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FROM THE EDITOR

It's July—the hottest month of the year for the Northern Hemisphere. As the scorching sun showcases its might, the most intense segment of the world's greatest soccer extravaganza is reaching its zenith, driving packed schedules for broadcasters globally.

While we enjoy the thrilling performances of global football stars in this highly competitive atmosphere, we are also witnessing history. This is the most technologically advanced World Cup ever played, with AI playing its largest role in tournament history to ensure the highest standards of play and the most advanced media facilities available.

We would like to convey our heartfelt thanks to our members who provided so many compelling news items to Asiavision. We also extend our best wishes to the members whose national teams have advanced to the next stage of the World Cup!

Yet, amidst all the fanfare and celebration, a red-hot, alarming threat looms over global communities. The United Nations and global weather agencies have predicted one of the most severe El Niño phenomena in decades. This leaves broadcasters across the region with an extraordinary responsibility: to build public awareness and help mitigate the severe impacts of this extreme weather pattern.

As we focus heavily on AI and crisis journalism during the upcoming Global News Forum, topics related to these critical intersections will be deeply explored. The stage is currently being set in Sydney, Australia, for our annual flagship event. We are thrilled to see such strong enthusiasm among broadcasters to be a part of this knowledge-sharing hub, which continually helps shape the future of journalism.

Best wishes for the month ahead!

INDUSTRY INSIGHTS

COMMUNICATING DISASTERS

What is the nature of modern-day disaster reporting, and what are the main mistakes made by the media in this regard? Senior journalist, media trainer, and development

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Webinar is conducted under the theme of 'Communicating Disasters'.

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GLOBAL NEWS GOES DIGITAL

According to the Reuters Institute Digital News Report 2026, global news consumption is experiencing a paradigm shift toward "platformization." Audiences are abandoning traditional television, mainstream websites, and news apps in favor of video-led social media and AI chatbots. The report notes public still values core journalistic principles.

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TRT

ASIAVISION APRIL 2026 WINNER

It is with great excitement that we announce TRT's report, "Antarctica's Youngest Explorer," as the winner of the Asiavision Monthly Award for May. Securing the highest number of votes, the piece was highly praised by ABU News members for its creative journalistic values. TRT continues to captivate the Asia-Pacific with compelling storytelling.

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GNF GATHERS MOMENTUM

Momentum is building for the Global News Forum, with registrations steadily coming in from ABU Members and international broadcasters. Hosted by the Australian Broadcasting Corporation, the forum will take place in Sydney from 2–4 September under the theme *Resilient Journalism: Safeguarding Truth and Wellbeing*.

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CNA WINS SINGAPORE'S TRUST

Mediacorp's Channel NewsAsia (CNA) has become Singapore's most trusted and widely used online news source, according to the Reuters Institute Digital News Report 2026.

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Published on June 10th by the Reuters Institute for the Study of Journalism at Oxford University.

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HOW THE 2026 FIFA WORLD CUP IS RESHAPING ADVERTISING IN ASIA-PACIFIC?



The FIFA World Cup 2026, co-hosted across North America by Canada, Mexico and the United States, is reshaping advertising strategies across Asia-Pacific.

While the region remains one of the world's fastest-growing advertising markets, the tournament presents a structural challenge for marketers as live matches fall into late-night or early-morning viewing hours across major Asian economies. This time-zone mismatch is accelerating a shift in how brands allocate budgets, pushing spend away from traditional television advertising toward digital platforms, retail ecosystems and data-driven marketing channels.

The Asia-Pacific advertising landscape continues to expand strongly. Industry forecasts from Dentsu indicate that Asia-Pacific advertising expenditure is expected to grow steadily in the mid-single digits annually, supporting broader global ad spend that is projected to surpass the US\$1 trillion mark in the coming years. Against this backdrop, the World Cup is acting less as a traditional broadcast-driven event in APAC and more as a catalyst for digital-first, commerce-led engagement strategies.

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