



กระทรวงศึกษาธิการ

## บันทึกข้อความ

ส่วนราชการ สำนักการประชาสัมพันธ์ต่างประเทศ สรท. โทร. 0-2618-2323 ต่อ 1710-11

ที่ นร 0209/สปต./ ๑๑๗

วันที่ ๗ มิถุนายน 2547

เรื่อง การประชุมระดับภูมิภาคของ UNESCO-ITU-ABU เรื่อง การใช้เทคโนโลยีสารสนเทศเพื่อบริการชุมชน

เรียน ผอ.สรท. ผอ.สรทท.11 ผู้อำนวยการสำนัก ผู้อำนวยการกอง และหัวหน้าหน่วยงานต่าง ๆ

### เพื่อโปรดพิจารณา / ดำเนินการ

#### 1. ข้อเท็จจริง

1.1 ABU ร่วมกับยูเนสโก และ ITU จะจัดการประชุมระดับภูมิภาคว่าด้วยการใช้เทคโนโลยีสารสนเทศเพื่อบริการชุมชน (Serving Communities Through ICTs) ระหว่างวันที่ 26 – 29 กรกฎาคม 2547 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย

1.2 การประชุมครั้งนี้มีวัตถุประสงค์เพื่อส่งเสริมให้หน่วยงานวิทยุ-โทรทัศน์สามารถเข้าถึงผู้ชมกลุ่มใหม่ โดยผ่านเครือข่ายอินเทอร์เน็ต และโทรศัพท์เคลื่อนที่ (มือถือ)

1.3 ABU เชิญสมาชิกส่งผู้แทนเข้าร่วมการประชุมดังกล่าว โดยเชิญผู้แทนทั้งจากฝ่ายบริหาร ฝ่ายรายการ และฝ่ายเทคนิค ทั้งนี้ ค่าใช้จ่ายในการเดินทางจะต้องเบิกจ่ายจากต้นสังกัด รวมทั้งค่าลงทะเบียนเข้าประชุมคนละ 168 ริงกิต หรือวันละ 50 ริงกิต (ประมาณการค่าใช้จ่ายในการเดินทางตามเอกสารแนบ)

#### 2. ข้อพิจารณา

หากหน่วยงานใดประสงค์จะส่งผู้แทนด้านบริหาร ด้านรายการ และด้านเทคนิค เข้าร่วมการประชุมดังกล่าว ขอให้เสนอชื่อมายัง สปต. พร้อมใบลงทะเบียนและประวัติการทำงาน ภายในวันที่ 17 มิถุนายน 2547 เพื่อรวบรวมนำเสนอขออนุมัติต่อ อปส. ทั้งนี้ สำนัก / กองต้นสังกัดจะต้องรับผิดชอบค่าใช้จ่ายของผู้แทน โดยประสาน กคส. ต่อไป

จึงเรียนมาเพื่อโปรดพิจารณา

(นางภัทรียา สุมะโน)

ผอ.สปต.

ประมาณการค่าใช้จ่ายในการเข้าร่วมการประชุมของ ABU

เรื่อง การใช้เทคโนโลยีสารสนเทศเพื่อบริการชุมชน

(UNESCO-ITU-ABU REGIONAL CONVENTION: SERVICING COMMUNITIES THROUGH ICTs)

26 – 29 กรกฎาคม 2547 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย

ที่	รายการ	ระดับ 8 ลงมา	ระดับ 9 - 10
1.	ค่าเบี้ยเลี้ยง	12,600 (2,100 x 6)	18,600 (3,100 x 6)
2.	ค่าที่พัก	25,000 (5,000 x 5)	35,000 (7,000 x 5)
3.	ค่าโดยสารเครื่องบิน กรุงเทพ-กัวลาลัมเปอร์ ไป-กลับ	12,500 (ชั้นประหยัด)	14,500 (ชั้นธุรกิจ)
4.	ค่าพาหนะระหว่างบ้านพัก – สนามบินดอนเมืองไป-กลับ	600	600
5.	ค่าพาหนะในประเทศของต่างประเทศ	2,000	2,000
6.	ค่าธรรมเนียมสนามบินกรุงเทพ	500	500
7.	ค่าลงทะเบียนเข้าประชุม (conference package)	1,900	1,900
	<b>รวมค่าใช้จ่าย</b>	<b>55,100</b>	<b>73,100</b>



Asia-Pacific  
Broadcasting Union

Our Ref: D-16  
June 1, 2004



To: ABU Liaison Officers

Dear Colleague

**UNESCO-ITU-ABU REGIONAL CONVENTION: SERVICING COMMUNITIES  
THROUGH ICTs  
26 - 29 July 2004, Kuala Lumpur, MALAYSIA**

The ABU has planned a four day regional convention in Kuala Lumpur on servicing the knowledge based and infotainment needs of the communities in the Asia-Pacific through the modern information and communication technologies (ICTs). The Convention will focus on content, carriage and business strategies for new services to enable broadcasters to access new audiences through Broadband Internet, broadcasting to "mobiles" and the mobile-phone networks. A copy of the Convention preliminary programme and a summary of its session themes are attached for information.

The event is jointly organised by the ABU Technical and Programme Departments on the ABU ICT Forum platform and is supported by the UNESCO and the International Telecommunication Union (ITU). The Convention is open to participation by senior executives from a wide spectrum of disciplines in broadcasting, including from programme production, post production, news and news reporting, website, channel and archive management, production and delivery engineering, and business strategy planning in ABU members, Affiliates and other public service broadcasters.

**ABU ICT Forum**

The ABU ICT Forum has been constituted as a working party to address usage of the modern ICTs from the broadcasters' perspective and provide guidance to ABU members in developing new products and delivering their services to audiences. Additionally, the Forum will address all aspects of ICT implementation in its studies and will provide a platform for exchange of ICT related information among the ABU members. This is the

Incomp 735 dated 8 June 04

P.O. Box 1164, 59700 Kuala Lumpur, Malaysia.

Tel: Secretary-General's Office (60-3) 2282 3592, Programme Department (60-3) 2282 2480,

Technical Department (60-3) 2282 3108. Fax: (60-3) 2282 5292, 2282 4606

Website: <http://www.abu.org.my>

beginning of an effort to provide a bridge for the ABU members to migrate to the ICT paradigm.

At the Convention, the first formal meeting of the ABU ICT Forum will also be held during at which the Forum will chart out its activities. Members of the ABU ICT Forum within your organisation are, therefore, encouraged to participate in the Convention.

For more information, please visit the Forum webpage at the following URL:

<http://www.abu.org.my/public/compiled/p390.htm>

### **Invitation**

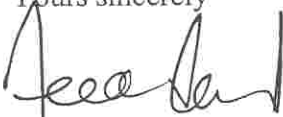
I am pleased to invite your organisation to nominate **suitable participants from the programming stream** for the Convention (separate invitations are being sent for the technical and management streams). The participants should preferably have had some experience in content planning and production for the ICTs. I would suggest that you keep these requirements in view while selecting your participants. Please forward your nominations in the attached form to the ABU Programme Department by e-mail/ fax **positively before 18 June, 2004.**

There is no charge for participation in the Convention. Please note that your organisation will have to bear all the expenses for your participants. We will assist your participants by reserving hotel room accommodation and a conference package for them at a concessional rate of RM 168.00 (US\$ 44.20 ) nett and RM 50.00 (US\$ 13.20) nett respectively, per day for each participant.

I look forward to hearing from you soon.

Best regards.

Yours sincerely



Haruo Sakitsu  
Director, Programme Department

Encl: as above



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UNESCO-ITU-ABU CAUCUS ON ICTs

**REGIONAL CONVENTION:  
SERVICING COMMUNITIES THROUGH ICTs**

Kuala Lumpur, 26-29 July, 2004

**DRAFT PROGRAMME**

<b>REGISTRATION: 0800-0845 Hrs</b>		
<b>0900-1000 Hrs: Day 1</b>		
<b>OPENING</b>		
	Welcome	Mr Wayne Heads, Director, Technical Department, ABU Mr Haruo Sakitsu, Director, Programme Department, ABU
	Opening Address	Mr David Astley, Secretary General, ABU
	Keynote Address: [How will ICTs provide greater access to Information Disadvantaged]	[KBS or MMU or Unesco or DoCoMo or MCTV or ITU]
<b>1030-1230 Hrs: Day 1</b>		
<b>FORMAL MEETING OF ABU ICT FORUM -1</b>		
1	Broadcasting on ICTs: An Overview	Sharad Sadhu, ABU
2	Formal Constitution of ICT Forum, Ad-hoc Steering Committee and Coordinator	
3	Terms of Reference of ICT Forum	
4	Setting Up Tasks and Deliverables of the Forum: Near Term and Long Term: Task Groups	
5	General Discussion on Objectives and Studies	
6	Convention Objectives	Sharad Sadhu and Sangeeta Mahawar, ABU
7	Convention Report: Setting Up of Report Drafting Groups 1, 2, 3	

**Informal Meeting of Drafting Group 1 on Content Issues**

**Informal Meeting of Drafting Group 2 on Carriage Issues**

**Informal Meeting of Drafting Group 3 on Services and Business Issues**

<b>1400-1730 Hrs: Day 1</b>	
<b>SESSION 1: ICT Concepts; Broadcasting on Broadband</b>	
<b>Session Facilitators: Mr ....., Mr.....</b>	
1	ICT Concepts: Carriage and Content
2	Broadcasters' Perspective on ICTs: Products and Services
3	Country Reports
3	Broadband: How it is Set up, what facilities are offered
4	Broadband: Services and type of audiences

<b>0900-1230 Hrs: Day 2</b>	
<b>SESSION 2: Broadcasting on Broadband</b>	
<b>Session Facilitators: Mr ....., Mr.....</b>	
1	Content for Broadband, Content packaging
2	Broadcasting Over IP: Web Radio, Web TV, TV Anytime
3	Broadband Content Creation, Website Development
4	Successful Business Strategies
<b>1400-1730 Hrs: Day 2</b>	
<b>SESSION 3: Broadcasting to "Mobiles" – Concept, Delivery and New Services</b>	
<b>Session Facilitators: Mr ....., Mr.....</b>	
1	Broadcasting to Mobiles: Concepts, audiences, receiving devices
2	Digital Multimedia Broadcasting: Delivery Technology and Opportunities for new Services
3	Products and Services addressing "Mobiles"
4	New Genre of Content for "Mobiles"

<b>0900-1230 Hrs: Day 3</b>	
<b>SESSION 4: Broadcasting to Mobiles – Content, Products and Consumers</b>	
Session Facilitators: Mr ....., Mr.....	
1	Content Themes and Consumers
2	Content Creation for “Mobiles”
3	Employing Archival Resources for “Mobile” Products
4	Pressing Issues and Challenges
5	Business Strategies
<b>1400-1530 Hrs: Day 3</b>	
<b>SESSION 5: Delivering Broadcasting Products on Mobile Phone Networks</b>	
Session Facilitators: Mr ....., Mr.....	
1	Mobile Phone networks for multimedia products
2	Characteristics of mobile phone devices
3	Products and Services for mobile phones
4	Content Generation
5	Business Strategies: Should Broadcasters be only Content providers?

<b>1600-1730 Hrs: Day 3</b>	
<b>FORMAL MEETING OF ABU ICT FORUM-2</b>	
1	Finalisation of : <ul style="list-style-type: none"> <li>• Objectives and Studies</li> <li>• Terms of Reference of ICT Forum</li> <li>• Setting up Task Groups</li> </ul>
2	Work Programme for 2004-2005
3	Annual Meeting in Almaty
4	Appointment of Office Bearers of the Forum

<b>0900-1230 Hrs: Day 4</b>	
<b>SESSION 6: Content Production and Business Strategies</b>	
Session Facilitators: Mr ....., Mr.....	
1	Integrated Content Production Systems
2	Internet-based Multimedia Production Systems
3	Content Re-purposing - Tailoring Content to ICTs:
4	Recycling Content from Archives: Content Management Systems
5	<b>Introduction and Adoption of Convention Report</b>
<b>1400-1530 Hrs: Day 4</b>	
<b>SESSION 7: Concluding Session - Round-table Discussion</b>	
<b>Introduction and Adoption of Convention Report</b>	
<b>Round-table Discussion :</b>	<b>Chairman:</b>
<b>Topic: [How Traditional Broadcasters can provide new Products and Services on the New Delivery Media.]</b>	<b>Panel: Resource Persons and Participants</b>





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## UNESCO-ITU-ABU CAUCUS ON ICTs

### REGIONAL CONVENTION: SERVICING COMMUNITIES THROUGH ICTs

Kuala Lumpur, 26-29 July, 2004

#### **Introduction**

The ABU is organising a four day regional convention on servicing the knowledge based and infotainment needs of the communities in the Asia-Pacific through the modern ICTs. The convention, fully supported and run by the ABU ICT Forum, will focus on content and carriage services that need to be provided to enable audiences to develop in the information society.

The convention will focus on how new services can be set up and delivered. The first formal meeting of the ABU ICT Forum will also be held during this period at which the Forum will chart out its activities and organise their implementation. An outline of the Convention programme is attached.

#### **ABU ICT Forum**

The ABU ICT Forum has now been constituted as a Working Party to address usage of the modern information and communication technologies (ICTs). The main objective of the Forum is to provide assistance to ABU members in developing new products and delivering their services to audiences using the new ICTs. Additionally, the Forum will address all aspects of ICT implementation in its studies and will provide a platform for exchange of ICT related information among the ABU members. This initiative taken by the ABU is the beginning of an effort to provide a bridge for the ABU members to migrate to the ICT paradigm.

## **Organisation**

The ABU, supported by the UNESCO and the ITU, is organising this integrated Convention on content, carriage and business aspects of delivery of multimedia content through the new ICTs, - Broadband Internet, broadcasting to mobiles and mobile phone networks.

## **Objectives**

The key objective of the Convention is to expose broadcasting content producers in conceptualising new types of services and applications for the new delivery media, to expose delivery engineers to new techniques for delivery of such new services and to enable business strategists to take some informed decisions on venturing into this new area of activity. A long term objective is to assist ABU members in preparing initial plans for providing services using the new media.

## **Participation**

This four-day Convention in Kuala Lumpur is open to participation by senior executives from a wide spectrum of disciplines in broadcasting, including from programme production, post production, news and news reporting, website, channel and archive management, production and delivery engineering, and business strategy planning in ABU members, Affiliates and other public service broadcasters. In particular, members of the ABU ICT Forum are encouraged to participate.

## **Format**

The Convention will have 7 sessions, six of these for 3 hours each. Each of the sessions will address a set of multi-disciplinary ICT issues on Broadband, broadcasting to "mobiles" and delivery over mobile phone networks. The sessions will be held in an interactive manner and the participants will be expected to contribute. A report on content, carriage and business strategies will be prepared by the participants and adopted on the last day. The final session will be devoted to a Round Table Discussion on how traditional broadcasters can provide new products and services on the new delivery media.

## **Session Themes**

### **Sessions 1 (Day 1- pm) - ICT Concepts; Broadcasting on Broadband**

This introductory session will be devoted to an understanding of the new Information and Communication Technologies, and broadcasters' perspective of the ICT field. Broadband Internet will be introduced as a medium of delivery. Later in the day three report drafting groups will set up.

### **Session 2 (Day 2 – am) - Broadcasting on Broadband**

This session will address the content development and production, engineering and business strategy aspects of broadband delivery.

**Session 3 (Day 2 - pm) - Broadcasting to “Mobiles” – Concept, Delivery and New Services**

This session will address several aspects of broadcasting to “mobiles” - concepts, audiences, receiving devices, DMB delivery and opportunities for new types of services and products.

**Session 4 (Day 3 - am) - Broadcasting to Mobiles – Content, Products and Consumers**

This session will explore the new genre of multimedia content required for mobiles, address employing archival resources, products, business strategies and will discuss country reports.

**Session 5 (Day 3 - pm) - Delivering Broadcasting Products on Mobile Phone Networks**

This session will address developments related use of mobile phone networks for multimedia product delivery, characteristics of mobile phone devices, broadcasting products and services, content generation and business strategies.

**Session 6 (Day 4 - am) - Content Production and Business Strategies**

This session will address the crucial issues of creation of original content, content re-purposing, content management systems, integrated content production systems and Internet-based multimedia production.

**Session 7 (Day 4 - pm) - Round Table Discussion**

This session will commence with a wrap-up of the Convention and address the topic “How Traditional Broadcasters can provide new Products and Services on the New Delivery Media”. All participants will be expected to contribute. At this session, the Convention Report will be introduced and adopted.

**Meeting of ABU ICT Forum**

The first formal meeting of the ABU ICT Forum will be held in the morning of 26 July, followed by a second meeting on 28 July. Both these meetings will be devoted to organisation of the activities of the Forum.

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Asia-Pacific Broadcasting Union

UNESCO-ITU-ABU CAUCUS ON ICTs



**REGIONAL CONVENTION:  
SERVICING COMMUNITIES THROUGH ICTs**  
Kuala Lumpur, 26-29 July, 2004

**REGISTRATION FORM**

Organisation: .....

The following programming executives will participate in the above mentioned event on behalf of our organisation. Please register them for participation and reserve hotel room accommodation for them.

Name and Designation	Travel Dates		E-mail Address	Tel and Fax Numbers
	Arrival	Departure		

Authorised by:.....

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**Please rush by e-mail / fax to:**

ABU Programme Department  
Fax: + 603 2282 4606  
e-mail: robana@abu.org.my or kim@abu.org.my