

ABU Technical Committee Meeting
19-20 October 2024, Türkiye

TOPIC AREA: Training & Services
Topic Chairman's Report for the period May-Oct 2024

1. The broadcasting landscape is constantly evolving, fuelled by technological advancements and a heightened emphasis on sustainable practices. Artificial Intelligence (AI) has emerged as a transformative force in the industry, offering a range of applications that enhance efficiency, personalize content, and streamline production processes. In addition, broadcasting is becoming increasingly immersive through technologies such as Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR). Live events, sports, and entertainment can now be experienced in a more interactive and engaging way. These immersive technologies are also enhancing advertising efforts by creating captivating and interactive campaigns.
2. As new technologies emerge, industry professionals must continually update their skills to remain relevant. The shift from traditional broadcasting to digital platforms, the rise of streaming services/OTT, the adoption of 4K/8K technologies, integration of AI based applications, etc. are driving the need for training in the latest tools and techniques.
3. Moreover, the increasing demand for diverse and localized content has heightened the need for trained professionals who understand the cultural nuances and preferences of different markets within the Asia-Pacific region. This necessitates specialized training programs to develop skills in content creation, adaptation, and localization.
4. The expansion of the broadcasting sector further contributes to the demand for skilled personnel. As more channels, platforms, and production houses emerge, there is a growing need for a competent workforce to meet the demands of a competitive and evolving market. This imposes a significant challenge for the ABU Technology Division in addressing the training needs of its members, given the region's diverse adoption of technological innovations.

5. The Training & Services Topic Area plays a crucial role in assisting the ABU Technology Division in developing the technical skills and knowledge of ABU members through various approaches such as collaborations, MoUs, industry involvement, process streamlining, and understanding members' needs. To address these needs, the Topic Area has identified the following project topics:

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

Some of the tasks and deliverables under these projects are routine and are being carried out periodically. The ABU Technology Division has been consistently working on these tasks on a regular basis.

6. The status of project topics including Action Taken Report (ATR) in respect of each project during the period May 2024 to Oct 2024 has been consolidated and given below:

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

	TASKS	Action Taken Report/Present Status
i.	Conduct surveys periodically to understand the requirements and priority areas of members	ABU Technology Division conducts the survey every 2 to 3 years. The last survey was conducted during 8-22 October 2021. Based on the survey inputs the training requirements have been shortlisted and prioritised. However, the subsequent survey is long overdue and ABU TD may take up this task on priority and may complete it by early 2025.
ii.	Identify requirement of Technical Advisory Services for Members	Status of ABU TAS missions : - TAS mission with VOV: ABU Technology has planned a technical advisory service for the Vietnamese broadcaster related to building its National Online Radio platform. A workshop was conducted on 12.7.2024 during Vietnam National Radio Festival to help overcome

		challenges from the digital transformation and to support building the platform for the broadcaster. Experts from NHK - Japan and RTM - Malaysia shared international experiences on the application of digital transformation and Artificial Intelligence (AI) in program production & distribution. However, ABU TD may extend more such TAS missions as members immensely benefit from such initiatives.
iii.	Joint activities with ABU Media Academy (AMA)	Over the course of the year, Media Academy organized a total of 43 online and offline training sessions. Among these, following two workshops focused on technology updates conducted: - Exploring TVU's Remote Production Solutions – Subodh Aggarwal (TVU)
iv.	Collaborate with other established Media Training Academies	Details of collaborated training activities undertaken/ in pipeline : i) Academy of Broadcasting Science (ABS) NRTA-China and ABU Media Academy conducted 'Third Generation AVS Video Coding Standard (AVS3): Features and Applications' on 9th April 2024 benefiting about 60 participants representing over 35 ABU Member and non-member organizations. ii) A Technical Workshop on DAB+ Digital Radio from 23 - 25 July 2023 was conducted by ASBU and WorldDAB and hosted by ABU Technology benefiting about 259 participants, among them, 73 participants represented from 30 ABU Member organisations. iii) ABU-IPPTAR Workshop on Cloud Services and Remote Tools for Broadcaster is scheduled to be held from 26-28 November 2024 in Angkasapuri, Kuala Lumpur in partnership with IPPTAR.

b) Skill Development Programme for Managerial, and Occupational Safety (TS/ SDPMOS)

	TASKS	Action Taken Report/Present Status
i	Identify and develop training programmes for non-technical, managerial, financial and occupational safety and skills enhancement	Details of non-technical training programmes completed and ongoing this year as a series through AMA: - Are being planned.

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

	TASKS	Action Taken Report/Present Status
i	Work with industry partners and international events to identify applicable training opportunities available in broadcasting field eg: ITU, IABM, SMPTE etc.	i) Several Workshops organised during the DBS2024 jointly with international standard bodies/ Industry partners. ii) Status on partnership with international organizers related to training: - A MoU signed with Korea Radio Promotion Association (RAPA) during GA in Seoul for Korean Government ODA assistance to ABU Members. Bangladesh Betar and VBTC, Vanuatu selected for the 2025-2026 ODA assistance. Official Letter of Intention for Cooperation and 'Project Concept Paper' from the selected ABU Members to be prepared and communicated to Line ministry in South Korea.

7. In addition to above, Tasks and deliverables, which are routine in nature, are being carried out on regular basis. Further, ABU Technology organised various webinars and physical workshop since last GA and the activities will be covered in **TD Director's Technical Activity Report** for presentation at the TBM/ TC meeting.

8. Following activities are proposed to be undertaken during November 2024 - October 2025:

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

9. Project Managers and Co-Project Managers may be requested to contribute for Project Topics under this Topic Area. Their active participation and contribution may help achieving the targets and deliverables timely.

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