

29. KTWR-Guam

Mr Shakti Verma
Regional Technical Coordinator
Trans World Radio, New Delhi
29 Aurangzeb Road
New Delhi
110 011
India
Tel: (91) 9971002292
E-mail: shaktiverma@gmail.com

30. VOV-Vietnam

Ms Tran Mai Hanh
Journalist
Voice of Vietnam
58 Quan Su Str
And 41.43 Ba Trieu Str
Hanoi
Socialist Republic of Vietnam
Tel: (84 4) 6272 7108
Fax: (84 4) 6272 7103
E-mail: thn1210@gmail.com;
nguyentienlong@vov.org.vn;
ntlongvov@gmail.com;
tienlongnguyen2002@yahoo.com.au;

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Summary of Minute Meeting (MALAYSIA TRAINING REPORT)

First of all, I would like to say thank you The Asia-Pacific Broadcasting Union (ABU) for the opportunity to come to Malaysia and learn about Digital Radio.

Within five days that participate in the workshops, I have gained new knowledge of digital radio which made me know that the recognition of technological developments must have changing of radio broadcasting operation. Normally, listeners will know only radio system of A-M and F-M, today's world, however, the growth of the technology can make the listeners receive more information from multiple channels and various of mass media. No matter where you are, you can receive such information. Importantly, the combination of broadcast and communications technology through cable is very easy to make a broadcast transmission to reach many target audiences by the method of Digital Radio.

Digital Radio is a media that can meet the needs of the audience very well as Steve Ahern has described the trend of radio listeners as "the Social Network and Consumers don't care where they get their radio". Besides, Digital Radio can also solve the problem of existing less frequency. Importantly, while listening, the listeners can see image, information and has the reaction. The reason why listeners want to ask "Why it is developed into a Digital Radio" is because everything has completely evolved into digital and has high competition for radio listening.

Practical experiment in create and present a radio program under the name "Why I love to live here" is a good experience for myself because I can share my experience among a group of my friend. Also, it is a radio program which produced variety of the main content with sound of announcer, music, real interview from outside and advertisement which can be seen it picture. This is a very interesting radio program. Moreover, I have learned how to produce digital radio by using tools, equipments and computer technology.

From several features of the Digital Radio, it is believed that the broadcast owner will develop and modify it in order to meet the requirement of the audience in the future although the budget will be higher and staff must have ability in using equipment. Importantly, it is very necessary that the listener must have the receiver of Digital Radio Broadcasting system which it now become the problem for developing countries.

This may take many years to be modified to be like that. In Thailand, it might take about 5-10 years to create the readiness of both recipients and people.

Finally, I would like to say thank you to UNESCO and ABU for giving me a valuable opportunity to join the meeting. It makes me have more knowledge about Digital radio and new experience of broadcasting in the age of technology.

Yours Sincerely
Mr.Sangthong A-nantapak

UNESCO-ABU WORKSHOP ON CONTENT CREATION FOR DIGITAL RADIO

25 – 28 August 2010 , Kuala Lumpur Malaysia



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