exchange views on strategic, administrative, and policy priorities shaping the organisation's direction.

Discussions this year centre on strengthening collaboration among members, reviewing ongoing initiatives, and addressing the rapidly evolving challenges and opportunities facing broadcasters across the Asia-Pacific region—from technological disruption to shifting audience behaviours.

As one of ABU's principal governing bodies, the Administrative Council plays an essential role in guiding the Union's programmes, ensuring strong governance, and advancing its mission to foster cooperation, innovation, and capacity building across the broadcasting community.

The 121st AC Meeting also underscores ABU's continued commitment to inclusive dialogue and shared decision-making, bringing together diverse perspectives from across the region's broadcasting landscape to shape the future of the industry.





ABU Secretary-General Contributes to AUB 17th General Assembly in Banjul, Highlighting Global Collaboration in Content Exchange

ABU Secretary-General Mr Ahmed Nadeem participated in the 17th Session of the African Union of Broadcasting (AUB) General Assembly, held in Banjul, The Gambia, on 16–17 April 2026. The Assembly was convened under the theme “*AUB, 20 Years Serving African Media: Heritage, Innovation and Transformation*” and also marked the 20th anniversary of AUB.

The event brought together ministers, directors-general, media professionals, experts, and academics from across the broadcasting sector to reflect on key developments and emerging challenges shaping the industry.

As part of the programme, Mr Nadeem spoke at a panel session titled “*Revitalizing Content Exchange*” on 16 April 2026. The discussion featured representatives from AUB, ASBU, AIL, and the BBC, and focused on strengthening and expanding content exchange frameworks between broadcasting unions and international media organisations.

Panellists explored practical approaches to enhancing the global visibility of content, encouraging co-productions, and building more structured and sustainable collaboration models across regions.

The session also addressed broader priorities shaping the future of content exchange, including capacity building and training, the use of emerging technologies and innovation tools, the promotion of regional storytelling on the global stage, and the role of media diplomacy in supporting cultural diversity while countering disinformation.

Mr Nadeem’s participation underscored ABU’s ongoing commitment to international dialogue and cooperation among broadcasting unions, as well as its focus on strengthening global partnerships in an increasingly interconnected and rapidly evolving media landscape.



Strengthening Member Engagement and Regional Collaboration Across the ABU Community

By **Ruchi Malhotra**

Manager-Members & Institutional Relations,
Asia-Pacific Broadcasting Union



Broadcasting is built on connection, and in the second quarter of 2026, ABU brought those connections to life across the region.

The second quarter of 2026 continued to reflect the ABU Secretariat's commitment to strengthening engagement with Members and ensuring that Union activities remain closely aligned with the evolving needs of broadcasters across the Asia-Pacific region.

The quarter featured three key ABU flagship events, which provided important platforms for Member participation across different sectors of broadcasting.

The Sports Media Conference 2026 in Chengdu and the Pacific Media Partnership Conference (PMPC) 2026 both saw active participation from ABU Members, offering valuable opportunities for networking, knowledge exchange, and peer learning. These engagements further strengthened connections within the membership network and reinforced the role of ABU platforms in supporting collaboration and professional development across the region.

The 10th ABU Media Summit on Climate Action and Disaster Prevention and the AI Forum, held in Bhutan from 16–18 June 2026, also brought Members together to exchange knowledge on emerging industry priorities. The Summit and Forum were hosted by Bhutan Broadcasting Service Corporation Limited (BBS), further reflecting the important role of Members in supporting and facilitating ABU flagship initiatives.

Similarly, the Sports Media Conference 2026 was hosted by Sichuan Media Group (SCMG), China, while the Pacific Media Partnership Conference (PMPC) 2026 was hosted by National Broadcasting Corporation of Papua New Guinea (NBC/PNG), underscoring the continued commitment of Members in partnering with ABU to deliver successful regional events.

In addition, the Secretariat continued to support Member relations through ongoing communication and coordination on membership-related matters, further reinforcing ABU's commitment to a connected and responsive broadcasting community. ■■■

In Conversation with Aoki Kazunori

Director of Programming, ABU



As the Director of Programming at the Asia-Pacific Broadcasting Union (ABU), Aoki Kazunori brings more than two decades of experience in content creation, storytelling, and broadcast innovation. Having spent over 25 years with Japan's public broadcaster NHK as a producer of music programmes, documentaries, and dramas, Aoki's passion for storytelling is deeply rooted in both creativity and human connection. Ahead of Con-Fest 2026, ABU's Manager of Publication & Communication – Cassandra Elizabeth Praba sat down with him to discuss content, leadership, innovation, and the future of broadcasting.

You have spent years working in programming and content development across the Asia-Pacific region. Looking back, what originally drew you to storytelling and broadcasting in the first place?

I spent more than 25 years at NHK in Japan, producing entertainment programmes, documentaries, and dramas. My passion for broadcasting began as a teenager through music. I played in a band, was inspired by artists such as John Lennon, and discovered how music could connect, inspire, and help

people through difficult times.

At the same time, I developed an interest in filmmaking and visual storytelling. Broadcasting gave me the opportunity to combine these passions and share meaningful stories with audiences, which ultimately led me to pursue a career in the industry.

Programming today is no longer just about television. It is digital, social, interactive, and increasingly driven by audience behaviour. How has your own approach to content evolved over the years?

Audience behaviour has changed dramatically over the years—from families gathering around a single television to today's audiences consuming content across multiple devices and platforms. As a producer, I have continually adapted my approach to meet these changing viewing habits.

For music programmes, I pay close attention to moments that can resonate on social media, ensuring the emotion and message connect quickly with audiences. For documentaries, however, my approach remains unchanged: authentic storytelling and quality content will always be the priority, regardless of platform. What has changed is the need to promote content more strategically. Today, creating great content is only part of the challenge, ensuring audiences discover it is equally important.

In your opinion, what separates good content from truly unforgettable content

in today's crowded media landscape?

For me, passion is the defining factor. While technical skills and audience understanding are important, it is a creator's genuine desire to tell a story that truly elevates content. Audiences can sense that passion, and it shapes every aspect of a production. The most memorable stories spark imagination, encourage reflection, and leave a lasting emotional impact long after the programme ends.

Con-Fest 2026 is bringing together creators, broadcasters, and digital innovators under the theme of next-generation content and culture. What excites you most personally about this year's edition?

One of the biggest challenges facing broadcasters today is attracting younger audiences, and Con-Fest 2026 provides an opportunity to hear directly from Gen Z creators, students, and emerging media talent about storytelling, audience engagement, and content creation.

I believe the industry cannot make assumptions about younger audiences—we need to listen to them. My advice to young creators is simple: experience life beyond the screen. Great storytelling comes from real experiences, meaningful encounters, and genuine human connections. Those experiences ultimately become the foundation of compelling content.

Many broadcasters are struggling to capture younger audiences. Do you think traditional broadcasters are adapting fast enough to changing viewing habits?

Audience behaviour changes rapidly, and while broadcasters must remain responsive, they

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cannot chase every trend. What matters most is understanding what audiences value and creating content that meets those needs. While technology and platforms continue to evolve, the appeal of strong storytelling remains constant. Trends come and go, but quality content endures.

This year's Con-Fest discussions include topics like AI, digital communities, FAST channels, and creator culture. Which of these trends do you believe will have the biggest long-term impact on broadcasters?

Artificial Intelligence will have the greatest long-term impact on broadcasting, transforming how content is created, distributed, and consumed. However, as AI-generated content becomes more sophisticated, issues of accuracy, trust, and editorial responsibility become increasingly important. Broadcasters must embrace innovation while ensuring it strengthens, rather than undermines, audience trust.

Behind every successful event is usually a lot of pressure and sleepless nights. What is the most challenging part of putting together a major industry event like Con-Fest?

The greatest challenge is ensuring that everyone involved shares the same vision. Earlier in my career at NHK, I worked on Japan's renowned New Year's Eve programme, The Red and White Song Festival, where I learned that the success of any large-scale production depends on hundreds of people working towards a common goal.

While coordinating speakers, schedules, and logistics can be challenging. The more important task is ensuring that every member of the team understands the purpose behind the event and remains committed to achieving it together.

What is one lesson you have learned in leadership that no textbook or training programme could have taught you?

I am still learning about leadership every day. If I had to identify one lesson, it would be the importance of being willing to show your own vulnerabilities.

Many people assume leaders must always appear strong and have all the answers. Effective leadership is about creating an environment where people feel comfortable sharing their thoughts. Leaders are responsible for making difficult decisions and accepting accountability. However, they should also be willing to share their own mistakes, weaknesses, and lessons learned.

Broadcasting across the Asia-Pacific means dealing with incredibly diverse cultures, languages, and audiences. How do you balance regional relevance while still creating content that feels globally competitive?

One of the most rewarding aspects of my time at ABU has been discovering the incredible diversity of storytelling across the Asia-Pacific region. Each country brings its own unique perspectives, traditions, and creative strengths.

While it is important to embrace innovation and global production techniques, we should never lose sight of the local identities that make our content distinctive. The most impactful stories often combine universal themes with authentic local perspectives, allowing them to resonate with audiences both regionally and internationally.

The media industry can be incredibly fast-paced and demanding. How do you personally avoid burnout or stay creatively inspired?

I try to stay curious and seek



out new experiences outside of work. Since moving to Malaysia, I've enjoyed taking weekend train trips with my son, exploring new places and meeting different people.

These simple adventures, along with discovering new music, films, and cultures, often provide unexpected inspiration. I believe creativity comes from staying open to the world around us and appreciating the small details of everyday life.

You work closely with content creators, producers, and broadcasters from across the region. What common mistake do you think media organisations still make when trying to innovate?

The most common mistake is losing sight of the purpose of innovation. Media exists to serve audiences through trusted information and meaningful content, and innovation should support that mission—not become the goal itself. The audience should remain at the centre of every decision. When innovation is driven by audience value, it becomes meaningful and effective.

Finally, if you had to describe the future of broadcasting in just three words, what would they be — and why?

Connected, Trusted, Human.

Connected because audiences engage across multiple platforms. Trusted because credibility is more important than ever in an age of misinformation. Human because, regardless of technology, audiences will always seek authentic stories and meaningful connections.



ABU Children's Drama Co-Production Brings Asia Together in Tokyo

The Asia-Pacific Broadcasting Union (ABU) Children's Drama Co-Production 21st and 22nd Series Meeting was held in Tokyo from 22 to 24 April 2026, bringing together 18 producers from Hong Kong-China, Indonesia, Malaysia, Myanmar, Turkmenistan, Brunei, Thailand, South Korea, and Japan. The meeting provided a collaborative platform for producers across the region to develop high-quality children's drama content through shared storytelling perspectives.

Centered on the theme "Mental Growth," the co-production encouraged diverse interpretations drawn from children's everyday experiences. While the theme provided a common foundation, producers were given creative freedom to explore different genres and storytelling approaches — from human-interest narratives to comedy — as long as each story remained original and carried a universal message. All productions were developed for children aged 7 to 9.

The workshop sessions were guided by Executive Producer Mr Kazuhiro Motoki of NHK, who provided mentorship throughout the programme. During the meeting, eight completed dramas from the 21st series were screened, marking the conclusion of the production cycle. At the same time, the 22nd series officially commenced, with participating producers presenting new story concepts that will be further developed over the coming year, ahead of final screenings at the next annual meeting.

Two NHK-led workshops added further depth to the programme. The first, "Epicentre of Global Content Innovation," was conducted by Ms Hanizah Hamzah, Special Consultant to the ABU Programming Department. She explored global content trends, including the rising demand for locally rooted stories with international appeal, while also addressing challenges such as technological disruption, audience fragmentation, and evolving regulatory environments.

The second workshop, led by Mr Satoshi Tomidokoro of NHK's Sound Design Division, focused on the role of sound in storytelling. Using examples from the award-winning drama *The Time Exchange*, he demonstrated how sound



design — including music, ambient effects, and layering techniques — enhances emotional depth and audience engagement.

Participants also took part in a guided studio tour, offering behind-the-scenes access to the production of Japan's popular Taiga drama *Toyotomi Brothers!*. This was complemented by a visit to a Foley studio, where producers observed the creative techniques used to produce realistic sound effects for screen storytelling.

During the meeting, the Producer's Choice Award was presented to Ms Sumire Terai of NHK Japan for her production *The Time Exchange*. The work was selected by fellow producers in recognition of its creativity, strong storytelling, and emotional resonance, reflecting the collaborative spirit of the ABU initiative.

In her remarks, Ms Terai expressed appreciation for the recognition, describing it as a meaningful encouragement from peers across the region who share a passion for storytelling. She highlighted the value of exchanging ideas and perspectives throughout the programme, noting that it had strengthened her approach as a director.

She also extended her gratitude to Executive Producer Mr Motoki for his guidance, as well as to ABU organisers for creating a platform that continues to foster collaboration, learning, and creative growth across borders.

Finally, during the meeting, Radio Television Brunei (RTB) announced that it will host the ABU Children's Drama Co-Production Meeting in 2027. The announcement was delivered by the Bruneian delegation comprising Ms Katerina binti Hj Johari, Ms Aminah binti Metali, and Mr Mohd Khairul Amali, with tentative dates for the meeting set for April 2027.

The announcement reaffirmed the continued strength of the ABU Children's Drama Co-Production initiative, which remains committed to nurturing emerging talent, strengthening regional collaboration, and elevating storytelling for young audiences across Asia and beyond. ■■■



2026 Vietnam National Radio Festival Highlights the Rise of Podcasting and Audio Innovation

The 17th National Vietnam Radio Festival, organised by the Voice of Vietnam in coordination with Quang Ninh Province, was held from 11 to 13 April 2026, bringing together radio and audio professionals from across the country. The festival opened with a large-scale outdoor concert attended by close to 50,000 people, with performances reflecting the theme “Radio for a Powerful and Prosperous Vietnam” and underscoring the continued cultural relevance and reach of radio in the digital age.

A key milestone of this year’s festival was the formal inclusion of podcasting into both the programme and the official competition system for the first time. A total of 97 podcast entries from 43 media organisations were submitted, reflecting the rapid growth of podcast production and its increasing integration into Vietnam’s evolving audio landscape.

ABU Head of Radio, Mr Andrew Davies, participated in the festival as a keynote speaker, delivering a presentation on global and regional podcast trends. His address drew on insights from ABU’s first podcast survey, alongside comparative developments from public service and commercial media across Europe and North America, highlighting the accelerating global shift towards on-demand audio consumption.

In addition to his keynote contribution, Mr Davies served as a member of the jury for the podcast competition, reviewing entries alongside industry peers. He also facilitated contributions from three leading international podcast experts, who provided recorded insights for the programme. Following the festival, Mr Davies engaged with Vietnamese media in a series of interviews, further discussing the growth trajectory and future potential of podcasting in the region.

The festival underscored Vietnam’s growing commitment to audio innovation, while reinforcing the expanding role of podcasts within the broader broadcasting ecosystem. ■■■



ABU Programming Director Pays Courtesy Visit to Hosono Bunka Foundation in Tokyo



On 24 April 2026, Mr Aoki Kazunori, Director of ABU Programming, paid a courtesy visit to the Hosono Bunka Foundation (HBF) in Tokyo, Japan. The HBF is a non-profit organisation dedicated to promoting broadcasting culture through support for high-quality programming, research, and

international exchange in the broadcasting sector.

During the visit, Mr Aoki met with Mr Hiroshi Umeoka, Executive Director of HBF. He expressed sincere appreciation for the Foundation's long-standing support and understanding of ABU's activities over the years.

The meeting also provided an opportunity for both sides to exchange views on potential areas of future collaboration. ABU and HBF reaffirmed their shared interest in strengthening cooperation and exploring new avenues of partnership in the broadcasting field. ■■■

ABU Podcast Group Explores Digital Transformation in Radio at April Session



The ABU Podcast Group held its April session featuring guest speaker Mr Alexis Hue, founder of Audiotiq, a consultancy specialising in digital transformation for radio organisations.

With over 15 years of experience across the technology and startup sectors, Mr Hue has founded multiple technology companies, worked in venture capital, and previously served as an early employee at Babbel as well as co-founder of Voxalyze, a digital audio analytics platform.

His presentation, titled "Gradually then Suddenly: How Digital is Transforming Radio", explored key trends in digital adoption and shifting audience expectations in the audio space. He also addressed strategies for audience acquisition, while sharing practical examples of how international media organisations are adapting to the rapid rise of digital audio consumption. ■■■





Technical Bureau Charts the Future of Regional Broadcasting

The ABU Technical Bureau convened its Mid-Year Meeting on 3 April 2026 at the Berjaya Times Square Hotel in Kuala Lumpur, immediately following the successful conclusion of the Digital Broadcasting Symposium (DBS) 2026. Held in a hybrid format, the meeting brought together Technical Bureau members and regional representatives from across the Asia-Pacific to review industry developments, share technical advancements, and discuss priorities for the year ahead.

Chairperson Mr Masashi Kamei (NHK Japan) led the meeting, joined by Vice-Chairperson Mr Nguyen Duc Tue (VTV Vietnam), Technical Liaison Officer Mr Tatsuya Fujii (NHK Japan), Topic Area Chairpersons, Bureau members, and delegates participating both onsite and online.

Members formally acknowledged the updated composition of the Technical Bureau for the 2026–2027 term, following endorsements made during the 2025 Technical Committee Meeting in Mongolia. Newly elected Vice-Chairpersons from RTPRC China, IRIB Iran, and VTV Vietnam were welcomed, alongside new Bureau members TDM Macau and PBS Philippines.

A major focus of the meeting was the exchange of technical developments from member organisations, highlighting how broadcasters across the region are responding to rapid technological change.

Phoenix TV Hong Kong, China, shared its growing use of artificial intelligence to support translation, transcription, voice-over production, and newsroom workflow efficiency. Prasar Bharati India presented updates on its Waves OTT platform, now offering more than 100 channels, while also outlining progress on Digital-to-Mobile (D2M) broadcasting trials under ATSC 3.0. The broadcaster also discussed its long-term transition strategy as DVB-T2 services move towards decommissioning.

Elsewhere, VTV Vietnam highlighted developments surrounding its national OTT platform, MChannel, while NBT Thailand reported progress in emergency warning systems, channel upgrades, and licensing initiatives. NHK Japan provided updates on revisions to Japan's Broadcasting

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Act, the testing of its new broadcasting centre, and the transition of radio services from AM to FM.

Members also reviewed ongoing technical training initiatives and study projects across the Bureau. Updates included engineering training programmes, technical assistance requests, and the extension of several Topic Area studies through to October 2026, allowing members additional time to complete collaborative research.

One of the meeting's most significant discussions centred on the proposed establishment of the ABU Technical Consultancy Board (ATCB). The proposed advisory body would provide expert technical guidance and consultancy support to broadcasters across the region. While members broadly welcomed the initiative, they emphasised the importance of establishing clear governance, sustainable appointment mechanisms, and a structured operational framework before implementation. The proposal will continue to be refined in consultation with members.

The Bureau also reflected on the success of DBS 2026, recognising the Symposium as one of the region's leading platforms for technical



knowledge exchange and industry collaboration. Members praised the strong participation from broadcasters and technology partners, while NHK Japan described its first involvement in DBS as highly rewarding, encouraging even greater participation from broadcasters across Asia in future editions.

Looking ahead, members began preparations for the next Technical Bureau online meeting and the Technical Committee Meeting, scheduled to take place in conjunction with the ABU General Assembly 2026 in Sri Lanka.

The meeting also acknowledged the appointment of Dr Veysel Binbay as Chair of the World Broadcasting Unions (WBU) Technical Committee Training Programme, further reinforcing ABU's growing contribution to global broadcasting cooperation.

Closing the meeting, Chairperson Mr Masashi Kamei thanked members for their active participation and continued commitment to advancing broadcasting technology across the region. Dr Veysel Binbay also expressed his appreciation for the collaboration and dedication shown by Bureau members, noting that the collective expertise of the Technical Bureau continues to play a vital role in supporting innovation and strengthening technical cooperation throughout the Asia-Pacific.





Conversations Shaping Broadcasting's Next Chapter

If there was one thing BroadcastAsia 2026 made clear, it is this, the broadcasting industry is no longer standing at the edge of transformation. It is already in the middle of it.

For three days at the Singapore EXPO, broadcasters, technology companies, media leaders, innovators, and decision-makers from across the region gathered not just to showcase new technologies, but to exchange ideas, challenge old ways of thinking, and discuss where the future of media is heading next.

But beyond the bright screens, demonstrations, and endless conversations happening across the exhibition halls, there was also something else in the air. A professional sense of urgency.

This year's BroadcastAsia reflected an industry moving at remarkable speed. Artificial intelligence, cloud workflows, cybersecurity, streaming, audience engagement, and digital transformation were no longer "future trends" being discussed cautiously on conference stages. They have now become active realities shaping how broadcasters operate, create content, distribute stories, and connect with audiences.

Yet interestingly, some of the most valuable moments at BroadcastAsia did not happen during formal presentations or product showcases. They happened during conversations between broadcasters, partners, and industry peers navigating many of the same challenges together and that is how to remain trusted in an era of synthetic content, how to adapt to changing audience habits, and how broadcasters can continue to stay relevant in an increasingly crowded digital landscape.

The event also reinforced how rapidly the lines between broadcasting and technology continue to

blur. Broadcasters today are no longer just media organisations. Increasingly, they are becoming digital platforms, technology adopters, data-driven storytellers, and multi-platform content providers all at once.

For the Asia-Pacific Broadcasting Union (ABU), events such as BroadcastAsia remain important because they provide more than just industry visibility. They create opportunities for collaboration, partnerships, knowledge exchange, and meaningful engagement with members and industry stakeholders across the region. The ABU team was pleased to reconnect with several members and partners during the event, strengthening relationships while also gaining valuable insight into the evolving priorities and concerns shaping the broadcasting industry today.

At its core, BroadcastAsia 2026 served as a reminder that while technology will continue to evolve, the heart of broadcasting remains unchanged. It is and always will be people, stories, trust, and connection.

And perhaps that is what made this year's conversations feel particularly significant. Amid all the discussions surrounding AI and digital disruption, there was also a growing recognition that the future of broadcasting will not simply depend on who adopts technology the fastest, but on who uses it most meaningfully.

As the industry moves deeper into what many are calling the next synthetic and AI-driven era, one thing remains certain: broadcasters across the Asia-Pacific are not simply watching change happen. They are actively shaping it. ■■■



CCBN2026 Explores the Future of Broadcasting in the Age of AI

Artificial intelligence is no longer a concept on the horizon, it is rapidly redefining how broadcasters create, manage, distribute, and consume content. As media organisations navigate this technological shift, one question is becoming increasingly important: **How do broadcasters embrace AI while preserving trust, creativity, and editorial integrity?**

That question took centre stage at the **ABU AI Workshop**, held on 23 April 2026 as part of the **2nd CCBN-ABU NEXUS Event** during CCBN2026 in Beijing. Held under the theme **How Do We Evolve in the Era of AI?**, the workshop brought together approximately 120 participants, including broadcasters, regulators, technology companies, research institutions, and media professionals from across the Asia-Pacific region.

Chaired by **Dr Veysel Binbay**, Director of ABU Technology & Innovation, the workshop explored the growing influence of artificial intelligence across every stage of the broadcasting value chain. Discussions examined how AI is streamlining production workflows, improving operational efficiency, enabling multilingual content production, and creating new opportunities for storytelling and audience engagement.

Alongside these opportunities, speakers also addressed the challenges accompanying rapid technological advancement. Content authenticity, copyright protection, governance, ethical responsibility, and public trust emerged as key themes throughout the workshop, reinforcing that innovation must be guided by strong editorial principles.

Industry leaders demonstrated practical applications of AI, including automated production support, intelligent audio processing, content personalisation, and the use of generative AI to accelerate creative workflows. Participants also heard from leading technology companies and research institutions showcasing the latest developments in large language models, generative media, and AI-powered production systems.

Despite the rapid pace of innovation, there was broad consensus that artificial intelligence should complement—not replace—the expertise, creativity, and editorial judgement of media professionals. Human oversight remains fundamental to ensuring accuracy, credibility, and responsible journalism.

As part of the wider **CCBN-ABU NEXUS** platform, the workshop provided Members with valuable exposure to emerging technologies while fostering dialogue between broadcasters, technology providers, policymakers, and researchers. The discussions reinforced the importance of collaboration as the industry adapts to an increasingly AI-driven media landscape.

As broadcasting continues its digital transformation, the ABU remains committed to equipping its Members with the knowledge, partnerships, and technical expertise needed to embrace innovation responsibly. In an era where technology is advancing at unprecedented speed, the workshop served as a timely reminder that while AI may transform how content is produced, trust and human creativity will continue to define its value.





commonwealth
games
GLASGOW 2026

Glasgow 2026 Commonwealth Games Set to Showcase a New Era of Sport

The countdown is on for the ****Glasgow 2026 Commonwealth Games****, as athletes from across the Commonwealth prepare to compete in one of the world's premier multi-sport events from ****23 July to 2 August 2026****. Returning to Glasgow 12 years after the city successfully hosted the 2014 Games, this year's edition represents more than a celebration of sporting excellence—it signals a new, more sustainable model for hosting major international sporting events.

Following Victoria's withdrawal as host due to rising costs, Glasgow stepped forward with a streamlined approach that places sustainability, affordability, and legacy at the heart of the Games. Built around existing venues and infrastructure, Glasgow 2026 will feature a condensed programme of ****10 sports****, including six fully integrated para sports, demonstrating that world-class sporting events can be delivered without the financial burden traditionally associated with mega-events.

More than ****3,000 athletes from 74 Commonwealth Games Associations**** are expected to compete across athletics, swimming, cycling, gymnastics, boxing, judo, netball, bowls, weightlifting, and 3x3 basketball, showcasing the diversity and talent of the Commonwealth sporting community.

Beyond the field of play, Glasgow 2026 also reflects the continued evolution of sports broadcasting. The Games will provide broadcasters with opportunities to deliver live, multi-platform coverage to audiences consuming sport across television, streaming services, digital platforms,

and mobile devices. As audience habits continue to evolve, broadcasters are increasingly focused on delivering immersive viewing experiences while engaging fans through real-time digital interaction and social media.

For public service broadcasters, the Commonwealth Games remain an important platform for celebrating sporting achievement, strengthening cultural connections, and bringing communities together through shared moments of national pride. The event also highlights the vital role broadcasters play in ensuring major sporting events remain accessible to audiences across the Commonwealth.

The Games arrive at a time when the sports media industry is undergoing rapid transformation. Discussions at the recent ****ABU Sports Media Conference 2026**** reinforced the growing importance of converged media, artificial intelligence, remote production, and audience engagement strategies as broadcasters adapt to an increasingly digital landscape. Glasgow 2026 will provide another opportunity for these innovations to be showcased on the international stage.

As the sporting world turns its attention to Scotland this July, Glasgow 2026 promises to deliver more than medals and memorable performances. It represents a renewed vision for international sport—one that embraces innovation, sustainability, and collaboration while demonstrating the enduring power of broadcasting to connect audiences across borders. ■■■



Empowering Broadcasters for a Changing Media Landscape

By **Nimmala Shanmuganathan**
Head, ABU Media Academy,
Asia-Pacific Broadcasting Union

The second quarter of 2026 was a busy and productive period for the ABU Media Academy, with a strong focus on equipping members with the knowledge, tools, and skills needed to navigate an increasingly complex and rapidly evolving media environment.

Across April, May, and June, the Academy delivered a diverse programme of webinars and collaborative learning initiatives covering topics ranging from negotiation strategies and esports broadcasting to disaster communication, copyright, and artificial intelligence. Collectively, these sessions reflected the Academy's commitment to providing timely, practical, and future-focused professional development opportunities for ABU members.

The quarter began with a webinar by Mr Joao Botelho, who shared strategies for improving vendor negotiations and achieving better procurement outcomes through structured planning and evaluation. This was followed by a session on esports broadcasting led by Mr Mark Chew, which explored the growing influence of esports, audience engagement trends, and content strategies for broadcasters seeking to remain relevant in a competitive digital landscape.

Recognising the increasing importance of trusted information during times of crisis, the Academy also hosted a session by Mr Nalaka Gunawardene on disaster communication. The webinar highlighted the critical role of media organisations in delivering accurate and timely information while managing misinformation, maintaining public trust, and safeguarding journalists during emergencies.

In May, the Academy turned its attention to legal and operational preparedness. Dr Seemantani Sharma led a webinar on copyright fundamentals for newsrooms, providing members with practical guidance on navigating copyright challenges in an era where AI-generated content is becoming increasingly prevalent. We also partnered with UNESCO to deliver a session on media preparedness for disaster response, introducing participants to practical frameworks designed to strengthen newsroom readiness and institutional resilience during crises.

Artificial intelligence emerged as a major theme throughout the quarter. In collaboration with the Australian Film Television and Radio School (AFTRS), the Academy delivered two dedicated AI-focused webinars. The first introduced members to the broader AI ecosystem, covering prompting techniques and emerging tools available to media professionals. The second explored the practical application of AI in content creation and production workflows, providing participants with insights into how AI can support video editing and enhance production efficiency.

A key highlight of the quarter was the ABU Media Summit on Climate Action and Disaster Prevention and the AI Forum, held from 17 to 19 June in Paro, Bhutan and hosted by Bhutan Broadcasting Service Corporation Limited (BBSCL). The Academy collaborated closely with ABU to livestream the event, enabling wider participation from members across the region. The summit underscored the important role of media in raising awareness, strengthening preparedness, and supporting informed action on climate-related risks, while the AI Forum examined the opportunities and challenges presented by an increasingly AI-driven media landscape.

As media organisations continue to adapt to technological disruption, changing audience behaviours, and emerging global challenges, the ABU Media Academy remains committed to supporting members through relevant, practical, and forward-looking learning opportunities. The activities delivered throughout Q2 reflect the Academy's ongoing mission to build capability, strengthen resilience, and prepare broadcasters for the future.





Protecting Broadcast Content in a Digital World

By **Dr Seemantani Sharma**

Manager Regulatory - Legal & IP Services,
Asia-Pacific Broadcasting Union

The final whistle blows. The winning goal is scored. Millions of fans are watching live.

Within seconds, clips of the moment begin appearing across social media. Unauthorised livestreams surface on pirate websites. Highlights are uploaded to video-sharing platforms. Before broadcasters can react, content that cost millions to acquire and produce is already being redistributed across the internet.

This is the reality facing broadcasters today.

As broadcasting continues to evolve beyond traditional television into a multi-platform ecosystem, protecting content has become one of the industry's most urgent challenges. Content now reaches audiences through television, streaming services, websites, social media platforms, and mobile applications simultaneously. While this has expanded audience reach and engagement, it has also created unprecedented opportunities for piracy and unauthorised distribution.

At the heart of content protection lies copyright.

Copyright safeguards original programmes, documentaries, news reports, graphics, music, and other creative works, providing broadcasters with the legal foundation to protect their

investments and take action against infringement. In many jurisdictions, broadcasters also benefit from separate rights that protect their broadcast signals under national laws and international treaties.

Yet despite these protections, digital piracy continues to grow in both scale and sophistication.

Illegal livestreaming of sports events, unauthorised uploads to video-sharing platforms, social media clipping, IPTV piracy, and illegal downloading have become commonplace. Sports broadcasting is particularly vulnerable because its value is tied to immediacy. A football match watched hours later loses much of its commercial value, but an illegal stream during live play can cause significant financial damage within minutes.

The challenge is compounded by the global nature of the internet. Pirated content uploaded in one country can be accessed around the world almost instantly. Different legal systems, enforcement standards, and jurisdictional limitations make identifying and pursuing infringers increasingly difficult and expensive. For many broadcasters, piracy is no longer a local issue—it is a global one.

To combat these threats, broadcasters are increasingly turning to technology as their first line of defence. Digital watermarking, content fingerprinting, AI-powered piracy detection tools, automated takedown systems, and encryption technologies are becoming essential components of modern content protection strategies.

Technology, however, cannot solve the problem alone.

Digital platforms play a critical role in protecting intellectual property through notice-and-takedown mechanisms that allow rights holders to request

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the removal of infringing content. While these systems have become an important tool for enforcement, questions remain about how quickly platforms can respond, particularly during live events where every minute counts.

The issue is especially significant for sports broadcasters. Live sports rights remain among the most valuable assets in the media industry, commanding substantial investments from broadcasters around the world. When illegal streams attract audiences away from legitimate services, broadcasters not only lose revenue but also face challenges in maintaining the long-term value of rights agreements and sponsorship arrangements.

Encouragingly, efforts to strengthen content protection are gaining momentum globally. Governments, regulators, broadcasters, and digital platforms are working more closely together to combat piracy through stronger legislation, improved enforcement frameworks, and greater international cooperation. Discussions at the World Intellectual Property Organization (WIPO)

on strengthening protection for broadcast signals also highlight the growing recognition of the issue at an international level.

At the same time, it is important to strike the right balance. Broadcasters must protect their investments and intellectual property while ensuring that audiences continue to enjoy legitimate access to information, entertainment, and cultural content. Effective copyright protection should support creativity, innovation, and quality programming—not unnecessarily restrict lawful access.

As the broadcasting landscape continues to evolve, content protection can no longer be viewed solely as a legal issue. It is a business issue, a technology issue, and increasingly, a sustainability issue for the media industry itself.

The future of broadcasting will depend not only on creating compelling content but also on ensuring that content can be protected, valued, and monetised in an increasingly connected and borderless world. ■■■

ABU Opens Nominations for 2026 Intellectual Property and Legal Awards



The Asia-Pacific Broadcasting Union (ABU) Legal Division is inviting nominations from Members for the 2026 Intellectual Property & Legal Committee (IPLC) Awards, to be presented at the upcoming IPLC Meeting.

To encourage wider participation, entry requirements have been streamlined, offering Members the opportunity to highlight impactful legal and policy initiatives undertaken over the past 12 months.

The winner and runner-up will receive a certificate and trophy during the IPLC Meeting, scheduled for 22–23 July 2026.

Members are invited to submit an 800-word write-up outlining legal or policy initiatives that support their mandate as public service broadcasters, or that advance their commercial and operational objectives. Submissions should reflect work undertaken within the past year.

The deadline for submissions is 10 July 2026. Entries should be sent to ABU Legal Manager Dr Seemantani Sharma at seemantani@abu.org.my, with a copy to Ms Nur Shahida Abdullah at shahida@abu.org.my.

All submissions will be reviewed by a distinguished jury comprising leading academics, legal professionals, and in-house counsel from across the region. ■■■

Registration Opens for the 63rd ABU General Assembly & Associated Meetings in Sri Lanka



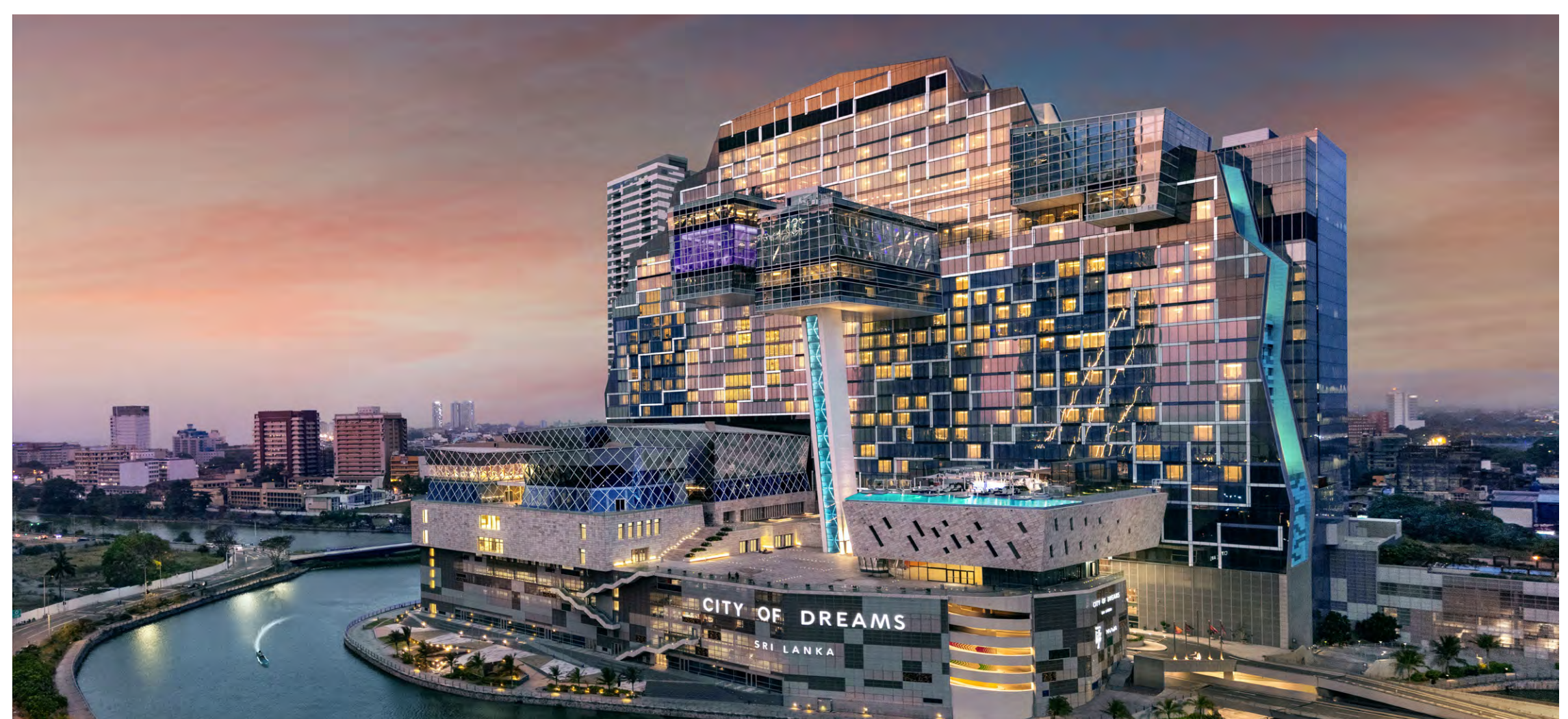
Registration is now open for the 63rd ABU General Assembly and Associated Meetings, which will take place from 30 October to 3 November 2026 at Cinnamon Life, City of Dreams, Colombo, Sri Lanka. Hosted by MTV Channels (Private) Limited of the Maharaja Media Network (MTV) in collaboration with the ABU, the event will bring together broadcasters, media leaders, policymakers, industry experts, and partners from across the Asia-Pacific and beyond.

Held under the theme “Media for Peace and Humanity: Truth, Trust, and Transformation,” this year’s General Assembly will explore the vital role of media in fostering public trust, promoting dialogue, and

addressing the challenges posed by technological disruption, misinformation, and rapid social change. The programme will feature the General Assembly sessions, Administrative Council and committee meetings, strategic forums, and discussions on content production, sports, AI, digital media, public service broadcasting, and regional cooperation.

As the ABU’s flagship annual gathering, the event offers an invaluable opportunity for networking, knowledge-sharing, and collaboration while helping shape the future of broadcasting across the region. Members are encouraged to register early and join colleagues in Colombo for this landmark event.

Click the link to register: [2026 General Assembly](#) ■■■



A Note of Appreciation

The Asia-Pacific Broadcasting Union extends its sincere appreciation to its Members, contributors, and partners for their invaluable support in bringing this publication to fruition.

We are deeply grateful to our Members for their continued engagement and for sharing their knowledge, experiences, and perspectives, which have enriched the content of this issue. Our sincere thanks also go to our contributors for their thoughtful insights and steadfast commitment to fostering meaningful dialogue and advancing the broadcasting industry. ■■■

We further acknowledge the dedication and support of the ABU Secretariat and the Directors, whose guidance, collaboration, and commitment have been instrumental throughout the publication process.

This publication is a testament to the collective efforts of the ABU community. We sincerely appreciate the continued partnership and support of all who contribute to strengthening collaboration, innovation, and knowledge sharing across the Asia-Pacific broadcasting landscape. ■■■

UPCOMING ACTIVITIES



7-9 July 2026

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FORUM

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