

# Demand for radio at all time high

**Audience demand for multi-platform content and how best broadcasters can engage audiences were two topics discussed at the Radio Working Party meeting held on 1 October.**

In an era where the line between content platforms is blurring because of how content is used, audiences are finding it hard to differentiate between the so called 'platforms'.

Participants were told that nowadays radio is more than a content format because it is possible to make it available on mobile phones and through a range of other digital services.

Borhanuddin Osman, Executive Director of AMP Radio Networks and President of Commercial Radio Malaysia, said: "It is time for radio broadcasters in developing countries to embrace the fact that soon, we will cease to be FM operators and start becoming audio-visual content companies."



**Borhanuddin Osman**

"Consider radio as content that is no longer available just on traditional FM tuners but is listened to online virtually glitch-free, on mobile, on MP3s and other devices and of course, just around the corner for Asia, digital radio."

He said AMP Radio Networks was embracing the new opportunities and doing it well as a set of high rated stations in Malaysia.



**Radio Working Party session in progress**

In Malaysia, time spent listening to radios was increasing through both phones and the Internet, so this was something the audience clearly wanted, he said.

Similarly, Joan Warner of Commercial Radio Australia said retailers in Australia were selling out of digital receivers, despite digital radio in Australia being in its infancy. Consumer frustration with AM and FM reception was accelerating demand for digital.

The BBC World Service's Controller for Business Development Ruxandra Obreja said her organisation's online audience had gone up 20 percent in the past year.

She said when the BBC set up its new Arabic service recently, it was decided it would be multiplatform and not just radio and TV. The audience demands propelling that decision, were clear.

Session chair, Deborah Steele of the Australian Broadcasting Corporation, said the ABC was focusing on the development of multiplatform content.

The ABC's Asia-Pacific News Centre was a multiplatform newsroom

that provided content to Radio Australia and the Australia Network, she said.

"It has 60 journalists reporting on the Asia-Pacific region, targeting audiences in some 44 countries – but we don't just provide TV and radio content. It's available online, via email, via RSS feeds, via Twitter, on your mobile, you can get podcasts, vodcasts, you can stream live, you can time shift, and so it goes."

On audience engagement, she said the message was clear. "We need to be innovative, we need to serve audience needs and the best results often come from empowering the audience."

She praised Parni Hadi, President Director of RRI-Indonesia, for the green campaign 'Green Radio', as it "capitalised on growing interest in green issues, it empowers the audience by providing information and by giving them a practical way to engage in the project, by way of tree planting".

She applauded RRI for involving government and local officials and turning audience engagement into

public events, ensuring the campaign created its own momentum.

Mr Hadi encouraged other ABU members to adopt a similar project and said he would be happy to offer advice and support.

He also proposed projects to promote disaster risk reduction, which he said was particularly pertinent in a week that had seen the horror of the Padang earthquake, as well as the destruction caused by typhoon Ketsana.

Mr Hadi also proposed a project to promote awareness of terrorism at a community level.

Other delegates recommended similar campaigns; one specifically on earthquakes, and another on epidemics and disease control.

Other recommendations raised were the provision of training on election coverage and content that encouraged dialogue between civilisations and cultures.

Ms Steele concluded that ABU radio programming required more funds to see proposed new activities through to fruition. ■

## TV: Documentary and Drama standards above par

One hundred and twenty two TV entries were received this year for ABU Prizes 2009. Thirty-six were selected for the final round of the competition.

Hanizah Hamzah, Senior Executive for TV, said: "The overall quality of the programmes screened was above average and there were also very good entries in most categories."

On the other hand, the TV jury members felt that the standard of the Youth category was not as high as past years' entries, she said.

"The jury members hoped that more and more broadcaster organisations will recognise the importance of providing special programming for the children and youth target groups, and will support the ABU's effort in programme exchange".

They also said the good variety of storytelling styles and sophisticated



The TV jury judging the final entries

production techniques in the entries for Documentary and Drama categories made it difficult for the jury members to pick a winner.

She added that the jury members

expressed pity that some programmes had not been entered for a more appropriate category because programmes were judged within the parameters of the category in which they were entered.

This year's jury members were Mohammad Hossein Tamjidi of IRIB-Iran, Oyunchimeg Demchig of MNB-Mongolia, Mi-hyun Yoon of MBC-Korea, Athar Borhan of TV3-Malaysia and Pádraic Ó Dochartaigh of DW/Akademie-Germany.

## Radio: Drama category scores high

Drama stood out as the most outstanding category among the 28 shortlisted radio entries this year.

Vijay Sadhu, Senior Executive for Radio, said: "Of the 65 entries received, all the shortlisted programmes received high scores."

Most entries featured original issues, made good use of production techniques and had very high standards, she added.

The second most applauded category was Documentary, which received consistently high scores, she said.

These two categories featured programmes that conveyed strong emotions and a sense of "human drama".

The jury members felt that these categories demonstrated tangible improvements in standards among ABU radio broadcasters, she said.

This year's radio jury members were Oyunchimeg Aleksei of Voice of Mongolia, Neil Curry of the BBC, Li Xiaolei of RTPRC/CNR-China, Mehran Dousti of IRIB-Iran and Dheera Sujana of Radio Netherlands.



The radio jury at work in Mongolia



# ABU Prizes: all the winners

The annual ABU Prizes were presented at a colourful ceremony at the Mongolian Opera House on 5 October, hosted by MNB.

A total of 187 entries were received from 53 member organisations in 27 countries this year – 122 for the TV awards and 65 for the radio awards. ●



MNB TV hosts and a children's choir during the live broadcast of the ABU Prizes ceremony



Constance Cheng receives her award



The awards ceremony featured traditional Mongolian performances



Some of the winners receiving their prizes

## ABU Prizes 2009 winners

### Television

- **Drama**  
"A Samurai's Devotion (Episode 2: Crybaby Yoroku)" by NHK-Japan
- **Entertainment**  
"2008 Japan International Birdman Rally" by NAB/Yomiuri Telecasting Corporation-Japan
- **Children**  
"Can You?" by Mongolian National Public Radio and Television
- **Youth**  
"Hunter" by IRIB-Iran
- **News**  
"Hong Kong Connection-Why did school building collapse?" by RTHK-Hong Kong
- **Documentary**  
"Noodle Road: Mysterious Food is Born" by KBS-Korea
- **Sports**  
"The 88th Emperor's Cup: All Japan Football Championship Final" by NHK-Japan
- **Special Jury Prize**  
"The Hand Print: Omid" by SMO-Afghanistan

### Special Commendation

- **Drama**  
"Ties of Shooting Stars" by TBS-Japan
- **Documentary**  
"First Australians (series 1, Episode 4)" by SBS-Australia  
"The Land of Dinosaurs" by MBC-Korea

### Climate Change Reporting

- Constance Cheng of CNN-Hong Kong
- Ermani Krishna Rao of DDI-India

### HIV/AIDS Reporting

- Wong Yuk Kuen, TVB-Hong Kong

### Dennis Anthony Memorial Award

- Winner 2009: NHK Japan: Plane crash at Narita airport in March 2009.

### Asiavision Annual Awards 2009

- For most news flashes: DDI-India
- For overall quality of contributions: RTB-Brunei & MCOT-Thailand

### Asiavision Award for best contributions to ASEAN Television News

- RTB-Brunei

### Radio

- **Drama**  
"A Heroic Monk in Earthquake" by RTPRC/China National Radio
- **Infotainment**  
"Chemce Khatoon" by IRIB-Iran
- **Children and Youth**  
"The Rain Friendly" by RRI-Indonesia
- **News**  
"Death Note" by RTHK-Hong Kong
- **Documentary**  
"Sonoko's Letter" by NAB/Tokyo FM Broadcasting Co. Ltd, Japan
- **External Broadcast**  
"How Far Away is Sudan" by RTPRC/China Radio International
- **Special Jury Prize**  
"When the World changes" by Mongolian National Public Radio and Television

### Special Commendation

- **Children and Youth**  
What's New: Year-End Report Special (Bago Yan Ah!) by KBP-ABS-CBN/DZMM, Philippines
- **Documentary**  
"Report on Sexual Assault: No Country for Girls" by KBS-Korea
- **Drama**  
"The Moehau" by Radio New Zealand
- **Special Jury Prize**  
"The Hand Print" by SMO-Afghanistan

### Climate Change Reporting

- Veronika Meduna of RNZ-New Zealand

### HIV/AIDS Reporting

- Ashok Kumar Mishra of AIR-India

### Technical Review Prizes:

#### Best Article Award

- "Paradigm Shift in the Broadcasting Industry" by Mock pak Lum of MediaCorp-Singapore

#### 'Technical Review': Commended Article

- Nobuyuki Hiruma of NHK Science & Technology Research Laboratories-Japan

#### 'Technical Review': Commended Article

- P Seebaluck, K Caroopunnen, R Armoogum, A Laval & J Gopaul of Mauritius Broadcasting Corporation and P Heeramun of MultiCarrier-Mauritius

### Broadcast Engineering Excellence Award

- Man Hoi Wicky of Phoenix Satellite Television-Hong Kong

### Engineering Industry Excellence Award 2009

- Tay Joo Thong of MediaCorp-Singapore