

with academics, researchers, politicians and representatives of international agencies.

“What I am saying is that is organisations like broadcasting unions, and other capacity building institutions, need to critically evaluate how we can best translate this dialogue into behavioural changes at the day-to-day working level in the broadcasting organisations that make up our membership”.

Mr Astley went on to outline some suggestions as to how this could be achieved.

“We need to take the output of events like this, and of research that is undertaken by academics and some of the media research organisations working in this field, and translate that information into practical guidelines and codes of conduct that can be utilised on a daily basis by broadcasters and news agencies.

“Many of the larger public broadcasters around the world – as well as many of the international news channels – have already done this, and have done it well. But even they need to keep updating their manuals, to take account of analysis and research into the impact that the media may be having on particular conflicts.

## Call for improved regulations for journalists

**I**nternational broadcasters need to work together to improve the regulatory climate for journalists, Dan Austin, Director of Voice of America (VOA), told the Deutsche Welle Global Media Forum.

“As we encourage responsibility in media, we must demand access, accountability and transparency in government – the two go hand in hand,” he said.

Mr Austin said that the Internet and other new digital platforms were enabling almost anyone with inexpensive software and hardware to

become an international broadcaster, but that same technology was also empowering others to censor content. □



Dan Austin

“For smaller broadcasters, and especially those in developing countries who have limited resources, the ABU and other organisations can assist in providing material that can be incorporated into in-house training programmes, editorial guidelines, and the like.”

Mr Astley cautioned that some of the material that had been produced for training purposes was too academic to be of value in some developing countries

where broadcast staff had been trained on-the-job or had drifted into a reporting roles with little formal media training.

He said that organisations like the ABU, and others involved in capacity-building, could play a vital role in helping broadcasters in developing countries to prepare material in plain, simple language, that can effect changes in the way that conflict situations are interpreted and reported on. □

## Centre to combat hate media proposed

**H**ate media, and specifically electronic media that incite people to kill others, was making its return, Jan Hoek, Director-General of Radio Netherlands Worldwide, told the Global Media Forum.

He said the military in certain failed or fragile states was gaining a better understanding of how hate media could be used for localised

psychological warfare, specifically to incite ethnic hatred.

“The exception has been the recent policy briefing study on the Kenya 2007 elections in April 2008 by the BBC World Service Trust. But they also highlight that a lot more needs to be done, especially in improving the hap-hazard system of monitoring hate media,” he said. □



Jan Hoek

# Trends in Global Communications:

## Capturing the High Ground in an Uncertain World



### The annual conference of the International Institute of Communications

*Hong Kong, Monday 3 and Tuesday 4 November 2008*



#### Speaker highlights

- Rita Lau, Secretary for Commerce and Economic Development, Hong Kong SAR Government.
- Alexander A Arena, Group Managing Director, PCCW Ltd
- Houlin Zhao, Deputy Secretary General, International Telecommunication Union
- Dr Stephen Collins, Global Government Affairs Director, Skype

#### Issues for debate will include:

- What new scenarios will tomorrow's broadband, internet, mobile and media markets present for business, government, regulators and consumers?
- How can critical bottlenecks in broadband development be overcome?
- What does increasing competition from broadband mean for traditional media services?
- What are the implications for content of a multi-platform, on-demand environment? Where will new creative ideas and the funding to deliver them come from?
- How are public policy and regulatory frameworks evolving? To what extent will they be 'fit for purpose' in the newly emerging environment?

For further information on the event or to receive a registration form contact Marietta Beschorner at [m.beschorner@iicom.org](mailto:m.beschorner@iicom.org) or visit [www.iicom.org/conference](http://www.iicom.org/conference).

# RTB launches 'RTB City' website



The colourful launch of RTB City

**R**adio Television Brunei (RTB) has launched an upgraded website, known as RTB City.

The new website aims to increase RTB's media services and widen its appeal to viewers, especially young people.

It was inaugurated by Ismail Mohammad, Permanent Secretary at the Prime Minister's Office, on 2 June.

Users can log on to the website at [www.rtb.gov.bn](http://www.rtb.gov.bn). They are greeted by a colourful homepage that offers a range of links to RTB radio channels, television shows and new media.

RTB City enables web surfers to interact with new web pages such as i-Mag, i-One2c, i-Sinar and i-Kids. It also offers video streaming such as news on demand and audio streaming such as radio and podcasts.

The website also gives users the chance to take part in quizzes, upload and share video clips, play games and give their feedback.

The website's news section includes an archive of older news items.

The RTB City team will be providing more content in the future to cater to bigger cyber audiences.

RTB says the new portal is safe for all age groups to surf and provides an easy platform for the public to contribute and share information through either video clips or report-oriented materials. It is an upgrade of the RTB website originally launched in 2000.

Mr Ismail stressed the importance of maintaining the website with relevant content and up-to-date news to attract a local and international audience.

With a staff of more than 1,000, RTB operates three TV channels and five radio channels. It is a member of the ABU's daily news exchange, Asiavision, and coordinates ASEAN TV News, a weekly exchange among broadcasters of the Association of Southeast Asian Nations. □



Ismail Mohammad inaugurates the new website

# ABU News interview

*The Japan Prize international educational content competition hosted by NHK has contributed to the development of educational broadcasting since it was first held in 1965. ABU News spoke to **Hibi Yoshihiko**, the Secretary-General of Japan Prize, to find out more about this contest and how it will help the community at large.*



**Hibi Yoshihiko**

**Q: How does the Japan Prize differ from other international contests of educational television programmes?**

HY: Educational media is developing rapidly and TV programmes are not the only effective media anymore. Nowadays, among many popular websites and games, on the Net, we will come across many valuable educational contents.

This year we expect good content with latest techniques in the competition. The competitors will also be competing on an equal footing. This is the reason why the Japan Prize changed its target audience to cover all forms of media. We hope that participants will be able to share their creativity, artistic senses and their experiences at this year's competition as it will be an asset to all.

**Q: In your opinion, what is the sales point for this year's Japan Prize 2008 contest?**

HY: This year, we made the biggest changes in more than 40 years of the contest's history. Currently, the Japan Prize targets not only television programmes but also general audiovisual contents, such

as websites, games and other interactive materials. This change makes it possible for the Japan Prize to be a place where the latest educational media get together and where participants learn the best and latest of the world's educational content.

**Q: How has the response been so far from ABU members for this year's Japan Prize 2008 contest?**

HY: We cannot give an accurate number at this moment since we have not closed entry acceptance yet. However, thanks to the ABU Secretariat's promotions, the number of entries from ABU members are increasing as the deadline looms. Until now, members from China including Hong Kong, Korea, Mongolia, Indonesia and Sri Lanka have entered their productions so far.

**Q: What are some of the criteria that will be applied to in the selection of award of winners?**

HY: Sometimes serious discussions occur on acceptance of entries and when judging is in progress. This year, to avoid such complicated situations and to make the judging process

easier, we decided to state a clear vision about education.

In this contest, educational content will be evaluated based on certain standard criteria.

Please refer to our website for the judging criteria: <http://www.nhk.or.jp/jp-prize/english/contest/rules/Judging.html>

**Q: Do you have any advice for entrants in this year's Japan Prize 2008 contest?**

HY: It doesn't matter what the medium is. If the content is constructed with a clear goal and in a sophisticated manner demonstrating an ingenious attempt in its audio and visual appeal to the audience, it creates an intellectual satisfaction to the user. The Japan Prize does not differentiate among media and this contest is a fair evaluation of educational contents. We are keeping the TV Proposal Division, as it helps producers in countries with limited resources. There is still an opportunity for ABU members to submit their programmes and proposals and to attend actual events during the contest to improve their skills. □

# Vietnam to host ASEAN music contest

**R**adio, the Voice of Vietnam (VOV) is to organise the ASEAN Golden Melodies Festival 2008, a contest for singers from the countries of Southeast Asia.

The festival will take place in Ho Chi Minh City on 14-19 October. It is open to contestants from the 10 countries of the Association of Southeast Asian Nations.

The association groups Laos, Cambodia, Myanmar, Singapore, Thailand, Malaysia, Indonesia, the Philippines, Brunei and Vietnam.

Each country can send up to two singers aged 30 or younger. They will perform pop songs in English and folk songs in their native languages, and will dress in traditional costumes when performing the folk songs.

They are also slated to sing the theme song of the event at both the opening and closing ceremonies.

An international jury with two members from each ASEAN country and one from a guest country will judge the contest.



A performance of Vietnamese traditional songs

The special prize for best folk song performance will include a cash award of US\$3,000. Other prizes are two gold medals with \$1,500 each, two silver medals (\$1,000), two bronze medals (\$500) and five consolation prizes (\$300).

The festival will also feature guest singers from China, Korea and Bulgaria. They are eligible for supplementary prizes based on the votes via Internet.

The contestants will start arriving in Ho Chi Minh City on 14 October and participate in a social exchange programme with local television singing stars the next day.

The contest itself begins on 16 October. It will open with the folk song performances followed by the contemporary pop song competition.

VOV will offer coverage of the festival free to ABU members via satellite. □

## Indonesian broadcast event changes focus

**I**ndonesia's Broadcast and Multimedia Show, an exhibition and conference for the broadcast industry, will take place in Jakarta on 5-9 November.

The theme for this year's event is 'The Path to Digitalisation'. The show previously catered for both the broadcast industry and consumers but has been reconfigured this year to support the professional broadcasting industry only.

The pace of change to fully digitalised broadcast services in

Indonesia is quickening with the 2007 government decision to adopt the DVB-T standard for terrestrial digital TV broadcasting, and the expected government confirmation of the DAB standard for digital radio.

The DVB-T approval largely results from an ASEAN initiative to develop a common approach across member countries to the important technology based changes taking place in radio and TV broadcasting.

The show will focus on the impact of digital changes, such as the handling

of content from ingest to storage, delivery and archiving, and the impact of getting the new services into homes over the variety of delivery platforms arising from the converging media environment.

The conference will run in parallel with the exhibition and comprise English and Bahasa Indonesia language days, plus a one day workshop to provide participants with an in-depth look at the expertise and experiences of various companies working with digitalisation in both radio and TV. □

# Frequency planning 'essential' for DTV

Frequency and coverage planning is the first step that broadcasters must take to implement digital terrestrial TV services, a regional workshop has been told.

Sharad Sadhu, the ABU's Technical Department Director, said this at the opening of a digital television frequency planning workshop held in Kuala Lumpur in July.

The workshop attracted over 40 frequency planning specialists from ABU members, national spectrum regulatory agencies and other players in the telecom industry.

Gue Jo-Jo, senior engineer in spectrum management at the Development Bureau of the International Telecommunication Union (BDT-ITU), urged participants to make use of the ITU knowledge base on the digital TV transition.

J P Chaib, of ATDI, France and Tran Thien of Broadcast Australia outlined



Participants at the workshop

the approaches on frequency planning that the participants will have to take.

The workshop was a continuation of the ABU's effort to assist members in implementing new technologies including digital broadcasting systems.

This event was held together with the 3rd Asia-Pacific Technical

Regulators-Broadcasters' Forum for national regulators of the region.

The event was sponsored by the BDT-ITU through a grant and a resource person. Software support was provided by ATDI and Broadcast Australia, who gave their experiences in digital TV planning in countries around the region. □



The workshop in progress



Gue Jo-Jo, JP Chaib & Tran Thien

# Engineers learn new management skills

**A** workshop in Kuala Lumpur has used role-playing techniques to help improve the management and communications skills of senior broadcast engineers.

The ABU held the four-day workshop on 21st Century Management for Senior Engineers from 30 June to 3 July. The Hosono Bunka Foundation (HBF) of Japan sponsored the event in collaboration with Canal France International (CFI).

The workshop was aimed at senior engineers responsible for engineering management in their respective radio and television broadcasting organisations in developing countries in the Asia-Pacific region.

Thirteen senior engineers attended the four-day workshop.

It covered a range of subjects including motivating peers and subordinates, developing positive leadership styles,



communication skills including public speaking and interview techniques.

This workshop used discussion, group work, role play as exercises for maximum learning retention.

The role play enabled participants, many of whom were meeting for

the first time, to get to know each other better and to improve working relationships as a team.

CFI of France sponsored the participation of Xavier de Donceel of France as a resource person and the ABU provided the other two trainers. □



Xavier de Donceel conducts a session

# BroadcastAsia highlights broadcast technology, digital multimedia

The BroadcastAsia 2008 exhibition and conference held in Singapore in June offered participants the chance to learn about the latest in broadcasting technology.

The event was this year themed: "Digital: The Journey Forward" and featured an exhibition showcasing the latest digital multimedia technology and professional industry equipment and services from companies all over the world.

The BroadcastAsia conference was held at the same time to discuss new business strategies, updates on digital development and emerging innovations.

Speakers presented papers and case studies on digital age workflow, digital content creation, IPTV, mobile broadcasting, high definition, news and sports technology and digital radio and TV. Panel discussions provided the



BroadcastAsia 2008 attracted 68,000 trade visitors

opportunity to keep up to date with the latest business and strategic know-how and developments in technology.

The keynote presentation was delivered by Kenkichi Tanioka, Director

General, NHK Science and Technical Research Laboratories, Japan. Dr Tanioka spoke on the development of an ultra HDTV system called the Super Hi-Vision. The system was demonstrated at the exhibition, the first time it had been shown outside Japan.

Other speakers covered topics such as the transition to HD and the development of server based production networks. The session included a panel discussion on the HD work flow and ecosystem. □



Scenes at this year's BroadcastAsia in Singapore



# Call for multi-standard digital radio receivers

**M**anufacturers should produce multi-standard receivers to ensure that digital radio succeeds, the 2008 RadioAsia conference was told.

Alain Masse, Deputy Director General of Radio France International, and Chairman of the European Broadcasting Union's News Radio Group, made this call in his keynote address to the conference which was held in Singapore in June as a side event to BroadcastAsia.

He said that manufacturers needed to produce affordable receivers that incorporate chips that are multi-standard so that digital radio services can be received whether they are T-DMB, DAB+ or DRM.

Mr Masse said that digital radio (DAB) was originally launched in France in the 1990s but was not successful due to the industry not being able to reach a common agreement on the technical standard to be used in advance of its launch.

Digital radio was now being relaunched in France on a T-DMB

platform – which was supported by all broadcasters – and he noted that DAB+ was being launched in other countries.

Mr Masse also told the conference that the digital world would transform audiences into media time 'consumers' and suggested that all media services would eventually be received on multimedia receivers.

"I am talking about a world where each citizen will dispose of a daily amount of media time which he will divide at all times of his day between an offer of varied and attractive contents simultaneously proposed by operators of telephony, television, radio, the Internet, etc," he said.

"Access to these contents will be made not from receivers dedicated to each media – transistors, television sets, mobile phones or computers – but through universal multimedia and multi-platform receivers."

The conference also heard that the most critical issue for public service radio broadcasters today was relevance to young people.

The Head of Emerging Media at the European Broadcasting Union, David Wood, urged radio broadcasters to stay relevant for media literate young people.

He said radio needed to take a scientific approach to understand the audience needs better.

"While radio continues to focus on the local, its spread and reach is now global – moving beyond geographic boundaries and limitations posed by radio wave propagation.

"Radio has matched the sophistication of listeners by 'upping its service', by always being there, yet discreet and unobtrusive".

The conference heard how successful digital radio networks had redesigned the concept of radio content, relevant to several types of delivery platforms, to get their message across using Web and mobile services as an integral part of this approach RadioAsia, a radio broadcasting industry event, caters primarily to radio content and programming producers.

This annual gathering of industry players encompasses all spheres of the radio industry comprising public service, commercial and community radio and academics.

The event is organised by the ABU, Asia Media Information and Communication Centre and Singapore Exhibition Services.

It attracted 150 participants from among the ABU members and the radio industry. Forty leading radio experts made presentations and shared their experiences at the three-day event. □



A session on 'Commercial radio in new markets'