

ABU news

July – September 2010

PP 4408/05/2011 (029427) ISSN 0127-4902

News of ABU activities and the broadcasting industry in the Asia-Pacific

ABU 47th General Assembly:

President welcomes delegates to Tokyo

Dear Colleagues,

As President of the ABU, it gives me great pleasure to invite you to the 47th ABU General Assembly and Associated Meetings from 14 to 20 October 2010.

I look forward to welcoming you to Tokyo, a city where tradition and high-technology coexist and continues to transmit a unique image culture.

While the ABU General Assembly will be held in the Grand Prince Hotel Akasaka, many of the Associated Meetings and social programmes will be held in NHK Broadcasting Center, utilising its various facilities including rehearsal rooms, canteens, the NHK hall and other venues. This will bring a unique flavour of broadcasting to the events.

A variety of plans have been prepared for the participants in Tokyo. In particular, on the second day of the General Assembly, under the working title, 'The Age of Convergence - How Broadcasters Cope with the Challenges from New Media', the Special Topic Session will focus on the changing relationship between the broadcasters who were traditionally the sole information providers, and its recipients, in the era of Internet convergence. A renowned expertise from Japan and distinguished speakers from the Asia-Pacific region and from other countries will be planned to share their insights into the future with you. On the other hand, at the Professional Discussion in the afternoon, we will be more down to earth and discuss the issues faced by members on a daily basis, under the banner of 'Digitisation - How Far has it Gone in Asia and the Pacific? How do we get the Fruits out of it?'

By sharing our knowledge and experience, I hope that the General Assembly will be a forum for us to realise the 'Resilience of Broadcasting', this year's theme, and to reaffirm our mission as broadcaster which is to enrich lives and culture of the audiences through providing valuable information.

Throughout the period, with generous cooperation from our fellow ABU members in Japan, there will be dinners and luncheons and other social events that you can look forward to.

And on Monday, 18 October, there will be a one-day excursion to Nikko, a World Heritage site. I trust that the day will offer a brief break from a schedule filled with meetings.

I hope you will enjoy your stay in Tokyo.

Yoshinori Imai
ABU President



Yoshinori Imai

For further information, please visit <http://www.abutokyo2010.com/> ●

SPECIAL ISSUE: CEOs speak out

ABU news in this issue

July – September 2010 Vol. 29 No. 3



COVER STORY

1 47th General Assembly:
President welcomes delegates to Tokyo

NEWS

- 26 KBS documentary wins Peabody Awards
- 26 ABU, ITU, AIBD to foster IT initiatives
- 36 CBA appoints new Secretary General
- 27 KBS goes to summit of Annapurna
- 27 New AIBD Director appointed
- 31 ABU urges members to help Pakistan floods victims
- 31 Broadcasters urged to reinvent themselves
- 32 ABU President elected ITU commissioner
- 32 ABU admits 5 new members
- 33 ABU hosts International Emmy judging
- 33 CCTV, DDI and BTV win new awards

INTERVIEW

- 17 Peter Cavanagh of Radio New Zealand
- 18 Shaun Brown of SBS-Australia
- 30 Kim In-Kyu of KBS-Korea
- 22 Rick Ellis of Television New Zealand
- 23 Manuel Gonçalves of Teledifusão de Macau
- 24 Shaun Seow of Mediacorp-Singapore

ASIAVISION

- 1 Cambodia's CTN begins contributing to Asiavision
- 1 Eurovision contacts meet in Spain
- 1 Balanced news essential, says Thai PM
- 2 Cover all phases of a disaster, media urged
- 5 BTV journalist takes on Emmy role
- 6 Asiavision holds more training

SPORTS

- 28 FIFA World Cup goes back to ABU
- 29 The London Legacy: A Triumph for humanity
- 30 London Olympic to shine on TV

TECHNICAL

- 12 ABU-UNESCO ICT Roadshow: Minimise cost for more platforms

LEGAL

- 14 Cost-effective litigation through alternative dispute resolution
- 15 WIPO Regional Meeting in Delhi:
Asian countries tackle issues on Broadcasters' Treaty

PROGRAMME

- 7 KBS proposes new initiative
- 8 **ABU Children's TV Programme Item-Exchange 2010:**
Biggest turnout yet for children's TV meeting
- 9 **Children's Drama Co-production 7th series:**
'Let children think creatively'
- 10 **International Radio Festival and Forum:**
Digital radio a 'new form of distribution'

DEVELOPMENT PROJECTS

- 16 World leaders gather for AIDS 2010
- 16 Broadcaster journalists have important role in climate change

Publisher

Javad Mottaghi
javad@abu.org.my

Editor

Sidney Yap
sidney@abu.org.my

Editorial Assistant

Kian Cher
kian@abu.org.my

Contributors

Alan Williams
John Barton
Axel Aguirre
Hanizah Hamzah
Tan Hockguan
Ahmed Nadeem
Francyne Harrigan

Office

Asia-Pacific
Broadcasting Union
2nd Floor, IPPTAR Building,
Angkasapuri,
50614 Kuala Lumpur,
Malaysia.
Tel (603) 2282 3592
Fax (603) 2282 5292
Website www.abu.org.my

Printed by

Arthur Yeoh Phee Leng
32-3A-1, 4th floor,
Jalan 1/116B, Sri Desa
Entrepreneurs Park,
off Jalan Kuchai Lama,
58200 Kuala Lumpur,
Malaysia.

For advertising enquiries, please contact the Editor. Editorial contributions are welcome. ABU News is supplied free of charge to ABU members and is available on subscription to others. Subscription US\$20.00 a year (four issues) airmailed to anywhere in the world.

Cambodia's CTN begins contributing to Asiavision



Cambodian Television Network headquarters

Cambodian Television Network (CTN) has become the latest broadcaster to contribute to Asiavision, the ABU's daily news exchange.

CTN has used Asiavision's recently-launched file transfer system to contribute several news stories. The first was on the visit of a US hospital ship and a Japanese destroyer to Sihanoukville, a port city southwest of Phnom Penh.

The station became the news exchange's newest member when it joined in March but for technical reasons it was unable to offer news material until now.

A free-to-air station, CTN was launched in March 2003 and is now Cambodia's highest rating TV station, boasting more than 60 percent of prime time viewership.

Asiavision brings together 21 broadcasters from around the region who exchange news daily. It launched its file transfer system last October to operate alongside the twice-daily satellite feeds.

The feeds remain its main way of exchanging news but the file transfer system offers an alternative for those who, for cost or technical reasons, are unable to contribute by satellite. ●

Eurovision contacts meet in Spain

The Eurovision news exchange contacts meeting this year was held in Benidorm, Spain, from 2 to 4 June. This is an annual meeting of news and sport news contacts of Eurovision, the European Broadcasting Union's news exchange.

Asiavision has an agreement with Eurovision whereby Eurovision receives material from Asiavision and Eurovision in return puts in a 10-minute daily contribution for Asiavision.

The meeting discussed Eurovision's planned transition to a hybrid satellite and file-based system. This move would see Eurovision members using new tools and new workflows.

A key advantage in using file contribution is that there will be no waiting for satellite availability and thus human resources will not be tied up.

Eurovision started a pilot project on file transfer in the middle of last year

with 10 members participating. The meeting was told that the number of participants would now be expanded.

Eurovision aims to move this project forward as a whole in which all its members will participate. There will be a complete upgrade of all newsroom tools and systems.

This project is ongoing and Eurovision has not set a time frame as to when all its members will take part.

The meeting also looked at Eurovision operations. The contacts discussed what went right and what went wrong in their operations as well as problems faced. One problem raised was the lack of coverage by Eurovision members in certain parts of the world.

There were also problems with rights, resulting in certain items being unavailable or when made available, carrying restrictions.

Balanced news essential, says Thai PM

Balance and accuracy in reporting have become increasingly important in an era where time and space are no longer major obstacles to news broadcasting, the Thai Prime Minister, Abhisit Vejjajiva, has said.

"With millions of bloggers, Twitters and Internet users now serving as 'web reporters' who now widely share their video clips on the Internet, television is now facing a challenge – for you to demonstrate that there is still a place for quality in broadcast media," he said.

Mr Abhisit was opening the annual ABU News Group meeting in Bangkok, hosted by Thai broadcaster MCOT. The meeting took place at the Bangkok Convention Centre on 5-6 August.

It brought together heads of news and other senior journalists from ABU broadcasters, including members of Asiavision, the daily news exchange.

Speaking of his government's plans for media reform, he rejected allegations that it was into too much media control or censorship.

"Media reform is actually part of the government's efforts to help the media develop itself to become self-regulated as much as possible.



News Group delegates



The Thai Prime Minister (centre) with News Group participants

"We have met with various professional media bodies in Thailand to explain that the objective of this process is to encourage the media to be the main driving force in transforming itself into a mechanism for constructive communication amongst the Thai people.

"The main issue to consider is how the media could operate with freedom, and exercise such freedom constructively."

Mr Abhisit's remarks set the tone for the meeting, which reviewed the activities of Asiavision. Content issues, new delivery technologies, training and cooperation with broadcasters in other parts of the world all came under the spotlight.

Among the meeting's key decisions:

- To double the amount of funding for in-house training for Asiavision members under the Asiavision Advisory Service.
- To organise a major regional workshop on sports news reporting in partnership with the ABU Sports Department.
- To look at introducing a regular sports news package for Asiavision members.
- To extend cooperation with the Arab States Broadcasting Union (ASBU), including a possible joint training event.

Three members of Asiavision won annual awards at the meeting for their contributions to the news exchange.

CCTV-China won for providing the most news flashes during the past year. NHK-Japan and MCOT-Thailand were honoured by their fellow members for the overall quality of their contributions to the news exchange.

Each award carries a cash prize of US\$700.

The group welcomed the recent admission of Saba TV of Afghanistan and Cambodian Television Network

(CTN) as members, bringing Asiavision's membership to 21, the highest in its 26-year history.

The News Group Chairperson, Prattana Nuntaratpun of MCOT, chaired the meeting. The group selected Akinori Hashimoto of NHK to fill a vacant Vice-Chairman's post. The other Vice-Chairman is Harjit Singh of RTM-Malaysia.

The group encouraged more Asiavision members to use the file transfer system launched last October, particularly those who are unable to contribute news stories by satellite.

Participants were delighted to accept an offer by NTV-Nepal to host next year's News Group Meeting in Kathmandu.

In the longer term, they decided to look into the possibility of holding News Group meetings as part of the ABU's annual meetings instead of as stand-alone events.

MCOT were superb hosts. In addition to running the meeting without a hitch, they laid on dinners and social events for participants including a tour of Bangkok and a dinner cruise on the Chao Phraya River. ●

Cover all phases of a disaster, media urged



Cherie Hart of the UNDP

Journalists can bring important stories to light by continuing to cover a disaster long after the event, the ABU News Group meeting in Bangkok heard.

"You have pressures to be current and fast. But longer-term stories can also be gripping," Cherie Hart, Regional Communications Advisor, UN Development Programme, said.

"Keep going to the scene when the main cameras leave. Not just at the

six-month or one-year or five-year anniversary. Cover it like a beat, check in with key people, officials, families."

In an address to the meeting, Ms Hart urged journalists to look at all phases of a disaster – before, during, after and long after.

"You are trained to report quickly and accurately. Sometimes in doing so, nuances are lost in the moment when it is important to get news out as a breaking story unfolds. But there remain political, cultural, social, economic and development stories to be found."

She listed some under-reported twists to disaster coverage:

- A natural event such as an earthquake or cyclone can become a disaster when coupled with poor development. What were the development gaps that exacerbated and in some cases led to the disaster?

- What are the gender inequalities that are magnified in disaster situations? Women and girls suffer more than men and boys from shortages of food and economic resources in the aftermath of disasters. Are there serious consequences for the education of girls? Are there links between disasters and gender trends?

- Are there examples where communities are investing in ways to protect themselves from future disasters? Are there any places that are introducing good building and design codes, and retro-fitting existing buildings, especially schools, to withstand disasters? If so, what technologies or innovations are they using?

- Are there groups that have fared better after a disaster? If so, how did that happen, why are their lives better?

Ms Hart also said there were "silent emergencies" that did not attract media coverage or public attention.

"And there are 'missing' disasters which don't get reflected in the media. Some of them are climate-related. Others are health related.

"Talking openly about HIV/AIDS is still a taboo in many parts of South Asia, for example. Famine becomes a story; drought doesn't – because the latter kills slowly."

She noted that almost half of the countries around the world in which disasters occurred regularly were in Asia and the Pacific. She urged journalists to cover issues such as disaster preparedness.

"Simple, low-cost measures – local evacuation plans, shelters, community early-warning systems – have saved tens of thousands of lives in Bangladesh when it has been faced with devastating cyclones.

"Part of the building back better story is how countries are trying now to minimise future disaster risks."

BTV journalist takes on Emmy role

A Bangladeshi journalist took on an additional role as an International Emmy juror when he spent a month on attachment to the Asiavision centre in Kuala Lumpur.

Md Moinul Islam, a News Producer at Bangladesh Television (BTV), spent July at the centre helping Asiavision staff coordinate the daily news exchange.

His attachment was part of a scheme under which Asiavision provides funding to enable journalists from member broadcasters to spend time at the centre.

"It was a great opportunity for me," he said shortly before returning to Dhaka. "I learned a lot about Asiavision and its members, and about how to send news items and receive the daily feeds."

Moinul also served as a juror for the semi finals of the news and current affairs categories of the 2010 International Emmy Awards. The ABU was a co-host of the judging, held on 19-20 July.

While at the centre he learned more about Asiavision's file transfer system, launched last year, and plans to use it in Dhaka. BTV itself uses file

transfer protocol (FTP) to receive news feeds and stories from remote areas and is in the process of automating its newsroom, with a central server.

It was the third overseas assignment for Moinul, who has been with BTV for more than six years. He spent three months at the Radio Netherlands Training Centre in Hilversum in 2006 and one month at the IPPTAR training institute in Kuala Lumpur studying TV documentary production under the Malaysian Technical Cooperation Programme in 2008.

Moinul has a strong interest in



Md Moinul Islam

covering climate change and hopes to focus closely on this as his career develops.