



GMCD
Global Media Centre for Development

Worldview
Global Media

Focusing on Ancillary Services for Migration to Digital
24 May 2010, 09:00am-5:30pm
Beijing- China

Project Outline

Broadcasters/signal distributor(s) will have to invest heavily in infrastructure in an effort to distribute their signal and employ technical and non-technical staff to take care of their facilities in the field. With the introduction of a signal distributor, the broadcasters will concentrate on content development and leave the responsibility of signal distribution, infrastructure development and operation to the signal distributor. Broadcasters will be freed from the difficulties in site acquisition, infrastructure development, operational and maintenance costs. Recognizing the key role in developing consumer awareness of the benefits of digital television, the broadcasters and signal distributors will be undertaking/coordinating extensive public relations and marketing campaigns to encourage the consumers to convert to digital television.

Aims

To harness broadcasters for the competition in the "information societies" and for functioning under new paradigms and technologies by enabling them to develop and offer adequate, accessible and affordable ancillary services connected with education/capacity building, preventive and curative health measures, and cross cultural communication.

Objectives:

To increase transition awareness of broadcasters on the need to:

- Enhance human adaptability and cope-ability through the presentation of relevant information
- Create and separate the market segment into infrastructure services provision and content services provision
- Ensure access to quality broadcasting services
- Ensure efficient use of spectrum
- Develop human resource skills necessary for the digital transition and thereafter

Profile of Participants

- Decision Makers
- Broadcasters and media professionals from programme departments
- Experts in education, health and cross-cultural communications

Venue: Beijing Hotel, Beijing-China

Agenda

09:00 - 09:15

Welcome remarks by Mr. Hugues B. d'Annoux, Chairman of WGM SA, Switzerland

Opening remarks by Otto Evjenth, Executive Director, GMCD

09:15 - 09:45 Session 1

GMCD Model for impact and update on content for the Repository

09:45 - 10:30 Session 2

Approaches and methodologies to support migration to digital

The broadcasters will face transition challenges in the implementation of the new digital broadcasting services and the GMCD can support and harness the power of broadcasters for effective transition.

It can help create the momentum for Migration from Analogue to Digital broadcasting through content and services.

10:30-11:00 Tea Break

11:00 - 11:45 Session 3

The Role of Broadcaster for Societal Enlightenment (A panel discussion)

11:45- 12:45 Session 4

Human capacity building to support the transition -The China Model

This session examines ways to use human capacity building and culture change to create momentum as broadcasters move towards digital.

1. Practical case studies, localized for impact will be utilized for effective discussion. The session will also look at the
2. Infrastructure to support ancillary services

12:45: Lunch

14:00: Session 5

Migration through ancillary application- The Brunei Model

Digital transmission will provide the opportunity to offer new programmes and services, which can result in new business activities for the service providers. It will also offer new channels for governments to provide services and information to the public. Governments can utilize such opportunities to provide services to households through dedicated health, education and cultural programming.

The session will present a perspective of the Brunei model the will cover the ff:

1. Overall approach using content and infrastructure for households to support migration
2. Health- Media supported integrated training programme for care workers and a hub for the elderly in Brunei
3. Education: early childhood development support to mothers through media programming connected to general education.
4. Cultural communication: Connecting the public to the history of Brunei and encouraging positive role models in society

15:30: Tea break

16:00- 17:15: Session 6

Opportunities for the future (A panel discussion)

This session provides broadcasters, and experts in education, health and cross-cultural communications (Coubertin) opportunities to examine and develop further the model that will create adequate, accessible and affordable ancillary services in relation to these three areas. It will also identify other development programs of government employees using media interventions.

17:15- 1730 Closing remarks

Mr. Hugues B. d'Annoux

Mr. Javad Mottaghi, Director, AIBD



ASIA MEDIA SUMMIT

25 - 26 MAY 2010



REGISTRATION FORM

Email to: admin@aibd.org.my Fax to: +60 3 2282 2761

PLEASE COMPLETE AND RETURN THIS FORM BY: 18th April 2010

(Please type or write in block letters)

1. ORGANISATION:

Abbreviation:

2. PARTICIPANT'S DETAILS

☐ Mr

☐ Mrs

First Name:

Family Name:

☐ Ms

☐ Dr

Name (to be shown on Name Tag):

☐ Other

Position in your organisation:

Nationality

Passport no.

Date of Issue (dd/mm/yy)

Expiry Date (dd/mm/yy)

Office Address:

Country:

Tel No:

Mobile No:

E-mail address:

3. CONFERENCE VENUE

4. AGENDA AND CONFERENCE INFORMATION

Beijing Hotel

No 33 East Chang'an Ave.

Beijing 100004

www.chinabeijinghotel.com.cn

The latest agenda and conference information is available on the AMS website at:

www.aibd.org.my/conferences/ams/

Note: No registration fee for public service broadcasters around the globe, AIBD members, AIBD affiliates, AIBD partners and summit speakers.

Registration fee for private networks, institutes and individuals is US\$ 250. This does not include accommodation.

5. ACCOMMODATION (Special discounted rates for AMS delegates for a period from 23 - 27 May 2010)

Name of Hotel

Room Rate

Period of Stay

Beijing Hotel

No 33 East Chang'an Ave.

Beijing 100004

www.chinabeijinghotel.com.cn

Standard Room: RMB 1,000 (approx. USD 150) (net per room night including breakfast)

Check-in Time : 12.00pm

Check-out Time: 12.00pm

Check-in Date:

Check-out Date:

Total Room Nights:

Beijing TianAn Rega Hotel

TianAn Mansion, Hualong Jie

Nan Heyan St., Dongcheng

District, Beijing 100004

www.tarjotel.com

Standard Room: RMB 450 (approx. USD 70) (net per room night including breakfast)

Check-in Time : 12.00pm

Check-out Time: 12.00pm

Check-in Date:

Check-out Date:

Total Room Nights:

IMPORTANT NOTICE: The deadline for AIBD to book your room on your behalf would be 18th April 2010. After this deadline, you are requested to communicate directly with the hotel of your choice to book your accommodation as AIBD will not be in a position to book your room on your behalf. The hotel will also charge for NO SHOW and AIBD will invoice you for the NO SHOW.

☐ Visa

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Credit Card No.: _____ Expiry Date: _____

Cardholder's Name: _____

Signature of Cardholder: _____ Non-embossed I.D. No.: _____

6. TRAVEL DETAILS

Arrival Date:

(dd/mm)

Flight No:

Time:

From:

To:

Departure Date:

(dd/mm)

Flight No:

Time:

From:

To:



国家广播电影电视总局

STATE ADMINISTRATION OF RADIO, FILM AND TELEVISION

Beijing, 25th May 2009

Dear Colleagues,

Asia Media Summit 2010 (25 - 26 May), Beijing

The State Administration of Radio, Film and Television (SARFT) of China will be hosting the 7th Asia Media Summit organized by AIBD from 25 - 26 May 2010 and its Associated Pre-Summit workshops on 24 May 2010 in Beijing, People's Republic of China.

On behalf of SARFT, AIBD and other partners, I am pleased to invite you and your colleagues to attend the 7th Asia Media Summit in Beijing.

The Asia Media Summit, now a global media-gathering happening in Asia, was launched by AIBD in collaboration with regional and international partners in 2004. The AMS has become a global media platform for top ranking broadcasters, decision makers, media professionals, regulators, scholars and stakeholders of news and programming from over 160 organisations in Asia, Pacific, Europe, Africa, North America and the Arab World.

SARFT is pleased to host the 7th Asia Media Summit at Beijing Hotel which has an ambiance inspired by an illustrious past and a dynamic modernity in the heart of Beijing. It was also the Olympic Family Hotel and the headquarters for the International Olympic Committee during the 2008 Summer Olympic Games.

During the Beijing Olympic Games the world witnessed how glorious the international community could celebrate cultural diversity. We are confident that such a meaningful Summit in China, the land of dignity, culture and civilization would pave the way for a constructive dialogue and cooperation among media leaders and stakeholders.

In addition to the AMS, there will be about 5 - 7 parallel pre-summit workshops / seminars on 24 May 2010. We are expecting about 700 delegates to attend the AMS 2010 in Beijing.

More information on the Asia Media Summit 2010 and the pre-summit activities will be circulated by AIBD in due course.

We look forward to welcoming you and your delegation to this global media gathering happening in Beijing.

Yours sincerely,

Wang Taihua
Minister

State Administration of Radio, Film and Television, China

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